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**United Nations Environment Assembly of the
United Nations Environment Programme**

**144th meeting of the Committee of Permanent Representatives
to the United Nations Environment Programme**

Nairobi, 8 January 2019

10:00 a.m. to 1:00 p.m.; 2:30 p.m. to 5:00p.m.

Conference Room 1

**Agenda Item 6: Preparations for the fourth Open-Ended meeting of the Committee of
Permanent Representatives and the fourth session of the UN Environment Assembly**

**Briefing Note on communication strategy for the fourth session of the UN Environment
Assembly**

The United Nations Environment Assembly is the world's highest-level decision-making body on the environment. It addresses the critical environmental challenges facing the world today. Here, representatives from more than 190 countries convene to outline cooperation and action for the protection and preservation of our global environment. In recent years, this Assembly has become known as an accelerator for some of the world's most impactful environmental movements. Campaigns like #BeatPollution got their start here and the global push to turn the tide on single-use plastics owes its momentum to the multilateral cooperation forged at the Assembly.

UN Environment Programme will conduct a global campaign to raise awareness and mobilize action on the theme of the Fourth UN Environment Assembly

“Innovative solutions for environmental challenges and sustainable consumption and production”

Delegates will convene around a cross-cutting and ambitious agenda intended to focus global attention, motivate political action and inspire innovative solutions to meet the 2030 Sustainable Development Goals. For all the progress inspired by the Global Goals one barrier impedes them all: The choices we make in our everyday lives continue to fuel consumption and production habits that are increasingly extending beyond the limits of our planet.

Communication activities will support the messaging of the Assembly on the call on the world to innovate. The branding on the Assembly will invite to *think beyond* prevailing patterns and *live within* sustainable limits in order to tackle environmental challenges and assure a prosperous future.

Member States, through their Ministerial Declaration, will convene to develop partnerships towards

sustainable and innovative societies and build upon the theme of pollution with focusing on innovative solutions to key environmental challenges, building on outcomes from previous sessions of the Environment Assembly.¹

The following areas were set out for consideration by member States based on criteria of global relevance. Each can be addressed by innovative solutions and transition to sustainable consumption and production patterns.

- (a) Environmental challenges related to poverty and natural resources management, including sustainable food systems, food security and halting biodiversity loss;
- (b) Life-cycle approaches to resource efficiency, energy, chemicals and waste management;
- (c) Innovative sustainable business development at a time of rapid technological change.²

Strategy

Building on the successful models of past Assemblies, UN Environment Programme communication will help meet these challenges through a public-facing, open-source, thematic *campaign*, complemented by compelling *content* for all stakeholders, and a *container* to capture and amplify stakeholder commitments, best practices, and stories. In the countdown to the Assembly we'll focus on an informative and emotive approach to communicating the environmental cost of key consumption and production models, deliver persuasive calls to action and reinforce them through inspiring, solutions-based storytelling. In doing so, our goal is to do more than just raise awareness, we hope to catalyze momentum for action by:

- *Establishing a sense of agency.* Through targeted available data and calls to action we'll raise awareness on how to make responsible sustainable choices. Rather than reductive prescription, conscientization hopes to awaken and inform a spirit of critical self-examination, demanding stakeholders in diverse socioeconomic contexts to generate and apply their own solutions to their own paths towards sustainability.
We look forward to avail of "Shock and Awe" data which will allow us to hone in the message that sustainability is about treating the world as if we planned to stay forever!
Identify key stats and info on sustainability – with emphasis on imperative (problem)
- *Delivering a message of urgency.* To underscore that there is both a pressing need and an unprecedented opportunity to act, we'll highlight the best (and worst) of the world's production and consumption solutions and challenges. In doing so we'll illustrate the urgent stakes and the innovation required to embrace a sustainable lifestyle.
We encourage Member States and other partners to share their stories solutions on how they have innovatively solved sustainable and consumption challenges.
- *Building a mentality of coherency.* Complex goals need coherent, systemic action by every constituent participant: individuals, communities, institutions; citizen sector, public sector, private sector. We'll highlight the unity of purpose and joined-up action required to drive innovation, scale

¹ Draft Outline Document of the Ministerial Outcome Document of the 2019 UN Environment Assembly
<http://wedocs.unep.org/bitstream/handle/20.500.11822/26151/MOD%20Outline%20August%202018.pdf?sequence=1&isAllowed=y>

² Concept note on the theme of the fourth session of the United Nations Environment Assembly
https://papersmart.unon.org/resolution/uploads/2018-09-03_concept_note_-_theme_unea_4_rev2_after_informal_consultations_tracked.hon_rev_jlc_clean3.pdf

solutions, and advance the behavioral and social norms underpinning consumption and therefore production.

Messaging: The Real Cost

A basic objective of the Assembly's communication programme will be to excite and encourage all stakeholders to sustainable action commitments. Driving our messaging around environmental challenges and solutions will be the principle of integration. From an economic perspective, we'll be asking audiences to consider the real cost of their actions.

