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**Fourth Teleconference of the Bureau of the  
International Conference on Chemicals Management for its fifth session**  
28 October 2020 from 14:00 – 16:30 CET

## **Communications and outreach efforts towards ICCM5**

### **I. Introduction**

1. The second edition of the Global Chemicals Outlook (GCO-II) published in 2019 highlights amongst other issues that the size of the global chemical industry exceeded United States dollars 5 trillion in 2017, and it is projected to double by 2030. between 2000 and 2017, the global chemical industry's production capacity (excluding pharmaceuticals) almost doubled, from about 1.2 to 2.3 billion tonnes; global society is rapidly changing, driven by population growth, urbanization, globalization, digitalization and climate change; challenges for circularity are created by the complexity of global supply chains, the cross-border trade of chemicals and chemical-intensive products, and recycling; in 2016, an estimated 1.6 million lives and around 45 million disability-adjusted life years could have been prevented through sound management and reduction of chemicals in the environment (WHO 2018).
2. The new global chemicals management framework will establish the future arrangements of SAICM and the sound management of chemicals and waste (SMCW) beyond 2020, informed by lessons learned since 2006. The global goal to minimize adverse impacts of chemicals and waste will not be achieved by 2020. Solutions exist, but more ambitious worldwide action by all stakeholders is urgently required. SAICM's strength lies in its unique and inclusive voluntary multi-stakeholder and multi-sectoral nature. This structure has provided a valuable platform for governmental and non-government actors alike to come together and openly discuss and deliberate, on an equal level within an atmosphere of relative trust and cooperation, the management of chemicals throughout their lifecycle. Retaining this nature beyond 2020 will support SAICM in its future mission.
3. Information, communication and knowledge management products and services are critical. Through communications, SAICM aims to ensure the link between all its activities and its targeted outputs and overall project outcome in order to contribute to reaching the objectives of ICCM5.
4. SAICM was developed by a multi-stakeholder and multi-sectoral Preparatory Committee and supports the achievement of the 2020 goal agreed at the 2002 Johannesburg World Summit on Sustainable Development. SAICM's overall objective is the achievement of the sound management of chemicals throughout their life cycle so that by the year 2020, chemicals are produced and used in ways that minimize significant adverse impacts on the environment and human health.
5. Ensuring the sound management of chemicals and waste, as called for internationally at the highest political level during several major United Nations Conferences, is essential to advance sustainable development across its social, economic and environmental dimensions. SAICM makes many linkages with 2030 Sustainable Development Goals as the SDGs are a vital instrument to express the importance of SMCW for sustainable development. Particularly, SAICM objectives are closely aligned with several of the targets identified under Goal 12: Responsible Consumption and Production.

6. The communications strategy and action plan outlined below is designed to raise the profile of SAICM and ICCM5 and to focus on the key messages and decisions needed by July 2021. This will include showing SAICM's achievements and unique character and encouraging all its stakeholders to work towards an ambitious outcome of the negotiations. The outcomes targeted by SAICM communications activities all revolve around ICCM5's main objective: to establish the future arrangements of the Strategic Approach and the sound management of chemicals and waste beyond 2020. In this regard, there are three main communications outcomes that will support the road towards ICCM5:
  - (i) A strong and ambitious successor for SAICM for beyond 2020 is agreed and launched to protect human health and the environment, collaborating closely with partner IOMC and SMCW-related intergovernmental organisations;
  - (ii) The wider recognition and celebration of the achievements of 15 years of SAICM; and
  - (iii) Encouraging enhanced political will and level of engagement among SAICM stakeholders and support for capacity building and effective implementation of the successor arrangements.
7. Communication activities should work towards providing a clear answer to the question "why do we need a SAICM beyond 2020?" This objective will further the goal of having a clearly defined 'SAICM beyond 2020 brand' that is recognizable to target audiences.
8. Highlighting SAICM's successes will contribute directly to its new mandate learning from and building on successes in order to achieve the sound management of chemicals and waste.

