



**WORLD  
ENVIRONMENT  
DAY**

# **HOW TO CELEBRATE WORLD ENVIRONMENT DAY**

**A GUIDE TO MAKING 5 JUNE 2016 A SUCCESS.**



# WELCOME!



**WORLD  
ENVIRONMENT  
DAY**

## WELCOME TO YOUR QUICK GUIDE TO CELEBRATING WORLD ENVIRONMENT DAY (WED) ON 5 JUNE 2016.

**The booming illegal trade in wildlife products is eroding Earth's precious biodiversity, robbing us of our natural heritage and pushing whole species toward extinction. The killing and smuggling is also undermining economies, fuelling organized crime, and feeding corruption and insecurity across the globe.**

The trade endangers iconic elephants, rhinos, tigers, gorillas and sea turtles. Lesser-known species include helmeted hornbills, pangolins and wild orchids. Efforts to protect them have scored some successes. However, these and many other species remain at risk despite international campaigns to influence policy and considerable investments in conservation and law enforcement.

To turn this tide, more people need to understand the damage this illicit business is doing to our environment, economies, communities and security. We must also change our habits and behaviour so that demand for wildlife products falls. More awareness increases the

pressure on governments and international bodies to introduce and enforce tougher laws and combat those still willing to break them.

This year's theme for WED – Go Wild for Life – encourages you to celebrate all those species under threat and take action of your own to help safeguard them for future generations. This can be about animals or plants that are threatened within your local area as well as at the national or global level - many local extinctions will eventually add up to a global extinction! Whoever you are, and wherever you live, show zero-tolerance for the illegal trade in wildlife in word and deed, and make a difference.

**This guide is designed to inspire you with exciting ideas as well as give you practical suggestions for organizing your event. Make sure your environment efforts are known, by celebrating WED and registering them on our website – [www.unep.org/wed](http://www.unep.org/wed)**

## ABOUT WED

WED is the United Nations' campaign for encouraging global awareness and action for the environment. It was established by the United Nations General Assembly to mark the opening of the 1972 Stockholm Conference on the Human Environment.

Over the years it has grown into a global platform for public outreach that is widely celebrated in over 100 countries. It serves as the people's day for doing something positive for the environment, inspiring individual actions that collectively can generate a hugely positive impact on the planet.

WED is celebrated around the world in many ways, including street rallies, bicycle parades, concerts, essay and poster competitions in schools, tree planting, recycling efforts, clean-up campaigns and much more.

## WHY CELEBRATE WED

When we see or experience the negative effects of climate change, environmental degradation or resource depletion it is easy to blame others - governments for not prioritising environmental policy; industry for raising greenhouse gas emissions; NGOs for not lobbying strongly enough; and individuals for not taking action. WED however is a day we put aside our differences and instead celebrate the achievements we've made towards protecting the environment.

By celebrating WED, we remind ourselves and others of the importance of caring for our environment. Remember that every action counts, so join us: every year, everywhere, everyone!

## THEME RATIONALE



The illegal trade in wildlife is pushing many species of animals and plants toward local or global extinction.

The extinction of iconic species such as elephants, tigers or sea turtles would be a disaster for conservation efforts.

But the loss of any species, even at a local level, is an erosion of the biodiversity that underpins the natural systems upon which we all depend for our food security, medicines, fresh air, water, shelter and a clean and healthy environment.

Wildlife crime also represents a serious and growing threat to economies and communities, particularly in developing countries. By fostering corruption and challenging law enforcement, it also undermines institutions and threatens security at all levels.

The WED 2016 campaign aims to raise awareness of the far-reaching nature of wildlife crime and – with the slogan “Go Wild for Life” – encourages people to change their habits to reduce demand for illegal wildlife products, and to press friends, colleagues and officials to do what they can to stop the trade. This call is based on the hope that individual actions and statements can collectively bring about a sea-change in attitudes and policies toward both the trade and its products.

# FACTS AND FIGURES ABOUT THE ILLEGAL TRADE IN WILDLIFE

## THE STATE OF PLAY



**100,000 African elephants** were killed in 2010-2012, out of a population estimated at less than 500,000.

An estimated **170 tonnes of ivory** was illegally exported out of Africa between 2009 and 2014.

Poachers in Africa killed at least **1,338 rhinos** in 2015, according to the International Union for Conservation of Nature (IUCN).



