

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 all audiences have access to information.
 Public Advocacy	Drives public engagement and partnerships on action on critical environmental issues.
 News Media	Strengthen public awareness of environmental issues and arm policymakers with the latest environmental science through global, regional and national news media.
 Content Services	Produces 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 Thematic Funds.
 Celebrity Influencers	Engage celebrity voices to reach audiences outside the "environment bubble".
 Executive Director Communications	Strengthen the voice of the Executive Director on the triple planetary crisis.

2. Digital Platforms

- **14** platforms
- **7** languages
- **10 million** followers on social media
- **10,000** pages on UNEP website
- **17 million** views of unep.org in 2024
- **86%** viewer engagement with content



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.

**INVESTING IN
BOLD CLIMATE
ACTION
IS IN
EVERYONE'S
INTEREST.**

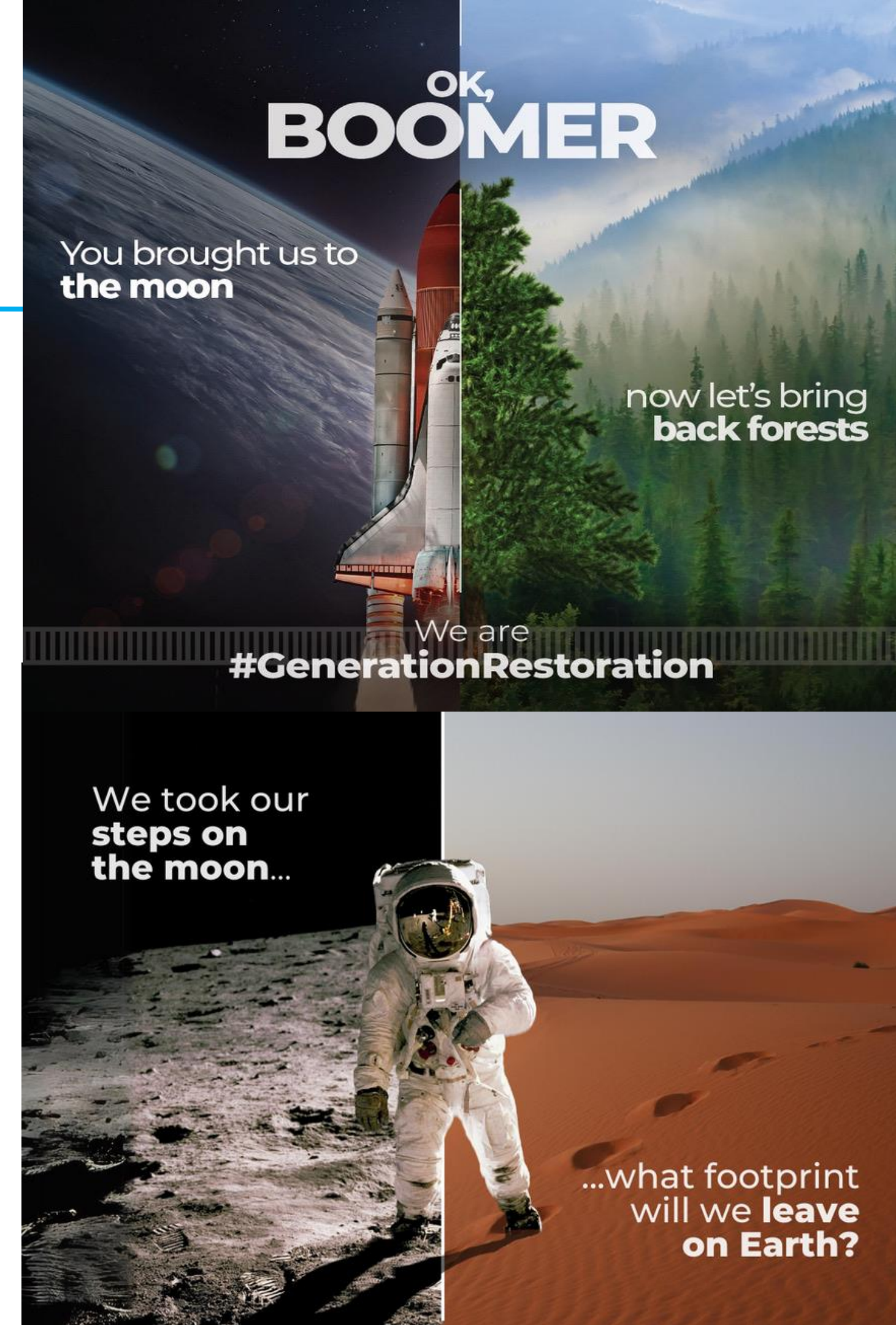


Beating pollution requires action on a number of fronts:



