



CHINA
2019



MEDIA ADVISORY

Pushing to #BeatAirPollution on World Environment Day

5 June 2019

Where: Global

Date: 5 June 2019.

More information: <https://www.worldenvironmentday.global>

What:

Celebrated every year on June 5, World Environment Day is the United Nations' biggest annual event for positive environmental action to encourage worldwide awareness of the need to protect our planet.. Since the first World Environment Day in 1974, the event has grown to become a global platform for positive public outreach on the environment in over 100 countries.

This year, China will host World Environment Day, with events taking place in the eastern city of Hangzhou; in addition, there will be a large number of events and celebrations around the world.

Air Pollution

The theme of World Environment Day 2019 is #BeatAirPollution, calling on governments, industry, communities and individuals to take action to explore renewable energy and green technologies, and improve the air quality in cities and regions across the world.

This complex, existential challenge demands immediate attention and action. More than [6 billion people](#), one-third of them children, regularly breathe air that is so polluted it puts their health and well-being at risk. That's more than 90 per cent of the world's population. In many developing countries, people face the double burden of indoor and outdoor pollution.

Air pollution also goes to the heart of social justice and global inequality. According to the World Health Organization (WHO), [97 per cent of cities](#) in low- and middle-income countries with more than 100,000 inhabitants do not meet air quality guidelines. That percentage falls to 49 in high-income countries.

The good news is that air pollution is preventable. The solutions -- laws, standards, policies, programmes, investments and technologies -- are widely known and can be implemented. Clean air is a human right. It is everyone's right and everyone's responsibility. Each one of us has a role to play in ensuring that the air we breathe does not end up killing us.

Events to watch out for:

CHINA

As the host of World Environment Day 2019, China will hold multiple events across the country in the week leading up to 5 June, culminating in the official event in the eastern city of Hangzhou. For more information or to inquire about attending and covering events in China, contact wenjing.yan@un.org.

China's female river chiefs

Date/Time: 1 June, 8.30 a.m.

Location: Shanghai and Anji country

Event: On this tour of China's Anji country, UN Environment will highlight grassroots initiatives that can positively impact a region's environmental health, including a recycling education programme and a visit with Women's Federation of Anji and the River Chiefs have taken control of their county's environmental health, implementing eco-conscious practices and cleaning up the country.

World Environment Day Thematic Events

Date/Time: 4 June, 8.00 a.m. - 1:00 p.m.

Location: Hangzhou

Event: On the eve of World Environment Day 2019, UN Environment's Acting Executive Director Joyce Msuya will zero in on Air pollution, clean mobility and biodiversity. The day's events will include a visit to the National Wetland Museum, an Eco-Fashion Show, a city bike ride and a visit to the Xixi National Wetland Parks for a demonstration of traditional eco-farming activities.

Official World Environment Day Celebration

Date/Time: 5 June, 9:00 a.m. - 10.30 a.m.

Location: Hangzhou

Event: Official celebration events of World Environment Day 2019 will take place in Hangzhou, China. The events, organized by host country China, will feature senior government officials as well as Acting Executive Director of UN Environment, Joyce Msuya.

For more information and access to events in China, contact: Wenjing.Yan@un.org

THAILAND

World Environment Day in Thailand press conference

Date/Time: 30 May, 1:00 p.m.

Location: Ministry of Natural Resource and Environment building, Bangkok.

Event: Press conference by Ministry officials and representatives of UN Environment on the subjects of air pollution and World Environment Day in Thailand.

World Environment Day celebrations

Date/Time: 5-7 June, 11:00 a.m. -8:00 p.m.

Location: Central World, Eden Zone, 1st floor, Bangkok

Event: Musical performances, activities and panel discussions on air pollution. Speeches by VIPs, including the Governor of Bangkok, on 5 and 6 June at 14:00.

For more details and access to events in Thailand, contact adam.hodge@un.org

UNITED STATES OF AMERICA

Media discussion: Air Pollution and Urban Health

Date/Time: 5 June, 5:00 p.m. – 7:30 p.m.

Location: New York Times Building, New York

Event: The panel and audience will be invited to consider linkages between air pollution, environment, health and climate change – and to offer practical and actionable solutions to advance New York City’s strategy for a cleaner, healthier future. Presenters include the Chief Medical Officer, the American Lung Association; the Chief Climate Policy Advisor for the City of New York and the Chair of the World Green Building Council.

