

DESERTIFICATION AND DROUGHT DAY 2021

Desertification & Drought Day

17 JUNE 2021



Restoration. Land. Recovery.
We build back better with healthy land

CAMPAIGNS

Social media pack

You want to become the NEXT INFLUENCER and advocate for #RestorationLandRecovery?

Check out our [Trello board](#) with exciting visuals and materials.



Instagram takeover

Check our Instagram page to see the Sahel through the [lens of the photographer](#) Michael Martin.



Private sector partnership

Are you a company that wants to be involved in responsible land use? [Join our campaign](#) with UN Digital Ambassador Elyx.



World No Tobacco

Read our [joint blog](#) with the WHO Framework Convention on Tobacco Control on sustainable alternatives to tobacco.



UNDER launch side-event

WOCAT/UNCCD organized an event about the benefits of Sustainable Land Management + [launch of publication](#).



UNDER launch gala

Our Executive Secretary Ibrahim Thiaw spoke with young artist and environmentalist Romario Valentine about [the benefits of land restoration](#).



Educational webpage

For the survival of our planet, we need to learn about our planet!

Explore our special [e-Library educational webpage](#) to learn all about #RestorationLandRecovery



TikTok Dance challenge

[Follow](#) our newest social media channel and join our ultimate dance challenge #Letsgrow



17 JUNE PROGRAMME

Events around the world

Member Parties and other stakeholders are [organizing](#) events all around the world to celebrate Desertification and Drought Day 2021. Add [your entry!](#)



Report launch

15:00–15:45 GMT + 2
Join the UNDRR/UNCCD launch of the Global Assessment Report Special Report on Drought 2021.



High-level event hosted by President of Costa Rica

16:00–17:30 GMT + 2
Join the High-level event by the President of Costa Rica, this year's host to the global observance.



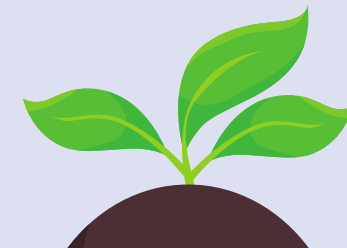
17 JUNE 9AM – 3PM GMT+2

Talk show

Join an exciting talk show by the Ministry of Environment and Energy in Costa Rica about land restoration success stories with famous guests from Latin America.

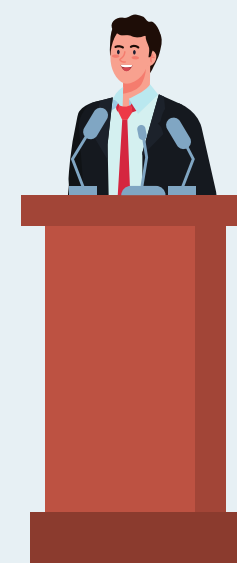


Stories of restoration, land and recovery from India, Canada, Indonesia, Kenya and Costa Rica.



Video messages

World leaders and celebrities from across the globe will take their pledge to give you a message for healthy land.



Dialogue with WWF

Join the Heads of UNCCD and WWF on green economic recovery and its impact on ecosystems.



Music event

Lean back and enjoy the sound of Baaba Maal, Ricky Kej, Koshens and more. Malpais from Costa Rica will also add its spice.



Land for life award

The land for life award recognizes extraordinary individuals and initiatives that address both the ecological and social aspects of sustainable land management. The award winner will be announced.



Children's programme

- Drawing lesson by cartoon artist Oezi
- Save the world green corp 5 cartoon videos
- Announcing children global postcard competition



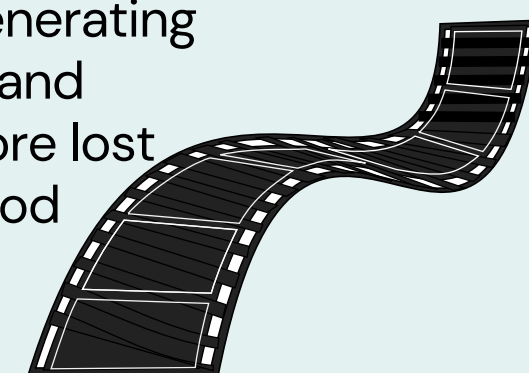
Online Panel discussion: women and land-based economic recovery

In this panel women from all around the world including UNCCD Land Ambassador and former President of Finland Tarja Halonen talk about the important role and potential of women for land-based economic recovery.



Film screening

- Kiss the Ground (2020)
Kiss the Ground reveals that, by regenerating the world's soils, we can completely and rapidly stabilize Earth's climate, restore lost ecosystems and create abundant food supplies.
- It's all about landscapes (2017)



Stream of the programme will be made available here:

**JOIN US IN CELEBRATING
DESERTIFICATION AND DROUGHT DAY
2021**