Development of Outreach Packages on POPs

For the Private Sector and General Public

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Project Context

Global NIPs Update Project

Under the Green Growth Knowledge Partnership (GGKP), Component 4 focuses on knowledge sharing and dissemination to strengthen countries' capacity to develop, update, and implement National Implementation Plans.

Stockholm Convention Alignment

Supporting participating countries in meeting their obligations under Articles 7 and 15, particularly regarding NIP reviews and national reporting.

Two Outreach Packages

Developed as part of Output 4.1 under GEF 10785 project — one for the private sector and one for the general public.

Assignment Objectives

Private Sector

- Encouraging reporting and cooperation aligned with the Stockholm Convention
- Promoting safe practices and environmentally sound chemical management
- Sector-specific guidance on POPs phase-out and alternatives

General Public

- Raising awareness with focus on vulnerable and economically disadvantaged communities
- Clear, accessible and gender-sensitive communication
- Practical tips, checklists and behavior-oriented guidance

Desk Review & Analysis

Content Development

Stakeholder Consultation

Validation & Finalization

Observations from the Desk Review: Communication Gaps

Initial findings show that POPs outreach materials exist, but they are not always practical, targeted or easy to use.

01 Fragmented materials
Information is dispersed across international and regional sources.

02 Highly technical language
Many documents are difficult for non-specialist audiences to understand.

03 Not audience-specific
The same messages are often used for technical and non-technical users.

04 Limited action guidance
Private sector actors need clearer links between obligations and operations.

Awareness gap

Public awareness is stronger for some legacy POPs, but weaker for newer or recently recognized substances.

Higher recognition
PCBs and pesticides

→

Lower understanding
PFAS, decaBDE, UV-328 and related chemicals

What this means for communication

Terminology should be clear, accessible and relevant to the audience.

clear

practical

audience-specific

Bottom line: outreach materials need to be clearer, more practical and tailored to each stakeholder group.

Implications for Outreach Material Development

The outreach packages should translate POPs obligations into practical, audience-relevant messages.

Desk review → Key gaps → Targeted messages → Stakeholder feedback → Final outreach packages

A Differentiate audiences
Use distinct approaches for technical and non-technical audiences, including the general public.

B Tailor by sector
Private sector materials should reflect industry type, production processes and operational realities.

C Go beyond awareness
Explain risks, obligations and the practical rationale for substitution of hazardous substances.

D Frame as opportunity
Present POPs management as a driver of innovation, competitiveness and long-term sustainability.

E Use practical examples
Include case studies, simple terminology and clear action points to support understanding.

F Integrate feedback
Use stakeholder consultations to improve relevance, usability and adaptability of final materials.

Final message: practical, targeted outreach materials — shaped by stakeholder feedback.

Stakeholder Scope for POPs Outreach

Private Sector

Industries directly involved in POPs production, use, or legacy management including chemicals, pesticides, electronics, textiles, construction, and waste management.

Public Sector

Ministries of environment, health, industry; environmental agencies; inspection bodies; national POPs focal points; research institutions.

Civil Society & Public

Environmental NGOs, consumer organizations, communities near industrial sites, with gender-sensitive approaches integrated throughout.

Media & Communication

Journalists, online media, and digital platforms translating technical information into accessible messages.

Materials and production chains

	PRIORITY SECTOR / GROUP	WHY TARGET THEM?	WHAT THIS MEANS FOR OUTREACH
01	**Textile & foam-containing products**	POPs may still be present in flame retardants, stain repellents and water-resistant treatments, especially in global and second-hand supply chains.	Focus on safe handling, substitution, compliance and supply-chain awareness for business owners and workers.
02	**Plastic & rubber industry**	Older, recycled and imported materials may contain POPs used as additives, including flame retardants, plasticisers and processing aids.	Explain how to identify risky inputs and manage recycling, disposal and safer production practices.
03	**Metal processing & surface treatment**	Coatings, process chemicals, thermal operations and contaminated scrap can create occupational and environmental POPs exposure risks.	Link outreach to chemical review, worker protection, process controls and contaminated scrap management.
04	**EEE / WEEE**	Older electronics and electrical equipment may contain POPs in plastics, cables and flame retardants, with high release risk during dismantling or recycling.	Emphasize safe dismantling, recycling controls, end-of-life handling and compliance obligations.
05	**Construction & demolition**	Older buildings may contain POPs in insulation foams, wiring, paints and coatings, creating risks during renovation and demolition.	Support identification of POPs-containing materials, worker protection and environmentally sound disposal.

Use, waste and market-entry points

	PRIORITY SECTOR / GROUP	WHY TARGET THEM?	WHAT THIS MEANS FOR OUTREACH
01	**Airports / fire brigades / emergency services**	PFAS-based firefighting foams remain a major concern, including exempted uses and contamination of training or fire-accident sites.	Clarify regulatory requirements, safer alternatives, site records and reporting or remediation needs.
02	**Waste sector / recyclers / waste management**	POPs persist in waste streams and can contaminate sorting, dismantling, storage and recycling facilities if not handled properly.	Use process-focused messages: what to look for, do not burn, protect workers and manage POPs waste safely.
03	**Transport & logistics operators**	Older vehicles, buses, trains, trucks and imported used vehicles may contain POPs and create end-of-life management challenges.	Include importers, operators and vehicle inspection actors in messages on identification and end-of-life management.
04	**Farming associations / small agribusinesses**	Legacy pesticide stocks, illegal imports and poor disposal practices may persist despite production and use bans.	Focus on safe storage, recognition of banned pesticides, disposal routes and protection of rural communities.
05	**Importers / distributors**	They are gatekeepers at market entry for old electronics, vehicles, textiles and other POPs-containing products.	Support compliance with POPs legislation, customs controls and extended producer responsibility schemes.

