

United Nations Decade on Ecosystem Restoration



Background

UNGA resolution (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 builds on existing SDG targets and Conventions objectives and reporting:

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

Guided by a globally consulted Strategy (online) and Action Plan (under development)





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

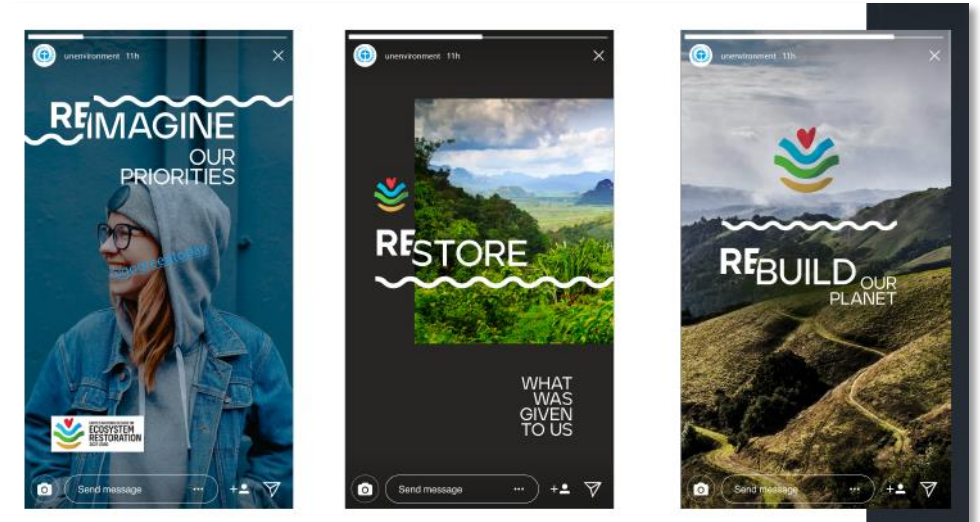
Kicking off a global restoration movement

Since 2020

- Partnership building
- Sharable and adaptable campaign assets developed

World Environment Day, 5 June

- Official UN Decade Launch
- 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



**REIMAGINE
RECREATE
RESTORE**
#GenerationRestoration

Visual Identity

Share it.

Adapt it.

Make it your own!



Ways to get involved...

Direct UN Partner Involvement: Options for EMG Members

- **FAO – UN Decade Co-lead Agency**
 - Launching results of global restoration capacity needs assessment
 - Launching global restoration monitoring system: Framework for Ecosystem Restoration Monitoring (FERM)
 - Involvement in high-level events and media outreach at DG and DDG level
- **EMG Members can join as Collaborating Agency (UN System) or Global Partner category**
 - Current partners: Rio Convention Secretariats, World Bank, IUCN, UNESCO, UNECE
- **Examples of current partner contributions:**
 - **World Bank** leads the UN Decade Finance Task Force
 - **IUCN** leads UN Decade Science Task Force
 - **UNESCO** will lead the panel on human/nature relationship outlined in the Strategy
- **Simple online form for partnership confirmation, contact restorationdecade@un.org**

Take action for World Environment Day

- **Launch campaign** will include and promote restoration on International Day of Biodiversity; World Day to Combat Desertification; etc.
- **Ecosystem Restoration Playbook** with inspiration for action on the ground launched 22 April (Earth Day)
- Event registration open: **April 30**
- Interactives, gamifications and more: **May 15**



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**

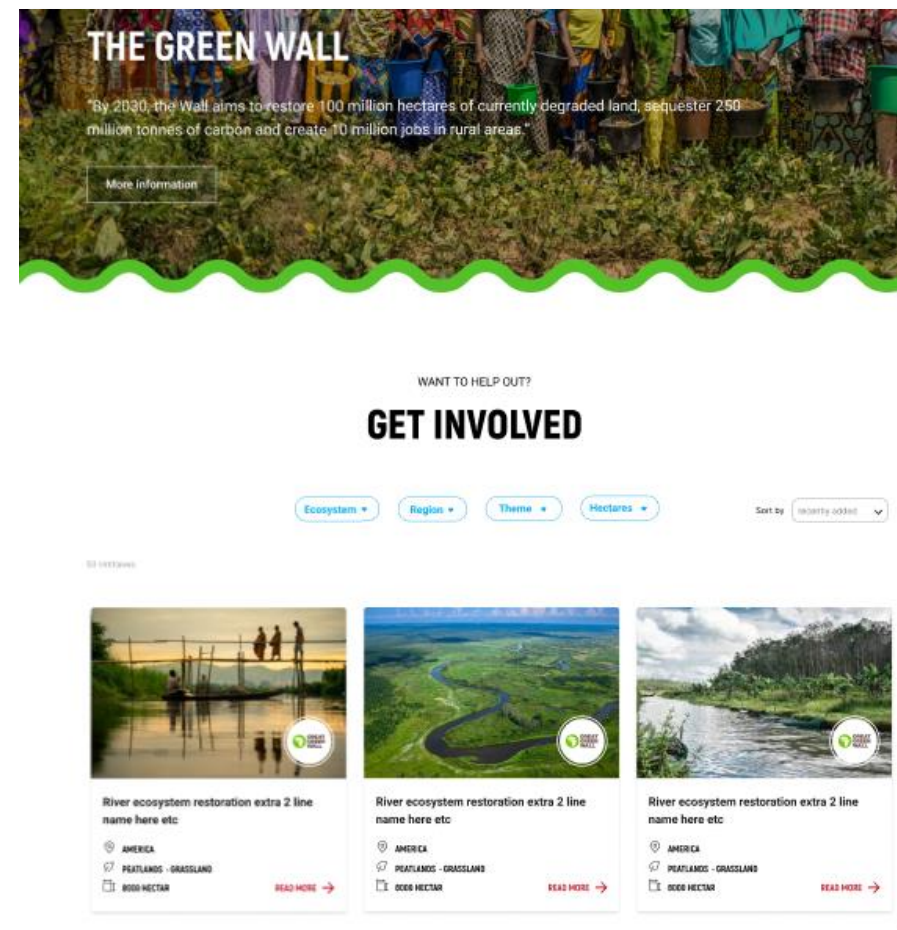


After World Environment Day

Join 100+ leading organizations and become an official **UN Decade Partner**

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



Join
#GenerationRestoration

—
Thank you



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



Food and Agriculture
Organization of the
United Nations