World Environment Day 2024  
5 June 2024

**World Environment Day** is celebrated annually on 5 June 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 environmental benefits of egg production and consumption and how including eggs as part of a balanced diet can help take care of our planet.

**World Health Organization Focus**

**‘Our land. Our future. We are #GenerationRestoration’** – World Environment Day 2024 focuses on humanity’s (last) chance to be responsible for the revival of earth. **#GenerationRestoration**

**Theme and messaging**

**Eggs for a Happy Earth**

Beyond their nutritional value, eggs and their production are remarkably safe for the planet. 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: **#EggsForAHappyEarth #PlanetFriendlyProtein #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.

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| **A person in a green shirt  Description automatically generated with medium confidence**  **[VIDEO]** | Happy #WorldEnvironmentDay!🙌💖  Today we are showcasing the powerful role #eggs can play in helping to take care of our earth 🌱🥚  Incorporating eggs into a balanced diet is not only great for human health, but helps to support our planet too💚  Join us this World Environment Day by celebrating this delicious way to a sustainable future!🩹🌎  #PlanetFriendlyProtein **#EggsForAHappyEarth** #SustainableFuture |
|  | 🌎🌱Happy World Environment Day!🌱🌎  Let’s talk about eggs! 🥚 Compared to other animal sourced proteins, they are one of the most environmentally friendly. 🌎  They require less land, water and carbon emissions than beef, pork, cheese, nuts or lamb. That is what we call a #PlanetFriendlyProtein! 🥚💚  #WorldEnvironmentDay #Sustainable **#EggsForAHappyEarth** |
|  | 🛡️🌍 Advances in technology support advances in sustainability!  📢 From online sustainability tools to circular models and carbon neutrality, #EggFarmers are leading the charge to a #GreenerFuture🚜👨‍🌾  Discover more ways #eggs are playing a vital role in nurturing our planet: <https://bit.ly/3X026UC>  #WorldEnvironmentDay #SustainableFarming **#EggsForAHappyEarth** #PlanetFriendlyProtein |
|  | 🥚🌿🌍 Eggs are not only delicious, but also a sustainable source of the high-quality protein our bodies need!  🍳👌🏼 They require less carbon, land and water compared to other animal protein sources. That means by choosing eggs, you're making a positive impact on the environment AND enjoying a nutritious meal🙌🏼  Find out more ways eggs are planet-friendly: <https://bit.ly/3X026UC>🥚🌱  #WorldEnvironmentDay #Sustainable #PlanetFriendlyProtein **#EggsForAHappyEarth** |
|  | 🥚 Did you know than enjoying an egg a day can contribute to a healthy and sustainable diet? Adding eggs to your diet can help achieve optimal health while lessening your environmental impact🌱🌿  💚🌎Not only delicious and versatile, eggs are also champions for planetary health! 🌎💚  Learn other ways eggs benefit us and the environment: <https://bit.ly/3X026UC>  #WorldEnvironmentDay #PlanetyFriendlyProtein #Sustainability **#EggsForAHappyEarth** |
|  | #Eggs are available year-round, across the globe! ❄️☀️  💚 Eating local, seasonal food can benefit planetary health by reducing transportation requirements and supporting sustainable agriculture in your community.🌱🌎  Eggs are nature's all-season stars, available year-round to nourish us. 🥚  🍳💪Learn more: <https://bit.ly/3X026UC>  #WorldEnvironmentDay #Sustainability **#EggsForAHappyEarth** |
|  | The agricultural industry serves as an invaluable lifeline for about a quarter of the entire human race! 🤯👩‍🌾  As well as producing a nutritionally powerful and tasty product, egg farmers create resilient and sustainable food systems that are equitable, secure, and ensure high-quality nutrition for all 🍳🐓🙌  #Eggs #EggSustainability **#EggsForAHappyEarth** #WorldEnvironmentDay |
|  | 🌍🐔Egg farmers around the world are making planet-friendly production a top priority, seeking ways to reduce their environmental footprint🧑‍🌾🌾  💡♻️Thanks to ongoing innovation and progress, farmers are ensuring #eggs stay delicious and nutritious, while developing their environmental credentials🥚🐥  Read more: <https://bit.ly/3X026UC>  #WorldEnvironmentDay #SustainableFarming #PlanetFriendlyProtein **#EggsForAHappyEarth** |