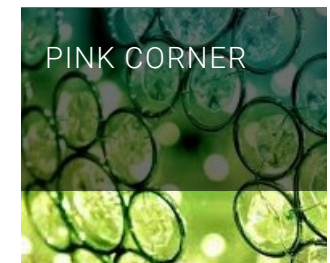
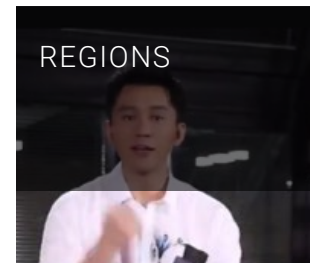
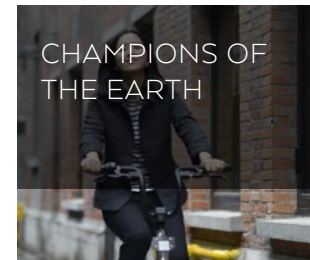
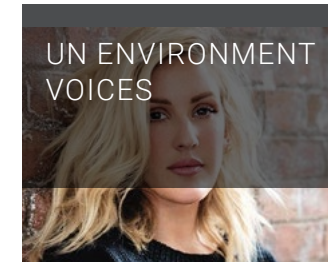


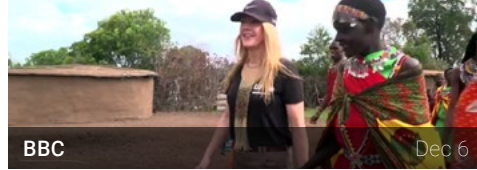
COMMUNICATION HIGHLIGHTS FROM THE THIRD UN ENVIRONMENT ASSEMBLY



IN THE NEWS



POLITICIANS SEEK TO TACKLE PLASTIC LITTER POLLUTING THE OCEANS



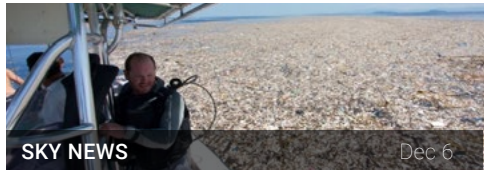
ELLIE GOULDING IN KENYA FOR NEW UN ENVIRONMENT ROLE



PLEDGE TO STOP PLANETARY CRISIS: UNITED NATIONS CHIEF DEMANDS HALT TO THE 'OCEAN ARMAGEDDON'... AND EVEN DONALD TRUMP COULD SIGN UP



NEARLY 200 NATIONS PROMISE TO STOP OCEAN PLASTIC WASTE



UN MEMBERS VOW TO TACKLE 'OCEAN ARMAGEDDON' PLASTIC PROBLEM



UN'S TOP ENVIRONMENTAL HONORS GO TO THREE IN CHINA



MEET UN'S 'YOUNG CHAMPIONS OF THE EARTH'



UN RESOLUTION CALLING FOR TARGETS TO TACKLE OCEAN PLASTIC WASTE REJECTED BY US, CHINA AND INDIA



IN THE NEWS



The Baltic Times

Dec 7

ESTONIAN MINISTER ELECTED PRESIDENT OF UN ENVIRONMENT ASSEMBLY



International Business Times

Dec 9

A KENYAN ASSOCIATION CREATES "HOSPITAL" FOR TURTLES WHO ARE DYING BECAUSE OF PLASTIC WASTE



Modern Diplomacy

Dec 9

CHAMPIONS OF THE EARTH: INSPIRATIONAL ENVIRONMENTAL LEADERS FROM CHILE, CHINA AND UNITED STATES



XINHUA News

Dec 10

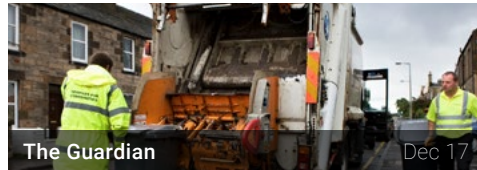
CHINA SETS EXAMPLE IN SUSTAINABLE DEVELOPMENT: UN ENVIRONMENT



The Economic Times

Dec 10

FOUR MORE NATIONS JOIN UN ENVIRONMENT'S CLEAN SEAS CAMPAIGN



The Guardian

Dec 17

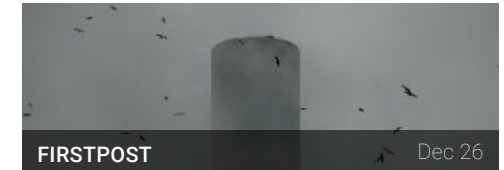
THE ECO GUIDE TO NOT BUYING STUFF



CNN

Dec 19

PARIS AGREEMENT TWO YEARS ON: WHO IS TAKING THE LEAD ON CLIMATE CHANGE?



