UNITED EP

UNEP(Economy Division) /Hg/PAG.8/4



Distr.: General 11 September 2017



United Nations Environment Programme **English** only

**UN Environment Global Mercury Partnership Partnership Advisory Group, Eighth Meeting** 

Geneva, Switzerland, 22 September 2017

## **Communication and Outreach**

## Note by the Secretariat

UN Environment Chemicals and Health Branch, as secretariat of the Global Mercury Partnership, has endeavoured to enhance the impact of the Partnership by facilitating communication between areas and with the broader stakeholder community. The Secretariat has made efforts to improve communication and outreach by delivering a new website and visual identity for the Partnership. The secretariat prepared as an annex to this report progress made on Partnership communications and outreach.

The Partnership Advisory Group may wish to discuss progress made on communication and outreach, and make recommendations for further improvement.

## **Summary of Communications and Outreach Efforts**

Taking feedback at PAG7, and discussions with partnership area leads, partners and other stakeholders, the Secretariat undertook activities to increase the effectiveness of internal and external communication and outreach for the Partnership. Good progress has been made, including the website migration and development of a visual identity, but there is room for improvement. A lack of funds for Partnership communications efforts as well as corporate limitations on changes to the UNEP website are two issues the Secretariat is trying to address. Continued emphasis on communications efforts for the Partnership is warranted, as one of the Partnership's greatest strengths is its ability to facilitate networking and information sharing. Effective communications are essential to both of these.

This paper describes communication activities for external audiences, and communication activities within the Partnership. It then provides recommendations for improving communications. An updated version of the 2014 Communications plan is provided as an annex.

## **Communication with External Audiences**

#### **Global Mercury Partnership Website**

The website of the Global Mercury Partnership is a key medium for external stakeholders learn about the Partnership and receive information. In fact, the website is the single most important communication asset of the Partnership, serving both the interested public as well as the partners themselves. As such, the Secretariat continues to focus its communication efforts on the website.

Currently the website consists of 129 pages. This includes the subpages of each of the eight partnership areas, as well as pages for events (meetings and workshops), and pages on the Partnership Advisory Group, the background and mandate of the Partnership, and the Partners.

Web site analytics indicate that the site is performing well. During the period of January 1 – August 8, 2017 the website received 12,415 pageviews, with an average time spent on a page of two minutes and 20 seconds. During this period the number of unique pageviews (the number of 24 hour sessions during which the page was viewed one or more times) was 9,613. The relatively small difference between pageviews and unique pageviews indicated that a large amount of traffic comes from new users. The overall bounce rate (the percentage of visitors that only visit a single page on the site without clicking further) is 42.6 %. This shows that most visitors are exploring the site further during their visit and is a relatively good value compared to similar sites. A full web analytics report is attached as an annex to this paper.

In late 2016, UN Environment mandated migration of all its web pages to a new content management server (Drupal). The Secretariat took this as an opportunity to extend the work done in the 2015 web site refresh, and improve the site's organization, content, functionality, and look and feel. Securing the services of a web development consultant, the Secretariat completed the migration, improved the sites appearance, and added several new functionalities. For example, this new page allows users to filter Partners by Partnership area and Partner type.

#### GLOBAL MERCURY PARTNERSHIP PARTNERS

Please click on the Partner's name to visit the partner's website and click on the date at which the Partner joined the Global Mercury Partnership to display the partner's Letter of Support.



Of course, an effective web page needs to be updated frequently in order to remain relevant and engage users. Partnership area leads are encouraged to contact the Secretariat when changes to the web site content are warranted or new reports or publications are available.

In 2018 the Partnership website will again be migrated to another format as required by UN Environment corporate policy. This migration also presents an opportunity to improve the content and useability of the web site. However the Secretariat will require additional resources to take full advantage of this opportunity.

## **Partnership Visual Identity**

At PAG6 and PAG7, interest was expressed in the development of a visual identity for the Partnership. Such an identity would allow Partners to include Partnership branding for products and initiatives undertaken in line with the Partnership area business plan and the Partnership overall objective.

Zoi Environment Network, a Partner, generously offered to develop a visual identity for the Partnership at no cost. Working with the Secretariat, Zoi developed the identity below.



Although the graphic form of the identity is abstract, certain elements contain some symbolism relevant to the Partnership. The red of the circle is the color of cinnabar, the principal ore of

mercury. The circle itself can be seen as Earth, with the silver swish around it suggest mercury present in the atmosphere, oceans, and biosphere. This is the mercury pollution the Partnership is striving to reduce and eliminate.

Partners who use this visual identity are kindly requested to abide by the following guidelines:

- Only Partners of the Global Mercury Partnership may use the identity
- The identity may only be used for products, documents, events, etc., that are consistent with the business plans of the Partnership areas, and with the overall objective of the Partnership
- The identity should only be used in its intended colors or in black and white, and should not be modified in any way
- Partners should inform the leads of the relevant partnership area when using the identity and are encouraged to consult with the area leads or the Secretariat should any questions arise about its use

The Secretariat has made available a <u>PDF document</u> showing the visual identity in both color and black and white, and detailing the colors and font used. An Adobe Illustrator file is available on request.

One of the reasons for developing a Partnership visual identity was to allow branding even when use of the UN Environment logo is not appropriate. The UN Environment logo should only be used for products, documents, events, etc. on which UN Environment is actively contributing to or participating in. Any Partner wishing to use the UN Environment logo should always contact the Secretariat prior to use for further guidance.

