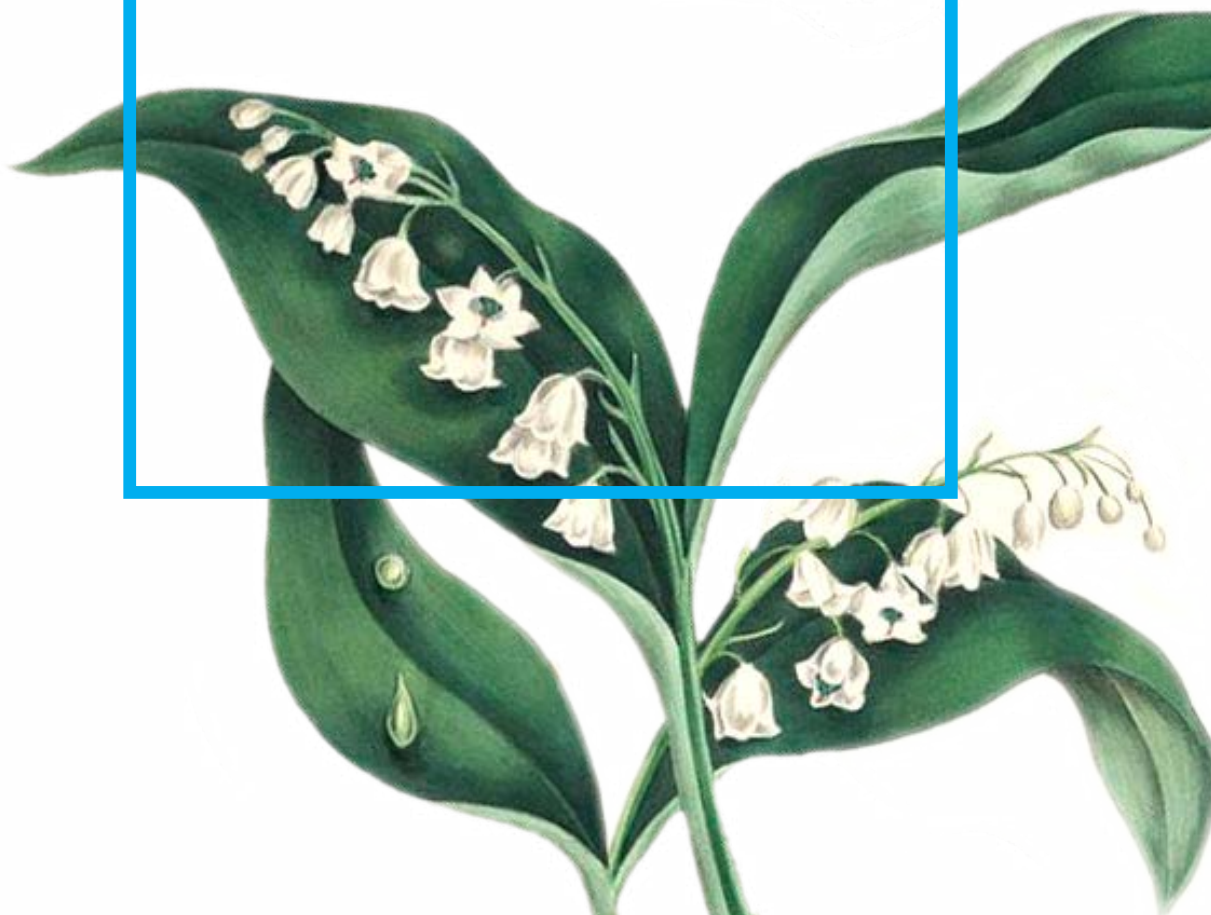
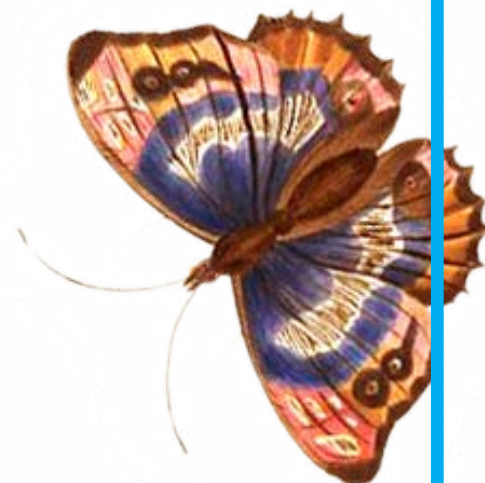


