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Global Mercury Partnership
Partnership Advisory Group
Fourth meeting
Rome, 27-28 September 2012

Communication Strategy

1. Current Situation/Background

Governments initiated mercury partnership activities at UNEP Governing Council 23, and at UNEP Governing Council 25/5, which specified the UNEP Global Mercury Partnership as one of the main mechanisms for the delivery of immediate actions on mercury.

This Communication Plan has been developed in response to the dialogue that took place at the third meeting of the Partnership Advisory Group. This Plan was developed by UNEP in consultation with the partnership area leads. The Plan is submitted to the Partnership Advisory Group (PAG) for its review and input at the fourth meeting of the group. It is expected that all partners can play a role in supporting Partnership communication efforts and that this Plan can be used as a tool to expand current communication efforts.

The Partnership currently has eight identified partnership areas that are reflective of the major source categories. These include:

I. coal combustion;
II. artisanal & small-scale gold mining (ASGM);
III. chlor-alkali sector;
IV. waste management;
V. reduction in products;
VI. supply & storage;
VII. air transport and fate research; and
VIII. cement production (new as of November 2011)

To date, the Global Mercury Partnership has had limited communications support. The purpose of this plan is to provide a general framework to help structure communications of the Partnership in 2012-2013 and to emphasize the current communication needs and gaps.

The PAG may wish to provide input on the proposed plan, partnership progress in implementing the plan, and further strategies to improve Partnership's communications.

2. Overall Objectives

The overall goal of the UNEP Global Mercury Partnership is to protect human health and the global environment from the release of mercury and its compounds by minimizing and, where feasible, ultimately eliminating global, anthropogenic mercury releases to air, water, and land.

The objectives of this communication plan intend:

i) to enhance the communications of the Global Mercury Partnership
ii) to foster effective outreach of the Partnership
iii) to support the scale-up of successful partnership actions in moving forward through promoting communication of Partnership outputs
iv) to identify timely and strategic outreach opportunities in 2012-13 (Annex 1 contains a list of related events) to expand Partnership outreach

3. Partnership Communications Needs

I) General awareness raising communication:

- To support scaling up of successful partnership actions
- To advocate for new partners to join the Partnership, in particular Governments
- To raise awareness about mercury issues.

II) Technical communication: training documents, guidance, etc. to practitioners and governments.

III) Improve internal communication amongst partners and partner leads.

4. Target Audiences / Messaging

Target Audiences

I) General awareness raising communication:

- Governments and donors - to support scaling up of successful partnership actions
- All stakeholders - to advocate for new partners to join the Partnership
- Government, NGOs, practitioners - to raise awareness about mercury issues
- Professionals of different areas involved with mercury management
- Partners

II) Technical communication: training documents, guidance, etc.

- Governments / Policy makers
- Practitioners (miners, industry, healthcare, dentists, etc.)
- Partners

General Messaging

Key messages are proposed per partnership area in Annex 2.

Languages

- Language may be considered a barrier for many audiences
- Communication should be in simple language and solution oriented
- The partnership should aim to develop multi-language materials to these audiences when deemed strategic and relevant

Outreach tools

- UNEP's website
- Conferences, workshops, webinars, and specialized briefings
- Press briefings and short documentaries on television channels
- Magazines, brochures, newsletters, radios, websites, social media, videos, and educational outreach programs

5. Proposed Activities for 2012-2013

Overarching

1. UNEP supports the continuing development and maintenance of the Partnership website, which is emerging as a platform for effective information sharing amongst partners. Partnership area leads are invited to review regularly the website and suggest updates to UNEP to keep the site active and interesting.
2. UNEP incorporates the inclusion of technical information from the Partnership at the INC as appropriate and as requested by delegates.
3. The Partnership will produce a leaflet outlining the Partnership and its successes. The purpose of this brochure is to support improved communication of partnership successes to potential partners and donors. Successes should clearly link to the partnership area objectives and priority actions. UNEP will work with the partnership area leads to coordinate and develop this brochure.
4. UNEP has initiated a Partnership *'Story of the Month',* since January 2012. The Story is published on the UNEP website and is distributed to partners via an e-mail distribution list. UNEP will coordinate this activity, seeking input from the partnership areas. A tentative schedule for 2012 is attached in Annex 3. A format for the Month is included in Annex 4. The Story's objective can be:
    a. To raise awareness generally of a topic/an issue, and / or
    b. To present a particular activity that can be considered a partnership success that is worth replicating and / or is seeking additional funds
5. Web seminars (webinars) will be hosted to introduce new materials that Partners release and are of relevance. A list of proposed webinars is as follows:
    a. Introduction of (i) the Technical Guidance Document on ASGM completed in June 2012. The document has been produced to help inform policy makers, miners, and civil society about available technologies and approaches for reducing, and ultimately eliminating, mercury use in ASGM.
    b. iPOG (*Date to be confirmed*).

