



5 JUNE

EVERY YEAR, EVERYWHERE, EVERYONE.



CANADA 150

World Environment Day 2017

**Presentation at the CC IUCN Annual
General Meeting**

Thursday, January 19, 2017

Canadian Museum of Nature



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

Canada

Canada Hosting the World

« Connecting People to Nature »

- Largest single event for celebrating positive environmental action
- #WED2017 is an important part of Canada 150 commemoration celebrations
- Intrinsically linked to Canada 150 theme « Healthy Environment »
- An opportunity to showcase Canada's rich natural environment

Programme Breadth

Leading to...

- Social media outreach, speaking opportunities, and public challenges seeking engagement

June 5th

- Nature challenge
- Celebrations
- Forum discussions

Following...

- Social media outreach and speaking opportunities re: #WED2017 legacy

Communications

Digital first approach

- Key messages and storyline
- Speech module
- Official slogan/tag line
- Branding
- Web
 - worldenvironmentday.global worldenvironmentday.ca
 - Domestic Programme on Canada.ca
- Social media strategy
- Promotions and media relations
- Community events

Working with Partners

- Other federal departments
- UNEP
- Conservation organisations
- Indigenous organisations
- Youth organisations
- Embassies
- Private sector organisations

Questions?

