

# National Strategy for the Dissemination and Public Advocacy of the Pollutant Release and Transfer Register - PRTR

---

*Executive Summary*

Presented by Ingrid Antezana Soliz

*April 2018*

---

# INDEX

---

<i>Index.....</i>	<i>1</i>
<i>Acronyms and Abbreviations.....</i>	<i>2</i>
1. <i>Introduction.....</i>	<i>3</i>
2. <i>Diagnostic.....</i>	<i>4</i>
3. <i>Vision.....</i>	<i>5</i>
4. <i>Communication Objectives.....</i>	<i>5</i>
5. <i>Stakeholders.....</i>	<i>6</i>
6. <i>National Strategy for the Dissemination and Public Advocacy of the Pollutant Release and Transfer Register - PRTR .....</i>	<i>7</i>
7. <i>Joint communication actions .....</i>	<i>8</i>
8. <i>Control and monitoring: indicators and expected results .....</i>	<i>11</i>
9. <i>Budget .....</i>	<i>13</i>
10. <i>Annexes.....</i>	<i>15</i>
<i>Annex 1: Activities with Budget .....</i>	<i>15</i>
<i>Annex 2: Activities without Budget .....</i>	<i>20</i>
<i>Annex 3: Schedule of activities .....</i>	<i>23</i>

## ACRONYMS AND ABBREVIATIONS

ACC	Joint Communications Actions
ANA	National Water Authority
BIAM	Environmental Information Library
BNP	National Library of Peru
CCL	Chamber of Commerce of Lima
CENSOPAS	National Center of Occupational Health and Environmental Protection for Health
CEPAL	Economic Commission for Latin America and the Caribbean
CIES	Economic and Social Research Consortium
COP	Persistent Organic Pollutants
DECA	Directorate of Education and Environmental Citizenship
DGECIA	General Directorate of Education, Citizenship and Environmental Information
DIGESA	General Directorate of Environmental Health - DIGES0041
GORE	Regional Government
GIZ	German Agency for International Cooperation
GRADE	Development Analysis Group
IEP	Institute of Peruvian Studies
IGP	Peruvian Geophysical Institute
IIAP	Research Institute of Peruvian Amazon
INAIGEM	National Research Institute of Glaciers and Mountain Ecosystem
INDECI	National Institute of Civil Defense
GEF	Global Environment Facility
MEF	Ministry of Economy and Finance
MINAGRI	Ministry of Agriculture and Irrigation
MINAM	Ministry of the Environment
MINSA	Ministry of Health
MINEM	Ministry of Energy and Mines
MOCICC	Citizen-led efforts against Climate Change
OECD	Organization for Economic Cooperation and Development (OECD)
OEFA	Environmental Assessment and Control Agency
PCM	Presidency of the Council of Ministers
UNDP	United Nations Development Program
POPs	Persistent Organic Pollutants
PRODUCE	Ministry of Production
PRTR	Pollutant Release and Transfer Register
REMURPE	Network of Urban and Rural Municipalities of Peru
SAICM	Strategic Approach to International Chemicals Management
SENACE	National Service of Environmental Certification for Sustainable Investments
SENAMHI	Peruvian National Service of Meteorology and Hydrology
SENASA	National Service of Agrarian Health
SERNANP	National Service of Natural Protected Areas by the State
SIGERSOL	Information System for Solid Waste Management
SINIA	National Environmental Information System
SPDA	Peruvian Society of Environmental Law
SUNAT	National Superintendency of Customs and Tax Administration
UNECE	United Nations Economic Commission for Europe
UNITAR	United Nations Institute for Training and Research
VUA	Single Environmental Window

## 1. INTRODUCTION

Within the context of the bicentennial commemoration of the independence of Peru in 2021, important plans and actions are being implemented in various sectors throughout the country. Regarding environmental issues, access to this kind of information constitutes a fundamental right, which is ratified by Principle 10 of the Rio Declaration on Environment and Development.

Environmental information is in growing demand in Peru. The Ministry of Environment responds to such demand through the application of two strategies, *Peru Limpio* (Clean Peru) and *Peru Natural* (Natural Peru), which employ management instruments that are geared towards the National Environmental Information System (SINIA, Spanish acronyms); these instruments consist of documents, environmental indicators, topics covered, maps, standards, etc.).

How is the PRTR implemented in this scenario? As mentioned by Marisa Quiñones and Ruth Loayza in the "National Executive Proposal for the Implementation of the Pollutant Release and Transfer Register - PRTR by 2021" the PRTR is useful because it presents quantified information needed for the elaboration of standards and other environmental management instruments. In other words, it provides reports on all chemical substances emitted and transferred due to various economic activities.

The advantages and opportunities offered by a PRTR are as follows:

- For the State: The PRTR report can serve as evidence to support public policies and development plans that in turn assist the country's risk management.
- For the population: The PRTR allows the informed population to participate in transformation processes of the society, thereby enabling them the exercise of their citizenship.
- For reporting companies: The PRTR allows them to improve the efficiency of their processes and be considered environmentally responsible

Since the computer was invented, the increased use of technology in different aspects of our lives has modified the way how information has been consumed. It also occurs in the consumption of environmental information.

The obvious question then arises: Has environmental information been adapted to the new forms of current information consumption? Up to date, environmental information in Peru is quite technical and outdated. In the case of the PRTR, there has only been one publication with results of the 2014 report. In 2017, as the PRTR report is not yet mandatory, the information obtained is not representative and therefore, it could not be published because it cannot be taken as a reference for public policies.

Some of the questions to be answered in the present document are: What can the PRTR do to position itself in the population? Which strategies can contribute to increasing the number of companies that report to the PRTR?

## 2. DIAGNOSTIC

The diagnostic stage describes the general panorama in which the PRTR is embedded. Key concepts and problems related to environmental information are described, identified and differentiated. As part of the diagnosis, the current context was reviewed, in topics related to the PRTR, Principle 10, the transparency law in public entities, SINIA, and access to environmental information.