FIRSTPOST

Dec 26

DESPITE 'DONALD TRUMP EFFECT', TOPIC OF COMBATTING CLIMATE CHANGE GAINED MOMENTUM IN 2017



OP-EDS AND INTERVIEWS



OP-EDS



The Daily Nation

THERE'S A SENSE OF URGENCY ON PLASTIC WASTE
KARMENU VELLA



TIME

HUMANS HAVE A RIGHT TO BREATHE CLEAN AIR
ELLIE GOULDING



PULSO

CINCO FORMAS DE GANAR LA GUERRA CONTRA LA CONTAMINACIÓN
ERIK SOLHEIM



VICE IMPACT

WASTE IN THE FASHION INDUSTRY MADE ME CREATE A SUSTAINABLE CLOTHING LINE
KAYA DOREY



VICE IMPACT

TOXIC LEAD THREATENED A POOR KENYAN COMMUNITY UNTIL LOCALS AND ACTIVISTS FOUGHT BACK
PHYLLIS OMIDO



VICE IMPACT

POACHERS SHOULD GET TOUGHER PENALTIES FOR KILLING OFF OUR WILDLIFE
MICHELLE YEOH



The Guardian

AKSHAY KUMAR: TOILET ISN'T A DIRTY WORD – MY LATEST FILM MADE ME LOVE THE LOO
AKSHAY KUMAR



OP-EDS AND INTERVIEWS



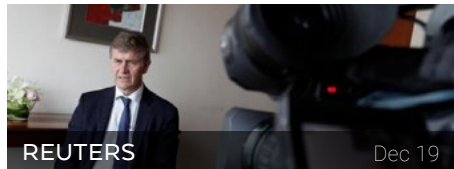
INTERVIEWS



"BEATING POLLUTION FOR OUR PLANET"
ERIK SOLHEIM



WE SHOULDN'T WAIT FOR THE OCEANS TO TURN INTO A PLASTIC SWAMP
ERIK SOLHEIM



STOP 'BORING' LANGUAGE TO SPUR CLIMATE ACTION
ERIK SOLHEIM



'CHANGE CAN HAPPEN MUCH FASTER THAN WE THINK'
ERIK SOLHEIM





BEATING POLLUTION AT THE UN ENVIRONMENT ASSEMBLY



Watch our short video to learn more about the commitments made at the Assembly

[Read more](#)

[Read more](#)

The #BeatPollution campaign presented to the Assembly nearly **2.5 million individual pledges** to clean up the planet, in addition to voluntary commitments from governments, civil society and businesses. During the Assembly, member States adopted **13 landmark resolutions**, as well as a Ministerial Declaration outlining areas for action.

Over **3,800** leading media outlets in **125 countries** reported on the Assembly in **23 languages**. Chinese, English and Spanish were the most popular languages, accounting for 81 per cent of all media coverage.

UN Environment accredited **296 journalists** from **26 countries** to cover the Assembly. The News and Media team issued a total of **18 press releases** and organized **12 press conferences**. The team also organized media field trips to the Nairobi River, Watamu, Mount Kenya and Dagoretti Abattoir.

In the months ahead of the Assembly, the digital team produced and published **61 web stories** that highlighted the different dimensions of pollutions, culminating in an interactive data story, based on the Executive Director's report to the Assembly. During the event itself, the News and Media team placed editorials in top-tier outlets including Time, The Guardian, VICE, Reuters Sustainability, the Daily Nation, and Le Monde.

