

Convention: SYN	Preparation of a broadcast animation to enhance understanding of the synergies process and its relevance for the implementation of the Basel, Rotterdam and Stockholm Conventions	
LEGAL BASIS/MANDATE:		
<i>Work programme S1, S12</i>		
<i>COP Decisions: BC 10/29; RC-5/12; SC-5/27</i>		
BACKGROUND INFORMATION:		
<p>A series of short videos are planned to support improve awareness and increase knowledge on the Basel, Rotterdam and Stockholm Conventions as well as on synergy between these conventions. These videos are part of a strategy for the dissemination of accurate information to parties and other stakeholders and is reflected in the work programme for 2012-2013. The animation on the process for listing chemicals in Annex III to the Rotterdam Convention has already been prepared and can be accessed here : http://www.pic.int/TheConvention/Media/VideoGallery/tabid/2928/language/en-US/Default.aspx</p> <p>There is a need to increase the understanding of the synergies process for governmental officials and experts and other stakeholders. It is expected that a short video (max. 6 minutes) will contribute to the understanding of a complex process and its implications at national, regional and international levels. How do Parties benefit? What are the implications for the obligations for developing countries? Will there be a reduction in funds available for technical assistance for each convention? This short video will provide answers to these and other questions on the synergy process and will give key information on how the process developed, where to find more information and what Parties can do to enhance their involvement in the process.</p> <p>This video animation will be available on the Conventions' website; disseminated to all stakeholders and used across training exercises involving officials and experts assigned to the three conventions.</p> <p>A simple, visually attractive but short broadcast animation in you-tube format will provide the means through which new officials representing Parties to the three conventions as well as other relevant persons can become fully understanding of the key provisions under the three conventions as well as the obligations to Parties.</p>		
PROPOSED ACTIVITIES TO BE FUNDED:		
<ul style="list-style-type: none"> • Preparation of a script transposing the main information related to the synergies process • Contracting of a competent graphic designer consultant to develop the broadcast animation (<6 mins.) 		
RESULTS TO BE ACHIEVED:		
<ul style="list-style-type: none"> • Readily accessible training for Party governmental officials, experts and other stakeholders • Training related to "synergies" is enhanced • Awareness improved on the "synergies" process • Further development of a video database with training videos for the Basel, Rotterdam and Stockholm Conventions and on synergies 		
BUDGET [USD]		
<i>Development of a script</i>		Staff time
<i>Contract for a graphic designer consultant</i>		<i>25,000</i>
TOTAL FUNDS TO BE RAISED FOR PROPOSED ACTIVITIES		25,000
COP APPROVED BUDGET (BD, RV, SV trust funds)		630,000
Funding received (as of 1 March 2013) by Switzerland		25,011