

CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES
OF WILD FAUNA AND FLORA

Twelfth meeting of the Conference of the Parties
Santiago (Chile), 3-15 November 2002

Interpretation and implementation of the Convention

Other themes and issues

PUBLICITY MATERIALS

1. This document was prepared by the Secretariat.
2. Decision 11.131 directs the Secretariat to develop a programme of work for the preparation of publicity materials for plant and animal species included in the Appendices. This Decision came about during discussions regarding the terms of reference of the permanent committees. The task of assisting the Parties with preparation of publicity materials had previously been included in the terms of reference of the Plants Committee.
3. In view of the above, the Secretariat assists and advises Parties upon request regarding the preparation of publicity materials for plants and animals included in the Appendices of the Convention, with an emphasis on materials that will highlight the positive effect of CITES on the conservation and sustainable utilization of wild species.
4. The Secretariat has changed the focus of its newsletter, *CITES World*, to provide articles that highlight initiatives taken by Parties on issues of importance to all Parties. Parties are encouraged to reprint newsletter articles as they see fit.
5. The Secretariat has also produced a general brochure in the three languages of the Convention. It was designed as a general awareness-raising tool for use in workshops and for distribution to individuals and organizations from different sectors. A copy of this brochure was provided with Notification to the Parties No. 2001/076 of 5 November 2001 and additional copies were made available to Parties. Some Parties and organizations also requested the electronic version of the brochure from the Secretariat to reproduce it as it was, others to translate it and adapt to their national circumstances.
6. The Secretariat website could be used to distribute information from Parties on initiatives to implement CITES and information on the conservation impact of these initiatives.
7. The Secretariat encourages Parties to provide information regularly on CITES-related conservation initiatives that it may highlight in future editions of the newsletter and on its website.