

## REACHING OUT

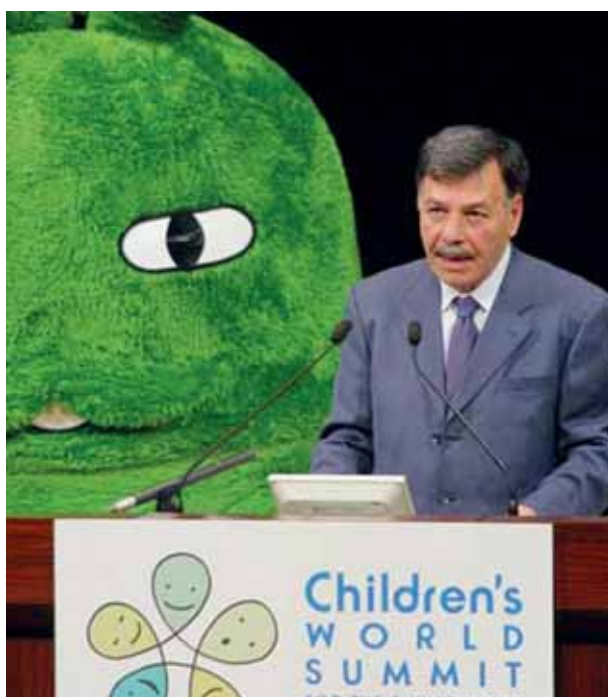
UNEP has a growing programme to engage children and youth. Under the title ‘Tunza’—which means ‘to care for and respect’ in Kiswahili, a language spoken throughout eastern Africa—the programme was endorsed by the UNEP Governing Council in 2003. Activities include international conferences for children and for young adults, capacity building and networking opportunities, competitions and a range of publications.

In July, as part of Expo 2005, UNEP organized a Children’s World Summit for the Environment in Aichi, Japan, for 600 children aged between 10 and 14 from 65 countries. The aim of the Summit was to explore how to better involve children in implementing decisions from the 1992 Earth Summit and the 2002 World Summit on Sustainable Development. To ensure that

the children were involved in all aspects of organizing and running the event, a Junior Board representing UNEP’s six regions, plus four Japanese representatives, had been elected at the previous Tunza International Children’s Conference in New London, Connecticut, USA, in July 2004. A new Junior Board was elected at the Children’s Summit to prepare for the 2006 Tunza Children’s Conference, which will take place in Putrajaya, Malaysia.

Among the outcomes of the Children’s Summit were a declaration of commitments by the participants and a petition challenging world leaders to set examples for sustainable development and “create and enforce laws to improve efficiency in production, consumption and conservation of energy.” The children also

**UNEP Deputy Executive Director Shafqat Kakakhel addressing the closing ceremony at the Children’s World Summit for the Environment in Aichi, Japan. The aim of the Summit was to explore how to better involve children in implementing decisions from the 1992 Earth Summit and the 2002 World Summit on Sustainable Development. Participants included Japan’s Princess Mako and Princess Kako, accompanied by their parents His Imperial Highness Prince Akishino, and his wife Imperial Highness Princess Kiko. Children at the Summit collaborated on a 14-metre banner which was hung opposite the United Nations Headquarters building during the 2005 World Summit in September. © UNEP**





**Rachel Kalaba, 23, centre, from Zambia, cheers on a candidate during elections to the Tunza Youth Advisory Council as other delegates look on at the UNEP Tunza International Youth Conference in Bangalore, India, 14 October 2005. © Associated Press/Gautam Singh**

collaborated on a 14-metre banner, which was hung on the façade of the UN Church Centre in New York during the 2005 World Summit. The Centre, situated directly across from UN headquarters, was the prime venue for civil society meetings before and during the World Summit. The colourful message, “We the children need your help to save the environment”, spelled out with the children’s handprints, sent a strong visual message to the assembled delegates.

Less than a month after the 2005 World Summit, UNEP held the second Tunza International Youth Conference, in Bangalore, India. The Conference, with the theme ‘the Millennium

Development Goals and cooperation among youth organizations’ brought together more than 150 young adults aged between 15 and 24 from around the world who shared experiences on community-based environmental action and developed joint strategies to promote environmental protection.

