



## **ICRI Plan of Action for the International Year of the Reef (IYOR) 2008**

***Raise awareness of and action regarding the value of coral reefs and associated ecosystems, threats to their health, and management solutions; and facilitate public involvement in coral reef conservation related activities in all countries***

### **Background:**

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The International Year of the Reef is an ambitious programme designed to effectively communicate to disparate target audiences, the value and importance of the world's coral reefs and the threats to the reefs' sustainability, and to motivate target audiences to take action to protect coral reefs.

The first IYOR was declared and implemented in 1997 in response to the increasing threats and loss of coral reefs and associated ecosystems. It was a global effort to raise awareness and understanding of coral reefs and the threats they face, and support related conservation, research and management efforts. Despite its success in raising global awareness of coral reefs and associated ecosystems, ten years later, there remains an urgent need to increase awareness, to take action, further conserve and manage coral reefs and associated ecosystems, and appreciate their value to humanity. With this in mind, the International Coral Reef Initiative (ICRI) and its members designated 2008 as the International Year of the Reef 2008 (IYOR 2008) during its General Meeting in October 2006.

IYOR 2008 will be a year-long campaign of events and initiatives hosted by governments, individuals, corporations, schools around the world to promote conservation action and strengthen long-term constituencies for coral reef conservation. Anyone is welcome and actively encouraged to participate in this Initiative.

### **International Coordination:**

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The international coordinating body of the International Year of the Reef 2008 will be composed of the ICRI co-chairs, the ICRI Ad-Hoc committee and the ICRI IYOR coordinator (the terms of Reference for International Coordination were approved by the ICRI members at the ICRI General Meeting, Tokyo, Japan, April 2007).

The **ICRI IYOR 2008 Ad Hoc Committee** will actively advise, support and provide guidance to the IYOR 2008 Coordinator in carrying out the IYOR 2008 Action Plan and accompanying activities. This will include timely ongoing decision support and review.

The Ad-Hoc Committee will be chaired by the ICRI secretariat and composed of the following ICRI members: Australia, Coral Reef Alliance (CORAL), Global Coral Reef Monitoring Network (GCRMN), France, IYOR committee Germany, Mexico, International Coral Reef Action Network (ICRAN), Japan, Pacific Regional Environment Programme (SPREP), Philippines, Reef Check, The Nature Conservancy (TNC), UNEP Caribbean Environment Programme (CEP), UNEP World Conservation Monitoring Centre, and USA.

The **IYOR coordinator** has the lead in facilitating the implementation of IYOR 2008.

## **ICRI Plan of action:**

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### **1. Central coordination**

The ICRI IYOR Coordinator will manage the international coordination of the IYOR 2008 in consultation with the ICRI Ad Hoc Committee and ICRI secretariat. This will include:

- Serving as the point of contact for partners interested in learning about, or participating in, IYOR 2008 by responding to inquiries and information requests on IYOR activities, goals, and how to participate
- Promoting the sharing of information among partners and a wider audience of IYOR activities (e.g. the publication of an IYOR newsletter)
- Maintaining a contact database
- Identifying existing sources of information and products that can be modified to meet IYOR needs, obtaining permission for use and tailoring as needed
- Ongoing involvement of a broad range of stakeholders especially from the private sector, and the international media.

### **2. Development of partnerships to promote and implement IYOR 2008**

Several distinct international campaigns will run at the same time as the International Year of Reef. Each of the international campaigns has its own unique characteristics in terms of target groups, ambitions and parties involved, but they all share the view that a better understanding of "biodiversity" is a key to the sustainable development of humankind.

The ICRI IYOR coordinator in coordination with the ICRI Ad Hoc committee chair will solicit partnerships and/or linkages with existing international initiatives (e.g. Biodiversity Day, World Ocean Day and International Year of Planet Earth). The ICRI IYOR coordinator will be in charge of the follow-up and the implementation of these partnerships.

The ICRI IYOR coordinator will also work closely with regional institutions (through the regional seas and other mechanisms).

### **3. Organization of International side events during the course of the Year 2008 (and eventually a symposium for the launch)**

The ICRI Secretariat in coordination ICRI IYOR coordinator will identify key international events where it would be appropriate to organize IYOR side events and for which IYOR materials can be distributed. Once identified, the ICRI IYOR coordinator will work with the Ad Hoc committee to organize these side-events and to develop appropriate materials.

### **Launch**

Even though the IYOR 2008 will run throughout the year, having an "ICRI launch" for the IYOR 2008 will help to 'kick start' the efforts around the world. The ICRI IYOR launch will be held in conjunction with the ICRI General Meeting the week of the 21st of January 2008 in Washington, DC. The Ad Hoc Committee with support the ICRI IYOR coordinator in planning and organizing the details of this event.

### **4. IYOR 2008 Products**

ICRI will not produce educational materials but will encourage the use of existing materials and programs.

However, the ICRI IYOR coordinator will develop IYOR 2008 information materials (e.g., posters, leaflets, stickers) and also media materials (e.g., press kit, press releases, PSAs for international magazines, for example on-board airline magazines), as appropriate. The ICRI

secretariat and ICRI Ad Hoc Committee will approve the materials produced before its distribution/printing.

The ICRI IYOR coordinator will identify existing sources of information and products that can be modified to meet IYOR needs, obtaining permission for use (and printing) and tailoring as needed. The identified products will be posted on the IYOR 2008 web site. If needed, the ICRI secretariat will send official requests.

## **5. IYOR web site**

The ICRI IYOR coordinator will oversee the development and maintenance of an IYOR 2008 web site to serve as a central communications hub for the Year. This will include:

- Regular management of the web site (background information, updates news bulletins, partner/member contacts and links, upcoming activities, schedules, agendas and minutes, and related information as needed)
- Information resources: Creation of an online space that will centralize useful information (e.g., FAQs, "how to host an IYOR event" kit, ideas of events/activities, existing educational materials, tips for writing proposals, etc)
- Calendar: maintain a calendar to effectively catalogue events from around the world. The calendar would be searchable and will allow visitor to post/maintain their events. The ICRI IYOR coordinator will review events postings to ensure they are relevant to IYOR2008.
- Resources center for IYOR 2008 Committees and Focal Points
- If needed, and if possible, develop new features such as Pod Cast, web casting interview in real time and video.

## **6. Budget management and support**

The ICRI IYOR coordinator will:

- Develop a budget for ICRI/IYOR 2008 Activities to support the "coordination unit"
- Establish a partnership with an organization that will be able to receive and manage any IYOR 2008 related funds
- Assist the ICRI Secretariat and Ad Hoc Committee Chair in determining the appropriate use of these funds according to the terms of the partnership and in keeping with ICRI goals