

Agenda Item 10

Publicity and Outreach

Reports by the Secretariat, Parties and  
Partners

Document 10.1

**Report of the Secretariat on  
Outreach and Education Activities**

**Action Requested**

- Take note
- Comment
- Parties and other stakeholders are invited to coordinate the 2018 Christmas Card competition

Submitted by

Secretariat



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

## **Secretariat's Note**

The Rules of Procedure adopted at the ASCOBANS 8<sup>th</sup> Meeting of Parties remain in force until and unless an amendment is called for and adopted.

## Report of the Secretariat on Outreach and Education Activities

1. The Secretariat has implemented various publicity and outreach activities since the 23<sup>rd</sup> Meeting of the Advisory Committee in September 2017 (see [AC23/Doc.7.1](#)), in line with [Resolution 5.8 on Educational and Promotional Activities](#) from 2006 and [Resolution 8.2](#) detailing the Work Plan for the period 2017-2020 from 2016. This report is in response to Work Plan Activity 46, which requests the Secretariat to report on outreach and communication issues at each meeting of the Advisory Committee.
2. The majority of outreach and education related activities are only possible thanks to voluntary contributions by Parties. In the reporting period, Germany provided funds for outreach-related activities, which are gratefully acknowledged.

### Public Events

3. Since December 2017 the exhibition “The last 300 – what do harbour porpoises mean to you?” is currently on display at the [Nordsee Akademie](#) (Leck, Germany). The plight of harbour porpoises in the Baltic proper is the focus of the exhibition. The art and design works on display were originally submitted for the 2013 creativity competition “The Last 300” ([www.schweinswal.eu](http://www.schweinswal.eu)) run by NGOs Whale and Dolphin Conservation (WDC), NABU and OceanCare in partnership with ASCOBANS. Since the competition the pictures, sculptures, video and sound installations from 2013 have been exhibited publicly in various locations. Prior to Leck, the exhibition was at the [Arche Wattenmeer](#) (Sylt, Germany) and at the German Oceanographic Museum (Stralsund, Germany).
4. The exhibition was opened on 1 December 2017 with opening addresses by Andreas Deidert (Maire, Leck), Ariane Huml (Nordsee Akademie), Fabian Ritter (WDC) and Aline Kühl-Stenzel (Secretariat).
5. On 14 October 2017 the CMS Family joined the other UN agencies on the occasion of the UN Day celebrations on the market square in the centre of Bonn. This year’s theme was “United for the climate – taking action and negotiating in Bonn”, building up momentum for UNFCCC COP23 in November 2017 in Bonn.
6. There is a new event taking place in Lower Saxony, Germany, worth noting for the ASCOBANS community: the [Harbour Porpoise Days](#) in Wilhelmshaven, which were held for the second time from 5-8 April 2018. The event is being held at the time when the harbour porpoises come into the Jade Bay in the North Sea each spring, following the herring. Activities include whale watching tours, an exhibition, special presentations and films, as well as childrens’ activities.

### Meetings and scientific conferences

7. The ASCOBANS Secretariat participated in a number of meetings focussing on marine mammal conservation, including the Annual Meeting of the European Cetacean Society (6-10 April 2018, La Spezia, Italy) where the Secretariat organized several meetings in the side-lines and presented on the strandings networks in the agreement area at the “Joint ACCOBAMS/ASCOBANS/RAC-SPA workshop on marine debris and cetacean stranding”. Other meetings included the 28<sup>th</sup> Symposium on the Marine Environment of the German Federal Maritime and Hydrographic Agency (11-13 June 2018, Hamburg, Germany).
8. On 2 May 2018 Aline Kühl-Stenzel (Secretariat) discussed the mitigation of harbour porpoise with Robert Harbeck (Environmental Minister, Schleswig-Holstein, Germany), following on from discussions at the 14<sup>th</sup> Meeting of the Jastarnia Group in March 2018

and a formal letter of the Chair to German authorities regarding the application of Porpoise Alerting Devices (PALs) on the Baltic coast of Schleswig-Holstein since April 2017. A further meeting is foreseen for autumn 2018 with the incoming minister Jan-Philipp Albrecht and relevant stakeholders involved.

