

UN environment programme

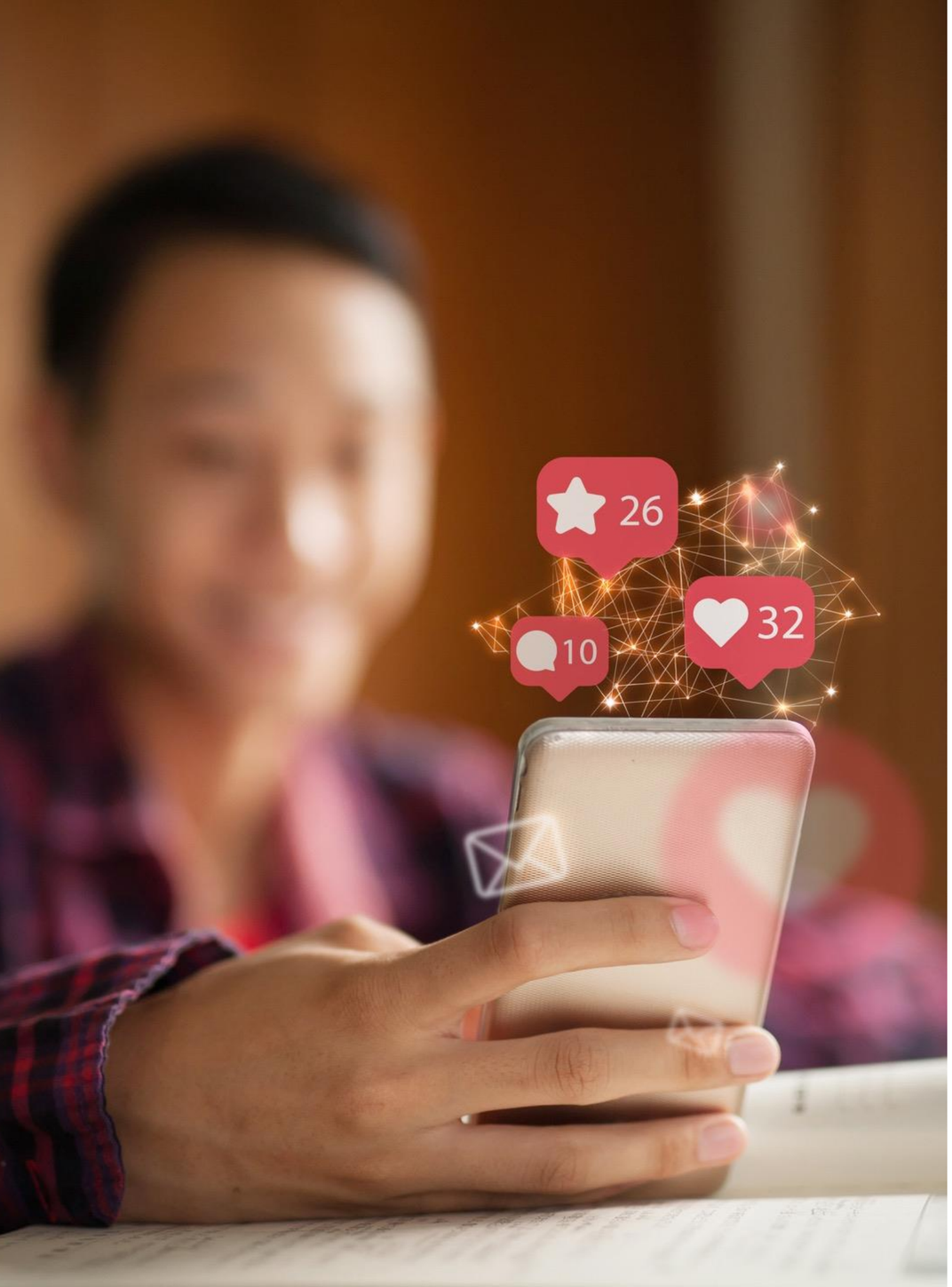
Communication Division

Committee of Permanent Representatives (CPR)

