

Media, Web, Social Media coverage Mid-Term Review, Haifa Israel

Highlights

The communications plan

The communications plan around the MTR was based on the new findings contained in the publications released on the occasion. Stories and publications were gradually released via media, web and social media channels starting **2 weeks ahead** the meeting to build up the momentum as detailed below:

1. Water and sanitation in the WHO European Region: 2014 highlights (release on 14 April)
2. Implementing the European Regional Framework for Action to protect health from climate change. A status report (release on 16 April)
3. Human biomonitoring: facts and figures (release on 20 April)
4. School environment: policies and current status (release on 23 April)
5. Economic cost of the health impact of air pollution in Europe (release on 28 April)
6. Improving environment and health in Europe: how far have we gotten? (release on 28 April)
7. Progress toward the elimination of asbestos-related diseases (release on 30 April)

Media

- The main coverage refers to the report “Economic cost of the health impact of air pollution in Europe” released on 28 April. It made over 230 articles in Europe’s main outlets, including Bloomberg, The Guardian, UN News Centre, Le Monde, DPA, Frankfurter Allgemeine, La Repubblica, il Corriere della Sera, El Mundo, El Pais...[\(see detail in this report on page 8\)](#)
- The press release on “Progress toward the elimination of asbestos-related diseases” was published at the closure of the conference and made almost 40 media articles, including International Business Times, Euractive, UN News Centre [\(see detail in this report on page 29\)](#).
- Coverage in Israel includes 20 clippings. Articles focus on the economics of air pollution report as well as industrial pollution in Haifa. The Jerusalem Post reports the WHO’s release on elimination of asbestos related diseases [\(see detail in this report on page 33 and attached PDF\)](#).

Web

- There were 4093 visits to the site during the reporting period. Visits peaked on the second day, Wednesday, 29 April (578 visits).
- The most popular page related to the MTR was the press releases on air pollution (English version) published on 28 April. It ranked number 16 in the top 20 most visited pages across the entire site with 6153 page views.

Social Media

- During the 2 weeks (14 April -12 May 2015), we reached 2.3 million Twitter accounts with the tweets using this hashtag. These tweets have potentially been seen 8.4 million times [\(see attached report\)](#)
- In total, 1678 tweets were posted in this period, on average 54 tweets a day. 73% of them (1228) were posted during the 3 days of the meeting, indicating a high level of engagement during the event.

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The press release on “**Progress toward the elimination of asbestos-related diseases**” was published at the closure of the conference and made **almost 40 media articles**, including International Business Times, Euractive, UN News Centre (see detail in this report on page 29).

Coverage in Israel includes **20 clippings**. Articles focus on the economics of air pollution report as well as industrial pollution in Haifa. The Jerusalem Post reports the WHO’s release on elimination of asbestos related diseases (see detail in this report on page 33 and attached PDF). The press conference on 29 April in Haifa, was attended by over 20 journalists from the main national outlets and featured:

- Dr Zsuzsanna Jakab, WHO Regional Director for Europe
- Mr David Leffler, Director General Ministry of Environmental Protection, Israel
- Dr Arnon Afek, Director General Ministry of Health, Israel
- Mr Marco Keiner, Director Environment Division UNECE
- Mr Alexander Nies, Environment and Health Task Force Chair

Interviews to Srdan Matic on the MTR in Haifa

1. Jerusalem Post
2. Info Point

Marco Martuzzi on the economics report and industrial pollution in Haifa:

1. Israeli TV Channel 10
2. Colpisa Spanish news Agency
3. France Inter
4. UN News Centre in French

Both international and Israeli coverage refer to the Environment and Health Process and Haifa Mid-Term review meeting as Europe’s opportunity to address the important problems raised in the published stories. This confirms that strong stories would hit the headlines and draw attention to the process and related meetings.

Web and social media released stories had good resonance also in the media, i.e.

- Climate change and health
http://www.ansa.it/salutebenessere/notizie/rubriche/salute/2015/04/17/oms-salute-europei-gia-a-rischio-per-febbre-pianeta_04bc1353-253a-4fb0-9d5a-3e177d353b06.html
http://gds.it/2015/04/19/oms-caldo-anomalo-e-piogge-torrenziali-cosi-il-clima-mette-a-rischio-la-salute_344139/
- School environment: policies and current status at
<http://www.1news.az/society/20150424021256405.html>
http://azertag.az/ru/xeber/V_europeiskih_shkolah_i_detskih_sadah_est_problemy_s_kaches_tvom_vozduha_v_pomeshcheniyah-849324

