

## Update on UN Environment Assembly Communication Strategy

### **Towards a pollution-free planet: The Beat Pollution campaign**

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UN Environment is conducting a global campaign to raise awareness and mobilize action on pollution, the theme of the third UN Environment Assembly.

Our #BeatPollution campaign inspires and empowers individuals around the world to reduce their pollution footprint and call for bold global action to clean up the planet.

As of 27 October, the campaign had registered 764,505 #BeatPollution commitments on web and social media. Our plan is to reach 2 million before the end of the Assembly.

The Assembly's dedicated campaign platform also welcomes voluntary commitments from governments, businesses and civil society groups, registering their actions to beat pollution. To date, we have collected nearly 100 commitments. Following requests from governments and other stakeholders, we have developed a list of Frequently Asked Questions to facilitate further commitments.

To spread the #BeatPollution message, the campaign embraces social media, traditional media, strategic partnerships and our own storytelling. Since the end of June, more than three dozen stories on pollution have been published on our homepage – an average of two stories each week. These take a close look at the pollution challenges at hand, but they also highlight successes and celebrate models that others can follow. We have also produced and released more than two dozen videos on pollution, including “shout-outs” from environment ministers, business executives and celebrities, including Bollywood actress Dia Mirza.

Social media is critical to informing the public and inspiring actions to tackle pollution. So far, our #BeatPollution messages, many of them lifted from the Assembly's Background Report, have reached 110.3 million people. We have registered more than 955,000 social media engagements and 388,000 video views on social media platforms. In China, celebrities and digital channels are now prominently featuring UN Environment #BeatPollution and #CleanSeas campaigns. Most recently, the Chinese social media platform H5 has featured an interactive awareness-raising game based on the above two campaigns.

All social media materials have been distributed to UN agencies, and the Communication Division has briefed heads of social media on the #BeatPollution campaign and how they can support it.

Through our partnership with National Geographic and the Lancet Commission, we are inviting people to #TellYourPollutionStory through photos and words. So far over 3,200 stories have been shared with this hashtag. We also plan to launch a video competition and a social media competition, which will gather steam as the Assembly approaches.

The Beat Pollution campaign has also received some advance attention from traditional media, with 243 news articles published in 12 languages and 50 countries to date. Twenty-six op-eds on pollution are in production with heads of state, celebrities and other high-profile figures for placement throughout November.

Ahead of the Assembly, we are running media trips in our regions as well as here in Kenya to help journalists see these issues in the field, and link them up with relevant UN Environment experts. UN Environment Patron of the Oceans Lewis Pugh is also engaging with media this month as he dives into frigid waters of the Antarctic to highlight marine pollution ahead of the Assembly.

We are confident that the Beat Pollution campaign will continue to make significant progress in the remaining weeks ahead of the Assembly, but we are eager to work with Member States to make the campaign even more effective:

- Member States are encouraged to amplify #BeatPollution and Assembly messaging across their own platforms utilizing the tools and templates developed by the secretariat for this purpose.
- Member States are also welcome to share their pollution stories with the Communication Division, so that we can package them and share them on the UN Environment website.

Further details on how Member States can support the campaign are available in our [Government Toolkit](#).

## **Towards a pollution-free planet: Complementary campaigns**

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UN Environment is leveraging its ongoing campaigns to drive the pollution agenda under the umbrella of #BeatPollution.

### **Breathe Life**

The Breathe Life campaign (run with the Climate and Clean Air Coalition and the World Health Organisation) partners with cities around the world to help them take actions to clean up the air we breathe by 2030. Since the campaign launched, more than 45 cities – including London, Santiago, and Washington, DC – have signed on and set ambitious goals for air quality. These cities have already committed to more than 60 actions to reduce air pollution, improving the health and environment for more than 20 million people. In the run-up to the Assembly, Paris and Medellín, Colombia have both announced their intentions to join the campaign. In November, the campaign will host events for mayors both at the climate conference in Bonn as well as in Nairobi, with the goal of encouraging more cities to join Breathe Life and commit to clean up their air.

The campaign has gained wide support from regional networks including the Clean Air Institute, Clean Air Asia and the Network of Regional Governments for Sustainable Development, along with private sector partners like Clarity Co. to set up air quality monitoring stations in Breathe Life cities.