## Participation in Conferences, Meetings, and Workshops

The Secretariat, as well as partnership area leads and individual Partners have used opportunities at conferences, meetings, and workshops to inform stakeholders about the Partnership and promote its activities and products. For example, a side event on mercury waste management was held at the 2017 Conference of Parties for the Basel, Rotterdam and Stockholm Conventions, and a special session featuring many partnership activities was organized at the 13<sup>th</sup> International Conference on Mercury as a Global Pollutant. Such outreach activities have the potential to reach new audiences and are highly encouraged.

## **Communication with Partners and Among Partnership Areas**

## **Partnership Membership List**

There are currently 166 Partners in the Global Mercury Partnership. The Secretariat maintains a spreadsheet of Partner information, including contact person, email address, and partnership areas joined. The Secretariat will share the most current version of the list with partnership area leads on a regular basis so that leads can use this information maintain email contact with their Partners. It is also the practice of the Secretariat to inform partnership areas leads when a new partner has joined. Although the membership spreadsheet is not shared publically or published on the web, information on current partners is available in a filterable format on the web site as described above.

#### **Partnership Area Meetings**

During the period since PAG7, partnership areas have held several in-person meetings to facilitate communication and collaboration among partners. For example, UNIDO hosted a meeting of the chlor-alkali area, the Government of Spain hosted a meeting of the supply and

storage area, Biodiversity Research Institute hosted a meeting of the transport and fate area, and coal partnership area met at the Mercury Emissions from Coal conference. Such meetings have proven extremely valuable for strengthening partnership areas.

#### **Recommendations for Partnership Area Leads for Facilitating Communication**

The following recommendations can help partnership area leads facilitate communication among partners, among partnership areas, and with the Secretariat:

- Keep an up-to-date email list of Partners (with help from the Partners spreadsheet maintained by the Secretariat) and use it to communicate regularly with the partnership area.
- If Partner contact details change please inform the Secretariat so that they can keep the Partner spreadsheet up-to-date.
- Consider creating a listserve for your partnership area that partners can use to easily share information with the group. The ASGM area currently uses Google Groups in such a way.
- Organize periodic teleconference with your partnership area for general updates and information sharing, or to discuss a specific topic or question. The Secretariat is happy to participate in these calls.
- If possible, consider organizing an in-person meeting for the partnership area. Although in-person meetings require additional resources, and many partners may not be able to afford to attend, face-to-face contact can still be very beneficial to building relationships and stimulating collaboration.
- Share updates, new publications, information about workshops with your partnership area via email. If you are aware of relevant publications produced by your partners that you would like posted on the web site, please inform the Secretariat.
- Work with Partners to make updates to the partnership area business plan, and reflect these updates on the partnership area summaries. Share with the Secretariat to publication on the web site.

## **Annexes**

Annex A - Communication and Outreach Strategy

Annex B - Global Mercury Partnership web site analytics for 1 January - 8 August 2017

#### Annex A

Global Mercury Partnership Communication and Outreach Strategy (Originally published in 2015, minor updates in August 2017)

# **A. Background: The Global Mercury Partnership and the Minamata Convention on Mercury**

1. The Governing Council at its 27<sup>th</sup> session in 2013 affirmed the role of the Global Mercury Partnership (the "Partnership") as a vehicle for immediate action and urges all partners to continue their efforts, and urges Governments and other stakeholders to continue to support, participate in, and contribute to the Partnership. The UN Environment Chemicals Branch developed the project on "The Global Mercury Partnership" as one of UNEP's projects under its Programme of Work in 2014- 2015 and 2015-2016, and 2017-2018. The project will contribute to the expected accomplishment of the chemicals and waste subprogramme where countries, including major groups and stakeholders, increasingly use the scientific and technical knowledge and tools needed to implement sound chemicals management and waste and the related MEAs.

Currently, the Partnership has 166 partners drawn from Governments, IGOs, industry, civil society and academia and is working in eight partnership areas:

- Reducing Mercury in Artisanal and Small-Scale Gold Mining,
- Mercury Control from Coal Combustion,
- Mercury Reduction in Chlor-alkali Production,
- Mercury Reduction in Products,
- Mercury Reduction from Cement Production,
- Mercury Supply and Storage,
- Mercury Waste Management, and
- Mercury Air Transport and Fate Research.
- 2. This communication and outreach strategy is being developed as a component of UN Environment's "Global Mercury Partnership and Mercury Programme project" and is a tool aimed at facilitating the attainment of the goal of the Global Mercury Partnership which is to protect human health and the global environment from the release of mercury and its compounds by minimizing and, where feasible, ultimately eliminating global, anthropogenic mercury releases to air, water, and land.
- 3. Governing Council decision 25/5 specified the role of the Global Mercury Partnership as a vehicle for immediate action during the negotiations of the Minamata Convention on Mercury. Many countries have emphasized the key role of the Partnership in supporting the work of the INC and stressed the importance of continual support of the Partnership in implementing the Minamata Convention on Mercury. This communication strategy seeks to provide guidance to the Partnership as it continues to provide assistance to countries during the interim period of before the Minamata Convention enters into force.
- 4. Development of the Partnership communication and outreach strategy was initiated in response to a 2014 evaluation survey done among Partners of the Global Mercury Partnership. The strategy highlights areas that need improvement: the Partnership website, development and dissemination of awareness raising materials, utilization of

technical guidance documents, and institutional strengthening of Partnership communication.

5. The nature of this Partnership communication strategy is overarching, and will encourage the Partnership leads to develop specific communication plans relevant to partnership area needs. Each partnership area communication and outreach plan will identify measurable, attainable, realistic and time-bound objectives, activities, and indicators of success.

