



**United Nations
Environment
Programme**

Distr.: General
25 February 2016
English only

**UNEP Global Mercury Partnership
Partnership Advisory Group
Seventh Meeting**
Dead Sea, Jordan, 8 March 2016

**Enhancing Communication and Outreach in the UNEP Global
Mercury Partnership**

Note by the Secretariat

The 2014 evaluation survey undertaken among Partners of the UNEP Global Mercury Partnership revealed a need to strengthen the communication for the Partnership, both internal communication (between and among Partners) and external communication (Partners to stakeholders such as governments, private sector and civil society).

The survey suggested that the insufficient internal and external communication could be attributed to inadequate secretariat capacities such as lack of a dedicated staff to act as the focal person for communication, lack of capacities of Partners themselves, and/or lack of modalities that allow for timely and effective communication and information sharing.

Among communication areas that were identified in the survey as requiring improvement are, in particular Partner-Partner communication, the UNEP Global Mercury Partnership website, development and distribution of information and awareness raising materials, and dissemination of technical and guidance documents related to the different Partnership areas.

At previous PAG meetings, communication strategies were presented by the secretariat where the activities to enhance Partnership communication were outlined. This document summarizes progress made on Partnership communications and outreach, provides recommendations, and also presents an updated communications strategy (Annex A).

PAG7 may wish to have a discussion to evaluate progress on communication and make suggestions for further improvement. Participants may also wish to consider the recommendations made by the Secretariat, which reflect priorities from the communication strategy.

Summary of Communications and Outreach Efforts

Taking feedback from the 2014 survey, PAG5, and discussions with partnership area leads and stakeholders, the Secretariat undertook activities to increase the effectiveness of internal and external communication and outreach for the Partnership. While we believe good progress was made, factors limiting success included lack of availability of funding as well as internal UNEP rules and procedures. The Partnership events at the INC7 regional consultations (see PAG7/4) also underline the need for improved communication and outreach, as many participants were either unaware or only partly aware of the Partnership.

UNEP Global Mercury Partnership Website

The Secretariat decided to focus its communications efforts on the Partnership website. This decision was made because of feedback from PAG6, and because the website is the most important way that external stakeholders learn about the Partnership and receive information. From February 2015 – February 2016, about 11,000 visitors viewed the Partnership website, many more than attended workshops or received paper publications at events. The website is the single most important communication asset of the Partnership, serving both the interested public as well as the partners themselves.

The Secretariat secured funding for and hired a consultant to assist with a website refresh. The objective was to improve ease of navigation and access to information, as well as to make new materials available on the site. The overall look and feel and site architecture are determined by UNEP Headquarters, making them more difficult to change and beyond the scope of this refresh. Fortunately, some of the server issues that made site access difficult in earlier years appear to have been resolved.

The new website organization features the following subpages for each partnership area:

- Issue – information on the area, leads, priorities, and news
- Partners – list of Partners for the partnership area
- Activities and Projects – Projects being undertaken by or in collaboration with UNEP
- Key Resources – 5-10 key information documents curated by UNEP and Partnership area leads
- Reports and Publications – Relevant publication from UNEP, Partners, and others
- Meetings – Information and documents on meetings for the Partnership area
- Videos – Currently only for the ASGM page
- Useful Links – list of useful outside websites curated by UNEP and Partnership area leads
- Links to Business Plan and Partnership Area Summary

The website refresh also produced updated pages on the UNEP Global Mercury Assessment and the Inventory Toolkit.

The consultant also researched website analytics, and the main findings are reproduced in Annex B of this document. The results illustrate that traffic to the site increased following initial work on the refresh in late 2015. From 11 January – 11 February 2016, almost half of the page views for the Partnership website were for the ASGM subpages. Another quarter were for the Partnership Advisory Group subpage, which is not surprising given preparations for PAG7. The largest number of visitors during this period came from the United States, followed by India and Switzerland.

The website refresh was completed in February 2016. There is still much work to be done, but as of now the UNEP Chemicals & Waste Branch has not made its decision as to the further way forward with the web development while uncertainty remains on the framework of the UNEP website.