Priority groups for general public outreach

Everyday exposure

Start with audiences that can reduce everyday exposure and support safer practices.

Consumers / households

Why: Everyday products may contain POPs, including old electronics, textiles and some pesticides.

Outreach focus: Use simple messages on safe disposal, safer alternatives and long-term health impacts.

Farmers

Why: Legacy stocks, illegal markets and cheap unregulated pesticides may still create exposure risks.

Outreach focus: Explain which products are banned, why they are harmful and how to choose safer pest-control practices.

Informal-sector workers

Why: Waste pickers and street vendors may handle e-waste and discarded materials containing POPs.

Outreach focus: Keep messages very accessible and focused on protective actions: do not burn, separate risky items and use basic protection.

Priority groups for general public outreach

Community action

Community-based actors can connect POPs risks with local health and environmental concerns.

Health-care professionals

Why: Doctors, nurses and public health workers can recognize and explain possible links to chemical exposure.

Outreach focus: Build links between POPs exposure and health risks such as endocrine disruption, cancers and reproductive effects.

Civic associations

Why: Local councils, women's groups and community organizations can mobilize local action.

Outreach focus: Provide information that links POPs to local environmental health problems and safer community practices.

Elderly population

Why: Older people may have experienced past exposure through products, workplaces or environmental contamination.

Outreach focus: Use clear and practical messages about long-term risks, available support and safe handling of old materials.

Priority groups for general public outreach

Knowledge multipliers

Multipliers help turn technical information into wider awareness and long-term behavioural change.

Environmental activists

Why: They are already active in environmental and health advocacy and can spread POPs awareness.

Outreach focus: Provide updated research, practical solutions and clear messages they can share with communities.

Media actors

Why: Journalists, broadcasters and content creators shape public understanding and reach diverse audiences.

Outreach focus: Prepare fact-based, non-technical storylines, key messages and examples suitable for public communication.

Educational centres / academia

Why: Schools, universities and training centres build long-term knowledge and behaviour change.

Outreach focus: Design materials that can be adapted for curricula, lectures, training programmes and awareness activities.

Communication and Dissemination Strategy

Digital-First Approach

Short, clear and engaging messages easily shareable through social media and digital channels, rather than traditional printed brochures.

Audience-Tailored Content

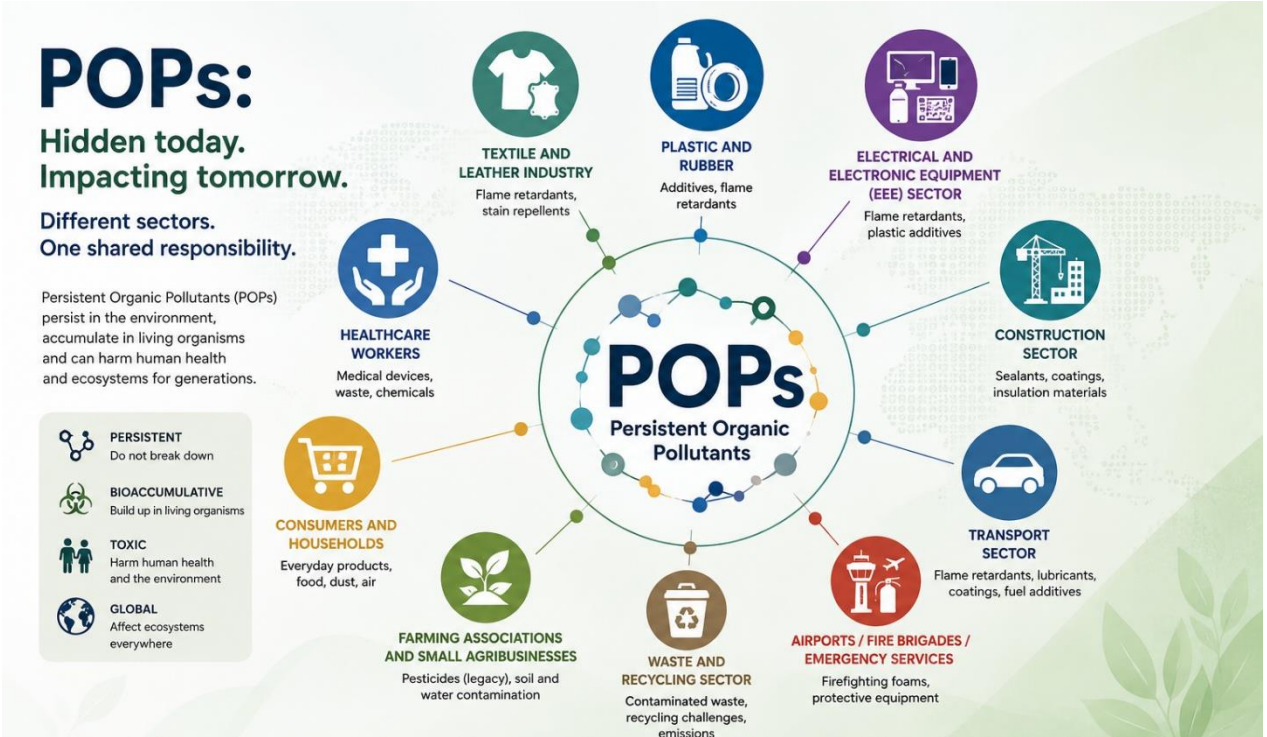
Differentiating communication for technical and non-technical audiences, with practical formats including FAQs, fact sheets, and action-oriented guides.

