

# Update on the Third UN Environment Assembly Communication Strategy

Communication Division



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

Have you taken  
the pledge?

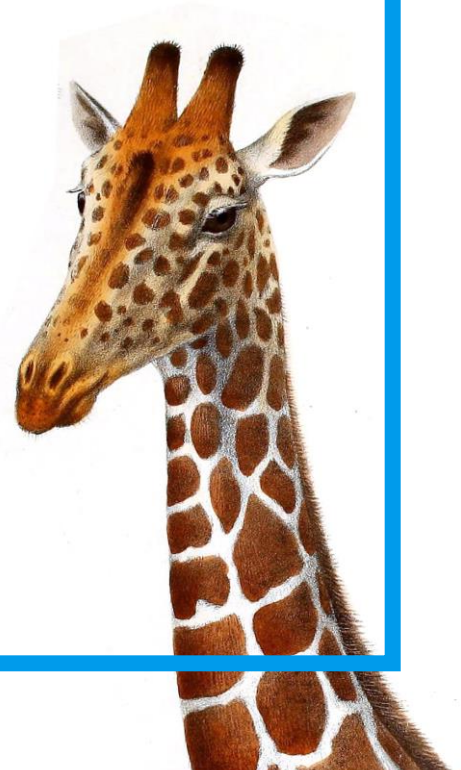


Video

# 1,060,821

- All platform, multilingual campaign
- Learn, share, pledge, act
- The Executive Director's Report
- Government toolkit

Roxanna.Samii@unenvironment.org





Trending Topics

#protecttheselands #myclimateaction #ocean #clouds #city #trees #flower

Take a tour | Help

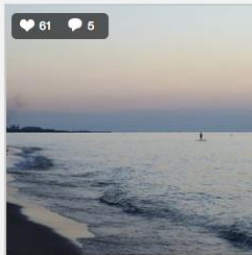
# #tellyourpollutionstory

To support UN Environment's #BeatPollution campaign and the work of the Global Commission on Pollution and Health, to be published in The Lancet in the spring of 2017, we are calling all photographers to #TellYourPollutionStory. The report will shed light on new evidence that pollution, in all its forms—air, water and soil—is the leading cause of death in the world, taking almost 10 million lives annually.

SUBMIT YOUR SHOT

SORT BY: TRENDING | MOST DISCUSSED | MOST RECENT | EDITORS' FAVORITES

VIEW SLIDESHOW



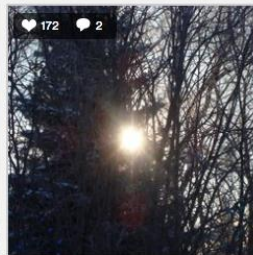
61 5



Toni Minchev

1 Sep

The beach we all love  
#climate\_change  
#protecttheselands #beach



172 2



Maui November

8 Mar 14

The Sun - Gods Bright Light  
#sun #sunrise #letsexplore  
#ngmadventure #day #city



18 1



Alberto Gallo

13 Aug

Pineapple for breakfast  
#vietnam #river #mekong  
#people



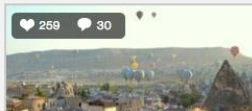
316 129



DOLORS BAS

4 Jun

Mongolia  
#protecttheselands #roads  
#rivers #travel #animals



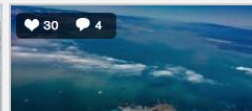
259 30



183 10



96 2



30 4

# Towards a pollution-free planet: Complementary campaigns

# 45

- In partnership with the Climate & Clean Air Coalition and the World Health Organisation
- Awareness and action on urban air quality, by 2030

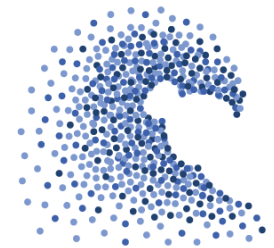
**BREATHE  
LIFE**  
Clean Air. Healthy Future.

[Sam.Barratt@unenvironment.org](mailto:Sam.Barratt@unenvironment.org)

# 32

- Since August: Brazil, Canada, Kiribati, Madagascar, Maldives, Spain
- Volvo Ocean Race

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**clean  
seas**  
turn the tide  
on plastic



# Lead in Paint

# Ozone

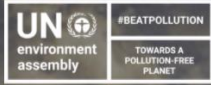
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Engaging the public, delegates,  
and stakeholders:  
The Assembly website



### #BeatPollution

**BEAT POLLUTION**

SIGN THE PLEDGE 

**1,060,821** commitments to #BeatPollution on web and social media.

### The Assembly

**Towards a Pollution-Free Planet**

Join us for the UN Environment Assembly, which will gather in Nairobi from 4 to 6 December 2017