Development of Visual Materials

Infographics, maps, charts, and visual summaries can complement other types of communication products, broadening the audience and helping convey key messages. The Secretariat has been working to produce such materials, making use of in-house expertise and free software whenever possible, and making them available on the Partnership website. Some examples of visual materials produced include:

- [Dynamic presentation of the UNEP Global Mercury Partnership using Prezi](#)
- [Map of mercury-cell chlor-alkali inventory results](#)
- [Map of ASGM Partnership area projects](#)
- [ASGM infographic](#)
- [ASGM NAP Guidance Quick Start Guide](#)
- [Unofficial map of Minamata Convention status and approved GEF enabling activities](#)
- [E-book version of Mercury: Acting Now!](#)
- [Interactive visualization of 2013 Global Mercury Assessment data](#)
- [E-book version of the Practical Sourcebook on Mercury Waste Storage and Disposal](#)

Partnership Visual Identity

At PAG6, it was recognized that the Partnership could benefit greatly from a visual identity, including a logo that could be used by Partners, in accordance with appropriate rules. The Secretariat believes that the development of a visual identity could include a logo, specific icons for Partnership areas, color palettes, publication templates, and other branding materials, and could be accomplished by a professional design or marketing firm or consultant. Unfortunately, the Secretariat was not able to secure funding and conclude a contract for these services before PAG7. If the PAG still shares agreement on the importance of a Partnership visual identity, the Secretariat can endeavour to arrange for its development after PAG7.

Partnership Area Leads Meeting

Despite the increasing availability of electronic means of communication, face-to-face meetings are still an important way to get things done. The Secretariat took advantage of the presence of many Partnership area leads at the International Conference on Mercury as a Global Pollutant in Jeju, the Republic of Korea, in June 2015 to hold an informal area leads meeting. This meeting was very productive and included discussion of important topics such as the structure and future of the Partnership areas. A report of the area leads meeting can be found in document PAG.7/INF.

Regional Consultations

The Secretariat, with close collaboration with the Interim Secretariat of the Minamata Convention, organized a series of events on the margins of the INC7 regional consultations. The objective of these events was to share information on the Partnership to regional consultation participants (who are mostly representatives of national governments) and to solicit feedback on priorities and needs for ratifying and implementing the Minamata Convention. A survey was also administered to allow participants to better express their particular interests and needs vis-à-vis the Partnership. A report on the regional consultation events and survey results can be found in document PAG7/4.

Outreach at BRS COPs and ICCM4

In 2015, both the BRS COPs and ICCM4 were held in Geneva. Taking advantage of its location in Geneva, the Secretariat engaged in outreach at both meetings, setting up a Partnership booth to distribute communication materials, and meeting with stakeholders and partners throughout the meetings on the margins. The Secretariat also hosted side events on specific technical projects, including the Africa dental amalgam project and the Practical Sourcebook on Mercury Waste. These outreach efforts proved to be cost-effective ways to raise awareness about the Partnership to a large audience with the chemicals and waste community.

Recommendations

PAG7 may wish to consider the following recommendations on communication and outreach from the Secretariat. These recommendations are mainly drawn from the communication strategy and attempt to balance priorities with availability of resources:

- Development and improvement of the website should continue. To this end, the Secretariat should retain the services of a web developer to ensure that the site is maintained in a professional and user-friendly manner and that ease of navigation and availability of information is enhanced. The Secretariat should continue to work closely with the Partnership area leads on website improvements
- Improvements should be made to the website to present the information on partners (e.g. name, website, partnership areas) in a more logical and effective manner.
- The Secretariat, Partnership area leads, and Partners should continue to develop different types of communication materials targeted to external audiences, especially visual materials like maps, charts, and infographics. These materials should be disseminated widely including on the Partnership website.
- The Secretariat should consider a Twitter account as one means of outreach.
- The Secretariat should share relevant information with Partnership area leads on a timely basis. Partnership area leads should in turn provide frequent updates to Partners using the Partnership area email lists.
- Partnership area leads should continue to hold periodic meetings of the Partners. In the absence of capacity for in-person meetings, teleconferences can be help. The Secretariat can also assist with webinar services.
- As well as the communication from the Secretariat and the area leads, communications from and between partners should also be enhanced. In particular, information on the activities undertaken by partners should be collected and shared through the Partnership website.
- The Secretariat, in coordination with the Partnership area leads, should move forward on the development of a Partnership visual identity.

