Agenda item 21

World Wetlands Day 2001 -- 30th Anniversary of the Convention--
and other key promotional activities

Action requested: The Standing Committee is requested to note the Bureau's current
and planned activities in this area and to provide advice on possible further actions to
mark the 30th Anniversary of the Convention.

1. Attached to this document is the World Wetlands Day brochure that the Bureau has
recently published, outlining the nature and the theme of the celebration and describing
the materials that the Bureau is producing for free distribution. Most of these materials are
financed with resources provided under the Evian Project.

2. Standing Committee members should have received a memorandum dated 17 July 2000 on
the subject of the 30th Anniversary, in which the Secretary General, inter alia, said:

   “I think that we should consider how the Convention could celebrate this
   auspicious occasion with one or more important activities or events. For the
   activities or events to have relevance and attract public attention they
   should involve high level political leaders or public figures, such as
   sportsmen/women or artists, and involve international media coverage.

   It is not always easy to meet these requirements, but I wanted to consult
   Standing Committee members and observers about suggestions and ideas,
   and about the possibility that one or more countries and/or International
   Organization Partners could host some important event or activity.”

3. The Standing Committee meeting could be a good occasion to reflect upon this matter.