## **B.** Strategic Objectives

- 6. The Partnership communication and outreach strategy aims:
  - i) to enhance internal communication of the Global Mercury Partnership defined as communication among Partners within and between Partnership areas;
  - ii) to foster effective external or outreach of the Partnership to its stakeholders;
  - iii) to support the scale-up of successful partnership activities in supporting countries towards ratification and implementation of the Minamata Convention on Mercury;
  - iv) to identify timely and strategic outreach opportunities; and
  - v) to leverage funds to support Partnership activities.

## C. Partnership communication types, target audience and expected action

7. Partnership **internal communication** refers to communication between and among Partners within the partnership areas and across partnership areas. **External communication** or outreach is targeted at stakeholders including but not limited to governments, civil society, industry, and the private sector. Whether internal or external, Partnership communication is generally categorized into two types, each type having target audiences that will be addressed differently. Each target audience is expected to have concrete action points.

**General awareness raising** materials that are solution-oriented and in simple language

Target audience:

- Governments/Policy Makers- to facilitate ratification and implementation of the Minamata Convention;
- Donors to support scaling up of successful partnership actions;
- Government, NGOs, practitioners to raise awareness about mercury issues and implement immediate action to reduce mercury pollution;
- Professionals and practitioners/ of different areas involved with mercury management including product and processes manufacturers - to improve knowledge, attitudes and practices towards mercury free management;
- All stakeholders to advocate for existing Partners to become more active and for new partners to join the Partnership.

**Technical documents such as** guidance documents, technical publications that are brief and concise

Target audience:

- Governments/Policy makers to facilitate ratification and implementation of the Minamata Convention;
- Practitioners (miners, industry, healthcare, dentists, etc.) to improve knowledge, attitudes and practices towards mercury free management;
- Partners to advocate use of technical documents by stakeholders.

## D. Enhancing internal communication

- 8. Within available resources, UN Environment will seek to identify a dedicated staff member from the **Partnership secretariat** who will serve as the **focal person for communication and outreach**. The person will be tasked to review and support the upgrade, development and maintenance of the **Partnership website**. Deemed as an effective information sharing amongst partners and stakeholders, recent information about the partnership areas will be disseminated via the website. UN Environment will continue to send a **regular e-mail update** to partnership area leads and will **host teleconferences** of partnership area leads, as requested by partners and as deemed appropriate.
- 9. To ensure regular communication between the secretariat focal person for communication and the **partnership areas**, **each partnership area** will be invited to designate a **focal person for communication**. Partnership area communication focal persons will be invited to coordinate directly with the Partnership secretariat focal person on communication; review regularly the partnership area webpage, inform the UN Environment Partnership secretariat on current activities, provide links and references to relevant reports and other information materials, and suggest updates to keep the site active and interesting. A special **closed chat-area** could be created in the Partnership website where Partners will be able to communicate and have discussions across partnership areas.
- 10. The Partnership may consider having a web-based platform which could include information about the Partners, projects, and contact details. A web-based platform could serve as an online forum where Partners can update and regulate their profile, recent activities, and contact details by themselves. The platform could be linked to an automated system to give UN Environment notifications of new and relevant information, changes in profile and contact details. This would likewise provide a means by which the Partnership can determine why Partners are joining, what their current/recent activities are, and how/whether or not they are active.

## E. Fostering external communication

- 11. Recognizing the need to increase its visibility, the Partnership may wish to consider a tab-access page on the Minamata Convention website. A single page where all of the key documents can be found, and having a platform that is linked to the Minamata Convention would facilitate external communication.
- 12. The Partnership areas may also explore the possibility of having a regional focal person or network as the hub of regional information sharing and dissemination.
- 13. Based on special topics proposed by the partnership areas, Partnership secretariat could organize special e-forum sessions/webinars where Partners and stakeholders will have a chance to participate in the discussions.

## F. Communication tools and channels

- 14. Whether for internal or external communication, the Partnership may wish to maximize tools and channels that will feature case studies, best practices and demonstration projects to take immediate action towards reduction of mercury pollution.
- 15. The following are suggested communication tools and channels:
  - The Partnership website
  - The website of Partnership leads
  - Conferences, workshops, webinars, and specialized briefings
  - Media relations, press briefings and short documentaries on television channels
  - Print media: banners, fact sheets, brochures, posters, magazines, newsletters, traveling exhibits
  - Broadcast media: audio-visual documentaries, newsfeeds and radio programmes (for example UNifeed and UN radio), Public service announcements
  - Social media
  - Special/celebration events
- 16. The partnership areas are encouraged to continue using successful communication tools and channels such as webinars, maps, infographics, brochures, audio-visual documentaries, on-line guidance materials among other examples. Partnership areas are encouraged to continue developing technical guidance documents that are brief and concise, and preferably in the 6 UN languages. The Partnership may also wish to consider publishing such guidance documents in scientific and/or industry journals.
- 17. In order for the Partnership to have its own identity and attract more Partners, a **Partnership visual identity** may be developed using Partnership branding and logo guidelines.
- 18. UN Environment will continue to **provide technical information from the Partnership at future INCs** and COPs as well as at **regional workshops** and meetings as appropriate and as requested by delegates. The Partnership may also wish to take advantage of relevant conferences and meetings organized by the UN and others to showcase its work.
- 19. Drawing on the positive feedback gained from "Mercury: Time to Act", and "Mercury: Acting Now" brochures, UN Environment will continue to issue develop web content and communication materials that consolidate success stories in reducing mercury pollution. In doing so, governments may be assisted towards early ratification and implementation of the Minamata Convention. Increased visibility may also lead to **leveraging of funds** to support Partnership projects and activities.