Dan Cooney
Director, Communication Division

1. Communication Division structure

Digital Strategy	Delivers on UNEP’s multilingual online communication platforms to ensure that key audiences have access to information.
Public Advocacy	Drives public engagement and partnerships on action on the environment.
News Media	Strengthen public awareness of environmental issues and equip policymakers with the latest environmental science through global, regional and national news media.
Content Services	Produce high quality publications, stories, multimedia products, branding and graphics to strengthen science and solutions for environmental action.
Communications for Resource Mobilization	Deliver on a communication strategy in support of UNEP's resource mobilization efforts including on Environment Fund and Planetary Funds.
Influencer engagement	Engage high-profile voices to reach audiences outside the "environment bubble".
Executive Director Communications	Strengthen the voice of the Executive Director on environmental challenges



2. Digital Platforms

- **14** platforms
- **6** languages
- **10 million** followers on social media
- **40,000** pages on UNEP website
- **14 million** views of unep.org in 2025 so far

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3. Public Advocacy

Climate Action

Drive ambitious emissions reductions through strategic storytelling and partnerships.



Chemicals & Pollution

One platform for a coherent and unified narrative towards a pollution-free planet.



Nature Action

A unified voice and messaging to shape and build visibility on UNEP's Nature Action work while inspiring action.



World Environment Day 2025

- More than 5.2 million visits to the campaign website
- 3,000+ events registered across 155 countries
- 56,000+ media stories published in 56 languages
- 13 million video views on UNEP channels
- 812,000 views of World Environment Day newsletters
- 100 million views of UNEP's World Environment Day stickers, with social media content trending across platforms worldwide
- Billboards and transit hubs across Belgium, China, Indonesia, Iraq, Italy, Jordan, Lebanon, Mexico, Paraguay, Switzerland, Thailand, the United States, Uruguay. WED 2025 full report









World Environment Day 2026



•**Host Country:** *Baku, Azerbaijan* – 5 June 2026
• *Climate Change*
•**Multilingual digital campaign: #ClimateAction** and **#WorldEnvironmentDay** across UN and partner channels
•**Billboards and public displays:** Joint messaging on billboards, airports, and public transit worldwide
•**Storytelling & multimedia:** Videos, explainers, infographics, and first-person climate stories from Azerbaijan and beyond
•**Partnerships & outreach:** Collaboration with governments, scientists, innovators, youth, and media
•**High-level event in Baku:** A flagship celebration with leaders, advancing climate and environmental policy
•**Regional outreach:** Tailored communication packages to engage communities in all regions







UNEP-led International Days

International Day of Clean Air for blue skies – 7 September

“Racing for Air”: Urging all actors to join the race against air pollution and accelerate solutions and collective action to deliver clean air for all.

International Day of Zero Waste – 30 March

“Towards Zero Waste in Fashion and Textiles": Highlights the urgent need to reduce the waste impact from the fashion and textile sector and promote sustainability and circularity.

- **8M digital users reached globally (tenfold increase).**

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UN Decade on Ecosystem

- **315+** partners
- **20** current UN World Restoration Flagships with over **100 million** hectares under restoration by 2030
- **Flagship videos watched 20+ million times**
- 2024 Media Campaign with stories in **113 countries, 12 languages**
- 8 Celebrity announcement videos reaching millions

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Champions of the Earth

Recognizes inspirational individuals taking bold environmental action for our world

