

Agenda Item 7.5

Further implementation of the Agreement
(2010-2012)

Communication, Education and Public
Awareness Plan for ASCOBANS

Document 7-05

**Communication, Education and
Public Awareness (CEPA) Plan for
ASCOBANS**

Action Requested

- Consider the draft CEPA Plan
- Modify if desired
- Adopt the CEPA Plan

Submitted by

Advisory Committee



NOTE:
**IN THE INTERESTS OF ECONOMY, DELEGATES ARE KINDLY REMINDED TO BRING THEIR
OWN COPIES OF DOCUMENTS TO THE MEETING**

Communication, Education and Public Awareness (CEPA) Plan for the Agreement on the Conservation of Small Cetaceans of the Baltic, North East Atlantic, Irish and North Seas (ASCOBANS)

*Work plan for the coming Triennium
(2010 – 2012)*

1. Introduction

The purpose of the Communication, Education and Public Awareness (CEPA) Plan is to identify actions and activities to be undertaken by the Secretariat, Parties and relevant partners within the given budget. In particular, this plan identifies the following:

- How the Secretariat, Parties and partners can contribute, including by working together, to raise awareness of issues related to cetacean conservation in the Agreement Area;
- How ASCOBANS can help develop joint educational and promotional activities, and create synergies to provide added value while also avoiding any unnecessary duplication of effort¹; and
- How the Agreement and its aims can be promoted more effectively within Party States, Range States and with other relevant players

The CEPA should seek to achieve:

- More effective engagement with audiences, both existing and new ones;
- Clearer focus amongst Secretariat, Parties, Partners and key stakeholders about key messages and objectives;
- Greater impact upon audiences;
- A closer relationship with key conservation issues;
- More effective connection with educational, fundraising and promotional initiatives;
- Closer engagement with potential investors in the work of ASCOBANS; and
- More effective and easily understood communication of relevant areas of science.

In addition, the 16th Advisory Committee has recommended the following overarching principles and examples of potential activities:

¹ For example with the EU, CMS, OSPAR, HELCOM and ACCOBAMS

General principles:

- Carefully identifying the audience that we are trying to address – e.g. children, students, policy makers, fishermen, and making materials appropriate to each particular audience;
- Noting that different localities, communities and cultures may require different approaches;
- Preparing outreach and education materials in relevant languages (including on the website); and
- Building joint initiatives with ‘partner’ organizations and others.

Potential Activities:

- Postage stamps showing images of small cetacean species ²;
- Education packs (the WDCS dolphin diploma³ has been noted as an example of a simple mechanism to reach a lot of young people) and/or educational CDs;
- Simple one page water-proofed (laminated) ID guides;
- Photographic competitions;
- The development of new ASCOBANS awards - for example a conservation or science award - and/or a student award perhaps via the ECS;
- The utility of sightings schemes (such as that run by GSM or the Sea Watch Foundation) for directly engaging target groups and raising public awareness;
- The development of postcards/stickers/bookmarks;
- Grants for students/and or making data available to them to facilitate projects; and
- The use of ferries for outreach exercises involving sighting cetaceans and/or onboard education initiatives
- Incentives to specific users of the sea to undertake conservation activities (such as the collection of marine debris for appropriate disposal on land, as successfully undertaken by SEC in the Mediterranean).
- Develop a “reward” system (e.g. with certificates, announcements, etc.) for companies or organisations that have best demonstrated effective marine environmental/ conservation measures in their activities (rather as the Marine Stewardship Council does within the fishing industry)

² Since the Advisory Committee meeting, new stamps featuring the harbour porpoise have been issued in Poland. See:

http://www.morswin.pl/index_base.php?Screen_Option=3&Page_ID=73&News_ID=472

³ See WDCS website: http://www.yod2007.org/en/Join_in/Dolphin_Quiz_KIDS/index.html