Rhino poaching in South Africa increased by almost **9,000%** or 90-fold between 2007 and 2015 from 13 rhinos killed in 2007 to **1,175 rhinos** killed in 2015.



Chimpanzees are now **extinct** in Gambia, Burkina Faso, Benin and Togo.

**3,000** great apes are lost from the wild every year; over **70% of all great ape seizures** are orangutans.



With over **one million animals** taken from the wild in the past decade, pangolins are the **most illegally trafficked** mammal in the world.

Illegal trade in wildlife is worth **\$15-20 billion** annually, and is one of the largest illegal trades in the world, along with trafficking of drugs, arms and humans.

According to the Thin Green Line, over the last decade, **individuals associated with the illegal trade in wildlife have killed 1,000 park rangers.**



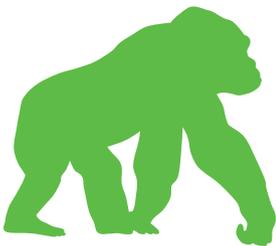
Illegal, unreported and unregulated (IUU) fishing is estimated at **11-26 million tonnes of fish each year**, worth between \$10 and \$23 billion, causing depletion of fish stocks, price increase and loss of livelihoods for fishermen.

**40%** of all intrastate conflicts in the last 60 years were linked to natural resources and over **80%** of major armed conflicts in the last 50 years occurred in biodiversity hotspots.

# FACTS AND FIGURES ABOUT THE ILLEGAL TRADE IN WILDLIFE

## THE BENEFITS OF ACTION

Protecting wild animals and ecosystems would benefit tourism, which brought sub Saharan Africa over **\$36 billion** and contributed over 7% of its GDP in 2012.



Each live gorilla is bringing Uganda about **\$1 million** per year in tourism revenues, while Rwanda, famous for its mountain gorillas made **\$304 million** in eco-tourism in 2014, a \$10 million increase over 2013.

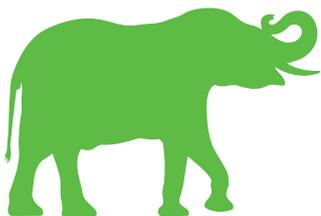
**Zero tolerance approach** to wildlife crime and related illicit activities, including corruption, money laundering, organized crime, illicit firearms, drugs and terrorism would create a powerful deterrent.

Preventing trafficking by **strengthening cooperation** between source, destination and transit countries will disrupt the illegal trade and raise the costs of illicit activities.

**Reducing human-wildlife conflict and engaging communities** in conservation would increase the social support for wildlife protection and reduce incentives for poaching.

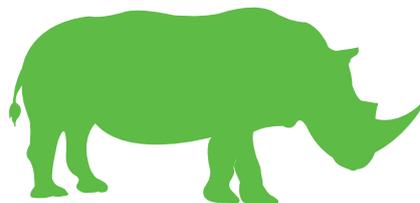
# FACTS AND FIGURES ABOUT THE ILLEGAL TRADE IN WILDLIFE

## CHANGE ACROSS THE GLOBE



In September 2015, two of the largest ivory markets in the world, **US and China**, announced they would be **closing their international and domestic trade in elephant ivory**.

**UNEP's Champions** of the Earth, the mostly female South African Black Mamba Anti-Poaching Unit has **reduced snaring by 76 per cent**, removed **over 1,000** snares and put 5 poachers' camps and 2 bush meat kitchens out of action in the Balule Reserve, which they protect.



Tougher penalties for poaching and a streamlined judicial system have helped Nepal to achieve **zero rhino poaching** in 3 out of the last 5 years, allowing the rhino population to **grow by 21 per cent**. There are now **645 rhinos** as compared to 534 in 2011.

In May 2015, the cross-continent Operation Cobra III brought together enforcement agencies from range, transit and destination countries, resulting in **139 arrests** and more than **247 seizures**, which included elephant ivory, medicinal plants, rhino horns, pangolins and many more.

# PLANNING FOR WED? 5 QUICK STEPS



## STEP 1

### DETERMINE THE INTEREST FOR WED

Discuss the possibility of organising an event around WED with your colleagues, your community, environmental co-ordinators, other NGOs and local government. Brainstorm on possible areas of interest. Review any past experiences with WED or similar events.

