

<b>Convention: BC/RC/SC</b>		<b>Joint communication, outreach and public awareness – Outreach for BRS and Branded visual identity at 2015 COPs</b>
<b>LEGAL BASIS/MANDATE:</b>		
<ul style="list-style-type: none"> <li>• POW activity 27 (Synergy 12/13)</li> <li>• Decision BC-11/26 on Financing and budget for the biennium 2014–2015</li> <li>• Decision RC-6/16 on Financing and budget for the biennium 2014-2015</li> <li>• Decision SC-6/30 on Financing and budget for the biennium 2014-2015</li> <li>• Further development of the Basel Waste Solutions Circle (UNEP/CHW.11/INF/15)</li> </ul>		
<b>PURPOSE AND APPROACH:</b>		
This activity aims to prepare a joint communication, public awareness and outreach activities to inform parties, media and other stakeholders of major developments and achievements of the Basel, Rotterdam and Stockholm conventions, thereby increasing public and political support for their implementation.		
<b>PROPOSED ACTIVITIES TO BE FUNDED:</b>		
<ol style="list-style-type: none"> <li>1. Funding for design and development of electronic outreach materials (consultants USD 21,000)</li> <li>2. Art contest “45 days for safe chemicals and waste”, the contest would be launched in latter 2013, to commemorate the 25th anniversary of the adoption of the Basel Convention and 10th anniversaries of the entry into force of the Rotterdam and Stockholm conventions and culminate in production a calendar for distribution at the yearend (printing of calendars USD 3,000)</li> <li>3. Funding for design of new brand for the convention, design of branded identity at 2015 Conferences of the Parties (COPs) including campaigns and logos (consultants USD 16,000)</li> <li>4. Organization of the Admissions and Awards Committee of the Basel Waste Solutions Circle and awards ceremony at Basel COP-12 in 2015 (consultants USD 40,000)</li> <li>5. Media services including production of Public Service Announcements to advertise the Circle Expenses include: procurement of the awards (trophy), production of Public Service Announcement(s). Hospitality at Awards event.</li> <li>6. Professional media marketing services would be sought <i>pro bono</i></li> </ol>		
<b>RESULTS TO BE ACHIEVED:</b>		
<ul style="list-style-type: none"> <li>• Increased media and public visibility and support for the Basel, Rotterdam and Stockholm Conventions</li> <li>• To commemorate the 25th anniversary of the adoption of the Basel Convention and 10th anniversaries of the entry into force of the Rotterdam and Stockholm conventions</li> <li>• Strengthened implementation of the Convention at all levels</li> <li>• Increased visibility and participation in the Basel Waste Solutions Circle and in Children’s Global Art Contest</li> <li>• Basel Waste Solutions Circle awards ceremony at Basel COP-12 in 2015</li> <li>• Selection of global children’s art contest winners; production of art calendar for distribution to stakeholders</li> </ul>		
<b>VOLUNTARY BUDGET [USD] FOR 2014-2015</b>		
<b>10</b>	<b>PROJECT PERSONNEL COMPONENT</b>	
1200	Consultants (design and development of outreach materials)	24,000
1200	Consultants for outreach for Basel Waste Solution circle and other convention initiative (design and development)	40,000
1200	Consultants (design and development of branded visual identity at 2015 COPs)	16,000
<b>DIRECT PROJECT COST OPERATIONAL BUDGET</b>		<b>80,000</b>
<b>Programme Support Costs (PSC) 13%</b>		<b>10,400</b>
<b>TOTAL OPERATIONAL BUDGET</b>		<b>90,400</b>