Principle 10 of the Rio Declaration on Environment and Development ensures that all people, particularly those in a vulnerable situation, have access to timely and reliable information, can participate meaningfully in decisions that affect their lives and have access to justice in environmental matters, contributing in this way to the fulfillment of the Sustainable Development Goals. As mentioned above, its objectives are: access to information, participation and environmental justice. (ECLAC 2014).

The transparency law states that "Public Administration entities have the obligation to provide any information required in written documents, photographs, recordings, magnetic or digital support, or any other format, as long as entities have created or obtained such information, or is under their possession or control."

In the case of MINAM, the transparency portal can be seen on its website, as it is shown below.

In 2004, through the Law No. 28245, the National Environmental Information System - SINIA was created, which constitutes a technological, institutional and technical integration network to facilitate the systematization, access and distribution of environmental information, as well as the use and exchange of information for decision-making processes and environmental management.

The PRTR is an inventory of chemical substances that have been released and transferred in the country. All companies involved report such information voluntarily, until the publication of the norm related to PRTR report, which would state its obligatory nature.

Up to date, the PRTR has:

- 3000 people sensitized, between the 2015 and 2017 campaigns
- 529 plant personnel trained
- 318 companies have been trained between 2015 and 2017
- 213 establishments completed their report between 2016 and 2017
- 144 substances subject to reporting
- 93% of the total emissions belong to the economic activity of metal casting

### **3. VISION: WHY IS THE DISSEMINATION STRATEGY IMPORTANT?**

This National Strategy for Dissemination and Public Advocacy of the Pollutant Release and Transfers Register - PRTR in the future could be consolidated as a PRTR framework document, a management tool that serves to implement communication and dissemination actions at the national level.

The strategy is proposed as a communication plan due to the problems faced by the PRTR, which is a source of information managed by a public entity, MINAM. In other words, the general population has the right to access this information and the PRTR has the obligation to provide it. Therefore, in a public communication model, in which PRTR is considered as the sender and population as the receiver, the strategy analyzes the communication environment, the different actors involved, and provides a set of possible actions so the segments of public objectives could understand the message.

This document is also important because it can be adapted to the different methods of dissemination and incidence in the future. For example, for the training workshops, some of these actions could be implemented depending on the diagnosis made in the area.

### **4. COMMUNICATION OBJECTIVES**

#### **General Objective**

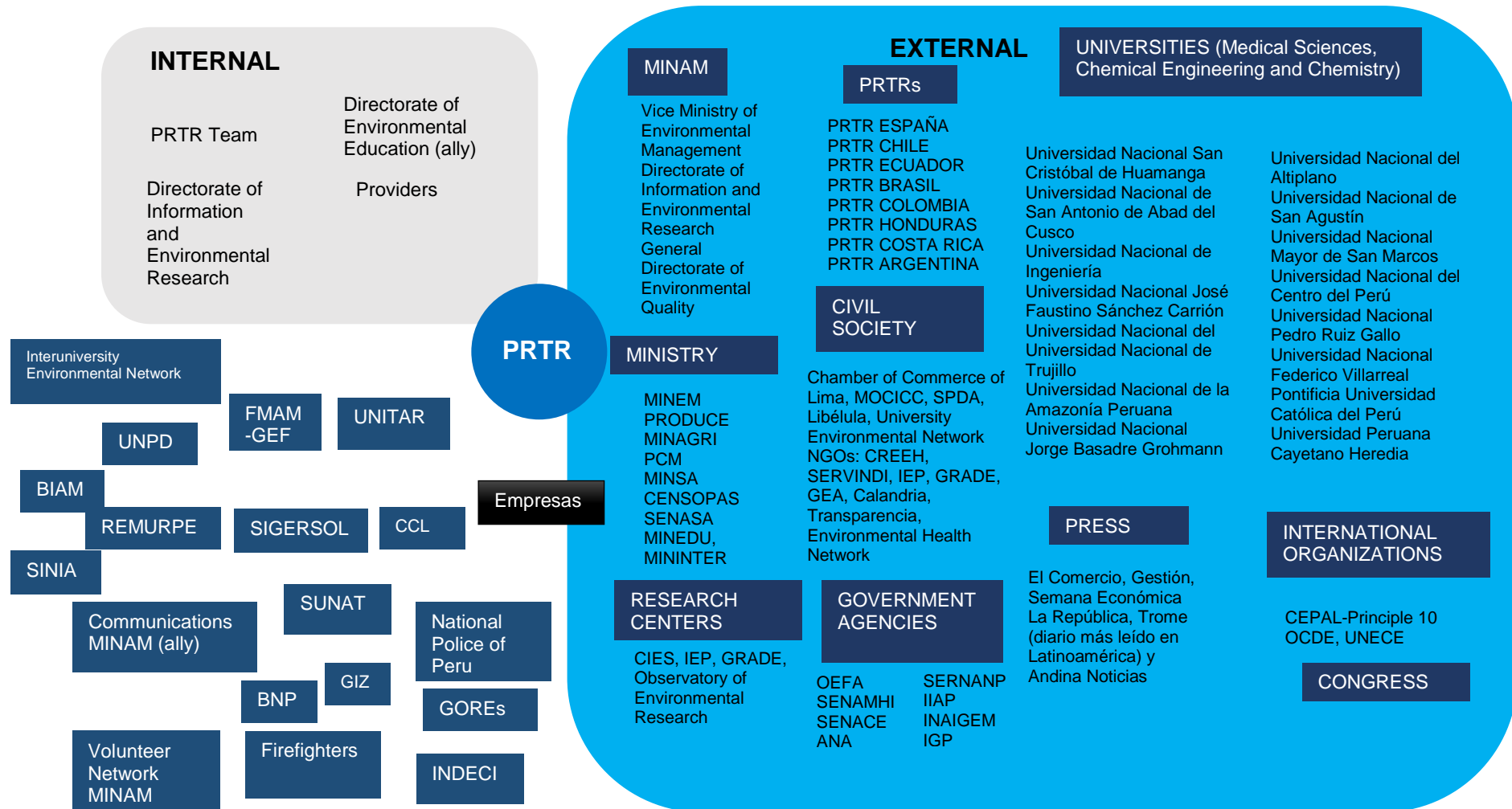
Disseminate what the PRTR is, its advances in the country and its importance.

