World Environment Day 2022 Report

ONLY ONE EARTH

WORLD ENVIRONMENT DAY 2022

UN environment programme 50 1972-2022

Sweden Sverige

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Image: UNEP

What is World Environment Day?

World Environment Day is one of the largest global platforms for environmental public outreach, with millions of people in more than 150 countries participating. It is led by the United Nations Environment Programme (UNEP) and has been held annually on 5 June since 1973. The day engages governments, businesses, civil society, schools, celebrities, cities and communities to raise awareness and encourage environmental action. **World Environment Day 2022 was hosted by Sweden and the theme "Only One Earth" focused on the need to live sustainably in harmony with nature.**

Why 2022 is important

2022 marks 50 years since the 1972 United Nations Conference on the Human Environment held in Stockholm, Sweden. There the idea of World Environment Day was first proposed, with the first celebration taking place in 1973 in Geneva, Switzerland.

World Environment Day 2022 comes at a crucial time. We are in the Decade of Action to meet the Sustainable Development Goals (SDGs), the UN Decade on Ecosystem Restoration 2021-2030 is gaining momentum, and critical decisions will be taken in the coming months on protecting the climate and biodiversity.

#OnlyOneEarth and the 2022 campaign

The theme #OnlyOneEarth is the same slogan as the 1972 Stockholm Conference, emphasizing the need to bring people and nature back into balance. Earth faces a triple planetary emergency: the climate is heating up too quickly for people and nature to adapt; habitat loss and other pressures mean an estimated 1 million species are threatened with extinction; and pollution continues to poison our air, land and water.

For World Environment Day 2022 #OnlyOneEarth called for collective, transformative action on a global scale to celebrate, protect and restore our planet. The campaign invited people to celebrate the day through collective action to address one or more aspects of the triple planetary crisis: climate change, biodiversity and nature loss, pollution and waste.

Improved Global Reach

The campaign resonated around the world reaching a crescendo on 5 June. **Over 65 million people around the world joined global conversations** online demanding urgent action to conserve and restore the environment. **The day saw a host of global commitments from governments and the private sector,** underlining the role the day has in rallying environmental action. **Creative events** were held by everyone from world leaders to school children, celebrities to local community groups raising awareness about local and global environmental issues.

The number of news and stories about the day reached new heights, and the number of times the Practical Guide was downloaded also broke campaign records. The high numbers indicate the growing awareness and expanded global reach of this annual campaign. World Environment Day has become a key strategic moment to advocate and advance environmental action for the planet.

Despite the fact that World Environment Day 2022 fell on a Sunday - a notoriously difficult day to peak an outreach campaign - and that it followed hot on the heels after the Stockholm+50 International Meeting, **the #OnlyOneEarth multilingual campaign was a notable success.**

In Uruguay 5 June was celebrated in Municipality B, Monetevideo, with the Ministry of the Environment and UNEP delivering 30 compost bins to strengthen its pilot neighbourhood composting initiative.

Leaders' Quotes

Multiple global leaders highlighted the importance of World Environment Day 2022 and the work that needs to be done to safeguard the planet.

"Throughout history, humanity has shown that we are capable of great things. But only when we work together. If we want to survive and thrive, let us protect and nurture our planet, that is our only home. Let us recommit – in words and deeds – to the spirit of responsibility enshrined in the 1972 Stockholm Declaration. Because there is Only One Planet Earth."
António Guterres, United Nations Secretary-General

"The triple planetary crisis is accelerating, and why? Because we consume 1.7 planets a year. We have only one Earth. We have to accept that we're not doing enough to protect it. We know what to do. The science has told us we have to end fossil fuels. We have to restore nature to its full glory. We have to transform our food systems. We have to make our cities green."
Inger Andersen, UNEP Executive Director

Image: UNEP

Inger Andersen, UNEP Executive Director, greets some young people before the official World Environment Day 2022 ceremony at the Tekniska Museet in Stockholm as Annika Strandhäll (L), Sweden's Minister for Climate and the Environment, looks on.