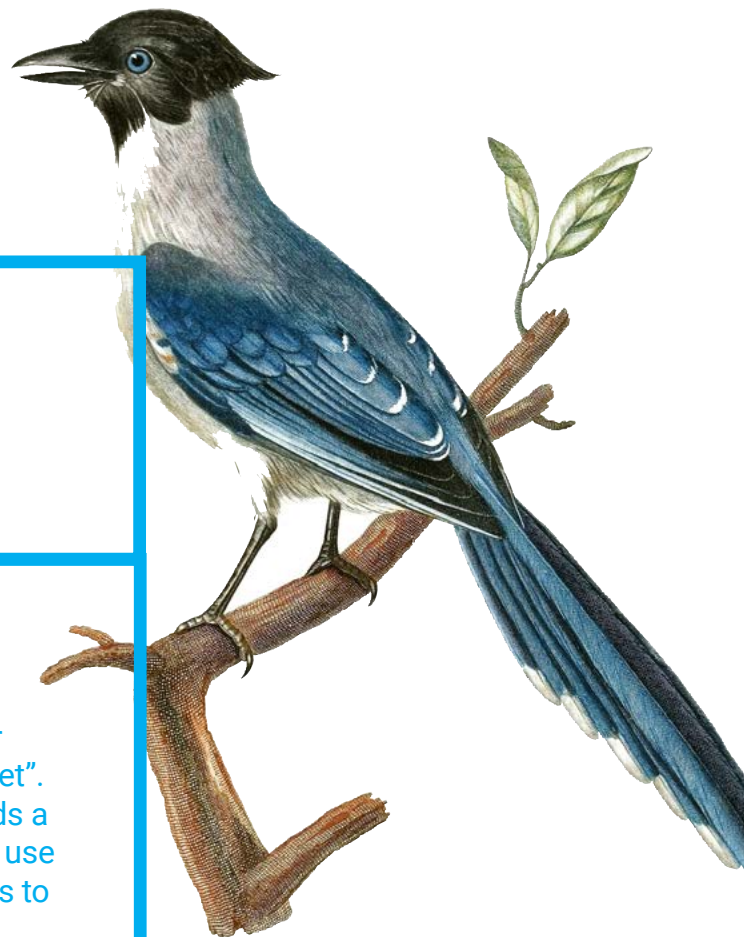
# TOWARDS A POLLUTION-FREE PLANET

How to become a  
#BeatPollution champion:  
A guide for Member States

**UN**   
environment  
assembly

United Nations  
Environment Assembly  
of the United Nations  
Environment Programme





## INTRODUCTION

The third session of the United Nations Environment Assembly will take place in Nairobi from 4 to 6 December 2017 under the theme “Towards a Pollution-Free Planet”. The choice of pollution as the theme sends a strong signal that Member States wish to use the Assembly to deliver concrete solutions to this urgent challenge.

In the run-up to the Assembly, UN Environment is leading a global campaign to #BeatPollution. This citizen-focused campaign aims to inspire millions of people to reduce their pollution footprint and call for leaders to take decisive action on pollution.