Partnership area specific

a) ASGM video completed, which outlines the mercury story-line in the context of global development, available by INC 4 and on UNEP website.

b) The link between the UNEP website and Fate and Transport activities is being improved on the UNEP website.

c) Proposal: To present a waste partnership area success story at the Basel Convention open-ended working group meeting to be held from 25-28 September 2012 in Geneva.

Waste partnership area lead is asked to confirm a proposed topic and take leadership in developing the side event.

Internal communication

a) By initiating new partnership outreach activities, partnership internal communication is also gradually improving.

b) Partners are encouraged to communicate regularly together.

c) UNEP will continue to send a regular e-mail update to partnership area leads (approximately every two months) and will host teleconferences of partnership area leads, as requested by partners and as deemed appropriate.

6. Budget

- Whenever possible, communication should be programmed into current activity budgets.
- Fundraising may be undertaken for specific communication activities that are deemed important for partners.

7. Evaluating Success

The following is a list of proposed performance indicators:

- Track baseline of current communication performance and identify gaps, through a survey of target audiences
- Undertake on-going "Passive Evaluation" to track information users of the website (using *Google Analytics*). Annex 5 provides an insight of initial information collected by this tool
- Number of new partners (March 2012: 103 partners)
- Activities and projects carried out in the partnership (replication of success)

Annex 1: Compilation of Upcoming Events and Communication Opportunities

Meeting dates	Meeting venue	Meeting title / Purpose
22-24 January 2012	Oslo, Norway	Title: Meeting to discuss update of the Global Atmospheric Mercury Assessment: Sources, Emissions, and Transport 2008. Purpose: leading the expert workshop, and ensuring the scope of work is focused on GC mandate.
30 January-3 February	New Delhi and Dhanbad, India	Title: Project meeting EC coal grant and Participation in the 6th EU India Clean Coal Working Group Meeting and Workshop (31 Jan-1 Feb). Purpose: Review and monitor work underway in India, including a visit at a power plant and visit the executing institution and its labs. The purpose of participating in the EC meeting to coordinate activities and disseminate information.
19-21 March	Beijing, China	Title: Workshop on mercury measurement and monitoring. Purpose: Arrange a training workshop developed in cooperation with the US EPA. UNEP will demonstrate the new Interactive Process Optimizing Guidance (iPOG) and present status of the mercury negotiations, and relevant regulations on mercury (EU) to Chinese officials and representatives from Chinese industry.
28-29 March 2012	Beijing, China	Title: Results Workshop of the Project "Economics of Conversion from Mercury to Mercury Free Products in China." Purpose: Discussion with the China Chemicals Registration- Ministry of Environmental Protection, Product Manufacturers, and other Stakeholders on the results of the project: production status, transition costs, payback period, financing costs, etc. in the manufacturing of mercury to mercury free products.
25-26 April 2012	Buenos Aires, Argentina	Title: Results Workshop of the "Mercury Two Countries (Argentina and Uruguay) Mercury Storage Project." Purpose: Presentation of project results by Argentina and Uruguay: inventory of national mercury regulatory frameworks, hazardous waste treatment facilities, national mercury, and mercury waste action plans.
21-23 May	St.Petersburg, Russia	Title: Mercury Emissions from Coal (MEC9) experts meeting. Purpose: Inform about UNEP's work and liaison with the large number of international experts present, including discussing further work on the coal and Hg issue.
7-8 May TBC	Bishkek, Kyrgyz Republic	Title: Kyrgyz Republic Mercury Mining GEF Project . Purpose: To kick start the project and keep momentum strong. This project is particularly strategic given that it is the last primary mercury mine on the planet that is still exporting mercury.
End of May 2012	Nairobi, Kenya	Title: Workshop "Promoting the 'phase down' approach to dental amalgam waste in 3 selected African countries." Purpose: Orientation of 3 selected African countries, stakeholders and partners on project design; inform about COMTRADE data on the respective trade and supply of dental amalgam, and the ESM guidelines on dental amalgam waste, raise awareness on mercury free alternatives to dental amalgam.
20 - 22 June 2012	Rio de Janeiro, Brazil	Title: Rio + 20, United Nations Conference on Sustainable Development (UNCSD) Purpose: The objective of the Conference is to secure renewed political commitment for sustainable development, assess the progress to date and the remaining gaps in the implementation of the outcomes of the major summits on sustainable development, and address new and emerging challenges.

