



**#UNited4Land**  
**OUR LEGACY.**  
**OUR FUTURE.**  
DESERTIFICATION AND  
DROUGHT DAY · 17 JUNE 2024

**Media Advisory – Desertification and Drought Day – 17 June 2024**

## **Leaders and Young Changemakers to Mark 30 Years of UN Land Convention in Bonn**

The global observance event of Desertification and Drought Day 2024, hosted by the [Government of Germany](#), will take place on 17 June 2024 in Bonn. The event will also mark the 30th anniversary of the United Nations Convention to Combat Desertification (UNCCD), one of the three global agreements known as the Rio Conventions, alongside climate and biodiversity.

In line with this year's slogan "*United for Land: Our Legacy. Our Future*", this event will focus on ensuring healthy land for future generations, driving global prosperity and stability.

Join leaders from government, academia and civil society as we unite for land stewardship. Meet young changemakers from around the world who are working to restore land, boost resilience to drought, develop sustainable agricultural businesses, and harness technology and innovation to tackle global environmental challenges.

### **Event details:**

17 June 2024, from 14:30 – 17:00 CEST, Art and Exhibition Hall of the Federal Republic of Germany (Bundeskunsthalle), Bonn, Germany

### **Programme highlights:**

- **Youth Focus:** Highlighting the role of young leaders and innovators in transforming land management practices, Presentation of the new cohort of [UNCCD Land Heroes](#) profiles attached), Presentation of UNCCD's Youth Engagement Strategy and the Land Youth Negotiators Programme.
- **Policy Focus:** Highlighting the milestones in the history of the Convention and sharing insights into the upcoming UNCCD COP16 negotiations in Riyadh, Saudi Arabia, 2-13 December 2024. Proving space for youth representatives to present their policy recommendations in view of COP16.

Detailed event information is available [here](#).

For in person attendance please refer to this [link](#) and register under the category “media” before 10 **June**. For online attendance, the livestream will be made available [here](#).

**Why this event matters:**

- Land degradation affects up to 40% of the world's land area, resulting in the loss of 100 million hectares of healthy land each year - an area the size of Egypt. Droughts are up 29% since 2000, driven by climate change but also the way we manage our land.
- Desertification, land degradation and drought threaten the world's food supply, increase the risk of droughts, floods and wildfires, and are major drivers of conflict and forced migration.
- A quarter (187 million) of the world's rural youth (778 million) live in areas with the greatest potential for agriculture and trade. This is an important area for targeted development.
- Investment in land restoration can yield significant economic returns, with up to \$30 in benefits for every \$1 invested. Engaging youth in food system transformation and land restoration can help create the estimated 600 million jobs needed by 2030.

For further information on the day, please click [here](#)

For accessing social media assets and other visuals, please click [here](#)

**For media inquiries and any interview requests please contact: [press@unccd.int](mailto:press@unccd.int)**