MEDIA ADVISORY

Kenya joins efforts to #BeatAirPollution on World Environment Day

5 June 2019

Where: Global
Date: 5 June 2019.
More information: https://www.worldenvironmentday.global

What:
Celebrated every year on June 5, World Environment Day is the United Nations' biggest annual event for positive environmental action to encourage worldwide awareness of the need to protect our planet.. Since the first World Environment Day in 1974, the event has grown to become a global platform for positive public outreach on the environment in over 100 countries.

This year, multiple World Environment Day events will be taking place in Kenya., including a sustainable fashion show, a Ride out Carbon Emissions bike ride through downtown Nairobi, and the official national World Environment Day celebrations, at Nairobi Railway training Institute.

Air Pollution
The theme of World Environment Day 2019 is #BeatAirPollution, calling on governments, industry, communities and individuals to take action to explore renewable energy and green technologies, and improve the air quality in cities and regions across the world.

This complex, existential challenge demands immediate attention and action. More than 6 billion people, one-third of them children, regularly breathe air that is so polluted it puts their health and well-being at risk. That's more than 90 per cent of the world's population.

About 600,000 deaths every yearin Africa are linked to air pollution.

Air pollution also goes to the heart of social justice and global inequality. According to the World Health Organization (WHO), 97 per cent of cities in low- and middle-income countries with more than 100,000 inhabitants do not meet air quality guidelines. That percentage falls to 49 in high-income countries.

The good news is that air pollution is preventable. The solutions -- laws, standards, policies, programmes, investments and technologies -- are widely known and can be implemented. Clean air is a human right. It is everyone's right and everyone's responsibility. Each one of us has a role to play in ensuring that the air we breathe does not end up killing us.

UN Environment invites journalists to cover the World environment Day events in Kenya:

June 4

Conscious Showcase – Air pollution reduction through green fashion"
Date/ Time: 4 June, 3:00-5:30PM
Location: UN Recreation Center, Gigiri
The event will showcase striking and compelling pieces from different conscious fashion designers that speak to reduction of air pollution through environmental conservation as well as innovative and green processes. It is meant to build up the conversation around lessening the pollution coming out of the fashion industry. It will voice what some players in the fashion industry are personally doing in this regard, while beckoning their colleagues to join in.

June 5

Ride Out Carbon Emissions
Date/ Time: 5 June, 7:00-10:00AM
Location: Nyayo National Stadium
The Ride out Carbon Emissions bike ride will see more than 200 people make their way through Nairobi by bike to highlight the issue of air pollution. The ride will end at the Railways Training Center for the official WED celebrations.

World Environment Day national celebration
Date/ Time: 5 June, 10:00AM-15.00PM
Location: Railway training Institute
Co-organized by NEMA and the Nairobi County Government, the National WED celebrations will include a ceremonial tree planting, cultural performances and art exhibitions, and statements by Cabinet Secretary of the Ministry of Environment & Natural Resources Keriako Tobiko, Nairobi Governor Mike Mbuvi Sonko, and Director General of the National Environment Management Authority, Geoffrey Wahungu.

For more information, interviews and details on accreditation, contact:

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