Record-breaking World Environment Day 2024

- **#WorldEnvironmentDay** top trending on X
- **480 million** times WED content seen across social
- **27 million** views for “Of Course” social media challenge
- **1+ million** visits to the WED website
- **45,000** downloads of the We are #GenerationRestoration practical guide
- **22,420** articles published in **148** countries, **49** languages
- **3,939** registered events in **150+** countries





World Environment Day 2025

- Host country: Republic of Korea, Jeju, 2-5 June
- Theme: Ending Plastic Pollution Globally
- Multilingual digital campaign:
#BeatPlasticPollution, #WorldEnvironmentDay
- Mobilize global public awareness
 - This is a problem we can fix
- Unpack the solutions
 - Product design, reusability, waste management, recyclability, single-use and short-lived plastic
- Build public momentum for a global treaty



Everyone has
a role in fighting
air pollution

Air pollution is a global crisis that demands urgent, collective action. Governments, businesses, and individuals must unite to forge a future free of dirty air. [#CleanAirNow](#)

UNEP-led International Days

International Day of Clean Air for blue skies

“Invest in #CleanAirNow”: urgent investment in clean air solutions to tackle pollution, protect health, and boost economies.

International Day of Zero Waste

“Zero Waste Day: Tackle global waste pollution challenge through sustainable consumption and production. 2025 edition focuses on fashion and textiles.



Nature doesn't waste.

NOR SHOULD WE



RESTORE

THE LIVING INDUS

UN Decade on Ecosystem

- **270+** partners
- **17** 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 **64 countries, 14 languages**
- 7 Celebrity announcement videos reaching millions

Champions of the Earth

Recognizes inspirational individuals taking bold environmental action for our world