2. Objectives and recommended actions

	Recommended Action		
Target	Secretariat	Parties	Partners
1. MOP 5 Res. 8: Educational and Promotional Activities			
1.1 Website development	Continue efforts to make the website more interactive and appealing – ideas include more information about the species that the Agreement covers and games for children. Increase publicity so that more people are aware of its existence; ensure optimisation of key words. Develop sections for specific target audiences	Provide suitable information (for example, web-friendly descriptions of national studies and other relevant initiatives and visual materials, including photographs of species and other illustrations of issues	Provide suitable information and visual aids
1.2 Coordination between Secretariat and hosts of MOP/AC to promote ASCOBANS activities	Secretariat to liaise with Parties in good time ahead of meetings and to provide suitable information for press briefings etc.	IDBHP (International Day of the Baltic Harbour Porpoise): maximise involvement & target group Publicise AC & MoP in national media	Relevant national partners should assist
1.3 Development of new by-catch related material with fisheries, RACs, others	Specifically contact the organisations in question to specify possible areas of collaboration	Parties should seek to assist in efforts	Partners should seek to assist (a recent good example being the video produced by the RSPCA)
1.4 ASCOBANS's role working with EU, CMS, HELCOM, OSPAR, ACCOBAMS and other relevant international organisations like ICES, ECS & IWC	Invite representatives to attend AC for closer involvement Send out information on ASCOBANS activities and seek synergies in terms of joint educational and promotional materials.	Countries attending relevant meetings should look for opportunities to promote ASCOBANS and also opportunities for joint outreach. Suitable material for distribution should be provided to any person who can represent or publicise ASCOBANS activities at such meetings	Partners can also help to identify opportunities

	Recommended Action		
Target	Secretariat	Parties	Partners
2. AC 15 Points for Action			
2.1. More ecological and biological info on Website	Liaise with organisations such as HELCOM and other sources of suitable information and websites to which these could be linked	Parties should seek to assist by providing updates on, for example, relevant national research programmes	NGOs conducting field studies may be able to provide information and illustrations
2.2 New banner & postcards for IDBHP (International Day of the Baltic Harbour Porpoise)	Postcards to double-up as promotional cards for IDBHP	Parties to consider budget for translating, printing and circulating promotional cards	Partners to consider budget for translating, printing and circulating promotional cards
3. AC 16 Points for Action			
3.1 Wikipedia Pages on ASCOBANS	Spanish and Norwegian versions of the page are currently being prepared Other language versions should be considered		
3.2 Monitoring Wikipedia Pages on ASCOBANS	Regular monitoring of pages and editing of inaccurate information as and when the need arises		
4. Triennium Work Plan 2007-2009			
4.1 Develop CEPA Plan			
4.2 Continue to translate ASCOBANS material and undertake promotional activities in both Party and non-Party Range States	Underway	Parties to provide funding for printing costs and potentially assistance with translations	Partners should seek to assist

Recommended Action			
Target	Secretariat	Parties	Partners
4.3 Continue to develop the ASCOBANS website, aiming to meet the needs of a wide range of target audiences, to include educational material	<p>Develop accessible information on biology and ecology of small cetaceans in the ASCOBANS Area</p> <p>Downloadable fact sheets, art and craft ideas, resources such as 'All About Dolphins' that can be used for school projects both by students and teachers (ensuring relevance to threats and biodiversity)</p> <p>Downloadable PowerPoint presentations with notes that teachers/group leaders can give to classes</p> <p>Interactive section on how people can help (campaigning & fundraising)</p> <p>Kids 'Join In' section – gallery of artwork where they can upload their own artwork. Link to WDCS website to complete their Dolphin Diploma</p> <p>Music downloads (Project C) encourage youth groups to use as motivational and inspiring resource in order to get involved</p> <p>Species guide, versions for adults and children. Visitors should be able to download copies of the Agreement area species guide –mechanisms to provide water-proofed versions should be explored</p> <p>On-line database of speakers (volunteers/paid) within the region who would be available to give talks to schools/groups/at events</p> <p>Mechanisms to provide materials in support of ASCOBANS initiatives such as the IDBHP Pin Badges need to be identified⁴</p>	Parties should seek to assist in promotional efforts	<p>NGOS might be able to enter into partnership with the Agreement to help sponsor and/or produce such materials</p> <p>In some instances Partners may already have suitable materials that might be made available (for example WDCS has a field guide to the cetaceans of the region)</p>

