



GPNM Communication Strategy

I. Background

The accelerated use of nitrogen and phosphorous is at the center of a complex web of development benefits and environmental problems. They are key to crop production and half of the world's food security is dependent on nitrogen and phosphorous fertilizer use. But excess nutrients from fertilizers, fossil fuel burning, and wastewater from humans, livestock, aquaculture and industry lead to air, water, soil and marine pollution, with loss of biodiversity and fish, destruction of ozone and additional global warming potential. The problems will intensify as the demand for food and bio-fuels increase, and growing urban populations produce more wastewater. This will be at an increasing economic cost to countries with the undermining of ecosystems, notably in the coastal zones, and the services and jobs they provide.

The Global Partnership on Nutrient Management (GPNM) has been launched to address the global challenges faced by excess nutrient use and nutrient over-enrichment. It is a global partnership of governments, scientists, policy makers, private sector, NGOs and international organizations. It responds to the 'nutrient challenge' – how to reduce the amount of excess nutrients in the global environment consistent with global development. The GPNM reflects a need for strategic, global advocacy to trigger governments and stakeholders in moving towards lower nitrogen and phosphorous inputs to human activities. It provides a platform for governments, UN agencies, scientists and the private sector to forge a common agenda, mainstreaming best practices and integrated assessments, so that policy making and investments are effectively 'nutrient proofed'.

The GPNM also provide a space where countries and other stakeholders can forge more co-operative work across the variety of international and regional fora and agencies dealing with nutrients, including the importance of assessment work.

II. Objectives

Strategic Objectives

- To position the GPNM as an effective convening platform that can mobilize relevant players;
- To enhance international cooperation and coordination on the issue of sustainable use of nutrients;
- To generate knowledge on impacts, prevention and management strategies, and provide guidance and tools to decision makers and other stakeholder groups, in order to enable them to take appropriate action.

Communication Objectives

- Build the broadest possible awareness about issues in relation to the inefficient use of nutrients and the need for a coordinated global crosscutting response;
- Build stronger global and regional engagement processes and encourage action;
- Communicate and mainstream best practices tools; promote integrated approaches;
- Improve understanding of the benefits resulting from multi stakeholder partnerships involving NGOs, public organisations and private actors;
- Facilitate cooperation, coordination, information sharing and synergy among the different players to reduce the negative impact of overuse or mismanagement of nutrients on the environment and the society.

III. Target Audiences

Internal → Partners who are already members of the GPNM.

External → Organisations that are not yet part of the GPNM but which will be targeted to join

- Private sector: As partners – to adopt good practices and measures in their businesses; to support the communication drive with resources; and to provide technical expertise on the issues. Private companies active in the field of communication could be targeted to help with communication efforts.
- NGOs and Foundations: As partners – to advocate and help conveying messages to the general public.
- Academia: As partners – to help with research, capacity building and youth engagement
- UN – system and related preparatory processes and fora: As partners – To coordinate action and communication activities.
- Media: To inform the above audiences and to influence their opinions and attitudes.
- Farmers: As partners – to adopt measures. In both developed and developing countries, they are big sources of pollution through their agricultural practices and also potentially the biggest opportunity for direct impact and action.

IV. Key Messages

The GPNM can focus on the following key messages:

→ The unsustainable use of nutrients has negative impacts on biodiversity, marine ecosystems, air quality, food security and the economy.

→ There are best practices we can use to help reduce the negative impacts: planting native species, buying more organic food, farmers can look for alternatives to phosphorus and nitrogen based fertilizer and use fertilizers more efficiently, use cover crops to create a buffer and reduce runoffs, etc.

→The GPNM brings together the strengths of all sectors in order to solve the complex issue of the unsustainable use of nutrients;

→The GPNM aims to promote effective nutrient management, minimising negative impacts on the environment and human health, while maximising their contribution to global sustainable development and poverty reduction

→The GPNM is a voluntary multi-stakeholder coordination mechanism in which partners from all sector have agreed to join strengths in order to better manage the use of nutrients.

**Key facts and figures related to these key messages have been attached as an annex to this document. They can support or illustrate any communication materials that will be produced to create awareness around the key messages.*

V. Branding and visual identity

To generate quick memorization and support for the GPNM, a visual identity and tagline has to be developed to consistently brand the GPNM across UNEP and partner activities, products and outreach events. They must be broadly appealing and also be in keeping with the institutional values of UNEP/GPA. Once the partners agree on the visual identity and the tagline, it will be integrated into all materials produced in the framework of the GPNM; this includes: online platform, publications and communication materials.

VI. Communication Mix

To reach and update the internal audience:

Existing member and partners of the GPNM will be updated on upcoming events and activities via online outreach tools such as a newsletter and via the 'www.nutrientchallenge.org' or 'www.unep.org/gpa' sites.

Webinars and google hangout can be arranged – 2 times a year for partners to provide updates and seek feedback, as well as 3 times a year focusing on thematic areas. The Secretariat will coordinate these webinars with assistance and input from selected partners. Partners will be informed of the planned media pushes well in advance so they can coordinate their media strategy and help to amplify the messages through their networks and reach a larger audience

To reach the external audience:

Online Platform (www.nutrientchallenge.org and LinkedIn page): The nutrient challenge is the main communications platform for the GPNM. Here partners and interested global stakeholders can connect, share information, communicate, and collaborate to pursue solutions towards improving practices related to nutrients management. It will be updated with information on best practices, case studies, promotional materials developed by the secretariat and by partners, information on key events related to nutrients management, and thematic discussions with partners.