A race to #BeatPollution, with around **200 people** riding their bicycles through central Nairobi, was covered by local and international media. It provided a colourful opening to the week of high-level meetings and events, promoting a healthy and clean transport alternative to #BeatPollution.

Watch Erik Solheim, Head of UN Environment, and Weiwei Hu, President and Founder of Mobike talk about the benefits of this environmentally-friendly form of transportation

[Read more](#)

[Watch Video](#)

[Interactive](#)



#BEATPOLLUTION



INFORMATION ON THE ASSEMBLY AND ITS PREPARATIONS WAS WIDELY DISSEMINATED TO STAKEHOLDERS

The Assembly website was launched in September, with information about the #BeatPollution campaign, side events, Sustainable Innovation Expo, Leadership Dialogues, as well as all pre-session and in-session documents.

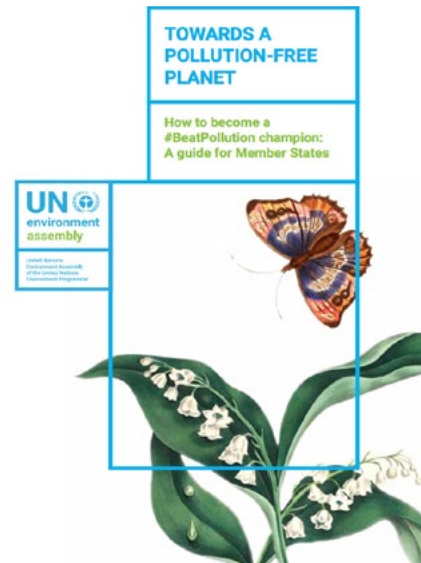
Earth Negotiations Bulletin, a service provided by the International Institute for Sustainable Development, produced daily summaries and web articles covering the proceedings. These were disseminated to attendants in hard copy, published online, promoted on social media, and distributed to **2,300 stakeholders** by email.

Information on the Assembly and the #BeatPollution campaign was disseminated to all staff and members of the Committee of Permanent Representatives since September via a weekly Environment Assembly newsletter and in the UN Environment Assembly Corner on the intranet.

[Read the reports](#)

[View the Photo Gallery](#)

[Download the Toolkit](#)



Toolkits for government and civil society were disseminated in five languages.

Read our top five #BeatPollution web stories

Solid approach to waste: how 5 cities are beating pollution



Ethiopia's waste-to-energy plant is a first in Africa



A price on their heads: how bottle deposits help beat plastic pollution



Defusing Ethiopia's toxic time bomb



Our way of life is piling pressure on ecosystems

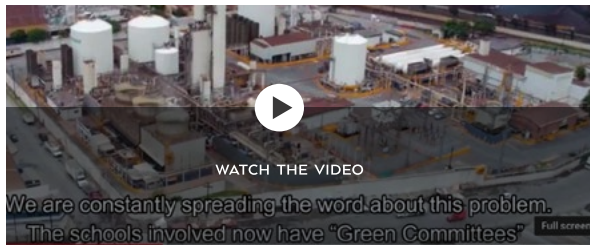


#BEATPOLLUTION



#BEATPOLLUTION CAMPAIGN REACHED OVER 20 MILLION SOCIAL MEDIA USERS FROM SEPTEMBER TO DECEMBER

Social media users engaged with UN Environment’s social media posts more than 2 million times. An average of nearly 800 tweets were posted daily during this period with the #BeatPollution hashtag. The campaign hashtag also trended on Twitter for several hours during the Assembly.



Comite Ecologico Interescolar from Monterrey, Mexico, won the #BeatPollution video contest launched in November, where people shared their ideas on how to fight pollution.

UN Environment partnered with the Kenyan Ministry of Environment and Natural Resources to welcome delegates and promote the Assembly. Giant multimedia billboards and banners were put up at the international airport terminals and select Nairobi locations.