Web analytics for the MTR event website

Reporting period 25 March-7 May 2015

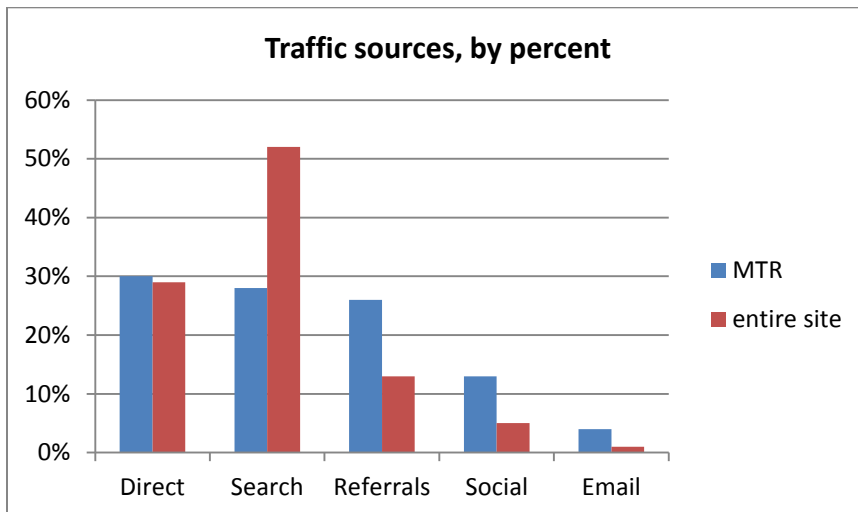
Visits

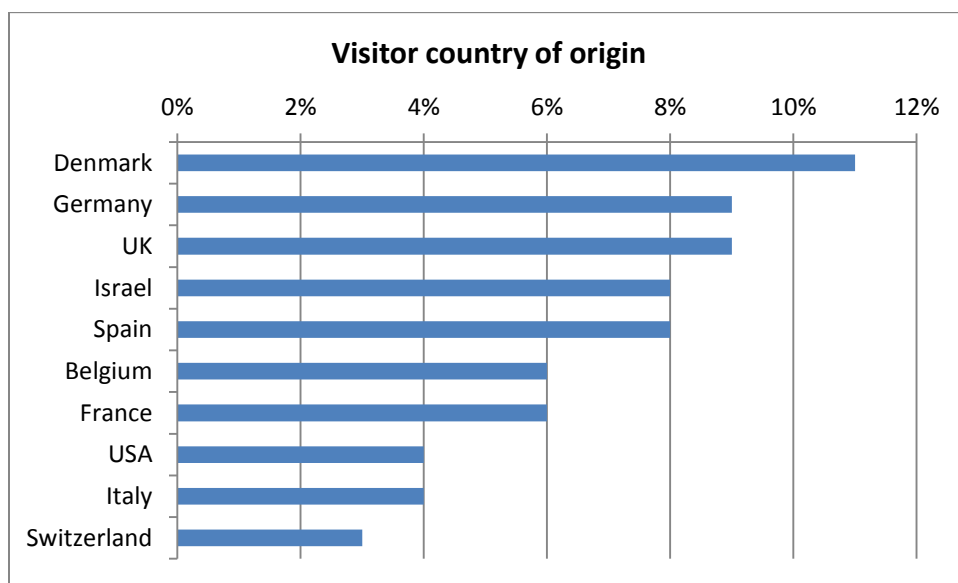
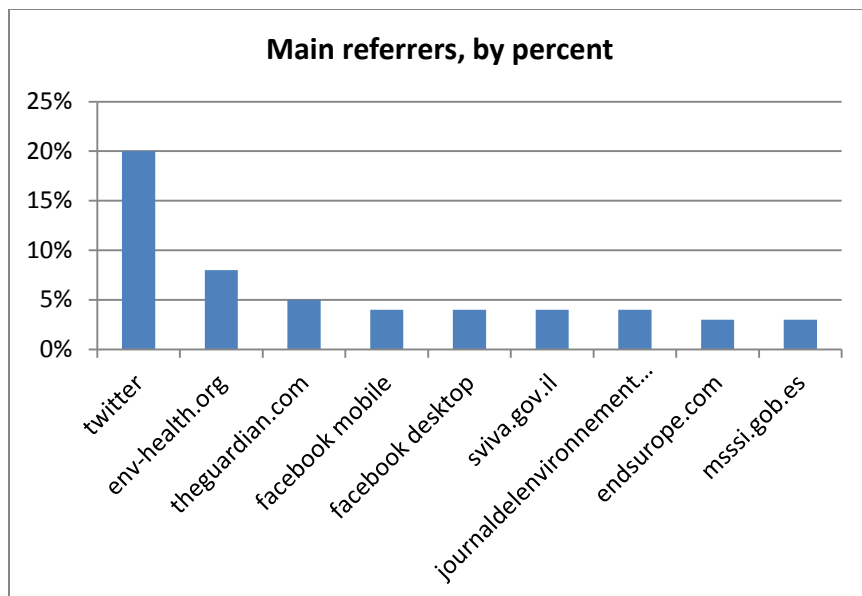
There were 4093 visits to the site during the reporting period. Visits peaked on the second day, Wednesday, 29 April (578 visits). For comparison, the most popular sub-site on the entire site is normally nutrition, which had 12 000 visits for the same period.



Traffic sources

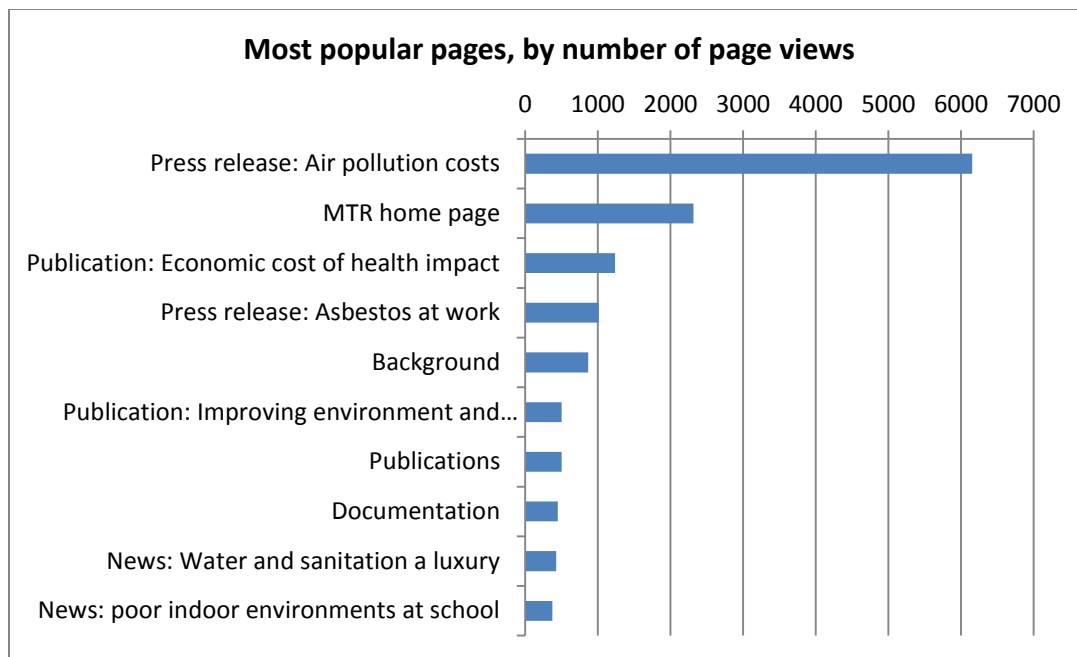
Compared to the entire site, the MTR site had a good balance from the main source channels. There was a nearly equal percentage of traffic coming directly, by search and by referral, which indicates that promotion of the site was successful. Traffic from social media was also much higher than average across the site.





