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SPREP Circular

Circular No.: 11/01
File: AP 2/17/4
Date: 11 January 2011
To: National Focal Points:

- Australia
- France
- New Caledonia
- Palau
- Papua New Guinea
- Solomon Islands
- Vanuatu

Subject: Pacific Year of the Dugong Campaign

New Year Greetings.

You will recall that the 21st SPREP Meeting of Officials in Madang, PNG, 6-10 September 2010, endorsed the year 2011 as the Pacific Year of the Dugong and called on partners and donor agencies to provide assistance where possible to ensure a successful Pacific Year of the Dugong.

SPREP, in collaboration with UNEP/CMS-Abu Dhabi Office (the Secretariat to the CMS Dugong MoU) and officials from relevant Ministry/Department/Agency in all SPREP members that are dugong range states, has developed a Pacific Year of the Dugong Campaign Plan. This is attached. The campaign plan highlights key messages targeted at different audiences, framework of activities and other information. The logo for the campaign will be sent separately and available for use in national efforts for the campaign.

One of the main initial activities envisaged for the event was a combined regional campaign launch in one of the dugong range states within our region to be followed by the review of the regional Dugong Action Plan. Unfortunately, due to current limited funding, this will not be possible unless additional funding is secured in time.

The campaign launch date is scheduled on 1 March 2011 and SPREP now plans to conduct the regional launch from its headquarters in Apia. It is the hope however that each SPREP dugong range state will be able to organize a national campaign launch. Given the difference in days, it is suggested that national campaign launches be done on 2 March.

For the campaign launch, SPREP is developing some material including:

- A short DVD on Working together to Conserve Dugongs;
- Information poster on dugong;
- Fact Sheets on dugongs and sea-grasses;
- T-shirts carrying the logo and a key message, and
- Dugong country profile.



All campaign materials will be sent in due time to the key dugong contacts for the campaign for local use.

To assist with expenses for national campaign launches, SPREP will also provide financial assistance of up to US\$1,000 each. In addition, UNEP/CMS Office-Abu Dhabi has agreed to provide up to US\$3,000 per range state, as direct assistance, for national dugong projects to commemorate the 2011 Pacific Year of the Dugong.

For long-term activities beyond the campaign period, SPREP and the CMS Dugong MoU Secretariat have engaged a consultant to develop a proposal for specific dugong projects.

We look forward to working together with you and partners to make the 2011 Pacific Year of the Dugong campaign a very successful event.

Yours sincerely



David Sheppard
Director

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