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DRAFT COMMUNICATION PLAN FOR THE BELGRADE CONFERENCE

Prepared by the secretariat in consultation with the Chairperson

I. BACKGROUND

1. The “Environment for Europe” (EfE) process is a political framework for cooperation in environmental protection in Europe. It builds upon a unique partnership among the UNECE member States, the UN organizations represented in the region, other intergovernmental organizations, regional environment centres, non-governmental organizations, and other major groups. The Ministerial Conference “Environment for Europe” is convened every three to four years. The sixth Conference will take place from 10 to 12 October 2007 in Belgrade.

2. The WGSO has attached great importance to the development and implementation of a communication plan to raise awareness of the issues addressed by the Conference and to enhance its visibility. At its second meeting, the WGSO decided that such a plan should be developed for the Belgrade Conference, taking into consideration such elements as objectives, activities, target groups, tools and financial implications.

3. On the basis of inputs from the member States as well as the EfE partners and in consultation with the host country, the secretariat has prepared a draft communication plan for consideration and discussion at the third meeting of the WGSO in October 2006.

II. OBJECTIVES

4. The EfE process fosters understanding and support of environmental progress, while promoting access to information and public involvement in environmental issues in the region. As a milestone event in this process, the Belgrade Conference provides an important platform for stakeholders to understand better the achievements, impacts and challenges of the process. Against this backdrop, this communication plan aims to raise public awareness and to enhance the visibility of the Belgrade Conference through the implementation of concrete communication activities.
5. The plan has two objectives:
 - (a) Firstly, the communication activities are expected to deepen understanding of the issues to be addressed at the Belgrade Conference. Efforts will be made to draw the attention of the public and other stakeholders to the importance of these issues, including their assessment, possible impacts and challenges to environmental protection and sustainable development in the UNECE region. The media has a key role to play in this process. Therefore, activities to promote interest and involvement of journalists might be a priority issue.
 - (b) Secondly, the communication activities are expected to contribute to raising the visibility of the EfE process by highlighting its main commitments and successes.
6. Since the Belgrade Conference is part of the EfE process, these two objectives are interlinked and mutually reinforcing. This plan focuses on possible concrete communication activities for the Conference itself. A long-term communication strategy for the EfE process might be elaborated once decisions have been made at the Conference on the future of the process.

III. KEY MESSAGES

7. At the first meeting of the WGSO strong support was expressed for a focus on implementation: the Belgrade Conference should be “a conference of delivery”. The key messages could be based on the draft outline of the Belgrade agenda as agreed at its second meeting (ECE/CEP/AC.11/2006/2, annex 1) with the three themes: (1) evaluation of progress in the implementation of the agreed commitments; (2) capacity building and partnerships to support implementation; and (3) setting the way forward for the EfE process towards a sustainable future. The key messages might be oriented towards, inter alia, the state of the environment in different UNECE subregions, priority issues addressed at the Conference, means to achieve progress, and the contribution of the EfE process to the development of the region and subregions. The WGSO is invited to discuss and make decisions on the key messages.

IV. DRAFT LIST OF COMMUNICATION ACTIVITIES

8. The table presents a draft list of activities together with goals, target groups, partners responsible for implementation, tools, timeline and financial implications. The WGSO is invited to comment on this draft, which will be further revised in view of the outcome of the discussion.

Draft list of communication activities for the Belgrade Conference

Responsible partner	Activity	Target group	Goal	Tool	Time frame/ Deadline	Estimated resource requirements (US\$)		
						Total cost	Resources available (source)	Balance required
<i>In the preparatory process</i>								
UNECE in cooperation with EfE partners	Production of an information kit (with a focus on the substance of the Conference)	Media	To give journalists better knowledge of substantive issues to be covered by the Conference	Information kit (approximately 10 leaflets depending on the agenda)	September 2007	3,300 ¹	3,300 (UNECE)	0
UNECE	Production of a leaflet that gives an overall picture of the Conference	General public and all stakeholders	To disseminate general information about the Conference and the EfE process	Leaflet	April/May 2007	1,800 ¹	1,800 (UNECE)	0
UNECE	Production of a poster	All participants	To enhance the overall image of the Conference	Poster	September 2007	330 ¹	330 (UNECE)	0
UNECE	Production of postcards	All participants	To enhance the overall image of the Conference	2-3 styles of postcard	September 2007	680 ¹	680 (UNECE)	0
UNECE	Production of information materials for children ²	Children	To improve their understanding of environment and sustainable development	A colouring book and a game CD	September 2007	1,600	1,600 (UNECE)	0
UNECE in consultation with EfE partners	Production of electronic newsletters	All stakeholders	To inform the preparatory activities and enhance synergies among all partners	3 electronic newsletters	February 2007; May 2007; August / September 2007	1,200	1,200 (UNECE)	0
Host country in consultation with UNECE	Operation of the website for the Belgrade Conference	All stakeholders	To serve as an important source of information for the Conference	Website in English, French and Russian	Website to be established in October 2006 and to be updated continually	10,000	10,000 (host country)	0

¹ Printing costs only.

² Delegates are expected to take this kit home for children. The kit could also be distributed after the Conference.

Responsible partner	Activity	Target group	Goal	Tool	Time frame/ Deadline	Estimated resource requirements (US\$)		
						Total cost	Resources available (source)	Balance required
Host country in consultation with UNECE	Production of a video clip on the Conference	General public	To enhance the overall image of the Conference	Video clip	August 2007	To be informed by the host country	To be informed by the host country	To be informed by the host country
UNECE	Issue of press release	Journalists, other stakeholders	To announce the convening of the Conference and highlight the key issues	Press release	September 2007	-	(UNECE)	0
<i>At the Belgrade Conference</i>								
UNECE	Training of 24 journalists from EECCA countries (2 per country)	Journalists	To raise the awareness of journalists from EECCA countries and enable them to report from the Conference	Half-day workshop in Belgrade Attendance and reporting at the Conference	9-12 October 2007	57,400	0	57,400
UNECE, host country	Issue of daily press releases	Journalists, participants	To highlight the key issues and outcomes of the Conference	Press release	During the Conference	-	(UNECE, host country)	0
Host country, UNECE	Conducting of daily press briefings	Journalists	To highlight the key issues and outcomes of the Conference and to enhance the interactions with the media	Press briefings	During the Conference	Space and organization to be provided by host country	(host country)	0
Host country, UNECE	Conducting of press conference at the end of the Conference ³	Journalists	To highlight the outcomes of the Conference	Press conference	12 October 2007	Space and organization to be provided by host country	(host country)	0
Host country and EfE partners	Exhibitions	All participants	To showcase the work of EfE partners	Exhibition stands	At the Conference	Host country to provide space; EfE partners responsible for their own stands	(host country)	0

³ For exhibition arrangement and procedure, please refer to the document on organizational issues for the Belgrade Conference adopted by the WGSO at its second meeting (ECE/CEP/AC.11/2006/5, paragraph 26).