See [unep.org/wed](http://unep.org/wed)



## STEP 2

### DETERMINE WHAT ACTIVITIES ARE PLANNED AT THE NATIONAL LEVEL

Find out what is being prepared for celebrations at the international, regional and national levels. Speak with organisers of these events and see how you can support them. **For more information visit [unep.org/wed](http://unep.org/wed)**



## STEP 3

### LINK THE WED THEME TO YOUR ACTIVITIES

The official theme for 2016 is the fight against the illegal trade in wildlife. The slogan "Go Wild for Life" is an invitation to celebrate the diversity of life on Earth, especially those species endangered by illicit trade, and encourages you to shun illegal wildlife products and encourage others to do what they can to stop wildlife crime. The theme gives you room to be creative. Figure out clever ways to link your activities to the official theme! Think of punchy messaging that will attract the most attention and motivate others to get involved!



## STEP 4

### PREPARE A PLAN

Early planning is essential to your success. Draw up a basic plan of action for discussion with friends, colleagues or senior management. Set objectives and determine a preliminary series of activities as well as a provisional timetable. Make sure you get permission or clearance from your relevant local authorities well in advance – especially if you are planning public demonstrations or other open activities – to avoid disappointment on the day of celebration. Seek partnerships and possible financial support for your activities (e.g. local companies to help you print t-shirts, caps, posters and banners with WED messaging).

**Download artwork from [unep.org/wed](http://unep.org/wed)**



## STEP 5

### CELEBRATE WITH US

This is the most important step of your planning. Why celebrate alone? You can get instant visibility for your activities by registering them on our website. Also think of smart, quirky or funny ways to motivate people around you. Invite the local media to your event! Engage leaders, celebrities and government officials that will help attract the media!

## NEED TO USE THE WED LOGO?

Download the WED logo and style guide from the multimedia section of [unep.org/wed](http://unep.org/wed)

The logo is available in the official UN languages: Arabic, Chinese, English, French, Russian and Spanish.

## WHO DO I SPEAK TO IF I NEED MORE INFORMATION?

Our website [www.unep.org/wed](http://www.unep.org/wed) is a great place to begin but feel free to talk to us in person.

Contact:

Mr. Sam Barratt

Division of Communication and Public information  
United Nations Environmental Programme (UNEP)

Tel: 254-20-7622544

Email: [worldenvironmentday@unep.org](mailto:worldenvironmentday@unep.org)

## THIS SOUNDS EXPENSIVE

Participation in WED does not require a huge financial investment. WED is a people's event so the objective is to get everyone to participate in one way or another. By including local communities and other partners in your WED events, the possibilities of finding interested sponsors are more likely. All you need is passion for the cause, and well-planned activities. Good luck!



# SUGGESTED WAYS OF CELEBRATING WED

Various events and practical activities, identified below, highlight what actions can be taken to celebrate WED. This list is not exhaustive and many activities may spring to mind that will be better suited to your local needs and conditions. If each of us contributes a little to this celebration, it will be a far greater success.

The most important goal of this day is to raise awareness on wildlife crime.

## SUGGESTED WED ACTIVITIES



ARTS AND CRAFTS  
EXHIBITIONS/  
FILM FESTIVALS



CEREMONIES AND  
CELEBRITIES



COMPETITIONS



CONCERTS



DEMONSTRATION  
ACTIVITIES



DRAMA AND  
POETRY



INFORMATION  
KITS



FLASH MOBS



ENVIRONMENTAL  
EDUCATION AND  
AWARENESS-RAISING



ONLINE AND  
SOCIAL MEDIA  
ACTIVITIES



PUBLICITY AND  
MEDIA COVERAGE



SPORTS  
ACTIVITIES



Other ideas: create your own ideas and guidelines, and submit to us!

# ARTS AND CRAFTS EXHIBITIONS/ FILM FESTIVALS



## WHAT IS INVOLVED?

- Paintings related to wildlife crime and endangered species.
- Displays of animal sculptures or models, pottery, stone articles, grass baskets, clothes etc.
- Displays of attractive alternatives to goods made with illegal wildlife products such as ivory.
- Poster and photo exhibitions celebrating biodiversity and endangered species and messages against wildlife crime.
- Screening of films related to wildlife crime and the problems it brings.