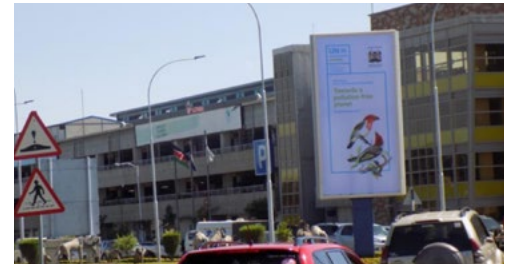
Museum Hill Banner



Limuru Road backlit billboard



Jomo Kenyatta International Airport



Airport Backlit Bill board (Roundabout - Terminal 1D & 1E)





COMMUNICATION EVENTS AT THE ASSEMBLY PROMOTED HOW TO #BEATPOLLUTION

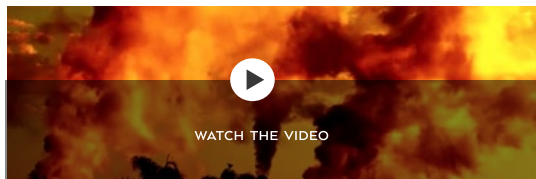
On December 4-5, 2017, 24 Hours of Reality: Be the Voice of Reality brought the world together for one full day to tell the stories of citizens taking action to end the climate crisis. Hosted by former US Vice President Al Gore, the broadcast reached **over half a billion households** on television, had **32 million views** online and was largest social broadcast on

a social issue ever, with stars like Sheryl Crow live streaming the programme.

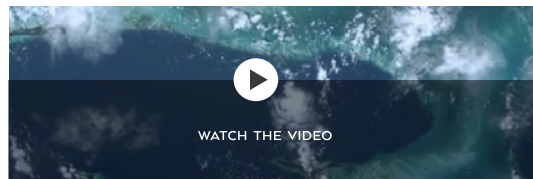
Other media events held during the Assembly included a series of “tent talks”. Topics included “the sky from above”, with NASA scientist Paul Newman, retired astronauts Mae Jemison and Rakesh Sharma, Airbus

Earth Observation Consultant Fabio Vescovi, and Astronomer Susan Mbarana. Other talks addressed topics such as environmental defenders, Young Champions and Champions of the Earth.

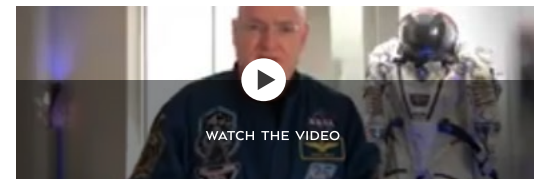
The UN Environment Assembly Leadership Dialogue sessions also took place on 5 December 2017.



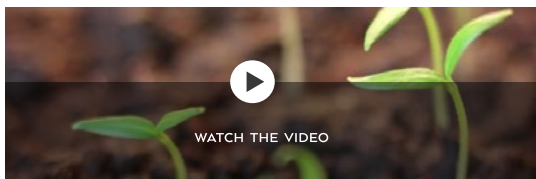
Watch the segment of 24 Hours of Reality broadcast live from the UN Environment Assembly



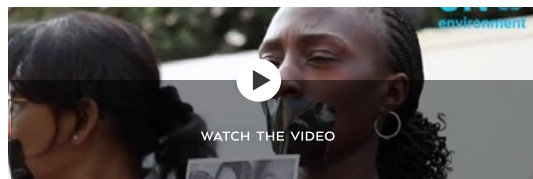
Listen to former astronauts Mae Jemison and Rakesh Sharma as they share their perspective about our planet and resources



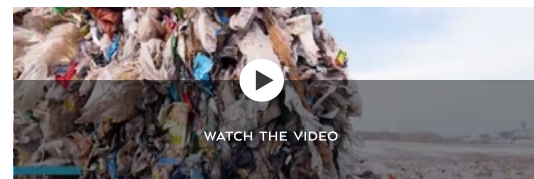
Watch NASA Astronaut and UN Champion for Space Scott Kelly's message to leaders gathered at the Assembly



Watch our video to learn more about defending our environmental right to a pollution-free planet



Listen to Phyllis Omido, Director of the Centre for Justice, Governance and Environmental Action, speaking out as an Environmental Defender



Watch brief highlights of the Leadership Dialogue sessions



#BEATPOLLUTION



MULTIMEDIA



The multimedia team produced **17 customized video messages** from Heads of States, Environment Ministers, and other VIPs ahead of the event, as well as **7 public service announcements** presented by UN Environment Goodwill Ambassadors and other prominent voices.

