

FLUX promotional activities

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Sustainable Fisheries Team of Specialists
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UN / CEFACT



Introduction

- Vision, Mission, Mandate
 - develop, implement, promote, facilitate, support, FLUX
- Work Programme 2018-2019
 - WA1: policy dialogue
 - WA2: technical advice
 - WA3: communication
 - WA4: partnership



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European Union supports

- EU contribution
 - to help ToS work
 - focus on communication and promotional materials



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EU support contract

- Scope
 - Assists ToS work programme
- Deliverables
 - Rollup stand
 - Poster
 - Leaflet
 - Brochure
 - Video
 - Policy brief
 - FAQ brief
 - Implementation document template

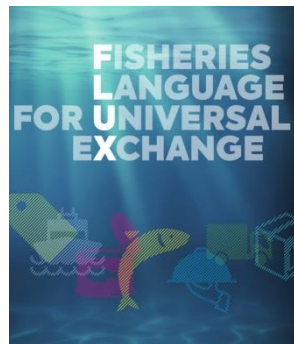
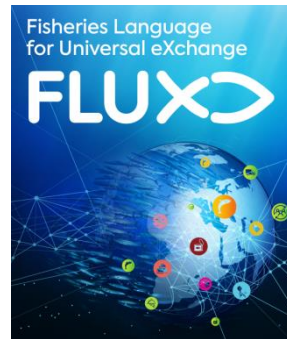
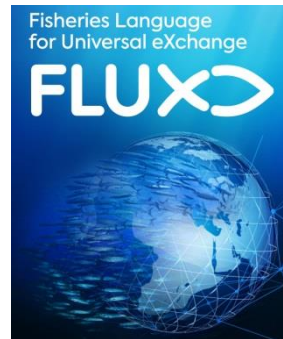


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EU support contract

- Work in progress
 - draft FLUX visual identity – to be used in all further materials

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EU support contract

- Next steps
 - Work on
 - Rollup stand
 - Poster
 - Leaflet
 - Business content is required
 - Ideas are welcome

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IDEA

EU support contract

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October 2018

- Rollup stand
- Poster
- Leaflet

December 2018

- Brochure

February 2019

- Video
- Policy brief
- FAQ brief
- Implementation document



Team of Specialists involvement

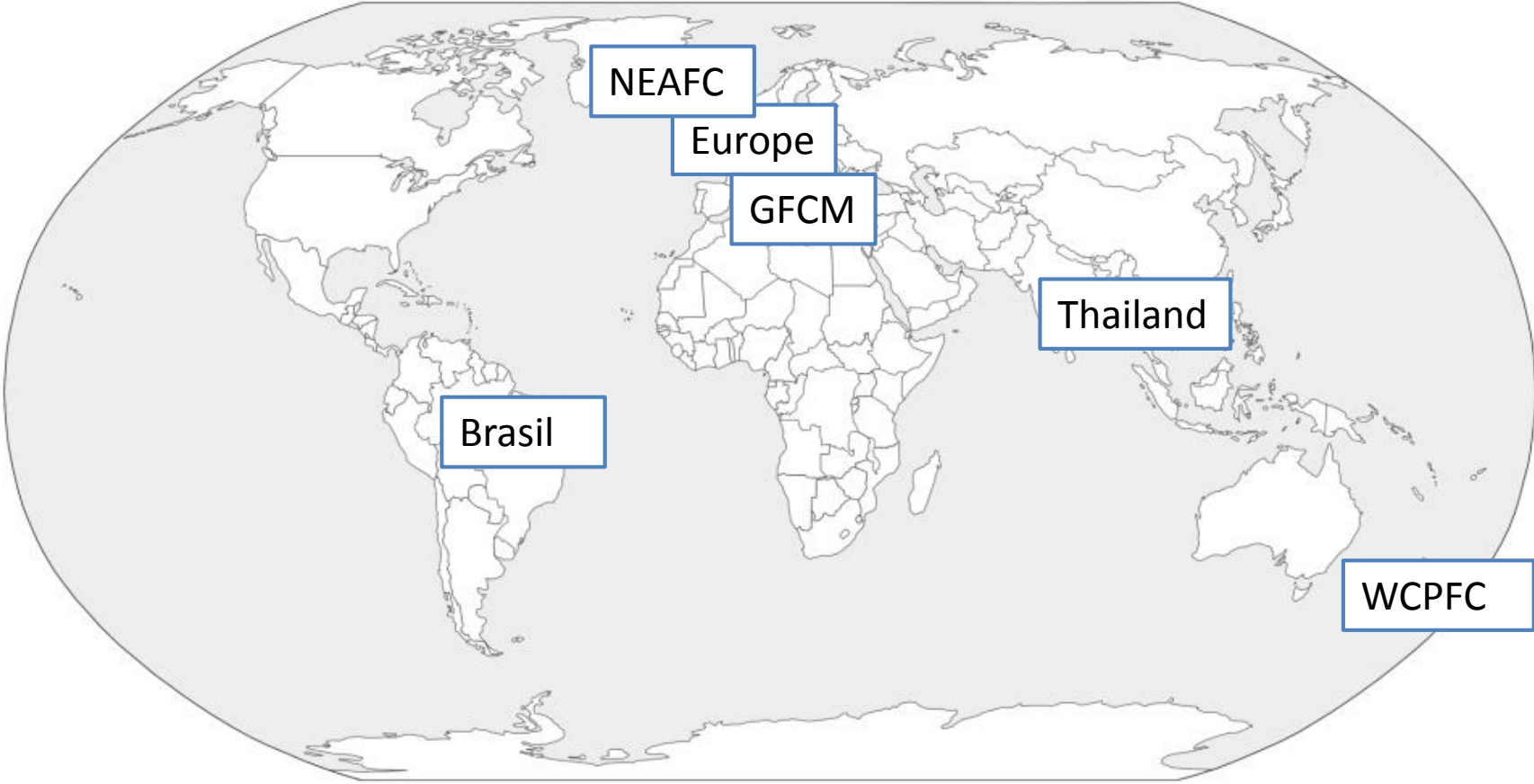
- Input and feedback is necessary
- Deliverables are for the Team to work with them later
- Team provides business content
- Deadline for comments - one week
- EU is a coordinator

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FLUX today



FAO

ISO

Thank you...

... for your interest!

Join the UN/CEFACT FLUX
success story...



Team of specialists

<https://www.unece.org/tradewelcome/un-centre-for-trade-facilitation-and-e-business-uncefact/about-us/team-of-specialists-on-sustainable-fisheries.html>