#### **Specific Objectives**

- Objective 1: Companies: Disseminate the advantages that PRTR brings to companies
- Objective 2: Allies: Disseminate PRTR content in allied communication channels
- Objective 3: Communication media and allied environmental communicators: Position the PRTR in the mass, business and / or specialized media.
- Objective 4: University students: Disseminate PRTR content in a dynamic and easy- to- understand manner
- Objective 5: Universities and Research Centers: Disseminate PRTR content in spaces for dialogue
- Objective 6: Sectors: Disseminate the importance of PRTR in the risk management of the country.
- Objective 7: NGOs: Promote citizenship participation in PRTR information campaigns and the prevention of health risks due to the exposure to hazardous substances.

## 5. STAKEHOLDERS

The following internal and external stakeholders are identified within the PRTR.





## **6. NATIONAL STRATEGY FOR THE PUBLIC DISSEMINATION AND INCIDENCE OF THE POLLUTANT RELEASE AND TRANSFER REGISTER - PRTR**

*The "Strategy for the dissemination and public incidence of the Pollutant Release and Transfer Register - PRTR" is, in short, a communication plan that diagnoses the current situation, identifies the main actors involved, assigns them a role (either ally or target audiences), raises communication objectives to reach the public and then strategically proposes actions and activities, with indicators and estimated results, framed within the budget of the project.*

Different framework documents are taken into account in this strategy, such as the Letter of Agreement, the National Executive Proposal for the implementation of the PRTR in 2021, contributions from the NGO workshop on civil society, contributions from the PRTR Team (Xavier Gordillo, Daniel Núñez, Sofía Olórtegui, Christopher Ynocente and Ross Mary Bazán), work dynamics developed over the years by the PRTR project teams, their current problems with recognizing strengths, weaknesses, opportunities and possible threats, as well as the current context of the country in terms of environmental information and the digital era.

The methodology used for the elaboration of the present strategy involved interviewing the members of the team, the review of current literature on the problem, reception of contributions from UNITAR, MINAM and civil society. It helped to contextualize the project and its problems, particularly, how well do we provide environmental information, how are we doing in terms of emissions reports, and whether the reports we have are representative to make the information available to the public. The answers to these questions are outlined in the strategy.

Two predominant audiences were distinguished: PRTR reporting companies and the general population, which involves important groups such as the media, environmental communicators, allies, young people from 18 to 35 years old, and students from universities, mainly enrolled in medical sciences, chemistry and chemical engineering programs. Universities and research centers are considered due to their interest in generating greater scientific production and NGOs and different sectors are viewed as potential allies to help mobilize information campaigns for the population.

The communication proposals within the strategy are designed for each public and encompass aspects such as further elaboration and dissemination of communication materials, strategic alliances with different actors, as well as suggestions for continuity actions that involve hiring specialists in the subject to ensure the proper implementation.

The most innovative proposal of the plan involves storytelling and the positioning in search engines based on SEM strategies and other digital marketing proposals. In the case of the storytelling proposal, in order to tell the history of PRTR, we consider that hiring a consultant, such as a publicist or an advertisement agency, is better than hiring a permanent staff to undertake such task. The results of the consultancy could generate advertising materials and campaign emblems applicable to everything.



Storytelling could generate more recall in users, but it requires a higher budget. In the same way, for the case of the digital marketing strategy, it would be necessary the hiring of a consultancy.

In current conditions, a set of proposals can be developed, such as strategic communication to generate strategic alliances, press management and the elaboration of dissemination materials such as merchandising. The budget allocated so far is inadequate for the implementation of the strategy, limited only to the hiring of a communicator, the printing of merchandising materials, and the design, layout and printing of books.

The hiring of communication staff, events, as well as digital marketing and storytelling consultancies should be considered in order to obtain better results. All the aspects stipulated in the strategy are subject to PRTR's priorities, as well as human and financial resources. These suggested actions require the approval of the national director and / or technical coordinator. Subsequently, it is necessary to have the adequate human resources and financing to be able to achieve the expected results.

Currently, due to the political scenario that exists in Peru, it is difficult to prioritize the PRTR in the political agenda by itself. However, we can highlight the goals for the bicentennial celebration of the independence of Peru and the goal of being an OECD country member by that time, whose achievement implies, among other aspects, the consolidation of the appropriation of PRTR within the MINAM, as well as the guarantee of its operation over the coming years.

## **7. JOINT COMMUNICATION ACTIONS (ACC)**

The following activities are proposed as a consequence of the aforementioned objectives:

- **STRATEGIC COMMUNICATION**
  - Elaboration of a communicational toolkit for companies by compiling and preparing different materials to support presentations and training for all audiences: brochures, publications, infographics, videos, executive summaries, policy briefs, merchandising
  - Elaboration of communicational products that convey relevant aspects of the PRTR in an attractive and effective way. The materials include: videos and audiovisual materials, executive summaries, brochures, dossiers, or other formats addressed to decision makers, academic communities, members of civil society, among others. The issues that must be addressed include: progress in the implementation of the PRTR, what is the PRTR? Why is it important for the country? What opportunities does it offer for the company? How can it be included in public policies?
  - Strengthen the capacities and human resources of the area. Evaluate the hiring of more people to support the Communications of DIRCOM in the formulation of actions and strategies that allow the area to expand the coverage of communication services to meet the demands of the project.