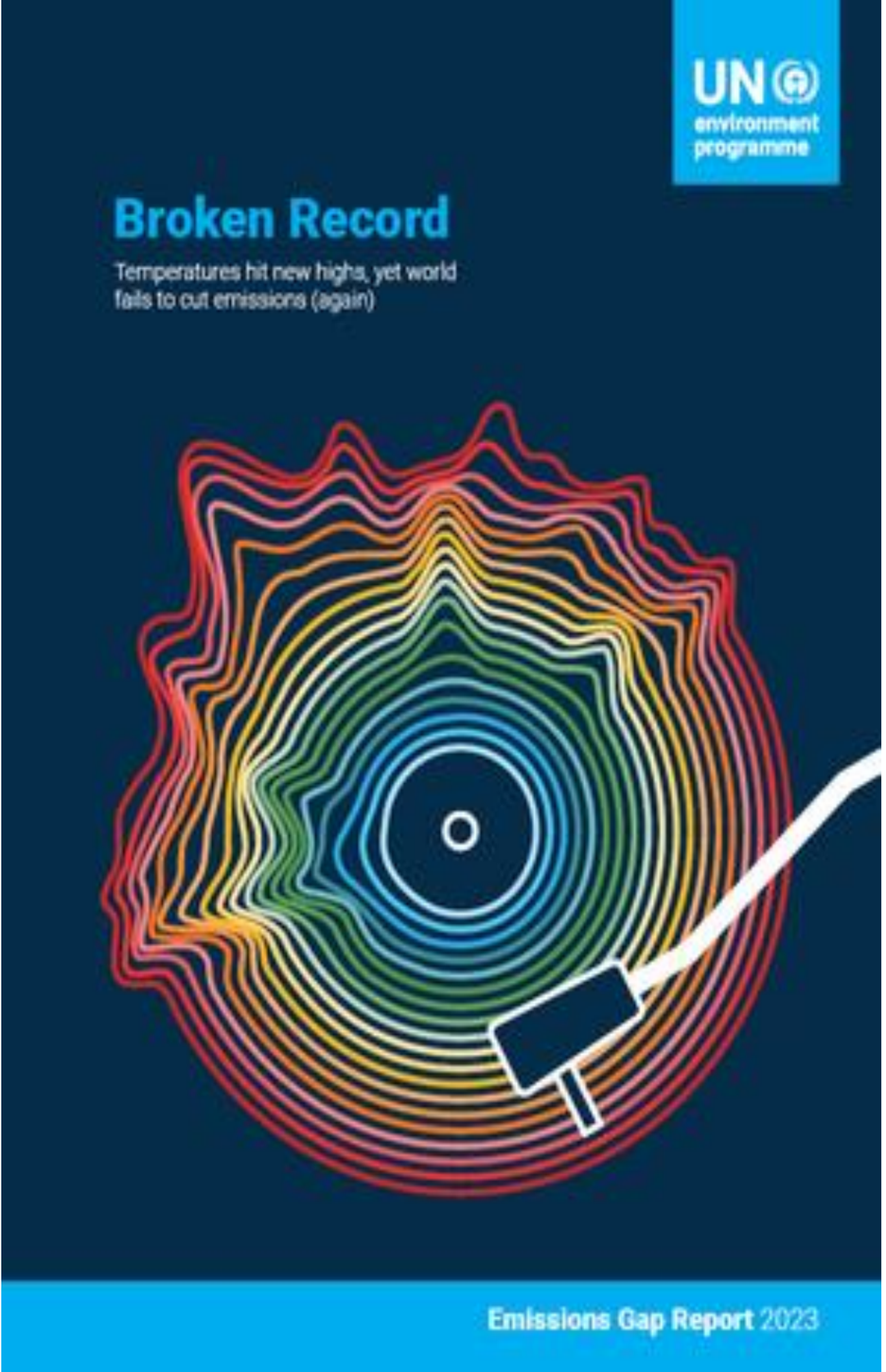
122 environmental trailblazers recognized since 2005

2024 campaign

- **10** million people reached on social platforms
- **1** million video views on youtube
- **600** articles from media outlets in **64** countries
- **1600+ nominations**







4. Content

Publication — Flagships, Spotlights, Technical Reports

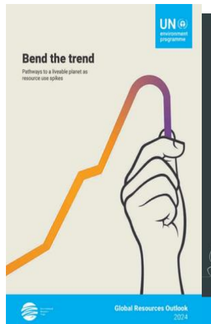
Editorial — Stories, live feeds, blogs

Multimedia — 131k subscribers on YouTube

Graphic Design — Social cards, report designs, branding for special events & campaigns











5. UN Environment Assembly (UNEA-7)

News Media	**4211 articles mentioning the UNEA in 2080 media outlets from 130 countries in 42 languages; 206 journalists accredited representing 38 nationalities**
Publications	**2 report launches**
Social media	**Reached 37 million users, generating 1.3 million interactions**
Video stats	**Over 3 million views on UNEP YouTube during UNEA week, including content on Restoration Flagships and Champions of the Earth.**
Website	Over 273k views on UNEA-7 microsite
Newsletter	**Consistently achieved a 50–70% open rate, targeting audiences from the general public to event attendees**







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Leadership



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