## WHY SUPPORT THIS ACTIVITY?

- Art uses symbolic messages to capture an audience and communicate a message in unconventional ways. What begins as an appreciation for art could develop into a true passion for the environment.
- Many art forms use environmentally sustainable and natural resources that complement the objectives of your exhibit.
- Film, as a medium, engages all people without necessarily being limited by literacy levels. Films can attract large crowds.



## HOW TO ORGANISE IT?

- Decide what will happen with the artwork or films you will collect, whether the artists maintain rights or if you will use them for promotion afterwards. Seek legal advice concerning rights if you intend to use the artwork beyond your exhibition and especially if there will be a commercial aspect.
- After you have decided on your theme and identified partners (including sponsors) publish a call for submissions in your local news outlets.

# ARTS AND CRAFTS EXHIBITIONS/ FILM FESTIVALS



## HOW TO ORGANISE IT?

- Consider a prize for winners.
- Select a jury from reputable and or renowned artists and filmmakers.
- Set up displays of arts and crafts of various cultural/local origins.
- Invite the media, advertise, take pictures, and register activity on the WED website.
- Download the WED logo and posters, and clearly display them on the day to give your event context -- <http://unep.org/wed>
- Invite your local community to submit artwork.
- Encourage the participation of marginalised groups (e.g. women, children and orphans) by creating appropriate categories for their submissions.
- If local authorities, government, implementing partners, or conservation agencies are receptive to your concept, bring them on board as partners.
- Seek sponsorship from governments, agencies, museums, existing film festivals and the corporate sector.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Invite your local community to submit artwork.
- Encourage the participation of marginalised groups (e.g. women, children and orphans) by creating appropriate categories for their submissions.
- If local authorities, government, implementing partners, or conservation agencies are receptive to your concept, bring them on board as partners.
- Seek sponsorship from governments, agencies, museums, existing film festivals and the corporate sector.

# CEREMONIES AND CELEBRITIES



## WHAT IS INVOLVED?

- A speech on the environment, focusing on the WED theme and with special emphasis on the environmental challenges in the community and their possible solutions.
- Identify and approach a goodwill ambassador that is well known by your target audience.
- The involvement of prominent local personalities who are authoritative voices on the environment could lend credibility to your event.



## WHY SUPPORT THIS ACTIVITY?

- You can reach a large number of people in a short time, which makes sponsorship and media coverage more likely.
- The presence of a celebrity attracts attention from the media and a crowd. The media acts as a multiplier for your efforts through their ability to increase attention towards your efforts.



## HOW TO ORGANISE IT?

- Your primary objective is to add significance to WED by encouraging governments, local authorities, communities or corporate organisations to announce new environmental commitments, targets, policies or programmes on the day itself. This means you must conduct ground research in order to make meaningful suggestions to your target authority. Once you have 'sold them' on your idea, convince them to announce it at a ceremony on World Environment Day.
- It is common to mark a special event like WED with a ceremony or presentation. It can be short, with introductory speeches by celebrities, politicians or sponsors.

# CEREMONIES AND CELEBRITIES



## HOW TO ORGANISE IT?

- Invite government representatives, local authorities or respected persons from your local community.
- Enlist your partners and sponsors to help organise and publicise the ceremony.
- Make sure your celebrities are well-briefed in advance and that they re-iterate your planned messages.
- Invite the media! Don't expect them to show up on their own. Prepare a media pack: a few fact sheets or notes that you can give to the media. If you have a specific message that you would like them to carry, make sure that you spell this out in the media pack. This way they will have the necessary details to write or film a piece on your event. Come up with catchy short phrases that the press can quote. Remember to give background information on your objectives, supported by facts.
- Download the WED logo and posters, and clearly display them on the day to give your event context. <http://unep.org/wed>



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Ideally, the speech venue should be open to all.
- Partner with governments, ministries, implementing agencies, as well as with local businesses (present them with an opportunity to use their company logos). They may also be willing to provide some form of sponsorship. Investigate the core principles of each institution and ensure they tally with your ideas before requesting funding.

# COMPETITIONS



## WHAT IS INVOLVED?

- Drawing, painting, films and essay competitions on wildlife crime.