**Member States are critical to driving this message. As part of your commitment to the Assembly and its theme, we invite you to engage in this campaign, adapting it to your national context and using it to tackle pollution in your country and around the world.**

**“Urgent action is our responsibility... Our goal, collectively, must be a pollution-free planet.”**

Dr. Edgar E. Gutiérrez-Espeleta, Minister of Environment and Energy of Costa Rica and President of the 2017 UN Environment Assembly

# 12

WAYS TO  
ENGAGE

## How Member States can support the #BeatPollution campaign

1. Submit Op-Eds on pollution to national newspapers, written under the name of your environment minister or Head of State.
2. Announce your Government's pollution-beating commitments to the public and national media in the run-up to the Assembly.
3. Mobilize cities to act on pollution.
4. Engage national celebrities to call for leadership on pollution and inspire individuals to reduce their pollution footprint.
5. Use social media to drive engagement. Conduct photo competitions on Instagram or Facebook; host Twitter or Facebook chats on pollution; post videos that showcase pollution-beating actions; or organize car-free days or beach clean-ups. Share all your activities using the #BeatPollution hashtag.
6. Travel to Nairobi with national journalists. Support media field trips that highlight pollution issues and arrange interviews and briefings on national pollution issues.
7. Call on your citizens to sign the #BeatPollution pledge at [www.beatpollution.org](http://www.beatpollution.org)
8. Encourage state broadcasters to give special prominence to pollution, raising awareness and highlighting opportunities to act.
9. Convene town hall meetings in which citizens have the chance to tell lawmakers how pollution is affecting their lives.
10. Engage civil society in spreading the word on pollution, providing them with background information and communication tools.
11. Join the UN Environment's campaigns on air pollution, marine pollution, and lead paint. (Find more details below.)
12. Share all your achievements with UN Environment's Communication Division, so that we can announce and showcase them.

# How-to for Photo/Video Contest on Pollution

Photography and video contests are a great way to generate public engagement and learn the pollution successes occurring across the planet. UN Environment encourages all governments to run a pollution-themed contest in the lead-up to the Environment Assembly – below is a quick guide to doing so.

1. Decide whether you want to run a photo, video or photo+video contest on pollution solutions in your country.
2. Create a hashtag that includes #BeatPollution for the contest, but which makes entries for the contest distinguishable from other Environment Assembly content, e.g., #BeatPollutionKE, #BeatPollutionCanada
3. Set up a page on your Ministry's site informing users about the Environment Assembly and the call for photo/video submissions. The page should include:
  - a. Submission instructions and contest terms and conditions
  - b. A method for submitting photos/videos – through an email address, a link (YouTube/Vimeo for videos) or by posting with the contest hashtag
  - c. A notice that entrants may have their work displayed at the United Nations Environment Assembly
4. Publicize the contest through social and traditional media and let UN Environment know so that it can support the promotion.
5. Share the winning entries with UN Environment so that they can be profiled on the organization's digital channels and at the Environment Assembly.



# CAMPAIGN MATERIALS

The Environment Assembly digital platform ([www.unenvironment.org/assembly](http://www.unenvironment.org/assembly)) lies at the heart of the #BeatPollution campaign. Visitors may sign the #BeatPollution pledge, make specific pollution-beating commitments, and share their stories of how pollution has affected their lives at [www.beatpollution.org](http://www.beatpollution.org) or at <http://www.unep.org/environmentassembly/act-now>.

Social media materials and messaging are ready to be downloaded and adapted to your national contexts. You can find those assets here:

<https://www.trello.com/b/hHeZmlfx/beatpollution-un-environment-assembly>

A new brand toolkit and a suite of brand assets have been developed for the Environment Assembly. The brand assets can be adapted to suit relevant national contexts. These can be downloaded from here: [www.tinyurl.com/ycwqk2jw](http://www.tinyurl.com/ycwqk2jw)

## RELATED CAMPAIGNS

You can also support global action on pollution by engaging with UN Environment's campaigns on oceans, air and lead paint. At the links below, you can access campaign products and tap into wide networks of Governments, companies, grassroots groups, communities and individuals who are engaging on these issues.