### ASCOBANS 25<sup>th</sup> Anniversary in 2017

9. Following AC23 in September 2017 the Secretariat continued its activities (see [AC23/Doc.7.1](#)), related to the 25<sup>th</sup> anniversary of the agreement, recalling that on 17 March ASCOBANS had first been available for signature at the United Nations Headquarters in New York, where it remained open for signature until its entry into force on 29 March 1994.
10. The Secretariat continued the series of special anniversary articles, including the “People behind ASCOBANS” series. Key people that made a notable contribution to ASCOBANS and its evolution were invited to submit personal accounts of their particular role in the process, including visions for the future. The following provided us with their profile:

- [Katarzyna Kamińska](#)
- [Christina Lockyer](#)
- [Penina Blankett](#)
- [Monika Lesz](#)
- [Karl-Hermann Kock](#)
- [Julia Carlström](#)
- [Mark Tasker](#)
- [Boris Culik](#)
- [Kai Mattsson](#)
- [Stefan Bräger](#)
- [Fabian Ritter](#)
- [Mark Peter Simmonds](#)
- [Maj F. Munk](#)
- [Ralf P. Sonntag](#)
- [Mats Amundin](#)
- [Heidi Frisch-Nwakanma](#)
- [Ida Carlén](#)
- [Rüdiger Stempel](#)

### The International Day of the Baltic Harbour Porpoise (IDBHP)

11. The 16<sup>th</sup> celebration of the IDBHP was held on and around 20 May in 2018. The Secretariat monitored and shared events taking place throughout the Baltic region on the day and during the following week (see list of events below). Following on from the anniversary campaign in 2017 the Secretariat re-issued an updated version of the [“Hello, little whale”](#) video by Laura Stattkus in all the languages of the Baltic Sea, as well as English.

12. As every year, the Secretariat invited potentially interested institutions around the Baltic Sea to participate and made information and display materials available to support the events. Like every year organizers were invited to register their events for the IDBHP and to send reports and pictures.
13. To our knowledge the following events took place throughout the Baltic region:
- **Europa-University Flensburg, Germany, 26.05.2018 (NABU Schleswig-Holstein, Europa-University Flensburg)**: a public event with lectures, interactive kids sessions and games with a programme in German and Danish to inform the public about the situation of the harbour porpoise in the Baltic proper, its habitat, conservation status and the many threats facing the species.
  - **German Oceanographic Museum, Stralsund, Germany, 20.6.2018**: the museum hosted presentations by cetacean researchers from the region. The public was invited to join and learn more about the current conservation status, the threats and the conservation efforts of the Baltic Harbour Porpoise. Younger guests could partake in interactive games.
  - **National Park Centre Königsstuhl, Sassnitz, Germany, 20.5.2018**: the protected area informed visitors of their park about the Baltic harbour porpoise and its dramatic decline, as well as what individual people can do at home to relieve this population from certain threats.
  - **Tampereen Särkänniemi Oy Aquarium, Tampere, Finland, 20.05.2018**: the aquarium ran an extensive social media campaign about the harbour porpoise of the Baltic proper and hosted a public event with installations, presentations and aquarium tours. Information about the SAMBAH project and ASCOBANS was shared in the context of informing the public about the conservation status of the Baltic harbour porpoise.
  - **House of Science, Helsinki, Finland, 21.05.2018 (Finnish Association for Nature Conservation)**: the Association invited the public to attend a series of evening presentations by three scientists, entitled “From harbour porpoise to coral reefs – marine conservation NOW”, to highlight the importance of nature conservation, with a focus on the Harbour porpoise in the Baltic proper.
  - **Forside Middelfart Museum, Middelfart, Denmark, 15.05.2018**: the museum in the historic town of Middelfart where harbour porpoises were still hunted in the early 20<sup>th</sup> Century invited the public to join them for a boat tour to watch the harbour porpoise in its natural habitat. Furthermore, several land-based events took place, including a dissection of a stranded harbour porpoise, to inform the public about the species’ critical situation in the Baltic proper.
  - **The National Nature Museum, Stockholm, Sweden, 20.05.2018**: the museum raised awareness on the harbour porpoise’s situation in the Baltic proper online on their webpage and via social media.
  - HELCOM uploaded an [informative webpage](#) with facts and figures around the harbour porpoise in the Baltic, including information about its dramatic population decline, the many threats it faces and HELCOM’s current conservation efforts.

