

40th anniversary of United Nations  
Environment Programme – Request to issue  
postage stamps

Dear Sir/Madam,

This year marks the 40th anniversary of the United Nations Environment Programme (UNEP). In line with the cooperation framework that exists between the UPU and UNEP, and given the UPU's commitment to sustainable development and the protection of the environment, UNEP wishes to invite the designated operators of Union member countries to consider issuing postage stamps to mark this anniversary.

The decision to establish UNEP was taken at the Stockholm Conference on the Human Environment in 1972, and later that year at the UN General Assembly in New York. This year will also see global leaders gathering at the Rio+20 summit to revisit the promise of a sustainable future that was first defined in 1992.

In addition, World Environment Day (WED), the UN's flagship day for environmental outreach, will be celebrated in Brazil two weeks prior to Rio+20. Celebrated annually on 5 June, and hosted by a different country each year, WED aims to be the biggest, most widely celebrated day for positive environmental action. This event likewise dates back to 1972, and has grown to become one of the main vehicles through which the UN stimulates worldwide awareness of the environment and encourages action. This year's theme is "Green Economy: Does it include you?".

With the world now at a critical juncture in terms of the future of humanity, and uncertainty about how 7 billion people, set to rise to over 9 billion by the middle of the century, will be able to thrive in the 21st century without pushing our collective ecological footprint through planetary boundaries, raising awareness among a broad public for these issues is of the utmost importance.

UNEP has asked us to pass on the following two proposals for the stamp-issuing authorities of UPU member countries:

#### **Proposal 1**

Create a 2012 stamp collection to celebrate UNEP's 40th anniversary and to highlight your country's own environmental milestones over 40 years. It is suggested that this could comprise a set of four stamps, each showing an image of one of your country's most important environmental policies or symbols from each decade.

**Proposal 2**

Create a 2012 stamp collection to celebrate UNEP's 40th anniversary, highlight your country's most prominent environmental milestone, and take part in the global WED celebrations in the lead-up to the Rio+20 summit. It is suggested that this could include:

- *Stamp one*: UNEP's 40th anniversary logo next to your national symbol, flag or coat of arms, with the tagline "40 Years Together" (in the local language);
- *Stamp two*: WED logo with "Does it include you?" (in the local language);
- *Stamp three*: the iconic image of Corcovado mountain in Rio de Janeiro, to create momentum both before and after the Rio+20 summit;
- *Stamp four*: customized stamp with your country's most prominent environmental image from the past four decades.

Style guides and logos are available for downloading from the UNEP website at the following links:

- 40th anniversary logo: [www.unep.org/40thAnniversary](http://www.unep.org/40thAnniversary)
- World Environment Day logo: [www.unep.org/wed](http://www.unep.org/wed)
- Corcovado image: [www.unep.org/Downloads/Prog/Gallo\\_image.jpg](http://www.unep.org/Downloads/Prog/Gallo_image.jpg)

All questions concerning design and logos should be directed to Ms Lisa Rolls Hagelberg, Information Officer with the UNEP Division of Communications and Public Information ([lisa.rolls@unep.org](mailto:lisa.rolls@unep.org)).

I would like to call on all member countries to give serious consideration to this request and to help raise awareness for our environment through the issuing of postage stamps and other philatelic materials. I would also ask countries that do issue stamps on this theme or undertake other activities to promote these events to kindly inform the International Bureau.

Yours faithfully,

K.J.S. McKeown  
Director of Markets Development