LEARN MORE

### Make your commitment



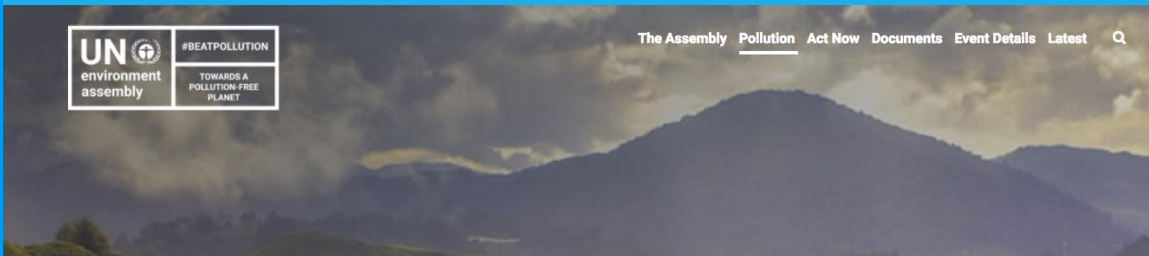
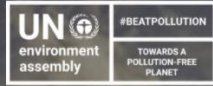
Governments



Businesses




Civil Society



### Pollution

Explore the different dimensions of pollution and learn how UN Environment is addressing them around the world. Then join us in [committing to #BeatPollution](#) for good, or [tell us your story](#).



**Air**




**Chemical**




**Freshwater**



**Land & Soil**



**Marine**



**Waste**

#### Did you know?

Unless we take action, our oceans will contain more plastic than fish by 2050.



## Committee of Permanent Representatives



WHO WE ARE ▾ MEETINGS ▾ DOCUMENTS ▾ CPR LOGIN



### COMMUNICATIONS FROM UN ENVIRONMENT ASSEMBLY PRESIDENT

This section presents all the communication from H.E. Edgar Guttirez-Espeleta, Minister of Environment and Energy of Costa Rica and President of the UN Environment Assembly

Letter of the President on the preliminary Draft Ministerial Outcome Document *uploaded on: Thursday, September 21, 2017*

Letter to the Committee of Permanent Representatives on the Ministerial Outcome Document: *uploaded on: Sunday, July 23, 2017*

Letter on the Modification date for the submission of inputs to the Ministerial Outcome Document: *uploaded on: Sunday, July 23, 2017*

Letter by the President of the Assembly to the Ministers of the Environment on the Ministerial Declaration *uploaded on: Wednesday, April 5, 2017*

Letter by the President of the Economic and Social Council (ECOSOC) inviting substantive inputs to the 2017 session of the HighLevel Political Forum on Sustainable Development. The United Nations Environment Assembly *uploaded on: Tuesday, May 2, 2017*

#### RELATED LINKS

[Document Library](#)

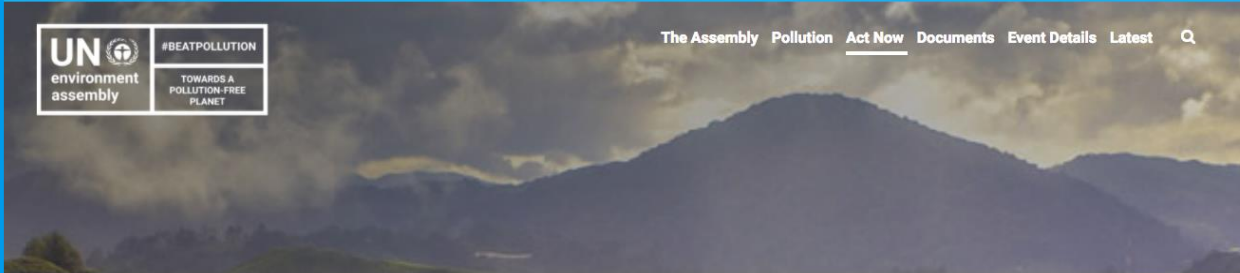
[UNEA-2 Resolutions and Documents](#)

[UNEA-1 Resolutions and Documents](#)

[Previous Governing Council](#)

[Rules of procedure](#)

[Communications from UNEA President](#)



Let's #BeatPollution together!