- Carry out a mapping of any relevant companies as well as their economic activity for training activities (contribution from civil society).
- Articulation of alliances with:
  - Communications - MINAM, SINIA, BIAM: for news dissemination and press contacts
  - GOREs: to call workshops and disseminate information and to disseminate activities in the areas and replicate information in their channels.
  - SUNAT: to have the complete register of companies
  - Mass media: RPP, El Comercio, La República, Capital, Exitosa, America Tv, Latina
  - Business Media: stakeholders, Chamber of Commerce of Lima, Management.
  - INDECI, National Police of Peru and Fire Brigade of Peru: to inform them about the progress of the PRTR and its usefulness in the mapping of chemical risk zones.
  - Specialized media: PRTR Spain, other PRTR, OECD.
  - Environmental organizations / health. Promoters in their communities for the dissemination of PRTR calls and what is the PRTR about (contribution of civil society)
  - University Environmental Network, universities, institutes and schools to include the PRTR in their curricula (the contribution of civil society)
- INSTITUTIONAL IMAGE / EVENTS
  - Update business directory to invite them for training activities.
  - Update NGO directory to send communication materials and future invitations to events.
  - Update directory of research centers to send PRTR publications, with the objective of citing them as reference.
  - Update directory of news portals of specialized media.
  - Update the digitized directory, organized by sectors, to facilitate the elaboration of stakeholder mapping and the management of invitations for institutional events.
  - Expand the contact list.
  - Institutionalize the international seminar for dialogue with businesses and civil society
  - Realization of events or creation of platforms that provide a closer and permanent link with decision makers. For example:
    - Working meetings / breakfasts with authorities and government officials, sectorial policymakers, academia, opinion leaders and journalists, among others.
    - Decentralized discussion tables with regional and local decision makers, involving universities, research centers, business, and civil society.

- Annual presentation of the PRTR publication, highlighting quantitative outcomes
  - Institutionalize the Regional Meeting with other PRTRs for the exchange of experiences.
  - Institutionalize December 13<sup>th</sup> as PRTR day: "Day of Action against pollution by chemical substances"
- CONTENT MANAGEMENT
- PRESS:
  - Work with opinion leaders to replicate the PRTR message in the media.
  - Update directory of specialized media news portals (SINIA and PRTR).
  - Preparation of press releases and dissemination of them in business media.
  - Submission of policy brief or press releases.
  - Press management with mass and specialized media.
    - Preparation and sending of reviews, policy briefs or press releases.
    - Generate mentions in the media.
    - Replicate the most relevant news in communication channels of MINAM, SINIA and allies
- AUDIOVISUAL COMMUNICATION
  - Preparation of videos of the following topics
    - the declarant's guide,
    - progress in the implementation of the PRTR
    - What is PRTR?
    - Why is it important for the country?
    - What opportunities does it offer for the company?
    - How can it be included in public policies?
    - PRTR in figures
    - The abc's of the PRTR

## **Marketing**

- STORY TELLING
  - Elaboration of the history of the PRTR

## **Digital Marketing**

- SOCIAL MEDIA CONTENT MANAGEMENT
  - According to the statistics of this year, more importance should be given to the publication of documents and news with links to keywords and interactive content.
  - Optimization of content, keywords, tags, link - building.
  - Alliance with universities to generate information regarding the effects on health in the short and long term. Dissemination of information along with the support of universities.
  - Preparation of friendly and less technical content for dissemination. For example, making the most common cases or types of pollution in Peru known to the public, in a way that allows the population to identify itself and motivate it to learn more about the issue (example of contribution from civil society).

- **OPTIMIZATION OF INSTITUTIONAL CHANNELS**
  - Enhance the PRTR virtual platforms (web page, use YouTube and Facebook with MINAM and allies).
  - Creation of a YouTube channel, which will show dynamic and easy-to-understand information on the different topics addressed by the PRTR.
  - Improvement of the company's reporting application
  - Renewal of the website, including online chat bar or activation of institutional WhatsApp account for business consultations.
- **SOCIAL MEDIA OPTIMIZATION**
  - Generate SEO positioning strategies, SEM, SMO optimization techniques (Social Media Optimization).
  - Development of marketing campaigns for information services.
  - Use of statistical tools for information consumption.
- **MAILING**
  - Send news or advances of the project to subscribers via email. This will be carried out on a monthly basis.

## 8. CONTROL AND MONITORING: INDICATORS AND EXPECTED RESULTS

According to the actions proposed, indicators and results will be developed. For companies, the indicators include:

Objective	Indicator	Expected Results
<b>Companies: Disseminate the advantages that PRTR brings to companies</b>	Number of companies or unions contacted for dissemination	10 companies or unions contacted per year. In the future, approximately 50 companies or unions could be contacted for dissemination.
	Number of media or allied portals contacted for dissemination of notes	10 media or allies contacted per year
	Number of materials delivered	200 materials delivered per year
<b>Allies: Disseminate PRTR content in allied communication channels</b>	Number of publications of allied media (SINIA, MINAM, BIAM, OECD, PRTR Spain, Interuniversity Environmental Network, PRTR, other PRTR, etc.) that mention the PRTR.	Twice a month. Mentions may contain a quote of what PRTR is, the mere mention of the name or a related subject.
<b>Media and allied environmental communicators: Position the PRTR in mass and / or specialized media channels.</b>	Number of business media publications (CCL, Management, Stakeholders) that mention PRTR	Twice a month. Mentions may contain a quote of what PRTR is, the mere mention of the name or a related subject.
	Number of mass media publications	Six times a year. Mentions may contain a quote of what PRTR is, the