## G. Key messages for each partnership area

- 20. Each partnership area through the communication focal person may wish to develop further the key messages as shown below. The overarching message for the Global Mercury Partnership is: "The time to act on mercury is now!" The Partnership areas may also wish to draw on outreach materials such as fact sheets and technical commentaries developed by the interim secretariat of the Minamata Convention on Mercury.
- 21. The following key messages were taken from the brochure "Mercury: Acting Now!":
  - Mercury Supply and Storage
    - o Mercury is an element that cannot be created nor destroyed

• Excess mercury supply should be stored in an environmentally sound manner and should be prevented from going back to the marketplace

## • Mercury Reduction in Chlor-alkali

- Mercury-cell chlor-alkali production is a significant use of mercury
- Mercury-cell facilities are being replaced by plants using mercury-free technologies
- Environmentally sound management of surplus and waste mercury is required at mercury-cell facilities that close or convert to mercury-free technologies

### • Mercury Reduction in Products

- Reducing mercury in products will be the most effective means to reduce mercury in waste
- Affordable alternatives to mercury are available for most products including thermometers; switches and relays; batteries other than button cells; thermostats; high-intensity discharge lamps; and sphygmomanometers
- Good practices in dental care will reduce mercury releases from amalgam use
- Sound management should consider all stages of a product's life-cycle

## • Reducing Mercury in Artisanal and Small-Scale Gold Mining

- The source of the largest releases of mercury, estimated at 1400 tonnes per year in 2011
- Whole ore amalgamation is a worst practice that should be stopped
- o Cost effective low mercury and mercury-free techniques are available
- The rising price of mercury is encouraging the use of alternative techniques
- Disseminating information and training miners is challenging with 10–
  15 million miners in more than 70 countries
- Initiatives to reduce mercury use in ASGM need to be integrated with broader development interventions including healthcare, education and formalization

#### Mercury Control from Coal Combustion

- Coal combustion is a major source of anthropogenic emissions of mercury to air. The releases from power plants and industrial boilers represent roughly a quarter of anthropogenic mercury emissions to the atmosphere
- Mercury emissions from power plants could be reduced by up to 95% by improving coal and plant performance and optimizing existing multipollutant control systems

#### • Mercury releases from the Cement Industry

- Mercury in the cement industry originates from three basic sources: the limestone, the fuel, other additives or fuels
- Cement manufacture is estimated to have generated 9% of total anthropogenic emissions of mercury to air in 2010

 The major pathway for mercury releases from cement production is to the air. Mercury may also be released to the soil, in wastes and residues and in the cement product itself

## • Mercury Waste Management

- The elimination of mercury in products and processes may be the most efficient way to avoid the presence of mercury in waste
- O While mercury is being phased out of products and processes, there is a need for its environmentally sound management as waste

#### Mercury Air Transport and Fate Research

- An improved understanding of mercury emission sources, fate and transport is important in developing and implementing policies and strategies and establishing baselines to monitor and assess progress on mercury reductions;
- Enhancing the development of a globally-coordinated mercury observation system, using the Global Mercury Observation System project as a framework (GMOS-www.gmos.eu), to monitor the concentrations of mercury species into the air and water ecosystems is essential for global understanding and for predicting trends of mercury.
- Global Mercury Assessment and National Inventories
  - Assessment and inventories help focus attention on key issues at global and national level
  - Consistent inventory information facilitates compilation of needs at the global level

## H. Budget, timeline, evaluation

- 22. Whenever possible, communication will be programmed into the "Global Mercury Partnership project" and into partnership area activity budgets. Fundraising will also be required for specific communication activities that are deemed important for partners. A regular and sufficient allocation must be considered to ensure that the communication is sustained and results are built upon in order to achieve the level of profile and message dissemination that have been set out in this strategy.
- 23. A phased approach is recommended to match the needs, readiness and progress of the implementation of the work of the Partnership, and also the resources available. The initial communication phase which can be set for 12-month duration, will cover the foundational work of strategy development, brand definition, production of basic communication tools, such as the website, and logo development at the Partnership secretariat level. An initial assessment of this phase should be conducted and will inform the development of the second communication phase. This phased approach could also be employed per partnership area to be coordinated by the partnership area communication focal person.
- 24. The communication and outreach activities will be regularly monitored and evaluated based on output and impact indicators at both Partnership secretariat level and per partnership area. Possible indicators can include: visits to the website; number of visitors and responses/feedbacks received; number of new initiatives recruited; number of publications produced, distributed and published; number of press releases distributed and the extent of the media pick-up; media activities and events organized;

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number of requests for assistance and hard-copy materials and type(s) of stakeholder groups making the request etc. Impact can be assessed from direct feedback from the internal stakeholders and external audiences through surveys and the number of participants at various events.