### **Clean Seas**

The Clean Seas campaign is working to rid our oceans of plastic pollution. Between August and October, six governments joined the campaign (Canada, Madagascar, Brazil, Maldives, Kiribati and Spain), bringing the total number of supporting countries to 32. Clean Seas also secured new partnerships with Volvo cars and Musto, a British outdoor apparel company, while the campaign continues to engage with cross-industry working groups that are looking for innovative solutions to reduce and reuse plastic in their production lines.

Clean Seas continues to raise awareness through its digital channels and has sponsored several initiatives to engage the public, including the Clean Seas Photo Challenge, an Innovation Challenge for university students and a mobile phone app that allows users to monitor and reduce their own plastic footprint.

Over ten thousand individuals have already signed up to the campaign and taken part in activities to fight marine plastic litter around the world – through beach cleanups, responsible consumption initiatives and advocacy projects. In June, the Avaaz petition to stop plastic pollution in the oceans, which attracted 1.1 million signatures, was submitted to UN Environment in support of the Clean Seas campaign.

### **Lead in Paint**

The elimination of leaded petrol worldwide has prevented 1.2 million adult premature deaths per year. Now, our focus is on eliminating lead in paint. The Global Alliance to Eliminate Lead Paint – led by UN Environment and the World Health Organization – has set a target for all governments to ban lead in paint by 2020.

The International Lead Poisoning Prevention Week, which took place this year from 22-28 October, provided an opportunity to mobilize political and social commitment for further progress towards the elimination of lead paint. In 2017, governments, local authorities, civil society and international organizations were active in organizing awareness-raising events around the world.

UN Environment promoted Lead Paint Prevention Week [on social media](#) to help spread this message. We also launched [a new video](#), putting a spotlight on Cameroon's experience with lead in paint. We are [encouraging governments, businesses and civil society](#) to make voluntary commitments to eliminate lead paint ahead of the UN Environment Assembly.

### **Ozone Heroes**

The new Ozone Heroes campaign, led by the Ozone Secretariat, seeks to inspire the same collaborative energy that propelled the Montreal Protocol's mission and led to its continued success in protecting all life on Earth. The campaign commenced on 15 September, on the eve of World Ozone Day, and featured celebrity UN ambassadors from around the world including Don Cheadle, Ian Somerhalder, Li Chen, Yaya Touré, Mia Dirza, Rocky Dawuni and Aidan Gallagher. Gallagher. The Ozone Secretariat, UN Environment and the Government of Canada co-hosted the 30<sup>th</sup> anniversary celebrations on Ozone Heroes at Montreal's Centre for Sustainable Development.

Member States are welcome to contact the Communication Division to explore how they might support these ongoing campaigns.

### **The Executive Director's Report: Towards a pollution-free planet**

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The Executive Director's report was published in all UN languages on 30 October. The report can be accessed on the Environment Assembly website. Its official page is [here](#).

To call attention to the report and its messages, the Communication Division is planning a series of media outreach activities between now and the Assembly, culminating with the Assembly's opening press conference. A press release is timed for early November, to be complemented with media interviews, placement of Op-Eds, regional outreach, a coordinated social media push, and a web story on the UN Environment homepage.

Member States are welcome to share the report with their national media, write relevant Op-Eds, or otherwise support the dissemination of the report and its messages.

### **Engaging the public, delegates, and stakeholders: The Assembly website**

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The Environment Assembly website is our most important means of engaging the public, delegates and stakeholders in the Assembly's work and our collective efforts to tackle pollution. Updated and enhanced regularly since its launch in the second quarter, the site has quickly become one of the most-viewed sections of the UN Environment website, averaging around 2,000 views every day.

The site, which is fully available in five UN languages, contains critical information on the Assembly, including registration details, a provisional agenda, the Assembly [brand toolkit and other assets](#), communications from the President of the Assembly, and all official documents. Visitors can also find

information on the Sustainable Innovation Expo, the Global Major Groups and Stakeholders Forum, and the Science-Policy-Business Forum.

The Assembly site is also the home of our Beat Pollution campaign, and visitors can find background information and infographics on the six dimensions of pollution, as well as our Executive Director's report on pollution, and the accompanying background report. The website is fully responsive for mobile devices and is continuously updated with information, stories, and documents.