	Recommended Action		
Target	Secretariat	Parties	Partners
4.4 Clearly define the role of the Secretariat in working together with the EU, CMS, OSPAR, HELCOM and ACCOBANS in order to synchronise joint actions in educational and promotional activities, and create synergy to provide added value while avoiding duplication of effort	Definition of role and working relationship with relevant bodies in all new literature Share knowledge and intention of participation in relevant educational and promotional activities	Parties to proof-read new literature and identify educational and promotional activities they will be taking part in	Partners to proof-read new literature and identify educational and promotional activities they will be taking part in
4.5 Take appropriate advice, produce targeted information material on conservation issues facing small cetaceans in the region, and in particular in consultation with appropriate (international) fishermen's organisations, RACs and others, develop material to distribute to fishermen, especially with respect to bycatch issues	Interactive section on the ASCOBANS website for fishermen including DVD which is available to download A plan of action to approach other key marine users (i.e. merchant shipping, oil & gas, renewable energy industries, defence, recreational) should also be identified. The Secretariat should seek to liaise with Parties and Partners to develop this further	Parties to contact national fishermen's organisations and investigate methods of regular communication Parties to look at covering costs to reprint DVD's for circulation	
4.6 Continue to produce information material in the languages of the Baltic Seas region	Secretariat to seek mechanisms to allow key material to be translated	Parties to provide support in kind – i.e. translations and/or funding for translations	
4.7 Promote the Agreement and its aims in Parties, Range States and with other relevant players	Bi-Annual award that goes to an individual/group that is making a direct difference to the animals (this would be in addition to the educational award) ⁵ Establish regional 'champions' to species/populations who would focus activities on these groups of animals and report progress into the Agreement	Parties to find budget for prizes Parties to report progress to the Secretariat regarding regional 'champion' animals	Partners to find budget for prizes Partners to report progress to the Secretariat regarding regional 'champion' animals
4.8 Promote accession of non-Party Range States to the Agreement	Bilaterals to be set up where possible Recruitment letters to be sent to remaining Range States	Bilaterals to be set up where possible Recruitment letters to be sent to	NGOs in relevant countries to encourage participation

	Recommended Action		
Target	Secretariat	Parties	Partners
	The Advisory Committee should be asked to advise on recruitment initiatives	remaining Range States	
4.9 New ASCOBANS Exhibition	Underway. Format, content and design being revamped, to be presented to ASCOBANS AC16 (some of copy used within this plan)		
5. UNEP/CMS/Resolution 9.5 – Outreach and Communication issues			
5.1 Engagement and commitment of CMS Parties increased 5.2 Enhanced Regional capacity particularly where CMS is under-represented	Regular exchange of news and mutual linking on websites Preparation of joint publications on issues of mutual interest	Support outreach activities and publications at a national level Support global species campaigns (Year of Biodiversity) Provide links to CMS and relevant agreements on national websites	Support and develop joint outreach activities and scientific meetings by involving national/regional authorities in (NGOs, Friends of CMS, corporate sponsors) Facilitate contacts to key actors and decision makers Provide the joint CMS/ASCOBANS Secretariat with relevant information
5.3 Increase engagement of CMS non-parties 5.4 Increase CMS membership by 10 Parties, highlighting importance for migratory species and new Agreements	Coordinate recruitment efforts with CMS Secretariat for a joint approach	Provide financial support for organisation of workshops Assist the Secretariat with establishing bi-lateral contacts	Provide information on their websites on the importance of CMS and Agreements for non-Parties Lobbying to promote implementation of conservation plans Undertake joint activities for non-Parties Assist with preparation and organisation of regional and national workshops

	Recommended Action		
Target	Secretariat	Parties	Partners
5.5 Increase number of partners supporting CMS 5.6 Increase cooperative activities with MEA's and key partners 5.7 Widely secure extra-budgetary funding	Join CMS in displaying exhibits at relevant meetings of MEAs and major IGOs, organising presentations/side events and delivering statements at main biodiversity and environmental meetings Participation in public events and contribution to celebration of World Environment Day (5 June)	Exchange information between CMS focal points and other convening focal points, also by regular meetings Support national initiatives to celebrate World Environment Day	Support the network of Parties and involve new bilateral partners in CMS and ASCOBANS-related work Enter into partnership agreements with CMS and establish joint programme of work Support national initiatives to celebrate World Environment Day
5.8 Enhance awareness of key media of CMS enhanced 5.9 Enhance visibility of CMS family	Make full use of CMS' media outreach through their website and interaction with DCPI, UNEP Regional Offices RUNC, and Deutsche Welle (German International Radio) to enhance distribution of press releases Provide and use species information by linking to IUCN database Use the specialized information channels of CMS and Agreements to highlight important common issues (coordinated web-based news releases) Improve visibility of CMS and Agreements in Host Country Contribute to production of image film on CMS Issue press releases on CMS and Agreement events, initiatives, meetings and projects on a regular basis	Promote cooperation with ministerial press departments to distribute joint press releases Focal point to translate press releases into national languages and pass them to national media Improve visibility of CMS and Agreements at a national level Provide the Secretariat with relevant articles issued in the national press	Regularly provide information on CMS family activities in their newsletters and on Websites Highlight joint activities with CMS and Agreements