Strategic Dissemination

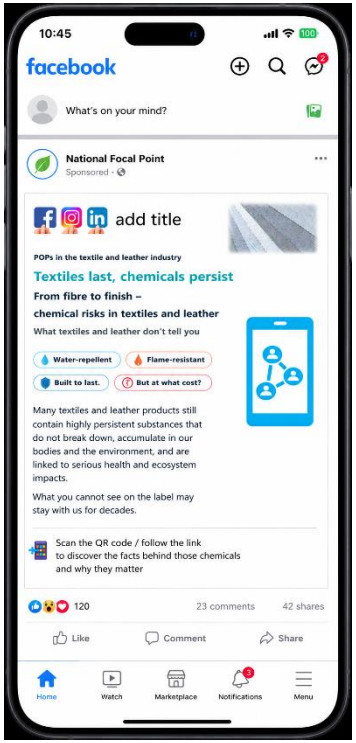
Identifying appropriate platforms, events, and communication moments to ensure maximum visibility, relevance, and impact across sectors.

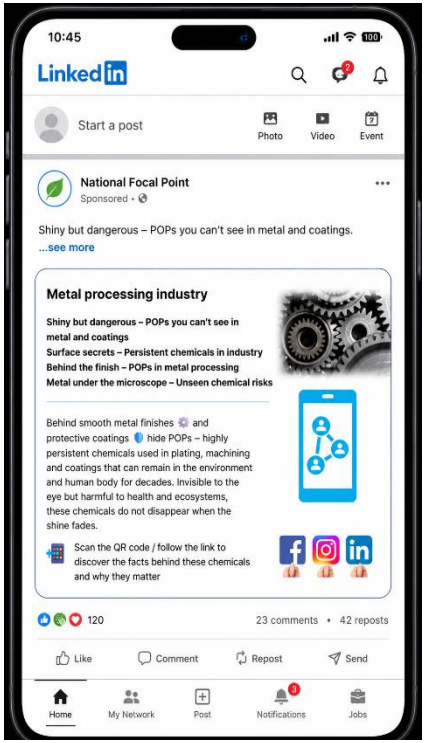
Private sector

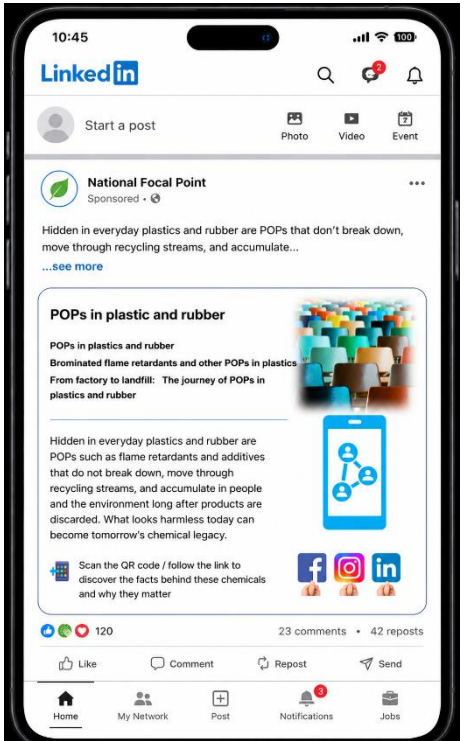
The present outreach package was designed around sectors, enabling stakeholder groups to more readily identify their specific interests, exposures, decision points and potential contribution to risk reduction.



First step: A **short social-media message**







A **short social-media package** was developed, consisting of a proposed set of engaging headlines and brief messages designed to attract attention quickly and encourage readers to engage further

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10:45

Hidden chemicals in plastics and rubber – what industry needs to know Inbox

Chamber of Commerce
info@chamber.org
10:30 AM
to me

CHAMBER OF COMMERCE
Advocating business. Building solutions.

IN PARTNERSHIP WITH
PLASTICS MANUFACTURERS ASSOCIATION

Dear Member,

Many everyday plastic and rubber products may contain POPs – persistent chemicals that do not break down, can move through recycling streams, and accumulate in people and the environment long after products are discarded.

What looks harmless today can become tomorrow's chemical legacy.

We invite you to learn more about the facts behind these chemicals and why they matter for our industry, our communities, and our future.

POPs in plastic and rubber

- POPs in plastics and rubber
- Brominated flame retardants and other POPs in plastics
- From factory to landfill: The journey of POPs in plastics and rubber

Scan the QR code or follow the link to discover the facts behind these chemicals and why they matter.

Working together for a safer, more sustainable future.

Best regards,
Chamber of Commerce
In partnership with the Plastics Manufacturers Association

www.chamber.org | info@chamber.org | +1 555 123 4567

10:45

Unseen chemical risks in metal processing – what every manufacturer should know Inbox

Chamber of Commerce
info@chamber.org
10:30 AM
to me

CHAMBER OF COMMERCE
Advocating business. Building solutions.

IN PARTNERSHIP WITH
METAL MANUFACTURERS ASSOCIATION

Dear Member,

Many metal products and coatings may contain POPs – highly persistent chemicals used in plating, machining and coatings that can remain in the environment and human body for decades.

Invisible to the eye but harmful to health and ecosystems, these chemicals do not disappear when the shine fades.

We invite you to learn more about the facts behind these chemicals and why they matter for our industry, our communities, and our future.

Metal processing industry

- Shiny but dangerous – POPs you can't see in metal and coatings
- Surface secrets – Persistent chemicals in industry
- Behind the finish – POPs in metal processing
- Metal under the microscope – Unseen chemical risks

Scan the QR code or follow the link to discover the facts behind these chemicals and why they matter.

