

David de Rothschild's World Environment Day Message



"In 1972 The United Nations had the vision to create World Environment Day. In 2010 we are recognising the international year of biodiversity; and that's why this 5th of June, World Environment Day's message is 'Many Species, One Planet, One Future'.

It is vital that we recognise that we are intrinsically linked to nature, that we are part of the web of life, that the millions of species that live on our planet are so important to our future, and that we have to find a way to re-integrate and find the solutions to the problems that we see today and lessen our footprint.

So, this 5th of June make sure you get out there and get involved.

Find a way to give nature a voice.

I urge you to act now."

David is currently travelling from San Francisco to Sydney on the Plastiki; a unique catamaran of plastic bottles on a mission to highlight the plight of the world's oceans whilst demonstrating waste as a valuable resource. The Plastiki pictured above on the approach to Samoa.

To make your Plastiki pledge visit www.myplastiki.com

To track the Plastiki's progress and learn more about her journey go to www.theplastiki.com

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World Environment Day was established by the United Nations General Assembly in 1972 at the Stockholm Conference on the Human Environment. Another resolution, adopted by the General Assembly the same day, led to the creation of the United Nations Environment Programme (UNEP).

Commemorated each year on June 5, World Environment Day is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and enhances political attention and action. With thousands of events in UNEP's six global regions, namely, North America, Latin America and the Caribbean, Africa, Asia and the Pacific, West Asia and Europe, World Environment Day is considered one of the largest environmental events of its kind.

Since 1972, 36 World Environment Day celebrations have been held around the globe. World Environment Day 2010 in Pittsburgh will mark the 37th annual celebration. This year topics will centre around 3 main themes of Biodiversity, Ecosystems Management and the Green Economy.

World Environment Day is designed to:

- **Give a human face to environmental issues;**
- **Empower people to become active agents of sustainable and equitable development;**
- **Promote an understanding that communities are pivotal to changing attitudes towards environmental issues; and**
- **Advocate partnership which will ensure all nations and peoples enjoy a safer and more prosperous future.**

On World Environment Day, heads of State, Prime Ministers and Ministers of Environment deliver statements and commit themselves to care for the Earth. Pledges are made which lead to the establishment of permanent governmental structures dealing with environmental management. It also provides an opportunity to sign or ratify international environmental conventions.

But World Environment Day also is a people's event. People around the globe celebrate with colourful activities such as street rallies, city-wide walks, scientific forums, bicycle parades, green concerts, essays and poster competitions in schools, tree plantings, as well as recycling and clean-up campaigns.

For more information on World Environment Day visit

<http://www.unep.org/wed/2010/english/>

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