World Environment Day 2022: Egg Industry Toolkit

**World Environment Day** is celebrated on 5 June every year to increase awareness of important global environmental issues. This year, the **United Nations (UN)** is calling for collective, transformative action on a global scale to celebrate, protect and restore our planet.

This offers an **ideal** **opportunity** for the egg industry to promote our incredible product, highlighting the **low environmental impact of eggs,** while also reaffirming our commitment to continue to produce eggs in environmentally sustainable ways.

**Theme and messaging**

**‘Only One Earth’**

**The first World Environment Day celebration** took place at the 1972 Stockholm Conference, where ‘Only One Earth’ featured as the theme. In 2022, on the **50th anniversary** of this global event, this motto is as pertinent as ever and thus will be ‘recycled’ for this year.

More details on the theme and the event can be found on the official World Environment Day website at: [https://www.worldenvironmentday.global](https://www.worldenvironmentday.global/).

Join the online conversation and enable your content to reach the largest audience by using: **#WorldEnvironmentDay #OnlyOneEarth**

**Social media content suggestions**

To help you celebrate World Environment Day and spread awareness of the important role eggs play in sustainable diets, the IEC has developed a range of **sample social media posts** with **matching graphics.**

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|  | This World Environment Day we are celebrating eggs as an environmentally friendly source of essential, high-quality nutrition! 🥳🥚🌍  Today the United Nations is calling for transformative change to policies and choices to enable cleaner, greener and sustainable living ♻️📢  Discover why eggs can AND should play an essential role in future food systems as a sustainable food of choice: <https://bit.ly/38mERxm> 👈💚  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | Due to their egg-ceptional environmental credentials and unbeatable nutrition, eggs are the perfect partner for affordable, healthy, and sustainable diets today, as we look to the future of our planet! 🤯🥚🌍♻️  Find out more: <https://bit.ly/38mERxm> 👈📢  #WorldEnvironmentDay #Eggs #EnvironmentallyFriendlyEggs |
|  | Did you know...? 🤔 #Eggs are a low-impact source of HIGH-QUALITY protein! 🥚💪🤯🌍  This is just one of the many reasons why eggs have a valuable role to play in feeding our growing population in an environmentally sustainable way 🍳🌍♻️  Discover more: <https://bit.ly/38mERxm> 👈  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | The environmental footprint of a kilogram of eggs produced in the US reduced by 65% between 1960 and 2010, with greenhouse gas emissions reducing by 71%! 🤯🐓🥚🌍  Discover all the ways eggs can support sustainable diets this #WorldEnvironmentDay: <https://bit.ly/38mERxm> 👈  #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | This #WorldEnvironmentDay, the United Nations (UN) are highlighting the need to choose sustainable options, since we have #OnlyOneEarth 🌏♻️📢  Did you know...? 🤔 #Eggs require less than ¼ of the water required by nuts, per gram of protein! 🥚🤯💪  Learn more about the environmental credentials of eggs: <https://bit.ly/38mERxm> 👈💚  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | Seasonality of produce can have a significant impact on our environment! 🌏♻️📢  Eggs are available year-round across the globe, putting them in a great position sustainably alongside their incredible nutritional attributes 🥚🐔🥇  Learn more: <https://bit.ly/38mERxm> 👈  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | Egg farmers strive towards nature-positive production, continually working to increase efficiencies and reduce waste to lower the egg’s environmental footprint 🥚🐔🌏♻️  Read more: <https://bit.ly/38mERxm> 👈  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentallyFriendlyEggs |
|  | Choose eggs this #WorldEnvironmentDay! 🌍🥚🥳  The global egg industry remains committed to producing nutritious foods in environmentally responsible ways, having identified 7 primary United Nations Sustainable Development Goals (SDGs) where we are already making a significant impact ♻️📢  Discover more reasons why eggs are the perfect partner for sustainable diets: <https://bit.ly/38mERxm> 👈  #WorldEnvironmentDay #OnlyOneEarth #Eggs #EnvironmentllyFriendlyEggs |

Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook and Twitter.