Looking ahead, we will soon be launching the Environment Assembly app, as well as data visualization stories that illustrate some of the salient messages of the report. The homepage of UN Environment's new corporate website prominently features the forthcoming Environment Assembly, the #BeatPollution campaign and the Executive Director's report on pollution.

## **Preparing for the Assembly**

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### **Media coverage: accreditation, press conferences, Tentacle Talks, interview opportunities**

Journalists and media houses will have a specific space in which to conduct interviews and other reporting activities. Journalists will be granted access to the galleries during the open sessions, the high-level segment, side events and the Multi-stakeholder dialogue to ensure visibility of the UN Environment Assembly and parallel events.

Three press conferences are planned: for the opening of the Assembly, for the launch of the Frontiers report, and for the closing of the Assembly. In addition, the Media team will host discussions between key visitors and journalists on topics such as how technology has improved our understanding of and responses to pollution, an update on the plastic bag ban in Kenya, the role and safety of frontline environmental defenders, the fragility of our oceans and Young Champions of the Earth.

The media team has also secured an hour's live coverage from the Assembly on Al Gore's annual 24-hour Climate Reality show, which reaches some 225 million households globally.

More than 200 journalists have been invited, including 27 from across all regions who are being offered funding to travel to the Assembly. Thirty-four journalists have already confirmed attendance.

In the week before the Assembly, the media team will be running six field trips in Kenya for approximately 40 journalists to provide background and colour of their reporting from the Assembly.

Member States are invited to inform the Communication Division of any journalists who will be traveling with their official delegations, so we can assist the journalists with accreditation and plug them into our notification system.

### **Daily coverage and highlights, and Earth Negotiations Bulletin**

The proceedings of the plenary meetings of the third session of the UN Environment Assembly, including the high-level segment, will be live streamed, allowing stakeholders around the world to follow the proceedings. The Earth Negotiations Bulletin will cover all three days of UN Environment Assembly sessions as well as selected meetings. Their coverage will include photographs and informal daily reports.

Our internal communications team is already sending out regular email updates to all staff to keep them informed of preparations for the Assembly.

### **Visibility in Nairobi**

We have made a proposal to the Kenya Ministry of Environment on the possibility of co-branding in the form of major billboards in selected sites around the city. A follow-up meeting will take place in early November.

## **Exhibits and branding**

A metallic structure inspired by the Environment Assembly's visual identity will serve as the main Environment Assembly exhibition in the UNON lobby. The structure will contain panels with text, photos and screens as well as cut-outs of relevant illustrations. The content will focus on the six dimensions of pollution and feature UN Environment's work to tackle them.

The main UNON lobby will also be home to a "Social Halo" area. This exhibition will include a Halo Cam and three-dimensional #BeatPollution sign made of recycled flip-flops. Visitors will be able to create branded GIFs to be shared on social media; the GIFs will also be displayed on the exhibition's television screen.

The Clean Seas virtual reality dome will be set up near the "Karibuni" sign in the UNON compound. Visitors to the dome will have the chance to learn about the campaign, the issue of marine litter and the efforts to tackle it, and engage in the virtual reality experience: 'Cry Out: The Lonely Whale Experience'.

Branding materials are also being developed for the high-traffic areas of the UNON campus, including the main lobby and corridors and by the roundabout.

To date, 26 applications have been submitted for exhibition booths in the UNON corridors.

## **Gala dinner and Champions of the Earth awards**

The Environment Assembly Gala Dinner will take place on the evening of 5 December, starting from 7:30pm. The 2017 Champions of the Earth will be announced at the dinner. It will also serve as a key moment for the Young Champions of the Earth programme, which was launched in April. The inaugural class of Young Champions will be present at the dinner.

## **Bicycle ride**

In support of the Assembly's pollution theme, a group bicycle ride that involves several high-level participants as well as a large number of Kenyan residents is being planned for the Sunday preceding the Assembly. A moment to engage the media and the Assembly's host city, the ride aims to send the message that people are ready to mount their bikes and embrace sustainable transportation in the fight against pollution. Participants will be able to choose either a 1-2 km symbolic ride (mostly for delegates who will attend meetings afterwards) or a 20-30 km ride in the Nairobi region.