

Second Joint Preparatory Retreat of the Bureaux
of the UN Environment Assembly and the Committee of Permanent Representatives
9 to 10 June 2017
Hotel Villa Caletas (Pacifico Central)
Puntarenas, Costa Rica
Agenda item 7

**Note by the Secretariat on the Communication Strategy for
the 2017 Environment Assembly**

(Lead-up Phase: Thematic Campaign)

The Secretariat is pleased to present for consideration a note on the Communication Strategy for the 2017 UN Environment Assembly, which will take place on 4 to 6 December 2017. It will support discussion under Agenda item 7: Political Visibility of the Assembly, at the Second Joint Preparatory Retreat of the bureau of the UN Environment Assembly and the Committee of Permanent Representatives, to be held on 9 to 10 June 2017 in Puntarenas, Costa Rica.

As annexes to the note the Secretariat has included the following documents:

- Towards a Pollution-Free Planet: Campaign Roadmap
- Pollution Free Planet Campaign: Engaging citizens on the road to the third UN Environment Assembly
- Guide on the Member States Toolkit: A guide for Member States looking to support the flagship campaign of the third UN Environment Assembly.

Members of both bureaux are invited to provide comments to the Secretariat on the note on the Communication Strategy for the 2017 UN Environment Assembly.

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Communication Strategy for the 2017 Environment Assembly Lead-up Phase: Thematic Campaign

UN Environment will conduct a global campaign to raise awareness and mobilize action on the theme of the third UN Environment Assembly –Pollution.

The objective of the campaign is to demonstrate the relevance of the Assembly to people's lives. All communication activities will emphasize the issue of pollution, not on the complex, political process.

A focus on pollution presents a unique opportunity to position UN Environment and its Assembly as the foremost political forum for solving environmental problems, through hard-edged and measurable commitments and outcomes, and the thought leader on environmental issues, through launching ground-breaking research on pollution.

1. COMMUNICATION FOR ADVOCACY

Choosing pollution as the theme of the third Environment Assembly sent a strong signal that Member States wish to use the meeting to deliver concrete political solutions to this global issue.

UN Environment's Communication Division will support political advocacy efforts to build momentum for action and secure the agreements and pledges a pollution-free planet demands. The Division will work with the Regional Offices and other secretariat functions to help countries in raising awareness of pollution problems and solutions, including through propagating new science and highlighting success stories.

Objectives

- 1) **Raise awareness of pollution:** Highlight the pollution challenge by demonstrating its impact on health, children, ecosystems, economies and livelihoods. Give the problem and its solutions a human face and rally positive actions towards a pollution-free planet
- 2) **Support countries' actions:** Highlight local, national and global success stories in the fight against pollution. Publicize voluntary pledges and commitments by member states and cities, especially under the ongoing campaigns on marine litter, air quality, lead in paint, etc
- 3) **Legacy:** the UN Environment Assembly to be remembered for the commitment to a pollution-free planet, progress against which UN Environment and its Assembly keep under review

2. A PHASED CAMPAIGN APPROACH

Communication activities are planned in three phases, each with a different approach, regional focus, success criteria and requirements for delivery:

- 1) a heavily regionalized, issue-oriented and country-driven lead up to the UN Environment Assembly

- 2) global media outreach during the UN Environment Assembly, driven by the Communication Division
- 3) post- UN Environment Assembly outreach, promoting the outcomes of the meeting
- 4) This note only covers the first phase of the communication campaign on the theme for the Environment Assembly—the lead up to the December Assembly

PHASE I: LEAD UP TO THE UN ENVIRONMENT ASSEMBLY

This phase will depend on engagement of countries and will be rolled out on a national and regional level. The focus of this stage will be entirely on the issue of pollution and how it affects people's lives. Mentions of the UN Environment Assembly will not be the primary objective of this phase.