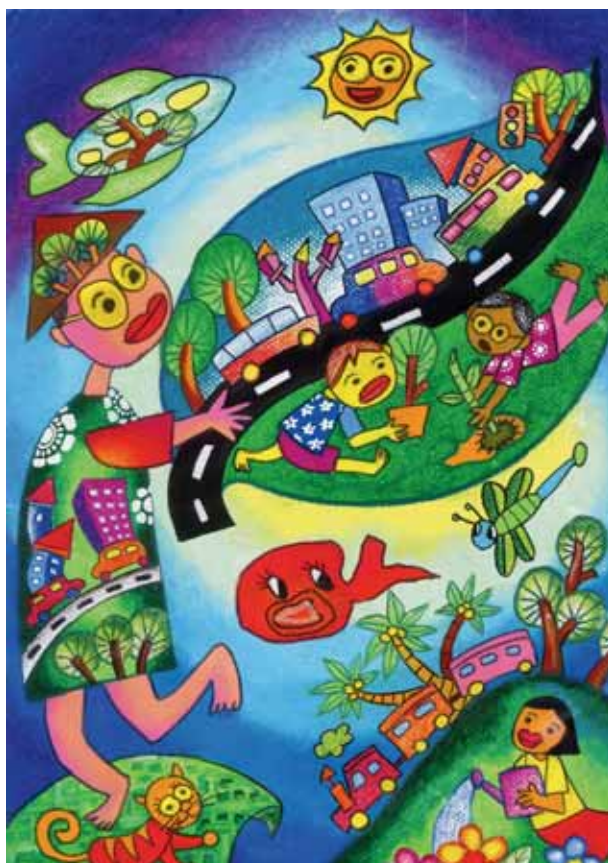
The outcome of the Conference included individual commitments by participants, partnership projects and model action plans for youth organizations, and an international internship programme at India’s Centre for Environmental Education, one of the Conference’s sponsors.



### PARTNERSHIP

The next Tunza conference for young adults is scheduled for Leverkusen, Germany, in August 2007. Leverkusen is the home of the German chemical and healthcare company, Bayer AG, which was the major sponsor for the Bangalore conference. UNEP has a major partnership agreement with Bayer AG worth 1 million euros a year to support activities for children and youth. Bayer is supporting the development and distribution of Tunza magazine, issues of which in 2005 looked at the Millennium Development Goals, Green Cities and North-South partnerships. It is also the chief sponsor of UNEP's international

**The global winners of the fourteenth International Children's Painting Competition on the Environment, organized by UNEP, Bayer AG and the Foundation for Global Peace and Environment, were announced on 3 June 2005 in San Francisco as part of the city's World Environment Day celebrations. The year's theme was Green Cities: Plan for the Planet! For the first time this year, the global painting competition was preceded by regional competitions. Each UNEP Regional Office (Bangkok, Geneva, Mexico City, Washington DC, Bahrain and Nairobi) chose regional winners and also submitted at least 100 paintings to the global selection. Featured below is the winning painting from Asia and the Pacific by 13 year-old Mahdi Nurchiyo from Indonesia.**



children's painting competition. The global winners of the 2005 UNEP Children's Painting Competition were announced at a special ceremony on World Environment Day, 5 June. An exhibition of the winning entries, on the theme of Green Cities, was held at Zeum, an innovative arts and technology museum in San Francisco. The 2006 competition, which was announced in September, will feature paintings on deserts and desertification, the theme of World Environment Day 2006.

Funds from the partnership with Bayer also support the organization of the Tunza international conferences, the development of sub-regional networks in Asia and the Pacific and Latin America and the Caribbean, and exchange programmes for youth leaders from Asia and the Pacific, Africa and Latin America and the Caribbean. Two new youth networks—for northeast Asia and the Pacific—were launched in 2005, bringing the number of youth networks established by UNEP in Asia and the Pacific to three. Plans are underway to launch networks in Central Asia and Southeast Asia in 2006.

Another of UNEP's private sector partners for its Tunza programme is Swedish automotive company Volvo, which jointly organizes the annual Volvo/UNEP Adventure Awards. Each year children from around the world submit their environmental projects for scrutiny by the Volvo/UNEP Adventure jury, which is chaired by UNEP. The best projects are invited to the Volvo Adventure finals in Göteborg, Sweden, where the winners receive prize money in the form of a development grant and an invitation to participate in a Tunza international conference. The 2005 winning project, which received \$10,000, was presented to the Ladysmith Enviro Club from South Africa, which has helped local households, schools and hotels to convert to energy-efficient light bulbs, thus reducing energy consumption and greenhouse gas emissions.