122 environmental trailblazers recognized since 2005

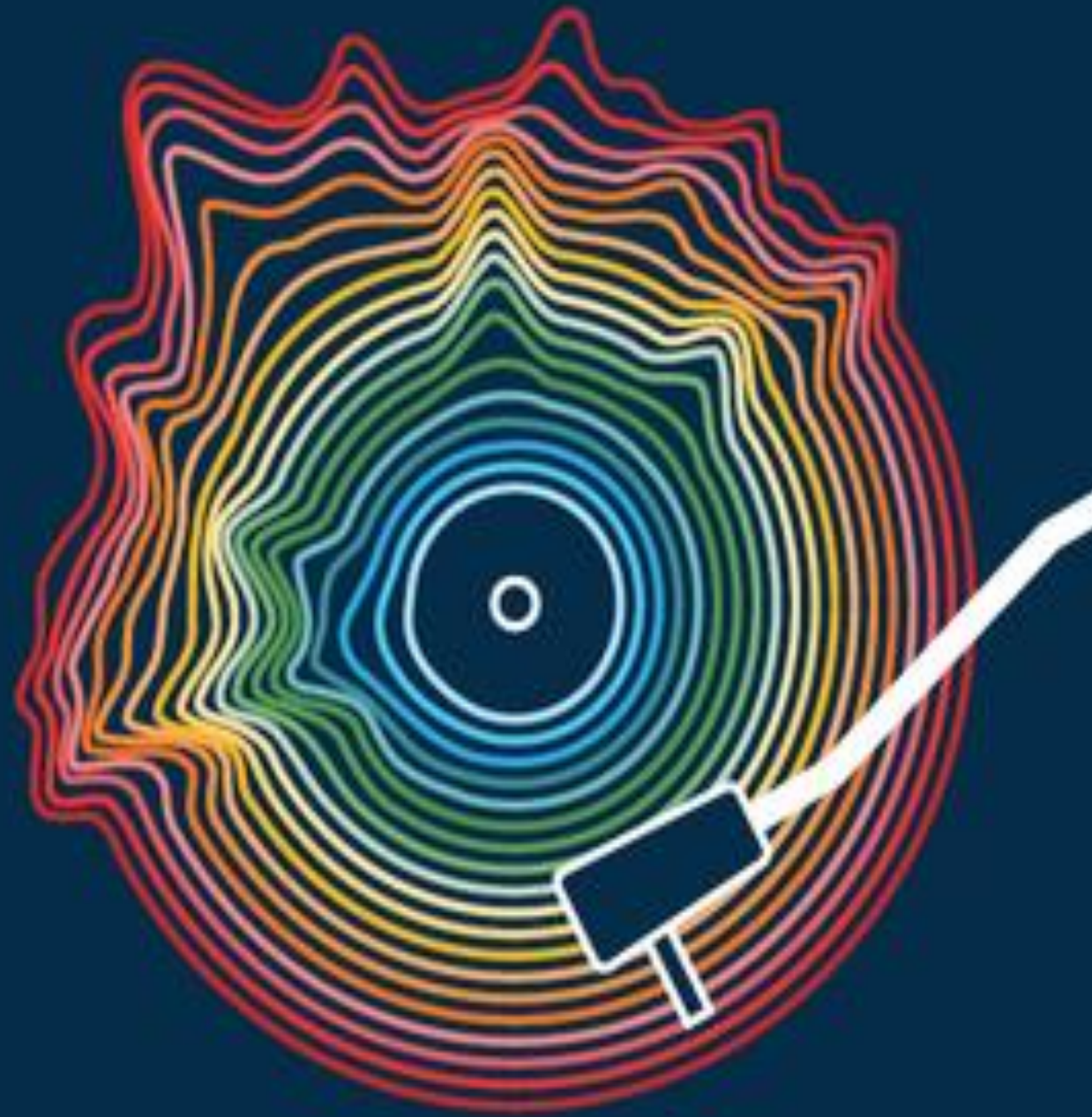
2024 campaign

- **10** million people reached on social platforms
- **1** million video views on youtube
- **600** articles from media outlets in **64** countries
- **1500+** views



Broken Record

Temperatures hit new highs, yet world fails to cut emissions (again)



Emissions Gap Report 2023

4. Content

Publication

Flagships, Spotlights, Technical Reports

Editorial

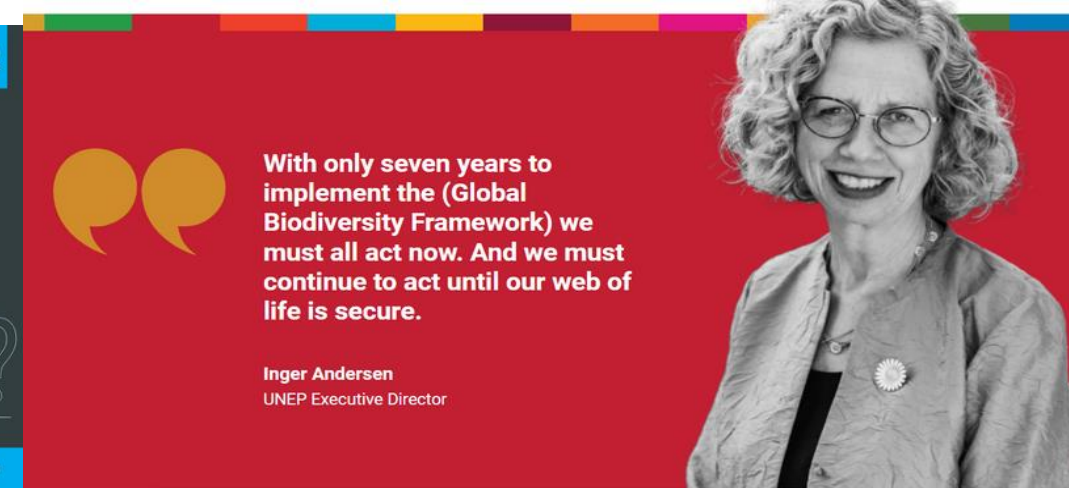
Stories, live feeds, blogs

Multimedia

125k subscribers on YouTube

Graphic Design

Social cards, report designs, branding for special events & campaigns



5. UN Environment Assembly (UNEA-6)

News & Media

10k+ articles mentioning the UNEA (8 Feb – 8 March 2024)