"Making the green jobs of the future by accelerating the climate transition is one of the top priorities for the Swedish government. As part of our efforts to implement our climate ambitions, we must take actions against activities that have a negative impact on our health and our environment. Our message to the global community is clear. The winners in the global race will be the ones that speed up the transition, not the ones that lag behind and cling to a dependency on fossil fuels."
Annika Strandhäll, Sweden's Minister for Climate and the Environment

"This year's World Environment Day campaign slogan is 'Only One Earth'. And the focus area is 'Living sustainably in harmony with nature'. The seriousness and the solution are beautifully covered in these phrases. Our planet's challenges are well-known to all of us. The need of the hour is human-centric, collective efforts and robust actions that further sustainable development."
Narendra Modi, Prime Minister of India

"On World Environment Day, we come together with the international community to protect our planet and ensure our kids and grandkids can have a safe and healthy place to live and grow."
Justin Trudeau, Canadian Prime Minister

"As nations, if we come together in common cause, there is always room for hope."
Prince William, The Duke of Cambridge

"A sound and stable ecology, one capable of bringing about change, will not develop unless people change, unless they are encouraged to opt for another style of life, one less greedy and more serene, more respectful and less anxious, more fraternal."
Pope Francis

UNEP Advocacy and Communication Tools

UNEP's advocacy and communications strategy for World Environment Day 2022 wove clear messaging with vivid design and strong digital user experience. The social media, video, live streaming, interactive web pages, traditional media outreach, and short and long-form articles served to drive awareness, engagement and push for action. They also worked to highlight the events, campaigns and announcements that took place around World Environment Day.

The strategically redesigned 2022 website was the digital base camp of the campaign. The website featured innovative ways people could get involved in the campaign, such as Earth Action Numbers, event registration, facts and figures, the Earth School challenge, a quiz, live updates, news and stories and a social media wall.

The #OnlyOneEarth Practical Guide produced by UNEP was the compass of the campaign. This downloadable guide outlined some of the transformative actions that governments, cities, organizations and people can take.

Each communications tool strategically relayed into the next. The #OnlyOneEarth Practical Guide was designed to give users ideas about what they could do to help the environment. They could then submit these activities to the Earth Action Numbers site and download an individualized social media card to share on their social channels to inspire others to do the same.

The #OnlyOneEarth Trello board was used to share campaign assets, including logos, multilingual social media cards and videos, with participating organizations.

In addition, UNEP worked very closely with colleague's in UNHQ to redesign the un.org International Day landing page, bringing it in line with the 2022 brand and messaging, and linking back to the World Environment Day 2022 campaign website. **The un.org page received 227,911 visitors from October to 6 June 2022, with over 42,000 visitors on 5 June.**

Image: Chetan Soni

World Environment Day in Numbers

67.5 million views of UNEP content

48,540 articles in 166 countries

USD 1.2 billion Advertising Value Equivalency

4.3 million views of UNEP's video content

UNEP's sophisticated social media outreach strategy paid off. **#WorldEnvironmentDay was the #1 trending term on Twitter on 5 June and #OnlyOneEarth was #3.**

In total, **UNEP content for World Environment Day 2022 was seen over 67.5 million times across social media platforms**. Notable mentions came from Indian Prime Minister Narendra Modi, actor Leonardo Di Caprio, Prince William and Pope Francis.

This social media buzz was reflected in more traditional media: **World Environment Day was mentioned in 48,540 news articles** (up 3 per cent from 2021, and a new record) in **166 countries and in 54 languages**.

The Advertising Value Equivalency (AVE) puts a monetary value on media coverage. For **World Environment Day 2022 it peaked on 5 June at USD 1.2 billion**.

Video was a huge driver of web traffic: there were **more than 4.3 million views across various channels of UNEP's World Environment Day videos**, including the #OnlyOneEarth PSA video, the Earth Action Numbers promo and a 30-minute live broadcast from around the world.
The Pexels Only One Earth photo challenge received more than 34,000 entries.

Social media moments.