From a social perspective, we may lean on a human sense of justice, both in terms of present day inequalities as well as in terms of the intergenerational logic of sustainable development. It is through a combination of fact- and value-based messaging that we have a strongest hope to get audiences to rethink their choices, to adopt innovative solutions, and to give serious consideration to lives and systems sustained within planetary means.

Communication for Advocacy

The Communication Division will support policy advocacy efforts to build momentum for action and secure the agreements and pledges needed for the shift to innovative solutions for environmental challenges and sustainable consumption and production. The Division will work with the Regional Offices and other secretariat functions to help countries in raising awareness of related problems, innovations and solutions, including through propagating new science and highlighting success stories. The Communication Division will produce resources for Member States to help generate momentum and support their policy efforts.

Powerful storytelling

Storytelling will be critical to the success of the communication campaign. The Communication Division's strategy will include a steady flow of compelling stories that put a human face on the consumption and production challenge, and identify promising solutions and innovations, helping to fuel discussion, raise awareness and drive action on the ground. Through our channels we will highlight success stories of ecopreneurs, innovative policy measures and young people who are leading by example, whether through the way they live or a problem-solving business idea.

Social media engagement

UN Environment Programme will use social media as a powerful tool to engage the public on the issues in focus at the Assembly. Ahead of and during the Assembly, the social media campaign will serve to educate, empower and inspire users to ask questions and take actions aimed at solving the critical environmental challenges we face. We will create compelling, issue-based visuals that bring strong engagement across channels and audiences. Infographics, animations and video content will address the depth of different issues, will provide positive paths forward and will answer the question: What's in it for me? At the Assembly, the social team will profile concrete examples of the power of innovative solutions, along with interactive opportunities for attendees to show how they are part of the sustainable living movement.

Building a powerful digital platform

[SolveDifferent.eco](#) website serves as a content platform and a curated container for all stakeholders, serving as a critical rallying point for aggregating the stories, actions and impacts of our campaign. [Environment Assembly](#) website will provide Member States the relevant information and documentation about the Assembly.

The engagement strategy and ask will be formulated to increase outreach to citizens, government, private sector and other stakeholders on the Assembly's theme, allowing visitors to explore the dimensions of sustainable consumption and production, share their stories, download and share infographics, and learn about the Assembly, its history and aspirations. Our 90,000 online subscribers will receive monthly email updates gathering the most relevant stories on our website and from our partners.

Earned media outreach

Our campaign will include a proactive approach to news and media. Working collaboratively across the house, the Communication Division will develop a calendar of earned media touch points designed to build awareness, create anticipation and secure coverage around key content opportunities. Our external narrative will focus on the urgency of the theme and position the Assembly as a critical moment for building global consensus. Dovetailing with our digital campaign activities, our earned media approach will seek to capitalize on "soft media" opportunities by connecting the Assembly agenda and theme to other high-profile environmental news. During the assembly itself, media attention will be built around key policy outcomes and further amplified by close collaboration with member states and regional assets. The Assembly's communication strategy will deliver to a level matching the resources made available for the purpose.

Leverage high profile events to highlight this Fourth UNEA and the theme on innovative solutions for sustainable consumption and production

- WHO Global Air Pollution and Health Conference
- World Cities Day
- 30th Meeting of the Parties of the Montreal Protocol
- Conference of the Parties to the Convention on Biological Diversity (CBD COP14)
- World Circular Economy Forum, back-to-back with IRP meeting
- Global Conference on the Sustainable Blue Economy
- Green Growth Knowledge Platform (GGKP)
- Launch of the 1 Gigaton Coalition
- Global Landscapes Forum
- The twenty-fourth session on the Conference of Parties (COP 24) to the UNFCCC
- World Soil Day 2018: Be the Solution to Soil Pollution!
- Launch of Earthrights Partnership
- GEO Launch and Animation Contest
- Green Growth Knowledge Platform (GGKP) Annual Conference
- World Economic Forum

- Launch of the Global Chemicals Outlook II

Regional and programmatic coordination

The Communication Division will hold periodic meetings with programmatic officers and regional offices to map and expand the activity calendar related to the theme.

Internal communications and staff engagement

Information on the Assembly and the *#SolveDifferent* campaign will be disseminated to all staff via the Communication Update (starting January 2019), the intranet (with regular stories and an UN Environment assembly corner to be launched in January 2019), and a weekly Environment Assembly newsletter (to be launched in January 2019). A drive to engage staff in becoming the 'Face of our Campaigns' will recruit over staff members in Headquarters and other additional staff not based in Nairobi, whose faces will be used to brand the New Office Facility for the UN Environment Assembly and promote the *Think Beyond Live Within* messaging.

Partnerships

Messaging for the Fourth Environment Assembly will use the concept of ecological footprint as a means to communicate Innovative Solutions for Environmental Challenges and Sustainable Consumption and Production.

UN Environment aim to partner with [The Global Footprint network](#), to champion the concept of ecological footprint accounting. The only metric that measures how much nature we have and how much nature we use. An ecological footprint measures the demand on and supply of nature.