Most popular pages

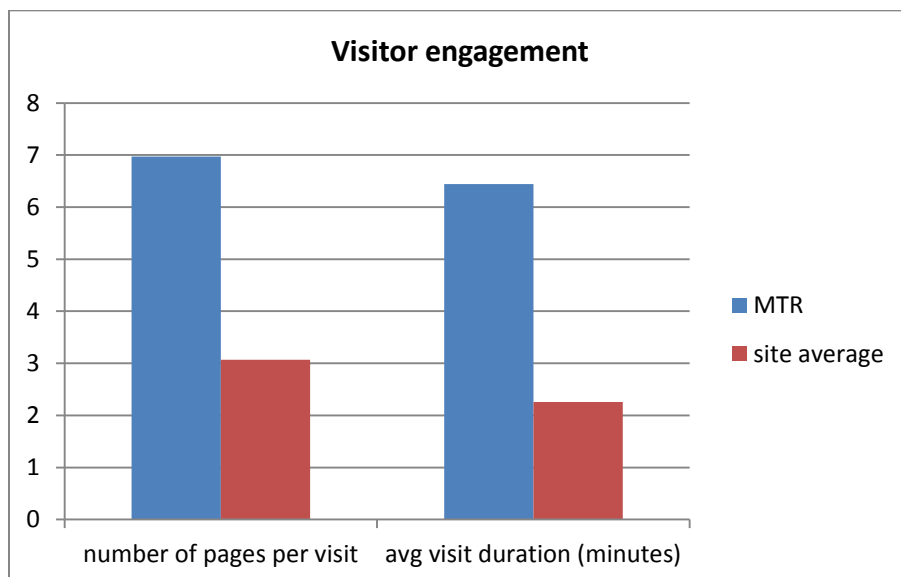
The most popular page related to the MTR was the press releases on air pollution (English version) published on 28 April. It ranked number 16 in the top 20 most visited pages across the entire site with 6153 page views.



The fact sheet got 225 page views (all languages), 80% of them English.

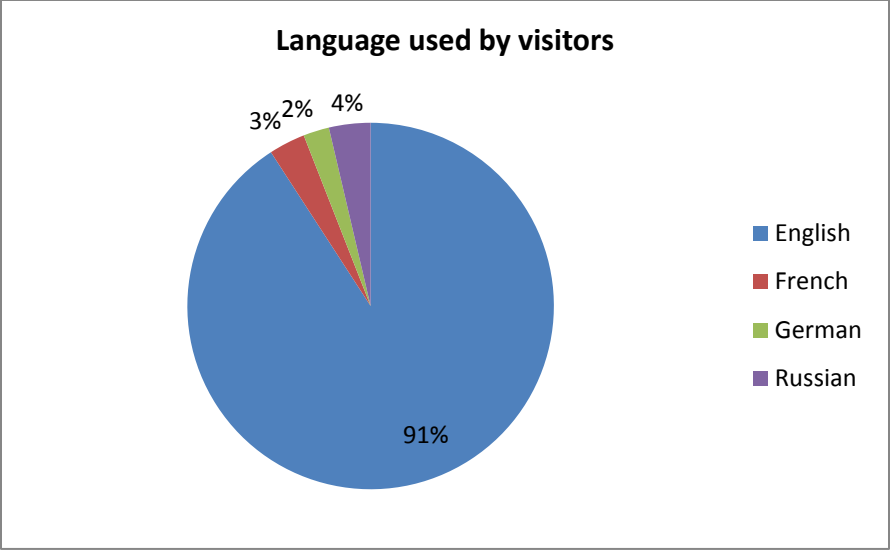
Visitor engagement

Visitors were engaged with the site – more than double the site average for both number of pages per visit and average visit duration.



Language

Most visitors viewed the site in English.



Social media

5 postings about the MTR on Facebook, and the most popular was one about the costs of air pollution, with 26 shares and 39 likes. This is fair/good.

Report from TweetReach about the results of Twitter coverage using the hashtag #EHP2015. The report is attached. The key points are:

1. During the 2 weeks (14 April -12 May 2015), we reached 2.3 million Twitter accounts with the tweets using this hashtag. These tweets have potentially been seen 8.4 million times.
2. In total, 1678 tweets were posted in this period, on average 54 tweets a day. 73% of them (1228) were posted during the 3 days of the meeting, indicating a high level of engagement during the event.
3. 573 people contributed tweets, with an amplification rate of 3.68x. This is a very high amplification rate that led to the wide visibility of the tweets. EURO posted 107 tweets in all, with a retweet rate of 4/tweet.
4. Exposure on Twitter reached a peak on 29 April during the Haifa meeting and then again on 4 May, when HQ retweeted one of our tweets (the asbestos PR).
5. Both the press releases (air pollution and asbestos) were popular on Twitter and were retweeted the most (64 times each), but the asbestos PR received several times more exposure (32%) compared to air pollution PR (6%). This is due to the fact that HQ retweeted the asbestos PR but not the air pollution PR.
6. Among other content, the MTR event site was the most popular, followed by news items published on the site.
7. Among the top contributors were: HQ, the Ministry of Health, Social Services and Equality of Spain, Clean Air London, William Gomes (freelance journalist), UN ECE, European Environment Agency, Women Engaging for Gender Equality and Sustainable Development, HEAL (Health and Environment Alliance).
8. Apart from #EHP2015, and #asbestos, a number of Spanish hashtags were used.