570,000 website visitors

The anchor of UNEP's campaign, the World Environment Day website, **received 570,000 visitors from around the world.**

55,000 practical guide downloads

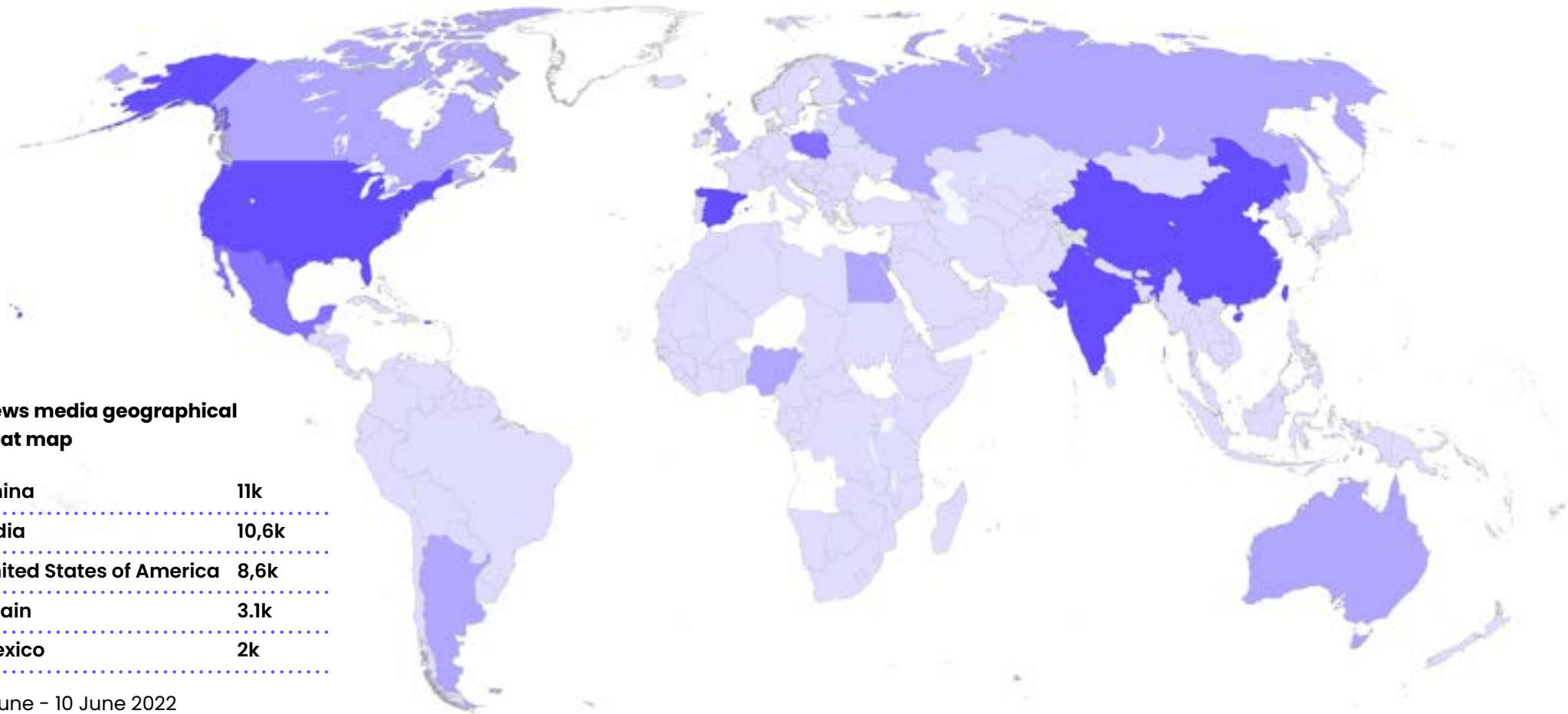
The #OnlyOneEarth Practical Guide **was downloaded a campaign record of over 55,000 times.**

The global nature of the event was reflected in the web traffic with website visitors from the Cook Islands, Libya and the Seychelles.