Goals

- 1) Raise awareness of the urgency of the pollution problem; its impacts on health, economies and ecosystems in selected countries and the available solutions
- 2) Build political momentum and public expectations for delivering solutions to the problem at the UN Environment Assembly with VIPs confirming attendance and pledges announced in advance
- 3) Leverage ongoing campaigns to amplify the messaging on pollution

Related actions:

- 1) Citizen and opinion leader engagement: Raise awareness and inspire measurable action through digital outreach and a participatory Pollution-Free Planet campaign, rallying pledges to a citizens' Clean Planet Charter
- 2) Identify key international events where countries would make ambitious calls for specific policy outcomes of the UN Environment Assembly
- 3) Offer support to countries:
 - a. factsheets, infographics, reports to bridge the data gap
 - b. key messages on selected environmental issues
 - c. drafting and placing op-eds and other media materials
 - d. arranging interviews and briefings with local media on the countries' pollution issues
 - e. working with goodwill ambassadors to encourage leadership and institute a race-to- the-top with outreach and engagement
 - f. support media field trips relevant to the country and to the UN Environment Assembly's agenda and expected outcomes
- 4) Leverage ongoing campaigns to drive the pollution agenda by fusing them under a common umbrella of a pollution-free planet. The campaigns include:
 - a. Breathe Life – a joint campaign to improve air quality in cities, conducted with the World Health Organization and the Climate and Clean Air Coalition
 - b. Clean Seas – a campaign to reduce marine litter, particularly plastic waste in oceans
 - c. the campaign to ban lead in paint under the Global Alliance to Eliminate Lead Paint

- d. Green Passport - a campaign promoting sustainable tourism
 - e. Connecting people with nature – theme of the 2017 World Environment Day
 - f. ongoing advocacy efforts to reduce mercury emissions
 - g. advocacy for better fuel quality standards
- 5) Encourage countries to:
- a. involve state broadcasters in raising awareness of pollution issues
 - b. involve country's celebrities
 - c. involve civil society, assisting them with tools so that they can encourage their countries to show greater leadership
 - d. Mobilize cities to take local action that can be showcased by a representative at the UN Environment Assembly.
 - e. give a media briefing on the country's goals for the UN Environment Assembly
 - f. plan to travel to Nairobi with a pool of national journalists
- 6) Highlight countries' voluntary commitments to tackle pollution: Publicize countries' pledges to address pollution and success stories that could be replicated globally, leveraging the ongoing campaigns as vehicles for communicating commitments
- 7) Work with all UN Environment Divisions, Regional Offices and relevant Multilateral Environmental Agreements to:
- a. identify communication opportunities (e.g. media field trips on the side-lines of regional ministerial fora, press briefings at multilateral conferences, etc)
 - b. encourage countries to join the ongoing campaigns on pollution (marine litter, air pollution, connecting with nature)
 - c. work with state broadcasters in the region to raise awareness about pollution
 - d. work with national and regional environment authorities to arrange interviews; place op-eds and hold briefings on pollution
- 8) Stakeholder engagement: Empower major groups and stakeholders to drive the pollution agenda, including engaging with the private sector and faith groups

Success criteria

- 1) In news media, pollution is the second most-often cited global environmental issue, after climate change
- 2) Governments, civil society and other stakeholders support UN Environment campaigns on pollution, adapt the messaging to local circumstances and publicly advocate for specific solutions

Premises for successful delivery

- 1) Countries are heavily involved in public advocacy for specific outcomes of the UN Environment Assembly
- 2) Politicians of national and regional stature, celebrities and big NGOs are vocal about the pollution problem and advocate specific solutions.
- 3) Adequate resources for the production and dissemination of communication products
- 4) Civil society is given a voice and is encouraged to advocate specific outcomes

3. DIGITAL PLATFORM SUPPORT FOR THE CAMPAIGN

Objectives

- 1) Create palpable social buzz around the UN Environment Assembly and a hub and gathering point for Member States and citizens to explore ways and means to address the multifaceted pollution challenges
- 2) Engage and empower the broader community outside of UN Environment on the issue of pollution and what needs to be done to solve it
- 3) Engage with the on-line audience, science community and policy makers asking them to present innovative ideas to combat pollution and its impacts

a) Amplifying the campaign through social media

- 1) Design events dedicated to innovative actions related to pollution reduction
- 2) Identify member states willing to conduct photography competitions in their countries related to the theme
- 3) Distribution of social media pack to all partners