Working together for a safer, more sustainable future.

Best regards,
Chamber of Commerce
In partnership with the Metal Manufacturers Association

www.chamber.org | info@chamber.org | +1 555 123 4567

...email communication

Second step: **sector-focused information set**

A **sector-focused information set** was developed in a question-and-answer format to support practical understanding and follow-up action. The Q&A addresses, in particular:

- Which POPs chemicals are used in the sector, and why does it matter?
- Where have POPs historically been used, and how can legacy contamination occurs?
- Why can restricted or banned chemicals still be found on the market, and what makes their identification and control difficult?
- What responsibilities does the sector have in reducing POPs-related risks?

A dedicated section was also included for POPs cases that are specific to each sector. These short, sector-relevant narratives were designed to make the issue more tangible by illustrating how POPs can appear in real operations, supply chains, legacy practices, or contaminated sites

A glossary section was included as well, providing short explanations of key abbreviations and additional background on the chemicals referenced in the material

Practical actions for POPs risk reduction

Private sector checklist: from regulatory awareness to safer production, transparent reporting and worker protection

Management focus

- chemicals inventory
- safe storage and handling
- wastewater and waste control
- training and incident preparedness

Goal: safer inputs, fewer releases

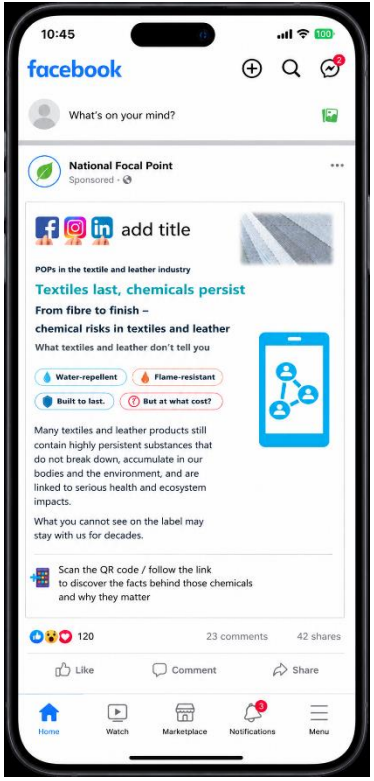
1. **Stay informed**
   Track bans, restrictions and exemptions through official sources and competent authorities.
2. **Check, control, monitor**
   Maintain inventories, review MSDS/TDS, and oversee use, storage locations and access.
3. **Consider alternatives**
   Prioritize substitution with safer alternatives; use Cleaner Production and Green Chemistry.
4. **Direct protection is essential**
   Apply safe handling, exposure controls, PPE, labeling, segregation and secure storage.
5. **Protect workers, community and environment**
   Prevent releases beyond the facility; control emissions, waste and incident response.
6. **Report and participate**
   Inform authorities/focal points on stocks, suspect products, legacy equipment or contamination.
7. **Use a gender-responsive OHS approach**
   Ensure proper PPE fit, equal training, safe reporting and risk assessments for all workers.

Core message: POPs management is not only compliance — it supports safer workplaces, stronger supply chains, innovation and long-term sustainability.

The sector-specific materials have two layers. First, a short, attention-grabbing outreach message as a social media entry point to quickly generate interest.

Second, it links to more detailed, sector-specific information presented in an accessible format.

Dissemination is proposed through platforms such as Facebook, Instagram and LinkedIn, using channels managed by national focal points, relevant ministries, chambers of foreign trade, business associations and other sector networks



Case Study: PFAS in Water – and Stain-Resistant Clothing

A global study tested jackets and other water- or stain-resistant clothing from 13 countries across Asia, Africa, Europe, and North America, including many children's products. Out of 72 samples, 68% contained PFAS or indicators of PFAS presence, with several items exceeding proposed EU safety limits. Highly toxic PFAS such as PFOA and PFDA were commonly detected, and side-chain fluorinated polymers were found, which can degrade into other harmful PFAS. Most PFAS-treated clothing is not recycled, meaning these chemicals persist in the environment. However, some companies, including North Face and Black Diamond, demonstrated that PFAS-free water- and stain-proof clothing is possible, highlighting that safer alternatives exist.[1]

[1] IPEN and Arnika (2023). Toxics in Our Clothing: Forever Chemicals in Jackets and Clothing from 13 Countries. International Pollutants Elimination Network & Arnika. Available at: https://ipen.org/documents/toxics-our-clothing

Case Study: Chemical Risks in Fast Fashion

The global textile and garment sector, especially fast fashion, relies on short-lived products, leading to increased chemical use, waste, and resource consumption. 87% of textile fibers are landfilled or incinerated. The presence of new POPs at measurable concentrations in final products leads to air pollution during burning, and unsound recycling and production of new articles from contaminated recyclates. For example, the use of chlorinated chemicals, especially pentachlorophenol and chloronitrofen, to protect raw materials (e.g., cotton, wool, or other fibres, leather), and the use of dioxin-contaminated dyestuffs (e.g., dioxazines or phthalocyanines), poses issues in case of incineration of textiles at end of life).[2]

[2] GEF (2025). Reducing Uses and Releases of Chemicals of Concern, including POPs, in the Textiles Sector – PIF. Available at: https://www.thegef.org/sites/default/files/web-documents/10623_CW_PIF.pdf

Case Study: PFAS in Leather – What Everyday Products May Leave Behind

Leather products such as shoes, furniture and protective treatments may contain PFAS when they are treated to resist water, oil and stains. A Minnesota Pollution Control Agency review notes that PFAS can be used in leather finishing and have been detected in consumer leather products, including shoes and office furniture; one cited study found PFAS in leather shoes sold in the U.S. at concentrations ranging from 33 to 4,200 ppb. The concern does not end when the product leaves the factory: PFAS-treated textile and leather products can continue to release PFAS during use, cleaning and disposal, contributing to indoor air, dust, wastewater and landfill pathways. One study cited in the report found that replacing PFAS-containing carpets and furniture reduced PFAS levels in household dust by 78%, showing that safer product choices and better supply-chain information can directly reduce exposure. [3]

[3] Minnesota Pollution Control Agency (2022). PFAS in the textile and leather industries: An inventory of information about PFAS use, environmental release pathways, and source reduction strategies.

