



UNEA 5.2

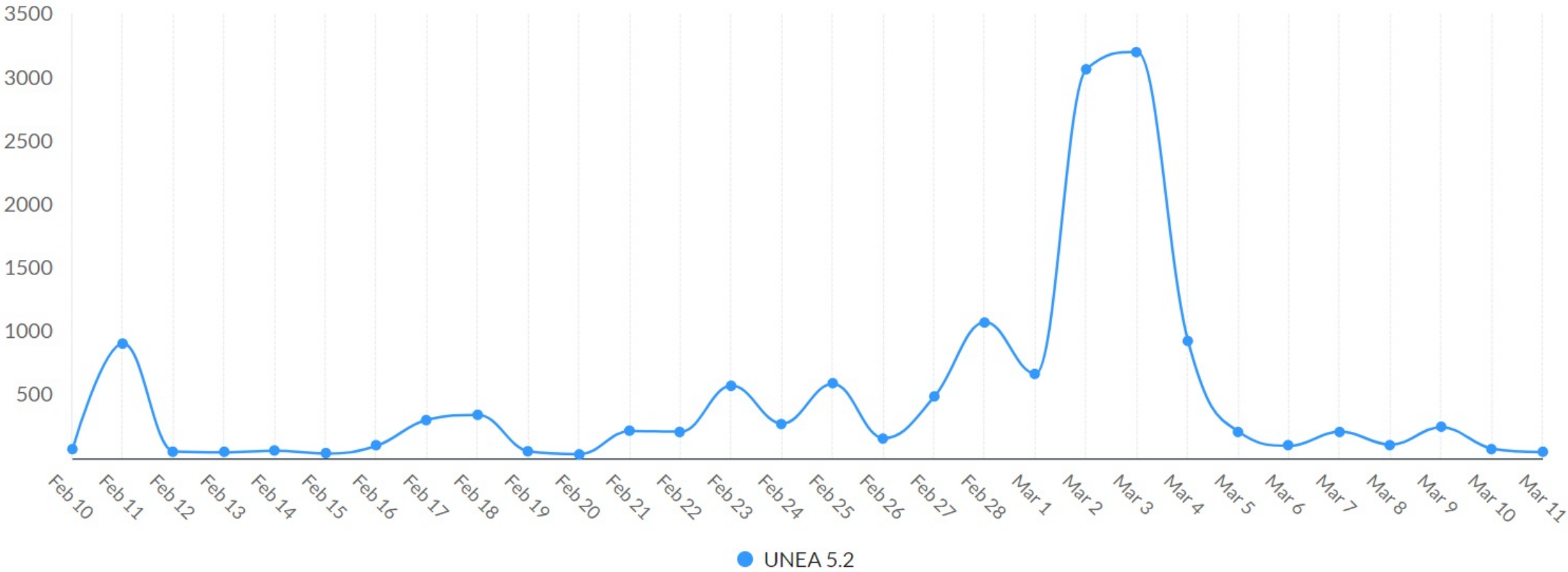
Media Coverage and Analysis
10 February – 11 March

Topline Numbers

- 14449 articles mentioning the UN Environment Assembly across 156 countries written in 51 languages
- Published in more than 4290 outlets globally
- 321 journalists accredited from 39 countries
- Held 4 press conferences and published 9 press releases

					UNEA5.2
Articles published	->	->	->	->	14449
Outlets	->	->	->	->	4290
Countries	->	->	->	->	156
Languages	->	->	->	->	51
Accredited Journalists	->	->	->	->	321
Press Conferences	->	->	->	->	4
Press Releases	->	->	->	->	9
Opeds	->	->	->	->	3

