

First Executive Board Meeting

Apia, Samoa
10-11 September 2018

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Agenda Item 5.2: SPREP's 25th Anniversary

Purpose:

1. To provide an update on the SPREP 25 Year Anniversary.

Background:

2. 2018 is the 25th Anniversary year of SPREP. The inter-governmental regional environment organisation was established through the signing of the SPREP Agreement in June, 1993.

Strategy:

3. The Secretariat is commemorating 25 Years through activities already planned as part of the SPREP work programme, to maximise the benefit of existing resourcing. As such each programme within SPREP is assigned a month to coordinate 25 year-activities.
4. New branding for SPREP has been put in place to commemorate the special year.
5. All publications and content produced by SPREP during 2018 will feature the SPREP 25 Year logo. Special promotional products developed include 25 Year commemorative pens, USB's and cotton reusable bags.
6. SPREP also features content on the 25 Year activities through official social media accounts highlighting the impact SPREP has made throughout the Pacific.

Monthly activities:

7. Each month a full page ad is showcased in the Islands Business Magazine, highlighting SPREP's 25 Years as well as to raise awareness of an environment issue through the Pacific Conversation series.
8. **May** - The 25 Year activities were launched with the ground breaking ceremony of the Pacific Climate Change Centre in Samoa. The Prime Minister of Samoa, Hon. Tuilaepa Aiono Sailele Malielegaoi made special mention of SPREP's anniversary and marked the occasion by blowing out the candles on SPREP's 25th birthday cake.

9. **June** - SPREP's annual Open Day commemorated SPREP's birthday with over 100 school students attending.
 - The Pacific Regional Protected Areas Workshop in Samoa held a special evening event to jointly celebrate SPREP's 25th, and IUCN's 70th anniversary.
10. **July** - the Pacific ABS regional workshop on mutually agreed terms and ABS contracts held a special evening event in partnership with ABS initiative, University of New South Wales, Griffith University and Fridtjof Nansen Institute to celebrate the SPREP's achievements over the last 25 years.
 - The prize-giving for the winners of the 2016 Pacific Regional Invasive Species Challenge SPREP's 25th anniversary was also occasion for celebrating SPREP's 25 years, with the unveiling of a billboard raising awareness of invasive species as part of the prize for winners of the regional competition, Lefaga College in Samoa, winners of the regional competition.
11. **August** - activities during the month of August will be coordinated by the Waste Management and Pollution Control Programme.
12. **September** – the Pacific Year of the Coral Reef Campaign will feature SPREP's 25th anniversary.
13. **October** activities will be managed by the Environmental Monitoring and Governance Programme.
14. **November** by the Climate Change Resilience Programme.
15. **December** - the special year ending in December 2018.

Recommendations

16. The Executive Board is invited to:
 - **promote** SPREP's 25 years of service to the Pacific where possible; and
 - **note** the work undertaken by SPREP thus far, within the available work plan, resources and green guidelines, to commemorate SPREP's 25th year anniversary.
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17 August, 2018