

2-3 JUNE 2022

# STOCKHOLM + 50

A HEALTHY PLANET FOR THE PROSPERITY OF ALL  
- OUR RESPONSIBILITY, OUR OPPORTUNITY



Ministry of Environment,  
Solid Waste Management  
and Climate Change



**Stockholm + 50 National  
Consultations Mauritius**  
Use of social media

## **Use of Social Media & Traditional Media for the Stockholm +50 Initiative**

The social media channels of the UNDP Country Office for Mauritius – Facebook, LinkedIn, Twitter, and Instagram - played a central role in the Communications strategy for the Stockholm+50 Initiative. Regular posts were shared across the months of March and April to provide highlights for each consultation organised and to create visibility around the initiative. To reinforce audience engagement, several invitations were sent to participate to the Global Survey and to join the conversation on Sparkblue.

A series of interviews were also recorded and edited into two videos, with a reach of over 9,500 on Facebook.

A list of all the social media posts is included below:

21.03.22 – Stockholm +50 generic video

- Twitter: <https://twitter.com/UNDPMauritius/status/1505934991427252226>
- Facebook: <https://www.facebook.com/mu.undp/posts/971241513522990>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6911683713038700544>

25.03.22 – Stockholm+50 Global Survey

- Twitter: <https://twitter.com/UNDPMauritius/status/1507322596609728517>
- Facebook: <https://www.facebook.com/mu.undp/posts/973640436616431>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6913082206693253120>

30.03.22 – Consultation 1 with the University of Mauritius

- Twitter: <https://twitter.com/UNDPMauritius/status/1509160858056036353>
- Facebook: <https://www.facebook.com/mu.undp/posts/976993376281137>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6914925033895129088>

01.04.22 – Community Outreach in the North

- Twitter: <https://twitter.com/UNDPMauritius/status/1509931600586616833>
- Facebook: <https://www.facebook.com/mu.undp/posts/978246812822460>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6915690127935578113>

06.04.22 – Consultation 2 (youth & people with disabilities)

- Twitter: <https://twitter.com/UNDPMauritius/status/1511710597049896961>
- Facebook: <https://www.facebook.com/mu.undp/posts/981220395858435>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6917471421124198400>

07.04.22 – Consultation 3 |(women and elderlies)

- Twitter: <https://twitter.com/UNDPMauritius/status/1512108378369462274>
- Facebook: <https://www.facebook.com/mu.undp/posts/981834395797035>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6917870961140588544>

11.04.22 – Consultation 4 Dialogue with the Youth at Maison Familiale

- Twitter: <https://twitter.com/UNDPMauritius/status/1513530694274019335>

- Facebook: <https://www.facebook.com/mu.undp/posts/984448452202296>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6919290903018778624>

12/04.22 – Consultation 5 (Université des Mascareignes)

- Twitter: <https://twitter.com/UNDPMauritius/status/1514095865647939585>

- Facebook: <https://www.facebook.com/mu.undp/posts/985159818797826>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6919854417068392448>

14.04.22 – Consultation 6 (Rotary Club)

- Twitter: <https://twitter.com/UNDPMauritius/status/1514487761016926211>

- Facebook: <https://www.facebook.com/mu.undp/posts/986062575374217>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6920248652665937921>

19.04.22 – Leadership Question 1 Teaser video

- Twitter: <https://twitter.com/UNDPMauritius/status/1516290892524826628>

- Facebook: <https://www.facebook.com/mu.undp/videos/668332080918449/>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6921812866886950912>

- Instagram: <https://www.instagram.com/p/CchMAillpTR/>

25.04.22 – Leadership Question 2 Teaser Video

- Twitter: <https://twitter.com/UNDPMauritius/status/1518486494360797184>

- Facebook: <https://www.facebook.com/mu.undp/videos/1417788385347237/>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6924248589703479297>

- Instagram: <https://www.instagram.com/p/CdHqew3Fvlc/>

28.04.22 – National Consultation

- Twitter: <https://twitter.com/UNDPMauritius/status/1520023487074955264>

- Facebook: <https://www.facebook.com/mu.undp/posts/995871637726644>

- LinkedIn:

<https://www.linkedin.com/feed/update/urn:li:activity:6926382555621396480>

General post Instagram: <https://www.instagram.com/p/CcXyxWzD8fz/>

## **Press Review - the Stockholm +50 Initiative**

Traditional media was invited to cover the National Consultations. Here are some links below:

### **15 April**

<https://www.maurice-info.mu/2022-04-15-decisions-du-conseil-des-ministres-du-15-avril-2022.html>

### **18 April**

<https://mauritiushindinews.com/wazaa-fm/environment-stockholm-50-a-national-consultative-meeting-scheduled-for-april-28/>

### **29 April**

<https://www.mbcradio.tv/article/vid%C3%A9o-un-plan-directeur-pour-l%E2%80%99environnement-en-pr%C3%A9paration>

<https://govmu.org/EN/newsgov/SitePages/Stockholm-50-National-Consultation-discusses-environmental-actions-for-a-healthy-planet.aspx>

[https://mauritiushindinews.com/le-mauricien/climate-change-mauritius-challenges-presented-at-stockholm-50/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=climate-change-mauritius-challenges-presented-at-stockholm-50](https://mauritiushindinews.com/le-mauricien/climate-change-mauritius-challenges-presented-at-stockholm-50/?utm_source=rss&utm_medium=rss&utm_campaign=climate-change-mauritius-challenges-presented-at-stockholm-50)

### **30 April**

<https://www.lemauricien.com/actualites/societe/changement-climatique-les-challenges-de-maurice-presentes-a-stockholm-50/487900/>

### **1 May**

<https://ionnews.mu/la-consultation-nationale-de-stockholm50-discute-des-actions-environnementales-pour-une-planete-en-bonne-sante/>