Media Exposure

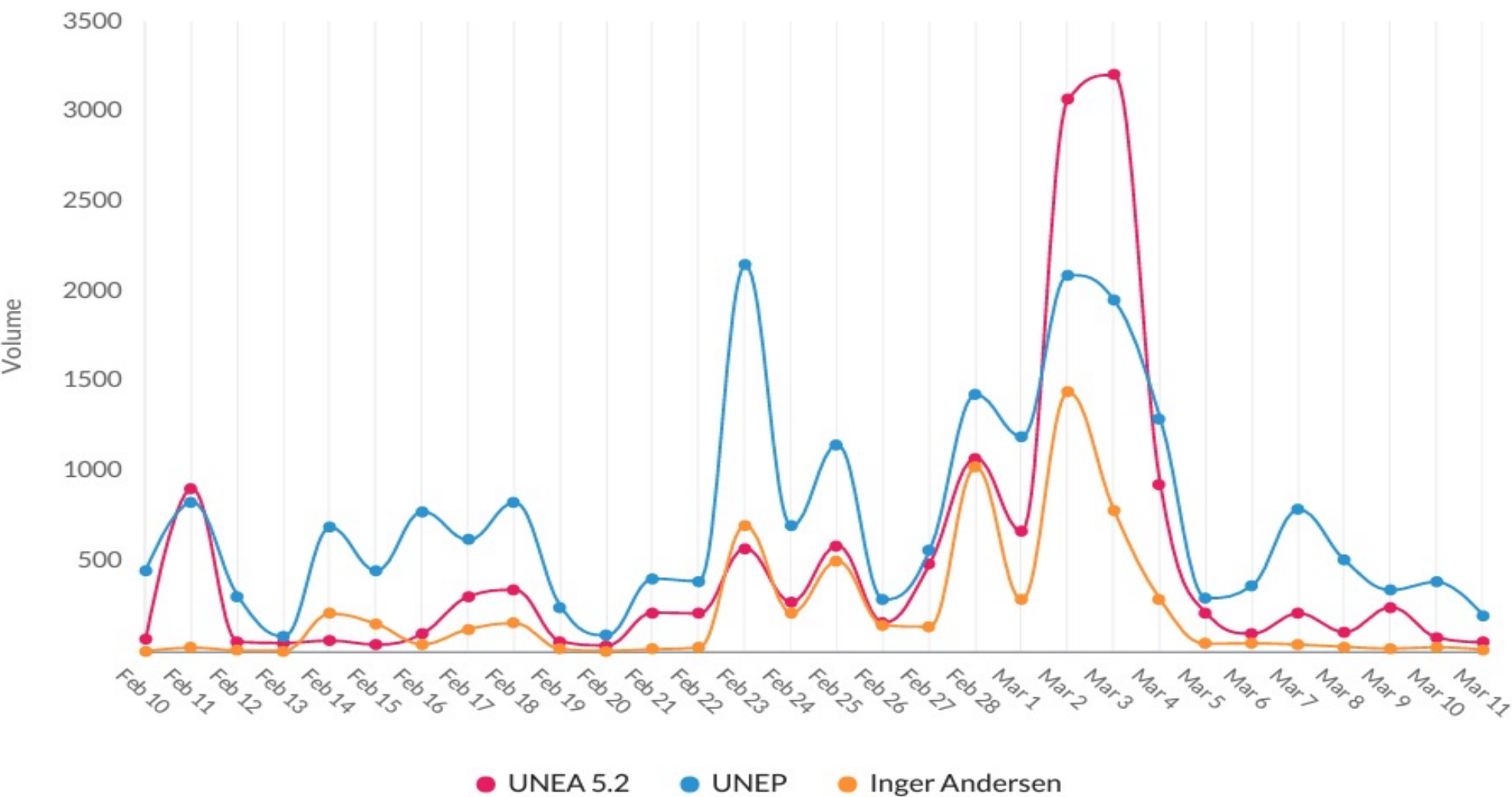


Feb 10, 2022 - Mar 11, 2022

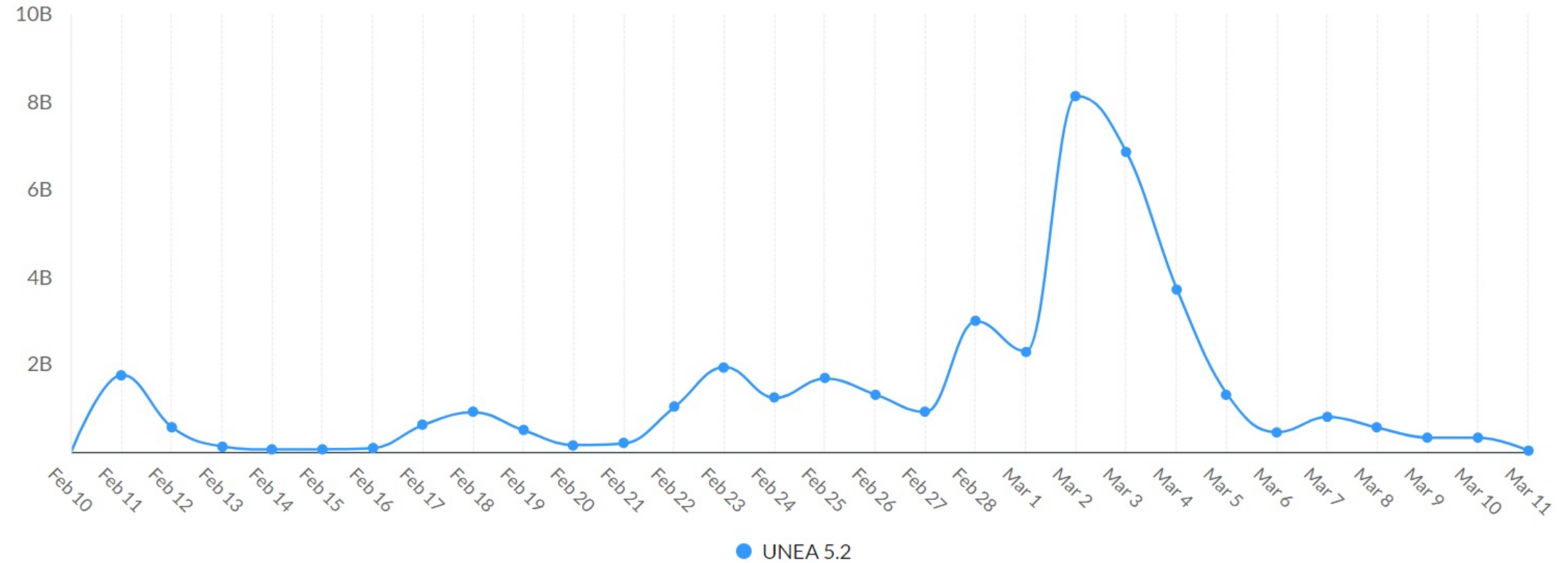
UNEP held an initial media briefing on 10 February, launched the Frontiers report on 17 Feb and a Wildfires report on 23 Feb. The Assembly sessions took place from 28 Feb to 2 March which special sessions on 3rd and 4th March