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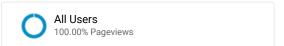
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#### **Pages**



Jan 1, 2017 - Aug 8, 2017

**Explorer** 

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Pageviews

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Pageviews

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		% of Total: 0.44% (2,829,501)	% of Total: 0.42% (2,291,794)	Avg for View: 00:01:52 (25.22%)	% of Total: 0.26% (1,320,033)	Avg for View: 60.43% (-29.57%)	Avg for View: 46.65% (-35.81%)	% of Total: 0.00% (\$0.00)
1.	www.unep.org/chemicalsandwaste/global-mercury-partnership	<b>1,718</b> (13.84%)	<b>1,199</b> (12.47%)	00:01:45	767 (22.47%)	29.53%	23.46%	\$0.00 (0.00%)
2.	web.unep.org/chemicalsandwaste/global-mercury <mark>-partnership</mark>	<b>1,715</b> (13.81%)	<b>1,159</b> (12.06%)	00:01:41	<b>536</b> (15.70%)	29.64%	21.69%	\$0.00 (0.00%)
3.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm	<b>474</b> (3.82%)	385 (4.00%)	00:01:30	168 (4.92%)	50.60%	30.59%	\$0.00 (0.00%)
4.	web.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale <mark>-gold-mining-asgm</mark>	<b>441</b> (3.55%)	339 (3.53%)	00:02:13	125 (3.66%)	44.72%	26.30%	\$0.00 (0.00%)
5.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector	<b>253</b> (2.04%)	186 (1.93%)	00:03:03	<b>59</b> (1.73%)	40.98%	30.43%	\$0.00 (0.00%)
6.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-waste-management	<b>236</b> (1.90%)	206 (2.14%)	00:03:20	108 (3.16%)	61.47%	46.19%	\$0.00 (0.00%)
7.	www.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners	<b>225</b> (1.81%)	176 (1.83%)	00:01:34	18 (0.53%)	38.89%	18.67%	\$0.00 (0.00%)
8.	www.unep.org/chemicalsandwaste/global-mercury-partnership/asgm/national-action-plans	<b>209</b> (1.68%)	176 (1.83%)	00:02:42	<b>72</b> (2.11%)	50.67%	43.06%	\$0.00 (0.00%)
9.	web.unep.org/chemicalsandwaste/global-mercury- <mark>partnership/mercury-waste-mangement</mark>	<b>198</b> (1.59%)	173 (1.80%)	00:02:22	<b>57</b> (1.67%)	64.91%	34.85%	\$0.00 (0.00%)
10.	web.unep.org/chemicalsandwaste/global-mercury-partnership/asgm/national-action-plans	<b>189</b> (1.52%)	153 (1.59%)	00:04:16	<b>58</b> (1.70%)	40.00%	51.32%	\$0.00 (0.00%)
11.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector	<b>187</b> (1.51%)	153 (1.59%)	00:03:25	48 (1.41%)	47.92%	34.22%	\$0.00 (0.00%)