*Note: Where funds permit, small awards such as T-shirts, stickers or pens are ideal prizes for successful participants. Winners of contests should receive some sort of public recognition and prize.*



## WHY SUPPORT THIS ACTIVITY?

- Competitions are an ideal ways to engage and involve young people especially in celebrations of this nature.
- Competitions encourage people to think of their own actions, how these might impact the environment, and what steps they might take to change their behaviour.



## HOW TO ORGANISE IT?

Set guidelines and rules for the competition, stating who can participate. Ensure that your competition entry guidelines emphasize the WED theme.

- Make sure you advertise widely in order to enrich the quality of your entries. Target schools, for example.
- Decide on a reward for winners that will make it worthwhile for participants.
- Set up a jury with, preferably, experts in the field of competition.
- The process should be as transparent as possible to ensure successful results.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Include students and youth groups in competitions.
- Partnerships can be sought with agencies working with education, local schools and teachers.

# CONCERTS



## WHAT IS INVOLVED?

- Performances by musicians and artists.
- Green concerts: have low energy consumption or mechanisms to offset (such as asking audience to walk, cycle or take public transport to the event and using only food packaging that is recyclable).
- Concert with musical instruments made from natural resources.
- Play music related to the theme.



## WHY SUPPORT THIS ACTIVITY?

- Music is a good way to attract people.
- Music crosses barriers, and so it can help to open discussions on difficult issues.
- Music enhances the ambience of a gathering.



## HOW TO ORGANISE IT?

- Hire musicians and prepare a stage where they can perform.
- Include a well-known musician from the hosting community or country.
- Try to include other artists (e.g. acrobats and fire walkers) while the music plays to make it an audio visual show.
- Include visibility material around the stage (like WED posters and banners, downloadable from the WED website) and include short speeches on the purpose of the event at the beginning of the show.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- By inviting local musicians you can rally up a big crowd and foster goodwill with the local community.
- Partnerships can be found within government or local businesses (display their logo on the stage, together with WED visibility material).
- Seek sponsorship by partnering with organisations and availing advertising opportunities.
- Charge an entry fee to offset the cost of your event.

# DEMONSTRATION ACTIVITIES



## WHAT IS INVOLVED?

- Display of posters on positive actions we can take to wildlife crime.
- Awareness-raising on the damage caused by the illegal wildlife trade (endangered species, biodiversity, corruption, crime, economy, etc.)
- Workshop on how to avoid buying products made with illegal wildlife products, including illegally harvested fish and timber (e.g. avoiding products made of ivory, considering alternatives to some traditional medicines, asking about sourcing or checking for eco labels)
- Demonstrations can include displays of attractive goods that are an alternative to illegal wildlife products.
- You can also show people how to organize petitions and deliver them to local decision-makers



## WHY SUPPORT THIS ACTIVITY?

- Demonstration activities can be both instructive and entertaining, for local communities.
- They are often the best way of introducing new ideas and sharing knowledge and experience: people may be more open to changing behavior when they can see the alternatives.
- Demonstration activities can be linked with other activities (arts and crafts, celebrities and ceremonies, displays and exhibitions etc.).

# DEMONSTRATION ACTIVITIES



## HOW TO ORGANISE IT?

- Demonstrate environmentally sound practices.
- Seek experts in the field to verify and support demonstration.
- Be aware of the opposing views to your innovation and prepare in advance to acknowledge and counter criticism.
- Prepare banners, placards and t-shirts that carry your messaging and WED logos. You can download these from the WED website.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Invite local authorities and communities to the demonstrations, and involve them in your event from the beginning.
- Partner with development agencies and local authorities.
- Science-based organisations and hi-tech businesses may be interested in sponsoring your event for the opportunity to be associated with innovative ideas.

# DRAMA AND POETRY



## WHAT IS INVOLVED?

- Drama productions (e.g. plays) related to wildlife crime and what can be done to counter it.
- Preparing and presenting poems from locals and children, on wildlife, endangered species and illegal harvesting and trading.



## WHY SUPPORT THIS ACTIVITY?

- By asking people to participate in drama productions you motivate them to think about the issues so dramatically portrayed, and to find appropriate solutions for this.



## HOW TO ORGANISE IT?

- Cast local actors where possible.
- The preparation and implementation of such events is often time consuming and good management is required.
- Allow people to present their own poems or stories, in an organised manner.
- Try to ensure that stories have a positive outcome so as to maintain the spirit of WED celebration.
- Download the WED logo and posters, and clearly display them on the day to give your event context.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- A broad range of partners can be explored including businesses, civil society and government.
- Sponsors could be local authorities, governments, or local businesses.

