

United Nations Decade on Ecosystem Restoration Opportunities



Background

UNGA resolution, broadly supported by member states
(1 March 2019):

Inviting UNEP and FAO to “lead the implementation of the Decade, in collaboration with the secretariats of the Rio conventions, other relevant multilateral environmental agreements and entities of the United Nations system [...]”

UNGA resolution does not foresee additional goals or reporting plans, but builds on existing conventions and efforts:

Paris **climate** agreement, bending curve on **biodiversity** loss and **SDGs** cannot be achieved without additional repairing degraded ecosystems

UN Decade designed to build a **global movement** to accelerate progress on restoration goals



An aerial photograph showing a dense forest with trees in vibrant autumn colors of orange, yellow, and brown. The forest is situated on a shoreline, with a dark blue, textured body of water extending to the top right of the frame. The text is overlaid on the image, with the title in a black box and the rest in white text.

Campaign message

Our world's ecosystems are in danger but they can be restored, and it will be the collective steps we take that ensure they are given the space to thrive.

Join
#GenerationRestoration

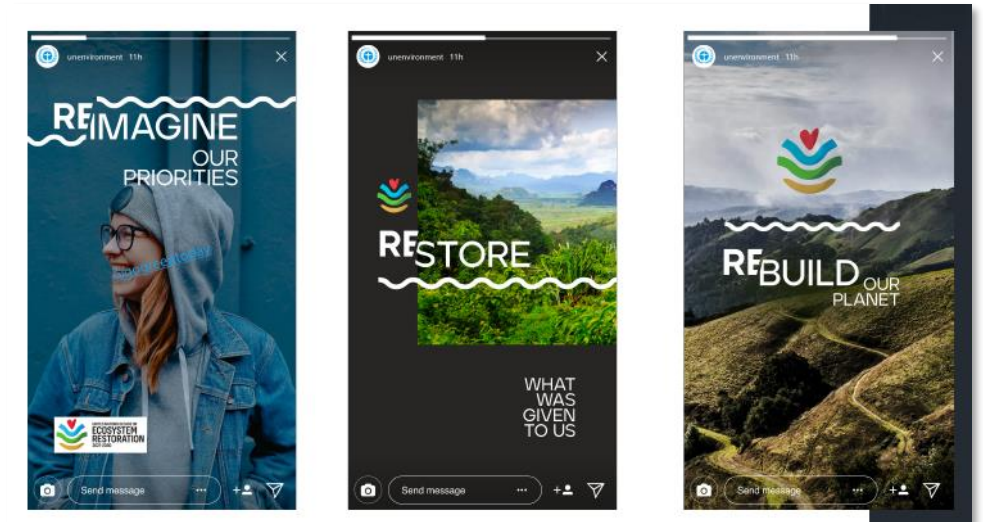
Kicking off a global restoration movement

Since 2020

- Partnership building
- Sharable and Adaptable campaign assets developed

World Environment Day

- Official UN Decade Launch -> topic of Ecosystem Restoration
- First-ever flagship report assessing opportunities across sectors and ecosystems
- Worldwide out-of-home advertisement campaign (200k+ in value, in-kind)
- Film on restoration decade in Africa, launched on National Geographic in 45+ countries
- Videos, stories, media outreach
- Gamified practical guide
- Celebrity engagement, song production for #GenerationRestoration by A-list musicians
- Digital hub for registering restoration action operational and more....



**REIMAGINE
RECREATE
RESTORE**
#GenerationRestoration

Visual Identity

Share it.

Adapt it.

Make it your own!



The momentum is building

Official UN Decade Launch Celebrations

- **Events hosted by 100+ partners**, from global institutions, to restoration leaders on the ground
 - 250 speakers
 - 10+ Ministers and Heads of States, 20+ CEOs, 50+ Heads of Organizations
 - 20,000+ participants in partner events
- Hundreds of millions reached through global campaign
- **UN Decade Official Launch Event – 4 June**
 - Dignitaries expected to join include SG Antonio Guterres, His Holiness Pope Francis, Heads of Rio Conventions, Jane Goodall, celebrities from music and culture
- **World Environment Day Celebration hosted by Pakistan – 5 June**
- **Regional Events and celebrations, including:**
 - Billie Eilish, Maroon 5
 - Commitments and announcements Prime Minister of Pakistan, Germany, Egypt, China, and many more
 - Policy announcement on farmland restoration by Governor of California, Gavin Newsom



Wide range of communication channels

- Pro bono out-of-home campaign on digital screens and billboards across four continents
- #GenerationRestoration mural kick-off with street artists in New York City
- National Geographic Documentary “Our Decade for Restoration” screened across 45 countries in Africa
- DJ Don Diablo and rapper Ty Dolla Sign releasing music video for #GenerationRestoration (50+ million reach)
- Spoken word poetry developed for curtain raiser video by award-winning artist and climate activist, link to Hip-Hop Caucus
- Comic book co-produced with artists from Marvel & Co

- **Augmented reality experience for Instagram in Asia and the Pacific that allows you to step through a portal to discover an ecosystem in various stages of recovery**
- **“Biodiversity in the Balkans: North Macedonia’s designation of a new national park creates a safe space for the Balkan Lynx”**
- **European Parliament youth engagement campaign**



Ways to get involved...

Take action for World Environment Day

- **Ecosystem Restoration Playbook** with inspiration for action on the ground launched 22 April (Earth Day)
- Event registration open: **April 15**
<https://tinyurl.com/3xbvt449>
- Interactives, gamifications and more: **May 25**





Participate in the snap challenge!