Recommended Action			
Target	Secretariat	Parties	Partners
5.10 Influence opinion leaders of sectors impacting migratory species	<p>Assist in advising CMS ambassadors to include issues relevant to the Agreement in their work programme</p> <p>Join in preparing targeted brochures for decision-makers and politicians</p> <p>Make joint targeted contacts with opinion leaders on specific issues</p>	Facilitate contacts with national conservation bodies, politicians and decision makers also through meetings	Assist the secretariat with the identification of campaign ambassadors on the national and international level
<p>5.11 Disseminate information material in UN languages</p> <p>5.12 Strengthen visibility of the CMS family</p>	<p>Provide input for updated versions of the “CMS Family Guide”, (to be translated into all UN languages)</p> <p>Cooperate with CMS to include information on Agreements in the electronic newsletter</p> <p>Improve website to contain specific information for the press, academia, NGOs and Parties</p>	<p>Provide financial assistance for the preparation and publication of the “CMS Family Guide” and other relevant publications</p> <p>Provide official translation of brochures and important outreach material</p>	<p>Disseminate CMS Family material at meetings/events</p> <p>Prepare joint publications on issues of common interests</p> <p>Develop publications on species groups based on “Conserving Cetaceans” and other relevant documents produced by Partners</p>

3. Interpretation and further ideas

3.1 Printed resources and educational/promotional material:

i. ASCOBANS Exhibition:

- An updated and modernised exhibition for ASCOBANS is under production. If resources allow, the exhibition could be enhanced by a plasma screen showing footage of cetaceans in the Agreement Area and equipment for relaying underwater sounds.
- As well as in English and German, copies for the exhibition should be produced in the languages of the Baltic Sea region.
- Specially designed mobile displays highlighting the whale and dolphin watching opportunities within the Agreement Area could be considered; information should be available on responsible whale watching and the appropriate code of conduct when approaching the animals. Several Range States have excellent opportunities for land-based watching that does not intrude upon the animals. These should be specifically encouraged.
- A roving wildlife photography competition. This could be an annual event based on the successful exhibition organised by the BBC (Wildlife Photographer of the Year)⁶. Talented young photographers would be given the opportunity to submit a selection of photographs which would be judged by a panel of wildlife experts and photographers. The event could be linked to the International Year of Biodiversity and photographers wishing to enter the competition would be expected to submit photographs that capture the importance of biodiversity within the Agreement Area. The exhibition could be sponsored by Partners as well as a well-known brand (such as Nikon). The exhibition would welcome a vast and diverse audience; it would raise considerable awareness of the amazing and precious biodiversity in the Agreement Area and give young people the opportunity to develop their career prospects. The event could be promoted through the Media, within joint CMS/ASCOBANS/NGO publications and on the website.

ii. The publication of “Great Migrations⁷”

- Launch parties could be organised by ASCOBANS/CMS Parties or others (with assistance from the Secretariat) to coincide with the publication date of the book. The launch parties would be ticketed and the money paid would be subsequently redeemed off the price of the book (books will be available to buy on the night), guests will be given the opportunity to meet the author and get their copy of the book signed and dedicated. There could be a question and answer session. The Secretariat, Parties, Partners and key players could invite interested parties along to the launch parties as well as the press.
- NGOs could also promote this book. For example WDCS could review the book on its ‘book review’ section on the website and in the WDCS UK Magazine (circa approximately 20,000).⁸

iii. New short CMS promotional film

The film could also be broadcasted using various channels:

- YouTube
- ASCOBANS and CMS website
- Other Parties/Players/Partners/NGOs/IGOs websites (this could just be a link from to the CMS site or YouTube page.
- At International Year of Biodiversity events.

iv. Species Guides:

There are several species guides already available for the European region. Either utilising one of these in partnership with its author or working from scratch, ASCOBANS could produce one for the whole region or several for different regions. These could be based on existing guides and would be useful and accessible tools for a diverse audience (from school children to tour operators).