50,000 micro-site visits

Over 50,000 people visited the innovative Earth Action Numbers **micro-site**, with people adding 6,600 unique activities onto the interactive world map: everything from tree planting to beach clean-ups to community rallies.

Participants included environmental advocates Gisele Bundchen, Rocky Dawuni, Antoinette Taus, Jack Johnson, Dia Mirza and Bertrand Piccard.



News media geographical heat map

China	**11k**
India	**10,6k**
United States of America	**8,6k**
Spain	**3.1k**
Mexico	**2k**

1 June - 10 June 2022

21 World Environment Day stories were produced for the website with **combined views of 59,000, up 11 per cent on last year's figures.**

World Environment Day made its presence felt across the world: **videos and banners were broadcast on large digital billboards** in Piccadilly Circus, Times Square, Beijing Airport and **on the screens of buses, trains and ferries on more than 1,000 transport networks.**

New York City

Brussels

Image: UNEP

Times Square, New York City

Image: LG

New York City

Image: JCDecaux

London

Image: UNEP

Host Country Activities

The official World Environment Day 2022 event, held at the Tekniska Museet in Stockholm, included a discussion between Annika Strandhäll, Sweden's Minister for Climate and the Environment, Inger Andersen, Executive Director of the UN Environment Programme, and a variety of young people.

At that event **Sweden announced it will transition to a fossil fuel free future** by banning the extraction of coal, oil and natural gas from July 1.

> **"We are tightening environmental legislation by banning the extraction of fossil fuels such as coal, oil and natural gas. Breaking the entire chain of fossil dependence, from extraction to use, is crucial for Sweden to continue to be a leader in the climate transition."**
> ***Annika Strandhäll, Swedish Minister for Climate and the Environment***

Sweden counted over 1,900 activities around the country. The national Världsmiljödagen 2022 website had over 31,800 unique visitors.

Ahead of Stockholm+50 and World Environment Day 2022, the Swedish mission at the United Nations launched a launched a 30-day environmental challenge, while the Swedish Environmental Protection Agency launched a social media campaign asking young people the question, "What are you doing on June 5th?"

The City of Stockholm turned Sergels Square, in the centre of the city, into a green park from 2 to 5 June. There environmentalists and climate experts discussed issues related to the triple planetary crisis of climate change, nature and biodiversity loss, and pollution and waste.

The Swedish Athletic Association became the fourth national athletics federation to sign the United Nations Climate Change Sports for Climate Action Framework.

In Stockholm, more than 6,000 young people took part in a special mini-marathon to highlight World Athletics' role in sport and sustainability and its air quality initiatives.

Image: Johner.se/Lina Arvidsson from Världsmiljödagen 2022

Global Celebrations

Tens of thousands around the world organized events as well, from an electric vehicle rally in Cairo to a massive cyclathon in Mumbai to an e-waste drive in Bucharest.

Stockholm, Sweden: Concert for Climate featuring artists Julian Lennon and Julian Marley raised awareness of the need to end deforestation by 2030.

Image: UNEP

Event hosted by the Permanent Mission of Canada to the UN in New York City to celebrate World Environment Day.

Kampala, Uganda: The Government developed a ten year Environment Restoration Plan.

New York, United States: 193 'art flags' were displayed at Rockefeller Centre. Each flag showcased how to live sustainably.

Freetown, Sierra Leone: Ten selected secondary schools in Freetown took part in the arts and poetry competition on the theme 'We Have #OnlyOneEarth, let's take care of it'.

Image: UNEP

Julian Marley at the Concert for Climate held in Stockholm, Sweden on 4 June 2022.

A selection of social media images from around the world.

Image: @ecct_org Tanzania

Image: @Dextryl, India

Image: @B_R_E_G_, USA

Image: @panacea, Kenya

Image: Rockefeller Center

Bangladesh, Cambodia and Vietnam: A photobook was launched to highlight and amplify nine stories of real-life female climate champions. The Re-Envision Resilience Virtual Photobook showcases the work of women fighting the climate crisis, with their stories acting as inspiration.