UNEA 5.2's exposure peaked on Mar 3rd at 3.2k

Competitive Media Exposure - Feb 10, 2022 - Mar 11, 2022



Potential Reach

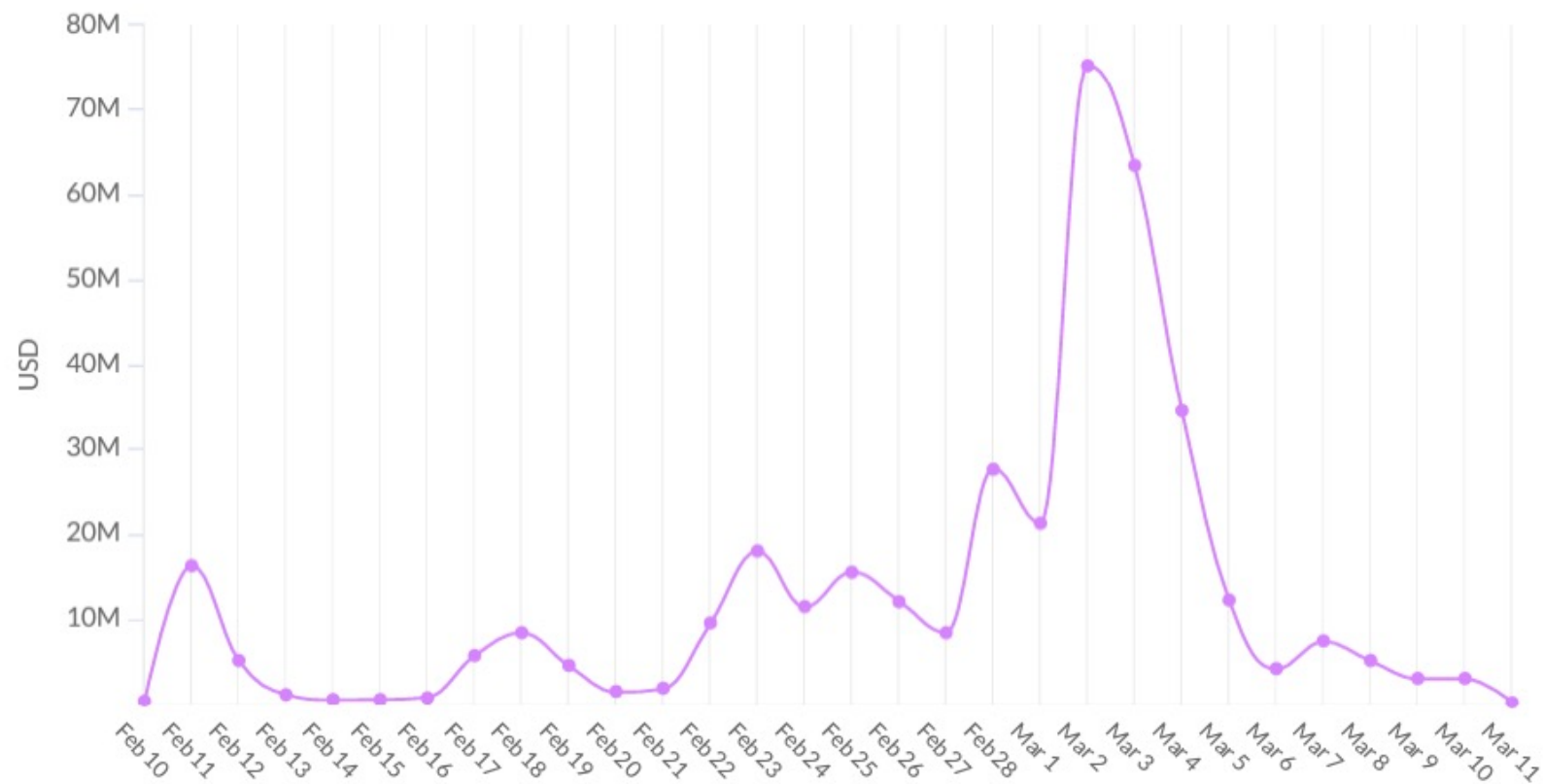


Feb 10, 2022 - Mar 11, 2022

This provides insight into the number of potential viewers that have been exposed to the UNEA 5.2 set of media coverage.