Glossary

Persistent organic pollutants (POPs) are organic substances that persist in the environment, accumulate in living organisms and pose a risk to our health and the environment. They can be transported by air, water or migratory species across international borders, reaching regions where they have never been produced or used. International risk management is necessary as no region can manage the risks posed by these substances alone.

The Stockholm Convention is a global treaty adopted in 2001 to protect human health and the environment from persistent organic pollutants (POPs). It aims to eliminate or restrict the production and use of POPs, reduce their unintentional release, and promote safer alternatives and environmentally sound management of contaminated materials.

Short-chain chlorinated paraffins (SCCPs) have been used in textile back-coating, military and commercial tents, tarpaulins, and industrial protective clothing, as well as in leather treatment to improve durability and surface properties. While these uses are being phased out in many regions, uncertainty remains regarding ongoing applications in some markets.

Pentachlorophenol (PCP) and its esters have been used to preserve heavy-duty textiles, particularly in military and outdoor applications, to protect materials such as cotton, wool, flax, and jute from fungal and bacterial degradation.

UV-328 is used in outdoor and technical materials that use polymer-based coatings, laminates, prints, or synthetic components (e.g., coated fabrics, upholstery, tents/awnings, workwear trims), where it is added to improve UV resistance and prevent fading or material degradation.

Long-chain perfluorocarboxylic acids (LC-PFCAs), their salts and related compounds are mainly associated with PFAS-based surface treatments and coating systems that give materials very low surface energy – meaning they repel liquids and soils. You most commonly see them linked to durable water-, oil- and stain-repellent finishes used on outdoor clothing, performance apparel, upholstery and other technical textiles, where the goal is long-lasting repellency and easier cleaning (soil-release/anti-soiling performance).

Perfluoroalkyl and polyfluoroalkyl substance such as PFOS, PFOA and related PFAS compounds have been applied as water-, oil- and stain-repellent finishes in outdoor clothing, protective workwear, carpets, upholstery, medical textiles, and footwear. Although many uses are now prohibited, some time-limited exemptions remain, particularly for protective textiles.

Brominated flame retardants, such as PBDE and HBCD, have been used in upholstery fabrics, curtains, carpets, tents, and interior textiles in furniture and transport applications, including cars, trains, and aircraft. While their use is restricted, exemptions and legacy products remain a concern.

Presentation of the POPs private outreach material
Word document + presentation example

Which channels do you think would be most effective for reaching private sector stakeholders?
Which format would private sector stakeholders be most likely to use?

How to participate?

