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**AGENDA ITEM 5.2:**  
**SPREP 25<sup>th</sup> Anniversary**

**Purpose of Paper**

1. To update Members on the events held in 2018 to celebrate SPREP's 25<sup>th</sup> Anniversary.

**Background**

2. 2018 marked the 25<sup>th</sup> year of SPREP and as such, special efforts were made to celebrate the 25<sup>th</sup> anniversary. In order to minimise costs for the celebrations, 25<sup>th</sup> celebration events were incorporated into already planned activities within the work programme and budget of the Secretariat. A sequence of monthly individual Programme responsibilities for special events enabled coverage for the full year.
3. Activities undertaken in preparation for the 25<sup>th</sup> birthday of SPREP included:

**Special events**

- The Prime Minister of Samoa, Honourable Susuga Tuilaepa Sailele Malielegaoi launched the 25<sup>th</sup> birthday celebrations with a speech and the cutting of our 25<sup>th</sup> birthday cake during the groundbreaking of the Pacific Climate Change Centre, making it a very special double celebration;
- Another landmark 25<sup>th</sup> birthday celebration was led by the Hon Prime Minister of Fiji PM Voreqe Bainimarama at the opening of the Clean Pacific Roundtable; and
- A series of special events were held around the region at conference openings and project launches all recognising and celebrating the 25 years of SPREP service to the region, while also ensuring that many of our country partners and stakeholders around the region were well served with birthday cake over the course of the year;
- Special events were held with our SPREP Members in Federated States of Micronesia, Cook Islands, as well as during numerous regional workshops and events in Fiji and Samoa. Several of these were also commemorated with our development partners including the Secretary General of the Pacific Islands Forum Secretariat Dame Meg Taylor, DDG of SPC Ms Audrey Aumua and Director of IUCN Oceania Regional Office Mr Mason Smith;
- In Samoa, SPREP commemorated the 25<sup>th</sup> Anniversary with a special Open Day welcoming over 150 school students of Samoa to the campus, as well as numerous tree planting efforts coordinated by the SPREP social club which saw over 5,000 trees planted in support of Samoa's 2 million tree planting campaign. Another milestone event in Samoa was the celebration with the school students of Lefaga College as part of a billboard installation on invasive species.

4. The Secretariat managed events on a very limited budget, but was able to support the celebrations with:
  - Development of appropriate branding including new temporary logo, power point template and all official correspondence documents which were in use up until June, 2019;
  - Development of a SPREP 25 Year website: <https://www.sprep.org/sprep-25-years>;
  - Promotion of the SPREP 25 Years through files developed for SPREP social media accounts, news items, full page ads each month as part of the SPREP Pacific Conversation Series in the Islands Business International the only Pacific Regional magazine, and the development and distribution of USB's with SPREP 25 Year visibility and pens.

### **Recommendation**

5. The Meeting is invited to:
  1. **note** the Celebration of the 25 Years of SPREP.

25 July, 2019

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