



SECRETARIAT OF THE PACIFIC REGIONAL ENVIRONMENT PROGRAMME

Twenty-Second SPREP Meeting

Apia, Samoa
13 – 15 September 2011



Agenda Item 11.2:

Clean Pacific Campaign

Purpose

1. To provide a summary of progress to date on a Clean Pacific Campaign for 2012.

Background

2. The 21st SPREP Meeting endorsed the Secretariat's proposal for a Waste Reduction and Pollution Prevention Campaign in 2012, and also encouraged members to fully participate in the planning and delivery of activities and nominate a contact point for the campaign.

Progress

3. In February 2011, the Secretariat invited each Member to nominate 2 campaign focal points. As of July 2011, only 12 PICTs (57%) responded and provided the requested nominees.
4. A draft campaign plan was prepared by the Secretariat (**Attachment 2**), in which the campaign was dubbed **Clean Pacific**. The draft plan was circulated to the nominated focal points in May for feedback and national inputs prior to wider circulation, however as of July 2011, only 4 members have provided feedback. A copy of the Campaign Framework is shown in **Table 1 (Attachment 1)**.
5. To date, SPREP has secured US\$35,000, which includes US\$20,000 from the Republic of China to support activities under the **Clean Pacific** Campaign. Based on the activities in the draft campaign plan, a further US\$167,000 is needed for full implementation.

Conclusion

6. The Meeting is invited to
 - **endorse** the Campaign Framework in Table 1, with the understanding that the "High Priority" objectives will be targeted based on the secured budget, with other activities implemented as additional funds are secured; and
 - **reaffirm** commitment to implementation of the Clean Pacific campaign and request members to submit outstanding focal point nominations.

25 August 2011

