



Communications Overview

Seventh session of the United Nations
Environment Assembly (UNEA-7)
8 – 12 December 2025, Nairobi, Kenya

**Subcommittee meeting of the Committee of
Permanent Representatives**
12 March 2026



UNEA-7 Communications Overview



Media coverage: **130 countries**

Social media reach: **36M**

Video views: **3M+**

Livestream views: **46K+**

UNEA website users: **229K**

Key content: **6 UN languages**

- UNEA-7 communications achieved broad global visibility and participation across media and digital platforms.
- Information on UNEA-7 activities and outcomes was accessible worldwide through multiple channels and key content in all six UN languages.
- Digital platforms supported transparent access to UNEA-7 proceedings and materials.

Media

4,211 published articles
130 countries
42 languages
30+ interviews
9 press conferences



- Media visibility remained strong across regions, with coverage in over 130 countries and 42 languages.
- Press conferences and interviews supported wide dissemination of UNEA-7 outcomes and announcements.
- Coverage demonstrates continued global interest in UNEA as the leading environmental decision-making body.

Social Media

36M users reached
1.3M user interactions
24K UNEA-7 mentions
+100% engagement vs UNEA-6



- Social media significantly expanded UNEA-7 visibility, reaching approximately 36 million users worldwide.
- Engagement increased substantially compared to UNEA-6, demonstrating strong public interest in UNEA-7 activities and announcements.
- Social media supported global awareness of UNEA-7 beyond policy audiences.

Multimedia

3M+ video views
+57% vs UNEA-6
2,637 photos
79 curated albums
22 news broadcasts



- Multimedia coverage strengthened global visibility of UNEA-7 activities and announcements.
- Video viewership increased significantly compared to UNEA-6, indicating growing global interest in UNEA-7 and UNEP content.
- Photo and video materials supported and extended media coverage and provided strategic content for digital channels.

Editorial and ENB

16 website stories
116K website views
ENB: 169 countries reached:
15,766 website users
41K email subscribers



- Explainers and forward-looking content performing strongest alongside high demand for real-time feed updates of UNEA-7 activities.
- Editorial reinforced UNEA-7's resilience and solutions framing beyond the session and strengthened UNEP's role at the science-policy interface and overall brand visibility.
- The Earth Negotiations Bulletin supported transparency by providing independent reporting on UNEA-7 negotiations.

UNEA website

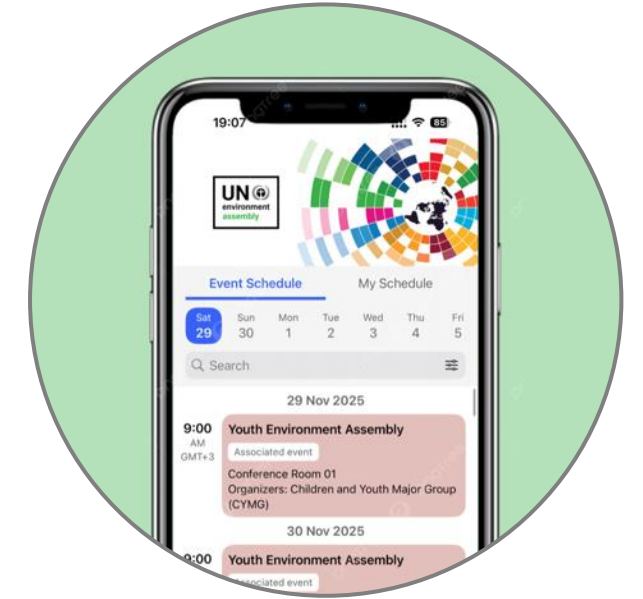
229K users
324K views
93% engagement rate
6 UN languages



- UNEA website served as the central global information hub for the session.
- Sustained high traffic levels demonstrate strong demand for UNEA-7 information and materials in a user-friendly environment.
- Multilingual key content supported inclusive global access.

Mobile App

3,610 downloads
416 meetings/events
93% user satisfaction



- UNEA-7 mobile application supported efficient participation and access to meeting information.
- High user satisfaction indicates the application effectively supported participants.