Love Letters to the Air

Date/Time: 5 June, time TBC

Location: The School for Environmental Studies and Community Wellness, Brooklyn, New York

Event: “Love Letters to the Air” will engage 100 grade three students to creatively express their desire to breathe clean air and to address climate action. It will let young people know that their voices are being heard by World Leaders at the Secretary-General’s Climate Summit and builds on the movement by school children around the world who are striking for the climate. The curriculum will then be rolled out to other grades and schools.

For more information and access to events in New York, contact: laura.fuller@un.org or satwant.kaur@un.org

MEXICO

National World Environment Day celebrations in Mexico

Date/Time: 5 June 9:00 a.m.

Location: Ex Hacienda San Gabriel de la Barrera, Guanajuato

Events: A press conference on the Deployment of the Commission for the Improvement of Air Quality of the State of Guanajuato, and announcements regarding the BreatheLife campaign. A documentary drawn from the International Environmental Film Festival, FICMA, will be shown at the Former Legislative Palace of Guanajuato (4:00 p.m.) and an open bike ride will take place in the nearby city of Leon (9:00 p.m.)

For more details on events in Mexico, contact: abi.marquez@un.org

BRAZIL

Bike Rides for Clean Air in Brazil

Date/Time: 1-9 June

Location: Brazil.

Event: Citizens and grass-root movements convene bike rides for clean air and clean environment all over Brazil. The activity, called #PedalAmbiental, is organized by UN Environment office in Brazil and the Union of cyclists from Brazil.

For more details, on events in Brazil, contact: florapereira.dasilva@un.org

BAHRAIN

Cycling for cleaner air

Date/Time: June 3, 9:.00 p.m.

Location: Bahrain

Event: A cycling event in partnership with the Embassy of India in Bahrain. The event will mobilize cyclists in Bahrain and UN Environment and Embassy staff to ride their bicycles to advocate for improved air quality.

World Environment day regional celebration, Bahrain

Date/Time: June 5, 8:00 p.m.

Location: Bab Al Bahrain

Event: A joint event with the Supreme Council for the Environment and the Cultural Authority in Bahrain targeting families and children, including arts and crafts, informational activities and an air pollution Mask Challenge”.

BAHRAIN/ UNITED ARAB EMIRATES/ OMAN

World Environment Day Flash Mob

Date/Time: 5 June, 8:00 p.m.

Location: Bahrain (2 locations Seef mall and Bab Al Bahrain, time TBC), UAE (Al Futaim Mall, time TBC) and Oman (TBD)

Events: Four youth-led flash mob activities in the region.

For more information and access to events in Bahrain and other West Asian states, contact: nora.isayan@un.org

KAZAHSTAN

World Environment Day Run

Date/Time: 1 June

Location: Central Park, Almaty

Events: A 500 metre run for children aged 5-9 years and a 3km run for children aged 10-14 years. Race participants will be provided with t-shirts with the UN Environment logo and will be asked to make and share air quality commitments on social media. Prior to the race, a contest was held for children to design paintings portraying air pollution.

For more information and access to events, contact: olzhas.atymtayev@un.org

BRUSSELS

Festival de l'Environnement 2019

Date/Time: 31 May to 2 June

Location: Tour & Taxis (31 May - 1 June) Parc du Cinquantenaire (2 June)

Events: Under the overall theme of *Sustainable Generations*, Brussels will celebrate World Environment Day with three days of festivities and animations around topics including climate, good food, nature in the city and zero waste.

Fête du vélo

Date: 2 June

Location: Parc du Cinquantenaire.

Event: On the eve of World Bicycle Day, the event will include activities and animations organised by various bicycle associations, conferences and testimonies from sustainable travellers, for all ages. This event is also part of the Grand Depart of the Tour de France 2019 - which will be departing from Brussels in July. See more on the [Fête du vélo](#) website.

For more information and access to events in Brussels, contact: alexa.froger@un.org

GENEVA

Ecotrail run

Date: 1 June

Location: Across Geneva, finishing at Genève Plage

Event: Around 1,000 runners are expected to take part in Geneva's second environmentally-friendly [Ecotrail](#) in the run-up to World Environment Day. Runners are required to bring their own cup rather than use single-use plastic ones, for example.