Other videos specifically highlighted air, water, and land pollution and were also broadcast on TV, billboard screens and other public spaces provided by the Government of Kenya.

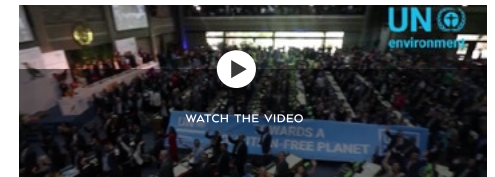
More than **10 video stories** on pollution were shared prior to the opening of the Assembly and more more than **12 videos** highlighted the day-to-day events, sessions, and plenary.

Watch the Assembly daily wrap-up videos:

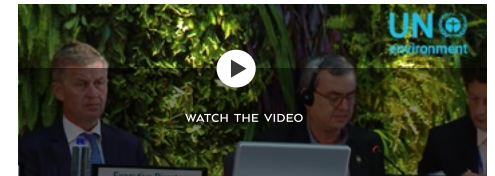
Day 1



Day 2



Day 3



#BEATPOLLUTION



EXHIBITIONS



#BeatPollution

Location: Old fountain area

Art installation showcasing different types of pollution by Chilean artist Josefina Muñoz and Kenyan artist Meshack Oiro.

[View photos](#)



Towards a pollution-free planet

Location: Upper concourse

The exhibition highlighted the six dimensions of pollution, featuring UN Environment's major campaigns to #BeatPollution. It included a city and pollution wheel showing visitors how to reduce their pollution footprint in their daily life.



Tick Tock

Location: Clean Seas Dome

The exhibition by Lonely Whale Foundation illustrates the explosive potential of ocean plastic with symbolic bombs made out of marine litter items.



Blood Lead Testing

Location: Upper concourse

Some 300 people found out how much lead they have in their blood. The highest levels of lead were found in the blood of attendees from Kenya and from the UK.



Ozone Heroes

Location: Lower concourse

Visitors followed their favourite superheroes in their latest mission and found out more about the #OzoneHeroes campaign

ART & ENVIRONMENT

The 4000 delegates also had the opportunity to discover pollution through the eyes of international artists at the Chilean finger.



Prophecy #12 by Fabrice Monteiro

Marine animals are not the only ones ingesting plastic; cattle do it too.

[Learn more](#)



Plastic mermaid

In 2016, 480 billion plastic drinking bottles were sold across the world. Photographer Benjamin Von Wong shared his talent for epic photo shoots to raise awareness on pollution.

[Learn more](#)



Wastelands

Photographer Kadir van Lohuizen has investigated how six megacities (Jakarta, Tokyo, Lagos, New York, São Paulo and Amsterdam) manage or mismanage their waste, posing the question: what is waste and is it actually not a resource?



UN ENVIRONMENT VOICES



ELLIE GOULDING BECOMES UN ENVIRONMENT GLOBAL GOODWILL AMBASSADOR



British singer-songwriter Ellie Goulding signed on in December as a Global Goodwill Ambassador for UN Environment, joining the fight to save the lives and habitats of people and animals by cleaning up our air and seas, fighting climate change and protecting species.

[Read more](#)

UN ENVIRONMENT WELCOMED VIJAY SHEKHAR SHARMA AS PATRON OF CLEAN AIR



As Patron of Clean Air, Vijay – the founder and CEO of the India's largest mobile-first financial services conglomerate – will help drive greater environmental action and awareness and advocate for the goals of our global #BreatheLife campaign.

[Watch](#)

DIA MIRZA APPOINTED NEW UN ENVIRONMENT GOODWILL AMBASSADOR FOR INDIA



A long-standing supporter of environmental conservation, former Miss Asia Pacific, actor, producer, entrepreneur and environmentalist Dia Mirza was appointed as UN Environment's Goodwill Ambassador for India to raise awareness of environmental issues that the world, and India in particular, faces.