Turin, Italy: 87 films screened at CinemAmbiente an environmental film festival.

Garissa, Kenya: A community clean-up took place.
Lamu, Kenya: 1,600 mangrove trees were planted.

Queanbeyan-Palerang , Australia: 24 school children used Minecraft to re-envision their community as a sustainable place.

Ali Abdo, Egypt: an environmental activist, rode his electric motorcycle through a number of Egyptian cities to raise awareness about the climate crisis.
Heliopolis, Egypt: The Baron Empain Palace in hosted a series of lectures and recycling workshops for young people.

Maramureș County, Romania: The Green Project group held a huge e-waste collection campaign, offering the free collection of electronic waste.

Tanzania: An upcycling workshop, where young entrepreneurs learned how to turn beach waste into every-day items,

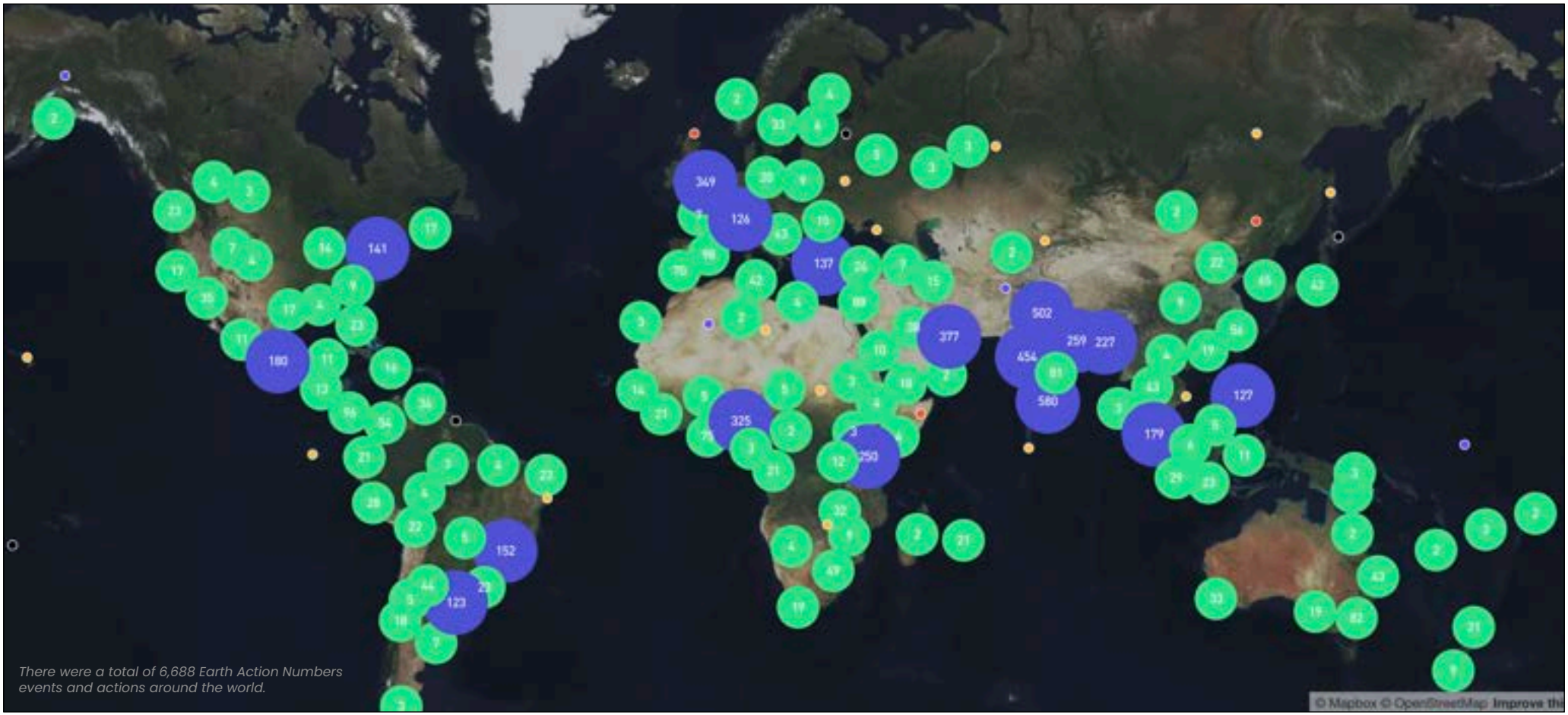
Dar es Salaam, Tanzania: Hundreds of kilograms of rubbish collected in a community clean-up.

