

Agenda Item 6.2.3: ASCOBANS Award

Draft Terms of Reference for the ASCOBANS Award

Submitted by: Secretariat



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

Terms of Reference for the ASCOBANS Award

1. Background

Promoting public awareness is an essential element of conservation work and an area in which ASCOBANS has an important role to play. Unless people are convinced that porpoises are present in their local waters, that these creatures are worth saving, and that the animals' existence is threatened, they are not likely to support recovery efforts.

While the ASCOBANS Secretariat engages in PR and educational activities of its own, successful awareness raising is dependent on the efforts of various actors at national and international levels. Among these are governmental and other public institutions, non-governmental organizations and scientific and educational institutions.

During the 11th meeting of the ASCOBANS advisory committee it was agreed that a prize for the best cetacean conservation-related PR/educational initiative should be awarded biennially and for the first time in 2005.

2. Objectives

- Promoting and supporting educational initiatives and activities related to the aims of ASCOBANS
- Increasing public awareness to achieve a better understanding of the need to conserve Small Cetaceans and the means by which this aim can be achieved

3. Jury

A working group ¹ consisting of -

- i. The Advisory Committee Chair (or his/her nominee)
- ii. The Executive Secretariat
- iii. An NGO with educational experience
- iv. Those Party delegates that wish to take part

will evaluate educational initiatives that relate to the aims of ASCOBANS.

¹ The team will not include anyone with a direct interest in any of the projects to be evaluated

4. Nomination of candidates

These initiatives will be brought to the attention of the working group (“Jury”) by Parties, NGOs or others and the team will be tasked with judging which has made the most valuable contribution to the aims of the Agreement.

The nominees will be requested to produce a document to be presented to the working group supporting their initiatives.

5. Prize

The winner will be awarded a certificate and efforts will be made to find sponsorship for a small financial or other material prize. The prize will normally be awarded on the occasion of an AC Meeting or a MOP.