

Comments by Brazil on the Communication Strategy for UNEA-3
(Nairobi, March 2017)

Brazil has the honor to refer to paragraph 58 of the Chair's summary of the 4th annual subcommittee of the CPR of UNEP, which states that "(the ED should) continue to explore the idea of communicating the Assembly as a "pollution summit". Our delegation believes that the chosen words "Pollution Summit" transmit the wrong idea by stressing the problem – pollution – instead of the solution. One might have the impression that UNEP is holding a summit to praise pollution and not to combat it. There are more positive concepts that would be more adequate to a successful communication strategy such as "Clean Planet" or even "Antipollution".