



## **Plan of Action**

### **ICRI secretariat, 2003/2004**

The ICRI secretariat is currently host by the UK and the Seychelles. The work plan will span two years from 1st July 2003 to end of June 2005. An outline of the major scheduled activities is presented as Annex 1.

One of the major tasks for the Secretariat will be to organise biannual ICRI General Meetings. Aside from the general meetings this plan will cover four elements, specifically how the International Coral Reef Initiative (ICRI) can continue to:

- Action Point 1: raise the awareness of the importance of coral reefs;
- Action Point 2: give policy steer to the ICRI networks based on ICRI's Call to Action, Framework for Action and the Johannesburg Plan of Implementation;
- Action Point 3: foster improved cooperation on coral reef issues between United Nations (UN) bodies, Governments, regional seas programmes and donor agencies;
- Action Point 4: engage more actively the private sector, especially in terms of funding local development projects that promote the conservation of coral reefs, sustainable development and integrated coastal zone management.

It is suggested that the development of an ICRI communication strategy (outlined in Annex 2) is a prerequisite for action on points 1-4 based on the sense that despite its history and unique position in the coral reef world, ICRI means different things to different people. A clear communication strategy would help to define ICRI's and *raison d'etre* in the minds of ICRI members, and hence facilitate progress on the Action points above.

#### **Action Requested**

The CPC members are invited to:

- note the contents of Annex 1 and Annex 2;
- consider the appropriateness of a communication strategy to improve awareness and understanding of ICRI and its activities.

Annex 1: Joint UK-Seychelles ICRI Secretariat Action Plan 2003-2005

Time frame for major activities

Year Activity sddfsds ..having.. ..making it being made do..

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2003	Secretariat Hand Over	July	Completed (from Sweden/ Phippines).
	General Meeting (CPC)	November	Turks and Caicos Islands, 17-19 November 2003. ICRI Secretariat presenting a review of ICRI Measures agreed since 1999 and the activities of ICRI working groups, and a review of members and membership.
	Small Grants Scheme	September / November	Announcement and invitations for proposals. Phase 1 proposals received and a short list invited to present a detailed Phase 2 proposal. Suitable proposals will be selected for funding at the November 2003 CPC (General Meeting).
	General Meetings	June	Okinawa, Japan. Back to back with the ICRS To include, progress on.
		November	Seychelles as potential Location
2004	Small Grants Scheme		Implementation of phase of the projects (approx 12 months long). To report on progress at the General Meeting, Japan 2004
	Side event at a ministerial meeting	TBC	To provide an opportunity for ICRI to have a side event at an inter ministerial meeting, increasing awareness within national governments.
	General Meetings	May / June	Location to be decided
2005	Small Grant Scheme	April / May	Final outcomes of Small Grant Projects to be reported
	Process for Secretariat Hand over	From May 2005	

## Annex 2: ICRI Communication Strategy

A communication strategy would serve to clarify the aims and objectives of ICRI in relation to other coral reef groups.

It would serve to crystallise the ICRI Story, clarifying what ICRI does, how ICRI does it and how this is different yet supportive of the individual efforts of ICRI members. It would be prepared in clear concise language in a style suitable for the general public and popular media, UN bodies, Governments and the commercial interests of the private sector.

The strategy would review the ICRI Call to Action, Renewed Call to Action, position statements (e.g. on coral bleaching and diseases) should be reviewed by the Secretariat to assess how suitable they are as supporting documents for what ICRI wishes to achieve in the next two years.

National governments: targeting those coral reef nations not yet engaged with ICRI, such as a representative of coral reef SIDS, or nations with significant deep water coral reefs (if ICRI decides to expand its interest so), or nations (e.g. Germany) with indirect connections to coral reefs such as large numbers of their nationals using them for leisure purposes, etc.

UN Agencies: UNDP, FAO UNESCO...etc Note: UNEP CRU policy review will be very useful in determining which agencies and conventions have policies covering coral reefs and will be a useful foundation for the Secretariat to identify target audiences. This is due to be completed in September 2003, and could be used to inform a resolution at the November ICRI GM.

Private sector: most obviously companies with a clear economic incentive in the healthy status of coral reefs, e.g. tourism operators, dive industry, aquarium wholesalers, fisheries, airlines etc  
Note: many ICRI members will already be engaged with these sectors.

General public: by its very nature this is a disparate and highly varied audience which is difficult to reach in a coordinated manner. The Secretariat could consider ways in which to reach members of the general public who have at least a passing interest in coral reefs. One possibility is reaching the customers of strategic private sector partners through their normal business practice ? SCUBA organisations have membership lists, aquarium wholesalers support networks of pet shops and tourism operators naturally communicate with large numbers of people who may consider their holiday experience enhanced by appropriate information on coral reefs at their destination.

For each audience appropriate media (e.g. print, radio, video, language) needs to be identified, and will vary considerably depending on the group and geographical location.

Case studies of past ICRI successes (and lessons learned from past ICRI failures) will be very supportive to this outreach. The Secretariat could commission, or undertake its own, review of ICRI achievements since 1994 and carry out a SWOT analysis. This may prove to be uncomfortable in some aspects but could generate exceedingly useful information and direction for ICRI members over the next two years.