ANNEX Media coverage

Press release “Air pollution costs European economies US\$ 1.6 trillion a year in diseases and deaths, new WHO study says”

As of 5 May 2015

The press release hit main headlines across Europe. Over **230 articles** are included in this document, including 20 Chinese stories. German media were especially active (over 100 articles) and most republished the story of the Deutsche Presse Agentur (DPA).

Zsuzsanna Jakab is extensively quoted and our messages are correctly reported. Emphasis is not only on the massive economic cost of health impacts from air pollution, but also the urgency of countries' action.

The press release supports a current Europe wide advocacy movement on decrease air pollution and its health effects reduction.

Among the publishing main media:

- ENGLISH: Bloomberg, The Guardian, Times of Malta, UN News Centre
- FRENCH: France 24, France Soir, Les Echos, Le Monde, RTL
- GERMAN: Die Standard, Die Welt, DPA, Focus, Frankfurter Allgemeine, ORF, Zeit
- BELGIAN: De Morgen
- ITALIAN: AdnKronos, Ansa, Il Corriere della Sera, Il Sole 24 Ore, La Repubblica, Panorama, Rai news
- SPANISH: ABC, El Mundo, El País, Europa Press

English (28)

1. Air Quality News <http://www.airqualitynews.com/2015/04/28/air-pollution-costs-uk-economy-54-billion-a-year/>
2. Big News network <http://www.bignewsnetwork.com/index.php/sid/232370231>
3. Bradenton Herald http://www.bradenton.com/welcome_page/?shf=/2015/04/28/5769933_who-europes-air-pollution-costs.html
4. **Business green** - WHO reveals massive economic impact of air pollution in Europe <http://www.businessgreen.com/bg/analysis/2406100/who-reveals-massive-economic-impact-of-air-pollution-in-europe>
5. **Bloomberg** - Air pollution costs European economies US\$ 1.6 trillion a year in diseases and deaths, new WHO study says http://www.bloomberg.com/research/markets/news/article.asp?docKey=600-201504280525M2_EUPR_aee6000003b5086c_3600-1
6. Climate and health news <https://noharm-global.org/>
7. Daily Sabah <http://www.dailysabah.com/europe/2015/04/28/air-pollution-in-europe-costs-16-trillion-dollars-a-year-who>
8. Energy Live News <http://www.energylivenews.com/2015/05/01/air-pollution-costs-uk-83bn-a-year/>
9. E-news Park Forest <http://www.ewnewsf.com/latest-news/science/science-a-environmental/60831-air-pollution-in-europe-costs-1-6-trillion-a-year-in-deaths-and-diseases-un-study-shows.html>
10. Express <http://www.express.co.uk/news/uk/573634/Air-pollution-kills-600-000-in-Europe-each-year>
11. Idaho statesman http://www.idahostatesman.com/welcome_page/?shf=/2015/04/28/3775406_who-europes-air-pollution-costs.html
12. Indiablooms http://indiablooms.com/ibns_new/world-details/F/3178/air-pollution-in-europe-costs-1-6-trillion-a-year-in-deaths-and-diseases-un-study.html

13. Ledger Enquirer http://www.ledger-enquirer.com/welcome_page/?shf=/2015/04/28/3692131_who-europes-air-pollution-costs.html
14. Lexington Herald http://www.kentucky.com/welcome_page/?shf=/2015/04/28/3823767_who-europes-air-pollution-costs.html
15. Menafn <http://www.menafn.com/1094195362/Europes-Air-Pollution-Costs-16-trillion-dollars-a-year>
16. New Kerala <http://www.newkerala.com/news/2015/fullnews-50863.html>
17. Newsroom America http://www.newsroomamerica.com/story/490204/air_pollution_in_europe_costs_1.6_trillion_a_year_in_deaths_and_diseases.html
18. Pys <http://phys.org/news/2015-04-europe-air-pollution-trillion-year.html>
19. Responding to Climate Change <http://www.rtcc.org/2015/04/28/european-air-pollution-has-deadly-trillion-dollar-price-tag-who/>
20. RTT News http://www.rttnews.com/2489135/air-pollution-in-europe-costs-1-6-trillion-a-year-un-study.aspx?type=gn&utm_source=google&utm_campaign=sitemap
21. Sputnik International <http://sputniknews.com/environment/20150428/1021495129.html>
22. Sun Herald http://www.sunherald.com/welcome_page/?shf=/2015/04/28/6199096_who-europes-air-pollution-costs.html
23. **The Guardian** - Air pollution costs Europe \$1.6tn a year in early deaths and disease, say WHO <http://www.theguardian.com/environment/2015/apr/28/air-pollution-costs-europe-16tn-a-year-in-early-deaths-and-disease-say-who>
24. The Olympian http://www.theolympian.com/welcome_page/?shf=/2015/04/28/3699992_who-europes-air-pollution-costs.html
25. The Telegraph http://www.macon.com/welcome_page/?shf=/2015/04/28/3718083_who-europes-air-pollution-costs.html
26. **Times of Malta** - Pollution now killing 230 people every year <http://www.timesofmalta.com/articles/view/20150429/local/pollution-now-killing-230-people-every-year.565997>