- Such species guides would include anatomically accurate illustrations of the species found within the Agreement Area; an artist should be commissioned to produce such illustrations. Key ecological and biological information (diversity/location/threats) should be included within the design. The laminate should also list relevant contact details for people to be able to record sightings/strandings and potential by-catch incidences. Providing information on responsible whale and dolphin watching including information on appropriate code of conduct.
- The production costs of the guides should be divided between Parties, Partners and regional authorities. All sponsors should have their logo clearly visible in the design; there should also be a link to all associated NGOs. The objectives of the ASCOBANS Agreement should be clearly featured. The Secretariat, Parties, Partners and key players should circulate the laminates as appropriate.

v. Species Stamps:

A series of stamps showing the range of species in the relevant waters would help people recognize the marine species that they rarely (if ever) see, which is clearly an ongoing problem in terms of initiating support for their conservation.

- The stamps could be launched during the opening activities for the International Year for Biodiversity.
- The Secretariat, in cooperation with the coordinating authorities of each country, could try to persuade the national authorities to publish the stamps.
- This initiative would significantly raise the profile of the Agreement and raise public awareness of common cetaceans found in the Agreement Area.

3.2 Engaging through Events and mobile Exhibitions:

Both events and mobile exhibitions can prove to be powerful, emotive and effective ways of engaging large and varied audiences. This plan recommends that where there are public awareness programmes in place, such programmes should be supported in order to integrate them into the wider effort to promote awareness in the areas covered by the Agreement.

- i. Please refer to AC 15 Report (Publicity & Outreach) where Poland informed the members of the meeting of activities being undertaken on a regular basis each year, such activities have been contributing to the preparation of a national protection plan for the harbour porpoise and another specifically for Puck Bay. An information campaign for children was carried out on a weekend in a large shopping centre involving presentations, competitions and contribution from celebrities. All customers were reportedly interested in the campaign and the event proved a successful and effective platform for communicating with the public. This successful activity is an example of a simple yet effective initiative to engage a large and potentially uninformed audience.
- ii. In cases where existing field projects do not already include public awareness activities, effort should be made to develop such activities by taking advantage of the local expertise. If funds are available, training courses and capacity-building initiatives could be implemented in order to engage the local communities and both develop and promote education and awareness-raising activities.

- iii. Organising or supporting public events in areas close to where whales and dolphins are sighted is a direct and effective way to inspire, engage and sensitize people of the importance of protecting the animals they are lucky enough to see.
- iv. **Awareness days:** Holding specific whale/dolphin/porpoise awareness days are an effective way of creating and maintaining awareness among local communities as well as stakeholders and tourists. The International Day of the Baltic Harbour Porpoise is a good example in this regard. Obviously dependent on available resources and budget (although there is no reason these events should be an expensive initiative), key activities could be organised, supported and promoted by local Partners and authorities. The UK National Whale and Dolphin Watch week organised by the Sea Watch Foundation provides one example and this approach might be expanded to other countries within the ASCOBANS region.

Depending on the audience and location, such events could include the following activities: public seminars and presentations (experts in the field of cetacean conservation could be invited as well as celebrity support), film projections (CMS film/ RSPCA fisheries documentary etc), dolphin sounds (it is possible to use the beautiful sounds from Project C⁹), music events, beach cleans, creative competitions for under 12 year olds, whale/dolphin/porpoise artwork (using a feature in the given location such as painting a mural in a town centre or graffiti artwork that will capture peoples attention and imagination), distribution of specific resources and public awareness literature (such as the ASCOBANS brochure and postcards).

Provide opportunities for children to become 'dolphin experts' through taking part in activities such as WDCS's Dolphin Diploma – encourage direct participation in conservation activities and acquiring knowledge that can be passed on to family and friends.

- v. **Mobile exhibitions:** These could be an event by themselves or complement such events as mentioned above. Developing and touring with a selection of inflatable (life size if possible) cetacean species that are most commonly found in the Agreement area. For people who have never seen cetaceans in the wild, this is a profound visual experience; it is also an effective way to raise awareness of species diversity, location and threats of the Agreement area. This plan recommends identifying priority regions and communities that would benefit from such events and synchronise efforts alongside other initiatives and activities (for example, events for International Year of Biodiversity, World Environment Day, IDBHP) Creating links with venues in these priority regions that have a large footfall (e.g. museums, shopping centres) that such exhibitions could be housed in.