Editorial

110k post posts on the feed with a total view of 18.5k

Video stats

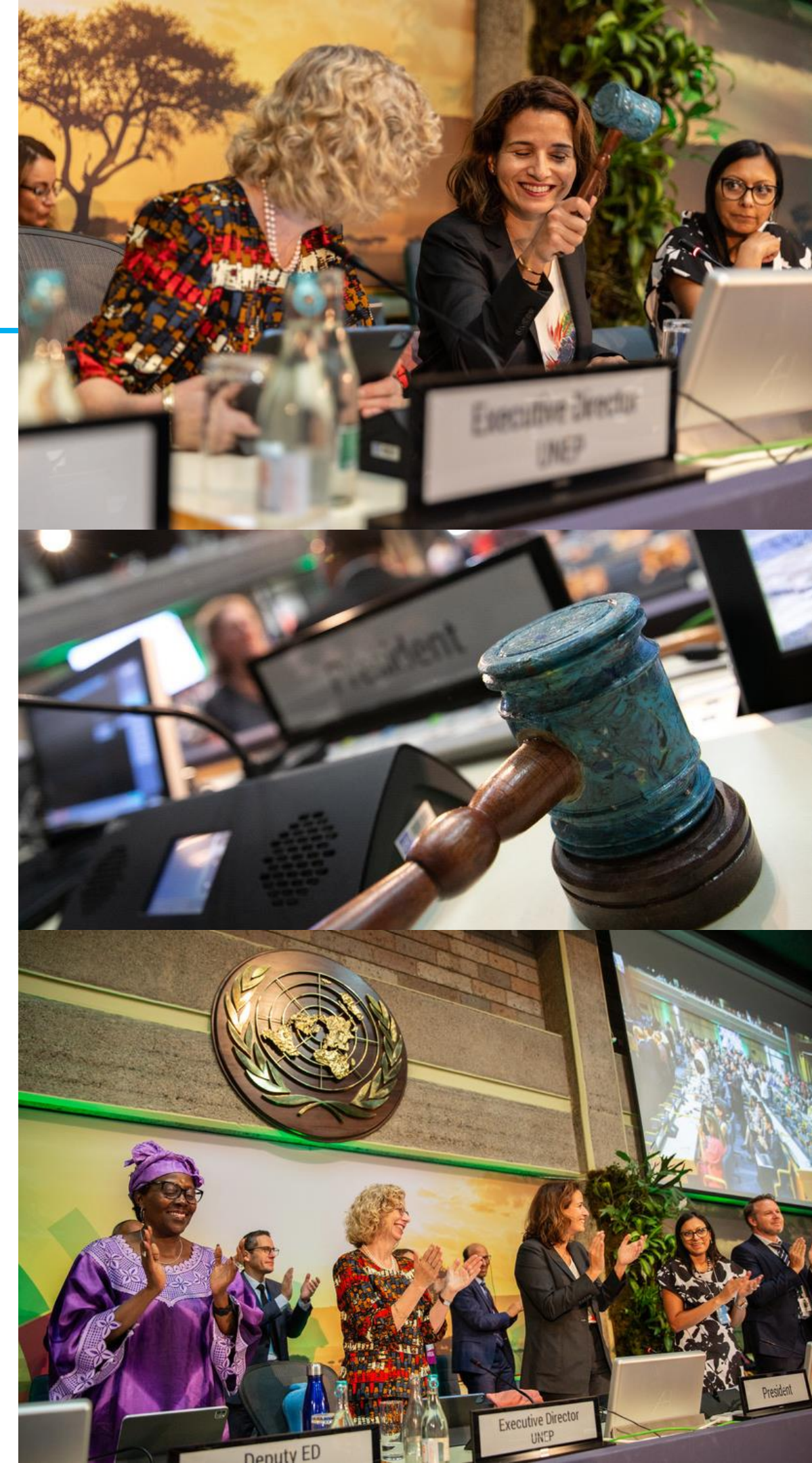
1.15 million views on YouTube during UNEA-6 week

Digital & social media

Produced content in all UNEP languages (300+ posts in English)

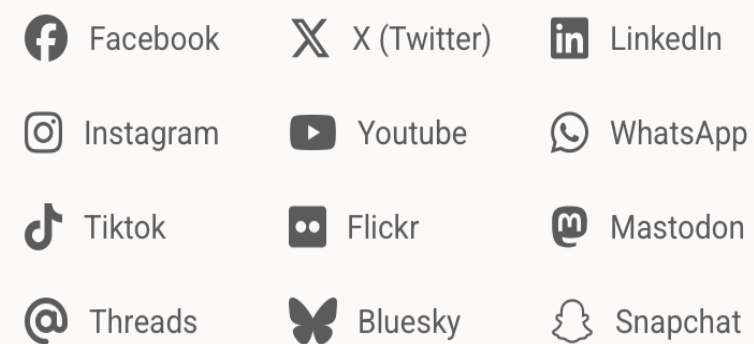
Publications

3 reports launched

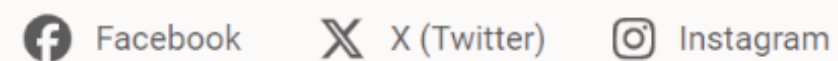


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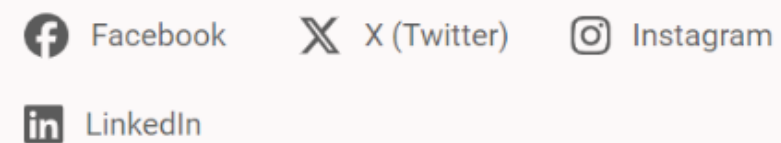
English



Arabic



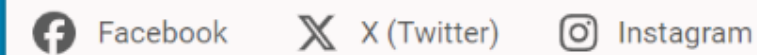
Spanish



French



Russian



Chinese



Portuguese



Leadership



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