27. **UN News Centre** - Air pollution in Europe costs \$1.6 trillion a year in deaths and diseases, UN study shows <http://www.un.org/apps/news/story.asp?NewsID=50716>
28. Yubanet <http://yubanet.com/world/Air-pollution-costs-European-economies-US-1-6-trillion-a-year-in-diseases-and-deaths-new-WHO-study-says.php>

French (16)

29. BFMTV - <http://bfmbusiness.bfmtv.com/entreprise/en-plus-de-raccourcir-nos-vies-la-pollution-de-l-air-coute-cher-882074.html>
30. Boursorama <http://www.boursorama.com/actualites/la-pollution-de-l-air-coute-1-454-milliards-chaque-annee-a-l-europe-d7339e3c891ca52c85b36d5b07d02421>
31. Caradisiac <http://moto.caradisiac.com/La-pollution-coute-1-400-milliards-a-l-Europe-la-France-dans-le-viseur-325>
32. Economie matin <http://www.economiematin.fr/news-pollution-coute-4-milliards-euros-par-jour--europe>
33. **France 24** - Le lourd tribut économique payé par l'Europe à la pollution <http://www.france24.com/fr/20150504-oms-pollution-air-mort-cout-economique-europe-valeur-vie-particule-maladie-cardiovasculaire>
34. France Inter <http://www.franceinter.fr/depeche-600-000-morts-par-an-a-cause-de-la-pollution-en-europe>
35. **France soir** - Europe: la pollution de l'air coûte 1.454 milliards d'euros par an <http://www.francesoir.fr/societe-environnement/europe-la-pollution-de-lair-coute-1454-milliards-deuros-par>
36. Journal de l'Economie - Pollution de l'air : un coût faramineux http://www.journaldeleconomie.fr/Pollution-de-l-air-un-cout-faramineux_a2264.html
37. Journal de l'Environnement <http://www.journaldelenvironnement.net/article/pollution-de-l-air-un-cout-sanitaire-ecrasant-pour-l-europe.58252>
38. La Tribune <http://www.latribune.fr/economie/international/la-pollution-coute-a-l-union-europeenne-l-equivalent-de-10-de-son-pib-472940.html>
39. **Le Monde** - L'impact sanitaire de la pollution de l'air coûte chaque année 1 400 milliards d'euros à l'Europe <http://www.lemonde.fr/planete/article/2015/04/30/l-impact->

[sanitaire-de-la-pollution-de-l-air-coute-chaque-annee-1-400-milliards-d-euros-a-l-europe_4625564_3244.html](#)

40. **Les Echos** - La pollution coûte 1.600 milliards de dollars par an à l'Europe
[http://www.lesechos.fr/monde/europe/02136761770-la-pollution-coute-1600-milliards-de-dollars-par-an-a-leurope-1115173.php](#)
41. Media Terre [http://www.mediaterre.org/actu,20150430115716,9.html](#)
42. Pourquoi Docteur [http://www.pourquoidocteur.fr/Articles/Question-d-actu/10572-La-pollution-de-l-air-coute-1400-milliards-d-euros-par-an-a-l-Europe](#)
43. **RTL** - INFOGRAPHIE - Le terrible coût de la pollution atmosphérique
[http://www.rtl.fr/actu/sciences-environnement/infographie-le-terrible-cout-de-la-pollution-atmospherique-7777509949](#)
44. Soud Ouest [http://www.sudouest.fr/2015/04/29/la-pollution-de-l-air-coute-1-600-milliards-de-dollars-par-an-a-l-europe-1907361-4696.php](#)

German (102)

45. 1815.ch [http://www.1815.ch/news/ausland/politik/krankheiten-durch-luftverschmutzung-kosten-europa-billionen-20150428153637/](#)
46. Aachener Zeitung [https://www.aachener-zeitung.de/news/wissenschaft/krankheiten-durch-luftverschmutzung-kosten-europa-billionen-1.1079193](#)
47. Aargauer Zeitung [http://www.aargauerzeitung.ch/ausland/krankheiten-durch-luftverschmutzung-kosten-europa-billionen-129085141](#)
48. Abendzeitung Muenchen [http://www.abendzeitung-muenchen.de/inhalt.who-who-krankheiten-durch-luftverschmutzung-kosten-europa-billionen.b5005d92-6590-4c1e-9aba-e0b4d152ccac.html](#)
49. Allgemeine Zeitung Mainz [http://www.allgemeine-zeitung.de/vermischtes/wissenschaft/krankheiten-durch-luftverschmutzung-kosten-europa-billionen_15277360.htm](#)
50. Appenzeller Zeitung.ch
[http://www.appenzellerzeitung.ch/aktuell/panorama/panorama/Hohe-Kosten-durch-Luftverschmutzung;art253654,4206314](#)

51. Apotheke <http://www.apotheke-adhoc.de/nachrichten/panorama/nachricht-detail-panorama/who-600000-tote-durch-luftverschmutzung/>
52. Arte Zeitung <http://www.aerztezeitung.de/news/article/884731/zivilisationskrankheiten-verpestete-luft-kostet-europa-billionen.html>
53. Ausburger Allgemeine <http://www.augsburger-allgemeine.de/wissenschaft/WHO-Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-id33875847.html>
54. Berchtesgadener Anzeiger http://www.berchtesgadener-anzeiger.de/home_artikel,-Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-arid,203578.html
55. Berliner Morgenpost http://www.morgenpost.de/newsticker/dpa_nt/infoline_nt/schlaglichter_nt/article140227917/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen.html
56. **Berliner Zeitung** - WHO: Krankheiten durch Luftverschmutzung kosten Europa Billionen <http://www.berliner-zeitung.de/newsticker/who--krankheiten-durch-luftverschmutzung-kosten-europa-billionen,10917074,30548330.html>
57. Bluewin.ch <http://www.bluewin.ch/de/news/ausland/2015/4/28/krankheiten-durch-luftverschmutzung-kosten-europa-.html>
58. Bote der Ueschweiz <http://www.bote.ch/politik/hohe-kosten-durch-luftverschmutzung>
59. Bürstädter Zeitung http://www.buerstaedter-zeitung.de/vermishtes/wissenschaft/krankheiten-durch-luftverschmutzung-kosten-europa-billionen_15277360.htm
60. Daz <http://www.deutsche-apotheker-zeitung.de/spektrum/news/2015/04/28/teure-folgen-schmutziger-luft/15641.html>
61. **Die Standard** - WHO: Luftverschmutzung kommt Europa teuer zu stehen <http://derstandard.at/2000014990022/WHO-Luftverschmutzung-kommt-Europa-teuer-zu-stehen>
62. Der Landbote.ch <http://www.landbote.ch/ausland/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen/story/15789606>
63. **Die Welt** - Krankheiten durch Luftverschmutzung kosten Europa Billionen http://www.welt.de/newsticker/dpa_nt/infoline_nt/schlaglichter_nt/article140227917/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen.html

