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**Conference of the Parties to the Basel Convention
on the Control of Transboundary Movements of
Hazardous Wastes and Their Disposal
Tenth meeting**

Cartagena, Colombia, 17–21 October 2011
Item 4 of the provisional agenda*

**Enhancing cooperation and coordination among
the Basel, Rotterdam and Stockholm conventions**

**Additional information on Safe Planet: the United Nations
Campaign for Responsibility on Hazardous Chemicals and
Wastes**

Note by the Secretariat

Document UNEP/CHW.10/27/Add.1 sets out 21 proposed cross-cutting and joint activities for possible inclusion in the programmes of work of the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal, the Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade and the Stockholm Convention on Persistent Organic Pollutants for the period 2012–2013. The annex to the present note includes additional information on a new activity, Safe Planet: the United Nations Campaign for Responsibility on Hazardous Chemicals and Wastes, which is listed under activity code “S15N”. It has not been formally edited.

* UNEP/CHW.10/1.

Annex

Draft programme of work of the Safe Planet Campaign 2012–2013¹

1. Background

1. Safe Planet: the United Nations Campaign for Responsibility on Hazardous Chemicals and Wastes is the UNEP and FAO-led global campaign for ensuring the safety of the environment and human health from toxic chemicals and wastes. This ambitious campaign shows how each of us can take responsibility for keeping our planet safe against hazardous chemicals and wastes. The Safe Planet Campaign highlights concrete measures and solutions that are available through initiatives undertaken by the Basel, Rotterdam and Stockholm conventions. The Campaign promotes the life-cycle approach to chemicals and waste management among all levels of society, from Government, industry and educational institutions, to community-led initiatives, grassroots organizations, and the decisions of individual households and consumers by encouraging them to share responsibility. In order to raise awareness of the problems addressed by the conventions, Safe Planet has invited a group of high-profile public figures to speak out about the increasingly heavy burden toxic chemicals impose upon human bodies and the environment.

2. Safe Planet is an innovative mechanism for public awareness and outreach of the three conventions. It is distinguished from the traditional means and approaches undertaken by the individual secretariats by a number of specific features:

- (i) Safe Planet relies on activities undertaken not only by the secretariats but also by external stakeholders drawn from diverse groups, e.g. national and local Governments, academic institutions, nongovernmental organizations, the private sector and individuals. UNEP and FAO regional offices, Basel Convention and Stockholm Convention regional centres, and IGO secretariats may also undertake Safe Planet activities;
- (ii) Through the promotion of Safe Planet, the secretariats aim to trigger a domino effect among stakeholders that conduct outreach on behalf of the Campaign, in order to raise global awareness of chemicals and waste issues as a whole and thereby to move the chemicals and waste agenda higher in the international arena;
- (iii) Activities undertaken within the framework of Safe Planet Campaign should adhere to the guiding principles, rules, management and operational structure of the Campaign. To be eligible, Safe Planet activities and events must address at least one of the Campaign's objectives and not run counter any of the other objectives;
- (iv) Giving the global scope and widely distributed nature of Safe Planet Campaign activities, robust management of the Safe Planet brand is needed to ensure the integrity of the Campaign.

3. The Safe Planet Campaign relies on a common approach to awareness-raising and outreach activities among the three conventions. This common approach will be developed as a first step towards the implementation of the Safe Planet Campaign.

4. The Safe Planet Campaign consists of the following two main components:

- (i) Development and implementation of Safe Planet activities, including events;
- (ii) Implementation of a global marketing, sales and sponsorship strategy;

5. The secretariats will launch a global sustainable development partnership to promote national and regional level awareness raising Safe Planet campaigns that will engage with partners on the ground leading up to and following the Rio+20 World Summit on Sustainable Development and the 2012 London Summer Olympics.

2. Programme objective(s):

6. Long-term objectives:

- (i) To raise the awareness and commitment of countries and the broader public of the importance of managing chemicals and wastes in a safe and sound manner;

¹ Other activities under the Public Awareness and Outreach campaign, including the budget, are outlined in the joint activities proposals in document UNEP/CHW.10/27/Add.1.

- (ii) To increase awareness of the Basel, Rotterdam and Stockholm conventions and their measures and initiatives at the national and regional levels in advance of and beyond the Rio+20 World Summit on Sustainable Development in 2012;
- (iii) To increase awareness about the importance of mainstreaming chemicals and waste management in the development agenda of developing countries and countries with economies in transition and in the UN initiative on education for sustainable development.
- (iv) Short- to medium-term objectives:
- (v) To increase the visibility of the chemicals and waste conventions at the national and regional levels;
- (vi) To heighten recognition of the Harmful Substances and Hazardous Wastes theme at the Rio+20 Summit and the role a successful chemicals and waste management policy plays in building the new Green Economy.

3. Programme Approach

7. The Safe Planet Campaign will be global in Scope but incorporate extensive National actions. It will promote the shared responsibility for sound chemicals and waste management through the life cycle approach. The ultimate goal being the protection of human health and the environment.

