

**821  
MILLION  
PEOPLE**

**One-third of all food produced each year is lost or wasted, while 821 million people are undernourished.**

**85%**

**of the world's fur trade originates from farmed animals, meaning that they also require land to produce feed**

**35%**

**By 2030, it is predicted that the fashion industry will use 35% more land for cotton, forest for cellulosic fibers, and grassland for livestock**

## **2020 DESERTIFICATION AND DROUGHT DAY**

This year's observance aims at drawing global attention to humanity's reliance on land for its wellbeing and health. As the global population continues to grow, so does the demand on land to provide food, animal feed and fibre for clothing. To date, 70 per cent of our land has been transformed globally, putting excess pressure on the productivity and health of our finite land resources.

As we are battling COVID-19 together, the Day provides a timely opportunity for us to come together to highlight that nature-based solutions offer a viable pathway towards saving lives and livelihoods, creating green jobs, supporting community resilience, maintaining the sustainable delivery of ecosystem services and, ultimately, build back better, stronger and smarter as the pandemic eases.

### **CONTACT**

Visit our web page at [www.unccd.int](http://www.unccd.int)

If you'd like to share your events or tweets, just tag us @unccd. We're on Twitter, Instagram, Facebook & LinkedIn!

**Food. Feed. Fibre.**

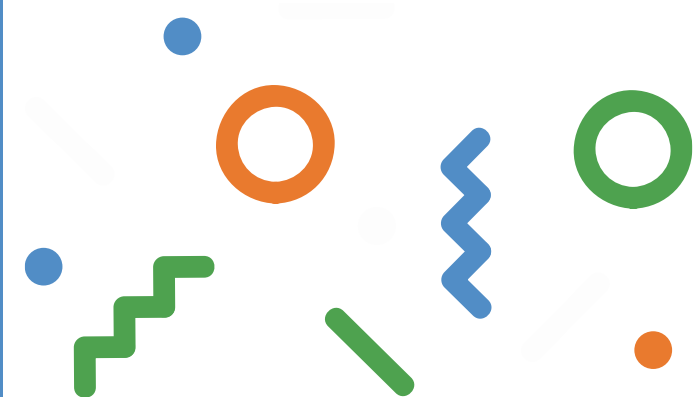
Sustainable production and consumption



17 June 2020

## **DESERTIFICATION AND DROUGHT DAY**

[www.unccd.int](http://www.unccd.int)



WEDNESDAY

**17 JUNE, 2020 AT 9:30 GMT +2**

**((●)) STREAM ON :**



## ON 17 JUNE, THEY WILL SPEAK FOR LAND



## Food. Feed. Fibre.

Sustainable production and consumption



17 June 2020

# DESERTIFICATION AND DROUGHT DAY

[www.unccd.int](http://www.unccd.int)



## OVERVIEW OF THE PROGRAMME

This year's global observance event, hosted by Korea Forest Service (KFS), will take place online, with a full-day programme featuring a variety of exciting events and international talent. The programme, broadcasted via Facebook, YouTube and Twitter, will include the following highlights:

TALK SHOW CO-PRODUCED WITH  
KOREA FOREST SERVICE (KFS)

MINISTERIAL PANEL

VIDEO STORIES ON FOOD, FEED AND  
FIBRE

JOINT EVENT WITH ICLEI ON LAND AND  
CLIMATE

MUSIC CONCERT BY UNCCD LAND  
AMBASSADORS RICKY KEJ & BAABA  
MAAL

PANEL DISCUSSIONS

FILM SCREENINGS:

- WHEN SKIES RAN DRY
- JULIUS AND THE BAOBAB
- ETHIOPIA RISING
- OUT OF AFRICA