

# PUBLICITY TOOLKIT

Announcing the funding of a new project on  
chemicals and waste management



**CHEMICALS  
AND WASTE  
MANAGEMENT  
PROGRAMME**



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## Media Relations Overview

The Special Programme, also known as the Chemicals and Waste Management Programme, provides support to developing countries and countries with economies in transition to enhance their sustainable institutional capacity to develop, adopt, monitor and enforce policy, legislation and regulation for effective frameworks for the implementation of the Basel, Rotterdam and Stockholm Conventions, the Minamata Convention and SAICM.

Projects funded by the Special Programme have similar goals that media relations can help shine a light on. Building your project's profile with the general public and local media can help create support for your work in the community, increase interest in or contributions to your project, and encourage positive change at the community level.

This publicity toolkit is designed to help you do just that—from finding your unique story, to crafting compelling messaging, to publicizing your impacts.

Publicity is useful for milestones and achievements throughout the lifespan of your project, such as:

- Announcing funding for your project
- Forming new alliances, ministries, or other coordination mechanisms
- Creating new policies and regulations
- Launching databases, apps or other products

## Essentials of Media Relations

### I. Setting Your Objectives

Central to successful communications and public relations is a clear understanding of your objectives, or what you hope to achieve through these efforts.

The following guiding questions can help you determine your objectives:

- How will receiving media attention help my project?
- Is there a gap in my project that media attention can help fill?
- What would a successful public relations campaign look like for my project?

Sample objectives of your communications might be:

- Raising awareness about your project with the general public / relevant stakeholders and how it benefits your community or country (or even the world!)
- Garnering support from stakeholders such as funders, partners, and community or political leaders (this could be financial support, political support, etc.)
- Expanding the project to include new partners (such as the private sector)
- Encouraging specific actions among community members (like recycling, or voting to support a new pollution law)

Understanding your objectives is the first step in outlining a public relations strategy, and these objectives will serve as a guidepost if you run into obstacles down the road.

### II. Finding Your Audience

It's important to identify early on the specific individuals and/or groups you want to speak to. This will help you best direct your efforts and maximize your impact to achieve the objectives you've defined.

The following guiding questions can help you determine your key audience(s):

- Who needs to hear about our project?

- Who benefits from our efforts?
- Who can influence public opinion in a favorable way?
- Who can help us reach our goals?

You can divide them into “primary” and “secondary” audiences to help you direct your communications efforts if you find this useful.

### III. Telling Your Story

#### Story Harvesting

Now that you’ve determined who you are speaking to and what you want to achieve, it’s time to think about what you are going to say in order to reach those people and meet those objectives. This process of looking for the compelling stories within your body of work is often called “story harvesting”.

You can use the following sample guiding questions to harvest stories from your own work:

- What problem does your project solve?
- What made you want to get involved in this project?
- Can you think of a time when a specific person (or group of people) benefitted from your project? What can you tell us about that person?
- What have you learned about chemicals and waste management?
- Is there a memory of working on this project that sticks out to you?
- Is there anything you know now that you didn’t know at the beginning of the project?
- Is there an accomplishment of the project that you’re most proud of?
- Why do you feel this way?
- Were there any memorable challenges you overcame while executing this project?
- Has working on the project changed your life in any way?
- What do you think people should know about your project?
- What are your hopes for the future of the project? For the country?

So, what makes a compelling news story?

While this is not a comprehensive list, good news stories may encompass one or more of the following characteristics:

<b>Involves or impacts people in relatable or obvious ways</b>	<b>Example: protecting a neighborhood from the health impacts of a chemical leak</b>
<b>Tells an audience something new about a familiar person, place, or thing</b>	<b>Example: their community market’s waste is now being composted and used to create soil for a community garden)</b>
<b>Has emotional impact</b>	<b>Example: a woman whose family contracted cholera from an unregulated landfill drove the passing of a new waste management law</b>
<b>Uses big numbers (affects a lot of people, covers a large geographic area, has a large economic impact, etc.)</b>	<b>Example: half of all a country’s municipalities implemented a waste segregation program</b>
<b>Involves high-profile individuals (celebrities, political leaders, experts, local heroes, etc.)</b>	<b>Example: the Minister of the Environment is meeting with a popular car manufacturer to create a strategy to reduce pollution and waste</b>

Is unusual or unique (biggest or smallest, first or last, only, etc.)	Example: the first law of its kind has been signed to create a national waste reduction strategy
Is timely or coincides with a special day or month	Example: Global Recycling Day, Earth Day

## Developing Messaging

Even though you may have a compelling story in mind, and you know who needs to hear it, you still need to think about precisely how you will tell it. How will you ensure your audience understands and appreciates your project? The key is to develop strategic messaging.