Coverage during UNEA 4

Video and photo coverage of the event will be carried out by UN Environment's in-house multimedia unit focused on delivering daily/engaging content for use on social media platforms.

Additional photography-only coverage via IISD and the Earth Negotiation Bulletin

On site exhibitions

The Communication Division coordinates and approves exhibitions requests for the UN Environment Assembly. In some cases, we support logistics and provide design and art directions. So far, the following exhibitions are under discussions:

Sustainable Innovation Expo 2019

The *Expo* is the UN Environment Assembly's platform for sharing the latest on innovation and technology

from both private and public sectors, that will contribute to the solutions that address the world's environmental challenges while protecting the ecological boundaries of the planet for future generations. The 2019 Expo will be themed around *Eco-Innovation and Sustainable Financing* with a focus on energy, food security and chemical and waste management.

World Situation Room

Semi-permanent installation. The World Situation Room is a high quality, impact research and development platform. State-of-the-art science and technology tools such as georeferenced, remote-sensing and earth observation information are integrated with statistics and big data for Sustainable Development and Humanitarian Action.

Camp One Planet

An interactive space to help sustainable consumption and production (SCP) be more memorable and relatable to as wide of an audience as possible.

<http://www.oneplanetnetwork.org/camp-one-planet-scp-lives-here>

Eco Living Module – Tiny House

Demonstration on how to make modern living sustainable with new eco-housing module. UN Environment and Yale University in collaboration with UN Habitat are developing, based on the experience at HLPF in New York, a new eco-housing module adapted to the climat and socio-economic East African context , to spark public discussion and new ideas on how sustainable design can provide decent, affordable housing while limiting the overuse of natural resources and climate change.

Marine Litter – CleanSeas exhibition

Interactive exhibition using a live table to provide information and challenge visitors on on marine litter and the CleanSeas campaign.

Think beyond, live within

This UN Environment Assembly's main exhibition will invite participants to *think beyond* prevailing patterns and *live within* sustainable limits in order to tackle environmental challenges and assure a prosperous future.

Disassembly

An interactive installation on consumer electronic waste produced by Wiena Lin, an artist and marketing professional working for the New York aims to raise awareness about the e-waste cycle, prompt change in consumer behavior and government policy, and inspire innovative, sustainable approaches for moving forward.

Events

Launch of the Fashion Alliance

Change the path of fashion from a social, economic and environmental concern to a driver for the implementation of the Sustainable Development Goals. The Alliance is not meant to replace any existing efforts working on sustainable fashion, but aims at enhancing collaborative action, acting as “amplifier” of the

issues related to sustainable fashion, harmonizing different efforts and making the topic more prominent amongst United Nations member States, the industry and the broader public

Sustainable fashion contest

Launch of the Young designers for sustainable fashion contest. Supported by Business France, French Chamber of Fashion and French First Lady Brigitte Macron. In partnership with Schools of Fashion.

The Cities Summit

Part of the official programme of the Fourth UN Environment Assembly, this full day event will unite mayors, ministers and, private sector leaders and key influencers to share innovative solutions and forge new partnerships at all levels to achieve liveable and sustainable cities.

Media events

Journalists and media houses from across the globe will be invited to report on the Assembly. Journalists will be granted access to the galleries during the open sessions, the high-level segment, side events and leadership dialogue to ensure visibility of the UN Environment Assembly and parallel events.

The Assembly will have an opening and closing press conference. UN Environment will also be launching a number of publications, including its flagship Global Environment Outlook. Other press encounters/gatherings may be organized including field exposure visits highlight to the best (and worst) of the world's production and consumption solutions and challenges. In doing so we'll illustrate the urgent stakes and the innovation required to embrace a sustainable lifestyle.

The Communication Division also encourages Member States to submit examples of stories in their regions which may lend themselves to these media trips. Member States are further encouraged to inform the Communication Division of any journalists who will be traveling with their official delegations, so we can assist the journalists with accreditation and plug them into our notification system.

Communication roadmap to UNEA 4

October 2018 – March 2019	Rich multimedia- storytelling on the consumption and production challenge, and identify promising solutions and innovations through UN Environment digital channels
October 2018	Visual identity of the 4 th UNEA in all UN languages
November 2018 – March 2019	Multimedia storytelling opportunities with H.E. Siim Kiisler, Minister of Environment of Estonia and President of the UN Environment Assembly
November -December 2018	Conscientization and awareness raising on social medial and digital channels on sustainable lifestyle and #SolveDifferent
November 2018	First draft of Government, and major groups toolkits in the 6 UN Languages

January 2018	Social media toolkit and resources.
January 2019	Graphic and multimedia assets, including PSA video production to support #SolveDifferent campaign.
February – March 2019	Planned in coordination with member states, media field trips in the regions will highlight the best (and most urgent) of the world's production and consumption challenges and innovative solutions.
March 2019	Produce and distribute a UN Environment Assembly curtain raiser

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