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SECOND MEETING OF THE STANDING COMMITTEE *2 - 3 November 2004, Bonn, Germany*

CELEBRATION OF THE 10TH ANNIVERSARY OF AEWa

INTRODUCTION

On the 16th June 2005 AEWa, it will be 10 years since it was concluded. Several events are planned to celebrate the anniversary that could be divided into five main groups:

- Announcement and promotion of a new AEWa logo
- Promotion of the new AEWa web site
- Declaration and celebration of a Day of the Migratory Waterbirds (DMW)
- Other events and publications
- AEWa Waterbird Conservation Award

The following document briefly presents the minimum set of activities which are to be implemented, as well as publications. They have not been developed further so far due to the lack of capacity within the Secretariat. The Secretariat would need additional staff in order to perform at high standard and carry out prominent outreach work for the 10th anniversary. It is anticipated to have a JPO Information in the Secretariat who will be in charge of developing the outreach programme in detail and coordinating the preparations for the 10th anniversary events. If we fail to have the JPO in time, the Secretariat will make an attempt to cover the minimum set of activities and publications (funding permitting).

ACTION REQUESTED FROM THE STANDING COMMITTEE

The standing Committee is requested to review the proposals and approve:

- Design of the new AEWa logo. To decide whether to bring the chosen design for final adoption at MOP3.
- Time-slot and date for a Day of the Migratory Waterbirds and to give mandate to the Secretariat to negotiate joint work with prospective partners (e.g. BirdLife International).
- Minimum set of activities and publications for the 10th anniversary.
- Setting up a triennial AEWa Waterbird Conservation Award.

ANNOUNCEMENT AND PROMOTION OF A NEW AEWA LOGO

The current AEWA logo has been in use since 1999. However, it is found to be difficult to be reproduced on printed papers and is far out of line with the contemporary simple graphic logo designs. The Secretariat developed three proposals for a new logo, which are attached herein. The Standing Committee is invited to review the proposed designs and approve one of them as the new Agreement's logo. Ideally, the new logo will be announced and promoted during the 10th anniversary outreach programme, which is suggested to be launched in the first quarter of 2005. However, the Standing Committee ought to decide whether the new logo should be used before the formal approval of the MOP in late 2005.

PROMOTION OF THE NEW AEWA WEB SITE

The Secretariat contracted a web master, who revamped the current web site in the last two months. Along with this, some new features were developed and introduced in the web site to make it user-friendlier and more attractive. The new layout will be launched and the web site will be promoted in the framework of the 10th anniversary outreach programme.

DECLARATION AND CELEBRATION OF A DAY OF THE MIGRATORY WATERBIRDS (DMW)

Promotion of Intergovernmental treaties and their goals and objectives proved to be very successful through the annual celebration of a specially declared day. For example, The Ramsar Convention has declared the date of the signing of the Convention (2nd February) as World Wetlands Day (WWD). WWD has become very popular over the years, and nowadays, it is one of the most popular events within the environmental community, where many organizations make significant contributions, notably NGOs, but also governmental institutions.

Similarly to the WWD, on the occasion of its 10th anniversary, AEWA would like to declare a Day of the Migratory Waterbirds (DMW) to be celebrated annually. Ideally, it would be the date of the signing of the Agreement, but unfortunately, the 16th June is not within a migration period at all. The options are to place it either in spring or in autumn. Since BirdLife International celebrates World Birdwatch in autumn (beginning of October), it will not be appropriate to have two similar events within a couple of months. Therefore, the Secretariat proposes to place the DMW in spring, which has not been occupied by any events like this yet.

Further, we propose not to fix an exact date, but to be flexible and celebrate the DMW in the second weekend of April each year. This is good timing, since the first migrants have reached the northern breeding grounds in mid-April, while the late ones are still in their wintering areas. For example the DMW in 2005 will be on 10/11 April, in 2006 on 8/9 April, in 2007 on 7/8 April, in 2008 on 12/13 April, in 2009 on 11/12 April, in 2010 on 10/11 April, etc.

In order to promote the DMW widely already in the first year (and to give the 10th anniversary celebrations a greater impact), the Secretariat would like to negotiate with BirdLife International to use their network within the Agreement area (CPs and non-CPs). So far, we have not had the opportunity to do so, but if the Standing Committee agrees on the proposals, the Secretariat will approach BirdLife International in due time.

OTHER EVENTS AND PUBLICATIONS

- Sending out a brief monthly e-bulletin with news and stories from ten years of AEWA experience and history. The text is to be understandable to general public and the focal points in both CPs and non-CPs to be encouraged are to be translated and provided to national media.
- Print a booklet (in English, French and Russian) with articles from different contributors, summarising the development and achievements of the AEWA in the first 10 years. See as an example the attached herein the CMS 25th anniversary booklet. The booklet will be disseminated in both CPs and non-CPs.
- Print a poster on the occasion of the 10th anniversary (in English, French and Russian) and disseminate within CPs and non-CPs.

This is the minimum set of activities the Secretariat will make an attempt to provide funding for and implement.

SETTING UP A TRIENNIAL AEWA WATERBIRD CONSERVATION AWARD

Behind the successes of the Agreement there are people, organisations and governments that have been working hard and long to deliver tangible results. They deserve to be recognised and honoured in one or another way. Similarly to some awards of other IGOs, AEWA could set up a triennial award to be given to prominent contributors at each MOP.

The following criteria and procedures could be applied for granting the award:

Selection criteria

One AEWA Award shall be awarded for each of the following categories:

- a) The "**AEWA Institutional Award**" rewarding actions of governments, organisations, enterprises, etc. - including legislation, strategies, plans, programmes, projects, investments, and campaigns - that have significantly contributed, or have a clear potential to contribute, to the conservation of (i) species, (ii) their habitats, (iii) management of human activities, (iv) research and monitoring, and (v) education and information.

- b) The "**AEWA Individual Award**" rewarding actions of individual people that have significantly contributed, or have a clear potential to contribute, to the conservation of (i) species, (ii) their habitats, (iii) management of human activities, (iv) research and monitoring, and (v) education and information.

Eligibility

Institutions and citizens of all nations are invited to nominate individuals or institutions - governmental and non-governmental, including community groups - or private sector enterprises, of any nation in the Agreement area for the respective award category.

Nominations Procedure

Nominations should be submitted to the AEWA Secretariat in English, using a standard AEWA Award form, accompanied by the necessary supporting documentation.

Each award round should have a deadline well in advance before the last Standing Committee meeting before MOP. This date shall be final.

Selection Procedure

The AEWA Secretariat shall process the nominations received and submit them for the consideration of the Standing Committee. The Standing Committee shall select the laureates. Its decision shall be final.

Announcement and Presentation of the Award

The announcement of the laureates on each occasion shall be made through a press release as soon as all of them have confirmed their acceptance of the award.

The AEWA Award will be presented at the opening ceremony of the MOP, and every effort will be made to ensure the presence of all laureates.

Possible cash rewards

Opportunities should be sought to complement each award with a cheque of US \$ 5,000.