

Table 1: Draft Clean Pacific Campaign Framework

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	ASSUMPTIONS	AUDIENCE	POTENTIAL PARTNERS
Goal:	To contribute to improvements in waste management practices and pollution prevention in the Pacific region by contributing to the implementation of the Pacific Regional Solid Waste Management Strategy 2010-2015, and the Pacific Ocean Pollution Prevention Programme (PACPOL) Strategy 2010-2014	Implementation of the regional strategies progressed	SPREP Performance Monitoring and Evaluation Report (PMER)			
Purpose:	To provide opportunities to enhance the awareness of, and support the actions for, good waste management & pollution prevention policies and practices	Level of resources made available through the campaign	Official campaign reports			
Objectives:	1. To increase awareness of the <i>Clean Pacific</i> campaign	Campaign widely publicised	Google Alerts, News Clippings		Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Individuals, Informal Sector	Media Organizations, JICA, AFD, UNEP ROAP
	2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices (<i>High Priority</i>)	Waste management practices in the Pacific improve	Baseline and end-of-campaign waste management awareness/practice survey	National surveys conducted	Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Individuals, Informal Sector	Media Organizations, AFD, Live& Learn, IUCN, CI, Pacific Maritime Schools, UNEP, Private sector
	3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management (<i>High Priority</i>)	Number of grassroots projects successfully implemented	Project reports, news reports, community feedback	Requests for grassroots support submitted	Community Leaders, Schools, Individuals, Private Sector, Media Community	Live & Learn, IUCN, CI, AusAID, NZ Aid Programme, Pacific Conference of Churches
	4. To mainstream waste management and pollution prevention into national sectoral policies	No. of endorsed national policies that include waste management and pollution considerations	Endorsed policies, government gazettes	Some national policies exclude these considerations	Political Leaders, Public Sector	University of the South Pacific, WHO, Basel Convention Secretariat, UNESCO
	5. To advance the ratification, and enhance the implementation, of relevant regional and international agreements	No. of countries that take appropriate steps	Ratification instruments, official correspondence		Political Leaders, Public Sector, Media Community	UNEP ROAP, relevant Convention Secretariats
	6. To ensure campaign effectiveness & impact through coordination and ongoing monitoring & evaluation	Campaign goal and purpose achieved	Campaign evaluation report	Funds secured for campaign evaluation	-	-