



WED PACK

A guide to celebrating World Environment Day,
5 June 2011



Welcome!

Welcome to your quick guide to celebrating World Environment Day (WED) on 5 June, 2011.

This year, WED supports the UN's International Year of Forests with the theme, Forests: Nature at Your Service, which underscores the many essential life-sustaining values that forests provide and the intrinsic link between our quality of life and the health of forest ecosystems.

For all seven billion of us, our present and our future depend on conserving and restoring the world's forests. On WED, let us resolve to do much more to ensure that we continue to enjoy the important services that forests provide, in our generation and the next.

This guide is designed to inspire you with exciting ideas, as well as give you practical suggestions for organizing your event. Make your environment efforts known by celebrating WED and registering them on our website

– www.unep.org/wed

What is WED

- Want to know what WED is about?
- Need ideas on how to celebrate or start preparing?
- Want to know what others are doing to celebrate this year?
- Want to make your actions count?

This WED pack is right for you!

Background

World Environment Day (WED) was established by the United Nations General Assembly to mark the opening of the 1972 Stockholm Conference on the Human Environment.

Celebrating WED is about the inspirational power of individual actions that collectively become an exponential force for positive change.

WED thematic celebrations have in the past included caring for the earth and water, the ozone layer, climate change, desertification and sustainable development, to mention a few.

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

Why celebrate World Environment Day?

When we see or experience the negative effects of climate change and environmental degradation, it is easy to blame others - governments for not prioritizing environmental policy; corporate organizations for raising greenhouse gas emissions; NGOs for not lobbying strongly enough for the environment; and individuals for not taking action. World Environment Day 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: Forests

2011 has been declared by the United Nations as the International Year of Forests. World Environment Day this year will reinforce this global concern with the official tagline - Forests: Nature at Your Service.

Linking WED to forests however should not limit or stop you from celebrating your other environmental achievements. After all, every positive environmental action has an impact, and part of the fun is finding creative ways to link your activity to forests – and there are many.

Interesting forest facts

- Forests are home to 80% of terrestrial biodiversity.
- Forests cover 31% of total land area.
- The livelihoods of 1.6 billion people depend on forests.
- Forests provide a home to more than 300 million people worldwide.
- The total global trade in forest products was valued at around \$379 billion in 2005.



Please feel free to share this WED pack with your friends, local community, businesses partners, civil society, government agencies and any associations who you think would be interested in planning and participating in WED.

Planning for WED?

Here are 5 Quick Steps

1. DETERMINE THE INTERESTS 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 www.unep.org/wed/wedthatwas

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.

3. LINK WED THEME TO YOUR ACTIVITIES

The official theme for 2011 is *Forests: Nature at Your Service*. This theme reflects forest issues and their numerous economic, environmental and social benefits. This year's theme gives you plenty of 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!

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 www.unep.org/wed/infomaterials

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 your activities on our website, where your activities will be mapped in our World Wide WED. 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! To see the World Wide WED map, go to: www.unep.org/wed/activitymap

This sounds expensive

Participation in World Environment Day 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!

Get instant updates by following us on:

www.unep.org/wed

www.facebook.com/unep.org

www.twitter.com/unepandyou

www.youtube.com/unepandyou

Need to use the WED logo?

Download the WED logo style guide 2011 from www.unep.org/wed/infomaterials

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

Who do I speak to if I need more information?

Our website www.unep.org/wed is a great place to begin but feel free to talk to us in person.

Contact:

Ms. Lucita Jasmin

Division of Communications and Public Information
United Nations Environment Programme (UNEP)

Tel: 254-20-7623401 /7621551/

Email: worldenvironmentday@unep.org

Suggested Ways of Celebrating World Environment Day

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. It's essential however that you incorporate participation. 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 the fragility of forests.

Suggested WED Activities

- Arts and Crafts Exhibitions/ Film Festivals
- Ceremonies and Celebrities
- Competitions
- Concerts
- Demonstration activities
- Drama and Poetry
- Environmental Education and Awareness-Raising
- Flash mobs
- Information kits
- 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 of forests, human impact or dependency on forests, or forests and climate change.
- Displays of pottery, wooden figurines, stone articles, grass baskets, clothes etc.
- Demonstration on how energy-saving stoves are manufactured and maintained.
- Crafts made with recycled materials, e.g. plastics or tins.
- Posters and photo exhibitions carrying the forest theme.
- Screening of compelling films on the environment made by different communities.

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.
- 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.

Participation/ Partnerships/ Sponsors

- Invite your local community to submit artwork.
- Encourage the participation of marginalized 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 (arts and crafts or ethnological museums/funds could be interested).