b) Strategic use of multimedia for the campaign

- 1) Identify opportunities and stories to show case through the production of 3 minute documentaries
- 2) 30-50 second, concise interventions by key politicians and personalities for use in social media closely linked to pollution
- 3) Field media visits (With VR component – see below) can present opportunities to gather important audiovisuals to showcase during the UN Environment Assembly

c) Online outreach through UN Environment Assembly website

- 1) Allow the audience to share their stories and innovations to address pollution challenges around the globe
- 2) Curate the cream of the crop content from social media and ongoing campaigns such as Breathe Life and Clean Seas
- 3) Act as a knowledge hub for pollution related data, information, multimedia and other relevant content.

Towards a Pollution-Free Planet: campaign roadmap

Last updated: 30/05/2017

June				July				August				September				October				November				December																							
W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1																							
The Pollution-Free Planet Campaign																																															
<p>Launch of the UN Environment Assembly online platform</p> <p>1. First expected announcements of country commitments on Marine Pollution 2. Media trip to Afghanistan 3. Social Media: Driving traffic to ocean action points on site</p>				<p>Begin of digital campaign. This will continue until the UN Environment Assembly</p>				<p>Media field trips boosting prominence of the pollution agenda, particularly relating to marine and coastal pollution (high level political forum) TBC</p>				<p>Social media push focused on protecting land, driving users to take #BeatPollution action coinciding with High-Level Political Forum</p>				<p>Media coverage of Minamata ratification</p> <p>Focus on driving freshwater-related actions during World Water Week</p>				<p>Media coverage of the launch of the Secretariat report on Pollution Free Planet to the UN Environment Assembly</p>				<p>1. Pledge challenges 2. 100 week Anniversary of the Versova Beach Clean-up</p> <p>1. Interviews and briefings (GEO and UN Experts) 2. Highlight countries' voluntary commitments to tackle pollution: Publicize countries' pledges (several channels on site + social)</p>				<p>Social media sprint on toxic chemicals action points, aligned with first Minamata Convention Conference of the Parties</p>				<p>Pairing of messaging to accompany Breathe Life social media campaign calling for videos on air quality problems and solutions</p>				<p>Coordinated actions with WHO for Lead in Paint awareness week: big push on waste and land pollution</p>				<p>Ewaste and recycling mini-campaign to drive minimize waste action conversions on Environment Assembly site</p>				<p>Media coverage the Clean Planet Charter and other media events</p> <p>Mini-campaign educating audiences about the Environment Assembly and expected outcomes</p>			
Supporting campaigns																																															
<p>#Clean Seas A social media push and traditional media support to ensure visibility for #CleanSeas and the anti-pollution campaign at the G20 Marine Litter Conference</p>				<p>#Clean Seas Media and social media efforts to ensure visibility for #CleanSeas and the topic of marine pollution at the World Oceans Conference</p>				<p>#Clean Seas G20 Meeting (Germany) - Brazil may join</p>				<p>#Clean Seas Africa Marine Waste Conference (South Africa may join)</p>				<p>#BreatheLife Paris could join the campaign (event)</p>				<p>Working with UNCCD to include land and soil pollution in communications during the 13th session of the UN Convention to Combat Desertification Conference of the Parties</p>				<p>#BreatheLife Highlighting the pollution dimension of protecting the ozone layer on the International Day for the Preservation of the Ozone Layer; 30th Anniversary of the Montreal Protocol</p>				<p>Leveraging the International Solid Waste Initiative Congress to push messaging on pollution in social and traditional media</p>				<p>#CleanSeas Malta Oceans Conference</p> <p>#CleanSeas Volvo Ocean Race</p>				<p>#CleanSeas IGR4 - Indonesia</p>				<p>#BreatheLife Clean Air Awards (event in Bonn - 20 regions to nominate a city to join)</p>				<p>#BreatheLife 11th Conference of the Parties of the Convention for the Protection of the Ozone Layer (Vienna Convention) 29th Meeting of the Parties to the Montreal Protocol</p>			
<p>#BreatheLife TBC Washington DC and Medellin to join by June 5 - WED // Event in Mexico and Colombia for WED</p>				<p>#Clean Seas Social media push and media support to increase visibility of pollution messaging during the G7 Environmental Ministers Conference</p>				<p>#BreatheLife London to join (TBC)</p>				<p>#BreatheLife Ecocity World Summit</p>				<p>#BreatheLife Mongolia will support the campaign (TBC)</p>																															
Schedule of preparation meetings for UN Environment Assembly (Source: SGB website)																																															
				<p>Political and Stakeholder meeting</p>								<p>Advance release /launch of Report on Pollution by ED / UNEA President presents draft ministerial Declaration Consultations ED with Regional and Political</p>				<p>CPR sub-committee meeting</p>				<p>Consultations ED with Regional and Political Groups</p>				<p>UNEA Bureau meeting</p>				<p>OECPR Global Major Groups and Stakeholder Forum / UN Environment Assembly</p>																			
Events and other communication moments																																															
<p>Leveraging the WED campaign to tell stories on pollution: audiovisual media products on success stories from Canada and Costa Rica.</p>				<p>Oceans Conference / World Ocean Day</p> <p>Global Dialogue on Oceans, Costa Rica (8-9 June) Oceans Conference, New York, USA (5-9 June)</p>				<p>Traditional and social media support to the sixteenth session of the African Ministerial</p> <p>Sixth European Ministerial Conference on Environment and Health</p>				<p>Media launch of the Frontiers report on emerging issues, including a chapter on nano-pollution. Press conference, global press release complemented by a social media push</p>				<p>Use the UN Environment booth and the UN Environment day at the Astana Expo to communicate on the pollution theme.</p> <p>High Level Political Forum</p> <p>High level Political Forum on Sustainable Development NY USA (10-19 July)</p>				<p>Regional Multistakeholder Dialogue Gabon (19-20 August) High Level Dialogue "Options and solutions for a clean energy future"</p>				<p>Sixteenth session of the Asia-Pacific Ministerial Conference on the Environment – a major milestone on the road to the Asia Pacific Ministerial Conference, Bangkok</p>				<p>Working to ensure visibility of UN Environment's pollution messaging in media and social media during the 72nd session of the General Assembly.</p>				<p>A coherent communications plan to be delivered for the 1st Conference of the Parties to the Minamata Convention on Mercury, positioning it as a milestone on the way towards a pollution-free planet</p> <p>Council of Arab Ministers for the Environment, Egypt</p>				<p>Waste Water Conference Nairobi</p> <p>COP 23 Convention on Climate Change</p>											