### Electronic Media

14. The Secretariat continued to improve the webpage, regularly uploading new content, adjusting the format depending on content needs and sharing news. The joint CMS Family webpage makes it possible to issue the same news items across several pages, so on a number of occasions CMS news relevant for small cetaceans in the agreement area were also issued on the ASCOBANS page.
15. During the reporting period more than 50 articles on outreach activities and meetings were uploaded on the ASCOBANS Facebook page (<https://www.facebook.com/ascobans>). The

Secretariat shares policy updates from relevant meetings, as well as general news stories of relevance to small cetaceans in the agreement area.

16. ASCOBANS continues to be featured on **Wikipedia** in five languages: [English](#), [French](#), [German](#), [Russian](#) and [Spanish](#). Some updates are required and will be undertaken as staff capacity allows. Other language versions may follow as the opportunity arises, primarily with the help of interns.
17. **Christmas Card:** Mark Simmonds (HSI) produced the 2017 ASCOBANS Christmas Card, following his kind offer made during AC23. The Christmas Card features a Common Dolphin given that a new Action Plan for this species is currently in development. In 2018 a Christmas Card competition is foreseen, building up on past campaigns. These campaigns are being organized by Parties.

### **Publications and Information Material**

18. As in the past, and in line with Parties' instructions through the Work Plan, the Secretariat has continued to distribute information material, which is being used throughout the Agreement Area during ASCOBANS events and those by other institutions.
19. **Cotton Bags:** Always a popular item at meetings and public events, and one which helps reduce the threat of marine debris while raising awareness of the Agreement and its aims, the Secretariat regularly distributes cotton bags. Available bags feature the Agreement's logo, the ASCOBANS Kids website and mascot.
20. **ASCOBANS Pens and Pencils:** These popular pens and pencils were last produced in 2015 and are available for outreach and other events.
21. **ASCOBANS Leaflets:** The Secretariat reprints leaflets as needed and as resources allow. Currently the German, Polish and Lithuanian versions are being reprinted. All 15 language versions are also available as [PDFs for download](#) and can be reproduced by other organizations, as required. For selected priority projects the Secretariat is able to post limited amounts of leaflets and other outreach material.
22. **All About Dolphins:** This brochure, which had been produced for the Year of the Dolphin campaign in 2007/2008 and is designed for children, continues to be available as [PDFs for download](#) on the ASCOBANS website in nine languages.
23. **Postcards:** The Secretariat continues to maintain stocks of the four species postcards (harbour porpoise, common dolphin, striped dolphin and orca) and the IDBHP postcard.
24. **Marine Debris Leaflets:** In 2014, CMS and ASCOBANS co-produced a leaflet entitled "Oceans Full of Plastic: Marine Debris – A global problem". The leaflet is aimed at the general public, including children, and contains helpful tips on how everyone can be part of the solution. 10,000 English-language copies were produced. Thanks to a donation by the Norwegian government to CMS, French, German and Spanish language versions have been produced. This leaflet is also available as [PDF for download](#).
25. **Other Material:** For the 2016 MoP and subsequent meetings 250 mousepads with the ASCOBANS logo and a Harbour Porpoise were produced. This and all other outreach materials continue being distributed, as appropriate, during outreach events.
26. **Anniversary Volume:** The current Chair of the Bycatch and North Sea Working Groups, Peter Evans, who has worked on ASCOBANS matters for many years, is negotiating the publication of "Conservation of European Whales, Dolphins and Porpoises: Twenty-five years of the regional agreement ASCOBANS" (title to be reviewed) with a potential publisher. This book was commissioned for ASCOBANS and is meant to be sold through high street bookshops and aims to be the most authoritative review of northern European cetaceans and the threats they face, whilst also giving insights into how an international

Agreement is created, functions and can meet obstacles to progress. The book will be available for the 25<sup>th</sup> anniversary of ASCOBANS coming into force (2019).

27. **ASCOBANS Exhibition and Threat banners:** The Whale Workshop ([www.whaleworkshop.org](http://www.whaleworkshop.org)) continues presenting inflatable, life-sized models of cetaceans and other marine life in the Agreement Area in all its shows.