Key messages can be seen as the essence of what you want to communicate. They are less about what you say, and more about what the audience perceives. They differ from taglines or slogans in that they are not designed to be repeated word-for-word, but rather to be incorporated naturally into all of your communication products.

Good messages are clear and simple, but still powerful and memorable. They speak to your audience in a language they will understand and respond to.

To help craft your key messages, consider the following questions:

- What overarching message do you want to tell the target audience about your project?
- Why is this message important to them?
- What makes it unique or different?
- Why would the target audience care to know this information?

Sample key messages:

1. Chemicals and waste can pose serious threats to human and environmental health.
2. The management of increasing municipal waste present a development challenge and priority for Ruritania.
3. Ruritania is working to safeguard quality of life through improved infrastructure such as water supply and sanitation connections, sewage treatment, and waste collection and management systems
4. Ruritania’s current chemicals and waste management policies and practices have been successful in diverting waste from landfills, improving water treatment, and enforcing stricter vehicle emissions standards.

## IV. Selecting Media Outlets

Determining your audience and developing your key messages will make it easier to select the appropriate and most effective media outlets.

Media outlets vary from community to community, and you will need to understand local context to determine your best option, but below are a few examples to consider:



**Newspapers:** Many large cities have city-wide newspapers that report on international events as well as local news. Reach out to the editor of the news section and ask if they can help identify the appropriate reporters for you to engage with. You may also find smaller neighborhood or community newspapers in smaller towns that focus more on the events and people in that particular community.



**Radio and TV stations:** Local radio and TV stations often have a large local following, and they tend to focus on local news. You can send a press release (example included below) to the editor or producer.



**Magazines:** You can find a magazine for just about any topic. Your project may appeal to a special-interest publication about environment, for example. Note that magazines typically have a much longer lead time than daily or weekly media, so plan your outreach in advance (especially if it's related to a particular time or event). Check the magazine's website, if available, to see if they have an editorial schedule that details when they accept submissions.



**Websites:** The Internet offers many new opportunities to share your story. This might include blogs, online news sites, or social media accounts. Look for outlets that cover your project's focus and reach out to them with a press release or media kit (example included below).

## Media Kit

A media kit is a pre-packaged set of promotional materials that share information about your project to the media. A media kit can be handed out at physical events or sent electronically or by mail. Media kits typically contain general information that will help reporters write their story, including:

- Summary of your project
- Background on your organization
- Facts about your organization's work, achievements and beneficiaries
- Photographs (optional) with descriptive captions if applicable
- Brand assets (such as logos or relevant graphics)
- Contact information

Most media kits are designed with branding and aesthetics in mind. Below is an example:

Your media kit might also include your most recent press release and media advisory if you have a newsworthy story or upcoming event to share. See the sections below to understand the value of a press release and media advisory.

**SAVVY GIVING BY DESIGN™**  
**AT-A-GLANCE MEDIA KIT 2018**

CONTACT: [savvygivingbydesign.org](http://savvygivingbydesign.org), [savvygiving@gmail.com](mailto:savvygiving@gmail.com), [savvygivingbydesign](https://www.facebook.com/savvygiving), [savvygiving](https://www.instagram.com/savvygiving), [savvygivingbydesign](https://www.linkedin.com/company/savvygiving), [savvygiver](https://www.youtube.com/channel/UCvYvYvYvYvYvYvYvYvYvYvY)

**the Basics:**

**OUR MISSION:** Savvy Giving by Design™ is a non-profit organization whose mission is to provide comfort, support, and healing to families with a child facing a medical crisis by transforming the interior spaces of their homes at no cost to them.

**OUR VISION:** To build a nationwide coalition of like-minded designers to carry out the mission of Savvy Giving by Design in their own communities so that we can expand our reach to more children who would benefit from a dream space in which they can heal.