18.	ory-group	<b>127</b> (1.02%)	90 (0.94%)	00:01:40	9 (0.26%)	16.67%	17.32%	\$0.00 (0.00%)
19.	we b. une p. org/chemicals and waste/global-mercury-partner ship/partner ship-advisory-group	119 (0.96%)	<b>89</b> (0.93%)	00:01:49	<b>8</b> (0.23%)	10.00%	19.33%	\$0.00 (0.00%)
20.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products	116 (0.93%)	<b>86</b> (0.89%)	00:01:09	13 (0.38%)	21.43%	21.55%	\$0.00 (0.00%)
21.	we b. une p. org/chemicals and waste/global-mercury-partner ship/mercury-reduct to n-products	115 (0.93%)	<b>93</b> (0.97%)	00:02:21	9 (0.26%)	22.22%	17.39%	\$0.00 (0.00%)
22.	www.unep.org/chemicalsandwaste/global-mercury-partnership/asgm/reports-and-publications	<b>111</b> (0.89%)	<b>88</b> (0.92%)	00:03:15	21 (0.62%)	56.52%	46.85%	\$0.00 (0.00%)
23.	www.unep.org/chemicalsandwaste/global-mercury-partnership/cement-industry	110 (0.89%)	100 (1.04%)	00:02:56	<b>62</b> (1.82%)	77.42%	59.09%	\$0.00 (0.00%)
24.	we b. unep. org/chemicals and waste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector/reports-and-publications	109 (0.88%)	<b>88</b> (0.92%)	00:06:30	27 (0.79%)	17.24%	47.71%	\$0.00 (0.00%)
25.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/key-resources	105 (0.85%)	<b>85</b> (0.88%)	00:03:37	11 (0.32%)	33.33%	31.43%	\$0.00 (0.00%)
26.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-air-trans port-and-fate-research	<b>101</b> (0.81%)	<b>84</b> (0.87%)	00:01:46	11 (0.32%)	54.55%	33.66%	\$0.00 (0.00%)
27.	we b. une p. org/chemicals and waste/global-mercury-partnership/asgm/activities-and-projects	<b>96</b> (0.77%)	<b>63</b> (0.66%)	00:02:13	<b>9</b> (0.26%)	55.56%	21.88%	\$0.00 (0.00%)
28.	www.unep.org/chemicals and waste/global-mercury-partnership/partnership-advisory-group/events/eighth-meeting-global-mercury	<b>93</b> (0.75%)	<b>69</b> (0.72%)	00:04:10	23 (0.67%)	16.67%	37.63%	\$0.00 (0.00%)
29.	web.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/key-resources	<b>92</b> (0.74%)	<b>75</b> (0.78%)	00:04:20	3 (0.09%)	16.67%	41.30%	\$0.00 (0.00%)
30.	we b. une p. org/chemicals and waste/global-mercury-partner ship/asgm/reports- and publications	<b>89</b> (0.72%)	<b>74</b> (0.77%)	00:05:05	19 (0.56%)	42.31%	41.57%	\$0.00 (0.00%)
31.	www.unep.org/chemicals and waste/global-mercury-partnership/asgm/asgm-nap-publications	<b>86</b> (0.69%)	<b>82</b> (0.85%)	00:04:18	<b>44</b> (1.29%)	57.78%	59.30%	\$0.00 (0.00%)
32.	drustage.unep.org/chemicalsandwaste/global-mercury-partnership	<b>81</b> (0.65%)	<b>42</b> (0.44%)	00:01:03	5 (0.15%)	20.00%	7.41%	\$0.00 (0.00%)
33.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/meetings-8	<b>81</b> (0.65%)	67 (0.70%)	00:01:32	22 (0.64%)	50.00%	34.57%	\$0.00 (0.00%)
34.	we b. unep. org/chemicals and was te/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/videos	<b>80</b> (0.64%)	<b>55</b> (0.57%)	00:03:42	34 (1.00%)	70.59%	53.75%	\$0.00 (0.00%)
35.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/meetings/events/african-regional-conference	<b>80</b> (0.64%)	<b>72</b> (0.75%)	00:02:10	<b>6</b> (0.18%)	50.00%	26.25%	\$0.00 (0.00%)
36.	we b. unep. org/chemicals and was te/global-mercury-partnership/mercury-air-transport- and-fate-research	<b>77</b> (0.62%)	<b>70</b> (0.73%)	00:03:32	6 (0.18%)	33.33%	24.68%	\$0.00 (0.00%)
37.	we b. une p. or g/chemicals and was te/global-mercury-partnership/interactive-present at ion	<b>71</b> (0.57%)	<b>61</b> (0.63%)	00:03:01	5 (0.15%)	50.00%	26.76%	\$0.00 (0.00%)
38.	we b. une p. or g/chemicals and waste/global-mercury-partner ship/vinyl-chloride-monomer-production	<b>67</b> (0.54%)	63 (0.66%)	00:03:35	<b>59</b> (1.73%)	84.75%	86.57%	\$0.00 (0.00%)
39.	www.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners? field_gmp_partnership_area_value=All&field_partner_type_value_1=All&page=2	<b>66</b> (0.53%)	<b>56</b> (0.58%)	00:01:52	17 (0.50%)	47.06%	28.79%	\$0.00 (0.00%)
40.	web.unep.org/chemicalsandwaste/global-mercury-partnership/cement-industry	<b>65</b> (0.52%)	<b>52</b> (0.54%)	00:03:19	22 (0.64%)	63.64%	33.85%	\$0.00 (0.00%)
41.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector/reports-and-publications	<b>61</b> (0.49%)	<b>48</b> (0.50%)	00:04:51	12 (0.35%)	30.77%	44.26%	\$0.00 (0.00%)
42.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-control-coal-combustion/events/coal-partnership-annual-meeting	<b>58</b> (0.47%)	<b>49</b> (0.51%)	00:04:03	9 (0.26%)	55.56%	32.76%	\$0.00 (0.00%)
43.	www.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners? field_gmp_partnership_area_value=All&field_partner_type_value_1=All&page=1	57 (0.46%)	<b>45</b> (0.47%)	00:02:08	(0.03%)	0.00%	15.79%	\$0.00 (0.00%)
44.	www.unep.org/chemicalsandwaste/global-mercury-partnership/interactive-presentation	55 (0.44%)	<b>45</b> (0.47%)	00:03:21	(0.03%)	0.00%	38.18%	\$0.00 (0.00%)
45.	we b. unep. or g/chemical sandwaste/global-mercury-partnership/coal-combustion/process-optimization-guidance	50 (0.40%)	<b>48</b> (0.50%)	00:04:37	20 (0.59%)	54.55%	70.00%	\$0.00 (0.00%)
46.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-waste-ma nagement/activities-and-projects/mercury-waste-management	50 (0.40%)	<b>44</b> (0.46%)	00:03:07	8 (0.23%)	28.57%	24.00%	\$0.00 (0.00%)
47.	www.unep.org/chemicals and waste/global-mercury-partnership/mercury-control-coal-combustion/events/coal-partnership-annual-meeting	<b>49</b> (0.39%)	<b>37</b> (0.38%)	00:02:29	<b>3</b> (0.09%)	66.67%	22.45%	\$0.00 (0.00%)
48.	web.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners?fi eld_gmp_partnership_area_value=All&field_partner_type_value_1=All&page=1	<b>48</b> (0.39%)	<b>39</b> (0.41%)	00:01:57	3 (0.09%)	50.00%	18.75%	\$0.00 (0.00%)
49.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/videos	<b>48</b> (0.39%)	<b>43</b> (0.45%)	00:05:40	20 (0.59%)	47.62%	52.08%	\$0.00 (0.00%)

