**World Environment Day 2021 – IEC Member Engagement Toolkit**

On 5 June, the United Nations will celebrate World Environment Day, promoting global efforts to protect the environment while also highlighting additional steps to prevent further degradation of our environment and restore our ecosystems.

This offers a great 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.

The IEC has developed a range of graphics you can share on social media to raise awareness of the important role eggs play in sustainable diets - [download from the IEC website here](https://www.internationalegg.com/resources/downloadable-resources/world-environment-day/).

When engaging on social media, always use #WorldEnvironmentDay and #GenerationRestoration to ensure your content reaches the largest audience.

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|  | Happy World Environment Day!  Today we are celebrating eggs as an environmentally friendly and highly nutritious protein source.  #WorldEnvironmentDay #GenerationRestoration |
|  | The @worldresources Institute Protein Scorecard confirms eggs are a low impact protein source, meaning they can be considered good for both human and planetary health!  #WorldEnvironmentDay #GenerationRestoration |
|  | Egg farmers strive towards nature-positive production, continually working to increase efficiencies and reduce waste to lower the egg’s carbon footprint.  #WorldEnvironmentDay #GenerationRestoration |
|  | 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%.  #WorldEnvironmentDay #GenerationRestoration |