[Read more](#)

[Watch Dia's pledge to #BeatPollution](#)



CHAMPIONS OF THE EARTH



INSPIRATIONAL ENVIRONMENTAL LEADERS FROM CHILE, CHINA AND UNITED STATES WIN UN'S TOP ENVIRONMENTAL HONOUR

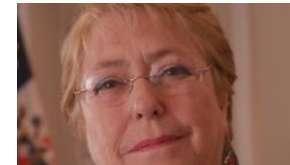
During the UN Environment Assembly Gala, seven inspirational environmental leaders received the United Nations highest environmental honour, the Champions of the Earth award, in a ceremony hosted by two UN Environment Goodwill Ambassadors: Bollywood star Dia Mirza and singer/songwriter Ellie Goulding. The award ceremony, held in Nairobi on 5 December during the third UN Environment Assembly, honoured the 2017 Champions of the Earth laureates and introduced the inaugural class of six Young Champions to an audience of 600 dignitaries.

"As we face unprecedented threats to our environment, strong leadership at all levels is more important than ever. This year's Champions embody the commitment, vision and energy we so desperately need."

Erik Solheim, Head of UN Environment

DISCOVER THE 2017 CHAMPIONS OF THE EARTH

POLICY LEADERSHIP



Michelle Bachelet, President of Chile

SCIENCE AND INNOVATION



Paul A. Newman & NASA's Goddard Space Flight Center

ENTREPRENEURIAL VISION



Mobike

INSPIRATION AND ACTION



Jeff Orlowski, Filmmaker

INSPIRATION AND ACTION



Saihanba Afforestation Community

LIFETIME ACHIEVEMENT AWARD



Wang Wenbiao, Chairman of Elion Resources Group

[Learn more](#)

[Learn more](#)

Watch the recap video of the 2017 Champions of the Earth Awards.



Visit the [Champions of the Earth website](#) to learn more about the programme



1. IN THE NEWS

2. OP-EDS AND INTERVIEWS

3. BEAT POLLUTION

4. UN ENVIRONMENT VOICES

5. CHAMPIONS OF THE EARTH

6. CLEAN SEAS

7. BREATHE LIFE

8. REGIONS

9. PUBLICATIONS

10. PINK CORNER

CLEAN SEAS



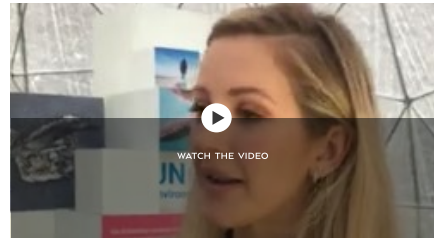
MORE THAN 800 PEOPLE, INCLUDING 20 MINISTERIAL DELEGATIONS, VISITED THE CLEAN SEAS CAMPAIGN'S INSTALLATIONS AT THE ASSEMBLY

FIVE ADDITIONAL COUNTRIES JOINED THE CAMPAIGN AT THE ASSEMBLY



Almost 20 events on plastic pollution were hosted at the #CleanSeas Tent, a dedicated space for panel discussions, and the #CleanSeas Dome housed a full-fledged exhibition including the campaign's virtual reality experience, illustrative installations and art displays.

Watch singer/songwriter and UN Environment Goodwill Ambassador Ellie Goulding visit the #CleanSeas dome.



Watch the Facebook LIVE with Ellie Goulding at the #CleanSeas dome at the UN Environment Assembly



Chile, Montenegro, Oman, South Africa and Sri Lanka brought the number of countries participating in the campaign to 40. With a resolution on marine litter, the UN Environment Assembly urged all actors "to step up actions to prevent and significantly reduce marine pollution of all kinds by 2025".

The Clean Seas campaign aims to "turn the tide on plastic" by inspiring action from governments, businesses and individuals on ocean pollution. Visit the [#CleanSeas website](#)



BREATHE LIFE



BREATHE LIFE
Clean Air. Healthy Future.

OUR RIGHT TO LIFE IS UNDERLINED BY OUR ABILITY TO BREATHE CLEAN AIR

More than 100 cities and 5 countries have committed to curb deadly air pollution

At the UN Environment Assembly, BreatheLife reached a key milestone with over 100 commitments that combined will bring health benefits to 130 million people and reduce air pollution to safe levels by 2030.