## II. Branding

9. The new ICCM5 logo and conference slogan "**United for a fair and chemical safe future**", has been jointly developed with the ICCM5 Host Country Germany. Together we will shape the new framework and stand united for the sound management of chemicals and waste beyond 2020.



### III. Key messages

10. The overall objective of SAICM ICCM5 is to successfully negotiate a beyond 2020 framework to achieve the sound management of chemicals throughout their life cycle so that chemicals and waste are produced and used in ways that minimize significant adverse impacts on the environment and human health. As previously described, this objective requires engaging a wide variety of stakeholders.
11. SAICM’s strategic messaging will focus on informing and connecting with our audience which lead to substantial and actionable outcomes. However, the relationship of SAICM and its varying stakeholders shows that while many stakeholders are already informed of what SAICM is doing and are already connected to the organisation given their substantial investment and follow up requirements, SAICM, ICCM5 and the SMCW do not yet have the policy profile and priority required to underpin an ambitious outcome. The proposed communication objectives and action plan in the tables and Annex below outline a possible way to enhance the prospects of a successful outcome at ICCM5.

#### Inform (Remind)

12. While our key audience is already familiar with the purpose of SAICM as well as the necessity for the sound management of chemicals and waste, some of our key message will focus on reminding stakeholders about the current landscape when it comes to chemicals and waste in a health, developmental, agricultural, environmental and economic context and why their urgent support is needed even more.

Phase – Objective	Indicators of Success	Key Messages/Authors
<p><b>Inform – Raise Awareness</b> about SMCW, ICCM5 &amp; SAICM</p> <p>(Sept/Dec 2020)<sup>1</sup></p>	<ul style="list-style-type: none"> <li>• <b>High profile mainstream media coverage</b> in English language (e.g. FT, NYT, Economist, Guardian) of challenges and opportunities of SMCW. <i>Meta-narrative: setting the stage – general public and wider stakeholder community understand what the problem is and why is ICCM5 important? What is happening now?</i></li> <li>• Similar pieces (translations?) carried in main UN languages and German. Process for sharing/translating across all UN regions</li> <li>• <b>Requests for more information</b> from journalists, speciality press and stakeholder organisations. Information shared on private &amp; public channels.</li> </ul>	<p>Articles, interviews by ministers or other high-profile stakeholders, highlighting:</p> <ul style="list-style-type: none"> <li>• <b>Massive growth in production</b> (variety/volume) of chemicals globally. They are everywhere. They offer great benefits but also raise great problems (economic, social, env.). Some examples along life cycle.</li> <li>• <b>Now is the time to address.</b> No sustainable development without SMCW. Can’t reach A2030/SDGs without new approach. Some examples. Public interest central.</li> <li>• <b>Negotiations underway</b> to find a new and better global framework. Unique international process, to be decided in Bonn in July 2021. Examples of some of the challenges/ opportunities.</li> <li>• <b>Green economy opportunities</b></li> </ul>

<sup>1</sup> Timelines are indicative. Best option is to have Phase 1 as short as possible and Phases 2 and 3 follow as quickly thereafter as resources /interest allow.

## Connect

13. After recognizing that chemicals and waste are an important issue area, the second section of key messages places SAICM and ICCM5 into context as part of the solution. This set of messages answers the question, “Why is SAICM vital for the sound management of chemicals and waste?” With these messages we will highlight the positive impact SAICM has had despite not reaching the goal of its 2020 mandate as well as highlighting some of the great work within industry.