Clean Seas  
[www.cleanseas.org](http://www.cleanseas.org)



Breathe Life  
[www.breathelife2030.org](http://www.breathelife2030.org)



Lead in Paint Alliance  
[www.tinyurl.com/y9hghprw](http://www.tinyurl.com/y9hghprw)



# DIMENSIONS OF POLLUTION

## AIR

Air pollution is the single biggest environmental health risk, causing roughly 7 million deaths annually. Short-lived pollutants are responsible for about one third of deaths from stroke, chronic respiratory disease and lung cancer and one quarter of deaths from heart attack. These pollutants are also contributing to global warming, lowering labour productivity, and increasing food insecurity around the world.

## FRESHWATER

In developing countries, 70 per cent of industrial waste is dumped untreated into water, polluting local water supplies. Around the world, some 2 billion tons of human waste are disposed of in water courses every day. All that pollution has significant health impacts: 4,000 children die every day from diseases caused by polluted water and inadequate sanitation. Each year, some 1.8 million people (mostly children) are killed by diarrhoea alone.

## LAND AND SOIL

Land and soil are polluted primarily by household waste and industrial activity. Industrial chemicals such as herbicides and pesticides are also important sources of land and soil pollution. Industrial accidents and extended industrial mismanagement, especially in the extractive industry, can pollute enormous areas of land. Contaminated land can lead to contaminated crops and produce, which have direct impacts on human health.

## COASTAL AND MARINE

Marine pollution can be found in all the world's oceans and seas, even in the most remote areas. The continuous growth in the amount of solid waste that humans produce, and the very slow rate at which that waste degrades, are together leading to a gradual increase in the amount litter found at sea, on the seafloor and along coastlines around the world.

## CHEMICAL

Humans use over 100,000 different chemical elements and compounds, including lead, mercury, cadmium and persistent organic pollutants (POPs). If not managed properly, chemicals can have severe impacts on human health, causing acute poisoning, cancers, birth defects, neurological disorders, hormone disruption and more. Chemical pollution also depletes the ozone layer and disrupts delicate species and ecosystems.

## WASTE

Nearly 30 per cent of the food produced worldwide is lost or wasted every year. This waste contributes to biodiversity loss through habitat change, overexploitation, pollution and climate change. About 41.8 million tonnes of e-waste were generated in 2014, almost 25 per cent more than 2010. In Kenya alone, an average of 3,000 tonnes of computers, monitors, printers, batteries and other kinds of e-waste is generated annually.



# We are here to help

Our team is eager to help you develop and adapt the #BeatPollution campaign to your national context. Please feel free to get in touch.

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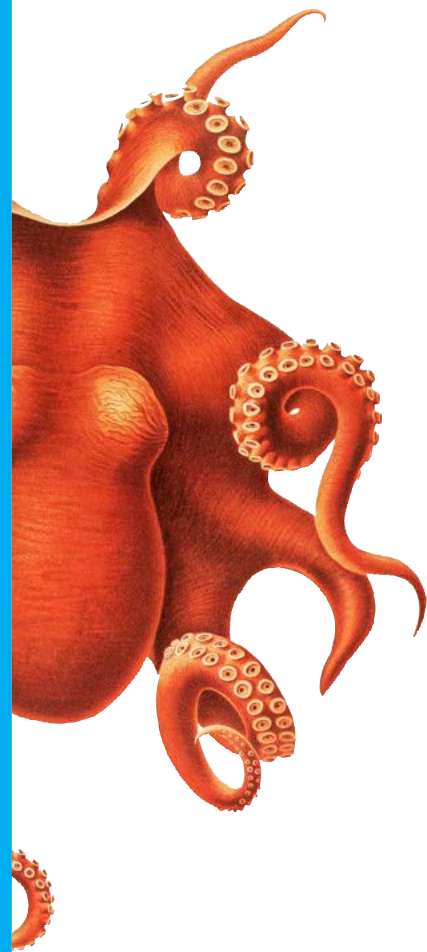
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