[Read more](#)



Dia Mirza, UN Environment Goodwill Ambassador

At the opening of a high-level side event about air pollution at the third UN Environment Assembly, Dia Mirza, Indian actress and new UN Environment Goodwill Ambassador for India, spoke about the impact of air pollution on people in India and the need to find solutions to improve air quality.

[Read her speech](#)

Watch Dia Mirza speak about air pollution and potential steps to tackle this problem in her native India.

[Watch](#)

Watch Dia Mirza talk to Marcelo Mena Carrasco, Minister for Environment, Chile, about air pollution.

[Watch](#)

#BreatheLife mobilizes cities and individuals to protect our health and our planet from the effects of air pollution. Visit www.breathelife2030.org to learn more

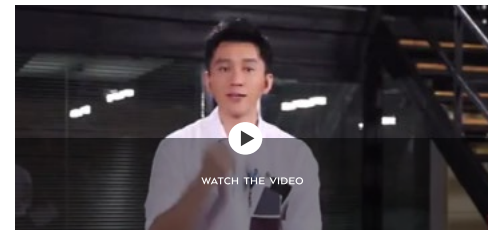


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- 6. CLEAN SEAS
- 7. BREATHE LIFE
- 8. REGIONS
- 9. PUBLICATIONS
- 10. PINK CORNER

ASIA PACIFIC



#BEATPOLLUTION PROMOTED IN CHINA AT BEIJING INTERNATIONAL AIRPORT AND ON SOCIAL MEDIA



#BeatPollution campaign launched on Weibo engaged six celebrities, reaching more than 160 million, and was ranked top 3 trending topic during the week of the third Assembly.

A public service announcement on a pollution-free planet with Goodwill Ambassador Li Chen reached 190 million people and was the top 1 trending topic during the week of the Assembly.

At the end of November, a #BeatPollution Exhibition with 48 billboards and more than 120 LED screens was launched at the Beijing International Airport, which has a traffic flow of 258,000 people per day.

#BeatPollution ads were also placed in China Daily, a daily newspaper with a print run of 300,000 copies per day and distributed in 150 countries, on 1 and 4 December 2017.

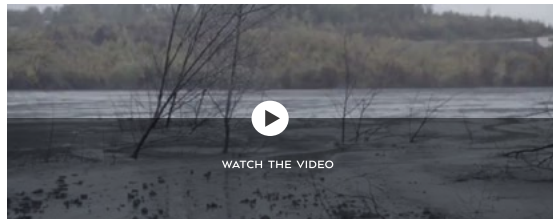




HELPING TO #BEATPOLLUTION WITH #GREENTIPS FOR THE SEASON

How can I reduce my environmental impact while enjoying the festive season? In December, the Europe Office launched a new series of practical #greentips on Facebook for people to enjoy the season sustainably. These reached over 2600 people and helped increase engagements to 156% compared to the previous month.

COMING UP FOR CLEAN AIR IN BOSNIA AND HERZEGOVINA



Watch a video on how UN Environment and the Global Environment Facility are helping fight air pollution in Bosnia and Herzegovina

The BBC coverage that followed our media field trip in the country has been viewed 300,000 times and led to 35 other media articles.



Watch the BBC video

[Learn more](#)



LATIN AMERICA AND THE CARIBBEAN



ALMOST 6 MILLION PEOPLE REACHED THROUGH FACEBOOK AND TWITTER SPANISH ACCOUNTS



The Assembly prompted a wider outreach of UN Environment activities in the region during December. Almost 6 million people were reached through Facebook and Twitter corporate accounts in Spanish and more than 1,000 mentions to UN Environment were made in mass media in the region and in Spain, a potential reach of tens of millions.

[Read the Op-Ed](#)

A special Op-Ed on pollution by Erik Solheim was published in 12 major newspapers in Latin America and the Caribbean, like Clarín (Argentina), Pulso (Chile), El Tiempo (Colombia), El Comercio (Ecuador), El Universal (México) and El Universal (Venezuela).

The regional office also invited journalists from outstanding media - El País, Valor Económico and Notimex agency - to the Assembly and coordinated great part of their coverage, like exclusive slots with Erik Solheim and Edgar Gutiérrez. Their special reporting on the Assembly was a major boost in Latin America.



