

Towards a Pollution-Free Planet: campaign roadmap

Last updated: 30/05/2017

June		July		August		September		October		November		December																	
W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2																
The Pollution-Free Planet Campaign																													
Launch of the UN Environment Assembly online platform	1. First expected announcements of country commitments on Marine Pollution 2. Media trip to Afghanistan 3. Social Media: Driving traffic to ocean action points on site		Begin of digital campaign. This will continue until the UN Environment Assembly	Media field trips boosting prominence of the pollution agenda, particularly relating to marine and coastal pollution (high level political forum) TBC		Social media push focused on protecting land, driving users to take #BeatPollution action coinciding with High-Level Political Forum		Media coverage of the launch of the Secretariat report on Pollution Free Planet to the UN Environment Assembly	1. Pledge challenges 2. 100 week Anniversary of the Versova Beach Clean-up		1. Interviews and briefings (GEO and UN Experts) 2. Highlight countries' voluntary commitments to tackle pollution: Publicize countries' pledges (several channels on site + social)		Social media sprint on toxic chemicals action points, aligned with first Minamata Convention Conference of the Parties		Pairing of messaging to accompany Breathe Life social media campaign calling for videos on air quality problems and solutions		Coordinated actions with WHO for Lead in Paint wareness week: big push on waste and land pollution		Ewaste and recycling mini-campaign to drive minimize waste action conversions on Environment Assembly site	Media coverage the Clean Planet Charter and other media events		Mini-campaign educating audiences about the Environment Assembly and expected outcomes							
	Supporting campaigns																												
#Clean Seas A social media push and traditional media support to ensure visibility for #CleanSeas and the anti-pollution campaign at the G20 Marine Litter Conference	#Clean Seas Media and social media efforts to ensure visibility for #CleanSeas and the topic of marine pollution at the World Oceans Conference			#Clean Seas G20 Meeting (Germany) - Brazil may join		#Clean Seas Africa Marine Waste Conference (South Africa may join)		#BreatheLife Paris could join the campaign (event)	Working with UNCCD to include land and soil pollution in communications during the 13 th session of the UN Convention to Combat Desertification Conference of the Parties		#BreatheLife Highlighting the pollution dimension of protecting the ozone layer on the International Day for the Preservation of the Ozone Layer; 30 th Anniversary of the Montreal Protocol		Leveraging the International Solid Waste Initiative Congress to push messaging on pollution in social and traditional media		#CleanSeas Malta Oceans Conferenc e		#CleanSeas Volvo Ocean Race		#CleanSeas IGR4 - Indonesia		#BreatheLife Clean Air Awards (event in Bonn - 20 regions to nominate a city to join)	#BreatheLife 11 th Conference of the Parties of the Convention for the Protection of the Ozone Layer (Vienna Convention) 29th Meeting of the Parties to the Montreal Protocol							
#BreatheLife TBC Washington DC and Medellin to join by June 5 - WED // Event in Mexico and Colombia for WED	#Clean Seas Social media push and media support to increase visibility of pollution messaging during the G7 Environmental Ministers Conference			#BreatheLife London to join (TBC)		#BreatheLife Ecocity World Summit			#BreatheLife Mongolia will support the campaign (TBC)																				
Schedule of preparation meetings for UN Environment Assembly (Source: SGB website)																													
	Political and Stakeholder meeting						Advance release /launch of Report on Pollution by ED / UNEA President presents draft ministerial Declaration Consultations ED with Regional and Political				CPR sub-committee meeting				Consultati ons ED with Regional and Political Groups				UNEA Burea u meeti ng				OECPR Global Major Groups and Stakeholder Forum / UN Environment Assembly						
Events and other communication moments																													
Leveraging the WED campaign to tell stories on pollution; audiovisual media products on success stories from Canada and Costa Rica.		Oceans Conference / World Ocean Day		Traditional and social media support to the sixteenth session of the African Ministerial		Media launch of the Frontiers report on emerging issues, including a chapter on nano-pollution. Press conference, global press release complemented by a social media push		Use the UN Environment booth and the UN Environment day at the Astana Expo to communicate on the pollution theme.		High Level Political Forum		High level Political Forum on Sustainable Development NY USA (10-19 July)		Regional Multistakehol der Dialogue Gabon (19-20 August) High Level Dialogue "Options and solutions for a clean energy future"		Sixteenth session of the Asia-Pacific Ministerial Conference on the Environment – a major milestone on the road to the		Asia Pacific Ministerial Conference, Bangkok		Working to ensure visibility of UN Environment's pollution messaging in media and social media during the 72 nd session of the General Assembly.		A coherent communications plan to be delivered for the 1 st Conference of the Parties to the Minamata Convention on Mercury, positioning it as a milestone on the way towards a pollution-free planet		Council of Arab Ministers for the Environme nt, Egypt		Waste Water Conference Nairobi		COP 23 Conventi on on Climate Change	

- Preparation meetings
- Land and soil pollution events and Lead Paint campaign
- #BreatheLife campaign
- #CleanSeas campaign
- Other events

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