Copy participation link

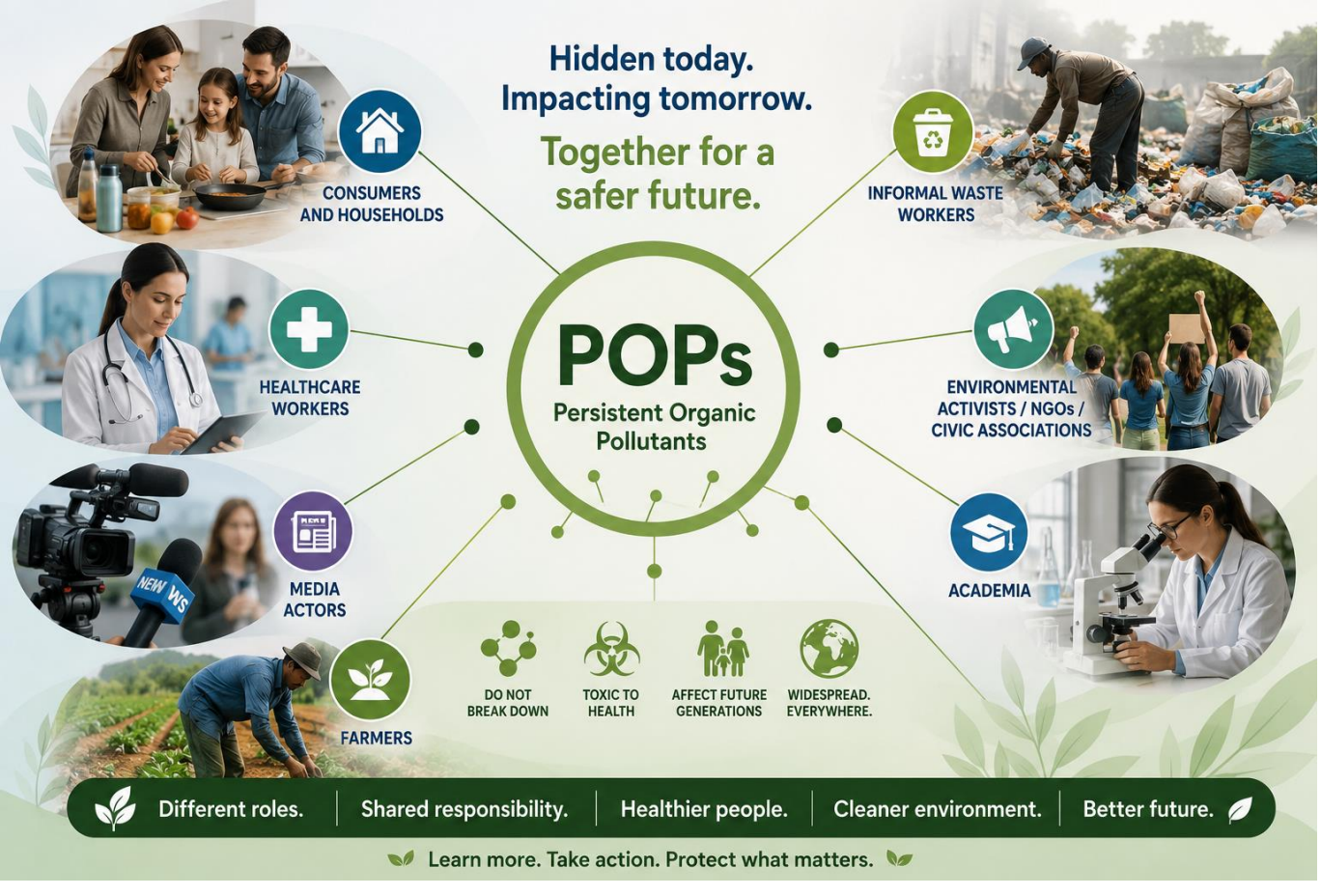
Go to wooclap.com

Enter the event code in the top banner

Event code

POPSOUT

General public



Recognizing that different groups face distinct exposure scenarios and play different roles in reducing risks and raising awareness, the outreach package is structured around the following target audiences: consumers and households, healthcare workers, media actors (journalists and broadcasters), farmers, workers in the informal sector, environmental activists, non-governmental organizations, civic associations and academia.

Dedicated factsheets and communication materials were developed for each group, reflecting their specific contexts, responsibilities and potential to influence public awareness and behaviour change

First step: A **short social-media message**

The outreach materials follow a layered, user-friendly communication approach. The first layer consists of **short, visually engaging messages designed for social media and digital platforms**, using familiar products, environments, or activities, such as household items, food preparation, clothing, toys, agriculture, or healthcare settings, to highlight where POPs may be present in everyday life.

Second step:

The second layer provides concise, structured information presented in a **question-and-answer format,** tailored to each target group. Rather than focusing on individual chemical substances, the materials explain what POPs are, why they are dangerous to human health and the environment, where and how exposure can occur, who is most vulnerable, and what practical steps can be taken to reduce exposure and risks

For professional public groups such as healthcare workers, media actors and academia, the content also highlights their role as trusted messengers, educators and multipliers of reliable information.

Each group-specific factsheet includes short, relatable case examples illustrating real-world POPs exposure and impacts. These examples translate scientific and technical evidence into accessible narratives, helping make invisible risks more tangible and easier to understand. Where possible, case studies are adaptable to national or local contexts to strengthen relevance and credibility.

A glossary section was included as well, providing short explanations of key abbreviations and additional background on the chemicals referenced in the material

Presentation of the POPs private sector -outreach material
Word document + presentation

1. **Which channels would be most effective for reaching the general public?**
2. **Which format would be most useful for general public awareness-raising?**

How to participate?

Go to wooclap.com

Enter the event code in the top banner

Event code

POPSOUT

Copy participation link

Step-by-step guidance for national use, localization and adaptation

Step 1: Review the full package and identify national priorities

Authorities should begin by reviewing both outreach packages in full and identifying priority target groups in the national context. This should take into account sectors with known or suspected POPs relevance, groups with higher exposure or lower access to information, national implementation priorities under the Stockholm Convention, and opportunities for integration with existing awareness or compliance efforts.

Step-by-step guidance for national use, localization and adaptation

Step 2: Select the most relevant materials and formats

After identifying priorities, authorities should select the components that are most useful for national application. These may include short digital messages for social media, sector-specific Q&As, factsheets, checklists for households or workers, briefing materials for professional audiences, and content for websites, radio, or community outreach.

Step-by-step guidance for national use, localization and adaptation

Step 3: Adapt the content to the national context

The selected materials should be adapted to the national context by translating them into national and local languages, as appropriate; replacing generic references with the relevant national institutions and contact points (Focal person/s with contact information should be presented); aligning terminology with the national legal framework; and including locally relevant examples of sectors, products, waste streams and exposure scenarios.

Step-by-step guidance for national use, localization and adaptation

Step 4: Validate adapted content with relevant stakeholders

Before broad dissemination, adapted materials should be reviewed by a small group of relevant stakeholders at the national level, such as technical experts from competent authorities, public health professionals, occupational safety institutions, sector representatives, communication specialists and civil society partners. For non-technical audiences, public authorities should use clear and accessible wording.

Step-by-step guidance for national use, localization and adaptation

Step 5: Choose dissemination channels and timing

Authorities should clearly define where, when and by whom the materials will be disseminated. Their distribution may be integrated into awareness-raising campaigns, sector-specific events, inspection activities, school and community initiatives, healthcare communication channels, municipal outreach campaigns and project workshops.