8. The campaign will make connections between other global initiatives such as the Millennium Development Goals and the sound management of Chemicals and Wastes.

9. The program will be designed to encourage wide participation at the global, regional and national levels in order to generate a broad consumer participation in support of Government and International initiatives.

4. Legal basis (relevant COP decision(s)):

10. BC COP decision IX/10, RC COP decision RC-4/11 and SC COP decision SC-4/34 (the so-called synergies decisions) established on an interim basis a joint information service with the aim of improving the level and efficiency of delivery of services. These same decisions requested the Secretariats to the conventions to develop a common approach to awareness-raising and outreach activities among the conventions.

11. The interim joint information service aims at undertaking joint outreach and promoting public awareness of the conventions, delivering a common and cohesive message focusing on the life-cycle approach among the three conventions and on the impacts of chemicals and wastes on human health and the environment, and at raising the profile of chemicals and wastes issues at all levels.

12. By the omnibus decisions (decision BC.Ex-1/1 of the Conference of Parties to the Basel Convention; decision RC.Ex-1/1 of the Conference of the Parties to the Rotterdam Convention; and decision SC.Ex-1/1 of the Conference of the Parties to the Stockholm Convention) adopted by the simultaneous extraordinary meetings of the Conferences of the Parties to the Basel, Rotterdam and Stockholm conventions in February 2010, a Joint Information Service was established for the Basel, Rotterdam and Stockholm conventions to undertake joint outreach and promote public awareness of the conventions; deliver a common and cohesive message focusing on the life cycle approach and on the impacts of chemicals and wastes on human health and the environment; and raise the profile of chemicals and wastes at all levels.

5. Description of draft Programme Components

13. Monitoring and Evaluation for components 1-2: Under this component a monitoring and evaluation plan will be developed that will cover all three components of the Safe Planet Campaign as detailed hereafter.

Component 1 - Development and implementation of Safe Planet activities, including events

14. Activities include the participation in and organization of side events, exhibitions, film screening and other cultural events, at high profile events and activities and through the implementation of Local Safe Planet Campaign activities at the national and regional level

15. Objectives:

- (i) To increase popular awareness of the Basel, Rotterdam and Stockholm conventions in advance of, during and after the Rio+20 World Summit on Sustainable Development in May 2012 as well as popular understanding of and support for the life-cycle approach to chemicals and waste management.
- (ii) To increase the awareness of the international community on the objectives and activities undertaken by the chemicals cluster agreements and facilitate the mainstreaming of the chemicals and waste agenda in the programmes of those constituencies.

Potential Activities	Outputs	Indicators of achievement	Target Groups	Potential partners
<ul style="list-style-type: none"> ➤ Implementation of the Body Burden Forum programme ➤ Development of Safe Planet components and outreach at high-level events, such as: <ul style="list-style-type: none"> ▪ UN Rio+20 Summit ▪ 2012 London Summer Olympics and Paralympics (United Nations Olympic Champions Body Burden Forum) ▪ International Conference on Chemicals Management (ICCM-3) ➤ Safe Planet Campaign film festivals and youth film contest ➤ Art exhibitions and concerts (e.g. Rio+20 summit, ICCM-3, COPs, CSD-20, GC/GMEF) ➤ Online education games and networks on safe chemicals and waste management ➤ Organization of marine environment events involving POPs and plastics ➤ Implementation of the public awareness and outreach component of individual and/or synergy activities under the three conventions, such as, but not limited to, the: <ul style="list-style-type: none"> ▪ Rotterdam Convention Right-to-Know outreach strategy to strengthen the conscientiousness of countries in the international trade of hazardous substances, 	<ul style="list-style-type: none"> ➤ Body Burden Forum programme implemented with broad participation of persons having provided blood samples for testing ➤ Online game developed and accessible ➤ Public awareness and outreach component of individual and/or synergy activities under the three conventions developed and implemented ➤ Events organized and films developed and readily accessible to the broader public and other stakeholder groups at the global levels ➤ Local Safe Planet Campaign activities launched in participating countries at the national level ➤ Exhibitions held at high-level events ➤ Production of outreach materials 	<ul style="list-style-type: none"> ➤ Number of new networks and partnerships; ➤ Web traffic, including number of unique visitors and social network members ➤ Number of films/videos/public service announcements produced and screened; ➤ Number of persons participating in online games, networks, the Body Burden Forum programme and other Safe Planet events ➤ Number of Local Safe Planet Campaign activities launched 	<ul style="list-style-type: none"> ➤ Governments ➤ National and regional centres of the Stockholm and Basel conventions ➤ IGOs, including UNDP and FAO offices ➤ NGOs ➤ Educational institutions ➤ Women and youth ➤ Health sector ➤ Business and industry ➤ Workers in the formal and informal sectors as well as trade unions ➤ Consumers 	<ul style="list-style-type: none"> ➤ National, regional and local government authorities, and associations of governments ➤ Stockholm and Basel Convention Regional and Subregional Centres ➤ UNEP and FAO regional offices ➤ UNEP Chemicals and Waste Cluster Coordinators ➤ UNIDO/UNEP Cleaner Production Centres ➤ Intergovernmental organizations ➤ Nongovernmental organizations ➤ Academic institutions ➤ Research centres ➤ Sea Dragon Initiative on marine debris and POPs ➤ Private sector companies and corporate sponsors ➤ Other implementation

