

## **Proposal for the celebration of the 40<sup>th</sup> anniversary of the Air Convention in 2019**

### **I. Background**

Following discussions at its 38th session, the Executive Body agreed to mark the anniversary with the following events during its thirty-ninth session (Geneva, 9–13 December 2019) or on the margins of the third meeting of the Conference of the Parties of the Minamata Convention on Mercury (Geneva, 25–29 November 2019), subject to available resources and considering time restrictions:

- (i) a global event on clean air;
- (ii) a ceremonial side-event with awards;
- (iii) a simulation exercise for emerging leaders in the field of air quality;
- (iv) a segment involving high-level representatives.

In addition, the Executive Body also agreed to develop communications and promotional materials to raise awareness about air pollution and the Convention, in celebration of its fortieth anniversary, subject to available resources:

- (i) an anniversary publication or brochure, similar to the publication that was developed for the twenty-fifth anniversary of the Convention;
- (ii) a video.

The Executive Body requested the Executive Body Bureau with external assistance and the secretariat to further elaborate the proposal and present it at the fifty-seventh session of the Working Group on Strategies and Review. The proposal, as further elaborated, is presented below.

### **II. Proposal for the organization of the events**

It is proposed to organize the events as per the Executive Body's decision above, within the framework of the 39<sup>th</sup> session of the Executive Body according to the following time table:

Mon, 9 Dec	<b>Simulation exercise for emerging leaders (pm); (parallel to EB plenary session)</b>
Tue, 10 Dec	(Regular) EB session continued
Wed, 11 Dec	<b>Special session to mark the 40<sup>th</sup> anniversary of the Convention, including a global event, and a segment involving high-level representatives; evening: reception and ceremony</b>
Thu, 12 Dec	<b>Special session closing; (Regular) EB session continued</b>
Fri, 13 Dec	(Regular) EB session continued

Monday, 9 December:

#### *Simulation exercise for emerging leaders in the air community*

Similar to the negotiation simulation held at the Saltsjöbaden VI workshop, another simulation will be organized to attract emerging leaders in the air community. The simulation is open to early career environmental researchers, students and diplomats who will have the opportunity to participate in an international air quality negotiation simulation. The purpose is to learn about the differences in perspectives from various countries and ministries, the nature of international negotiations and to come up with creative solutions that can bridge the contrasting stakes of the participants. Participants will learn about the nature of the negotiations both in terms of substance and the psychological aspect of the

process. It is suggested to organize this in parallel to the plenary session on Monday afternoon. Participants could report back to EB plenary on Monday afternoon/ Tuesday morning and/ or in the context of the anniversary event.

*Requirements:* 2 room bookings; call for expression of interest (October 2019); preparation of participants (assignment of roles etc.); 200 USD for materials (flip-charts, notepads)

Wednesday, 11 December and Thursday, 12 December:

*Special session to mark the 40<sup>th</sup> anniversary including a global event and a segment involving high-level representatives,*

The celebration of the 40<sup>th</sup> anniversary will be combined with a global event on clean air, in order to raise awareness of the achievements of the Convention, and the tools and benefits it has to offer beyond the UNECE region. An anniversary panel will highlight the achievements of the Convention. A segment involving high-level representatives will focus on EECCA countries. Governments and other stakeholders outside the UNECE region will be invited to share their views on future cooperation with the Convention and next steps for the global forum which will be launched.

There are two options for the timing (*see annexed draft proposal for agenda*)

*Requirements:* 55,000 USD for travel support, 1000 USD for coffee

*Reception and ceremony*

A reception will be organized at lunch time on Wednesday, 11 December. The anniversary video, the sand art video and the brochure (see below for outlines) will be shown, and a speech could be given to honour key achievements under the Convention.

*Requirements:* 5,000 USD

*Possible side-events*

In addition to the events above, the lunch breaks during the week could also be used for a one-hour long side-event in the plenary room, in case one or several Parties would be interested to propose and organize such an event. These side-events could be forward-looking and discuss innovative ideas to develop the Convention further. The organizers should think about possibly providing lunches to participants.

*Requirements:* Possibly 5,000 USD for lunches (to be provided by the organizer(s))

### **III. Proposal for the development of the promotional materials**

#### **1. Anniversary video**

*Suggested format:*

Footage and collage of pictures/animations/infographics with voice over, interspersed with some original voices from people who were involved in the work under the Convention at a certain point in time. Some stories and anecdotes could be included. Length: ca. 5 min.

