

Phase IV – Prepare for Implementation

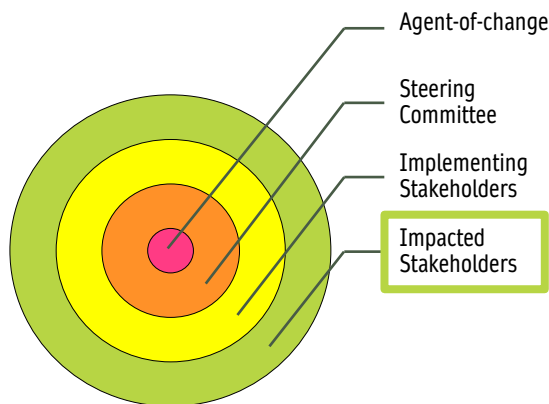
How do we get there?

1

Develop a monitoring and adaptation strategy

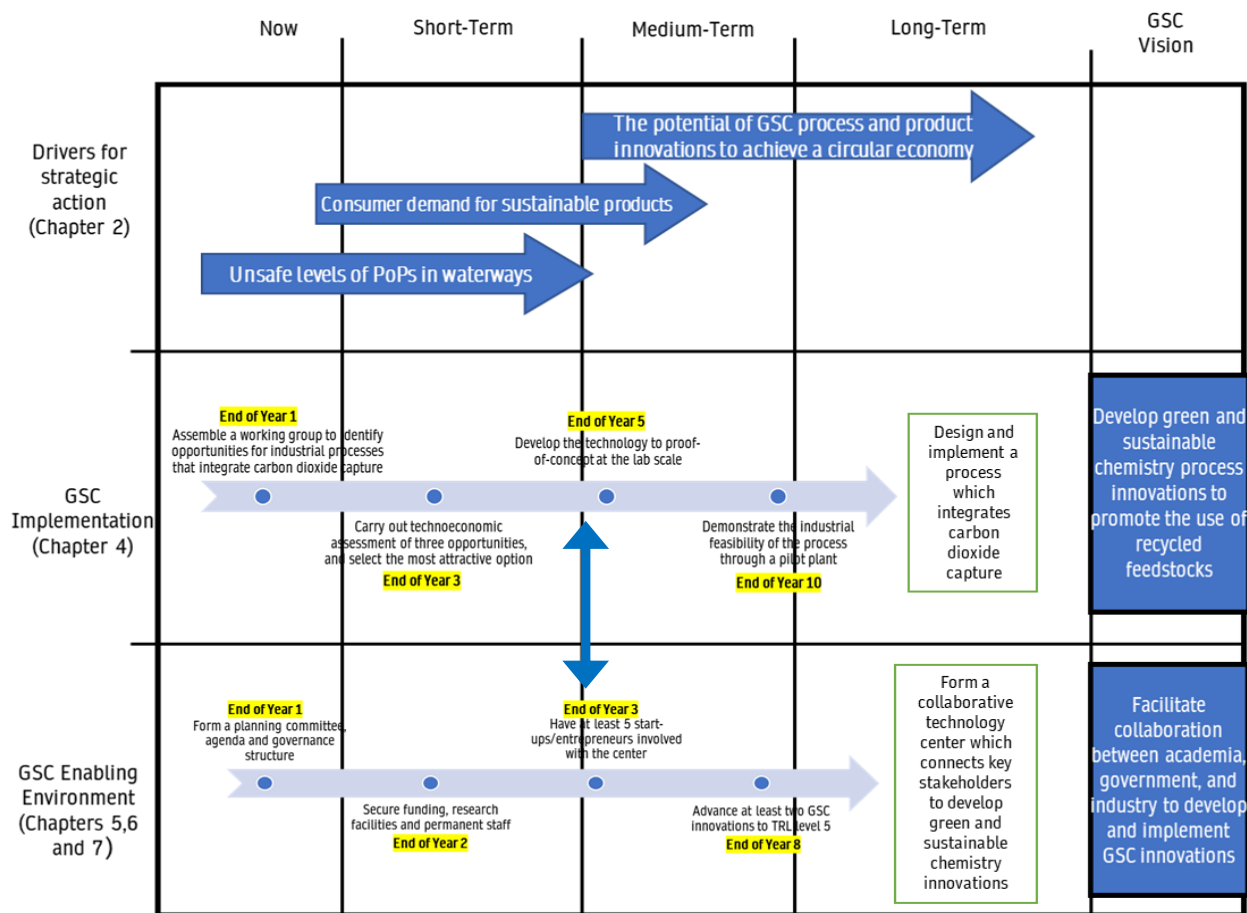
2

Raise awareness around the strategic action



In this final phase, steps will be taken to support the implementation of the action plan made in the previous phase. Dissemination of the planned strategic action will serve to inform and build the capacity of “impacted stakeholders” such as consumers and workers. Buy-in and understanding from these stakeholders is critical for successful implementation.

While all sections of the road map chart will be filled out before beginning this phase, additional outcomes and goals, or modifications to the timelines may still occur. Road mapping is a living process and there is always room for evolution as long as any changes are accompanied by appropriate stakeholder consultation.



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How do we get there?

Develop a strategy and define activities to track the progress on goals and outcomes of the strategic action and build in measures that allow for modification.



Regular evaluation and communication with stakeholders during implementation is key to achieving the goals of the strategic action. The monitoring and adaptation strategy may seek to track the progress of the action timelines, identify new barriers and unveil opportunities for enhanced collaboration.