	(Andina, El Comercio, La República, RPP, Exitosa, Kapital, Peru 21, Tv Peru).	mere mention of the name or a related subject. Due to ministry policies, you cannot contact mass media.
<b>University students: Disseminate PRTR content in a dynamic and easy to understand manner</b>	Number of attendees at events in universities.	100 people in attendance per event VII National Forum of Universities, Environmental Management and Sustainable Development of the Interuniversity Environmental Network - May 24, 25 and 26
	Number of visits to the PRTR website	1000 daily visits
	Number of subscribers to the YouTube channel	1000 subscribers per year
	Number of reproductions per video	500 reproductions per month
	Number of materials delivered	1000 a year
<b>Universities and Research Centers: Disseminate PRTR content in spaces for dialogue</b>	Number of attendees per event organized by the network, universities	100 people in attendance per event.
	Number of universities / research centers that invite spaces for dialogue	VII National Forum of Universities, Environmental Management and Sustainable Development of the Interuniversity Environmental Network - May 24, 25 and 26
<b>Sectors: Disseminate the importance of the PRTR in the risk management of the country.</b>	Number of officials contacted	2 officials per sector (MINAGRI, PRODUCE, MINEM, MRREE, ANA, SENAMHI, MINSA, PCM, CENSOPAS, MININTER, SUNAT, among others) registered in minutes of meeting or communication by mail
<b>NGOs: Promote citizen participation in PRTR information campaigns and prevention of health risks from exposure to hazardous substances.</b>	Number of NGOs that receive the newsletter	100 NGO members subscribed to the newsletter
	Number of NGOs participating in the PRTR workshop	20 NGOs registered on the attendance list
	Number of NGOs that invite the PRTR to their discussion tables	5 NGOs that invite the PRTR by letter or formal mail

Currently, there is a restriction in MINAM about the appearance of spokespersons or public officials of any area. The only authorized persons to give interviews and appear in the media are the Vice-ministers and the Minister of Environment. The mentions in the media would be about an issue or event of the PRTR, giving more information about it and preferably redirecting it to the PRTR website.

## 9. BUDGET

The current PRTR budget for the 2017-2018 year is \$ 190,000. In terms of communications, the expenditure is divided into the following.

For 2017, **\$12,219.99** was assigned to:

- \$4636.99 for the elaboration of dissemination materials
- \$7583 for the hiring of a communication consultant

For 2018, **\$25,200** was assigned to:

- \$4037 for the hiring of a communication consultant (from January to March)
- \$5063 for the hiring of a communication consultant
- \$2000 for the elaboration of dissemination materials
- \$2000 for the elaboration of videos
- \$2000 for the Layout and printing of the Guide for Communicators and Journalists on chemical substances and PRTR (500 units)
- \$6100 for the Diagramming and printing guides on the measurement and calculation of emissions by sector (1500 units)
- \$4000 for the Book Layout and Printing: National Pollutant Release and Transfer Register (it is not known if it will be printed)

The estimated annual budget for the operation of the PRTR included in the national executive proposal amounts to **US \$ 2,037,300** (two million thirty-seven thousand three hundred and 00/100 US dollars). The budget is divided among different thematic areas. The present communication strategy would involve the following areas:

- Thematic Area 3: Training and Awareness
- Thematic Area 4: Public Information
- Thematic Area 5: Monitoring and Evaluation

### PRTR budget 2017-2018

PRTR - Activities	Type of Service	Units	Number of Units	Length of time (months)	Amount (days or units)	Total Cost (USD)	Total Cost (Soles)	Service Start Date	2017	2018
Development of PRTR campaigns for civil society - 2017.										
Communications consultant	Consulting Services	Person	1	5		7,583.00	25023.90	First Period - January to February 2017 Second Period - October to December 2017	X X	X X X
Design of dissemination materials (bags, brochure, folders, notebooks, USB)	Printing Service					1,250.00	4125.00	First week of January 2018	X	
Printing of dissemination materials (bags, brochure, folders, notebooks, USB)	Printing Service					4,461.00	14721.30	Second week of January 2018	X	
SUBTOTAL						13,294.00	43870.20			
Development of PRTR campaigns for civil society 2018.										
Communications consultant	Consulting Services	Person		6		9,100.00	30030.00	First Period - January to March 2018 Second Period - October to December 2018		X X X X X X
Printing of dissemination materials (brochure, folders)	Printing Service					2,000.00	6600.00	First week of January 2018	X X	
SUBTOTAL						11,100.00	36630.00			

According to current budget, only merchandising and dissemination materials are being considered. Part of the budget is allocated for the communicator as well as to print

publications. At the moment, no other marketing activities or videos that require a higher budget can be implemented.

[illegible]

There is no specific area in the national proposal's budget that indicates communication expenses. However, if we consider communications as something transversal to PRTR operations, then it would have to be included in thematic areas 3, 4 and 5, whose objectives and results are shown below.

### Thematic Area 3: LEARNING / TRAINING / AWARENESS

The activities in this thematic area are aimed at having stakeholders involved in the implementation of the PRTR (both public and private sectors and civil society in general) as well as having sensitized, trained and informed them about the benefits of having an implemented PRTR and a Sole Environmental Window that allows decision-making at the level of public entities and companies. At the company level, we expect personnel will be able to make the corresponding report; and at the public sector level, trained personnel that have the tools to fulfill their roles as needed.

## Thematic Area 4: PUBLIC INFORMATION

The activities of this thematic area are oriented towards the different target groups and may have information related to the PRTR. They may consider their roles, this involves programming activities to disseminate the progress made to date, technical and methodological documents developed and to be formulated for the operation of the PRTR and the Single Environmental Window. This process involves the dissemination of activities through different means: virtually and via the webpage, in addition to the traditional ones such as meetings, distribution of printed material, etc.

## Thematic Area 5: MONITORING AND EVALUATION

These activities are oriented towards disseminating information in order to know that the program is being carried out and that the results are being achieved. It will allow the



decision makers to adopt any corrective measures needed to reach the planned goals; and if necessary, reschedule activities as changing scenarios arise.

Although monitoring activities constitute continuous actions, they are scheduled to be carried out each semester, generating two follow-up reports per year and in the case of evaluation, a mid-term evaluation in the third year of operation. The current year is considered to be the initial year for the implementation these activities. These activities have been carried out since 2017. However, the evaluation has been scheduled for 2021 and should be done by the end of said year.