Potential Activities	Outputs	Indicators of achievement	Target Groups	Potential partners
<p>including films, performances and other outreach activities</p> <ul style="list-style-type: none"> ▪ Television documentary on the Rotterdam Convention; a video on CRC members; and the creation of a Rotterdam Right-to-Know theme song ▪ Industrial Chemicals initiative for developing countries ▪ Development and implementation of the public awareness and outreach component of E-waste activities at the global level ▪ Development and implementation of awareness raising activities on ship breaking and recycling <p>➤ Expansion of the Safe Planet Campaign partnerships and national networks (Local Action Plans under the Safe Planet Campaign)</p>				partners as appropriate

Component 2 - Implementation of a global marketing, sales and sponsorship strategy

16. Under the global marketing, sales and sponsorship strategy, the Safe Planet Campaign seeks to implement the strategic marketing plan. This will include the production of branded merchandise through the development of creative framework and marketing themes (apparel, accessories, etc) and the identification of distribution channels. The marketing plan will also include fund raising and donor outreach activities.

17. Objectives:

- (i) Increase donors and partners awareness and engagement in Safe Planet programmatic activities;
- (ii) Develop sponsorships and participation in Safe Planet partnerships;
- (iii) Raise funding in coordination with other resource mobilization efforts by the Secretariats.

Potential activities	Outputs	Indicators of achievement	Target Groups	Potential partners
<ul style="list-style-type: none"> ➤ Development of a brand strategy ➤ Development of creative framework and marketing themes ➤ Production of branded merchandise ➤ Identification and use of potential distribution channels ➤ Implementation of sponsorship agreements 	<ul style="list-style-type: none"> ➤ Brand strategy ➤ Creative framework and marketing themes revised ➤ Branded merchandise produced and distributed through identified channels ➤ Sponsorship agreements in place 	<ul style="list-style-type: none"> ➤ Number of sponsorships ➤ Amount of extra-budgetary resources raised ➤ Increased engagement in Safe Planet activities by partners and donors 	<ul style="list-style-type: none"> ➤ Governments ➤ National and regional centres of the Stockholm and Basel conventions ➤ IGOs, including UNDP and FAO offices ➤ NGOs ➤ Educational institutions ➤ Women and youth ➤ Health sector ➤ Science and technology community ➤ Business and industry ➤ Workers in the formal and informal sectors as well as trade unions ➤ Consumers 	<ul style="list-style-type: none"> ➤ National, regional and local government authorities, and associations of governments ➤ Stockholm and Basel Convention Regional and Subregional Centres ➤ UNEP and FAO regional offices ➤ UNEP Chemicals and Waste Cluster Coordinators ➤ UNIDO/UNEP Cleaner Production Centres ➤ Intergovernmental organizations ➤ Nongovernmental organizations ➤ Academic institutions ➤ Research centres ➤ Private sector companies and corporate sponsors ➤ Other implementation partners as appropriate

6. Governance

18. An interim governance structure of the Safe Planet Campaign has been established to ensure that the work programme and activities of the Campaign are in line with the mandate and programmes of work of the three conventions, either individually or severally, as approved by the respective Conferences of the Parties, and that the work programmes of the three conventions utilize the programmes developed under the Safe Planet Campaign in the most efficient and effective manner. The activities of the Campaign are not relevant to all Conventions all the time and each Secretariat chooses which activities best promote their Convention and participates as necessary.

19. The secretariats will provide oversight and monitoring of the activities under the Safe Planet Campaign in which it is engaged and keep under review and updating the guiding principles, objectives, management structure and operating procedures of the Campaign.

20. A global partnership to promote national and regional level Safe Planet campaigns will be launched leading up to and following the Rio+20 World Summit on Sustainable Development. National governments and other stakeholders will be invited to serve on the future partnership's advisory committee.

7. Expected outcomes:

21. Increased awareness about the need for a strengthened implementation by national and regional authorities of the chemicals and waste cluster conventions;

22. Improved knowledge of sound management practices of chemicals and wastes among a broad range of different stakeholders, such as civil society and the public and private sectors;

23. Improved access to financial means for the implementation of the chemicals and waste cluster conventions;

24. Increased knowledge of the chemicals and waste cluster conventions among Green Business champions and public authorities working on sustainable development initiatives;

25. Improved awareness of the importance of mainstreaming of the life cycle approach to chemicals and waste management into the broader development agenda of developing countries and countries with economies with transition.

8. Budget:

26. The budget of the Safe Planet Campaign has been prepared and submitted as part of the joint activities budget proposed to the conferences of the Parties to the Basel, Rotterdam and Stockholm conventions.