# BEAT POLLUTION

SIGN THE PLEDGE

Make your commitment



Governments



Businesses

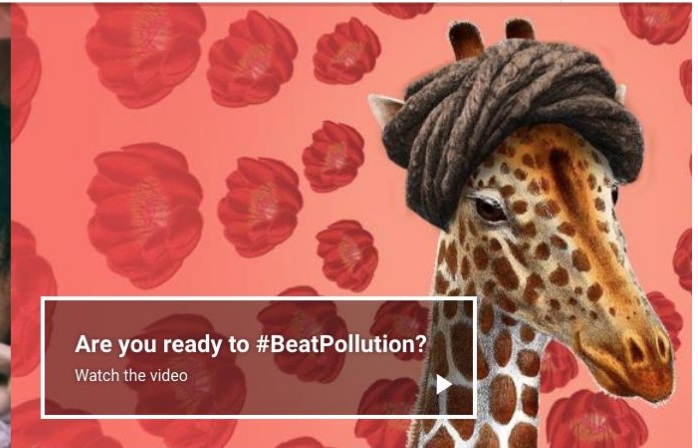


Civil Society



STORY

## Erik Solheim: My vision for a pollution-free planet



### Are you ready to #BeatPollution?

Watch the video



PRESS RELEASE

## Emissions Gap Report 2017: Governments, non-state actors must do more to reach Paris Agreement

Learn more



### Join us for the UN Environment Assembly

Learn more



Home / 探索话题



# 空气

我们致力于改善空气质量，保护环境和人类健康。

▶ 了解更多空气



挑战

每9个死亡的人中，就有1人死于空气污染。它俨然已成为我们这个时代面临的最严峻的环境健康挑战。



减少车辆污染物排放

工作



处理气候污染物



## News & Stories

الأخبار قصص



OCT 2017 31 | التفورات الصحية

الحكومات والجهات  
الفاعلة غير الحكومية في  
حاجة إلى اتخاذ  
إجراءات عاجلة لتحقيق  
أهداف اتفاق باريس



OCT 2017 30 | القصة

رؤيتي بشأن كوكب خال من التلوث



TUE 31 OCT 2017 | PRESS RELEASE | CLIMATE CHANGE

# Los gobiernos y los actores no estatales deben tomar medidas urgentes para cumplir los objetivos del Acuerdo de París

- El Acuerdo de París promete solo un tercio de lo que se necesita para evitar los peores impactos del cambio climático.
- La adopción de nuevas tecnologías en sectores clave podría reducir las emisiones en hasta 36 gigatoneladas anuales para 2030 -con una inversión menor a USD 100 por cada tonelada de carbono-, más que suficiente para saltar la brecha estimada actualmente.
- La Enmienda de Kigali al Protocolo de Montreal, la acción sobre los contaminantes climáticos de vida corta y aumentar la ambición de las promesas del G20 para el año 2020, también pueden ayudar a minimizar los impactos climáticos.

## Further Resources

[El Informe sobre la disparidad en las emisiones](#)

Home / Parcourir les sujets



# Changement climatique

Nous oeuvrons à minimiser l'ampleur et l'impact du changement climatique.

▶ EN SAVOIR PLUS SUR CHANGEMENT CLIMATIQUE

## NOS DÉFIS

Même avec les engagements reçus dans le cadre de l'Accord de Paris, les températures mondiales pourraient encore augmenter jusqu'à 3,4 ° C au cours de ce siècle, obligeant les citoyens à s'adapter à de nouveaux phénomènes météorologiques extrêmes.



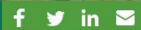
## THE WORK



Financement de l'action climatique



Centre et Réseau des technologies climatiques





A healthy planet  
**DEPENDS ON  
ALL OF US**



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## A healthy environment is the foundation of human life

It provides us with the goods and services that we need to survive and thrive.



Natural Beauty

# Preparing for the Assembly

# Media

- Three press conferences
- Coverage and engagement
- Pre-Assembly media trips
- Daily coverage and highlights
- Earth Negotiations Bulletin

