

Proposal for an ASCOBANS Roadshow during the 20th Anniversary Year 2012

These proposals are presented to ASCOBANS Secretariat by
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Summary of Proposals

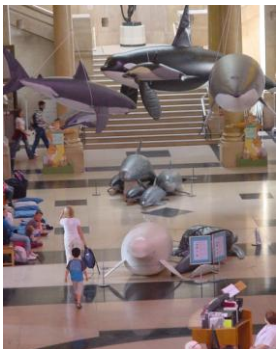
The proposal is to mark the 20th anniversary of the signing of ASCOBANS Agreement by offering a visually exciting roadshow to the ASCOBANS Agreement Parties, with a variety of options for Parties to choose from according to budget, location, and preferences.



Aims of the ASCOBANS 2012 Roadshow

The ASCOBANS roadshow would aim to

- highlight the work done in 20 years by ASCOBANS
- raise public and governmental awareness of the need for continuous conservation efforts to ensure the survival of the small cetaceans species of the Agreement Area
- provide a memorable experience for all ages of audiences that visit the roadshows
- provide a unique opportunity for public & media engagement with our cetacean friends



Roadshow Outputs

The ASCOBANS Roadshow basic package would feature

- realistic life-size models of the most common small-cetacean species in the Agreement Area (approx. 9 species)
- existing multi-language ASCOBANS pop-up display panels
- DVD presentations of wildlife footage with low level background sound
- interactive 15-20 minute presentations to engage the audience with the creatures on display, including brief introduction to species, issues such as plastic pollution, bycatch, climate change etc, and also a stranding rescue scenario involving any children present
- children's colouring and drawing area, with display board for adults to view the artworks
- leaflet table with ASCOBANS representatives (or manned by roadshow personnel) to answer questions from public
- leaflets, postcards, children's' booklets, posters, etc.



In addition to the basic package outlined above, Parties might choose to add

- Whale Sound presentation by French jazz musician Bernard Abeille, creating a unique experience of sound and light (price starts from 800€ per show, plus travel expenses – see e.g. http://www.dailymotion.com/video/x68u8q_baleine-et-contrebasse_music)
- local ASCOBANS activities, or other content that complements the roadshow theme
- opportunities for media involvement, school party visits, lectures etc. using the displays

Roadshow Locations

The roadshow could be located indoors in a suitable space, or under marquee cover, and could be held as a separate event or part of an existing bigger festival, cultural occasion, or similar. Parties are free to decide on preferred location, format of the event, and additional options as required.

Roadshow Costs

Cost of Whale Workshop providing the life-size cetacean models on location is 500€ per day plus all logistic and accommodation overheads according to location.