### INSPIRATION AND PARTICIPATION

UNEP's principal outreach event is World Environment Day. Each year, on 5 June, governments, civil society organisations, business and industry, the media and communities around the globe participate in a wide range of activities designed to highlight the pressures human society is bringing to bear on the local and global environment and to promote sustainable living (see page 18). UNEP also collaborates closely



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with the global environmental campaign Clean Up the World, which it helped establish in 1993. Clean Up the World mobilizes up to 40 million individuals around the world each year, and now has more than 640 member groups registered in 188 countries—an 8 per cent increase over 2004. As well as organizing community action, Clean Up the World has a wide-ranging awareness raising programme on issues such as plastic waste and marine pollution. UNEP is also establishing closer links with Earth Day, which promotes environmental action and awareness, predominantly in the United States, on 22 April.

Another way that UNEP works to inspire awareness and change is by recognizing environmental achievement. April 2005 saw the inaugural presentation of UNEP's new Champions of the Earth awards at UN headquarters in New York when seven outstanding environmental leaders won plaudits for "setting an example for the world to follow." The 2005 Champions of the Earth were: the King and the people of Bhutan; Sheikh Zayed Bin Sultan Al-Nahyan of the United Arab Emirates (posthumously); President Thabo Mbeki and the people of South Africa; His All Holiness Ecumenical Patriarch Bartholomew; Julia Carabias Lillo, former environment minister of Mexico; Sheila Watt-Cloutier, Chair of the Inuit Circumpolar Conference; and Zhou Qiang and the All-China Youth Federation. From 2006, the Champions of the Earth ceremony will be hosted by Singapore.



UNEP's other prestigious environmental award, the UNEP Sasakawa Prize, was re-launched in 2005. The new UNEP Sasakawa Prize will nurture innovation, research, initiatives and ideas, based on an annual theme. The winning entry will be chosen on the basis of sustainability and replicability.

UNEP's other prestigious environmental award, the UNEP Sasakawa Prize, was re-launched in 2005. After celebrating its 20th anniversary in 2004, UNEP and the Prize's sponsor, the Nippon Foundation, decided to change its focus. The new UNEP Sasakawa Prize will nurture innovation, research, initiatives and ideas, based on an annual theme, which for 2006 will be deserts and desertification. The winning entry, which will receive \$200,000, will be chosen on the basis of sustainability and replicability.

### COMMUNICATING SUSTAINABILITY

Communicating sustainability is central to UNEP's mandate. It is also the title of a publication launched in September 2005 at the Second International Expert Meeting on the 10-Year Framework of Programmes on Sustainable Consumption and Production, also known as the Marrakech Process, in San Jose, Costa Rica.

*Communicating Sustainability* provides professional advice for national and local governments on how to implement communications campaigns on environment and development issues. Examples include a roving 'environment train' exhibit in Algeria, a radio series on pesticide pollution in Vietnam, and a novel ozone awareness campaign in Costa Rica. The publication was produced in partnership with London-based communications consultancy Futerra.

*Communicating Sustainability* is just one example of a wide range of publications—available print and on-line—that UNEP uses to provide information on environmental issues and the available policies and strategies for addressing them. UNEP publications are available for purchase on-line from [www.earthprint.com](http://www.earthprint.com). In a new initiative in 2005, UNEP signed an agreement with Google Print to increase UNEP's global reach by scanning UNEP publications making them available for free download via the Internet. UNEP's own web site [www.unep.org](http://www.unep.org) also serves to highlight what UNEP does and why it does it. Analysis of web statistics reveals that visits to the UNEP web site have increased by 70 per cent in the past two years. In 2005 [www.unep.org](http://www.unep.org) received 6.2 million distinct visitors, an increase of 2.7 million compared to 2003. Visitors are also spending twice as long on the site browsing and downloading content.

UNEP publications and related events and initiatives are reinforced by a dynamic global and regional media strategy. As well as ensuring that UNEP's work and concerns are well publicized, UNEP's network of regional information officers helps to organize capacity building workshops for journalists to help them improve their understanding and coverage of environmental issues. For example, during the UNEP Governing Council, 45 African journalists from Anglophone and Francophone countries received training on environmental reporting and the Millennium Development Goals. As a follow-up, a handbook for the media on environmental conventions is being finalized. Another example of capacity building for the media is UNEP's work with the Environmental Journalists Network in Latin America and the Caribbean. Four workshops for journalists in the region were conducted in 2005, in Argentina, Chile, Cuba and Mexico. Also in Latin America, the Tierramerica network publishes a weekly page on environmental issues in English, Spanish and Portuguese in 26 newspapers.