UNEA 5.2's total AVE was \$379M

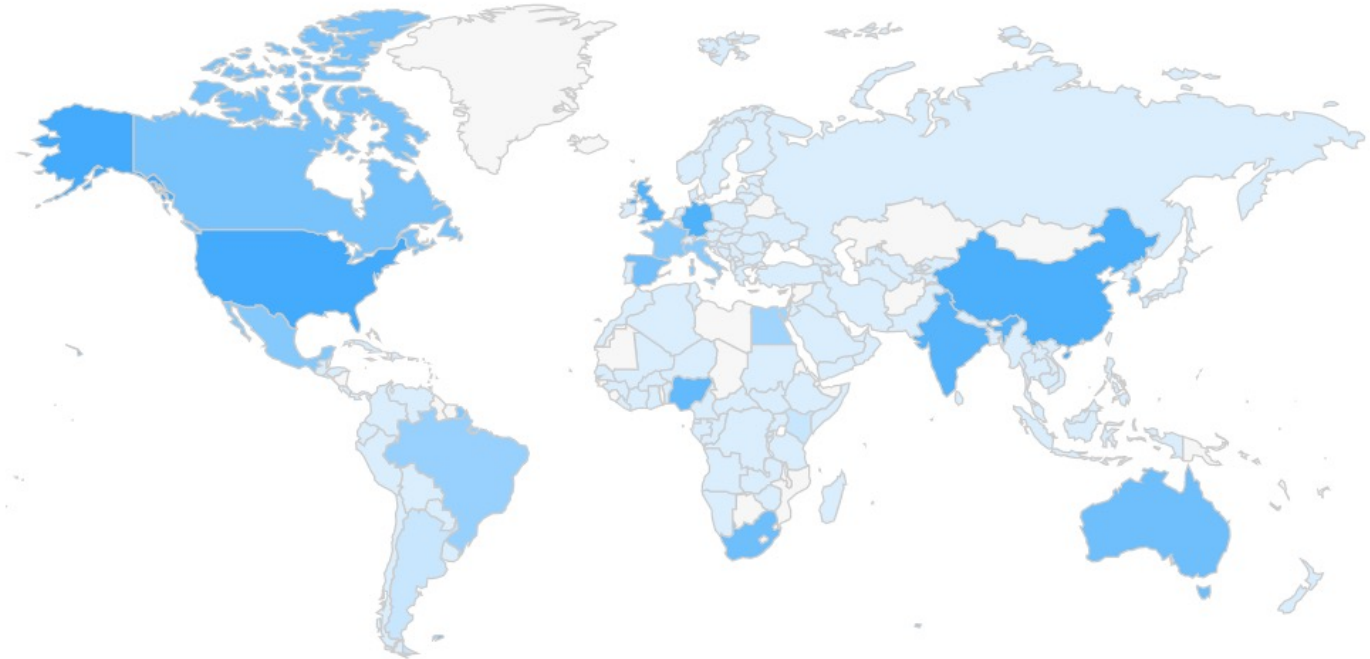
AVE - Feb 10, 2022 - Mar 11, 2022



\$379M

Heat Map

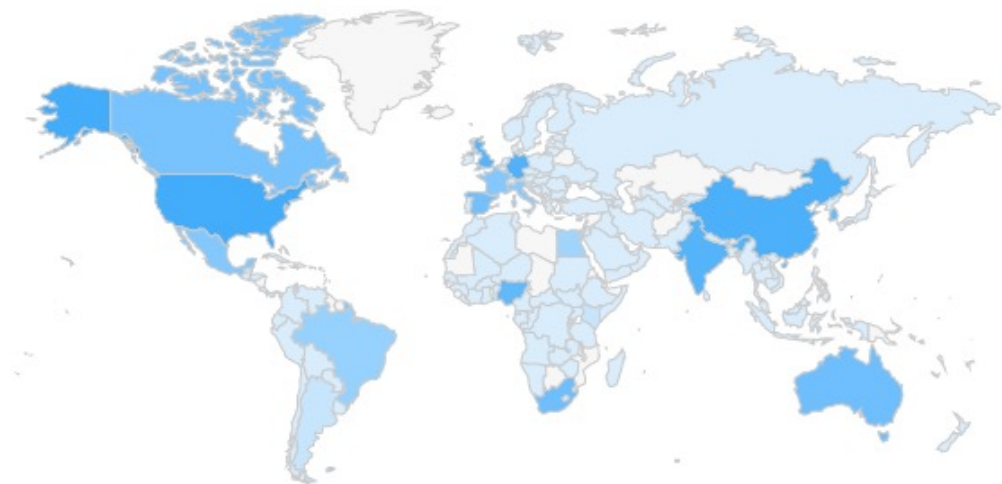
United States of America	4.2k
Mainland China	1.3k
Germany	929
United Kingdom	836
India	815



Feb 10, 2022 - Mar 11, 2022

This provides insight into how media coverage is broken down by country.