3.4 Website:

The Triennium Work plan 2007 – 2009 instructs the Secretariat to continue to develop the ASCOBANS website. The internet is an important and effective tool to promote and raise public awareness of the Agreement (**Activity 10 of the Triennium Work Plan 2007-2009**) - If successful, it will raise the profile of the Agreement to a wide and varied audience and provide additional/new opportunities to promote educational initiatives to key target audiences. The design of the web should be engaging and interactive and encourage visitors to browse. Information should be accessible and current.

Higher visibility of the Agreement could attract additional interest and potential support from the private sector and enable the Secretariat to undertake new and improve existing initiatives.

- i. In order to avoid duplicating efforts, appropriate links should be made between the ASCOBANS site and the CMS site (due to be re-launched in January 2010). Both websites will give added value to one another increasing the overall outreach potential. Links should also be made when appropriate to other relevant players.
- ii. Content should be kept up to date to avoid deterring regular visitors to the site. Current and forthcoming activities and educational initiatives should be promoted through the

website. News pages and breaking page stories should be clearly featured and linked to both current and back copies of the ASCOBANS Newsletter.

- iii. Information on biology and ecology of small cetaceans in the ASCOBANS Area should be a prominent feature (this would include relevant facts on location, diversity and threats but also offer additional interesting facts on individual animals). A species guide for the Agreement Area would be a useful and interactive tool. Locations that offer good dolphin watching opportunities (with information on undertaking this activity responsibly) seeing these wonderful animals in the wild helps enthuse people to take positive action towards their conservation.
- iv. There should be a designated section for children. The section will engage and inspire the next generation of conservationists; encouraging and supporting children is an investment in the future. There should be specific events promoted to children and relevant tools and downloads available or links to initiatives they can take part in straight away (it is important to keep their attention), for example, a link could be made to NGO partner WDCS to encourage participation in the Dolphin Diploma. Specific on-line activities and ideas should be linked to the IDBHP. Children will take ideas home and inspire their family; they will also take ideas into the classroom and enthuse classmates and teaching staff.
- v. As well as a section designated for children, there should be a section targeting the wider public, including interest groups identified as Prime Targets (for example, fishermen, tour operators and people going whale and dolphin watching). Relevant downloads should be made available such as the RSPCA fishermen's documentary.
- vi. The appearance of the website is important. Interactive tools and devices will help capture people's attention and inspire them to take action. It is important to promote events such as IDBHP. An attention-grabbing banner could double up as an advertisement and be circulated to relevant databases (through the extensive CMS database of address lists for example and participants from the Year of the Dolphin activities)
- vii. The website needs to be clear and accessible. Visitors will want to navigate swiftly to find relevant contact information. From the website, visitors will be able to make enquiries and be assured that they will receive the necessary information.
- viii. The ASCOBANS website could include links to the sightings sections of countries or organisations¹⁰ where people around the region would be able to report their latest sightings/or strandings information. These or similar schemes may assist in the reporting of by-catches and the delivery of dead specimens for research and the dissemination of any important news about cetaceans (for example, their listing on the IUCN Species Red List¹¹). This would help to attract people to the ASCOBANS and other websites to look at what was happening in their region.

3. 5 International Day of the Baltic Harbour Porpoise (IDBHP):

This is a unique Participant event. Participants can get involved in a number of ways. Specific public awareness literature regarding the devastating plight of the Baltic Harbour Porpoise has been produced and can be circulated (postcards/report/handbooks/posters). Therefore, the most important initiative is to raise the profile of the event to as wide an audience as possible. Similar to efforts that were made through the Year of the Dolphin activities, this should be considered an important and integrated campaign.

- i. There are various channels through which the event can be successfully promoted; the website (the ASCOBANS website will list events happening, there should also be a designated section where relevant information and downloads are easily accessible), ASCOBANS newsletters, e-newsletters, educational bodies and local authorities, joint publications and through all key players. Key players could use the postcards (they would need to find a budget for printing costs) as invitations to events they are organising.

