

Economic Commission for Europe

UNECE Executive Committee

Centre for Trade Facilitation and Electronic Business

Team of Specialists on Sustainable Fisheries

Second session

Geneva, 31 January - 1 February 2019

Item 5 of the provisional agenda

Reports from experts

Report on the development of communication materials

Summary

In line with its Programme of Work (ECE/TRADE/C/CEFACT/2018/22), the United Nations Economic Commission for Europe (UNECE) Team of Specialists on Sustainable Fisheries engages in communication and outreach activities, which are primarily in Working Area 3, and also contribute to Work Areas 1, 2, and 4. These activities facilitate the sharing of experiences and lessons learned in the implementation of fishery data standards, including the United Nations Fisheries Language for Universal eXchange (UN/FLUX).

Document ToSSF/2019/INF.8 is submitted to the second session of the Team of Specialists on Sustainable Fisheries for discussion.

I. Background

1. In line with its Programme of Work (ECE/TRADE/C/CEFACT/2018/22), the United Nations Economic Commission for Europe (UNECE) Team of Specialists on Sustainable Fisheries (ToS on SF) engages on communication and outreach activities, which are primarily in Working Area 3, and also contribute to Work Areas 1, 2, and 4. These activities facilitate the sharing of experiences and lessons learned in the implementation of fishery data standards, including the United Nations Fisheries Language for Universal eXchange (UN/FLUX).
2. The purpose of this document is to update the ToS on SF on the current status of planned work activities described in Work Area 2 and Work Area 3.

II. Activities

3. The Team of Specialists on Sustainable Fisheries, in cooperation with the European Commission's Directorate-General for Maritime Affairs and Fisheries (DG MARE), is producing communications materials to promote, facilitate and support UN/FLUX standard usage and implementation worldwide by enhancing the knowledge and benefits of UN/FLUX for national regulatory bodies and supporting sustainable fisheries management. DG MARE is contributing €100,000 to develop these promotional materials. This work is a key contributor to WA2 and WA3 of the ToS Programme of Work: Communication and outreach, and additionally includes deliverables from WA2: Technical monitoring, assessment and advice.

- The visual identity for UN/FLUX—the first step in developing iconic communications materials—was finalised in December 2018 and has undergone multiple rounds of review: at the ToS face to face meeting at the Hangzhou UN/CEFACT Forum, via email correspondence among all experts, and at the UNECE secretariat.
- The roll-up and posters, with content developed by ToS members in collaboration with the UNECE secretariat—were finalised in January 2019.
- A presentation template was prepared in January 2019 by the UNECE secretariat, utilising the visual identity elements developed in coordination with the communications contractor.
- A presentation to promote and introduce UN/FLUX in international fora was created by the ToS and the UNECE Secretariat.
- A template for collection of case studies on UN/FLUX in UN Member States was developed by the UNECE secretariat in consultation with the ToS in December 2018. Its aim is to facilitate the sharing of country experiences and lessons learned on the challenges and opportunities related to implementing UN/FLUX. The first case study was developed by the Government of Thailand and is available for consultation. The template is now going to be circulated among all members of the ToS to develop a compilation of case studies.
- The ToS created a draft document addressing frequently asked questions, and a draft template for UN/FLUX Implementation Documents.
- The UN/FLUX leaflet, brochure and policy brief content are under development by the ToS members and UNECE Secretariat, in coordination with the communications contractor, and are planned to be finalised following the policy brief.

- The final deliverable planned is a short promotional video, using a narrative married with graphics. Its purpose is to explain UN/FLUX and its advantages to a lay audience. It will be shareable on social media and used during conferences and fora to raise awareness of UN/FLUX and its benefits.
- As part of its communication and outreach efforts, the Team jointly organized the 2nd Oceans Forum on the trade-related aspects of SDG 14 with UNCTAD, FAO and UNEP in July 2018 at the Palais des Nations in Geneva and is invited to contribute to the 3rd Oceans Forum in July 2019.
- An online collaborative space has been created to allow Team members to share documents; a demonstration on its use will be given during the workshop for members of the Team.

Annex I: UN/FLUX visual identity



Figure 1 UN/FLUX logo

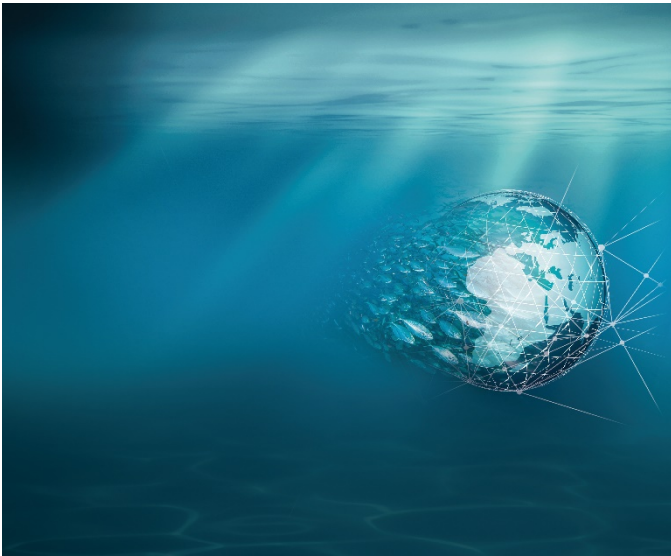


Figure 2 UN/FLUX horizontal visual identity

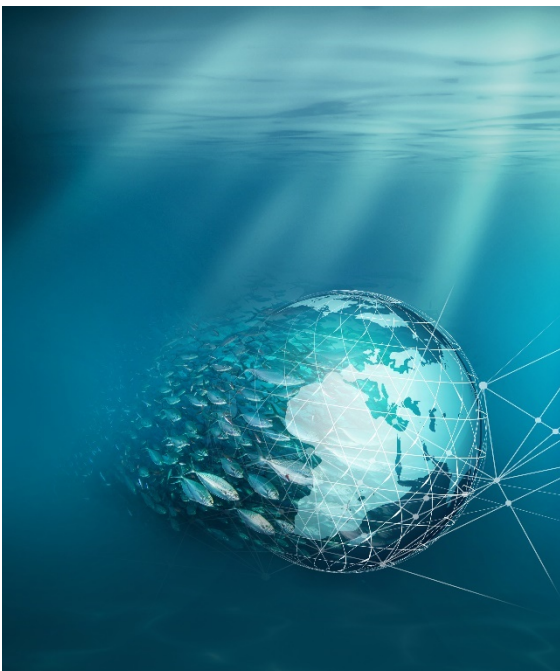


Figure 3 UN/FLUX vertical visual identity

Annex II: Poster



Figure 4 UN/FLUX vertical poster—horizontal poster and rollup have identical visuals, and therefore not included here

Annex III: Presentation Template



Figure 5 UN/FLUX presentation template slide master for title slide



Figure 6 UN/FLUX presentation template slide master exemplar for content slides