



International Coral Reef Initiative Action Plan for IYOR 2008

Below are lists of tasks that will be undertaken by ICRI for the International Year of the Reef 2008. Most of the actions will be the tasks of the IYOR coordinator with the support of the ICRI IYOR Ad Hoc committee.

1. Hire a **coordinator** to fulfil the following responsibilities:

- Central coordination
- Partnership coordination
- Event coordination
- Development of IYOR materials
- Web site development and management
- Budget management and fundraising support

2. Central coordination of the IYOR 08

ICRI will manage the international coordination of the IYOR. This will include:

- Developing and implementing a global strategy for local, regional and international partners
- Serving as the point of contact for partners interested in learning about or participating in IYOR by responding to inquiries and information requests on IYOR activities, goals, and how to participate
- Information-sharing among partners for IYOR activities (with publication of an IYOR newsletter) and larger audience (i.e. promoting IYOR)
- Maintaining a list of national and organizational contacts
- Identifying existing sources of information that can be tailored to meet IYOR needs, obtaining permission for use and to tailor as needed

3. Development of partnerships to promote/implement IYOR 2008

ICRI will identify, solicit, and develop several partnerships with existing international initiatives (i.e., World Ocean Day and International Year of Planet Earth).

4. Organization of International side events during the course of the Year 2008 (and eventually designating an official date for the launch)

ICRI will identify key international events where it would be appropriate to organize IYOR side events and for which IYOR materials need to be sent. Once identified, ICRI will work with its partners to organize these side-events and to develop appropriate materials.

5. IYOR Products

The IYOR coordinator will develop IYOR information materials (e.g., posters, leaflets, stickers) and also media materials (e.g., press kit, press releases), as appropriate. ICRI will not produce educational materials but will encourage the use of existing materials and programs. Use of the ICRI logo must adhere to ICRI rules of procedure as approved by the ICRI membership.

IYOR will also produce media / press kits and PSAs for international magazines, for example on-board airline magazines.

6. Web Site

The IYOR coordinator will develop and maintain an IYOR web site to serve as a central communications hub for the Year.

- Regular management of the web site (regularly update news bulletins, partner/member contacts, upcoming activities, schedules, agendas and minutes, and related information as needed)
- Information resources: Creation of an online library that will centralize useful information (FAQs, "how to host an IYOR event" kit, etc)
- Calendar: maintain a calendar to effectively catalogue events from around the world. The calendar would be searchable and will allow visitor to post/maintain their events. ICRI will review events postings to ensure they are relevant to IYOR2008.

7. Fundraising

- Develop a budget for ICRI/IYOR 2008 Activities to support the "coordination unit"
- Develop funding strategies with IYOR/ICRI partners
- Establish a partnership with an organization that will be able to receive the money