50.	web.unep.org/chemicalsandwaste/global-mercury-partnership/asgm/asgm-nap-publications	<b>47</b> (0.38%)	<b>45</b> (0.47%)	00:04:02	13 (0.38%)	61.54%	48.94%	\$0.00 (0.00%)
51.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-supply-and-storage/meetings/events/supply-and-storage-experts	<b>47</b> (0.38%)	35 (0.36%)	00:05:44	15 (0.44%)	37.50%	40.43%	\$0.00 (0.00%)
52.	web.unep.org/chemicalsandwaste/global-mercury-partnership/partnership-advisory-group/events/pag-7	<b>47</b> (0.38%)	38 (0.40%)	00:03:36	8 (0.23%)	37.50%	44.68%	\$0.00 (0.00%)
53.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/meetings-7	<b>45</b> (0.36%)	39 (0.41%)	00:03:53	30 (0.88%)	43.33%	53.33%	\$0.00 (0.00%)
54.	web.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners?fi eld_gmp_partnership_area_value=All&field_partner_type_value_1=All&page=3	<b>43</b> (0.35%)	33 (0.34%)	00:02:43	1 (0.03%)	50.00%	32.56%	\$0.00 (0.00%)
55.	www.unep.org/chemicalsandwaste/chemicalsandwaste/global-mercury-partners hip/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm	<b>43</b> (0.35%)	<b>36</b> (0.37%)	00:03:33	30 (0.88%)	50.00%	53.49%	\$0.00 (0.00%)
56.	web.unep.org/chemicalsandwaste/global-mercury-partnership/current-partners?fi eld_gmp_partnership_area_value=All&field_partner_type_value_1=All&page=2	<b>42</b> (0.34%)	32 (0.33%)	00:01:37	3 (0.09%)	33.33%	19.05%	\$0.00 (0.00%)
57.	www.unep.org/chemicalsandwaste/global-mercury-partnership/partnership-advisory-group/events/pag-7	<b>42</b> (0.34%)	35 (0.36%)	00:03:37	8 (0.23%)	33.33%	38.10%	\$0.00 (0.00%)
58.	www.unep.org/chemicals and was te/global-mercury-partnership/mercury-supply-and-storage/reports-and-publications	<b>40</b> (0.32%)	31 (0.32%)	00:02:29	12 (0.35%)	35.71%	37.50%	\$0.00 (0.00%)
59.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/meetings	<b>40</b> (0.32%)	33 (0.34%)	00:00:45	<b>5</b> (0.15%)	40.00%	15.00%	\$0.00 (0.00%)
60.	we b. une p. org/chemicals and waste/global-mercury-partnership/asgm/ASGM-Project-Indonesia	<b>39</b> (0.31%)	38 (0.40%)	00:06:43	26 (0.76%)	88.46%	74.36%	\$0.00 (0.00%)
61.	we b. une p. org/chemicals and waste/global-mercury-partnership/mercury-supply- and-storage/meetings	<b>39</b> (0.31%)	27 (0.28%)	00:00:32	7 (0.21%)	28.57%	7.69%	\$0.00 (0.00%)
62.	$www.unep.org/chemicals and waste/global-mercury-partnership/current-partners? field\_gmp\_partnership\_area\_value=All\&field\_partner\_type\_value\_1=All\&page=3$	<b>39</b> (0.31%)	<b>32</b> (0.33%)	00:01:16	1 (0.03%)	100.00%	30.77%	\$0.00 (0.00%)
63.	www.unep.org/chemicals and waste/global-mercury-partnership/mercury-reduction-products/reports-and-publications	<b>39</b> (0.31%)	<b>32</b> (0.33%)	00:06:23	6 (0.18%)	33.33%	28.21%	\$0.00 (0.00%)
64.	we b. une p. org/chemicals and waste/global-mercury-partnership/mercury-reduction-products/activities- and -projects	<b>38</b> (0.31%)	<b>29</b> (0.30%)	00:04:01	6 (0.18%)	50.00%	15.79%	\$0.00 (0.00%)
65.	www.unep.org/chemicals and was te/global-mercury-partnership/vinyl-chloride-monomer-production	<b>38</b> (0.31%)	<b>30</b> (0.31%)	00:01:23	26 (0.76%)	84.62%	65.79%	\$0.00 (0.00%)
66.	www.unep.org/chemicals and was te/global-mercury-partnership/asgm/ASGM-Project-Indonesia	<b>37</b> (0.30%)	34 (0.35%)	00:05:10	18 (0.53%)	66.67%	54.05%	\$0.00 (0.00%)
67.	www.unep.org/chemicals and waste/global-mercury-partnership/mercury-control-coal-combustion/reports-and-publications	<b>37</b> (0.30%)	<b>31</b> (0.32%)	00:04:07	10 (0.29%)	10.00%	40.54%	\$0.00 (0.00%)
68.	www.unep.org/chemicals and waste/global-mercury-partnership/mercury-waste-management/activities-and-projects/mercury-waste-management	<b>36</b> (0.29%)	<b>30</b> (0.31%)	00:03:09	5 (0.15%)	50.00%	33.33%	\$0.00 (0.00%)
69.	www.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/useful-links	<b>33</b> (0.27%)	29 (0.30%)	00:01:45	(0.03%)	0.00%	33.33%	\$0.00 (0.00%)
70.	we b. une p. org/chemicals and was te/global-mercury-partner ship/mercury-reduction-chlor-alkali-sector/activities- and-projects	<b>32</b> (0.26%)	23 (0.24%)	00:01:55	(0.09%)	33.33%	21.88%	\$0.00 (0.00%)
71.	we b. une p. or g/chemicals and waste/global-mercury-partner ship/mercury-waste-main agement/activities- and-projects	<b>32</b> (0.26%)	<b>24</b> (0.25%)	00:01:21	1 (0.03%)	100.00%	21.88%	\$0.00 (0.00%)
72.	we b. une p. org/chemicals and waste/global-mercury-partnership/mercury-waste-main agement/reports-and-publications	<b>32</b> (0.26%)	<b>28</b> (0.29%)	00:03:31	0 (0.00%)	0.00%	18.75%	\$0.00 (0.00%)
73.	we b. une p. org/chemicals and waste/global-mercury-partnership/mercury-control-coal-combustion/reports- and -publications	<b>30</b> (0.24%)	<b>26</b> (0.27%)	00:06:06	7 (0.21%)	42.86%	36.67%	\$0.00 (0.00%)
74.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/reports-and-publications	<b>28</b> (0.23%)	24 (0.25%)	00:04:43	7 (0.21%)	28.57%	50.00%	\$0.00 (0.00%)
75.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-supply-and-storage/reports-and-publications	<b>28</b> (0.23%)	27 (0.28%)	00:04:16	1 (0.03%)	0.00%	17.86%	\$0.00 (0.00%)
76.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector/activities-and-projects	<b>28</b> (0.23%)	19 (0.20%)	00:02:23	3 (0.09%)	33.33%	17.86%	\$0.00 (0.00%)
77.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/activities-and-projects	<b>27</b> (0.22%)	17 (0.18%)	00:01:45	3 (0.09%)	66.67%	25.93%	\$0.00 (0.00%)
78.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/key-resources	<b>27</b> (0.22%)	20 (0.21%)	00:03:12	1 (0.03%)	100.00%	29.63%	\$0.00 (0.00%)
79.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-air-transport-and-fate-research/reports-and-publications	<b>26</b> (0.21%)	23 (0.24%)	00:02:43	8 (0.23%)	30.00%	34.62%	\$0.00 (0.00%)
80.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-air-trans port-and-fate-research/reports-and-publications	<b>26</b> (0.21%)	20 (0.21%)	00:02:44	(0.09%)	0.00%	42.31%	\$0.00 (0.00%)