Show us how you transform ecosystems for the better with a snap of your finger

Snap – plant a tree

Snap – choose better food

Snap – show your creative vision for the future

*Guidelines coming **30 April***

Share our Curtain Raiser film

We are working with multicultural climate change spoken word artist **Jordan Sanchez** and award-winning director / producer **Tom Mustill** (Gripping Films) on a poem for #GenerationRestoration, set against images of our rapidly changing planet.

Be among the first to receive and share a copy.

Available exclusively to partners 17 May

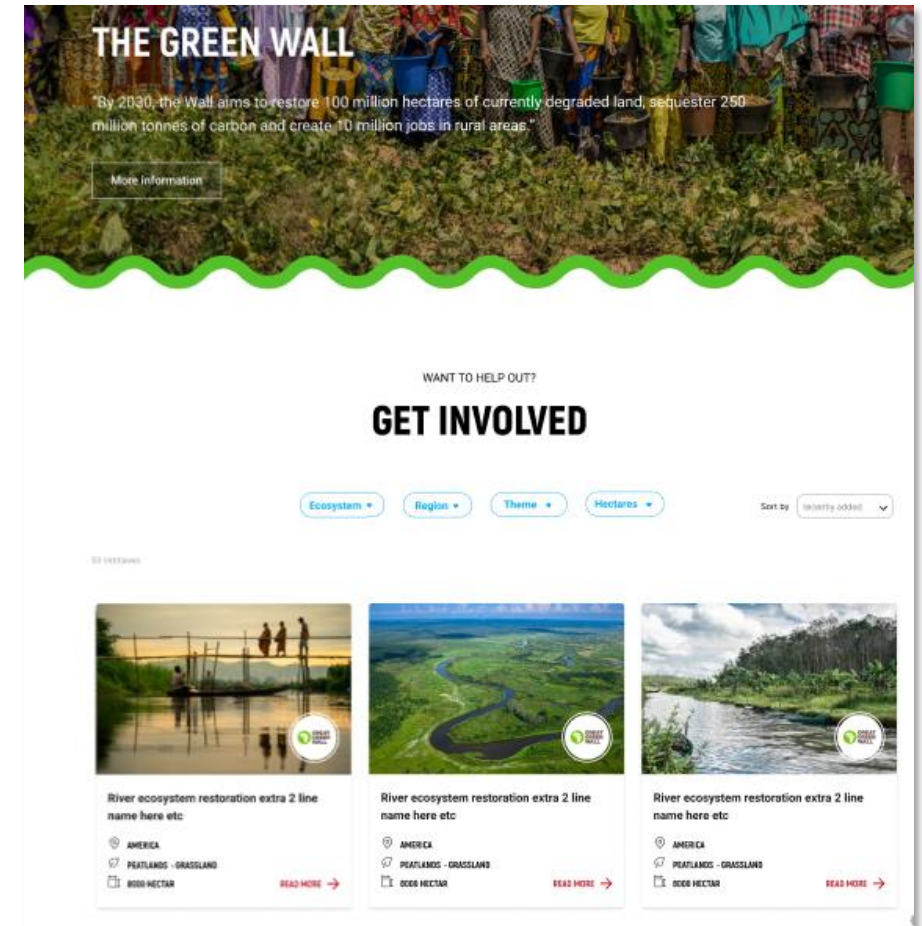


After World Environment Day

100+ leading organizations as official **UN Decade Partners**

Register restoration initiatives supported by you through the UN Decade's Digital Hub – to shine a light on local efforts and garner policy and funding support

Join the **wider campaign and participate in individual events**



Mockup only, full hub coming

BUILDING

- The largest single database of ecosystem restoration initiatives
- A platform uniquely focused on the grassroots perspectives and needs of restoration implementers
- A focal point on the web dedicated to uniting trusted restoration resources



WANT TO HELP OUT?

SUPPORT OUR INITIATIVES

50 initiatives

50 initiatives

Filter by: Ecosystem Region Theme Initiatives



River ecosystem restoration extra 2 line name here etc

AMERICA
URBAN AREAL HUMAN SETTLEMENTS ...
8000 HECTAR

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READ MORE

Member State opportunities: UN Decade on Ecosystem Restoration

- **At launch of the UN Decade on Ecosystem Restoration around World Environment Day (4-5 June)**
 - Publicly announce your country's support to the UN Decade & issue new commitments for restoration
 - Publicize plans or policies that help ensure existing commitments are met, such as the Bonn Challenge. What innovative measures is your country taking to help restoration?
 - Be part of the global movement!
 - Share videos & stories from restoration activities in your country – from beach cleanups to tree plantings and more
 - Participate in the “Snap Challenge” on social media – more information will follow
 - Videos from Heads of States and Ministers committing to the UN Decade

Tag all #GenerationRestoration

- **Beyond the launch**
 - Build the UN Decade momentum in your country, e.g. national language(s) website; stakeholder meetings; national targets
 - Make restoration part of economic recovery plans & include restoration in NDCs, NAPAs & other key national plans
 - Consider joining the informal “Friends of the UN Decade” exchanges among Governments
 - Identify and propose national or regional ‘*Flagship Initiatives*’ for restoration (from Q4, 2021)
 - Consider contributing to the UN Decade Multi-Partner Trust Fund, among the first donor countries



Join
#GenerationRestoration

—
Thank you



UNITED NATIONS DECADE ON
**ECOSYSTEM
RESTORATION**
2021-2030



Food and Agriculture
Organization of the
United Nations