

Agenda Item 7.2

Publicity and Outreach

ASCOBANS Outreach and Education
Award 2016

Document 7.2

**ASCOBANS Outreach and
Education Award 2016**

Action Requested

- Take note
- Form jury to select winner
- Consider making nominations by 31 December 2015

Submitted by

Secretariat



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

ASCOBANS Outreach and Education Award 2016

1. In line with Work Plan Activity 34 (Annex 1 of Resolution 7.2), the next ASCOBANS Outreach and Education Award is due to be awarded on the occasion of the 8th Meeting of the Parties in 2016.
2. Previous winners of this non-monetary award are:
 - 2005: Hel Marine Station, Poland
 - 2007: Petra Deimer and Hans-Juergen Schuette, Society for the Protection of Marine Mammals (GSM)
 - 2009: Peter Evans, Sea Watch Foundation
 - 2012: Mats Amundin, Sweden
3. As outlined in the Terms of Reference (see Annex), a jury should be formed to examine nominations for the 2016 award and come to a decision. It will work on an intersessional basis and will consist of:
 - the Advisory Committee Chair (or his/her nominee)
 - the Executive Secretary (or his/her nominee)
 - an NGO with educational experience
 - those Party delegates that wish to take part
4. Parties and Observers are requested volunteer to act on the jury, in accordance Paragraph 3 above.
5. Parties, NGOs or others are free to make nominations for the award, which should be supported by information on the nominee's relevant activities. The Advisory Committee and its Observers are warmly invited to consider making nominations, which will need to reach the Secretariat by 31 December 2015. .

Annex

Terms of Reference for the ASCOBANS Outreach and Education Award

A. 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 cetaceans 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 outreach 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.

B. 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

C. 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. Nominations should reach the Secretariat no later than 31 December of the calendar year preceding the Meeting of the Parties, at which the presentation of the award will take place.

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

D. Jury

A jury¹ consisting of -

- i. The Advisory Committee Chair (or his/her nominee)
- ii. The Executive Secretary (or his/her nominee)
- 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.

The jury may decide not to present the award if it feels that no suitable candidates have been nominated.

E. 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 a MOP.

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