United States and China had the most global coverage



TOP COUNTRIES

 United States	29%
 Mainland China	9%
 Germany	6%
 United Kingdom	6%
 India	6%

 Nigeria	4%
 South Korea	3%
 Australia	3%
 South Africa	2%
 Spain	2%

Trending Themes



Feb 10, 2022 - Mar 11, 2022

This provides insight into keywords and key phrases that were most frequently associated with the UNEA 5.2 media coverage. The Russia-Ukraine conflict started on 24 Feb and the news partially mixed up with UNEA 5.2 coverage.

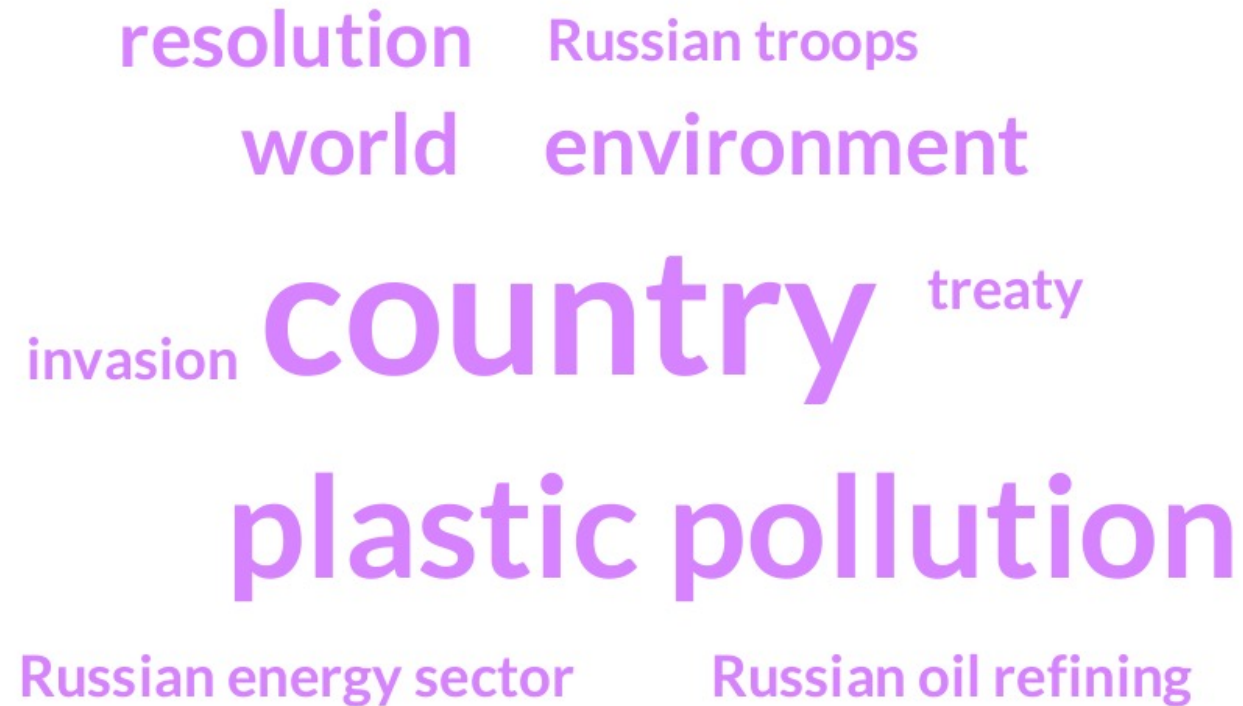
WORD CLOUD

HIGHLIGHTS FROM THE MONTH

- "country" (4.4k)
"plastic pollution" (3.5k)
"world" (2.2k)
- The above 3 keywords covered 26% of the mentions across the top 24