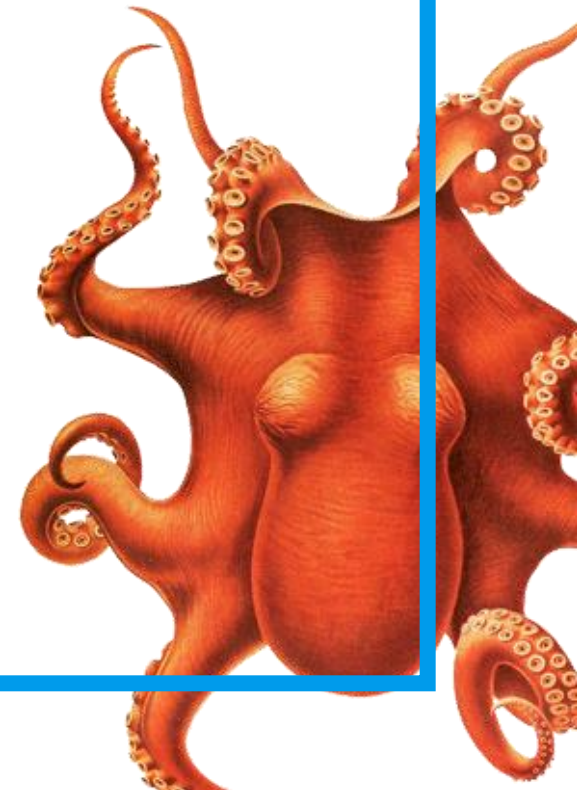
Roxanna.Samii@unenvironment.org



# Visibility and Activities

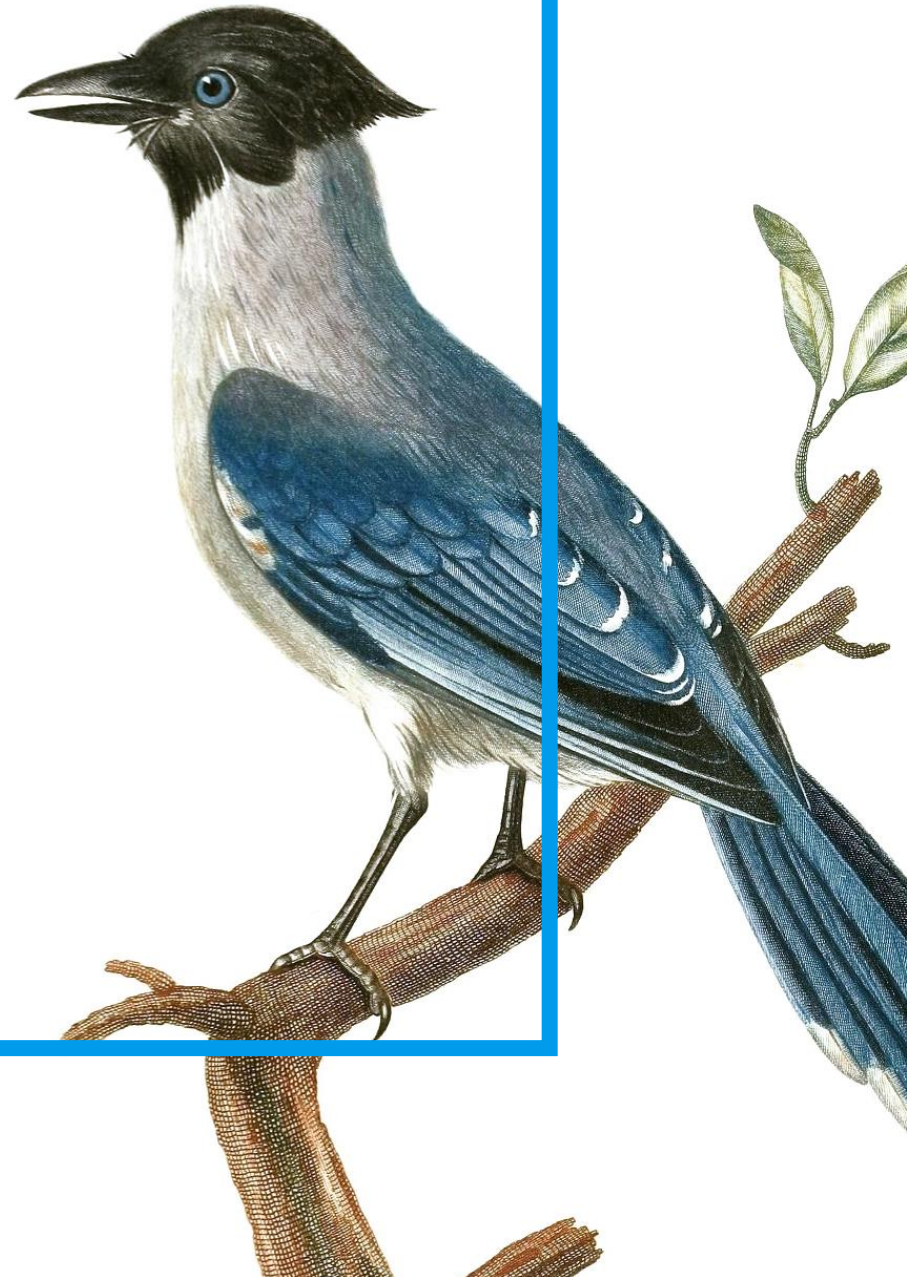
- Exhibits, and to date 26 exhibitors
- Campaign and social media engagement
- Gala and Champions of the Earth
- Nairobi visibility
- Weekend Bicycle ride

[Daniel.Cooney@unenvironment.org](mailto:Daniel.Cooney@unenvironment.org)



# Your engagement matters

- Voluntary commitments
- Pledge by Ministers
- Ministry communication
- Media in delegations





Thank you



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[www.unenvironment.org/environmentassembly](http://www.unenvironment.org/environmentassembly)