Brussels, Belgium: There were several events in the Belgian capital Brussels on 5 June, as well as a digital poster campaign in the city's metro stations. A Fête de l'Environnement at Tour featured a range of fun, interactive environment-themed exhibits. Later that evening Brussels City Hall was illuminated in green for a World Environment Day reception.

Lausanne, Switzerland: The International Olympic Committee (IOC) published a new guide entitled How to be a sustainable champion, featuring the voices of athletes from around the world and includes a series of practical ideas to help athletes and sports fans live a 'planet-friendlier and healthier life'.

Dehli, India: Qutub Minar, the UNESCO world heritage site in Delhi, India, was lit up with messaging.
Mumbai, India: The Bhamla Foundation collaborated with celebrities, including Sachin Tendulkar, Shankhar Mahadevan, Tara Sutaria, Kapil Sharma, Shilpa Shetty and Tulsi Kumar, to release a music video to celebrate the day. They also organized a cyclathon in Mumbai to promote greener forms of transport.
Pune, India: Envirothon 2022, a running event held by Terre Policy Centre took place.

Merida, Mexico: A film festival was held at the University of Yucatan showcased films that highlight the environmental crisis.



There were a total of 6,688 Earth Action Numbers events and actions around the world.

Stockholm+50

A few days before World Environment Day 2022, Sweden and Kenya hosted the Stockholm+50 international meeting. Over 5,000 people gathered in Stockholm on 2 - 3 June to mark 50 years since the 1972 United Nations Conference on the Human Environment, widely seen as the first international meeting on the environment. That 1972 meeting led to the formation of environment ministries and agencies around the world, and kickstarted a host of new global agreements to collectively protect the environment. It also led to the establishment of World Environment Day in 1973.

The communications around Stockholm+50 and World Environment Day 2022 were connected and mutually reinforced one another under the shared slogan #OnlyOneEarth. Both campaigns built momentum, disseminated knowledge and rallied for global environmental action.

A meeting website – https://www.stockholm50.global – was created for the event which received more than 190,000 visitors, while more than 8,000 people subscribed to the Stockholm+50 newsletter.

Stockholm+50 content received 12.6 million views on S+50 and UNEP channels and was engaged with 374,585 times. The hashtag #Stockholm50 was used 80,200 times.

Multimedia was also a key component of the Stockholm+50 content plan: The main Stockholm+50 video was viewed 1.2 million times. Other videos were viewed a total of 150,000 times, including the Day 1 video and this Day 2 video.

Stockholm+50 was mentioned in 7,666 media articles around the world from 2,206 media outlets.

Image: UNEP

A selection of moments from the Stockholm+50 International Meeting that took place in Stockholm, Sweden on 2 and 3 June 2022.

Image: UNEP

Image: IISD/ENB | Matthew Tenbruggencate

Annex 1: Global Commitments

2022 host country Sweden announced a ban **on issuing new licenses for the extraction of coal, oil, and natural gas from 1 July this year.**

Argentina adopted a national strategy for invasive species, which included joint management plans with Chile.

Canada announced the creation of a Nature Advisory Committee, amended regulations to better protect migratory birds throughout the country, and announced the winner of the Canadian Plastics Innovation Challenge, which will work toward sustainable alternatives to plastic packaging. It also announced $11.3 million Canadian dollars (US$8.7 million) to support biodiversity conservation.