- ii. The media will be an important factor in the overall success of the event. It is important to have strong, consistent messaging and emotive imagery (although nothing so graphic that it could deter someone from getting involved). Although it is important to get national and potentially global exposure through TV broadcastings, newspaper articles and Internet campaigns, it may be even more important to get local and regional coverage. Local press are often more likely to pick up on local community orientated stories – such as a local community organising an event for a worthwhile cause. Producing and providing a basic press release template (potentially including key facts) to circulate to key players and event organisers will avoid duplication of efforts (templates could be downloaded from the ASCOBANS website). It is worthwhile contacting children’s publications, as children will often encourage their families and friends to participate.
- iii. A competition should be run alongside events in order to engage the community, encourage reflection on the situation and inspire action. This could be a creative competition that targets under 12 year olds. Local companies could sponsor the event and provide necessary funds for prizes (or offer experiences such as a whale and dolphin watching trip). A species-specific diploma could be produced specifically for this day.
- iv. For individual, community and regional events, a budget should be found by key players to produce more IDBHP banners; the banners will be an effective way to brand the event and give added value to the professionalism of the event, messaging and display. A budget should also be found by relevant players to print additional postcards. Literature regarding the Baltic harbour porpoise population (Jastarnia Plan) should be made available at every given opportunity. There is potential for fundraising initiatives at all events (linked sponsored events, asking for donations for public awareness literature)
- v. ‘International day of the ...’ events for other species in other locations could be considered. For example, there are several places within the Agreement Area where bottlenose dolphins¹² come close to shore and can often be seen even without going out to sea. Events could be staged at such sites and perhaps in collaboration with local groups who study and/or promote the conservation of these animals. One example would be in Cardigan Bay in Wales (UK) where an event might be held with the Sea Watch Foundation. Such future events will benefit from lessons learnt from the IDBHP event and skill sharing between those planning to hold such events should be encouraged. One way to do this would be to establish an ASCOBANS education and events working group.
- vi. Pin badges of the Baltic harbour porpoise could be considered. Badges give individuals the opportunity to make a statement – wearing the IDBHP badge is a demonstration of support for the campaign to save the Baltic Harbour porpoise. If funds can be made available, badges are a great outreach tool. The design should be simple yet effective. The FICFU (Information, Capacity Building and Fundraising Unit) could consider marketing the badges. The badges could be purchased on the ASCOBANS website for a limited period.

3.6 International Year of Biodiversity:

- i. The Year of the Dolphin (2007 and extended to 2008) campaign is an example of how the Secretariat, Parties and partners can successfully work together and provide a common platform for joint activities and common goals. It is clear that these partnerships are valuable in order for the Agreement to fulfil its overarching outreach objectives.

The UN General Assembly has declared 2010 as the International Year of Biodiversity. The campaign will bring great and diverse opportunities for the Secretariat, Parties, Partners and relevant players to promote and raise awareness of ASCOBANS as well as emphasising its role and contribution as a source of expertise in the field. There will be similar outreach opportunities through the International Year of Biodiversity that will

clearly improve the effectiveness of the Agreement. As well as other initiatives already mentioned, the following activities could be considered:

- A poster campaign in prominent venues to raise awareness of threats and what individuals can do to help – visitors' centres for example.
- Provide packs of information/hand outs, etc, for dolphin watching operators in the region to use/give to their customers.
- Work with national/regional bodies, to develop a database of speakers (volunteers/paid) within the region who would be available to give talks to schools/groups/at events. This could be promoted on the website.

3.7 ASCOBANS Care Award:

This is an award given to people working on behalf of the animals and making a direct difference to their conservation (this would be in addition to the educational award). The honour would be awarded bi-annually (in every year that the educational award is not given) and there would be a cash prize offered that would be channelled directly into field work. The award could be given an honorary name, for example, named after someone and/or its sponsor.

3.8 Regional Champions:

ASCOBANS could establish regional 'champions' for species/populations who would focus activities on these groups of animals and report progress into the Agreement. This activity would increase action and interest at a regional level. Parties and Partners would report progress to the Secretariat regarding regional 'champion' animal populations.

3.9 Wikipedia Pages:

Wikipedia is an important public tool. Pages should be considered for all applicable languages, including the languages of the Baltic Sea region as well as languages of non-Party Range States in order to maximise its potential for outreach. As well as including relevant information about the Agreement, pages should include or link to an (interactive) map of the Agreement Area, a species guide of animals found in the Agreement Area and specific ecological and biological information.

The Wikipedia pages should be updated regularly with links to current documents, latest news and important events such as the International Day of the Baltic Harbour Porpoise and the International Year of Biodiversity.