Phase – Objective	Indicators of Success	Key Messages/Authors
<p><b>Issue Identification –</b> Broaden/Deepen Concern &amp; Interest  (Jan-April 2021)</p>	<ul style="list-style-type: none"> <li>• <b>Mainstream media attention widens to all UN regions and main languages.</b></li> <li>• <b>SMCW issues now also picked up by social media</b> (Twitter, fb, etc.). Commentary/debate may be divided on priorities, issues, importance, possible outcomes. Any increase in interest to be welcomed (Information → ‘Issue’); provides basis for responses.</li> <li>• <b>Articles, commentary &amp; interviews identify issues for specific regions &amp; sectors.</b> <i>Narrative: What’s in it for us? Why should we be concerned? Highlight health, labour, women, food, climate, etc. dimensions.</i></li> <li>• <b>Main regional articles</b> shared globally, thereby adding to level of information, debate, interest, etc.</li> </ul>	<p>Building on momentum created in Phase 1, a wider range of stakeholder thought-leaders (including delegates) now begin unpacking implications of SMCW process for their respective regions/sectors. Targeting local/social media, these explore sub-sets of issues above.</p> <ul style="list-style-type: none"> <li>• <b>How does our region/sector contribute</b> (in terms of production, challenges)? What are main SD impacts, now and in future?</li> <li>• <b>What is role of IGOs</b> and how do they contribute to SMCW? What are they doing for us? How can they help further?</li> <li>• <b>What positions are our negotiators taking?</b> What’s in it for us? Costs, benefits, etc.? What positions <u>should</u> we be taking?</li> <li>• <b>Who are leaders and laggards</b> in our region/sector? How could we benefit?</li> </ul>

## Action

14. The third section of key messages is a call to action for each of the target audiences. This final section adds specific relevance to each target audience and answers the question, “*What should I/we do?*”

Phase – Objective	Indicators of Success	Key Messages/Authors
<p><b>Policy Change –</b> <b>identify actions needed and those responsible</b>  (May-July 2021)</p>	<ul style="list-style-type: none"> <li>• <b>Intensifying media coverage of stakeholder calls for specific action, esp. by government and industry.</b> Key political actors pressured to develop ambitious positions and state these publicly. <i>‘We know it’s a problem/opportunity and this is what we’re going to call for in Bonn’. Disagreements also made public.</i></li> </ul>	<p>Assuming Phases 1 &amp; 2 have both (i) increased the amount of <i>Information</i> available and (ii) identified <i>Issues</i> that require urgent political attention, governments (and other negotiators) will now be under pressure from traditional, speciality and social media to:</p> <ul style="list-style-type: none"> <li>• <b>State/define/defend positions</b> and have these tested against relevance to ambitious outcomes (defined in</li> </ul>

Phase – Objective	Indicators of Success	Key Messages/Authors
	<ul style="list-style-type: none"> <li>• <b>Ministerial level engagement/profile increases</b>, including more intense diplomatic contacts within/between regions &amp; sectors. Indicators will include, e.g., Questions in Parliament, continued media reporting, interviews, ministerial statements/media releases.</li> <li>• <b>Stakeholders, shareholders and others demand information</b> on what action industry &amp; civil society organisations are taking, stating their expected outcomes. (i.e. what <i>needs</i> to be achieved).</li> <li>• <b>Meta-narrative: ‘What is going to happen in Bonn? What will success look like?’</b></li> </ul>	<p>Phase 1, by Presidency, UNEP, etc.) and past commitments (e.g. UNEA, Agenda 2030)</p> <ul style="list-style-type: none"> <li>• <b>Positions on specific elements of package – and related choices</b> - become clearer. Increased transparency on what will change &amp; how if various options are agreed.</li> <li>• <b>Clear analysis of what constitutes success/failure. Positive is possible!</b></li> </ul> <p>Authors should include: journalists, ministers and senior officials, politicians (incl. MEPs), delegates, etc. Anyone with a stake in the outcome.</p>

#### IV. Key considerations by the Bureau

15. With the key role of the ICCM5 Bureau as ambassadors to the Strategic Approach and the sound management of chemicals and waste for their respective constituents, the Bureau is invited to provide inputs and suggestions on the following areas: What -
- (i) will a successful communications action plan look like?
  - (ii) should key messages and outcomes be?
  - (iii) is needed to support the work of the Bureau in the communications and outreach efforts towards ICCM5?