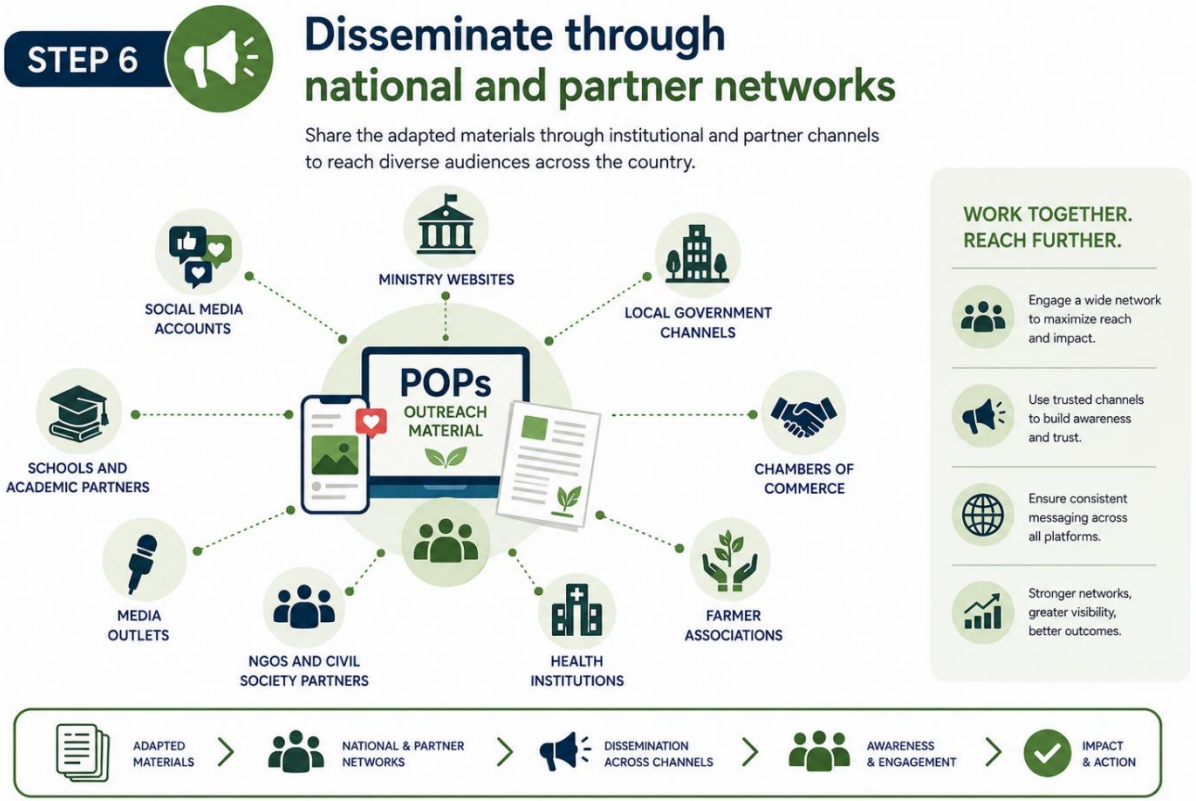
To maximize visibility and engagement, dissemination should also, where appropriate, be aligned with relevant international and national observance days and public events. Illustrative examples include European Researchers' Night for the academic community, World Environment Day on 5 June and World Health Day on 7 April. These dates are only indicative, and countries may identify additional nationally or locally relevant occasions to further highlight the topic, encourage public outreach, and promote wider access to information.

Adaptation should improve relevance by using nationally meaningful examples, local disposal and reporting arrangements and communication channels that match local habits. It should also consider literacy levels, digital access, gender-related dimensions of work and care roles, and the needs of vulnerable groups.

Step-by-step guidance for national use, localization and adaptation

Step 6: Disseminate through national and partner networks

The materials should then be disseminated through institutional and partner channels, including ministry websites, social media accounts, local government channels, chambers of commerce, farmer associations, health institutions, NGOs, schools, academic partners and media outlets.



Step-by-step guidance for national use, localization and adaptation

Step 7: Collect feedback and record lessons learned

Authorities should gather simple feedback after dissemination, including which audiences were reached, which formats were most useful, what questions emerged and whether any groups remain underserved. This information can support future refinement and wider replication.

POPs OUTREACH MATERIALS
ADAPTATION CHECKLIST

CHECKLIST AREA	REVIEW QUESTIONS
Institutional adaptation	✓ Are all national institutions correctly named? ✓ Are competent authorities and National Focal Points clearly identified? ✓ Are contact details or referral pathways included where needed?
Language adaptation	✓ Has the material been translated into relevant national or local languages? ✓ Is the wording understandable to the intended audience? ✓ Has unnecessary jargon been removed?
Technical review	✓ Has the adapted text been reviewed by a competent technical institution? ✓ Are references to legal or regulatory requirements nationally accurate? ✓ Are disposal, reporting and safety recommendations consistent with national practice?
Audience relevance	✓ Does the content reflect local sectors, products, or exposure situations? ✓ Are vulnerable groups appropriately addressed? ✓ Are examples relatable to the intended audience?
Format and channel selection	✓ Is the selected format suitable for the target group? ✓ Is digital access sufficient, or is print or community dissemination also needed? ✓ Are dissemination channels realistic and trusted by the intended audience?
Visual and communication quality	✓ Are visuals culturally appropriate and understandable? ✓ Is the material concise and easy to navigate? ✓ Does the first communication layer lead clearly to more detailed information?
Follow-up	✓ Is there a simple plan for collecting feedback? ✓ Is responsibility for dissemination clearly assigned? ✓ Is there a record of which materials were adapted and where they were shared?