High-level dialogue 'Beat Air Pollution: the need for a multilevel response',

Date: 3 June, 12:00 p.m. - 1:30 p.m.

Location: International Environment House

Event: At the [high-level dialogue](#) titled 'Beat Air Pollution: the need for a multilevel response', key stakeholders from the region will share solutions that can be scaled-up and help achieve the Sustainable Development Goals.

Media visit to the transboundary air quality monitoring station

Date/time: 4 June, 08:15-09:00

Location: Rue Necker 15

Event: Press conference and visit to a transboundary air quality monitoring station in the Canton of Geneva. There will be a briefing on the World Environment Day theme and the need for a multilateral response, as well as an opportunity to interview the UN Environment Europe Director, Bruno Pozzi.

For more information and access to events in Geneva, contact: diana.rizzolio@un.org or laguna@un.org

MOSCOW

Visit to Chelyabinsk Metallurgical Plant

Date: 30-31 May

Location: World Trade Centre, Chelyabinsk

Event: Roundtable on “Air Pollution in Chelyabinsk: state of affairs, concrete steps on monitoring air quality, strengthening interaction of all stakeholders”. The event will include a visit to the Chelyabinsk Metallurgical Plant.

For more information and access to events in Moscow, contact: ekaterina.tegina@un.org

SARAJEVO

Air pollution media Workshop

Date/ Time: 31 May, 8:30 a.m. - 5:45 p.m.

Location: Across Sarajevo

Event: A media workshop where a new UN Environment report on air quality in the Balkans will be presented and a mobile phone app for avoiding air pollution will be launched. Journalists will visit a school, a clinic for pulmonary diseases and an air quality monitoring station. Schools are frequently closed for a few days in the city each winter due to poor air quality.

World environment Day celebrations

Date/ Time: 1 June, 11:30 a.m. - 1:00 p.m.

Location: National Museum of Bosnia and Herzegovina

Event: A media meet-up will take place with local and international partners, including federal and Cantonal ministers, air quality experts, ambassadors and meteorologists. The World Environment Day song ‘We are walking on’ will be performed live by an international group of artists.

For more information and access to events in Sarajevo, contact: laguna@un.org or mark.grassi@un.org

VIENNA

Report launch: Regional Assessment on Air Pollution and Human Health; Case of Western Balkans

Date/ Time: 7 June, 12:30-14:00

Location: Vienna International Centre

The “*Regional Assessment on Air Pollution and Human Health; Case of Western Balkans*” report will be presented. A live performance of the World Environment Day song ‘We are walking on’ will take place by an international group of artists. Presentations will also be made on youth engagement towards the Sustainable Development Goals, among other topics.

For more information and access to events, contact: maria.naderhirn@un.org or sonja.gebert@un.org

KENYA

Conscious Showcase - Air pollution reduction through green fashion”

Date/ Time: 4 June, 3:00-5:30PM

Location: UN Recreation Center, Gigiri

The event will showcase striking and compelling pieces from different conscious fashion designers that speak to reduction of air pollution through environmental conservation as well as innovative and green processes. It is meant to build up the conversation around lessening the pollution coming out of the fashion industry. It will voice what some players in the fashion industry are personally doing in this regard, while beckoning their colleagues to join in.

For more information and access, contact: rukikaire@un.org or nijman@un.org

Digital campaign: #BeatAirPollution

From 24 May through #WorldEnvironmentDay on June 5, UN Environment is calling on everyone to [join the Mask Challenge](#) on social media. Face masks are a great symbol to show leaders we want to breathe clean air. Alongside celebrities like [Dia Mirza](#), influencers and creators, the World Environment Day campaign invites everyone to:

1. Make a pledge and challenge others to take action
 - Take a photo or video of yourself wearing a mask to post on social media. Don't have a mask? Get creative and make your own!
 - In your post share the action you'll take to reduce air pollution
 - Tag 3 people/organizations/ companies to challenge them to do the same.
2. On World Environment Day, show how you have fulfilled your pledge!
 - Take another photo or video of yourself fulfilling your commitment and post it on social media.

Follow the campaign on #WorldEnvironmentDay, #BeatAirPollution, and @UNEnvironment.

For more information, interviews and details on accreditation, contact:

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