

Towards a Pollution-Free Planet: campaign roadmap

Last updated: 30/05/2017

June				July				August				September				October				November				December																				
W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1																				
The Pollution-Free Planet Campaign																																												
<p>Launch of the UN Environment Assembly online platform</p> <p>1. First expected announcements of country commitments on Marine Pollution 2. Media trip to Afghanistan 3. Social Media: Driving traffic to ocean action points on site</p>				<p>Begin of digital campaign. This will continue until the UN Environment Assembly</p>				<p>Media field trips boosting prominence of the pollution agenda, particularly relating to marine and coastal pollution (high level political forum) TBC</p>				<p>Social media push focused on protecting land, driving users to take #BeatPollution action coinciding with High-Level Political Forum</p>				<p>Media coverage of Minamata ratification</p> <p>Focus on driving freshwater-related actions during World Water Week</p>				<p>Media coverage of the launch of the Secretariat report on Pollution Free Planet to the UN Environment Assembly</p>				<p>1. Pledge challenges 2. 100 week Anniversary of the Versova Beach Clean-up</p> <p>1. Interviews and briefings (GEO and UN Experts) 2. Highlight countries' voluntary commitments to tackle pollution: Publicize countries' pledges (several channels on site + social)</p>				<p>Social media sprint on toxic chemicals action points, aligned with first Minamata Convention Conference of the Parties</p>				<p>Pairing of messaging to accompany Breathe Life social media campaign calling for videos on air quality problems and solutions</p>				<p>Coordinated actions with WHO for Lead in Paint awareness week: big push on waste and land pollution</p>				<p>Ewaste and recycling mini-campaign to drive minimize waste action conversions on Environment Assembly site</p>				<p>Media coverage the Clean Planet Charter and other media events</p> <p>Mini-campaign educating audiences about the Environment Assembly and expected outcomes</p>
Supporting campaigns																																												
<p>#Clean Seas A social media push and traditional media support to ensure visibility for #CleanSeas and the anti-pollution campaign at the G20 Marine Litter Conference</p>				<p>#Clean Seas Media and social media efforts to ensure visibility for #CleanSeas and the topic of marine pollution at the World Oceans Conference</p>				<p>#Clean Seas G20 Meeting (Germany) - Brazil may join</p>				<p>#Clean Seas Africa Marine Waste Conference (South Africa may join)</p>				<p>#BreatheLife Paris could join the campaign (event)</p>				<p>Working with UNCCD to include land and soil pollution in communications during the 13th session of the UN Convention to Combat Desertification Conference of the Parties</p>				<p>#BreatheLife Highlighting the pollution dimension of protecting the ozone layer on the International Day for the Preservation of the Ozone Layer; 30th Anniversary of the Montreal Protocol</p>				<p>Leveraging the International Solid Waste Initiative Congress to push messaging on pollution in social and traditional media</p>				<p>#CleanSeas Malta Oceans Conference</p> <p>#CleanSeas Volvo Ocean Race</p>				<p>#BreatheLife Clean Air Awards (event in Bonn - 20 regions to nominate a city to join)</p>				<p>#BreatheLife 11th Conference of the Parties of the Convention for the Protection of the Ozone Layer (Vienna Convention) 29th Meeting of the Parties to the Montreal Protocol</p>				
<p>#BreatheLife TBC Washington DC and Medellin to join by June 5 - WED // Event in Mexico and Colombia for WED</p>				<p>#Clean Seas Social media push and media support to increase visibility of pollution messaging during the G7 Environmental Ministers Conference</p>				<p>#BreatheLife London to join (TBC)</p>				<p>#BreatheLife Ecocity World Summit</p>				<p>#BreatheLife Mongolia will support the campaign (TBC)</p>																												
Schedule of preparation meetings for UN Environment Assembly (Source: SGB website)																																												
				<p>Political and Stakeholder meeting</p>								<p>Advance release /launch of Report on Pollution by ED / UNEA President presents draft ministerial Declaration Consultations ED with Regional and Political</p>				<p>CPR sub-committee meeting</p>				<p>Consultations ED with Regional and Political Groups</p>				<p>UNEA Bureau meeting</p>				<p>OECPR Global Major Groups and Stakeholder Forum / UN Environment Assembly</p>																
Events and other communication moments																																												
<p>Leveraging the WED campaign to tell stories on pollution: audiovisual media products on success stories from Canada and Costa Rica.</p>				<p>Oceans Conference / World Ocean Day</p> <p>Global Dialogue on Oceans, Costa Rica (8-9 June) Oceans Conference, New York, USA (5-9 June)</p>				<p>Traditional and social media support to the sixteenth session of the African Ministerial</p> <p>Sixth European Ministerial Conference on Environment and Health</p>				<p>Media launch of the Frontiers report on emerging issues, including a chapter on nano-pollution. Press conference, global press release complemented by a social media push</p> <p>Use the UN Environment booth and the UN Environment day at the Astana Expo to communicate on the pollution theme.</p>				<p>High Level Political Forum</p> <p>High level Political Forum on Sustainable Development NY USA (10-19 July)</p>				<p>Regional Multistakeholder Dialogue Gabon (19-20 August) High Level Dialogue "Options and solutions for a clean energy future"</p>				<p>Sixteenth session of the Asia-Pacific Ministerial Conference on the Environment – a major milestone on the road to the Asia Pacific Ministerial Conference, Bangkok</p>				<p>Working to ensure visibility of UN Environment's pollution messaging in media and social media during the 72nd session of the General Assembly.</p>				<p>A coherent communications plan to be delivered for the 1st Conference of the Parties to the Minamata Convention on Mercury, positioning it as a milestone on the way towards a pollution-free planet</p> <p>Council of Arab Ministers for the Environment, Egypt</p>				<p>Waste Water Conference Nairobi</p> <p>COP 23 Convention on Climate Change</p>								

- Preparation meetings
- Land and soil pollution events and Lead Paint campaign
- #BreatheLife campaign
- #CleanSeas campaign
- Other events