

WORLD ENVIRONMENT DAY  
5 JUNE 2024

# Our Land. Our Future We are #GenerationRestoration



Event and campaign: **World Environment Day 2024**

Date: **5 June 2024**

Host country: **Kingdom of Saudi Arabia**

Website: **[www.worldenvironmentday.global](http://www.worldenvironmentday.global)**

Hashtags: **#GenerationRestoration #WorldEnvironmentDay**

Thematic focus: **Solutions to restoring land, halting desertification and building drought resilience**

## The biggest day for the environment

[World Environment Day](#) on 5 June is the biggest international day for the environment. Led by the United Nations Environment Programme ([UNEP](#)), countries across the globe participate in this UN international day, with millions of people in government, business, civil society and schools engaging online and in-person to raise awareness and influence environmental action. The Kingdom of Saudi Arabia is hosting World Environment Day in 2024. “[Our Land. Our Future](#) We are #GenerationRestoration” is the campaign slogan focusing on restoring land, halting desertification and building drought resilience. World Environment Day comes ahead of COP16 of the UN Convention to Combat Desertification (UNCCD), hosted by the Kingdom in December 2024 and expected to be the largest-ever multilateral meeting on land and drought.

Up to [40 per cent](#) of the world’s land is already degraded, while an estimated [3.2 billion people](#) worldwide are negatively impacted by desertification, and more than three-quarters of the world’s population is expected to be affected by droughts by 2050.

Countries adopted the [UN Convention to Combat Desertification](#) 30 years ago to protect and restore land degraded by drought and stop desertification. Along with the [UN Convention on Climate Change](#) and [UN Convention on Biodiversity](#) often referred to as the [Rio Conventions](#), the three conventions work closely together to find cross-cutting global solutions, most notably, nature-based solutions.


In March 2019, the UN General Assembly adopted a resolution declaring 2021–2030 the [UN Decade on Ecosystem Restoration](#). This World Environment Day let us accelerate progress on these commitments.

## Averting tipping points

Land degradation, desertification and drought are inextricably woven into the triple planetary crises of [climate change](#), [nature and biodiversity loss](#), and [pollution and waste](#). Fuelled by human activity and unsustainable consumption and production, the crisis is taking a heavy toll on ecosystems worldwide.

More than [2 billion hectares](#) of the world’s land is now degraded mostly due to unsustainable land management. Record-breaking temperatures caused by human-driven greenhouse gas emissions are scorching the Earth. Drought has become an existential threat, increasing in number and duration by almost a third in the last two decades. Around the world, decline of soil productivity linked to erosion, depletion, and pollution is affecting food security, livelihoods and health, especially for the world’s most vulnerable people.





With some ecosystems approaching irreversible degradation, countries must act now on their commitment to restore [1 billion hectares](#)—an area larger than China—by 2030 and limit global warming to 1.5°C, protecting life on Earth.

## We are #GenerationRestoration

Through “Our Land. Our Future” this World Environment Day campaign calls on governments and multilateral organizations to fulfil their commitments to restore the land on which life depends and raises awareness among civil society groups, businesses and individuals about their role to making peace with land.

Everyone alive right now has a critical role to play for the future of land. We are not just Boomers, Gen X, Millennials, Gen Z or Gen Alpha. We are Generation Restoration. We cannot turn back time, but we can grow forests, harvest rainwater, eat soil-friendly diets and fight climate change. We are the generation that can make peace with land.

By restoring land and productive ecosystems, humanity can secure a nature-positive, net-zero future, safeguarding a healthy planet and achieving [sustainable development](#). The time to prevent, halt and reverse ecosystem degradation is now. Every dollar invested in ecosystem restoration creates [US\\$30 in economic benefits](#).

## Join #GenerationRestoration

The World Environment Day 2024 campaign launches on 28 April. Everyone is invited to join:

- ◆ [Register](#) and get involved in restoration activities, events, or actions between April and June.
- ◆ Highlight your activity on the World Environment Day [Activity Map](#) and receive a registration card.
- ◆ Spread the word and inspire others by sharing how you are helping to revive lands, using the hashtags #GenerationRestoration and #WorldEnvironmentDay.
- ◆ Visit the [campaign's website](#) to access resources, latest updates, stories, news and tips, and get involved in land and soil restoration work using UNEP's practical guide.
- ◆ Use our communication assets and share with your friends, peers, partners and networks to highlight solutions and best practices.
- ◆ Share and amplify World Environment Day messages within your community on how to get involved in land restoration efforts.
- ◆ Invite others in your networks to register and join.

## The Kingdom of Saudi Arabia as host

The Kingdom has pioneered national and regional initiatives using nature-based solutions to reduce emissions, and restore and conserve land, marine and coastal environments. The efforts underway are combating environmental challenges, inspiring innovation and creating jobs. In addition, the Kingdom is leading the [G20 Global Land Initiative](#) launched during its G20 Presidency in 2020 and will host the UNCCD 16<sup>th</sup> Conference of Parties (COP16) in Riyadh, in December 2024, coinciding with the Convention's 30<sup>th</sup> anniversary. World Environment Day will be an opportunity to highlight some of the solutions and initiatives through stories and multimedia content produced by UNEP, and build awareness and momentum towards COP16, as a landmark moment to accelerate action on land and build drought resilience.

## Partnerships, collaborations and coalitions

We can push back against the existential threat of drought and desertification if we work together. By engaging and reaching the right people, we can accelerate the delivery on commitments by governments, intergovernmental organizations and businesses for a stable climate, healthy nature and pollution-free planet. Team up with UNEP and create powerful collaborations to ignite transformative action, for people and planet.

### For more information

✉ [worldenvironmentday@un.org](mailto:worldenvironmentday@un.org)

🌐 [unep.org](http://unep.org)

🌐 [worldenvironmentday.global](http://worldenvironmentday.global)

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Saudi Arabia**  
2024