Annex A

UNEP Global Mercury Partnership Communication and Outreach Strategy (updated February 2016)

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

1. The Governing Council at its 27th session in 2013 affirmed the role of the UNEP 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. UNEP 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. 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 149 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 UNEP’s “UNEP Global Mercury Partnership and Mercury Programme project “ and is a tool aimed at facilitating the attainment of the goal of the UNEP 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 UNEP 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 UNEP 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 UNEP 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, UNEP will seek to identify a dedicated staff member from the **UNEP 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. UNEP 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 UNEP 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 UNEP 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 UNEP 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, UNEP 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:
 - UNEP's 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. UNEP 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, UNEP 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 UNEP 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
 - 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

UNEP(DTIE)/Hg/PAG.7/6

- Whole ore amalgamation is a worst practice that should be stopped
- 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
 - 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 “UNEP Global Mercury Partnership project” and into partnership area activity budgets. Fundraising will also be

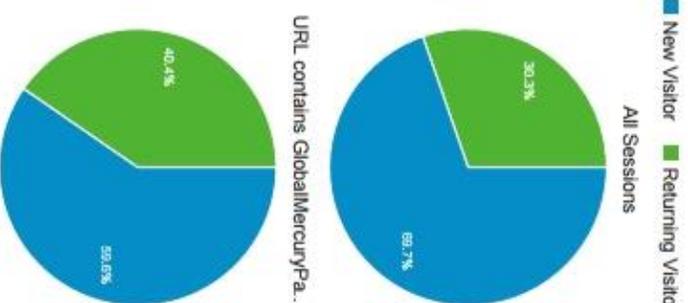
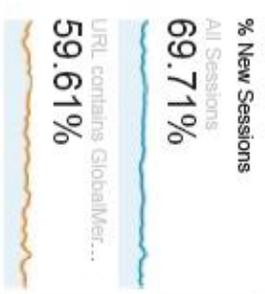
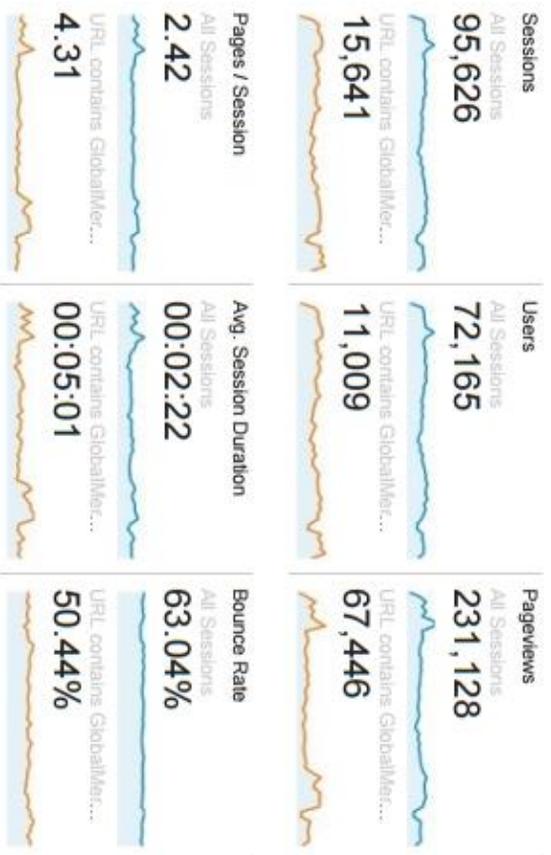
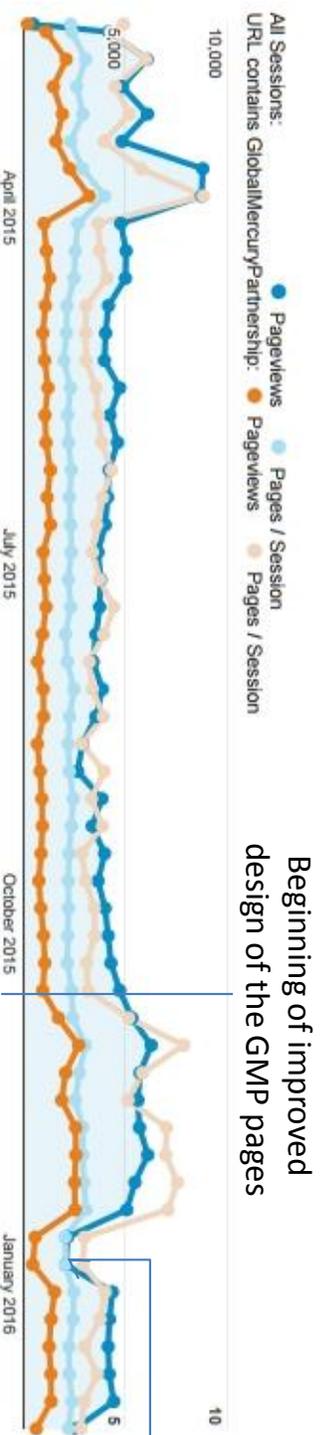
required for specific communication activities that are deemed important for partners. A regular and sufficient allocation must be considered to ensure that the communication is sustained and results are built upon in order to achieve the level of profile and message dissemination that have been set 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; 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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Annex B