**the Stats:**

**40+** NUMBER OF CHILDREN'S SPACES COMPLETED IN SAN DIEGO

**8** NUMBER OF NATIONAL AFFILIATE DESIGN CHAPTERS ADDED IN 2018

**5-10** NUMBER OF NEW CHAPTERS TO BE ADDED IN 2019

**How it Works:**

- WE MEET A DESERVING FAMILY**  
Referrals are nominated by past recipients or community members and vetted by our board of directors. We meet with them to find out what their child's interests, passions, favorite colors, and physical needs are.
- PLAN WITH OUR TEAM**  
Our designers work together to create a vision for each room. They select paint, wallpaper, flooring, furniture, bedding, fabrics, window coverings, and decorative accents. We collaborate with our contractors & reach out to vendors to source room materials.
- COMMUNITY ENGAGEMENT**  
The family's story is shared with our community of #savvygivers. We collect monetary donations online. Each chapter has their own facebook group to utilize for "fund-a-need" specific decor items to be purchased for specific rooms.
- REVEAL DAY**  
Professional photographers & videographers capture the "big reveal" so that it can be shared with friends, loved ones, and the community that made it all possible.

**How to Get Involved:**

- DONATE ONLINE** [savvygivingbydesign.org](http://savvygivingbydesign.org)
- JOIN OUR CHAPTER AFFILIATE FACEBOOK GROUPS** [facebook.com/jg/SavvyGivingbyDesign/community/](https://www.facebook.com/jg/SavvyGivingbyDesign/community/)
- SPREAD THE WORD**

## I. Press Release

Press releases are one of the most common and effective methods of communicating with the media. A press release, while more detailed than a media advisory, is still concise; if a reporter is interested in your story, he or she will follow-up to ask for more details, so focus on the most important highlights. You can put any illustrations, biographies, or photographs in your media kit to save room in your press release. Consider these tips when drafting your press release:

- Try to keep the length to a one-page limit;
- Keep the font simple and a readable size (don't make the font smaller to fit more information), and keep a space-and-a-half between lines for readability;
- Avoid jargon

When might a press release be useful?

- Announcing the funding of your project
- Sharing milestones or achievements during implementation such as new laws, new policies, formation of partnerships, etc.

See example in the Annex.

## II. Media Advisory

A media advisory is similar to a press release in that it gives reporters information on your project. But it's different in that a media advisory is related to an upcoming event.

A media advisory should say why a reporter should attend your event and what they can expect to gain out of it (i.e. what they will learn). Don't forget to include logistics such as where and when your event will take place.

Tips:

- Keep it brief, no more than a page;
- The headline should relay what will happen at the event;
  - Example: UN Environment Programme to announce funding for Country X's waste management project.
- Use the simple headings WHAT, WHO, WHERE, WHEN, WHY. These are standard for media advisories.
- Include a contact name, title, telephone number, and E-mail address at the bottom for inquiries.

See example in the Annex.

## Social Kit

Social media is an important part of press relations, allowing you to speak directly to your audiences. You can use these sample posts to announce funding from the Special Programme, and you can use the editable templates on the free platform, Canva, to create custom graphics. Don't forget to tag the relevant partners (see Who to Tag section) and use hashtags to increase the visibility of your post.

### Sample Posts for Twitter and Instagram



- We can't avoid using chemicals and creating waste. But we can avoid the economic, environmental, and health consequences that come with mismanaging them. With support from @UNEP, {Country name} is improving how we manage chemicals and waste, so we can keep our communities and ecosystems safe. Learn more @ {link}.
- With support from @UNEP, {Country name} is beginning to develop mainstream solutions for the sound management of chemicals and waste. To learn more about our project, visit {link}.
- We are excited to continue {Country name}'s journey toward healthier communities and ecosystems with support from @UNEP for improved chemicals and waste management. Learn more about the new project at {link}.

### Sample Posts for Facebook and LinkedIn



- {Country name} is joining the global effort to protect human and environmental health through better management of chemicals and waste. With support from @UNEP, a new project will be building our nation's capacity to produce, use, and dispose of chemicals and other products in ways that keep our communities and natural spaces safe. Discover more about the project at {link}.
- {Country name} is working with @UNEP to minimize significant adverse effects on human health and the environment that come from the mismanagement of chemicals and waste. Visit {link} to learn more about why chemicals and waste matter, and what we're doing to keep our communities and ecosystems safe.
- Chemicals and waste are unavoidable—and integral—parts of our everyday lives.
- But by 2025, the world's cities will produce 2.2 billion tonnes of waste every year. That's more than three times the amount produced in 2009.
- On top of that, the improper use and disposal of toxic chemicals is linked to air, soil, and water pollution in human communities and natural spaces.
- Governments across the globe are already taking action to protect economic, environmental, and human health, and, today, {Country name} is joining them.
- We are happy to announce that, with support from @UNEP, {Country name} is improving how we manage chemicals and waste so we can keep our communities and ecosystems safe.
- To learn more about our project and UNEP's Special Programme on Chemicals and Waste Management, visit {link}.
- In almost all sectors of society, the use of chemicals and the production of waste are unavoidable aspects of production that benefits human communities.
- From medicine and agriculture to consumer goods and clean technologies, many of the goods and services we rely on for our livelihoods, health, and wellbeing require the production of chemicals and waste.
- Although chemicals and waste are necessary to develop world economies, their sound management is essential to avoiding risks to human health, ecosystems, and the very economies they are



