

The Pollution-Free Planet Campaign: Engaging citizens on the road to the third UN Environment Assembly

With the compelling theme of pollution, the third United Nations Environment Assembly presents an excellent opportunity for UN Environment to showcase and leverage its Programme of Work to engage citizens around the world on core environmental, climate, and pollution-related issues. UN Environment is investing in an expanded Pollution-Free Planet Campaign to promote awareness and action on pollution in the lead-up to the Assembly.

Objectives:

Bearing in mind the power and potential of citizen action and the importance of bringing about behavioural change, the campaign aims to spark strong citizen engagement through the common thread of working together towards a pollution-free planet.

On the road to the UN Environment Assembly:

A powerful digital platform: The Environment Assembly [digital platform](#), which was launched in May, serves as a critical rallying point for citizens and stakeholders. Visitors are invited to make specific commitments to reduce their pollution footprint, then sign the Clean Planet Charter, which calls for bold global action to end pollution. The sum of these actions will be presented to the Environment Assembly. The digital platform also allows visitors to explore the dimensions of pollution; share their stories about how pollution has affected their lives; download and share infographics; and learn about the Assembly, its history and aspirations.

A “social first” citizen engagement strategy: Social media will be a powerful force in this campaign, attracting visitors to the digital platform and promoting active learning on pollution and what people can do to reduce their own pollution footprint. The social media campaign will include the following:

- Sharing of high-value visual assets to attract the public to the digital platform.
- Photo competitions on pollution solutions, to be run in coordination with Member States, with the national winners to be exhibited at the Environment Assembly.
- A 30-second global video competition in which individuals show what they are doing to combat pollution in their daily lives.
- Integration of the Environment Assembly theme with the UN Department of Public Information’s Smurfs Campaign for the Global Goals and associated 2030 Agenda platforms

Telling the pollution-free planet story: Powerful storytelling is critical to the campaign’s success. A steady flow of compelling stories that put a human face on the pollution challenge, and that identify promising solutions and innovations will help to fuel discussion, raise awareness and drive action on the ground.

UN Environment will coordinate with professional journalists across the globe to produce multimedia stories on pollution issues and arrange strategic news media visits to champion countries in each region. These stories will capture the issue on the ground and amplify them across a range of digital platforms, including the Environment Assembly website.

Building ownership: UN Environment will support Member States and other stakeholders to own, amplify, and execute national communication strategies to broaden the campaign’s reach. To facilitate a maximum level of execution, UN Environment is preparing a comprehensive communication pack that will equip all stakeholders – including Member States, civil society organizations, and others – with the assets they need to engage citizens and raise awareness about pollution. The pack will provide targeted guidance and include social media materials and branding assets in all UN languages.