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Communication and Outreach

Note by the Secretariat

UN Environment Chemicals and Health Branch, as Secretariat of the Global Mercury Partnership, has endeavoured to enhance the impact of the Partnership by facilitating communication between Partnership areas and with the broader stakeholder community. The Secretariat has made efforts to improve communication and outreach by migrating and enhancing the functionality of the Partnership website. The Secretariat has prepared the annexed report on progress made on Partnership communications and outreach.

The Partnership Advisory Group may wish to discuss progress made on communication and outreach, and make recommendations for further improvement.

Summary of Communications and Outreach Efforts

Taking feedback from previous PAG meetings, and discussions with Partnership area leads, partners and other stakeholders, the Secretariat undertook activities to increase the effectiveness of internal and external communication and outreach for the Partnership. Good progress has been made, such as a new website with additional functionality, but there is room for improvement. Continued emphasis on communications efforts for the Partnership is warranted, as one of the Partnership's greatest strengths is its ability to facilitate networking and information sharing. Effective communications are essential to both of these.

This paper first describes communication activities for external audiences, and communication activities within the Partnership. It then provides recommendations for improving communications. An updated version of the 2014 Communications plan, as well as analytics for the Partnership web site, are annexed to this paper.

Communication with External Audiences

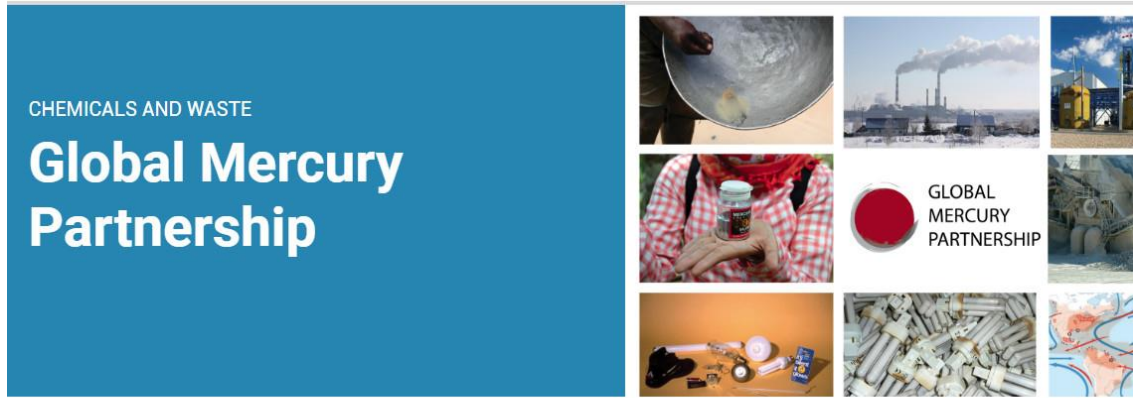
Global Mercury Partnership Website

The website of the Global Mercury Partnership is a key medium for external stakeholders to learn about the Partnership and receive information. In fact, the website is the single most important communication asset of the Partnership, serving both the interested public as well as the partners themselves. As such, the Secretariat continues to focus its communication efforts on the website.

In late 2016, UN Environment mandated migration of all its web pages to a new content management server (Drupal). The Secretariat took this as an opportunity to extend the work done in the 2015 web site refresh, and improve the site's organization, content, functionality, as well as its look and feel.

In 2018, the Secretariat performed another migration of the Partnership web site, as per requirements from the UN Environment Communications Division. The migration was necessary to allow the full content of the Partnership site to remain available and to allow for more flexibility in presenting information. The new URL of the site is <http://web.unep.org/globalmercurypartnership/>

Users will notice that site navigation has changed. The pages for individual Partnership areas are now available through the "Our Work" tab on the top navigation menu.



Overview **Our work** Resources Events Partners

The UN Environment Global Mercury Partnership consists of stakeholders from governments, industry, non-governmental organizations, and academia who are dedicated to reducing mercury pollution and protecting human health and the environment from the impacts of mercury. Initiated in 2005 by a decision of the UN Environment Governing Council, the Partnership plays an important role in catalyzing global action on mercury and offering information, capacity-building, and awareness-raising in support of implementation of the Minamata Convention.