UNEA 5.2's most popular keyphrase was "country"

Word Cloud - Feb 10, 2022 - Mar 11, 2022



resolution Russian troops
world environment
country treaty
invasion
plastic pollution
Russian energy sector Russian oil refining

Frontiers Report

2022 Frontiers report: Noises, Blazes and Mismatches

(17 February to 17 March 2022)

413 articles published in **335** outlets across **58** countries in **9** languages



The screenshot shows the top portion of a news article on the Independent website. The header includes the Independent logo and a navigation bar with links to various sections. The article is categorized under 'Climate > News'. The headline is 'Deadly wildfires and noise pollution among critical environmental threats, UN warns'. Below the headline is a sub-headline: 'The UN is urging governments around the world to tackle wildfires, noise pollution, and life cycle disruption'. The byline reads 'Samuel Webb • Thursday 17 February 2022 16:13 • Comments'. At the bottom right of the article preview, there are icons for bookmarking, Facebook, Twitter, and email sharing. A large black rectangular box is positioned at the very bottom of the image, likely to redact sensitive information.

INDEPENDENT

NEWS INDEPENDENT TV CLIMATE SPORT VOICES CULTURE PREMIUM INDY/LIFE INDYBEST INDY100 MY INDEPENDENT VOUCHERS COMPARE

Climate > News

Deadly wildfires and noise pollution among critical environmental threats, UN warns

The UN is urging governments around the world to tackle wildfires, noise pollution, and life cycle disruption

Samuel Webb • Thursday 17 February 2022 16:13 • Comments

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Wildfires Report

- 2032 articles published across 87 countries
- Written in 19 languages
- Published in more than 1425 outlets globally

Some Top Headlines

[UN: Wildfires getting worse globally, governments unprepared](#) (Associated Press)

[Climate scientists warn of a 'Global Wildfire Crisis'](#) (New York Times)

[Wildfires likely to increase by a third by 2050, warns UN](#) (The Guardian)

[UN: Wildfires getting worse globally, governments unprepared](#) (The Washington Post)

[Wildfires are getting more extreme and burning more land. The UN says it's time to 'learn to live with fire'](#) (CNN)

[Extreme wildfires are here to stay - and multiply](#) (Reuters)

[Global warming and land use change to drive more extreme wildfires](#) (BBC)

[Global warming 'turning landscapes into tinderboxes,' UN wildfires report warns](#) (The Independent)

[Wildfire incidence to increase by 50 percent by 2100: UN study](#) (The Hill)

[Le monde n'est pas prêt à affronter les méga-feux appelés à augmenter](#) (France 24)

[Wildfire events likely to increase by 50% as climate changes, UN warns](#) (The Irish Times)

Some Top Headlines

[Climat: des incendies de plus en plus fréquents et intenses en forêt](#) (Le Figaro)

[Wildfires projected to grow by 50 percent, but governments are ill-prepared](#) (The National Tribune)

[UNEP calls for investments to mitigate wildfires amid threat](#) (Xinhua)

[Wildfires could increase 50% this Century. Here's what to do about it](#) (Forbes)

[Los incendios forestales extremos aumentarán un 30% a mitad de siglo, alerta la ONU](#) (La Vanguardia)

[Wildfires will increase and worsen globally, U.N. warns](#) (NPR)

[El número de incendios aumentará un 50% de aquí a 2100 y los Gobiernos no están preparados](#) (El Confidencial)

[Wildfires will increase and worsen globally, U.N. warns](#) (Press News Agency)

[Extreme wildfires are here to stay - and multiply](#) (The Kathmandu Post)

