World Environment Day 2023: Egg Industry Toolkit

**World Environment Day** is celebrated on 5 June annually to increase awareness of global environmental issues and accelerate efforts to combat them. The egg industry is supporting the **United Nations Environment Programme (UNEP)** by demonstrating the ecological benefits of egg production and consumption and how including eggs as part of a balanced diet can help take care of our planet.

**Theme and messaging**

**‘Eggs for a better earth’**

The power of the egg extends far past its highly nutritious value, and World Environment Day provides the perfect opportunity to illustrate **the egg’s environmental benefits.** This year, the egg industry is celebrating the **low environmental impact of the egg** and advocating for the continued global commitment to its sustainable production.

Join the online conversation and ensure your content reaches a wider audience by using: **#PlanetFriendlyProtein #EggsForABetterEarth #WorldEnvironmentDay**

**Social media content suggestions**

To help you celebrate World Environment Day and showcase the role eggs can play in environmentally friendly diets, the IEC has developed a short video as well as a range of sample social media posts with matching graphics.

|  |  |
| --- | --- |
|  | This #WorldEnvironmentDay, we are showcasing the powerful role the #egg can play in planetary health🌱🌎  Including eggs as part of a balanced diet is not only beneficial for our health, but helps to support the health of our planet too💚  Join us this World Environment Day by celebrating this delicious way to look after our earth!🩹🌎  #PlanetFriendlyProtein #EggsForABetterEarth #SustainableFuture |
|  | 🌎🌱Happy World Environment Day!🌱🌎  Today we are shell-ebrating #eggs as an environmentally friendly food choice as well as a source of high-quality nutrition♻️💚  The United Nations Environment Programme (UNEP) is calling for an acceleration in efforts to combat worldwide environmental issues. For the egg industry, this means showcasing the role of the mighty egg in planetary health❤️‍🩹🌱  Including the delicious and versatile egg in your diet is not only beneficial for your health, but can play a key role in hatching a greener future for our earth too! 🥚🐥  Find out more: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #Sustainable #PlanetFriendlyProtein #EggsForABetterEarth |
| Diagram  Description automatically generated | 🥚🌿🌍 Eggs are not only delicious, but also a sustainable source of the high-quality protein our bodies need!  🍳👌🏼 They require less water and land compared to other protein sources, so by choosing eggs, you're making a positive impact on the environment AND enjoying a nutritious meal🙌🏼  Find out more ways #eggs can play a role in a greener future: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #SustainableLiving #PlanetFriendlyProtein #EggsForABetterEarth |
|  | Did you know?🤔💭 The only part of the egg we can’t eat is the shell, meaning very little kitchen waste!🥚🗑️  🌿♻️The United Nations have highlighted the need for a circular economy this #WorldEnvironmentDay. Luckily, an egg’s shell can be composted and used to create nutrient rich soil for your plants! 🍳🌱  🌍Discover more ways the humble #egg is planet-friendly: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #Sustainability #PlanetFriendlyProtein #CircularEconomy #EggsForABetterEarth |
| A picture containing text  Description automatically generated | #Eggs may be small, but their positive environmental impact is mighty! 🍳🌍  🌱🥚The greenhouse gas (GHG) emissions per gram of protein are significantly lower from eggs compared to other animal food sources. That means that choosing eggs as a source of protein can help reduce your environmental footprint!🥚🌱  Find out more reasons to choose eggs as part of a sustainable diet: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #Sustainability #PlanetFriendlyProtein #EggsForABetterEarth |
|  | 🌍🐔Egg farmers around the world are prioritising planet-friendly production, seeking ways to minimise their impact! 🧑‍🌾🌾  💡♻️Thanks to continuous innovation and advancement, farmers are ensuring #eggs stay delicious and nutritious, while continuing to develop their environmental credentials🥚🐥  Read more: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #SustainableFarming #PlanetFriendlyProtein #EggsForABetterEarth |
|  | 🌱🥚Egg-cellent news!🥚🌱 Not only are #eggs good for you, but they support our planet too! 🏋️‍♀️🌏  They are a low-impact protein source, as well as a complete protein, making them highly nutritious AND planet-friendly🍳💪  Find out more👉[bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #GreenerFuture #SustainableFarming #EggsForABetterEarth #PlanetFriendlyProtein |
| Diagram  Description automatically generated | 🛡️🌍 As technology advances, so do our abilities to farm sustainably and protect the planet.  📢 From online sustainability tools to circular models and carbon neutrality, #EggFarmers are taking important steps with eco-conscious practices🚜👨‍🌾  Discover more ways #eggs support a greener future: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #SustainableFarming #GreenerFuture #Environment #EggsForABetterEarth #PlanetFriendlyProtein |
|  | Eggs use little water compared to other popular protein sources, like nuts, which require over four times more water to produce per gram of protein🥚💦  By choosing #eggs, you’re contributing to a more sustainable food system and reducing pressure on the planet’s precious water resources💧🍳  Read more about how eating eggs is a planet-positive choice: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #WaterFootprint #PlanetFriendlyProtein #Environment #EggsForABetterEarth |
| A picture containing text, vector graphics, room  Description automatically generated | #Eggs are available year-round, across the globe! ❄️☀️  💚 Eating local, seasonal food can have very positive benefits for planetary health🌱🌎  It’s time to crack on with enjoying eggs for a brighter, healthier future for people and planet!🍳💪  Learn more about the environmental credentials of eggs: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #PlanetyFriendlyProtein #Sustainability #EggsForABetterEarth |
|  | 🥚🌎 Did you know than an egg a day can contribute to a healthy and sustainable diet?  Adding an egg to your daily diet can help achieve optimal health while reducing your environmental impact🌱🌿  💚🌎Not only are eggs delicious and versatile, but a great way to boost your health and support our planet! 🌎💚  Learn other ways eggs benefit us and the environment: [bit.ly/3MpsMHy](https://bit.ly/3MpsMHy)  #WorldEnvironmentDay #PlanetyFriendlyProtein #Sustainability #EggsForABetterEarth |