# ENVIRONMENTAL EDUCATION AND AWARENESS-RAISING



## WHAT IS INVOLVED?

- Talk with teachers and arrange a special programme to be taught on WED and its theme “Go Wild for Life.”
- Prepare a quiz (include some easy questions to reward participation and some hard ones to provoke discussion).
- Distribute booklets and information material in schools.
- Use up-to-date topics and ones that are relevant to the region.
- Dedicate the day to environmental education.
- Start a school garden or eco-club.
- Raise awareness on environmental problems and solutions.



## WHY SUPPORT THIS ACTIVITY?

- WED can be used to teach pupils and students about the importance of caring for the environment and how our lives depend on the health of the environment. Protecting biodiversity through stopping wildlife crime is part of this.
- Children’s natural enthusiasm and curiosity will give an additional tone to the WED: many unexpected (and practical) ideas can emerge.
- Use this opportunity to raise awareness through different mediums (exhibitions, activities such as clean up campaigns, contests and campaigns).

# ENVIRONMENTAL EDUCATION AND AWARENESS-RAISING



## HOW TO ORGANISE IT?

- Prepare a special talk on environmental issues and especially on wildlife crime, illegal wildlife products, and how they affect the local environment as well as globally endangered species.
- Remember to keep it fun and relevant to a young audience. Avoid using technical jargon and find simple descriptions to introduce environment nomenclature (be prepared to explain terms such as wildlife crime, poaching, endangered species, biodiversity).
- Download the WED logo and posters, use them in your educational material. [unep.org/wed](https://unep.org/wed)



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Include youth and adult communities in planned awareness-raising activities.
- Seek partnership with education agencies and local authorities. Also try ministries in education and the environment).
- Sponsors can be found within government, civil society or local businesses.

# FLASH MOB



## WHAT IS INVOLVED?

- Getting a mass of people to spontaneously do something in unison that grabs attention. Ordinarily this is a public activity and involves perfect coordination and timing. Flash mob participants do not have to know each other and usually disperse instantly after the activity. Examples of past notable experiences include public pillow fights, silent discos, freezing like statues and singing.
- Uses networks of people that usually do not know each other.
- Flash mobbers are attracted to creative and innovative ideas. Search for 'Flash Mob' on the internet to discover endless ideas that you could replicate in your area.



## WHY SUPPORT THIS ACTIVITY?

- This is a fairly easy and fun way for to get people involved in a cause and also leave a lasting impression with 'sursponctators' (surprised spontaneous spectators).
- The event can be organised at no cost, aside from time invested in planning and coordination.
- Works very well with young audiences.

# FLASH MOB



## HOW TO ORGANISE IT?

- Once you have a concept, identify a target network and spread your idea over how you want to implement. A Facebook event page is an excellent and easy platform to enlist people and keep them informed on the activity.
- Pick a date, time and place but do not disclose them at the outset. Give your social media contacts and followers some suggested dates, times and locations and ask them to privately reply to determine the best time and location.
- Give members clear instructions as to what they are expected to do when they show up and how the event will be triggered. Remember that secrecy will entice curiosity. Depending on the proposed stunt, only divulge information as and when necessary. Bear in mind however that some people will be unwilling to participate if details are not provided.
- Target existing planned gatherings for maximum attention, but do not be disruptive.
- Tip off a few media personnel closer to the time.
- Have some people discretely filming the event or taking pictures. This is very important as that will be the main record of the activity. You can also upload video onto the WED website for added publicity.
- Remember to explain the purpose of your stunt. Download logos and other info material that you can hand out to public afterwards.
- Register your activity with WED and also report back to your members on the Facebook event page.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Consider partnering with mobile phone companies to use their mass texting services (although messages should be sent to limited groups that subscribe to your activity). Mobile phone providers may be willing to sponsor activities.

# INFORMATION KITS



## WHAT IS INVOLVED?

- Produce, procure and distribute information packs on WED, which have at least one section devoted to what you are doing in your country or region.
- The kit could include a news release, a fact sheet on wildlife crime, a poster, or a logo sheet and stickers.