## Annex: Additional key messages and sub-messages

### Inform (Remind)

Key Messages	Sub-Messages
People suffering from diseases related to (chemical) pollution are more vulnerable to pandemics such as COVID-19	<ul style="list-style-type: none"> <li>• Crisis has shown how a more sustainable and resilient world is necessary</li> <li>• Medical waste is a challenge &gt; We need a strong beyond 2020 instrument to address this.</li> </ul>
Toxic chemical exposure, particularly to vulnerable populations, is a leading cause of preventable illness and death.	<ul style="list-style-type: none"> <li>• The World Health Organization estimated the burden of disease from selected chemicals at 1.6million lives in 2016 (this is likely to be an underestimate). 500,000 deaths are attributable solely to lead exposure.</li> <li>• The most vulnerable populations are at greatest risk to the toxic effects of chemicals: these groups include those in poverty, infants, children, those who are malnourished, and industrial workers.</li> </ul>
Chemicals and waste damage critical environmental resources.	<ul style="list-style-type: none"> <li>• More than 1,000 chemicals are classified as “very toxic to aquatic life.”<sup>i</sup></li> <li>• The most significant sources of water pollution are lack of inadequate treatment of human waste and inadequately managed and treated industrial and agricultural waste.<sup>ii</sup></li> <li>• Pollution, including from chemicals and waste, was found to be one of the key drivers of global biodiversity loss, according to IPBES</li> <li>• Safer use of chemicals is essential to protect biodiversity</li> </ul>
Microplastics and hazardous waste threaten biodiversity.	<ul style="list-style-type: none"> <li>• 8 million items of marine litter are dumped in oceans and seas every day.<sup>iii</sup></li> <li>• A study indicates that the natural capital cost of the impact of plastics on marine ecosystems is at least 13 billion USD per year.<sup>iv</sup></li> </ul>
Chemicals and waste play a significant and expanding role in multiple economic sectors in both developed and developing countries.	<ul style="list-style-type: none"> <li>• It is estimated that there are more than 140,000 chemicals on the EU market. In 2010, industry sources valued global chemical industry output at US\$ 4.12 trillion.<sup>v</sup></li> <li>• The time to act is now at ICCM5. We are in the midst of a chemical crisis, the chemical sector will double in size until 2030 (GCOII), largest increase to be expected in global South: Strong governance, knowledge and information-sharing and risk reduction are critical to ensure proper chemical safety.</li> <li>• Illegal international traffic of hazardous waste and counterfeit products remains an issue.</li> <li>• The sound management of chemicals and waste is pivotal for achieving the SDGs</li> </ul>

## Connect

Key Message	Sub-Messages
Chemicals and waste management requires institutional capacity and adequate resources.	<ul style="list-style-type: none"> <li>• The integrated approach to financing has mobilized significant resources, but it needs to be operationalized at national level.<sup>vi</sup></li> </ul>
SAICM to address the integrated approach to financing of chemicals and waste.	<ul style="list-style-type: none"> <li>• Chemicals management is usually not included either in development assistance packages, or in recipient countries' aid requests.<sup>vii</sup></li> </ul>
SAICM promotes private sector engagement and cooperation in chemicals and waste management.	<ul style="list-style-type: none"> <li>• Expected outcomes include:               <ul style="list-style-type: none"> <li>○ Work in a multisectoral, effective, efficient, transparent, accountable and sustainable manner in the long term</li> <li>○ Facilitate multisectoral and multi-stakeholder cooperation and coordination at the national level.</li> <li>○ Promote private sector responsibility, accountability and involvement.<sup>viii</sup></li> </ul> </li> </ul>
The Quick Start Programme represents a notable successful outcome for SAICM.	<ul style="list-style-type: none"> <li>• Over a 10-year period, donors contributed over US\$ 40 million towards 184 projects. 21 projects were with civil society partners and 163 projects were with government partners across 108 different countries.</li> <li>• QSP projects, built capacity in a number of areas, such as development of national chemical profiles, GHS implementation and accident preparedness/ poison centres.</li> </ul>
SAICM is demonstrating notable successes in delivering on Emerging Policy Issues (EPIs) and other issues of concern.	<ul style="list-style-type: none"> <li>• The adoption of resolutions identifying EPIs and other issues of concern, has resulted in raising their international profile.</li> <li>• A Global Alliance to eliminate Lead in Paint was established, under the auspices of United Nations Environment Programme (UNEP) and WHO, comprising a partnership of governments, intergovernmental organisations and NGOs.</li> <li>• For the Chemicals in Products EPI, UNEP succeeded in engaging representatives from the toy, electronics, clothing and construction sectors. Efforts made under this EPI culminated in a voluntary, international programme for information on chemicals in products along their supply chain agreed to at ICCM4.</li> </ul>
SAICM puts stakeholders and inter-agency collaboration at the heart of its work	<ul style="list-style-type: none"> <li>• The Inter-Organization Programme for the Sound Management of Chemicals (IOMC) participating organisations have provided skills, capacity training, manuals, guidelines and technical expertise. to facilitate and coordinate international action to achieve the sound management of chemicals</li> <li>• Civil society organisations have supported the most vulnerable members of society. This includes introducing projects and collecting evidence of chemical management practices that have damaging health and environmental impacts</li> <li>• Through its Responsible Care Programme, Industry has provided resources and training programmes aimed at promoting safe chemicals management throughout the chemical supply chain.</li> </ul>