UNEP/GPA website: As the Secretariat for the GPNM, the GPA will allocate a specific section of the GPA site to the GPNM. In that section, it will be possible to download/fill in membership forms. The priority will be given to GPNM information targeting policy makers specifically. Any other communication materials produced by partners might be published as long as it is in line with the institutional values and guidelines of UNEP/GPA. The preferred site for these types of materials will however be the www.nutrientchallenge.org.

Social Media: Social Media plans will be developed based on the communication strategy. The Secretariat will use the UNEP social media platforms to broadcast its messages throughout the year with the cooperation of UNEP's Division of Communication and Public Information. Special pushes on UNEP social media platforms will be provided for the launch of publications or for specific events (listed below). Partners are encouraged to use the same social media plans on their respective social media platforms in order to coordinate communication actions.

Other UNEP websites: GPNM communication materials will be published on relevant UNEP websites. These websites include but are not limited to: UNEP Homepage, UNEP Newscenter, Ecosystem Management, Chemicals and Waste, Environmental Governance, Resource Efficiency, Green Economy, Post-2015 Agenda, World Environment Day, Eat.Think.Save etc.

Partners and Stakeholders Websites: Partners and users of the “www.nutrientchallenge.org” will be encouraged to link to the “www.nutrientchallenge.org” in order to drive traffic to the site and maximise Google referencing.

VII. Products

Media Work:

- Create promotional materials and organize press conferences (press releases, factsheets, distribution of reports to media etc.) when GPNM publishes new reports
- Op-ed Pieces: Editorials and journal pieces in key publications can be prepared to highlight GPNM related issues.
- Organise media workshops to help build the capacity of selected journalists to cover the topic and to raise awareness on GPNM related issues. These journalists will play a multiplying role in conveying the messages and can be instrumental in asserting the relevance and political credibility of GPNM's work.
- Partnering with news outlets or news agencies (e.g. IPS, Xinhua) can encourage in-depth focus on issues and success stories on best practices.
- Speaking Notes: Based on key messages, speaking notes will be made available for partners to use when promoting the GPNM.
- Create press kits for journalists on thematic issues in various UN languages.

Audiovisual and Information Materials:

- A Thematic radio piece on nutrients management can be developed and distributed through UNEP and UN channels.
- A "tool kit" with FAQs, guidelines/script for focus-groups, power point presentations, and infographics to share on social media can also be prepared.
- Posters, videos and public service announcements can be developed and distributed on the website. These can be used by partners.

Publications:

Potential publications (TBD)

- Our Planet: Each issue of UNEP's flagship magazine "Our Planet", can be highlighting the issue of unsustainable use of nutrients.
- Tunza: special issue of Tunza about the problem of nutrients management, to reach UNEP's youth network.
- Case Studies and Success Stories can be compiled, packaged and made available online.

VIII. Events and Activities

The GPNM can capitalize on these events to send out relevant messages to a broader audience.

- World Environment Day (5 of June)
- World Oceans Day (8 of June)
- UNEP Committee of Permanent Representatives Meetings
- UNEA 2016

Partners are encouraged to add events that they might attend and that were not listed above.

X. Evaluation

An analysis of results indicators will be done after the first year. Potential results indicators include:

- Number of new partners
- Number of eminent endorsers – political/industry leaders, media/entertainment personalities/other celebrities
- Media coverage of related events and releases
- Pick-up of key messages
- Web Statistics
- Social media performance – number of followers, tweets/retweets, FB impressions, participation in tactical social media campaigns, YouTube views of viral video, etc.
- Number of partners mobilized for communication and promotion support
- Resources raised
- Frequency and scope of PSA broadcast

ANNEX I

Inputs from partners is welcome

- Human activities produce around 120 m tonnes of reactive nitrogen each year, much of which (nearly two thirds) ends up polluting air, water, soil marine and coastal areas, and adding harmful gases to the atmosphere;
- Some 20 m tonnes of phosphorous are mined every year and nearly half enters the world's oceans - 8 times the natural rate of input;
- Between 1960 and 1990 global use of synthetic nitrogen fertilizer increased more than sevenfold, while phosphorus use more than tripled;
- One half of the world's population is now thought to depend on nitrogen and phosphorous fertilizers for the production of their food – much of the fertilizers is not used by the crops;
- Worldwide, the number of coastal areas impacted by eutrophication caused by excess nutrients stands at over 500;
- Dead zones in the world's oceans have increased from 10 cases in 1960 to 405 documented cases in 2008 (169 identified hypoxic areas, 233 areas of concern and 13 systems in recovery);
- Many of the world's freshwater lakes, streams, and reservoirs suffer from eutrophication – millions of people depend on wells for their water where nitrate levels are well above recommended levels;
- More than 90% of the world's fisheries depend in one way or another on estuarine and near-shore habitats;
- Nitrous oxide is a powerful greenhouse gas –estimated to be responsible on current levels for about 11% of the net anthropogenic global warming potential from such gases.
- Some studies are highlighting the link between excess nutrient in coastal water and a form of widespread cancer affecting sea turtles.