part of.

- {Country name} is now working with @UNEP as part of the global effort to improve chemicals and waste management and protect the planet and its people.
- Learn more about our project, why it matters in {Country name}, and how you can join us on our journey at {link}.

## Hashtags

#Chemicals  
#PlasticWaste  
#SDGs  
#GlobalGoals  
#GlobalAgreements  
#BRSConventions  
#MinamataConvention  
#HealthyPlanet

## Who to Tag

UN Environment Programme: @UNEP  
Basel, Rotterdam, and Stockholm Conventions: @BRSMEAS  
Minamata Convention: @MinamataMEA  
SAICM: @ChemAndWaste  
Global Environment Facility: @GEF

## Graphic Templates

The following graphic templates were created for you to freely customize. You can replace the images using high-quality images from your country or project that represent your work on chemicals and waste, and you can edit the text to be more relevant to your individual needs. Just be sure the photos are high quality, people-centric, and relevant to chemicals and waste.

[Template 1](#)

[Template 2](#)

[Template 3](#)

[Template 4](#)

## Appendix

### I. Sample Press Release

CONTACT INFORMATION:

{Logo here}

United Nations Environment Programme

Jane Doe

123-456-5157

Janedoe@example.org

FOR IMMEDIATE RELEASE

## RURITANIA TO RECEIVE FUNDS FOR NEW CHEMICALS AND WASTE MANAGEMENT PROJECT

Ruritania, 1 March 2021 – Recently, the World Health Organization estimated the ‘disease burden’ preventable through sound management and reduction of chemicals in the environment at around 1.6 million lives per year. Causes of death attributable to unsound management of chemicals and wastes include cancers, cardiovascular diseases, chronic obstructive pulmonary disease, congenital anomalies, chronic kidney disease, poisonings, and self-harm.

As the international community marks World Health Day, Ruritania is responding to the need for urgent and greater actions from governments to reduce the number of illnesses and death from hazardous chemicals and wastes by beginning the first phase of a new project to soundly manage chemicals and waste.

Funded by the UN Environment Programme’s Special Programme on Chemicals and Waste, the project is strengthening Ruritania’s capacity to reduce and eliminate toxic chemicals such as electronic waste, mercury waste, and plastic waste. Central to the project’s mission will be the creation of innovative public-private partnerships to tackle household waste, mobile phones, and computing equipment. The project comes about at a critical moment: in the last decade, Ruritania has seen an increase in both production and consumption of toxic chemicals, and recent studies in the country indicate the presence of pollution in more than a dozen water sources.

Ruritania hopes its new project will provide a framework for other countries to implement similar initiatives as part of the global movement to achieve the Sustainable Development Goals.

The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment.

###

## II. Sample Media Advisory

### MEDIA ADVISORY

Attention: Editors/Producers/Reporters

1 March, 2021

#### Ministry of Environment to host e-waste recycling drive

Jane Doe, Minister of the Environment of Ruritana, will welcome participants. The drive will teach participants about the importance of recycling e-waste, teach them how to dispose of it properly throughout the year, and provide an opportunity to recycle various types of e-waste on-site free of charge.

WHO: Minister of the Environment, Jane Doe; local recycling center representatives; corporate recycling center representatives.

WHAT: Hosting a public e-waste drive

WHERE: Ruritania Public Park, 123 Example Drive, outside the Example Rec Center

WHEN: 3 March, 2021 at 11:00 am

WHY: Recycling e-waste reduces air and water pollution, gives products a new lifestyle, saves manufacturers money, saves energy, reduces greenhouse gas emissions and helps keep our communities beautiful.

Media Contact:

John Smith, Outreach Coordinator, Ministry of Environment

[Jsmith@example.com](mailto:Jsmith@example.com)

123-456-7891