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| <b>Convention: BC/RC/SC</b>   |  | <b>Joint communication, outreach and public awareness – Social media</b> |
| <b>LEGAL BASIS/MANDATE:</b>   |  |  |
| <ul style="list-style-type: none"> <li>• POW activity 27 (Synergy 12/13)</li> <li>• Decision BC-11/26 on Financing and budget for the biennium 2014–2015</li> <li>• Decision RC-6/16 on Financing and budget for the biennium 2014-2015</li> <li>• Decision SC-6/30 on Financing and budget for the biennium 2014-2015</li> </ul>   |  |  |
| <b>PURPOSE AND APPROACH:</b>  |  |  |
| This activity aims at facilitating the further development of new communication tools, including Basel, Rotterdam and Stockholm conventions on Twitter, Facebook, Flickr, and Google+/ YouTube and contributes to the development of customized conference meetings app(s) and electronic bulletin.   |  |  |
| <b>PROPOSED ACTIVITIES TO BE FUNDED:</b>  |  |  |
| <ol style="list-style-type: none"> <li>1. Twitter service expanded to all COPs and subsidiary bodies meetings</li> <li>2. Social media training for one staff member (travel and fee USD 4,200)</li> <li>3. Development and hosting agreement for SafePla.net website (USD 8,000)</li> <li>4. BRS conventions social media platforms branded with COPs logos and graphic design(s)</li> </ol> |  |  |
| <b>RESULTS TO BE ACHIEVED:</b>  |  |  |
| <ul style="list-style-type: none"> <li>• Increased media and public visibility and support for the Basel, Rotterdam and Stockholm conventions</li> <li>• Increased number of participants in BRS social media platforms</li> <li>• Increased user traffic on BRS conventions web sites</li> </ul>   |  |  |
| <b>VOLUNTARY BUDGET [USD] FOR 2014-2015</b>   |  |  |
| <b>10</b>   | <b>PROJECT PERSONNEL COMPONENT</b>                             |  |
| 1200  | Consultants (development and hosting of websites)              | 8,000  |
| 1600  | Staff travel (social media training: travel and fee to course) | 4,200  |
| <b>DIRECT PROJECT COST OPERATIONAL BUDGET</b>   |  | <b>12,200</b>  |
| <b>Programme Support Costs (PSC) 13%</b>  |  | <b>1,586</b>   |
| <b>TOTAL OPERATIONAL BUDGET</b>   |  | <b>13,786</b>  |