64. Döbelner Allgemeine Zeitung <http://www.doebelner-allgemeine.de/web/daz/nachrichten/detail/-/specific/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-678871798>
65. Dresdner Neueste Nachrichten <http://www.dnn-online.de/web/dnn/nachrichten/detail/-/specific/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-678871798>
66. Emdener Zeitung <https://www.emdenerzeitung.de/aus-aller-welt/wissenschaft/~/who-krankheiten-durch-luftverschmutzung-kosten-europa-billionen-201514/>
67. **Focus** - Krankheiten durch Luftverschmutzung kosten Europa Billionen http://www.focus.de/wissen/diverses/wissenschaft-krankheiten-durch-luftverschmutzung-kosten-europa-billionen_id_4645759.html
68. Format.at <http://www.format.at/newsticker/who-krankheiten-luftverschmutzung-europa-billionen-5624341>
69. Frankenpost <http://www.frankenpost.de/ueberregional/wissenschaft/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen;art2806,4050435>
70. Freie Presse <http://www.freiepresse.de/WISSENSCHAFT/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-artikel9181155.php>
71. **Frankfurter Allgemeine** - WHO: Krankheiten durch Luftverschmutzung kosten Europa Billionen <http://www.faz.net/agenturmeldungen/dpa/who-krankheiten-durch-luftverschmutzung-kosten-europa-billionen-13564309.html>
72. Frankfurter Neue Press <http://www.fnp.de/ganz-aktuell/schlaglichter/WHO-Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen;art189,1376829>
73. Frankfurter Rundschau <http://www.fr-online.de/wissenschaft/krankheiten-durch-luftverschmutzung-kosten-europa-billionen,27394946,30550770.html>
74. General Anzeiger <http://www.general-anzeiger-bonn.de/news/ticker/WHO-Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen-article1620390.html>
75. Gießener Anzeiger http://www.giessener-anzeiger.de/vermishtes/wissenschaft/krankheiten-durch-luftverschmutzung-kosten-europa-billionen_15277360.html
76. GMX.ch <http://www.gmx.ch/magazine/wissen/krankheiten-luftverschmutzung-kosten-europa-billionen-30605828>
77. Gottinger Tageblatt <http://www.goettinger-tageblatt.de/Nachrichten/Wissen/Wissen-aus-aller-Welt/Schlechte-Luft-kostet-Europa-Billionen-Euro>

78. Grenkner Tagblatt <http://www.grenchnertagblatt.ch/ausland/krankheiten-durch-luftverschmutzung-kosten-europa-billionen-129085141>
79. Heimatzeitung http://www.heimatzeitung.de/nachrichten/wissenschaft/1665610_Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen.html
80. HAZ <http://www.haz.de/Nachrichten/Wissen/Uebersicht/Schlechte-Luft-kostet-Europa-Billionen-Euro>
81. inFranken <http://www.infranken.de/ueberregional/newsticker-national/wirtschaft/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen;art14249,1033103>
82. Kieler Nachrichten <http://www.kn-online.de/In-Ausland/Panorama/Krankheiten-durch-Luftverschmutzung-kosten-Europa-Billionen>
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206. Que es <http://www.que.es/madrid/201504281114-calcula-muertes-enfermedades-contaminacion-aire.html>
207. Renovables verdes <http://www.renovablesverdes.com/el-impacto-sanitario-y-economico-de-la-contaminacion-del-aire-en-europa/>

Chinese (20)

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210. China United Television <http://news.cutv.com/gj/2015-4-29/1430272664238.shtml>
211. CN west http://news.cnwest.com/content/2015-04/29/content_12385579.htm
212. Dayoo http://news.dayoo.com/world/57402/201504/29/57402_111575145.htm
213. Epochtimes <http://www.epochtimes.com/gb/15/4/29/n4423128.htm>
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215. Intl ce http://intl.ce.cn/siji/qy/201504/29/t20150429_5240994.shtml
216. JF daily http://www.jfdaily.com/guoji/new/201504/t20150429_1462653.html
217. JX news <http://news.jxnews.com.cn/system/2015/04/29/013822245.shtml>
218. Kaixian TV <http://www.kaixian.tv/gd/2015/0429/564363.html>

- 219. News 66 <http://news.66wz.com/system/2015/04/29/104432624.shtml>
- 220. News.zj <http://news.zj.com/detail/2015/04/29/1575228.html>
- 221. Qianhua http://www.qianhuaweb.com/content/2015-04/29/content_5767264.htm
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- 225. UN News Centre <http://www.un.org/chinese/News/story.asp?NewsID=23902>
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- 228. Xinmin <http://news.xinmin.cn/world/2015/04/29/27522214.html>
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- 230. YCWB http://news.ycwb.com/2015-04/29/content_20146796.htm
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The Guardian

Air pollution costs Europe \$1.6tn a year in early deaths and disease, say WHO

Costs of dirty air are equivalent to about a tenth of Europe's GDP, with Germany, UK and Italy among the hardest hit economically

The financial cost of air pollution in Europe stands at more than \$1.6tn (£1.5tn) a year, [a study by the World Health Organisation \(WHO\) has found](#), equating to about a tenth of the GDP of the continent.