Promoting more effective communication about environment and development, as well as forging closer links with civil society partners with common interests, lay behind the Green Room, a pioneering initiative unveiled at the 2005 World Summit. The Green Room provided a convenient physical and on-line meeting space for UN and non-governmental organization partners to exchange information and ideas and

develop effective strategies for communicating the central role of environmental sustainability in development planning during the Summit. Partners included UNDP, the UN Foundation, WWF, IUCN, the Nature Conservancy, the World Bank, the UN Millennium Campaign, Friends of the Earth, Greenpeace and One Earth. A 'virtual Green Room' was simultaneously hosted at [www.unep.org](http://www.unep.org), featuring links to all participating partners.

### **FOCUS ON YOUR WORLD**

As well as publications and media outreach, UNEP reaches its audience through a mix of documentary television programmes, public service announcements, video news releases, cinema releases and web-based animations. UNEP-supported Earth Report 30-minute documentaries continue to be produced by its long-term partner, the Television Trust for the Environment, and broadcast weekly on BBC World to more than 250 million homes worldwide.

Another of UNEP's prominent audio-visual products is its Focus On Your World international photographic competition on the environment. Winners of the fourth Focus On Your World competition, which was once again sponsored by Canon Inc., were honoured at a special ceremony in March at Expo 2005 in Japan. The images were chosen from more than 32,000 photographs submitted by amateurs and professionals from around the world, nearly double the number of entries from the previous competition held in 2000. The judges, all top professionals in the world of photography and photojournalism, gave the \$20,000 Gold Prize to Resmi C. Senan of India for her image of deer feeding on refuse. The winning entries from the competition were displayed throughout Expo 2005, where they were seen by as many as 15 million visitors. They were also displayed at the World Environment Day celebrations in San Francisco and in exhibitions at the 2005 World Summit in New York, at the World Travel Market in London, and in Ho Chi Minh City, Viet Nam, and Bangkok, Thailand. Major feature stories, using images from the photo competition, were published in more than 30 magazines around the world, reaching a combined readership of tens of millions. The exhibit is currently touring the globe, and can be viewed at [www.unep.org/photocomp2005](http://www.unep.org/photocomp2005).





**Winners of the fourth Focus On Your World competition, sponsored by Canon Inc., were honoured at a special ceremony in March at Expo 2005 in Japan. Youth Category Gold Prize winner Monica Alexandra Terrazas Galvan from Mexico (left), standing under her photograph, said: “The striking contrast between the neighbouring slum and upscale housing reflects a message of better living for tomorrow.”**

## ENVIRONMENTAL EDUCATION

2005 marked the start of the United Nations Decade of Education for Sustainable Development. At a special event during the UNEP Governing Council in February UNEP and the UN Educational Scientific and Cultural Organization (UNESCO) signed a joint statement on collaboration for the decade agreeing to “further catalyze stakeholder participation in supporting the development and implementation of ways and means of addressing the various needs and priorities of different countries for education for sustainable development at all levels of formal and non-formal education.” UNEP also joined UNESCO in hosting regional programmes on the Decade of Education for Sustainable Development in Asia-Pacific, North America and in Africa.

One of UNEP’s flagship programmes for the decade is the Education for Sustainable Development Innovations Programme for African universities. The programme seeks to support innovative practices that will mainstream environment and sustainable development issues into university curricula, research, teaching, community services and management. Two workshops were held in October and November to deliberate on a short course and resource tools for lecturers and university managers. Partners in the initiative include UNESCO, the South African Development Community Regional Environmental Education Programme, the Association of African Universities, the Global Virtual University, Environic Foundation International and the Global Higher Education for Sustainability Partnership.

In Asia and the Pacific, the UNEP-Tongji Institute of Environment for Sustainable Development, in China, conducted its second Leadership Programme on Environment and Sustainable Development in September 2005 for emerging leaders from the region. Twenty countries were represented on the course, which was followed by a Regional University Consortium on Environment for Sustainable Development in Asia-Pacific.

A Masters degree programme on sustainable development is being developed through the consortium. Also in Asia-Pacific, a Regional Interagency Committee for the Decade of Education for Sustainable Development was jointly established with UNESCO and the United Nations University (UNU) to oversee the implementation of a regional strategy for the Decade.

2005 also marked the second University of Joensuu/UNEP Course on International Environmental Law-making and Diplomacy, in Joensuu, Finland. The first set of students for the Global Virtual University masters programme on Global Environmental Management also began their studies in July, while the 28th UNEP/UNESCO/BMU Post Graduate Course on Environmental Management for Developing and Emerging Countries was held in Dresden, Germany, between January and June 2005. A draft workbook for academics on Environmental Education, Ethics and Action was used to run a workshop at the third World Environment and Education Congress and is currently being finalized.