

Convention: BC/RC/SC		Joint communication, outreach and public awareness – Goodwill ambassadorship programme
LEGAL BASIS/MANDATE:		
<ul style="list-style-type: none"> • POW activity 27 (Synergy 12/13) • Decision BC-11/26 on Financing and budget for the biennium 2014–2015 • Decision RC-6/16 on Financing and budget for the biennium 2014-2015 • Decision SC-6/30 on Financing and budget for the biennium 2014-2015 		
PURPOSE AND APPROACH:		
<p>The United Nations has a tradition of enlisting the volunteer services and support of prominent individuals from the worlds of art, sport, literature and entertainment to highlight priority issues and to draw attention to its activities. A number of Secretariat units and separately funded and administered Funds and Programmes of the United Nations have designated such individuals as Goodwill Ambassadors. Our experience has proven that celebrities can contribute to United Nations efforts to raise awareness of the aims, objectives and priorities of the Organization, to convey messages about its activities and to extend its public outreach. Due care must therefore be exercised in making such designations and in managing the resulting relationships.</p> <p>A Basel, Rotterdam and Stockholm conventions goodwill ambassador would lead on priority issues identified in the conventions revised joint communication plan and promote participation in the conventions outreach programmes (e.g. Basel Waste Solutions Circle, Safe Planet Campaign) and the 2014 triple anniversaries (Basel Convention 25th anniversary of adoption; Rotterdam and Stockholm conventions 10th anniversaries of entry into force).</p> <p>Formal designation of the goodwill ambassadorship would be made through the agreement of the UNEP Executive Director Achim Steiner, with the concurrence of Mr. Jim Willis, Executive Secretary of the Basel, Rotterdam and Stockholm Conventions on World Environment Day (5 June).</p>		
PROPOSED ACTIVITIES TO BE FUNDED:		
<ol style="list-style-type: none"> 1. Organization of a press event to announce the designation of a UNEP Goodwill Ambassador to serve as goodwill ambassador to the chemicals and waste cluster MEAs (travel and per diem for 3 COPs presidents and 2 ambassadors for 3-days (USD 17,000) and staff travel USD 5,000) 2. Media services including production of Public Service Announcements (PSAs) on chemicals and waste-related themes; hospitality (consultant to design and development materials; printing of children's art calendars (USD 21,000) 3. Professional media marketing services would be sought <i>pro bono</i> 		
RESULTS TO BE ACHIEVED:		
<ul style="list-style-type: none"> • Designation of UNEP Goodwill Ambassadorship for Chemicals and Wastes Cluster • Increased media and public visibility and support for the Basel, Rotterdam and Stockholm Conventions • Support to the entry into force of the Ban Amendment • Increased visibility and participation in the Basel Waste Solutions Circle and Safe Planet Campaign 		
VOLUNTARY BUDGET [USD] FOR 2014-2015		
10	PROJECT PERSONNEL COMPONENT	
1200	<i>Consultants (design and development of electronic publicity materials, video public service announcements)</i>	21,000
1600	<i>Staff travel</i>	5,000
33	TRAINING COMPONENT	
3300	<i>Travel of COPs presidents and Goodwill ambassadors</i>	17,000
DIRECT PROJECT COST OPERATIONAL BUDGET		43,000
Programme Support Costs (PSC) 13%		5,590
TOTAL OPERATIONAL BUDGET		48,590