## 10. ANNEXES

### Annex 1: Activities and tasks with a budget

The following activities have a budget in 2018.

Activities and Tasks	Observations
<b>OBJECTIVE 1:</b>	
<b>Companies: Disseminate the advantages that PRTR brings to companies</b>	
<b>Activity 1.1. Organize workshops or meetings to present the PRTR to companies</b>	
Task 1: Define the thematic axes to be developed in the workshops presented (it is suggested to address only one topic per workshop).	January- February 2018
Task 2: Disseminate the call for PRTR in unions in regards to training workshops in three regions and Lima.	February to April 2018
Task 3: Carry out journalistic coverage of each workshop and disseminate the workshops in the local press.	February to April 2018
<b>Activity 1.2. Map out potential reporting companies in the country</b>	
Task 1: Prepare and update the companies' directory at the national level, with the support of SUNAT, google and google maps. Companies are divided in two groups, punctual source and diffuse source. It should be noted that the punctual source ones do report to the PRTR and the others do not report but the PRTR information may be useful.	May to August 2018 It can be done by a practitioner or consultant in order to update directories.
<b>Activity 1.3. Foment strategic alliances so that companies may report to the PRTR</b>	
Task 1: Identify and make contact with leading companies that replicate the message of reporting	September to November 2018
Task 2: Identify and make contact with institutions that disseminate PRTR activities through their communication channels.	September to November 2018 Meetings for generation of alliances, can be carried out for each reporting period
<b>Activity 1.4. Facilitate company reporting activities with the PRTR application</b>	
Task 1: Improvement of the graphic aspect of the companies' report application	February 2018
Task 2: Provide training materials (CDS) for companies	January to April 2018

<b>OBJECTIVE 2:</b>	
<b>Allies: Disseminate PRTR content in allied communication channels</b>	
<b>Activity 2.1. Maintain an updated directory of possible dissemination partners</b>	
<p>Task 1: Prepare and update the directory according to the following categories:</p> <ul style="list-style-type: none"> <li>- Public and private universities.</li> <li>- Public research institutions (bodies attached to MINAM and related sectors).</li> <li>- Private research institutions (NGO, business sector).</li> <li>- Institutions of civil society (NGOs, groups, associations, interest groups).</li> <li>- Specialized press.</li> <li>- Massive press.</li> <li>- Regional Governments (Environmental Management, Communications Office).</li> <li>- International organizations (technical cooperation).</li> <li>- Embassies.</li> </ul>	<p>May to August 2018 It can be done by a practitioner or consultant in order to update directories.</p>
<b>Activity 2.2 Promote institutional strategic alliances for the dissemination of the PRTR</b>	
Task 1: Identify and make contact with partner institutions that replicate the PRTR message	September to November 2018
Task 2: Identify and make contact with institutions that sponsor or finance PRTR activities	<p>September to November 2018 Meetings for generation of alliances, can be made for each reporting period</p>
<b>Activity 2.3. Establish and maintain a permanent link with allies</b>	
Task 1: Define dissemination mechanisms (newsletter, news, policy brief)	Monthly
Task 2: Coordinate information delivery to specialized media	Monthly
Task 3: Coordinate the publication of information on PRTR, SINIA, BIAM, Interuniversity Environmental Network, MINAM and other channels (PRTR ESPAÑA, OECD).	Monthly
Task 4: Sending specialized information and news of interest on PRTR and its scope, to be disseminated to all partners (other PRTR, etc.)	Monthly if there is information, if not, quarterly
<b>Activity 2.4. Organize information meetings with allies for dissemination</b>	
Task 1: Finish defining ally profiles (Interuniversity Environmental Network, SINIA, MINAM, BIAM, etc.)	June 2018
Task 2: Identify the spaces and opportunities for periodic meetings of PRTR staff and allies	Monthly
Task 3: Coordinate the meetings, make the respective call and report on the results.	Monthly

<b>Activity 2.5 Take advantage of the social networks of mass media of business interest, or of allies</b>	
Task 1: Develop a list of PRTR activities, which can be disseminated through allied social networks.	Monthly
Task 2: Periodically provide PRTR information to the personnel responsible for ally social networks (MINAM, SINIA, etc.)	Monthly

<b>OBJECTIVE 3:</b> <b>Media and allied environmental communicators: Position the PRTR in mass and / or specialized media .</b>	
<b>Activity 3.1. Generate a relationship with specialized media and allies.</b>	
Task 1. Updating the directory of media and journalists or environmental communicators	May to July 2018
Task 2: Preparation and sending of press releases, policy briefs to media and / or allies.	After the journalist database update. As of August.
Task 3: Prepare communication materials for all audiences.	February to April 2018 Merchandising
<b>Activity 3.2. Maintain a close relationship with the mass and / or specialized media</b>	
Task 1: Organize informative workshops for mass media journalists on the scope of PRTR and its importance for the country. For example: as Environmental Dialogues	November 2018 - only the closing workshop is planned.  There is no budget for other activities
Task 2: Establish contact with opinion leaders, specialized media and make them aware of the PRTR	For project closing workshop. December 2018
<b>Activity 3.3. Monitoring the mass , business and / or specialized media</b>	
Task 1: Monitoring of media to identify opportunities for dissemination of PRTR information.	Monthly
Task 2: Monitoring and recording of published PRTR news	Monthly
Task 3: Create Google alerts to monitor the PRTR mentions.	March 2018

<b>OBJECTIVE 4:</b> <b>University students: Disseminate PRTR content in a dynamic and easy to understand manner</b>	
<b>Activity 4.1. Improve the contents of PRTR products and services</b>	
Task 1. Redefine a graphic line of the PRTR to be incorporated into the materials, based on "Peru Limpio". <sup>1</sup>	The approval of the survey by MINAM communications is still pending. For this

<sup>1</sup> Annex 5 of the second report of this consultancy proposes a new logo and its corporate identity manual.