The Partnership consists of eight areas. These areas represent sectors that use mercury or process raw materials that contain mercury, as well as key themes in

Partnership areas

- Reducing mercury in Artisanal and Small-scale Gold Mining
- Mercury control from coal combustion
- Mercury reduction in chlor-alkali
- Mercury reduction in products
- Mercury air transport and fate

A significant enhancement on the new site is the introduction of filterable page views for Partnership resources and events. The resources tab allows users to access publications, reports, and other documents from all Partnership areas. This provides an easier alternative than navigating to pages for each Partnership area and project.



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Global Mercury Partnership Resources

Title

Partnership Area

[Home](#)

WED, 11/01/2017 | AIR TRANSPORT AND FATE | REPORT

Fact Sheets on Science to Inform the Implementation of the Minamata Convention

As part of the 13th International Conference on Mercury as a Global Pollutant, teams of scientists prepared syntheses of the current state of...more

TUE, 08/28/2018 | ARTISANAL AND SMALL-SCALE GOLD MINING (ASGM) | REPORT

Global Trends in Artisanal and Small-Scale Mining (ASM): A review of key numbers and issues

Morgane Fritz, James McQuilken, Nina Collins, Fitsum Weldegiorgis

The Events tab displays information on all Partnership meetings, workshops and other events (including PAG meetings). Each event has a page that displays the date, location, description and meeting documents or reports if applicable. Events are searchable by title and filterable by Partnership area.

Because the site has recently been migrated, meaningful web analytics are not yet available. However, the Secretariat will compile site analytics to be able to measure the number of page views, what pages are most popular, how long users spend on the site, and other metrics to evaluate the effectiveness of the site as a communication tool.

An effective web page needs to be updated frequently in order to remain relevant and engage users. Partnership area leads are encouraged to contact the Secretariat when changes to the web site content are warranted or new reports or publications are available. Additional resources for the Secretariat would help ensure the web site is continuously updated and improved, reaches the largest audience, and delivers the greatest impact.

Partnership Visual Identity

At PAG8 a new Partnership visual identity was introduced. The identity was developed by Zoi Environment Network and generously offered to the Partnership at no cost.



In 2018 Partners began using the identity for publications, brochures, slides and other applications (see example [here](#)). However, many partners are still not taking advantage of the opportunity to use the Partnership brand in their materials. Partners are encouraged to use the visual identity provided they abide by the following simple guidelines:

- Only Partners of the Global Mercury Partnership may use the identity;
- The identity may only be used for products, documents, events, etc., that are consistent with the business plans of the Partnership areas, and with the overall objective of the Partnership;
- The identity should only be used in its intended colors or in black and white, and should not be modified in any way; and
- Partners should inform the leads of the relevant Partnership area when using the identity and are encouraged to consult with the area leads or the Secretariat should any questions arise about its use.

The Secretariat has made available a [PDF document](#) showing the visual identity in both colour and black and white, and detailing the colours and font used. An Adobe Illustrator file is available on request.

One of the reasons for developing a Partnership visual identity was to allow branding even when use of the UN Environment logo is not appropriate. The UN Environment logo should only be used for products, documents, events, etc. on which UN Environment is actively contributing to or participating in. Any Partner wishing to use the UN Environment logo should always contact the Secretariat prior to use for further guidance.

Participation in Conferences, Meetings, and Workshops

The Secretariat, as well as Partnership area leads and individual partners have used opportunities at conferences, meetings and workshops to inform stakeholders about the Partnership and promote its activities and products. At the regional meetings leading up to the second session of the Conference of the Parties to the Minamata Convention (COP2), the ASGM Partnership area is screening a relevant film for participants and the Products Partnership area is providing information on their Harmonized Commodity Description and Coding System (HS) codes initiative. Many Partnership areas and Partners are also planning outreach activities at COP2 itself. The Secretariat will organize a COP2 side event featuring the Partnership where partners will have the chance to highlight specific solutions to mercury pollution that they are developing. Such outreach activities have the potential to reach new audiences and are highly encouraged.

