

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 Thematic Campaigns**

The Secretariat is pleased to present information on thematic campaigns. 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.

Notes on the following three thematic campaigns have been prepared:

- a) Global Campaign to Eliminate Lead Paint
- b) Clean Seas Campaign on Marine Litter
- c) BreatheLife, the UN Clear Air Campaign

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## **Towards a Pollution-Free Planet: The Global Campaign to Eliminate Lead Paint**

Lead is a toxic substance, and young children and pregnant women are the most vulnerable to its effects. Every year, some 600,000 children are intellectually disabled because of their exposure to lead paint, which is still widely available on the market in developing countries and countries in transition.

### **Objectives:**

The Global Campaign to Eliminate Lead Paint aims to build awareness and understanding of the health burden and dangers of lead paint. It also works to generate commitments from governments and the private sector. The initiative falls under the framework of the Global Lead Paint Alliance, which is working to raise awareness and prevent and minimize exposure to lead from paints. The campaign's ultimate aim is to completely phase-out the manufacture and sale of paints containing lead by 2020.

This year, the campaign is bringing together industry leaders to form a global coalition that will do the following:

- Set voluntary commitments to phase out paints with added lead;
- Pledge to start labeling commercially available paints as “Unleaded/Lead Free”; and
- Raise the issue of lead poisoning, prevention and solutions during the week of action in October.

To support the objectives of the programme, this advocacy campaign aims to work closely with industry partners, raising their awareness of the issue and encouraging them to take voluntary actions to help prevent exposure to lead.

This year, the campaign is targeting a group of CEOs from the top global coatings and pigments manufacturers, including AkzoNobel, PPG Industries, Henkel, BASF Coatings, Jotun, Nippon Paint, Hempel, Asian Paint, FlintGroup Pigments, Sudarshan Chemical Industries Ltd., Changzhou Longyu Pigment Chemical Co., Ltd, among others.

The campaign complements the programme of the Global Lead Paint Alliance, which – in collaboration with the World Health Organization, the US Environmental Protection Agency and Toxics-Free Future (an NGO) – helps countries establish harmonized standards for lead paint.

**On the road to the UN Environment Assembly:**

The major moment for this campaign is the week of action that takes place in October each year. It's during this period that companies and countries are expected to come forward and announce their commitments to act on this issue. This will likely see multimedia materials, events in addition to a social media campaign to raise awareness around this issue.

At the UN Environment Assembly we hope to:

Announce major commitments: A joint declaration by CEOs to halve the market share of paints containing lead by 2020 is being prepared for an announcement by private sector companies at the UN Environment Assembly in December.

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## **Towards a Pollution-Free Planet: The Clean Seas Campaign on Marine Litter**

In February 2017, UN Environment launched the Clean Seas campaign with the aim of engaging governments, the public, and the private sector in the fight against marine plastic litter. The campaign seeks to address the root causes of marine plastic litter through a three-phased strategy over five years (2017-2021). The campaign's key assets are its global reach; its unified voice, which can bring national movements under a single umbrella; and its collection of engaging materials, which are available in multiple languages.

### **Objectives:**

The Clean Seas campaign aims to ban single-use plastics and microbeads within five years. It will do this by working with Governments to support action, with the private sector to change their business practices, and with citizens to call for action on this issue.

UN Environment invites **Governments** to:

- Establish National and Regional Marine Litter Action Plans.
- Pioneer national legislation and policies to promote marine litter reduction
- Set up national plastic management systems to measure and reduce their plastic footprint.

UN Environment invites the **private sector** to:

- Commit to reduce plastics use in production, product design and packing.
- Improve, measure and report actions to reduce marine plastic litter and microplastics.
- Work with partners active in this space to raise the profile of this issue with their audiences.

UN Environment aims to increase and **improve public engagement** by:

- Reaching the widest possible audience through the campaign's social and digital channels.
- Registering thousands of individual commitments to action, which range from reducing personal use of single-use plastic to engaging in beach clean-ups.
- Supporting national movements to come together under one globally recognized brand, with assets that can enhance national efforts.

As of May 2017, 18 countries have joined the campaign and made concrete commitments. Collaborations have been established with Dell, Volvo Ocean Race and Parley, and more than 2,000 individual commitments have been registered, with a total digital reach of 2 million.

**On the road to the UN Environment Assembly:**

- **Public engagement:** A wide range of activities are underway, including a major photo competition, asking for citizens to launch new actions (eg on straws, recycling) and UN Environment

will be working with Ocean Conservancy to increase the number of beach clean-up initiatives around the world and convert these activities into wider understanding about the issue upstream.

- Volvo Ocean Race: UN Environment will be a major partner in this race, which is seen by 2 million people
- Outreach: UN Environment will be investing heavily in storytelling to show how governments are acting and bringing in civil society voices to show the demand from citizens for action.

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### **Towards a Pollution-Free Planet: BreatheLife, the UN Clean Air Campaign**

Air pollution, which causes one in nine deaths worldwide, is the biggest environmental health risk of our time. The BreatheLife campaign –a partnership between UN Environment, the World Health Organization and the Climate and Clean Air Coalition–was launched in 2016 to address this urgent global challenge. The campaign aims to inform citizens about air quality and inform them of actions they can take to protect themselves and reduce their contribution. The campaign also engages cities to join the campaign and set air quality targets.

#### **Objectives:**

The campaign aims to build public support in cities and national governments to reduce air pollution and contribute to achieving the Sustainable Development Goals, particularly Goal 3 on health and well-being. By the end of 2017, the campaign aims to have more than 50 cities reporting on air quality targets and action plans, and five national governments supporting the campaign. The campaign will drive a global movement for action:

- Inspiring a concerted effort to reduce air pollution, climate change and non-communicable disease;
- Galvanizing and celebrating action at all levels, while offering solutions to prevent and reduce pollution; and
- Collecting information on the state of air pollution and data from over 3,000 locations.

So far:

- 22 cities—representing a combined population of 17 million—have begun reporting on 44 actions. Another 12 cities are in the process of joining.
- The BreatheLife network of partners is growing, with groups of 50 sub-national governments such as (ng4SD), ICLEI Asia and the Clean Air Institute showing support. Other collaborators include campaigns such as “EveryBreath Counts” by UNICEF, “Unmask my City” by Global Climate and Health Alliance and “Clean Air Days” by Global Action Plan.
- UN Environment has established a partnership with Formula E to raise awareness through their global race schedule. Other private sector partners are keen to support. These include Aclima, which provides air pollution real-time data, and Build your Dreams, an electrical bus and car producer.

#### **On the road to the UN Environment Assembly:**

- Securing support from cities and governments: This year, we expect to have at least one event per month from July to December in cities including London, Paris and Medellin, among others. “Street Campaigns” will also be taken forward in Chile and Mexico.
- Formula E: UN Environment will work closely with Formula E to ensure that forthcoming races in locations such as New York and Mexico raise the profile of the campaign.
- Public engagement: The next phase of the campaign will be to design a public engagement ask that mobilizes citizens to take their own individual actions to keep the air clean and adapt the current BreatheLife platform to call for political action on this issue.

At the UN Environment Assembly we hope to:

- Announce major commitments: During the Assembly, we expect to announce that more cities and countries have joined the BreathLife campaign as partners.
- Citizen action: Those who have signed up to the #BreatheLife campaign will be invited to show their support for the Clean Planet Charter and share their stories and solutions.
- Innovation in Nairobi: We are requesting that Formula E bring electric vehicles to Nairobi, and that other partners install new air quality monitoring devices in the city, so that journalists can cover such stories while here.