	reason, the current graphic line is maintained.
Task 2: Development of marketing campaigns for information services. <ul style="list-style-type: none"> <li>○ Optimization of content, keywords, tags, link - building.</li> <li>○ Use of statistical tools for information consumption.</li> </ul>	Monthly
Task 3: Prepare a manual for the organization of events and protocols, having the Office of Communications of MINAM as an immediate ally.	It could be done with the support of the MINAM events area or the consultancy of an event and protocol organizer.
Task 4: Generate subscriptions via a mailing list for outstanding PRTR news, showing the appearances in interviews, opinion articles, comments, etc. of specialists featured in mass media sent monthly (Mailchimp) divided by sections (for companies, universities, research centers, NGOs).	Monthly. The contents of the newsletter depend on the PRTR events. May 2018 (edition on the report cycle)
Task 5: Creation of a YouTube channel to upload the videos of the PRTR's audiovisual content and training activities, which will show dynamic and easy-to-understand information on the different topics addressed by the PRTR.	Does not have approval of the communications area.
Task 6: Prepare videos of the following topics: <ul style="list-style-type: none"> <li>○ The declarant's guide</li> <li>○ PRTR implementation progress</li> <li>○ What is PRTR?</li> <li>○ Why is the PRTR important for the country?</li> <li>○ What opportunities does it offer for the company?</li> <li>○ How can it be included in public policies?</li> <li>○ PRTR in figures</li> <li>○ The abc's of the PRTR</li> </ul>	May to July 2018 Every year This requires taking out additional consultancies for the preparation of videos or the implementation of the PRTR communications office.

<b>OBJECTIVE 5:</b> <b>Universities and research centers: disseminate PRTR content in spaces for dialogue</b>	
Activity 5.1 Participation in spaces for dialogue for dissemination	
Task 1: Round table with universities and researchers to present progress and project closure meeting	If it takes place within the framework of the closure of the project, it would be contemplated by December 2018.
Task 2: Insert ourselves in the spaces provided by the Interuniversity Environmental Network in the format of Environmental Dialogues	Within the spaces of the Interuniversity Environmental Network, talks could be organized. It does not have a budget but it would only need communication materials to distribute.

Task 3: Debate on PRTR in the framework of the alliance for the use of evidence	It could align with the Alliance to avoid higher costs. Does not have a budget
Task 4: Participation as speakers or in debates at research centers (CENSOPAS, IEP, GRADE, CIES)	It could be aligned to the MINAM research meetings. Does not have a budget
Task 5: Participation in environmental fairs with the PRTR module	It could be limited to participate in Lima. Does not have a budget to travel to the interior of the country

<b>OBJECTIVE 6:</b> <b>Sectors: Disseminate the importance of the PRTR in the risk management of the country.</b>	
<b>Activity 6.1 Maintain a close relationship with the sectors for the dissemination of the PRTR</b>	
Task 1: Conducting events or creating platforms that provide a closer and permanent link with decision makers. <ul style="list-style-type: none"> <li>Project closure workshop will include the annual presentation of the PRTR publication, highlighting the figures</li> </ul>	The closing workshop is planned for December 2018

<b>OBJECTIVE 7</b> <b>NGOS: Promote citizen participation in PRTR information campaigns and prevention of health risks from exposure to hazardous substances.</b>	
<b>Activity 7.1 Include PRTR content in the agenda of NGO events related to the theme</b>	
Task 1: Update environmental directory or the advocacy of NGOs in education, environmental research and citizen-led efforts.	July to September 2018
Task 2: Send PRTR information to the NGO directory	August 2018
Task 3: Participate as a speaker in NGO events related to PRTR	On request.
Task 4: Coordinate and generate PRTR information campaigns with NGOs	It will be decided base on the commitments and alliances generated

## Annex 2: Activities and tasks without a budget

These activities do not have a budget:

<b>Activities and Tasks without a Budget</b>	<b>Observations</b>
<b>OBJECTIVE 1:</b> <b>Companies: Disseminate the advantages that PRTR brings to companies</b>	
<b>Activity 1.3. Foment strategic alliances when companies report to the PRTR</b>	
Task 3: Identify and make contact with institutions that sponsor or finance PRTR activities.	The director or technical coordinator

	could generate a strategy to raise funds for the year 2019.
--	---

<b>OBJECTIVE 3:</b>	
<b>Media and allied environmental communicators: Position the PRTR in mass and / or specialized media.</b>	
<b>Activity 3.1. Maintain a close relationship with business media.</b>	
Task 3: Prepare communication materials for journalists. For now, we plan to release a guide for journalists	Does not have a budget
<b>Activity 3.2. Maintain a close relationship with the mass and / or specialized media</b>	
Task 1: Organize informative workshops for mass media journalists on the scope of PRTR and its importance for the country. For example: as Environmental Dialogues	November 2018 - only the closing workshop is planned.  There is no budget for other activities
Task 3: Organize conferences or press breakfasts for the presentation of relevant events.	Does not have a budget

<b>OBJECTIVE 4:</b>	
<b>University students: Disseminate PRTR content in a dynamic and easy to understand manner</b>	
<b>Activity 4.1. Improve the contents of PRTR products and services</b>	
Task 2: Development of marketing campaigns for information services. <ul style="list-style-type: none"> <li>○ Generate SEO positioning strategies, SEM</li> <li>○ SMO optimization techniques (Social Media Optimization).</li> <li>○ Optimization of content, keywords, tags, link - building.</li> <li>○ Use of statistical tools for information consumption..</li> </ul>	Requires consulting services Content optimization, keywords, tags, link - building. (monthly) Use of statistical tools for information consumption (monthly)
Task 3: Prepare a manual for the organization of events and protocol, taking as immediate ally the Office of Communications of MINAM.	It could be done with the support of the MINAM events area or the consultancy of an event and protocol organizer.
Task 7: Restructure and energize the website; take into account the implementation of interactive technological tools (online chat or WhatsApp for business consultations).	It can be done through consulting services, preferably with an advertising company for better content positioning.
Task 8: Define and elaborate the communication materials that convey relevant aspects of the PRTR in an attractive and effective way. The materials can include: executive summaries, brochures, dossiers, infographics, promotional folders, blocks, bookmarks, promotional articles or other formats addressed to decision makers, academic communities,	May to November every year. * This requires consulting services for the design and layout of PRTR materials or