[UN: Wildfires getting worse globally, governments unprepared](#) (Bahrain News Agency)

[UN: More wildfires will scorch the planet in coming decades and nations are not prepared](#) (Huffpost)

[Extreme wildfires expected to increase 30% by 2050: Study](#) (Tasnim News Agency)



Flipflop Expedition

- **153** articles published across **27** countries
- Written in **English, Portuguese and German**
- Published in more than **121** outlets globally

Some Flipflopi headlines

NATION

Nairobi Metro Coast Mountain Lake Region Rift Valley Northern

Flipflopi: Activists raise awareness about plastic pollution

Wednesday, February 23, 2022



The Flipflopi boat and its crew when they embarked on a sailing expedition in the Lamu archipelago on February 21, 2022. Kalume Kazungu | Nation Media Group

FRANCA
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NEWS ON THE GREEN ECONOMY, THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT IN AFRICA

SUSTAINABLE CITIES | RENEWABLE ENERGIES | WATER & ENVIRONMENT | BIODIVERSITY | ECONOMY & CLIMATE

Homepage » AFRICA: The Flipflopi boat explores the impact of waste in the western Indian Ocean

AFRICA: The Flipflopi boat explores the impact of waste in the western Indian Ocean

By Benoit-Ivan Wansi - Published on February 24 2022 / Modified on February 24 2022



#Kenya #PlasticPollution #PlasticRecycling

Eastern Kenya set for first-ever plastic recycling plant of its kind

15,988 views • Mar 1, 2022

283 DISLIKE SHARE SAVE ...

Dandora dumpsite visit

WASTE RECYCLING, DISPOSAL

UN Assembly president to visit Dandora dumpsite

It was declared full in 2001 but it continues to operate and attracts poor urban residents who collect recyclable materials for sale.

In Summary

- The UNEP officials will also make a short visit to Polyafric, a plastic recycling facility near the dumpsite.
- The tour will conclude with a visit to Genge Makers workshop in Nairobi, which is run by UNEP Young Champion of the Earth for Africa Nzambi Matee.



February 28, 2022

8:28 PM GMT+3

Last Updated 24 days ago

Environment

At Kenya's biggest dump, urgent calls for a global plastics treaty

AFRICA

February 27, 2022 6:53 PM

Ruud Elmendorp

UNEP Seeking Solution to Issue of Increased Plastic Waste

Share



Print



FILE - Joyce Njeri, 8, walks with a torn sack carrying the plastic bottles she has scavenged, at the garbage dump in the Dandora slum of Nairobi, Kenya.



ntv
WEEKEND
EDITION
21:31:31

DANDORA: DUMPING THE DUMPSITE AS IT IS
NORWAY'S ENVIRONMENT MINISTER ESPEN BARTH EIDE VISITED DANDORA DUMPSITE

Facebook: NTV Kenya



Deputy Secretary-General visit



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[Africa](#)

ENVIRONMENT

Global and grassroots come together as landmark plastics agreement signed in Nairobi



Issued on: 03/03/2022 - 16:00



UN Deputy Secretary-General Amina Mohamed (c) with students from Kawangware primary school in Nairobi, where she planted a tree in late Kenyan environmentalist Wangari Mathai's honour. © RFI/Anne Macharia

NATION

[National](#) [Africa](#) [World](#) [Gender](#) [Tech](#) [Newsplex](#)

Kenya's 'Adopt a river' initiative lauded at Unep climate meet

Tuesday, March 01, 2022



Unepa President Espen Barth Eide gives his opening address at the start of the Fifth Session of the United Nations Environment Assembly (Unepa 5.2) in Nairobi on February 28, 2022.

Tony Karumba | AFP



By **Hellen Shikanda**
Health and Science Reporter
Nation Media Group

UN ENVIRONMENT ASSEMBLY 5.2

UN official blames greed and politics for damage to environment, encourages youth to use their anger to make a difference



DSG Youth
Event