Watch a video message by our Regional Director, Leo Heileman, which reached 10,400 users on Facebook and 7,336 on Twitter.

In the news

- El País
- El País
- Notimex
- Valor Económico

REGION PROMOTES #BEATPOLLUTION THROUGH ANIMATED INFOGRAPHICS

- Waste management
- Renewables
- A Pollution Free-Planet is Possible
- Five plastics you can live without
- Other regional infographics



OUR PLANET



Read the latest edition of Our Planet: Towards a pollution-free planet - December 2017

[Read it online](#)

[Download it](#)

In this issue, policymakers, experts and business leaders examine the growing threat of pollution, its enormous impacts on people and the environment as well as the innovative solutions that can help us move towards a pollution-free planet.



Triumph by treaty - By Mario Molina and Durwood Zaelke

[Read more](#)



A clean environment for all - By Amina J. Mohammed

[Read more](#)



The weight of cities - How the International Resource Panel is working to lighten the load on the planet

[Read more](#)

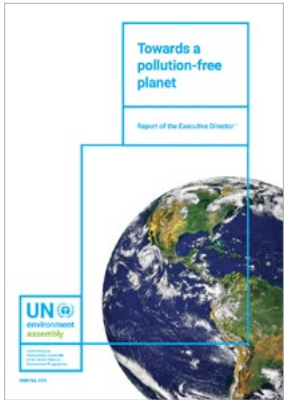


Free of plastic bags - By Judi Wakhungu

[Read more](#)



PUBLICATIONS



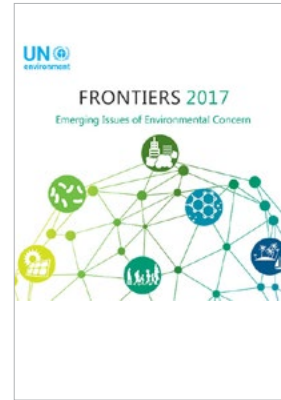
**EXECUTIVE DIRECTOR'S
REPORT: TOWARDS A
POLLUTION-FREE PLANET**



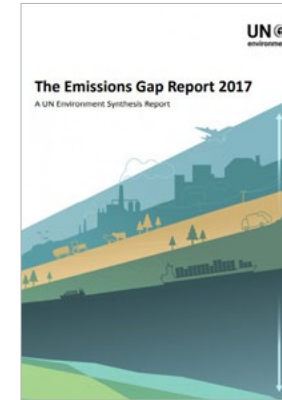
**TOWARDS A
POLLUTION-FREE PLANET
BACKGROUND REPORT**



**GLOBAL MERCURY: SUPPLY,
TRADE AND DEMAND**



**FRONTIERS 2017:
EMERGING ISSUES
OF ENVIRONMENTAL
CONCERN**



**THE EMISSIONS GAP
REPORT 2017: A UN
ENVIRONMENT SYNTHESIS
REPORT**



**LIVING UNDER A BLACK
SKY**





UN ENVIRONMENT STAFF BECOME THE FACE OF THE #BEATPOLLUTION CAMPAIGN



A drive to engage staff to become the face of our campaigns was launched in December. Over 35 employees in Nairobi participated in the photo shoot. Twelve faces were chosen to represent the #BeatPollution campaign at the entrance of the New Office Facility in the UN compound in Nairobi. Launched in December, this is the first in a series of exhibitions to be held in 2018 to promote UN Environment campaigns in the building.

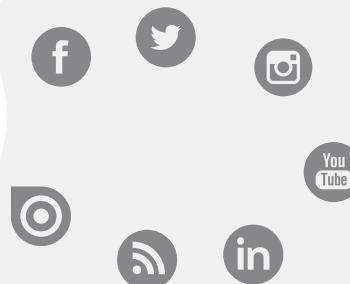
POSITIVE
INSPIRATIONAL
NEAR TO PEOPLE
KIND

ENGAGE



ARE YOU SOCIAL?

Follow UN Environment on these platforms and help tell our story!



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SOCIAL MEDIA socialmedia@un.org

FOCAL POINTS WITHIN THE COMMUNICATION DIVISION

ECOSYSTEM MANAGEMENT

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