

Outreach and Awareness-raising on POPs for the General Public and Private Sector | Global Workshop

19 May 2026, 14:00 -15:30 CEST, GMT +2

[Register here](#)

Introduction

This workshop is part of the knowledge-sharing activities conducted by the Green Growth Knowledge Partnership (GGKP) under Component 4 (Knowledge Management and Information Sharing) of the GEF-funded, UNEP-led Project (ID 10785): Global Development, Review, and Update of National Implementation Plans (NIPs) under the Stockholm Convention on Persistent Organic Pollutants (POPs), hereafter referred to as the Global NIP Update Project.

POPs remain a significant concern for human health and the environment due to their toxicity, persistence, long-range transport and potential for bioaccumulation. Under the Stockholm Convention, Parties are required to develop, review and update NIPs to identify sources of POPs, establish priorities, and define time-bound actions for elimination, reduction and sound management.

In practice, effective NIP development and implementation depend on meaningful engagement beyond government institutions—particularly with the private sector and the general public. The private sector is often a primary user, importer, producer, recycler, or handler of POPs-containing materials and products, and it holds critical information needed for national inventories and action plans. Yet small and medium-sized enterprises frequently have limited awareness of the Stockholm Convention and may not understand why collaboration with public authorities—especially sharing operational data—matters for regulatory compliance, risk reduction and market credibility.

At the same time, public awareness is essential to reduce exposure and support safer behaviors and consumer choices, but many countries lack dedicated communications and outreach personnel to translate technical NIP priorities into accessible messages for communities. This workshop responds to these needs by introducing two practical outreach and

awareness-raising packages—one tailored to the private sector and one designed for the general public—together with guidance on how Parties can adapt and apply these materials in different national contexts to support inventory data collection, stakeholder cooperation and sustained risk communication throughout the NIP update and implementation cycle. Finally, the event features country experiences under the project to share different practical approaches on POPs outreach and awareness-raising activities.

Format

The workshop will be held virtually via the Zoom platform. Presentations will be delivered by Melina Džajić-Valjevac, GGKP's outreach consultant and Soomin Bae, Global NIP Update project support consultant, followed by experience sharing from project countries. After the presentations, an interactive Q&A session will provide space for discussion, knowledge-sharing and peer learning. The materials and resources presented during the workshop, together with the recorded videos of the workshop will be made available for participants after the event through GGKP's [knowledge platform](#).

Objectives

- Enable participants to understand the purpose, scope and structure of the two outreach and awareness-raising packages (private sector and the general public), and how these materials support NIP obligations—especially stakeholder cooperation, inventory development and public awareness raising.
- Equip national focal points, NIP teams and practitioners with clear, step-by-step guidance on how to adapt the messages, examples, visuals and delivery channels to national circumstances (languages, priority POPs, institutional roles and risk contexts), including how to select the right tools for different stakeholder groups.

Target audience

- Stockholm Convention Official Contact Points and National Focal Points particularly from project countries
- National officials and experts involved in the process of reviewing and updating the NIPs

- Practitioners working on POPs inventory and POPs management
- Members of NIP National Coordinating Mechanism/Committees and Project Coordination Units/Thematic Task Groups
- Representatives of Regional Centers and other relevant stakeholders

Date and time

- 19 May 2026, 14:00–15:30 CEST, GMT +2

Registration :

https://zoom.us/webinar/register/WN_TqhZsc9JR5S9NmeP8MZeug

Agenda

(please note that the indicated time is CEST)

TIME (CEST)	Description	Speaker
14:00	Welcome and opening remarks	Moderator: Elena Chernysheva (GGKP)
14:05	POPs outreach and awareness-raising packages for the private sector and the general public	Melina Džajić–Valjevac (GGKP, ENOVA)
14:45	How to adapt and use the POPs outreach packages in practice	Soomin Bae (GGKP)
15:00	Country experiences	Representatives of project countries
15:20	Q&A session	All
15:30	Closing remarks	

The event will be held in English. Simultaneous interpretation to French, Spanish and Russian shall be provided.

Contacts

Dr Fabienne Pierre

GGKP Coordinator, Global NIP Update Project Manager, UNEP

email: fabienne.pierre@un.org

Soomin Bae

Project Support Consultant, Global NIP Update, GGKP, UNEP
Email: soomin.bae@un.org