Recommended outreach matrix for POPs stakeholders

Stakeholder group	Main outreach interest	Expected impact	Best channels	Recommended formats
Manufacturing businesses and importers (textile, metal, plastic/ rubber, furniture, similar sectors)	• Compliance duties • Suspect materials in inputs/products • Safer alternatives • Worker protection • Procurement and supply-chain transparency • Early reporting	• Stronger self-screening • Substitution and purchasing controls • Less POPs re-entry through imports and supply chains	• Chambers of commerce • Sector associations • LinkedIn; supplier newsletters • Trade fairs • Inspection/compliance communication • Ministry websites	• Sector Q&A sheets • Compliance briefs • Short LinkedIn cards • Webinar slides • QR factsheets
Fire brigades, airports and emergency services	• PFAS legacy foam • Stock inventories • Safer procurement • Spill preparedness • Safe handling and worker/ community protection	• Quicker phase-out of legacy foams • Better inventories and training • Less soil and groundwater contamination	• Fire-service networks • Airport operators • Drills and trainings • Procurement units • Technical webinars • Compliance circulars	• Sector Q&A sheets • Training slides • Storage posters • Procurement notes • QR factsheets
Construction and demolition companies	• POPs in older buildings, insulation, sealants, equipment • Screening, segregation and coordination with waste contractors	• More controlled demolition • Better identification of contaminated fractions • Less improper recycling or disposal	• Builders' associations • Demolition networks • Permit and inspection channels • Toolbox talks • Municipal outreach; workshops	• Sector Q&A sheets • Site checklists • Factsheets; permit briefing notes • Site posters • Short explainer videos • Worker handouts
Waste sector operators	• POPs-containing waste identification • BAT/BEP • Avoiding open burning • Poorly controlled thermal treatment • Traceability and safer disposal	• Fewer POPs and dioxin/furan releases • Improved segregation, records and operational control	• Utility/operator networks • Municipal waste platforms • Inspection communication • Operator newsletters; webinars • Ministry websites	• Sector Q&A sheets • Technical briefings • SOP/checklists; waste-flow charts • Facility posters • Webinar handouts; QR guidance
Recyclers and recovery operators	• Preventing POPs from returning to new products • Screening suspect plastics, textiles, e-waste and C&D fractions • Worker safety	• Cleaner recycling streams • Fewer contaminated secondary materials • Stronger audit readiness	• Recycler associations • Producer responsibility organizations • Take-back systems; e-waste hubs • LinkedIn; partner newsletters	• Sector Q&A sheets • Screening cards • Pocket guidance
Transport companies and fleet operators	• Legacy POPs in vehicle components, interiors, maintenance chains • End-of-life vehicles	• Safer fleet purchasing and maintenance • Better ELV handling	• Transport associations • Maintenance garages • Transport newsletters	• Sector Q&A sheets • Factsheets

Stakeholder group	Main outreach interest	Expected impact	Best channels	Recommended formats
Households and consumers	• Everyday exposure through cookware, textiles, furniture, electronics, toys and dust • Practical steps to reduce exposure; proper disposal	• High public-awareness value: behaviour changes that reduce household exposure and improve disposal	• Ministry/agency websites • Facebook/Instagram; schools • Health centres; community spaces • Municipal boards; NGO outreach • Local radio	• Social media cards • One-page factsheets; household checklists • QR posters; short videos; simple infographics
Healthcare workers	• Exposure pathways and vulnerable groups • Practical advice to patients/caregivers • Role as trusted messengers	• Better risk communication through health systems and stronger messages for vulnerable groups	• Health institutions; professional associations • Internal newsletters; continuing education; webinars • World Health Day campaigns	• Clinic posters; FAQ sheets • Webinar packs; patient handouts
Media actors	• Accurate, responsible POPs communication • Translating technical issues into public language • Highlighting local relevance and trusted sources	• Very high amplification effect: broader reach, better reporting quality and stronger visibility on key dates	• Press briefings; journalist associations • Media mailing lists; newsroom newsletters • Public events and observance days; expert networks	• Fact-check sheets; infographic packs • Interview prompts; expert contact lists
Small farmers and rural households	• Exposure from pesticides, storage, reused containers, open burning and contaminated soils/water • Simple protective actions	• High in rural areas: safer daily practices, better storage/disposal and reduced household and field exposure	• Extension services; local radio • Cooperatives; schools; municipal outreach; village meetings • NGO/community channels	• Plain-language leaflets; illustrated handouts; radio messages • Demo-session materials; storage/ disposal checklists
Informal sector workers	• Hidden POPs in mixed waste, e-waste, plastics and treated materials • Self-protection • Avoiding open burning • Referral to formal collection	• Very high for vulnerable groups: reduced direct exposure and safer handling where risk is greatest	• NGOs; community organizations • Municipal outreach; local meetings; health campaigns • Local radio; peer educators	• Pictorial posters; simple checklists • Short training cards; community handouts • Low-literacy visual materials
Academia and educational institutions	• Education, research and training on POPs • Multiplier role of teachers/researchers • Safer choices in labs, curricula and public debate	• High long-term impact: stronger teaching, student awareness, research partnerships and evidence-based engagement	• Universities; academic networks • Seminars; newsletters; European Researchers' Night partner institutions • Student events	• Lecture slides; campus posters • QR factsheets; webinars; case studies • Short teaching briefs
NGOs and civic associations	• Community awareness, advocacy, outreach to vulnerable groups • Trust-building and feedback collection	• Very high reach in underserved communities: stronger visibility and uptake through trusted local networks	• NGO networks; community meetings • Partner websites/newsletters; municipal campaigns • Schools; local media; workshops	• Campaign toolkits; community handouts; social packs; radio scripts; mini-grant kits; facilitation notes

In your opinion, what would be the most important condition for successful use of these outreach materials at national level?

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Questions & Answers

Discussion • Clarifications • Next steps