- Preparation meetings
- Land and soil pollution events and Lead Paint campaign
- #BreatheLife campaign
- #CleanSeas campaign
- Other events

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.

Towards a Pollution-Free Planet

A guide for Member States
looking to support the
flagship campaign of
the third UN Environment
Assembly



Introduction

The third session of the United Nations Environment Assembly will take place in Nairobi from 4 to 6 December 2017 under the theme “Towards a Pollution-Free Planet”. The choice of pollution as the theme sends a strong signal that Member States wish to use the Assembly to deliver concrete solutions to this urgent challenge.

In the run-up to the Assembly, UN Environment is leading a global campaign towards a pollution-free planet. This citizen-focused campaign aims to inspire millions of people to reduce their pollution footprint and call for leaders to take decisive action on pollution.

Member States are critical to driving this message. As part of your commitment to the Assembly and its theme, we invite you to engage in this campaign, adapting it to your national context and using it to tackle pollution in your country and around the world.

“Urgent action is our responsibility... Our goal, collectively, must be a pollution-free planet.”

**Dr. Edgar E. Gutiérrez-Espeleta,
Minister of Environment and
Energy of Costa Rica
and President of the 2017
UN Environment Assembly**

Dimensions of Pollution

Air

Air pollution is the single biggest environmental health risk, causing roughly 7 million deaths annually. Short-lived pollutants are responsible for about one third of deaths from stroke, chronic respiratory disease and lung cancer and one quarter of deaths from heart attack. These pollutants are also contributing to global warming, lowering labour productivity, and increasing food insecurity around the world.