## WHY SUPPORT THIS ACTIVITY?

- Distribution of information packs educates people on WED and its significance.
- Information pack materials are readily available on the WED website for download, printing and distribution.



## HOW TO ORGANISE IT?

- Assemble information packs and distribute them either prior to or during WED activities, depending on needs or opportunities.
- Organise or create posters related to WED – school children could have a competition for the best picture that can be printed and included in the information pack.
- Distribute stickers, pins or leaflets, if available.
- Customize your information packs for your audience. For instance, you could contact the UNEP, UNICEF, UNDP or UNIC country offices for kits in your local language.
- Download the WED logo, posters and other useful material to include in your pack. [unep.org/wed](https://unep.org/wed)



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Broaden the distribution to local communities.
- Partners, local business or government agencies might be interested in receiving or producing information packs and posters.
- Give organisations an opportunity to have their logo included in the packs, in return for offsetting costs of production.

# ONLINE ACTIVITIES AND SOCIAL MEDIA



## WHAT IS INVOLVED?

- Set up a website or Facebook page and encourage others to participate in WED celebrations.
- Post on social media such as Facebook, Instagram, Twitter, Pinterest or your blog about WED.
- Encourage as many people as possible to 'like', 'tweet' or comment on WED.
- Use hashtags #worldenvironmentday #wed2016 #wildforlife



## WHY SUPPORT THIS ACTIVITY?

- Easy to do and costs very little.
- It gives people simple tasks that they can do from their desktops and in the process raises awareness.
- It has the potential to spread virally.



## HOW TO ORGANISE IT?

- Come up with attention-grabbing punchy content to peak audience interest.
- Involve your existing friends list to support your initiative.
- Copy other WED content and post it on your social sites. Remember to always link back to **[www.unep.org/wed](http://www.unep.org/wed)** so that your followers know where to find more information.
- Search the WED downloads section and utilise as many of them as possible.
- Cross-link your website to WED using banners in the download sections.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Ask your organization and friends to support you.

# PUBLICITY AND MEDIA COVERAGE



## WHAT IS INVOLVED?

- Involving local media to publicise and help advertise WED.



## WHY SUPPORT THIS ACTIVITY?

- Local media can publicise WED, its related events and its success. Ultimately, media will help you carry your WED message to a wider audience.



## HOW TO ORGANISE IT?

- Contact local media and press and ask them to contribute to the WED celebrations by writing a story tied to the WED theme or to cover your WED activities.
- Ask for free advertisement space to raise awareness on WED and your planned activity.
- Try to send a detailed report of your WED activities to local media stations/printers or send, e.g. winning essays for publication or transmission.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Partner with local media and press.
- Businesses and environment agencies may be interested in supporting this initiative.
- Sponsorship can be sought from the private sector and civil society.

# SPORTS ACTIVITIES



## WHAT IS INVOLVED?

- Organise sporting activities like football matches, runs and walks.



## WHY SUPPORT THIS ACTIVITY?

- Sport activities attract crowds – participants and spectators.
- Sport events are easy to implement and you can include locals in such events.
- Sport brings people together in a fun and social setting.



## HOW TO ORGANISE IT?

- Organise matches amongst target community groups.
- Secure an appropriate and accessible location.
- Include sporting activities that are not highly competitive (e.g. sack races) and intellectual competitions (e.g. chess tournaments).
- Consider prizes for winners. Or simply reward everyone who participates.



## PARTICIPATION/ PARTNERSHIPS/ SPONSORS

- Include the local community in your event; ask the press to cover the event.
- Partner with local authorities and local businesses.
- Sponsorship could be found within sport agencies (UEFA or FIFA for football), governments, and local business. Consider asking them to sponsor t-shirts, drinks, balls etc, in return for displaying their logos and banners at the event.

# OTHER IDEAS: CREATE YOUR OWN IDEAS AND GUIDELINES,

AND SUBMIT THEM TO US – [WorldEnvironmentDay@unep.org](mailto:WorldEnvironmentDay@unep.org)  
(your idea might just be a new addition to next year's WED toolkit)



WHAT IS INVOLVED?



WHY SUPPORT THIS ACTIVITY?



HOW TO ORGANISE IT?



PARTICIPATION/  
PARTNERSHIPS/  
SPONSORS



**WORLD  
ENVIRONMENT  
DAY**