While air pollution has long been known to be a major environmental burden, the costs in human and economic terms have not been categorised before.

The costs come in the form of 600,000 premature deaths each year, and the sickness caused to hundreds of thousands of other people from preventable causes, such as pollution from small particles that come from the exhausts of diesel vehicles, and nitrogen dioxide, a gas that can inhibit breathing in vulnerable people.

The figures are from 2010, the latest year for which full data is available, and cover the whole of the European region, including non-EU states such as Norway and Switzerland, and are compiled by the WHO Regional Office for [Europe](#) and the Organisation for Economic Co-operation and Development (OECD).

Zsuzsanna Jakab, regional director for Europe at the WHO, said: "Curbing the health effects of air pollution pays dividends. The evidence we have provides decision-makers across the whole of government with a compelling reason to act."

In many east European countries, the WHO data shows, the economic costs of dirty air are more than 10% of their GDP. On absolute economic costs, the top 10 list is dominated by major economies including the UK, Germany and Italy.

In the UK, air pollution has become so bad in London that the European Union is to levy fines on local government, reflecting years in which the extent of pollution has been in excess of EU standards. The Supreme Court is expected to issue judgment on Wednesday on a case brought against the UK government for its breach of EU pollution limits.

The WHO report found that air pollution was the single biggest environmental health risk in Europe, with the damage from outdoor risks such as diesel exhaust pollution accounting for 482,000 deaths in 2012 from heart and respiratory diseases alone. The deaths or sickness of at least one in four Europeans can be traced to environmental pollution, according to the organisation.

In March, [the European Environment Agency warned that](#) hundreds of thousands of people would die prematurely over the next two decades from air pollution because of governments' failure to act.

However, the issue of air pollution has attracted little political attention in the UK, and has played little part in the current general election campaigns by the major political parties.

Press release “At least one in three Europeans can be exposed to asbestos at work and in the environment”

As of 5 May 2015

The press release hit **almost 40 headlines** including International Business Times, UN News Centre, EurActiv, Radio Chine Internationale, Der Standard, Azertac, Focus, Panorama. The key message is on the high concern about the continued use of and exposure to asbestos in some countries.

English (8)

1. Azertac News
http://azertag.az/en/xeber/One_in_three_Europeans_potentially_exposed_to_asbestos_new_UN_study_shows-851365
2. Ghana Broadcasting Corporation <http://gbcghana.com/1.3375507>
3. Indiablooms http://www.indiablooms.com/ibns_new/world-details/F/3206/one-in-three-europeans-potentially-exposed-to-asbestos-un-study.html
4. **International Business Times - Europeans' Exposure To Asbestos Is Of Great Concern: UN Study** <http://au.ibtimes.com/europeans-exposure-asbestos-great-concern-un-study-1445096>
5. New Kerala <http://www.newkerala.com/news/2015/fullnews-51647.html>
6. Newsroom America <http://www.newsroomamerica.com/story/490608.html>
7. Trade Arabia http://www.tradearabia.com/news/HEAL_281070.html
8. **UN News Centre - One in three Europeans potentially exposed to asbestos, new UN study shows** <http://www.un.org/apps/news/story.asp?NewsID=50739>

French (4)

9. **EurActiv - Au moins 1 Européen sur 3 est exposé à l'amiante**
<http://www.euractiv.fr/sections/sante-modes-de-vie/au-moins-1-europeen-sur-3-est-expose-lamiante-314315>

10. Journal de l'environnement <http://www.journaldelenvironnement.net/article/amiante-au-moins-1-europeen-sur-3-est-expose,58279>
11. **Radio Chine Internationale** - Un Européen sur trois risque d'être exposé à l'amiante (OMS) <http://french.cri.cn/621/2015/05/01/701s431524.htm>
12. Toulouse 7 <http://www.toulouse7.com/2015/05/02/amiante-un-europeen-sur-trois-risque-detre-expose-selon-loms/>

German (8)

13. **Der Standard** - WHO fordert Asbest-Verbot <http://derstandard.at/2000015115843/WHO-fordert-Asbest-Verbot>
14. Europa online - WHO mahnt Länder zum Verzicht auf Asbest http://www.europeonline-magazine.eu/who-mahnt-laender-zum-verzicht-auf-asbest_389787.html
15. Extremnews - Mindestens jeder dritte Bürger in der Europäischen Region ist möglicherweise am Arbeitsplatz und in der Umgebung Asbestbelastung ausgesetzt <http://www.extremnews.com/berichte/gesundheit/80415507e139e1>
16. Europe online magazine http://www.europeonline-magazine.eu/who-mahnt-laender-zum-verzicht-auf-asbest_389787.html
17. Pharmazeutische Zeitung - Europa: WHO mahnt Länder zum Verzicht auf Asbest <http://www.pharmazeutische-zeitung.de/index.php?id=57720>
18. Salzburger Nachrichten <http://www.salzburg.com/nachrichten/gesundheit/sn/artikel/who-mahnt-europaeische-laender-zum-verzicht-auf-asbest-148176/>
19. Tageblatt <http://www.tageblatt.lu/nachrichten/welt/story/12994740>
20. TRT Deutsch <http://www.trt.net.tr/deutsch/welt/2015/04/30/who-mahnt-l%C3%A4nder-zum-verzicht-auf-asbest-216033>

Russian (3)

21. **Azertac** - Каждый третий европеец подвержен опасности воздействия асбеста http://azertag.az/ru/xeber/Kazhdyi_tretii_evropeec_podverzhen_opasnosti_vozdeistviya_asbesta-851342