Meeting dates	Meeting venue	Meeting title / Purpose
27 June to 2 July, 2012	Punta del Este, Uruguay	Title: Fourth session of the intergovernmental negotiating committee to prepare a global legally binding instrument on mercury. Purpose: To continue negotiations of a global legally binding instrument on mercury, with the aim of completing work prior to the twenty-seventh session of the UNEP Governing Council in February 2013. Regional consultations planned on 26 June 2012. NOTE: Opportunity for press coverage and relaying technical information.
End of August 2012	Mexico City, Mexico	Title: Workshop "Mercury storage and disposal in 2 selected countries in Central America." Purpose: Orientation of two selected Central America countries, stakeholders, and partners on project design; enhance the understanding in these countries of the mercury waste and 'commodity' issues as these relate to surplus mercury at country level.
17 - 21 September 2012	Nairobi, Kenya	Title: Third Session of the International Conference on Chemicals Manage (ICCM3). Purpose: The Conference is the governing body of the Strategic Approach to International Chemicals Management, which was adopted in Dubai on 6 February 2006. The Strategic Approach provides a policy framework to guide achievement of the sound chemicals management by 2020, the goal set by the World Summit on Sustainable Development in 2002 in its Johannesburg Plan of Implementation.
25-28 September 2012	Geneva, Switzerland	Title: The Eighth session of the Open-ended Working Group of the Basel Convention.
22-27 September 2012	Rome, Italy	Title: 16th International Conference on Heavy Metals In the Environment. Purpose: Provide a platform for discussing and presenting state-of-the-art research activities to a broad international scientific community.
27-28 September 2012	Rome	Title: Fourth Meeting of the Global Mercury Partnership Advisory Group (immediately following the ICHMET meeting). Purpose: To host the annual meeting of the Global Mercury Partnership and encourage the work of the Global Mercury Partnership. The group will finalize the biennium reporting of the partnership that will be forwarded to the UNEP Governing Council.
November/December 2012	Colombia	Title: Andean Regional Strategic Planning meeting to promote reduction of mercury use and releases in Artisanal and Small Scale Gold Mining.
January 2013	Geneva, Switzerland	Title: Fifth session of the intergovernmental negotiating committee to prepare a global legally binding instrument on mercury. Purpose: To conclude negotiations of a global legally binding instrument on mercury in accordance with GC decision 25/5, to be formally adopted at a Diplomatic Conference.
March 2013 (tbc)	Peru	Title: Second Global Forum on Artisanal and Small-Scale Gold Mining
October 2013	Minamata, Japan	Title: Diplomatic Conference for the Mercury Convention Purpose: To adopt the global legally binding instrument on mercury and open it for signature.

Meeting dates	Meeting venue	Meeting title / Purpose
27 August – 3 July 2013	Edinburg, United Kingdom	Title: The 11th International Conference on Mercury as a Global Pollutant (ICMGP). Purpose: The ICMGP has been held periodically for over 18 years. It is an international forum for formal presentation and discussion of scientific advances concerning environmental mercury. The meeting gathers around 700-1200 experts for a five day conference and exhibition.