Communication with Partners and Among Partnership Areas

Partnership Membership List

There are currently 182 Partners in the Global Mercury Partnership. The Secretariat maintains a spreadsheet of Partner information, including contact person, email address and Partnership areas joined. The Secretariat shares the most current version of the list with Partnership area leads on a regular basis so that leads can use this information to maintain email contact with their Partners. It is also the practice of the Secretariat to inform Partnership areas leads when a new partner has joined. Although the membership spreadsheet is not shared publically or published on the web, information on current partners is available in a [filterable format on the web site](#).

Partnership Area Meetings

During the period since PAG8, Partnership areas have held several in-person meetings to facilitate communication and collaboration among partners. For example, the Coal Partnership area helped a meeting during the Mercury Emissions from Coal meeting, and the Waste Management Partnership area met during a UNIDO-sponsored expert group meeting on mercury waste. Such meetings have proven extremely valuable for strengthening Partnership areas.

It is not always possible to hold in-person meetings, and other Partnership areas organized teleconferences or used listserv or email to communicate with partners.

When Partnership areas do hold in-person meetings, please inform the Secretariat so that information about the meeting (e.g. documents, agenda, participants) can be posted on the Partnership web site.

Recommendations for Partnership Area Leads for Facilitating Communication

The following recommendations can help Partnership area leads facilitate communication among partners, among Partnership areas and with the Secretariat:

- Keep an up-to-date email list of partners (with help from the partners' spreadsheet maintained by the Secretariat) and use it to communicate regularly with the Partnership area.
- If Partner contact details change, please inform the Secretariat so that they can keep the Partner spreadsheet up-to-date.
- Consider creating a listserv for your Partnership area that partners can use to easily share information with the group. The Artisanal and Small-scale Gold Mining and Transport and Fate areas currently uses Google Groups in such a way.
- Organize periodic teleconferences with your Partnership area for general updates and information sharing, or to discuss a specific topic or question. The Secretariat is happy to participate in these calls.
- If possible, consider organizing an in-person meeting for the Partnership area. Although in-person meetings require additional resources, and many partners may not be able to afford to attend, face-to-face contact can still be very beneficial to building relationships and stimulating collaboration.

- Share updates, new publications, information about workshops with your Partnership area via email. If you are aware of relevant publications produced by your partners that you would like posted on the web site, please inform the Secretariat.
- Work with partners to make updates to the Partnership area business plan, and reflect these updates on the Partnership area summaries. Share with the Secretariat for publication on the web site.

Annex A

Global Mercury Partnership Communication and Outreach Strategy (Originally published in 2015, minor updates in August 2017)

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

1. The Governing Council at its 27th session in 2013 affirmed the role of the 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. The UN Environment 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, and 2017-2018. The project will contribute to the expected accomplishment of the chemicals and waste sub-programme where countries, including major groups and stakeholders, increasingly use the scientific and technical knowledge and tools needed to implement sound management of chemicals and waste and the related multi-lateral environmental agreements.

Currently, the Partnership has 166 partners drawn from Governments, intergovernmental organizations, 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 UN Environment’s “Global Mercury Partnership and Mercury Programme project” and is a tool aimed at facilitating the attainment of the goal of the 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 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 intergovernmental negotiating committee (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 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 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 Global Mercury Partnership defined as communication among Partners within and between Partnership areas;
 - ii) to foster effective external communication 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, non-governmental organizations, 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; and
- 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; and
- Partners - to advocate use of technical documents by stakeholders.

D. Enhancing internal communication

8. Within available resources, UN Environment will seek to identify a dedicated staff member from the **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 means amongst partners and stakeholders, recent information about the Partnership areas will be disseminated via the website. UN Environment 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 UN Environment 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 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 UN Environment 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, the 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:
 - The Partnership 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 and 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. UN Environment 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 show case its work.
19. Drawing on the positive feedback gained from “Mercury: Time to Act”, and “Mercury: Acting Now” brochures, UN Environment will continue to 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 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
 - 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 of the sector
- 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 and evaluation

22. Whenever possible, communication will be programmed into the “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 a 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. The impact can be assessed from direct feedback from the internal stakeholders and external audiences through surveys and the number of participants at various events.