Overview of GMP pages versus Chemicals & Waste pages - 1 year (11 Feb 2015 – 11 Feb 2016)

Users=visitors Session = visit (30 minutes)



The percentage of returning visitors is higher for the GMP pages than for the overall C&W site

Visitors of the GMP pages spend an average of 5 minutes on the GMP pages (2.22 minutes on the overall site)

In November and December, the curbs show clearly that the increased traffic on the overall C&W site is due to increased traffic on the GMP pages

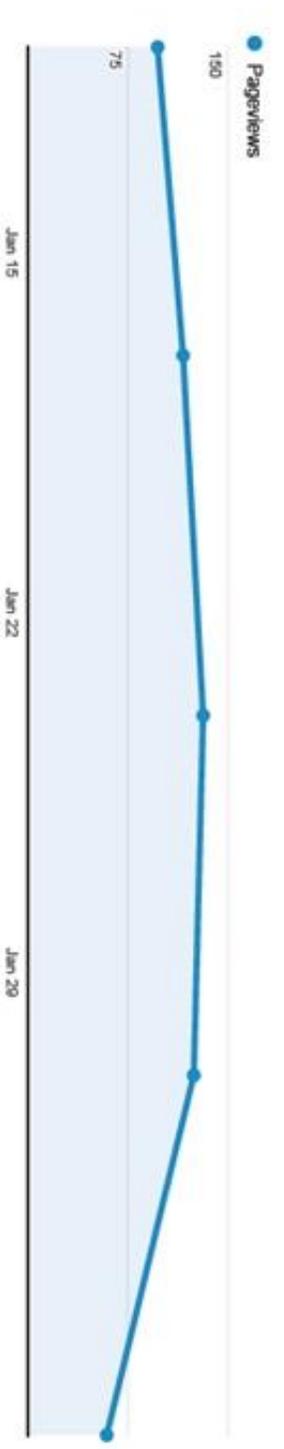
11.009 visitors in the last year

GMP visitors on average read through twice as many pages on their visits (4.31) than visitors of the overall C&W site (2.42), they are more engaged with the content and spend longer time on the pages

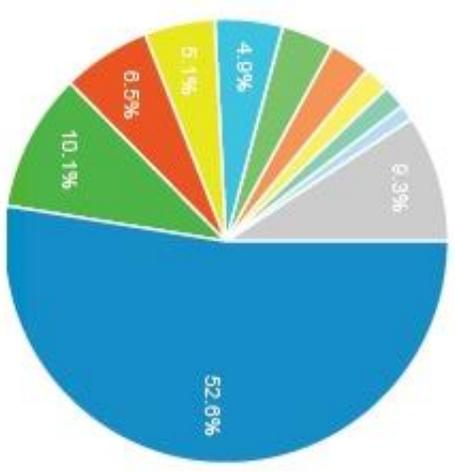
16% of all the C&W site visits concern the Global Mercury Partnership

Repartition of Pageviews within the GMP pages - 1 month (11 Jan – 11 Feb 2016)

[url=<http://www.unep.org/chemicalsandwaste/Mercury/GlobalMercuryPartnership/page>]
[Top 10 most view pages](#)