Webcast

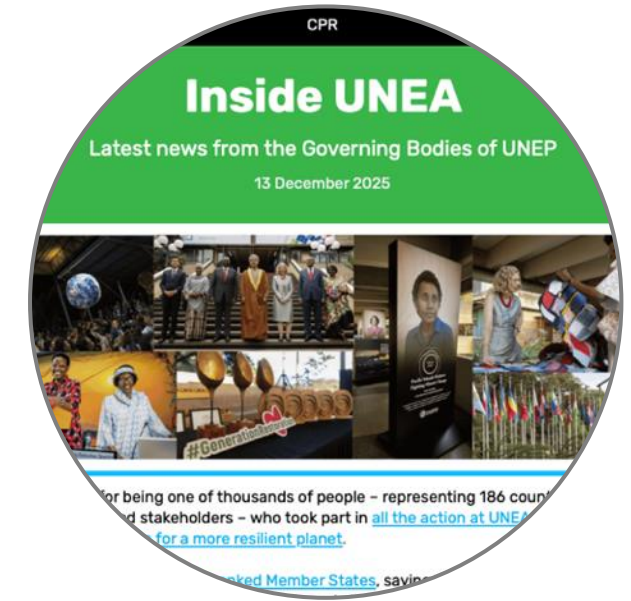
79 events streamed
46k views globally
+174% vs UNEA-6



- Livestreaming significantly expanded global access to UNEA-7 proceedings.
- Opening, closing and GEO-7 moments generated peak interest.
- Multilingual streaming of key session moments strengthened accessibility.
- Viewership increased substantially compared to UNEA-6 with expanded coverage to side events.

Newsletters

14 participant newsletters
85% open rate
+27% vs UNEA-6



- Additional releases of 3 UNEP.ORG global audience newsletters with 156K subscribers and 47% open rate, and 3 LinkedIn professional network newsletters with 438K subscribers and 24.7% open rate.
- Open and click rates well above industry standard demonstrate strong engagement among stakeholders and public audiences.
- Large-scale distribution extended UNEA-7 visibility beyond session participants.

Events, Exhibitions and GWAs

1,100 Youth Environment Assembly attendees

51 partner events

400+ Gala of Hope participants and 1000s online

3 UN World Restoration Flagships celebrated

5 UNEP Goodwill Ambassadors (GWAs) engaging

10 exhibitions

115+ materials produced

- Supporting record-high number of UNEA-7 events facilitated outreach and visibility of environmental initiatives and achievements.
- Interactive elements enriched the participant experience, reinforcing session messaging and institutional brand.