*Guidance for structure of video and voice over text:*

- 1) The air pollution problem
- 2) Acid rain and the beginning of the negotiations
- 3) Signing of the Convention
- 4) Scientific work as the backbone of the Convention
- 5) Development of the Protocols
- 6) Results
- 7) Lessons learnt, outlook and future developments

#### **2. Anniversary brochure**

*Possible title:* Protecting the air we breathe – 40 years of cooperation under the UNECE Convention on Long-range Transboundary Air Pollution

*Suggested outline:*

1. Introduction
2. Achievements
  - Emission reductions and effects
  - A common scientific understanding
3. Development of the Convention
4. Priorities, outlook and future developments
5. Timeline

The text should explain the development of the Convention and highlight the milestones. This will be complemented by a timeline with the major highlights in the 40-year work under the Convention. There will also be some boxes, explaining key concepts used under the Convention. Some photos and graphs will be added for illustration.

*Suggested layout:*

A5 landscape, around 5-10 pages of text, timeline, boxes and photos.

In addition to the above, the secretariat can provide a promotional kit (email signature/logo, roll-up poster, hashtag, website, ppt, flyer).

#### IV. Revised estimated budget

<b>Item</b>	<b>Estimated cost in US\$</b>
<b>At the Executive Body session</b>	
Simulation exercise	200
Anniversary and global event travel costs	15,000
EECCA and high-level segment travel costs	40,000
Reception	5,000
<i>Coffee breaks for global event*</i>	<i>1,000</i>
<i>Possibly: lunch for side-event*</i>	<i>5,000</i>
<b>Promotional materials</b>	
Video**	15,000
Anniversary brochure design and print**	15,000
Promotional kit and branding (email signature/logo, roll-up poster, hashtag, website, ppt, flyer)	500
<b>Staff resources</b>	
3 work months	30,000
<b>Total</b>	<b>120,700</b>
<b>13% Programme Support Cost</b>	<b>15,691</b>
<b>Grand Total</b>	<b>135,691</b>

\*optional, not included in the total

\*\* adjustment of budget in accordance with actual quotes received by companies

## Annex

### Draft programme for the 40<sup>th</sup> Anniversary special session

**Geneva, Palais des Nations, salle XII  
11-12 December 2019**

This special session is organized to celebrate the 40<sup>th</sup> anniversary, raise awareness of the achievements if the Convention and the tools and benefits it has to offer beyond the UNECE region, and to discuss cooperation on clean air. The global forum for cooperation on clean air will be launched and representatives of countries, organizations and networks from different regions will discuss next steps. A session on best practices will kick-start the mutual learning process across regions. A segment on progress in the EECCA region, with the participation of high-level representatives will showcase recent developments and policy approaches in the subregion. A special anniversary panel will be organized to celebrate the achievements of the Convention and to share visions for its future development.

The draft programme, as agreed with the EB Bureau, is the following:

<b><i>Wednesday, 11 December 2019</i></b>	
	<b>Opening</b>
<b>10.00-10.30</b>	Welcome message by the Chair of the Executive Body, Ms. Anna Engleryd  Opening remarks by: Ms. Olga Algayerova, Executive Secretary, UNECE UN Environment WHO WMO
	<b>High-level segment</b> <b>Session 1: Looking back and ahead – 40 years, progress, and visions for the future</b>
<b>10.30-13.00</b>	This session will highlight some of the milestones under the Convention and create a platform for sharing visions for the Convention's future. The results of the Air Simulation game can be presented shortly in this context. It will also be an opportunity for participants to endorse the declaration on future work of the Convention.  Anniversary message by xxx (Gro Harlem Brundtland, Valentin Sokolowsky?) Anniversary video  Panelists:  Q&A
<b>13.00-15.00</b>	<b>Lunch time ceremony and reception</b> <b>Session 2: Progress in the EECCA region</b>
<b>15.00-16.30</b>	This session will highlight concrete progress in the EECCA countries and discuss steps forward in the region. High-level representatives from EECCA and other countries are invited to present progress.

	Panellists:
<b>16.30</b>	Coffee break
<b>17.00-18.00</b>	<p><b>Session 3: Launch of the global forum and high-level discussion</b></p> <p>In this session, the global forum will be launched. Panellists will report back on how they engaged with the Convention throughout the year and how they will do so in the future. They will also discuss next steps within the forum.</p> <p>Moderated roundtable discussion on next steps within the forum</p>
	Panellists:

#### ***Thursday, 12 December 2019***

	<b>Session 4: Connecting the dots: learning best practices from each other</b>
<b>10.00-12.30</b>	<p>This session will pick up the ideas from the previous day and discuss concrete next steps for the global forum. It will also be an opportunity for participants to share best practices and learn from each other.</p> <p>Panellists:</p>
<b>12.30-13.00</b>	Concluding remarks and closing