Annex 2: Key Messages

I) The UNEP Global Mercury Partnership:

- *Mercury partnership activities have been ongoing since 2005.*
- *Governing Council 25/5 specified the UNEP Global Mercury Partnership as one of the main mechanisms for the delivery of immediate actions on mercury during the negotiation of the global mercury convention.*
- *The overall goal of the UNEP Global Mercury Partnership is to protect human health and the global environment from the release of mercury and its compounds by minimizing and, where feasible, ultimately eliminating global, anthropogenic mercury releases to air, water, and land.*
- *The Partnership currently has eight identified Priorities for Action (or partnership areas) that are reflective of the major source categories.*
- *To become a partner, interested entities or individuals should submit a letter to UNEP signifying their support for the UNEP Global Mercury Partnership and their commitment to achieving its goal, and specifying how they will contribute to meeting the goal of the UNEP Global Mercury Partnership.*

II) Coal combustion:

- *Burning of coal is the largest single anthropogenic source of mercury air emissions. Although coal contains only small concentrations of mercury, it is burnt in very large volumes. Coal burning for power generation is increasing alongside economic growth. The releases from power plants and industrial boilers represent today roughly a quarter of mercury releases to atmosphere.*
- *Household burning of coal is also a significant source of mercury emissions and a direct human health hazard.*
- *Up to 95% of mercury releases from power plants can be reduced. This can be achieved by improving coal and plant performance, and optimizing control systems for other pollutants.*

III) Artisanal & small-scale gold mining (ASGM):

- *Artisanal and small-scale gold mining (ASGM) is a complex global development issue.*
- *ASGM is the largest demand sector for mercury globally (estimated at 1400 tonnes/year in 2011).*
- *The partnership is contributing to building a global database of use and emissions of mercury by the sector.*
- *Mercury released has the potential to contaminate food chains both locally and far from the place of use through long-range transport in the environment.*
- *Reaching out to individual miners is challenging, with an estimated 10-15 million artisanal and small-scale gold miners globally in approximately 70 countries.*
- *Cost effective low mercury and mercury free solutions are available. The challenge is disseminating information and training miners in order to scale these activities up to a global level.*
- *The Partnership is playing a role in supporting the coordination of ASGM activities globally. This is helping to facilitate communication and synergy amongst key actors, to identify priorities, and to maximize efficiency.*

IV) Chlor-Alkali Sector:

- *Mercury cell chlor-alkali production is a significant user of mercury and a source of mercury releases to the environment. The mercury used in this process acts as a catalyst in the chlorine production process. Best practices, such as proper waste management, can minimize the release of mercury. Mercury-free technologies are also available in chlor-alkali production.*
- *It is estimated that some 100 facilities in 44 nations today have some industrial mercury cell chlorine capacity. After accounting for pledges and plans for future closure in the European Union, India, and the United States of America, 55 plants will remain in 24 countries.*

- *Mercury cell production facilities that close or convert to mercury-free technologies require environmentally sound management of mercury surplus and waste.*

V) Waste Management:

- *The management of mercury and mercury-containing waste is the last step in the product life-cycle.*
- *The elimination of mercury in products and processes may be the most efficient way to avoid the presence of any form of mercury in waste.*
- *While mercury is being phased down from products and processes, there is still a need to manage mercury from this end of the product life-cycle.*
- *Technical Guidelines for the Environmentally Sound Management of Waste consisting of Elemental Mercury and Wastes Containing or Contaminated with Mercury have been developed for the Basel Convention that provide guidance to countries in addressing this issue.*

VI) Reduction in Products:

- *Transition success has been demonstrated in thermometers, switches and relays, batteries other than button cells, thermostats, HID auto discharge lamps, and sphygmomanometers.*
- *Affordable alternatives to mercury are available for most products, but commercially cost effective alternatives for mercury in batteries and lamps are needed. Good practices in dental care can also reduce mercury releases.*
- *Reducing mercury in products may be the most effective means to control mercury in waste. Sound management should consider all stages of the product's life-cycle. Clear regulation can prompt manufacturers to produce mercury-free products.*
- *Consumers can not easily identify mercury containing products and it would be convenient to study the possibility and develop a global label for mercury products.*

VII) Supply & Storage:

- *Developing countries have difficulties identifying and funding the construction of appropriate facilities for the safe and environmentally sound storage of mercury wastes.*
- *It could be convenient to develop storage protocols regarding different types of mercury wastes.*
- *It is important to improve the tools to gather information on trade and supply flows related to mercury wastes and products.*

VIII) Air Transport and Fate Research:

The Air Transport and Fate Research Partnership area aims to increase global understanding of international mercury emissions sources, fate and transport by, inter alia:

- *Accelerating the development of sound scientific information to address uncertainties and data gaps in global mercury cycling and its patterns.*
- *Enhancing compilation and sharing of such information among scientists, between scientists and policymakers, with various global stakeholders, and other interested parties.*