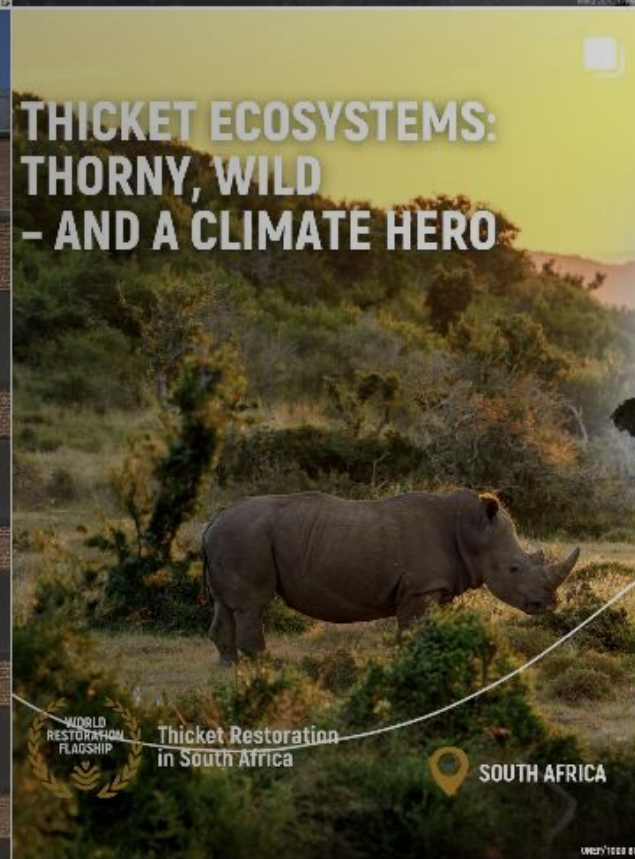
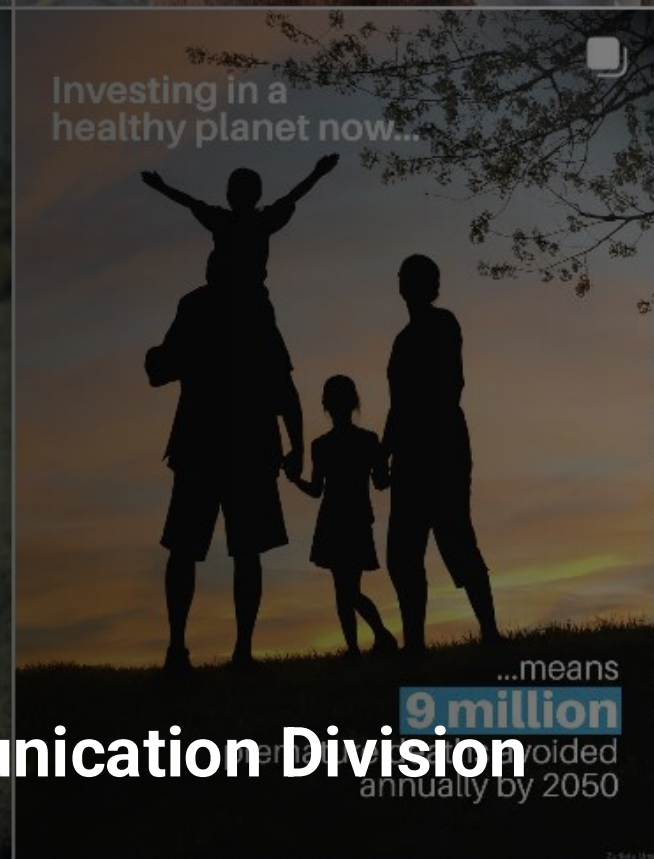
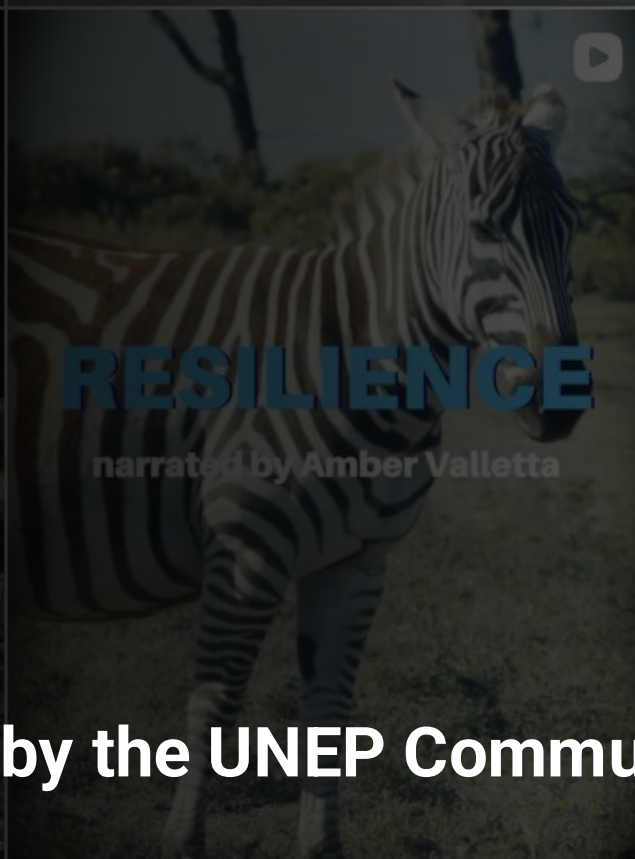
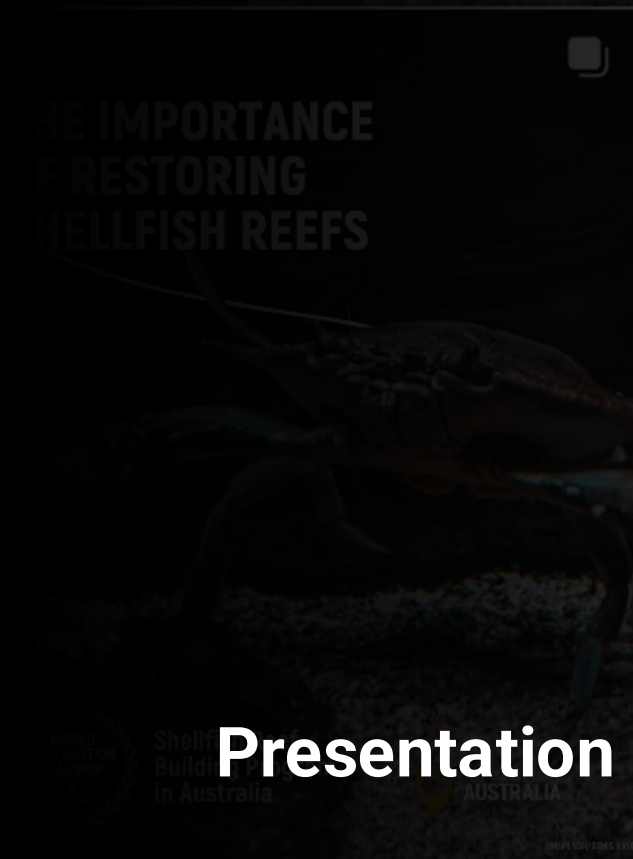
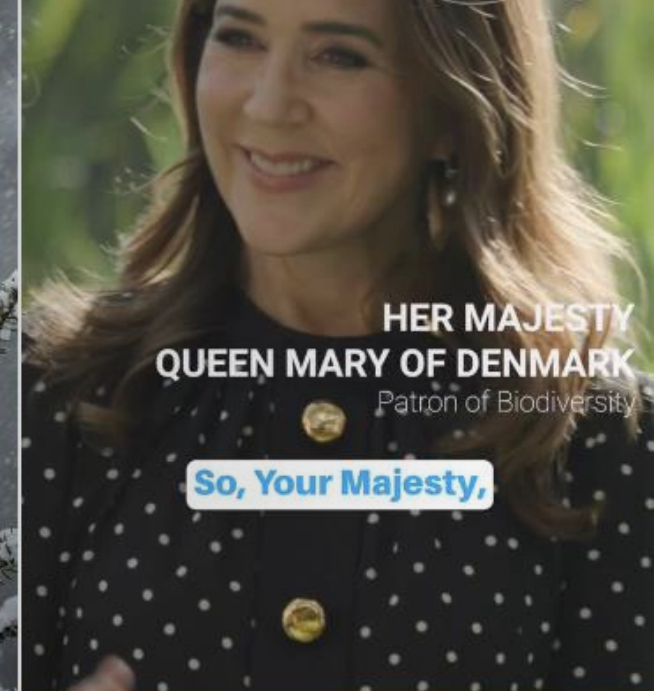
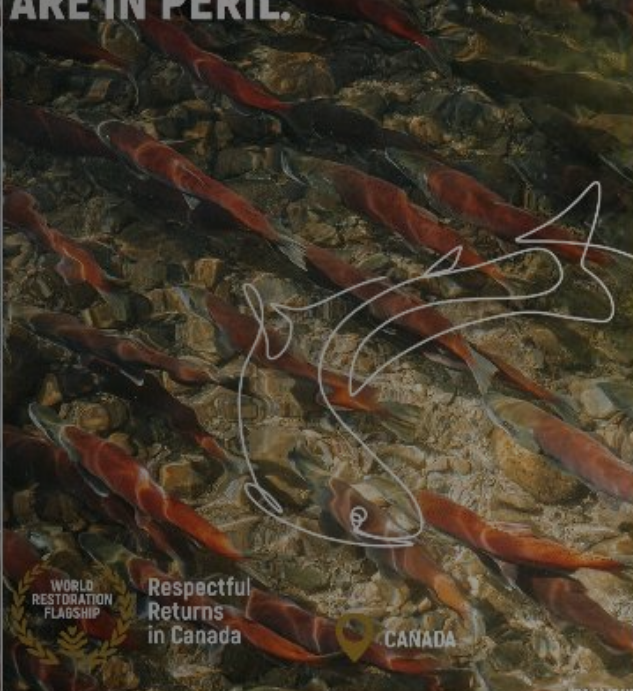
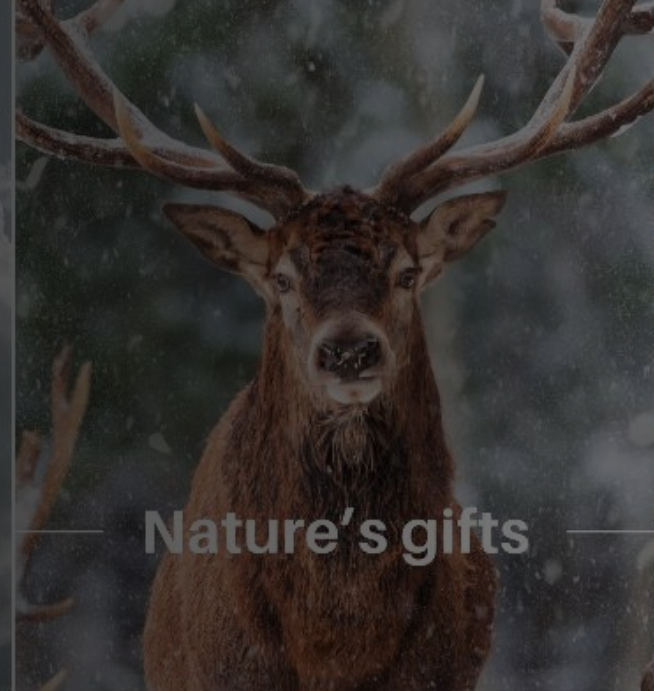
Cross-Channel Impact

UNEA-7 communications delivered coordinated global visibility through media, digital platforms and in-person engagement.

- Strong global visibility was achieved during a highly active environment and geopolitical news period.
- Communications supported transparency of negotiations and dissemination of UNEA-7 outcomes.
- UNEA-7 themes on resilience and solutions were reflected across media and digital platforms.
- Digital engagement expanded, with significant growth in online interaction and livestream participation.

Accessibility and inclusion:

- Key content delivered in all six official languages of the UN.
- Multilingual livestreaming expanded equitable global access.
- Digital platforms optimized for accessibility standards.
- Close-captioning provided.
- Code of conduct tailored to the session and included resources for persons with disabilities.



Presentation by the UNEP Communication Division

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Daniel Cooney, Director, Communication Division: daniel.cooney@un.org

<https://www.unep.org/environmentassembly>