## Action

Key Message	Sub-Messages
SAICM requires the cooperation of public and private partners and is beneficial for both sectors.	<ul style="list-style-type: none"> <li>• The public sector bears much of the costs of pollution clean-up and welfare costs related to chemicals exposure.</li> <li>• The private sector is impaired by the economic efficiency losses resulting from poor chemicals and waste management.</li> <li>• Responsible care programs and broader industry engagement should become the standard to mitigate risks.</li> <li>• Industry has a special responsibility to apply sustainable chemistry, recognizing the ongoing efforts being undertaken in this regard.<sup>ix</sup></li> </ul>
SAICM is maintained by the generous voluntary support of donors who understand the importance of its mandate, but more resources are needed to gain even more momentum.	<ul style="list-style-type: none"> <li>• SAICM is currently financially supported by Denmark, Finland, France, Germany, Norway, Pakistan, Slovenia, Sweden, Switzerland, USA and ICCA (2020)</li> </ul>
Supporting the implementation of SAICM, is a crucial step towards the sound management of chemicals and waste and achieving the SDG 2030 goals.	<ul style="list-style-type: none"> <li>• SAICM has provided a space and opportunity for government and non-government actors alike, to discuss and deliberate on the management of chemicals throughout their life cycle, within an atmosphere of relative trust and cooperation.</li> <li>• Implementation gaps remain, even though concerted action has been taken through multilateral treaties on specific hazardous chemicals and issues of global concern.</li> <li>• These important areas need focus in the future: Emerging Policy Issues / Issues of Concern, Lead in paint, Chemicals in products, Hazardous electricals, Nanotechnology, Endocrine-disrupting chemicals, Environmentally persistent pharmaceutical pollutants, Perfluorinated chemicals, Highly hazardous pesticides</li> <li>• Continued investment is needed from Industry in green chemistry and developing safe alternatives for chemicals of concern.</li> </ul>

<sup>i</sup> Global Chemicals Outlook, 46.

<sup>ii</sup> <http://www.un.org/waterforlifedecade/>

<sup>iii</sup> UNEP 2005: Marine Litter, an analytical overview.

<sup>iv</sup> Global Waste Management Outlook, 103.

<sup>v</sup> Global Chemicals Outlook, 10-11.

<sup>vi</sup> UNEA Resolution 1/5 Annex I §29.

<sup>vii</sup> Global Chemicals Outlook, 16.

<sup>viii</sup> UNEA Resolution 1/5 Annex II §3.

<sup>ix</sup> UNEA Resolution 1/5 Annex I §15.