Metrics and Reporting to Advance Green and Sustainable Chemistry - Chapter 7

Integrating metrics into the monitoring and adaptation strategy is key to measuring progress and identifying areas for adaptation. Chapter 7 of the Framework Manual features metrics and reporting schemes which support the objective of advancing green and sustainable chemistry.

Developing a technology road map: Methodological considerations - Page 86

The final chapter of the Framework Manual includes a section on methodological considerations for roadmap development. Figure 8.4, adapted from the [International Energy Agency's guide to develop and implement a road map](#), illustrates the role of the monitoring and adaptation strategy within the planning for strategic action process.

[The WHO Global Chemicals and Health Network](#) is a global forum for discussion among senior-level policy-makers and representatives about issues related to health and chemicals. The goal of the Network is to facilitate the implementation of the Chemicals Roadmap.

Some objectives of the Network include:

- Provide a forum to discuss implementation of the road map, including what different countries are doing, what the challenges are and how they are being met, as well as sharing of success stories.
- Identify common issues for discussion and collaboration.
- Improve awareness of the health impacts of chemicals and the health sector's role in chemicals management at national, regional and global levels.

A key element of the EU's monitoring strategy for the [Chemical Strategy for Sustainability](#) is a [high-level roundtable](#). The round-table helps to monitor progress, share best practices and identify challenges regarding the implementation of the strategic action. Following the meeting, a report is made publicly available, including testimonials from stakeholders on how they are fulfilling their roles.

[Activity RE.1](#) of the UNEP eco-innovation manual includes guidance to develop a workshop for reviewing the performance of different aspects of the strategic action. It may be useful in planning future activities to review progress on the strategic action, and to consider areas for improvement.

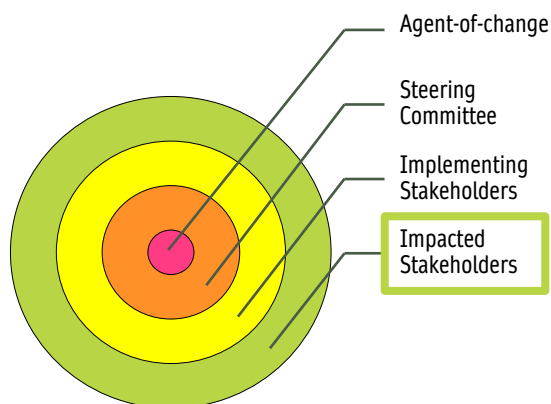
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How do we get there?

Disseminate key elements of the strategic action, including its envisioned goals and outcomes, to a wider group of informed stakeholders.

1 Develop a monitoring and adaptation strategy

2 Raise awareness around the strategic action



Publicizing the strategic action and educating stakeholder groups that will be impacted and play a role in its implementation is key for generating momentum and achieving outcomes. A launch event or press release is a helpful activity and may be accompanied by targeted outreach to key groups who will be affected by the strategic action.



This step can be an opportunity to bring “**impacted stakeholders**” into the strategic action. These groups may correspond to the “informed” category of the RACI chart from phase III. Depending on the boundaries and action plan of the strategic action, examples of “Impacted Stakeholders” may include:

- Consumers of products targeted by the strategic action
- Workers that will carry out a new industrial process
- Broader government or policymaking community
- Citizens
- Educators

This [UN guide on raising awareness through public outreach campaigns](#) to advance the SDGs may contain useful information and advice to developing an awareness raising campaign for the strategic action.



Stakeholders have highlighted education and outreach which targets impacted stakeholders as essential to successfully implement and reap the benefits of green and sustainable chemistry innovations. This could include initiatives to inform consumers on the benefits of green and sustainable chemistry products, or trainings for workers to implement a new green and sustainable chemistry process

Access to information:
Labelling, certification
and transparency
- Page 58

This section outlines how providing information, including on products, can help shape demand for green and sustainable chemistry products. [UNEP’s Guidelines for Providing Product Sustainability Information](#) may help in crafting initiatives to raise awareness around green and sustainable chemistry products.

Public participation
and stakeholder
engagement
- Page 58

Here the Manual highlights how involving the public in decision making related to chemicals can drive green and sustainable chemistry innovation. Encouraging public participation in the strategic action may help to advance certain outcomes.





A [multi-stakeholder strategic action project in Colombia](#), led by the Universidad Pontificia Bolivariana, aimed to address the use of mercury in artisanal mining. A key output targeted by the project was the implementation of a biotechnological process which decreased mercury use. To ensure uptake of the technology, a team of social scientists carried out a “social innovation” program. This program worked with miners, managers, teachers, children, farmers and local leaders to better understand how mining activities affected the community, and to communicate the benefits which the new technology could have. This could be a helpful illustration of outreach with **“impacted stakeholders”** that maximizes the impact of the strategic action.



Engaging Informal Workers in Strategic Action

As noted in the ILO report on [“Decent Work in the Circular Economy”](#), the informal economy plays a crucial role in advancing the circular economy. Two approaches are shown below to enhance the protection of informal workers and provide professional opportunities.

Informal worker cooperatives can enable contribution of the informal sector to achieve strategic action goals for workers and circularity. [Coopamare](#) is a recycling co-operative in Sao Paulo Brazil. Members earn a stable income, often twice the Brazilian minimum wage, and decent work while collecting over 100 tons of recycling per month.



Innovative business models can also support informal workers while enabling circular green and sustainable chemistry innovations. In India, [E\[co\]work](#) applies participatory design approach to engage e-waste dismantlers. They rent professional facilities where dismantlers can safely and efficiently perform their work while also providing educational and training activities for workers and the community.