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 organizations 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 to 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.
- Invite government representatives, local authorities or respected persons from your local community.
- Enlist your partners and sponsors to help organise and publicize 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 will give away 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.

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 issues of deforestation, water, firewood, conservation etc.
- Number of tree seedlings planted in the week before WED.

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 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 ensure successful results..

Participation/ Partnerships/ Sponsors

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



CONCERTS

What is involved?

- Performances of 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, banners and leaflets - 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 governments, local business (display logo on the stage, together with WED visibility material).
- Seek sponsorship by partnering, availing advertising opportunities.
- Charge an entry fee to offset the cost of your event.

DEMONSTRATION ACTIVITIES

What is involved?

- Display of posters on the protection of environment and on natural resource conservation.
- Awareness-raising of the value of natural resources (prevention of pollution, careful use/reuse of water, identifying certified forest products etc..)
- Workshop on how different resources can be used in several ways and several times e.g. (washing, cleaning or watering plants with grey water, i.e. water that has already been used for something else and is no longer considered safe for consumption).
- Demonstration can include the building of fuel-efficient stoves, alternative fuels, and additional use of good cooking/fire management practices; the sustainable agriculture; the sustainable use of forest resources; fish farming techniques; school or kitchen gardens.

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 are more comfortable using techniques once they can see that others have benefited from them.

- Demonstration activities can be linked with other activities (arts and crafts; celebrities and ceremonies; displays and exhibitions).

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 engage them in the practicalities of how things work.
- Partner with development agencies and local authorities.
- Science-based organizations and cutting edge businesses may be interested to sponsor in return for being associated to supporting innovative ideas.





DRAMA AND POETRY

What is involved?

- Drama productions (e.g. plays) related to environment or forest degradation.
- Preparing and presenting poems from locals and children, on forests, climate change and reduction of greenhouse gases.

Why support this activity?

- By asking people to participate in dramas production you motivate them to think about the issues in forests and the environment, 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.
- Try to ensure that stories have a positive outcome so as to maintain the spirit of WED celebration.
- 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 on environment to be taught on WED.
- Prepare a quiz on environment.
- Distribute booklets and information material in schools.
- Use up-to-date topics and ones that are relevant for the region's environment.
- Dedicate the day to environmental education.
- Start a school garden or eco-club.
- Raise awareness of environmental degradation, 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. Special attention needs to be addressed towards the WED theme - *Forests: Nature at Your Service*.
- Children's natural enthusiasm and curiosity will give an additional tone to the WED: many unexpected (and practical) ideas can come from this.
- Use this opportunity to raise awareness by different mediums (exhibitions, activities such as clean-up campaigns, contests, and campaigns).

How to organise it?

- Prepare a special talk on local environmental issues and especially on the issues of climate change and measures to reduce greenhouse gas, and concerns for schools, or other audiences.
- Remember to keep it fun and relevant to a young audience. Avoid using technical jargon and find clever descriptions to introduce environment nomenclature (be prepared to explain terms such as Climate Change, Global Warming and Carbon Footprint, before embarking in in-depth discussions).
- Download the WED logo and posters, use them in your educational material.

Participation/ Partnerships/ Sponsors

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



FLASH MOBS

What is involved?

- Getting a mass of people to spontaneously do something in unison that will grab 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)
- Works very well with young audiences.

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 followers on Facebook and Twitter 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 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 purpose for 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.

**Participation/
Partnerships/
Sponsors**

- Broaden the distribution to local communities.
- Partners, local business or government agencies might be interested in getting 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 and encourage others to participate in WED celebrations
- Post on your Facebook, MySpace, Twitter or Blog, and other social networks about WED.
- Download avatars and use them as social media profile picture.
- Encourage as many people as possible to 'like', 'tweet' or comment on WED.

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** 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 and help advertise 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 on environment before WED or cover the WED activities.
- Ask for free advertisement space to raise awareness on WED and your planned activities.
- Try to send your report of the 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 and civil society sectors.



SPORTS ACTIVITIES

What is involved?

- Organise sport 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 on the day.

**OTHER IDEAS: CREATE YOUR OWN IDEAS AND GUIDELINES,
AND SUBMIT THEM TO US**
(your idea might just be a new addition to next year's WED pack)

What is involved?

Why support this
activity?

How to organise it?

Participation/
Partnerships/
Sponsors

Send us feedback. We would love to know your suggestions to and how we can improve this toolkit or WED celebrations.

Visit www.unep.org/wed for other ideas on how to celebrate
World Environment Day.