Page path level 4	Pageviews	% of Total: 2.77% (19,015)	Pageviews	% of Total: 2.77% (19,015)
1. /ArtisanalandSmall- ScaleGoldMining/tabid/3526/Default.aspx	277	52.56%	527	52.56%
2. /PartnershipAdvisoryGroup/PAG7/tabid/1060776/Default.aspx	53	10.06%	10.06%	10.06%
3. /WasteManagement/tabid/3535/Default.aspx	34	6.45%	6.45%	6.45%
4. /Chlor- alkaliSector/tabid/3560/Default.aspx	27	5.12%	5.12%	5.12%
5. /Coalcombustion/tabid/3530/Default.aspx	26	4.93%	4.93%	4.93%
6. /ArtisanalandSmall- ScaleGoldMining/Reports/tabid/4489/Default.aspx	20	3.80%	3.80%	3.80%
7. /PartnershipAdvisoryGroup/tabid/4536/Default.aspx	16	3.04%	3.04%	3.04%
8. /AirTransportandFateResearch/tabid/3532/Default.aspx	10	1.90%	1.90%	1.90%
9. /SupplyandStorage/Activities/LACMercuryStorageProject/StorageandDisposal/Caribbean/tabid/1060330/Default.aspx	9	1.71%	1.71%	1.71%
10. /Coalcombustion/Reports/tabid/4492/Default.aspx	6	1.14%	1.14%	1.14%



Over half of the total number of pageviews concern ASGM ASGM home page = 52,6% ASGM Reports = 3,8%

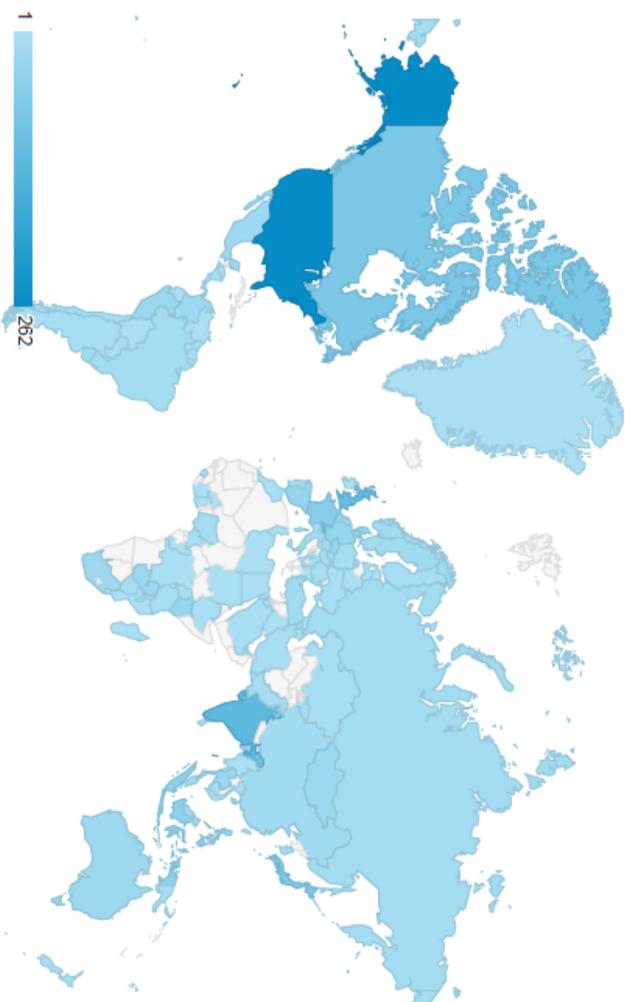
Almost one quarter of the total number of pageviews concern the Partnership Advisory Group PAG7 = 10,1% PAG home page = 3,04%

1.170 visitors in the last month

Geographic origin of visitors of the GMP pages - 1 month (11 Jan 2016 – 11 Feb 2016)

[url=<http://www.unep.org/chemicalsandwaste/Mercury/GlobalMercuryPartnership/page>]

Top 10 countries



Country	Sessions	% of Total: 100.00% (1,767)	Sessions	% of Total: 100.00% (1,767)
1. United States	262	14.83%	1,767	100.00%
2. India	123	6.96%	1,767	100.00%
3. Switzerland	117	6.62%	1,767	100.00%
4. United Kingdom	109	6.17%	1,767	100.00%
5. Canada	76	4.30%	1,767	100.00%
6. Japan	74	4.19%	1,767	100.00%
7. France	55	3.11%	1,767	100.00%
8. Indonesia	47	2.66%	1,767	100.00%
9. Philippines	37	2.09%	1,767	100.00%
10. Spain	36	2.04%	1,767	100.00%