22. Delfi <http://rus.delfi.lv/news/daily/abroad/kazhdyj-tretij-evropeec-podverzhen-opasnosti-vozdejstviya-asbesta.d?id=45909257>

23. **UN Multimedia** - Асбест все еще угрожает здоровью жителей Европейского региона ВОЗ <http://www.unmultimedia.org/radio/russian/archives/191449/>

Croatian (1)

232. Dalje - At least one in three Europeans can be exposed to asbestos at work <http://dalje.com/en-croatia/at-least-one-in-three-europeans-can-be-exposed-to-asbestos-at-work/542907>

Italian (10)

24. Arezzo Web <http://www.arezzoweb.it/2015/sanita-oms-in-ue-un-cittadino-su-3-a-rischio-esposizione-amianto-301417.html>

25. Calcio 20 <http://www.calcio20.it/amianto-oms-in-ue-un-cittadino-su-tre-a-rischio-esposizione-64.html>

26. **Focus** - Sanità: Oms, in Ue 15.000 morti l'anno per malattie da amianto <http://www.focus.it/scienza/salute/sanita-oms-in-ue-15-000-morti-l-anno-per-malattie-da-amianto>

27. Il legno storto <http://www.legnostorto.com/sanita-oms-in-ue-15000-morti-lanno-per-malattie-da-amianto-27583.html>

28. Meteo Web - Amianto, OMS: in UE un cittadino su tre a rischio esposizione <http://www.meteoweb.eu/2015/04/amianto-oms-in-ue-un-cittadino-su-tre-a-rischio-esposizione/438086/>

29. Padova News <http://www.padovanews.it/speciali/salute/353222-sanita-oms-in-ue-15000-morti-lanno-per-malattie-da-amianto.html>

30. **Panorama** - Sanità: Oms, in Ue un cittadino su 3 a rischio esposizione amianto <http://www.panorama.it/scienza/salute/sanita-oms-in-ue-un-cittadino-su-3-a-rischio-esposizione-amianto/>

31. Radicali <http://notizie.radicali.it/articolo/2015-04-30/intervento/cronache-dell-amianto-assolto-milano-giampiero-pesenti>

32. Tiscali http://lifestyle.tiscali.it/salute/feeds/15/04/30/t_16_ADN20150430151707.html?news

33. Verbania News

<https://news.google.com/news/story?pz=1&cf=all&ned=it&hl=it&q=amianto+OMS&ncl=dmVudc7C2p-kT9M2HpccmjOSHmkPM&cf=all&scoring=d>

Spanish (5)

34. **ABC** - En los próximos años uno de cada tres europeos estará expuesto al amianto

<http://www.abc.es/salud/noticias/20150501/abci-europeos-expuestos-amianto-201504301811.html>

35. Ecodiario <http://ecodiario.eleconomista.es/salud/noticias/6683460/05/15/Uno-de-cada-tres-europeos-pueden-estar-expuestos-al-amianto-en-el-trabajo-y-en-el-medio-ambiente.html>

36. ICN Diario <http://www.icndiario.com/2015/05/01/un-tercio-de-la-poblacion-de-europa-puede-estar-expuesta-al-asbesto-advierte-la-oms/>

37. Infosalus <http://www.infosalus.com/asistencia/noticia-tercio-europeos-expuestos-amianto-20150505111352.html>

38. La informacion http://noticias.lainformacion.com/medio-ambiente/politica-ambiental/uno-de-cada-tres-europeos-pueden-estar-expuestos-al-amianto-en-el-trabajo-y-en-el-medio-ambiente_0P59imfifk5TsGn235CD34/

Israeli coverage

Coverage in Israel includes **20 clippings** of which 10 are included here and additional ones are attached in PDF. Articles focus on the economics of air pollution report as well as industrial pollution in Haifa. The Jerusalem Post reports the WHO's release on elimination of asbestos related diseases.

1. **Haaretz** - Haifa isn't the most polluted city in Israel after all, says Environment Ministry <http://www.haaretz.com/life/nature-environment/.premium-1.654230>
2. **Haaretz** - Israel pollution causes 2,500 premature deaths annually, says WHO <http://www.haaretz.com/life/nature-environment/.premium-1.654026>
3. Israel Info - ВОЗ: Израиль теряет около 2,500 жизней в год из-за грязного воздуха <http://news.israelinfo.co.il/health/56544>
4. **Jerusalem Post** - World Health Organization: 1 in 3 Europeans potentially exposed to asbestos at work <http://www.jpost.com/Business-and-Innovation/Health-and-Science/World-Health-Organization-1-in-3-Europeans-potentially-exposed-to-asbestos-at-work-400993>
5. Maariv - אוויר בזיהום נלחם העולמי הבריאות ארגון: בחיפה דווקא <http://www.maariv.co.il/news/israel/Article-473235>
6. Maariv - "חיפה על האמת את אומרת לא הממשלה, לנו עזרו": העולמי הבריאות לארגון קריאה <http://www.maariv.co.il/news/israel/Article-473301>
7. News 1 - דולר טריליון 1.6 לאירופה עולה אוויר זיהום <http://www.news1.co.il/Archive/001-D-363590-00.html>
8. News Walla - דולר טריליון 1.6 לאירופה עולה האוויר זיהום: מתים אלפי מאות <http://news.walla.co.il/item/2849755>
9. **Ynet** - דולר יל יארדמ 7.1: ב ישראל אוויר זיהום ותה הכלכל תהעל ת <http://www.ynet.co.il/articles/0,7340,L-4651407,00.html>
10. Walla - "מאסבסט כתוצאה - בעבודה שנגרם מסרטן המוות ממקרי מחצית" <http://news.walla.co.il/item/2851198>