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83.	www.unep.org/chemicals and waste/global-mercury-partnership/mercury-control-coal-combustion/activities-and-projects	<b>25</b> (0.20%)	22 (0.23%)	00:02:57	3 (0.09%)	0.00%	16.00%	\$0.00 (0.00%)
84.	web.unep.org/chemicalsandwaste/global-mercury-partnership/	<b>24</b> (0.19%)	19 (0.20%)	00:01:19	11 (0.32%)	45.45%	33.33%	\$0.00 (0.00%)
85.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/activities-and-projects/east-africa-dental	<b>24</b> (0.19%)	22 (0.23%)	00:00:48	16 (0.47%)	56.25%	62.50%	\$0.00 (0.00%)
86.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-air-transport-and-fate-research/activities-and-projects	<b>23</b> (0.19%)	20 (0.21%)	00:03:22	<b>4</b> (0.12%)	0.00%	30.43%	\$0.00 (0.00%)
87.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector/key-resources	<b>23</b> (0.19%)	16 (0.17%)	00:01:50	(0.06%)	0.00%	21.74%	\$0.00 (0.00%)
88.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-supply-and-storage/activities-and-projects	<b>23</b> (0.19%)	22 (0.23%)	00:00:35	3 (0.09%)	33.33%	17.39%	\$0.00 (0.00%)
89.	web.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/meetings-7	<b>23</b> (0.19%)	21 (0.22%)	00:10:04	18 (0.53%)	50.00%	69.57%	\$0.00 (0.00%)
90.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-control-coal-combustion/activities-and-projects	<b>22</b> (0.18%)	16 (0.17%)	00:01:14	<b>0</b> (0.00%)	0.00%	9.09%	\$0.00 (0.00%)
91.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-waste-management/key-resources	<b>22</b> (0.18%)	19 (0.20%)	00:00:54	3 (0.09%)	66.67%	18.18%	\$0.00 (0.00%)
92.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-waste-management/meetings-and-events	<b>22</b> (0.18%)	15 (0.16%)	00:02:07	1 (0.03%)	100.00%	9.09%	\$0.00 (0.00%)
93.	web.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/useful-links	<b>22</b> (0.18%)	21 (0.22%)	00:00:59	1 (0.03%)	100.00%	50.00%	\$0.00 (0.00%)
94.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-waste-management/reports-and-publications	<b>22</b> (0.18%)	21 (0.22%)	00:06:55	<b>0</b> (0.00%)	0.00%	45.45%	\$0.00 (0.00%)
95.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-control-coal-combustion/key-resources	<b>21</b> (0.17%)	13 (0.14%)	00:01:08	<b>4</b> (0.12%)	75.00%	33.33%	\$0.00 (0.00%)
96.	web.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-supply-and-storage/activities-and-projects/kyrgyz-primary-mercury	<b>21</b> (0.17%)	17 (0.18%)	00:03:02	14 (0.41%)	71.43%	66.67%	\$0.00 (0.00%)
97.	www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-products/activities-and-projects/east-africa-dental	<b>21</b> (0.17%)	18 (0.19%)	00:03:39	14 (0.41%)	21.43%	57.14%	\$0.00 (0.00%)
98.	drustage.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reduction-chlor-alkali-sector	<b>20</b> (0.16%)	<b>11</b> (0.11%)	00:02:20	<b>4</b> (0.12%)	25.00%	15.00%	\$0.00 (0.00%)
99.	drustage.unep.org/chemicalsandwaste/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm	<b>20</b> (0.16%)	<b>9</b> (0.09%)	00:02:23	1 (0.03%)	0.00%	0.00%	\$0.00 (0.00%)
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25

(0.20%)

**25** (0.20%)

22 (0.23%)

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00:04:59

00:00:59

13

(0.38%)

(0.09%)

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24.00%

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\$0.00 (0.00%)

 $we b. unep. org/chemicals and was te/global-mercury-partner ship/asgm/asgm-nap-publications? field\_national\_action\_plan\_value=napF$ 

we b. unep. org/chemicals and was te/global-mercury-partnership/reducing-mercury-artisanal-and-small-scale-gold-mining-asgm/meetings

www.unep.org/chemicalsandwaste/global-mercury-partnership/mercury-reductio

n-chlor-alkali-sector/key-resources

82.

\$0.00 (0.00%) Rows 1 - 100 of 470

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