



Join **#GenerationRestoration** this **#WorldEnvironmentDay**

worldenvironmentday.global



World Environment Day 2024 is a reminder that we all can step up to spark global change to address environmental degradation. **We are losing land at record speeds.** Globally, more than **2 billion hectares of land** are degraded. We're part of a generation witnessing its devastating effects and may be the last to take action against it.

We are not just Boomers, Gen X, Millennials or Gen Z. We are Generation Restoration. We cannot turn back time, but we can grow forests, harvest rainwater, eat soil-friendly diets and fight climate change.

Our Land. Our Future
We are
#GenerationRestoration



**WORLD
ENVIRONMENT
DAY**



**Kingdom of
Saudi Arabia**
2024

And, we can inspire change through social media...of course!

Join the **#GenerationRestoration** movement and inspire your friends, peers and networks to do the same on their social media channels. It's easy – here's how you can do so in just a few quick steps:

Step 1

The United Nations Environment Programme's-World Environment Day campaign is a playful take on generational and other stereotypes following the current "Of course" trend on social media.

Think about stereotypes or characteristics associated with generations or yourself that you can humorously exaggerate to make a point. Keep it light-hearted!

For the first part of your video, record yourself saying:

"I'm a Boomer/Gen X/Millennial or Gen Z (etc.), of course I [include a humorous statement]."

Step 2

Now it's time to tell the world why you break free from stereotypes and belong to #GenerationRestoration:

For the second part of your video, record yourself saying:

"But I am also Generation Restoration, I [include a humorous, meaningful or empowering statement]."

Not quite sure what to do?

Here are two examples:

I am a Millennial; of course, I order avocado toasts. But I am also Generation Restoration; I only buy locally grown avocados that are not mass produced - keeping our soils fertile and supporting small farmers.

I'm Gen X, of course I need my reading glasses to see what something says. But I'm also Generation Restoration so I pay attention to what I buy and support brands who care about land.

Want to get straight to the point? That works as well. Let the world know why you are part of #GenerationRestoration.

Here are two examples:

I am **#GenerationRestoration**, of course I don't just plant trees, I grow them!

I am **#GenerationRestoration**, of course I get my hands dirty! By restoring our soils and land.

Be creative and have fun with it!

Step 3

Share your video or image on social media channels with the **#GenerationRestoration** and **#WorldEnvironmentDay** hashtags and be sure to mention **@UNEP**. Challenge friends, organizations, or companies to join and speak up to become part of **#GenerationRestoration!**

Not into recording yourself? No problem! UNEP has a variety of **#GenerationRestoration** statement cards you can easily download [here](#) and share on your account!

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