VII) Cement Production (new as of November 2011)

- *Mercury in the cement industry originates from three basic sources: naturally present in virgin raw materials (lime, coal, oil, etc.), in solid residues from other sectors (e.g., fly-ashes and gypsum from combustion of coal) often used as raw materials for cement production and in wastes sometimes used as fuels in cement manufacturing.*
- *Cement production is a good example of a source of mercury releases due to the use of raw materials with very low mercury concentrations, but consumed in very great quantities.*
- *The major pathway for mercury releases from cement production is to the air, and to a lesser extent to the soil, in wastes and residues, as well as in the cement product itself. Cement represented 10% of the total atmosphere releases in 2006.*

Annex 3: Schedule partnership 'Story of the Month'

2012 Schedule

Month	Story	Partnership Area
January	Renewed Momentum for Kyrgyz Republic : Primary Mercury Mining Project	Supply and Storage
February	Phasing-out Mercury from Containing Medical-Measuring Devices : Developing Countries Prove that Change is Possible	Products
March	Understanding the Largest Demand for Mercury : Artisanal and Small-Scale Gold Mining	ASGM
April	The Global Mercury Observation System : Quantifying Atmospheric Mercury at a Global Scale	Fate and Transport Research
May	Quantifying Mercury Releases from Coal Combustion : Inventories in Russia, China, South-Africa and India	Coal
June	Formalization Artisanal and Small-Scale Gold Mining : the Philippines National Strategic Plan	ASGM
July	Workshop on Storage Technologies	Supply and Storage
August	Awareness Rising and Capacity Building in Francophone West Africa	ASGM
September	Economics of Conversion Paper	Chlor-Alkali
October	Capacity Building and Awareness Rising in the Artisanal and Small-Scale Mining Sector in Indonesia	ASGM
November	Phasing out Mercury use in button cell batteries	Products
December	*To be defined*	Waste Management

Annex 4: Format 'Story of the Month'

The *Stories of the Month* are to correspond to the format below.

Each story of the month includes:

1. A solution oriented title
3. A text limited to 200 words
4. One illustration such as a graph or map
5. One photograph
6. One or two forthcoming events or small news items related to the Partnership (to be defined by the UNEP staff)

Phasing-out Mercury Containing Medical-Measuring Devices:
Developing Countries Prove that Change is Possible

February 2012
UNEP Global Mercury Partnership—Story of Month

UNEP

1

Today a large number of hospitals in developing countries have banned mercury-containing medical devices such as fever thermometers and blood pressure devices, proving that the shift to mercury-free products is feasible.

2

Number of hospitals committed or already mercury-free in selected countries, 2010

Source: WHO—HCWH, Jan 2010

The World Health Organization (WHO) and Health-Care-Without-Harm (HCWH) are contributing to the UNEP Global Mercury Partnership through the *Global Mercury Free Health Care Initiative*. This initiative helps to design and implement phase-out policies in hospitals. Part of the strategy is to build capacity in large cities for phase-out action. To date, phase-out actions have been undertaken in Mexico City, Dakar, Rio de Janeiro and Beijing, amongst others.

Leadership in Hg-Phase-out

In 2010 the Philippines was the first developing country to ban mercury devices in all of its hospitals. Argentina and India initiated similar national policies.

Affordable and Accurate Substitutes Exist

Several studies show that accurate mercury-free instruments are available. Their usage saves money compared to mercury-devices when their complete life-cycle costs are considered. The *Economics of Conversion to Mercury-Free Products* study (UNEP, 2010) shows that the transition cost for manufacturers is also minimal. Additional research is underway among Chinese manufacturers and will be released in April 2012. A *mercury-free solar-powered blood-pressure measuring device* that requires minimal training to be used is now available. It is one example of an innovative alternative to mercury devices that is adaptable for health-care needs even when limited resources

3

Source: WHO, 2010

4

[illegible] News in Brief

[illegible] Mercury Emissions from Coal [illegible]p will be held in St-Petersburg from 22nd to 23rd May 2012 (mec9.coalconferences.org).

The 16th International Conference on Heavy Metals in the Environment will be held in Rome from 23rd to 27th September 2012 (ichmet16.iia.cnr.it).