members of civil society, among others.	publications or the implementation of the PRTR communications office that would include the purchase of professional or semi-professional audiovisual equipment (photo camera with a varifocal lens, video camera, tripod, additional battery for the camera, purchase of at least two computers with design programs, photo and video editing, one for the DIRCOM and another for the assistant audiovisual designer-producer, as well as the purchase of design and editing programs)
Task 9: Prepare a communication kit differentiated by the public and coordinate its distribution of promotional materials.  It should be noted that a communication kit is a package of communication materials that can facilitate training in the teaching of PRTR topics to different audiences.	December of every year
Task 10: Elaborate the storytelling of the PRTR. This will require a professional in advertising or experience in storytelling.	Consulting activities should preferably be conducted with an advertising agency.

<b>OBJECTIVE 5:</b> <b>Universities and research centers: Disseminate PRTR content in spaces for dialogue.</b>	
<b>Activity 5.1 Participation in spaces for dialogue for dissemination</b>	
Task 1: Breakfast with sectors to present progress and to hold the project closure meeting	If it is not carried out within the framework of project closure, it does not have a budget.
Task 3: Debate on PRTR in the framework of the alliance for the use of evidence	It does not have a budget - It could align with the Alliance to avoid higher costs.
Task 4: Participation as speakers or in debates at research centers (CENSOPAS, IEP, GRADE, CIES)	It does not have a budget - It could be aligned to the MINAM research meetings.
Task 5: Participation in environmental fairs with the PRTR module	It does not have a budget to travel to the interior of the country



<p><b>OBJECTIVE 6:</b>  <b>Sectors: Disseminate the importance of the PRTR in the risk management of the country.</b></p>	
<p><b>Activity 6.1 Maintain a close relationship with the sectors for the dissemination of the PRTR</b></p>	
<p>Task 1: Conducting events or creating platforms that provide a closer and permanent link with decision makers.</p> <ul style="list-style-type: none"> <li>○ Institutionalize the international seminar for dialogue with businesses and civil society</li> <li>○ Annual presentation of the PRTR publication, highlighting specific figures</li> <li>○ Work meetings / breakfasts with authorities and government officials, sectorial policymakers, academic specialists, opinion leaders and journalists, among others.</li> <li>○ Decentralized discussion tables with regional and local decision makers, linking universities and research centers as well as business and civil society.</li> </ul>	<p>International seminar can be held annually in September</p> <p>Annual presentation of the PRTR does not have approval due to lack of data that can be published</p> <p>Does not have a budget</p>

<p><b>OBJECTIVE 7</b></p> <p><b>NGOS: Promote citizen participation in PRTR information campaigns as well as on the prevention of health risks from exposure to hazardous substances.</b></p>	
<p><b>Activity 7.1 Include PRTR content in the NGO events agenda</b></p>	
<p>Task 5: Organize training workshops for NGOs</p>	<p>Does not have a budget.</p>

These activities do not have a budget and could be implemented after 2019 or when they have a budget.

### Annex 3: Activities Schedule

[illegible]

Task 1: Prepare and update the companies' directory at the national level, with support from SUNAT, google and google maps. Divided by companies of punctual source and companies of diffuse source. It should be noted that the point source ones do report to the PRTR and the others do not report but the PRTR information may be useful.	May to August 2018. Can be done by a practitioner or consultant to update directories.						X	X	X	X				
<b>Activity 1.3. Foment strategic alliances for the report of the companies to the PRTR</b>														
Task 1: Identify and make contact with leading companies that convey reporting activities	September to November 2018										X	X	X	
Task 2: Identify and make contact with institutions that disseminate PRTR activities through their communication channels.	September to November 2018										X	X	X	
<b>Activity 1.4. Facilitate company reporting through the use of the PRTR application</b>	February 2018													
Task 1: Improve the companies' report application image	January to April 2018		X											
Task 2: Provide training materials (CDS) for companies	September to November 2018	X	X	X	X									
<b>OBJECTIVE 2:</b>														
<b>Allies: Disseminate PRTR content in allied communication channels</b>														
<b>Activity 2.1. Maintain an updated directory of possible dissemination partners</b>														
Task 1: Prepare and update the directory according to the following categories: <ul style="list-style-type: none"> <li>- Public and private universities.</li> <li>- Public research institutions (bodies attached to MINAM and related sectors).</li> <li>- Private research institutions (NGO, business sector).</li> <li>- Institutions of civil society (NGOs, groups, associations, interest groups).</li> <li>- Specialized press.</li> <li>- Massive press.</li> <li>- Regional Governments (Environmental Management, Communications Office).</li> <li>- International organizations (technical cooperation).</li> </ul> Embassies.	May to August 2018 It can be done by a practitioner or consultant to update directories.						X	X	X	X				
<b>Activity 2.2 Promote institutional strategic alliances for the dissemination of the PRTR</b>														
Task 1: Identify and make contact with partner institutions that replicate the PRTR message	May to July						X	X	X					

[illegible]

[illegible]

[illegible]

Task 1: Update environmental directory or advocacy of NGOs in education, environmental research and citizen-led efforts.	July to September 2018						X	X	X						
Task 2: Send PRTR information to the NGO directory	August 2018							X							
Task 3: Participate as a speaker in NGO events that are related to PRTR	Depends on coordination with NGOs														
Task 4: Coordinate and generate PRTR information campaigns together with NGOs	Decisions will be made as commitments and alliances are generated														