



SOCIAL MEDIA ADVISORY

INTERNATIONAL DAY OF FORESTS

21 March 2018

21 March was declared the International Day of Forests by the UN General Assembly to raise awareness of the importance of all types of forests and of trees outside forests.

2018 Theme

Forests and Sustainable Cities

UNHQ event

On Wednesday 21 March 2018, from 15:00 – 18:00 at the ECOSOC Chamber in UNHQ, NY, organised by the UN Forum on Forests Secretariat in UN DESA.

Watch the event live on UN Web TV <http://webtv.un.org/>

UNDESA Social Media

Connect with the campaign on twitter.com/UNDESA and [Facebook.com/joinUNDESA](https://facebook.com/joinUNDESA)

Landing page: <http://bit.ly/DayForests>

Campaign Hashtag: #IntlForestDay

Digital assets

Digital assets in English are available on a Trello board, along with design files that can be customised for other languages: <https://trello.com/b/GIAy0y3T>





TWITTER

CARD 1: 1.6 BN people need forests for food, water, fuel & jobs

1.6 billion people rely on forests for food, water, fuel and jobs.

Protect, restore and plant more! 🌲🌲🌲🌲

Join us and celebrate #IntlForestDay! <http://bit.ly/DayForests>



CARD 2: Forests are home to over 80% of biodiversity on land

Forests are home to over 80% of biodiversity on land, including birds, bees and trees in your city parks.

They are vital to our life here on 🌍.

Let's celebrate and safeguard the world's forests on #IntlForestDay, and every day: <http://bit.ly/DayForests>



CARD 3: Your glass of water is a tree product

Your glass of water is a tree product! 🏠 📺

1/3 of the world's largest cities – including Bogota, Durban, Jakarta, Madrid, New York & Rio de Janeiro - draw their drinking water from forests. #EveryDrop 🌿 counts: <http://bit.ly/DayForests> #IntlForestDay





TWITTER

CARD 3: **Your glass of water is a tree product**

By 2050, over 1/2 of our population will face water stress.

Did you know that forests provide 75% of the 🌍's freshwater for household, agricultural & industrial use?

Let's protect the world's forests to make #EveryDrop count.

#IntlForestDay: <http://bit.ly/DayForests>



CARD 4: **Trees are nature's air conditioners**

Trees clean and cool our air - they are Nature's air conditioners! 🌳🌳🌳🌳

Learn more forest facts and join us in celebrating #IntlForestDay!

Learn how you can take part: <http://bit.ly/DayForests> #GlobalGoals



CARD 5: **Trees build resilience against climate change**

Trees in cities: 🌳🌳🌳🌳

✓ Regulate our climate

✓ Improve the air we breathe

✓ Reduce storm water and flooding.

On this #IntlForestDay, learn more about what role forests play for life in a big 🏙️: <http://bit.ly/DayForests>





TWITTER

CARD 6: **Trees and parks are good for your health**

Trees & parks clean the air we breathe, reduce stress, noise & help build sustainable communities. 🌳🌳🌳🌳

They play a vital role for people around the 🌍 to live healthy lives. Let's protect them! It is our best bet for a sustainable future!

#IntlForestDay: <http://bit.ly/DayForests>



CARD 7: **International Day of Forests poster**

Join us & celebrate the #IntlForestDay on 21 March!

This year we're putting a spotlight on forests and sustainable cities! 🌳🌳🌳🌳

📺 WATCH LIVE: 21 March 3 pm ET & learn about the vital role of forests for sustainable life in the big city:
<http://webtv.un.org>





FACEBOOK

CARD 1: 1.6 BN people need forests for food, water, fuel & jobs

1.6 billion people need forests for food, water, fuel and jobs.

Let's protect, restore and plant more! Join us in celebrating the International Day of Forests on 21 March and help us reach the global forest target of increasing the world's forests by 3% by 2030! 🌳🌳🌳🌳

Learn more here: <http://bit.ly/DayForests> #IntlForestDay #GlobalGoals #EveryDrop



CARD 2: Forests are home to over 80% of biodiversity on land

Did you know that urban forests and city parks can provide important habitat for migratory birds?

Celebrate the International Day of Forests on 21 March by learning about the plants and animals that live in your local city park!

Learn more and join our celebration: <http://bit.ly/DayForests> #IntlForestDay #GlobalGoals



CARD 3: Your glass of water is a tree product

Your glass of water is a tree product! 🍷📺

Did you know 1/3 of our largest cities, including Bogota, Durban, Jakarta, Madrid, New York and Rio de Janeiro draw their drinking water from forests?

On this International Day of Forests, learn more about the role of forests in making #EveryDrop count:

<http://bit.ly/DayForests>

📺 WATCH LIVE: 21 March 3 pm ET: <http://webtv.un.org> #IntlForestDay #GlobalGoals





FACEBOOK

CARD 3: Your glass of water is a tree product

Forests provide 75% of freshwater.

By 2050, more than half of the world's population will be at risk due to water stress.

Invest in forests to ensure water for all! 

Join us in celebrating the International Day of Forests on 21 March and help us reach the global forest target of increasing the world's forests by 3% by 2030!    

Learn more: <http://bit.ly/DayForests>

 WATCH LIVE: 21 March 3 pm ET: <http://webtv.un.org>

#IntlForestDay #GlobalGoals #EveryDrop



CARD 4: Trees are nature's air conditioners

Trees are Nature's air conditioners!

Did you know that a young healthy tree cools just like 10 room-sized air conditioners running 20 hours a day?

Celebrate the International Day of Forests on 21 March by taking a moment under the cool shade of a tree!

Learn more about the day: <http://bit.ly/DayForests>     #IntlForestDay #GlobalGoals





FACEBOOK

CARD 5: **Trees build resilience against climate change**

Trees in cities: 🌳🌳🌳🌳

- ✓ Regulate our climate
- ✓ Improve the air we breathe
- ✓ Reduce storm water and flooding.

Learn more what role forests play for life in a big city and celebrate the International Day of Forests on 21 March by adopting or planting a tree in your neighbourhood!

Learn more: <http://bit.ly/DayForests> #IntlForestDay #GlobalGoals

CARD 6: **Trees and parks are good for your health**

Trees and parks clean the air we breathe, reduce stress, noise and help us build sustainable communities.

They play a vital role for people around the 🌍 to live healthy lives. Let's protect them! It is our best bet for a sustainable future!

Celebrate the International Day of Forests on 21 March by taking an energising walk in your local park!

<http://bit.ly/DayForests> #IntlForestDay #GlobalGoals





FACEBOOK

CARD 6: **Trees and parks are good for your health**

Trees are good for your health in so many ways.

Did you know $\frac{3}{4}$ of top-ranking global prescription medication have forest components?

Celebrate the International Day of Forests on 21 March by rediscovering your urban forests and city parks!

<http://bit.ly/DayForests> #IntlForestDay #GlobalGoals



CARD 7: **International Day of Forests poster**

Safeguarding the world's forests – our best bet for sustainable societies! 🌳🌳🌳🌳

Join us and celebrate the International Day of Forests on 21 March! This year we're putting a spotlight on forests and sustainable cities!

📺 WATCH LIVE: 21 March 3 pm ET: <http://webtv.un.org>

Learn about the vital role of forests for sustainable life in the big city: <http://bit.ly/DayForests>

#IntlForestDay #GlobalGoals