Chile ratified the Escazú Agreement – which guarantees the public access to environmental information and justice – after the National Congress approved the country's accession.

In India, Prime Minister Narendra Modi launched the LiFE Global Call for Action, which aims to put individual behaviour change the centre of the climate action narrative and to make sustainable lifestyles a global movement.

New Zealand Environment Minister David Parker announced an urban waterway restoration project to breathe life back into the Styx River (Pūharakekenui) and create local jobs in Christchurch backed by the Jobs for Nature initiative. This initiative is part of the government's wider efforts to tackle environmental issues, which includes funding of $179 million towards implementing reform of the resource management system.

In Nigeria, the Environmental Protection Board announced it will reduce waste by 30 per cent in the Federal Capital Territory. Also, the Kano state government said plans are underway to provide more water conservation structures and irrigation facilities.

Paraguay launched the Paraguay + Verde project to address climate change after receiving financial support of $50 million from the Green Climate Fund.

A selection of social media images from around the world.

Image: @TanyaSinhSengar, India

Image: @Thenationth, Thailand

Image: @wildlifedirect, Kenya

Image: @VNGovtPortal, Vietnam

Tanzanian Prime Minister Kassim Majaliwa launched an environmental conservation master plan as part of celebrations marking World Environment Day. The plan aims to reclaim degraded areas in the country and limit further environmental degradation.

Religious leaders came together to sign a landmark appeal on climate-responsible finance. These organizations, including the World Council of Churches, the Muslim Council of Elders and the New York Board of Rabbis, will only engage with financial institutions that are aligned with the Paris Agreement objective of limiting global warming to 1.5° C.

The European Space Agency announced its plans to boost the use of green technologies through its proposed Space for a Green Future Accelerator. This accelerator aims to provide European decision-makers, industry, and society with essential tools and solutions to support a sustainable green transition towards a carbon-neutral, resource-efficient and resilient society.

In **Thailand, Bangkok governor Chadchart Sittipunt** marked World Environment Day by collecting trash from the Chao Phraya River and planting trees at Rama VIII Park. He also vowed to plant 1 million trees in the capital within four years.

In **China, 32 non-governmental organizations, institutions and companies launched an initiative to increase environmental action** by investing in nature, promoting low-carbon innovation and green transformation and strengthening public education on climate change. The Chinese government has also pledged to plant 70 billion trees in the next 10 years.

In the **United States, agroforestry non-profit Trees for the Future is on track to plant 1 billion trees on farmland by 2030.** To date, it has worked with farmers to plant more than 268 million trees and restore more than 60,000 acres of farmland.

The **Swiss-based hair product firm Wella** – which has an annual turnover of $2 billion – announced aims to **cut its carbon emissions by 28 per cent by 2030** and reduce its water use and use of landfills by 35 per cent by 2030.
One of **Australia's largest retailers, Woolworths, announced it will stop selling its 15-cent reusable plastic bags** across the country in a gradual phase out over the next year.

India's largest online supermarket, bigbasket, announced it will eliminate plastic packaging from its fruit and vegetable delivery services. The company aims to completely remove packaging from its fruit and vegetable delivery across the entire country by 2023.

The Spanish energy giant Iberdola announced it will invest €150 billion between now and 2030 in projects – mostly related to renewables and grids – aimed at a green recovery. The company also claimed it will be carbon neutral by 2030 in Europe, and globally by 2050.

In **Indonesia, The Rumpin Modern tree nursery was formally inaugurated by President Joko Widodo** as part of the country's climate change mitigation actions. The government has set a target of building 30 nurseries in the next three years. Together, they are expected to produce 360 million seedlings per year.

In **Washington D.C., the UN Association of the United States of America (UNA-USA) celebrated World Environment Day in partnership with UNEP's North America Office** with more than 400 in-person and online environmental advocates. This interactive session was a key feature of UNA-USA's Leadership Summit and included an action session to call for the Earth Action Numbers social media campaign.

The European Space Agency announced plans to use data gleaned from Earth observation to help mitigate climate change.

#OnlyOneEarth

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