The Global Mercury Partnership publishes monthly stories to share information with partners.
For further information about this story or the UNEP Global Mercury Partnership, please contact: mercury.chemicals@unep.org
www.unep.org/hazardoussubstances

Annex 5: Monitoring website's activity with *Google Analytics*

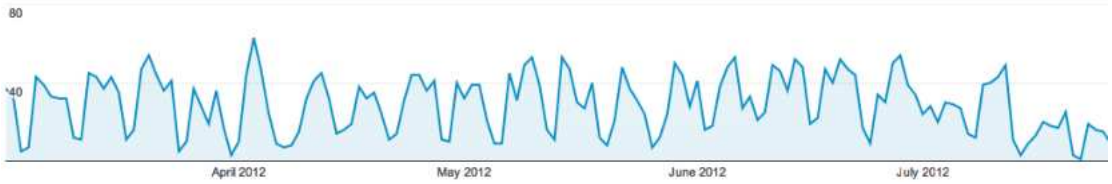
The *Google Analytics* technology offers the possibility to track the activity on a website for free. For the Partnership, the main benefit of this tool could be to spot sections of the website with low traffic and decide to promote, reshape or delete them. We suggest the development of data on this as a means to support partnership communication more effectively.

As an example, this section presents some figures of the available information for the period between March 1 and July 26 2012.

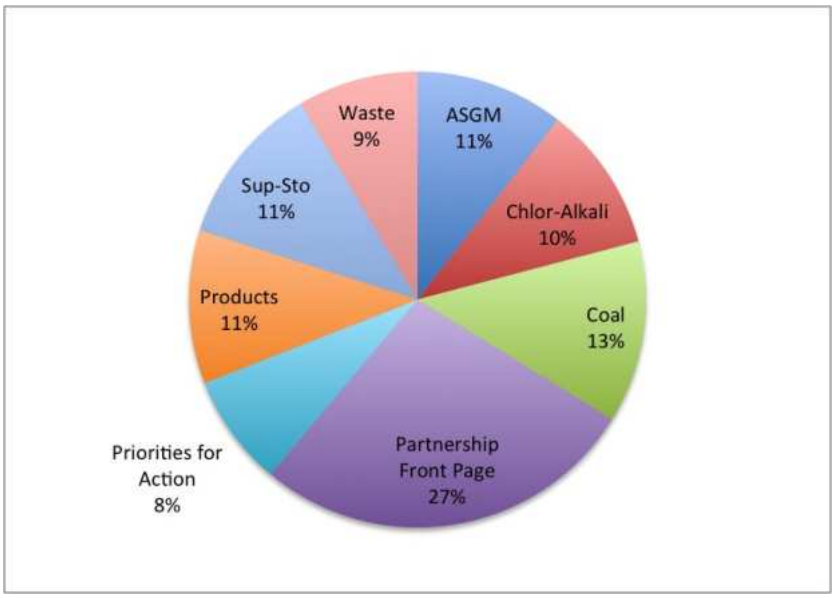
The tool gives the possibility to monitor

- basic activity figures

- the activity trend across time :



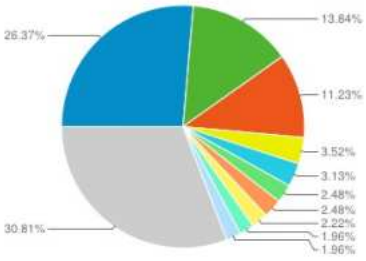
- the activity by page. Bellow the traffic for selected pages:



- the location of the visitors and the network they are using. This allows for example to see the share of internal traffic

Activity by Country

1.	Switzerland	202	26.37%
2.	United States	106	13.84%
3.	Uruguay	86	11.23%
4.	Australia	27	3.52%
5.	United Kingdom	24	3.13%
6.	Belgium	19	2.48%
7.	India	19	2.48%
8.	Canada	17	2.22%
9.	Germany	15	1.96%
10.	Japan	15	1.96%



Activity by Network

1.	united nations logistics base	138	18.02%
2.	administracion nacional de telecomunicaciones	84	10.97%
3.	dfi own infrastructure	36	4.70%
4.	bluewin is an lir and isp in switzerland.	11	1.44%
5.	comite gestor da internet no brasil	11	1.44%
6.	comcast cable communications inc.	10	1.31%
7.	japan network information center	9	1.17%
8.	road runner holdco llc	8	1.04%
9.	u.s. environmental protection agency	7	0.91%
10.	deutsche telekom ag	6	0.78%