

Report on communication and outreach activities

This note provides an overview of communication and outreach activities carried out by the secretariat. As stated in the workplan and in accordance with the Long-term Strategy for the Convention, communication activities are being undertaken to highlight the work and benefits of the Convention. Communication and outreach activities aim to increase and maintain the visibility of the Convention on the international scene, to foster cooperation between regional agreements around the world, and as a bridge between regional and global action. Cooperation with other organizations and fora on advancing air pollution issues are being pursued.

Overview of activities to increase the visibility of the Convention

1) Communications

Website improvements

Continuous revisions and updates to all texts on the website. Preparation of the website for migration and migration of all content to a new content management system in English and in Russian (go live date foreseen in December 2020).

Press releases and articles (2020 only)

[Article on emission inventory workshop in Kazakhstan](#)

21 December 2020

[Article on a new Guidance Document on Integrated Sustainable Nitrogen Management adopted by Parties to the Air Convention](#)

18 December 2020

[Article on emission inventory workshop in Kyrgyzstan](#)

04 December 2020

[UNECE kicks off of clean air project in Kazakhstan, supporting ratification of key Air Convention protocols](#)

12 November 2020

[UNECE Air Convention helps Republic of Moldova target emissions reductions from key air pollution sources](#)

09 November 2020

[Facilitating ratification of Gothenburg Protocol in Eastern Europe, the Caucasus and Central Asia could help improve air quality across broader Pan-European region](#)

22 October 2020

[Experts discuss possible strengthening of UNECE Air Convention measures in response to latest air pollution science](#)

23 September 2020

[Blue skies ahead? Why cooperation between science and policy is the key to reducing air pollution](#)

14 September 2020, published in [genevasolutions.news](#)

[UNECE shares lessons from cooperation under the Air Convention on first International Day of Clean Air for blue skies](#)

11 September 2020

Cooperation for clean air must be at the heart of a green recovery from the COVID-19 crisis

26 August 2020

Taken up by UNEP on official landing page for the Clean Air Day:

<https://www.cleanairblueskies.org/editorial/cooperation-clean-air-must-be-heart-green-recovery-covid-19-crisis>

Taking Action for Cleaner Air in Central Asia

24 August 2020

Taken up by: <https://moderndiplomacy.eu/2020/08/25/taking-action-for-cleaner-air-in-central-asia/>

Declining air pollution emissions indicate EU progress under UNECE Air Convention, but increased action needed across the region

28 July 2020

Long-term data series are key to assess health of forests

12 June 2020

Taken up by: <https://moderndiplomacy.eu/2020/06/14/long-term-data-series-are-key-to-assess-health-of-forests/>

World Environment Day 2020: why clean air is vital for healthy ecosystems

5 June 2020

Taken up by: <https://moderndiplomacy.eu/2020/06/07/why-clean-air-is-vital-for-healthy-ecosystems/>

Parties in Eastern Europe, the Caucasus and Central Asia report progress towards implementation of Gothenburg Protocol

27 May 2020

Declines in air pollution due to COVID-19 lockdown show need for comprehensive emission reduction strategies

18 May 2020

Taken up by: <https://www.euractiv.com/section/transport/news/fiats-dutch-courage-voucher-villains-boar-on-the-floor/>

Dirty air endangers UNESCO World Heritage Sites and produces high costs

11 May 2020

Reducing nitrogen pollution requires joined-up efforts to avoid ecological mayhem

05 May 2020

Taken up by <https://moderndiplomacy.eu/2020/05/06/reducing-nitrogen-pollution-requires-joined-up-efforts-to-avoid-ecological-mayhem/>

Clean air expert groups discuss effectiveness of Gothenburg Protocol

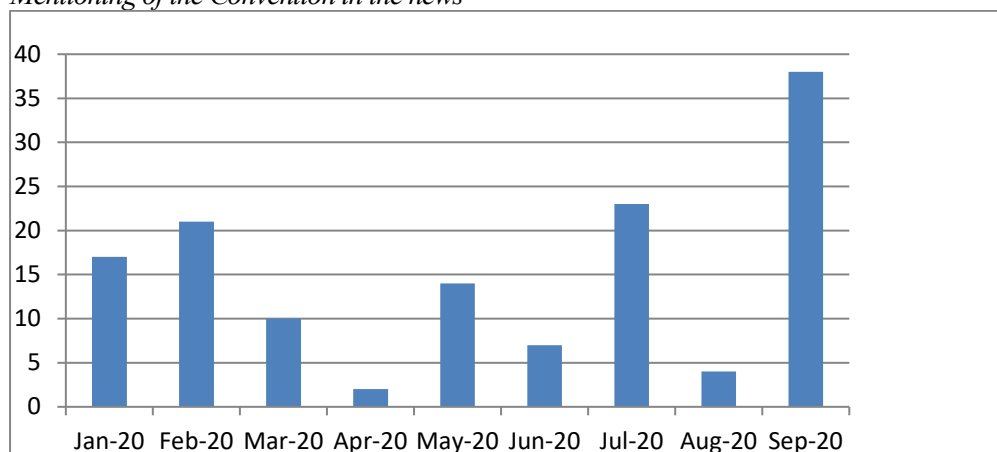
24 April 2020

Taken up by <https://moderndiplomacy.eu/2020/04/28/clean-air-expert-groups-discuss-effectiveness-of-%E2%80%8Egothenburg-protocol/>

Social media

Regular posts on Twitter (see <https://twitter.com/unece?lang=en>)

Mentioning of the Convention in the news



Media impact of communication efforts around the 40th anniversary

In (web) media, there were 32 articles on the Air Convention. Of these, 21 were published in English, 7 in Russian, 3 in Italian and 1 in Chinese. Estimated total reach of the articles: 52,000,000

In terms of Twitter posts, there were 406 tweets (including retweets) related to the Air Convention. Of these, 396 were published in English, 4 in German, 2 in Spanish and 1 in French. Estimated total reach: 7,652,327.

2) Contributions to outreach activities (selection)

Inputs to UNEP report on Chemicals and Climate Change

[Webinar: Clean Air For All – Lessons learnt from the UNECE Air Convention](#), on the occasion of the First International Day of Clean Air for blue skies, 7 September 2020

Inputs to documents in preparation of the First International Day of Clean Air for blue skies

Input to the nexus publications on sustainable and smart cities for all ages; sustainable mobility and smart connectivity and measuring and monitoring progress towards the SDGs

Presentation for WRI's Greening Governance seminar: Connecting Global to Local in the Fight for Clean Air

Presentation at the EUFJE (EU Forum of Judges for the Environment) Annual Conference, 9 October 2020

Contributions to the UNEP Global Assessment of air quality legislation in response to UNEA resolutions, participation in Regional consultation for Europe and Central Asia, 9 October 2020

Contributions and inputs to the UNEP Air Quality Regional and Global Reports for UNEA 5

Contributions to the UNEP report: 'Transforming our World - a synthesis of evidence from global environmental assessments'

Inputs to UNEP's Framework Manual on Green and Sustainable Chemistry

Inputs to the CCAC Partners in Action report

Inputs to preparatory meetings for the 53rd session of the Inter-Organization Programme for the Sound Management of Chemicals (IOMC)

Coordination of and inputs to the Issue-based Coalition on Environment and Climate Change task team on air pollution (UNOPS, WMO, UNDP, OHCHR, UNICEF, WHO, UNEP, UNECE)

Inputs to Common Country Analysis for several countries in the subregion (Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Georgia, Kyrgyzstan, Kazakhstan, North Macedonia, Serbia, Uzbekistan)

Input to numerous bilateral (mostly virtual) meetings throughout the year