Freshwater

In developing countries, 70 per cent of industrial waste is dumped untreated into water, polluting local water supplies. Around the world, some 2 billion tons of human waste are disposed of in water courses every day. All that pollution has significant health impacts: 4,000 children die every day from diseases caused by polluted water and inadequate sanitation. Each year, some 1.8 million people (mostly children) are killed by diarrhoea alone.

Land and Soil

Land and soil are polluted primarily by household waste and industrial activity. Industrial chemicals such as herbicides and pesticides are also important sources of land and soil pollution. Industrial accidents and extended industrial mismanagement, especially in the extractive industry, can pollute enormous areas of land. Contaminated land can lead to contaminated crops and produce, which have direct impacts on human health.

Coastal and Marine

Marine pollution can be found in all the world's oceans and seas, even in the most remote areas. The continuous growth in the amount of solid waste that humans produce, and the very slow rate at which that waste degrades, are together leading to a gradual increase in the amount litter found at sea, on the seafloor and along coastlines around the world.

Chemical

Humans use over 100,000 different chemical elements and compounds, including lead, mercury, cadmium and persistent organic pollutants (POPs). If not managed properly, chemicals can have severe impacts on human health, causing acute poisoning, cancers, birth defects, neurological disorders, hormone disruption and more. Chemical pollution also depletes the ozone layer and disrupts delicate species and ecosystems.

Waste

Nearly 30 per cent of the food produced worldwide is lost or wasted every year. This waste contributes to biodiversity loss through habitat change, overexploitation, pollution and climate change. About 41.8 million tonnes of e-waste were generated in 2014, almost 25 per cent more than 2010. In Kenya alone, an average of 3,000 tonnes of computers, monitors, printers, batteries and other kinds of e-waste is generated annually.



12 Ways to Engage

How Member States can support the Pollution-Free Planet campaign

1. Submit Op-Eds on pollution to national newspapers, written under the name of your environment minister or Head of State.
2. Announce your Government's pollution-beating commitments to the public and national media in the run-up to the Assembly.
3. Mobilize cities to act on pollution.
4. Engage national celebrities to call for leadership on pollution and inspire individuals to reduce their pollution footprint.
5. Use social media to drive engagement. Conduct photo competitions on Instagram or Facebook; host Twitter or Facebook chats on pollution; post videos that showcase pollution-beating actions; or organize car-free days or beach clean-ups. Share all your activities using the #BeatPollution hashtag.
6. Travel to Nairobi with national journalists. Support media field trips that highlight pollution issues and arrange interviews and briefings on national pollution issues.
7. Call on your citizens to sign the Clean Planet Charter and make pollution-beating commitments via the Environment Assembly's online platform.
8. Encourage state broadcasters to give special prominence to pollution, raising awareness and highlighting opportunities to act.
9. Convene town hall meetings in which citizens have the chance to tell lawmakers how pollution is affecting their lives.
10. Engage civil society in spreading the word on pollution, providing them with background information and communication tools.
11. Engage with UN Environment's campaigns on air pollution, marine pollution, and lead paint. (Find more details on the next page.)
12. Share all your achievements with UN Environment's Communication Division, so that we can announce and showcase them.



Campaign Materials

The Environment Assembly digital platform (www.unep.org/environmentassembly) lies at the heart of the Pollution-Free Planet campaign. Here, visitors can sign the Clean Planet Charter, make specific pollution-beating commitments, and share their stories of how pollution has affected their lives. Social media materials and messaging are ready to be downloaded and adapted to your national contexts. You can find those assets here: <https://trello.com/b/bOtIRE7c>

Related Campaigns

You can also support global action on pollution by engaging with UN Environment's campaigns on oceans, air and lead paint. At the links below, you can access campaign products and tap into wide networks of Governments, companies, grassroots groups, communities and individuals who are engaging on these issues.

Clean Seas
cleanseas.org

Breathe Life
breathelife2030.org

Lead in Paint Alliance
www.unep.org/chemicalsandwaste/what-we-do/technology-and-metals/lead/global-alliance-eliminate-lead-paint

Contacts

Our team is eager to help you strategize and adapt the Pollution-Free Planet campaign to your national context. Please feel free to get in touch.

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