

Consolidated table of IOSEA 2006 Year of the Turtle activities – as at 15 April 2005

	A. International & Regional	B. National	C. Local
1.General Awareness	A.1.1 Develop a common YoT logo and conditions for its use; as well as YoT motto and themes	B.1.1 Promote the YoT campaign, or specific aspects of it, through content and/or links on existing national (departmental, ministerial) websites	C.1.1 Promote YoT through local websites and advertising channels
	A.1.2 Develop generic YoT information / media kit (including DVD, CD etc) with potential for modification or adaptation at national level	B.1.2 Produce printed materials bearing the YoT logo, in local language(s), targeted specifically for national audiences - such as leaflets, posters, turtle identification brochures, and postcards	C.1.2 Organise public relations events at turtle rehabilitation centres, aquaria and turtle rearing sites, hatcheries and nesting beaches
	A.1.3 Develop a specialised website for coordination of, and information about, YoT activities	B.1.3 Supplement or adapt the generic YoT information / media kit for national audience (e.g. with details of turtle biology, folklore, photos and maps)	C.1.3 Solicit local companies/celebrities to adopt a turtle beach (and provide funds for management, clean-up etc)
	A.1.4 Create IOSEA list-serve / discussion group, to facilitate exchange of ideas, information on YoT plans	B.1.4 Solicit politicians or celebrities to announce the national launch of YoT and/or participate in high-profile activities (e.g. tagging events)	C.1.4 Organise individual turtle adoption schemes
	A.1.5 Promote the YoT campaign, or elements thereof, through content and/or links on existing regional/sub-regional (IGO, NGO) websites	B.1.5 Organise major public events, such as rallies, marches, festivals etc.	C.1.5 Take messages into remote low-literacy areas, through village acting groups
	A.1.6 Initiate at least one new regional awareness action related to marine turtle conservation	B.1.6 Organise a special “Day of the Turtle” (possibly coordinated sub-regionally) with diplomatic presence	
	A.1.7 Produce a poster for region-wide distribution (e.g. with possibility for alternative language versions, and individualised text to suit sub-regional variations)	B.1.7 Highlight / raise the profile of marine turtles in ongoing environmental campaigns and activities, especially those of NGOs	
	A.1.8 Negotiate special issues of the <i>Marine Turtle Newsletter</i> , <i>Chelonian Conservation and Biology</i> , and other conservation and fisheries journals – which might be devoted entirely or partly to IOSEA regional themes	B.1.8 Insert appropriate YoT “public service messages” in TV and radio programmes on national networks, in cinemas etc.	
	A.1.9 Produce a common publication on marine turtles (e.g. based on an existing regional action plan)	B.1.9 Issue marine turtle postage stamp(s) to celebrate YoT, if possible to coincide with the week of the official launch	
	A.1.10 Use diplomatic channels to communicate information and seek support for YoT initiatives	B.1.10 Organise a turtle photo competition for the general public	
	B.1.11 Encourage sponsors (donors) to support YoT on their merchandise by using the approved YoT logo		

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		B.1.12 Produce merchandise such as T-shirts, caps, drink holders and fridge magnets reflecting national themes and languages (also can be used for reward purposes)	
		B.1.13 Organise sponsorship of “saved eggs” into secure incubation (where in-situ conservation is not an option)	
2. Targeted education, training and capacity-building	A.2.1 Organise training to facilitate conservation, e.g. a by-catch reduction workshop and campaign focused on the Gulf of Mannar	B.2.1 Organise a special workshop or symposium dedicated to marine turtle conservation	C.2.1 Use educational materials in local school curricula made available through national distribution schemes
	A.2.2 Organise a regional/sub-regional “Fishing Awareness Month” which would emphasise best practice in relation to by-catch mitigation	B.2.2 Organise special mobile exhibitions to tour the country	
		B.2.3 Conduct training seminars for fishers	
		B.2.4 Use tag recovery and telemetry results to publicise YoT theme messages (e.g. develop “Tags-wanted” brochure); provide T-shirt/cap rewards and information in exchange for return of tags	
		B.2.5 Introduce turtle biology and conservation into school teaching curricula, and promote more active involvement of students in turtle conservation (e.g. make available school teaching aids, using available materials where possible – such as colouring books, blank illustrative material prepared for national electronic distribution)	
		B.2.6 Organise student essay and photo competitions	
		B.2.7 Develop turtle identification kits and distribute to selected audiences	
		B.2.8 Establish an in-situ turtle observatory for tourists	
		B.2.9 Promote indigenous sustainable management of turtle resource in the context of a study to examine socio-economic factors impacting levels of traditional harvest	
		B.2.10 Develop and present certificates of appreciation to fishers for turtle friendly activities	
		B.2.11 Organise hatchling releases in the presence of children and tourists	
		B.2.12 Strengthen enforcement capacity and awareness in relation to domestic trade issues (in Viet Nam)	

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3. Research	A.3.1 Encourage international fisheries agencies to initiate a new project on by-catch reduction and/or monitoring	B.3.1 Undertake a national census of nesting populations	
	A.3.2 Organise a series of regional or sub-regional "IOSEA Tagging Days" where tagging efforts would be harmonised and information reported collectively to the IOSEA Secretariat	B.3.2 Conduct national tagging projects (flipper tags, PIT tags and/or satellite tags) to develop current information on migration and habitat usage and contribute to international sharing of population data	
	A.3.3 Organise regional "Turtle Races", using satellite telemetry, for fund-raising purposes -- modeled on the successful 'Big Bird Race 2004'	B.3.3 Supply new migration data to IOSEA Secretariat for display on IOSEA/IMapS	
		B.3.4 Conduct new surveys to identify distant nesting areas	
		B.3.5 Conduct an experimental trial on the use of circle hooks in fisheries	
4. Conservation	A.4.1 Collectively launch a major turtle conservation activity (e.g. simultaneous release of satellite turtles by several countries of a sub-region)	B.4.1 Each country to develop one new significant conservation action	C.4.1 Arrange local sponsorship for protection of specific nesting/foraging habitats
	A.4.2 Organise a series of common nesting beach/coastal area cleaning days, to remove debris impeding nesting and to promote awareness	B.4.2 Declare new turtle refuges / protected areas	C.4.2 Engage local community groups to clean up debris from nesting beaches
	A.4.3 Compile existing guidelines / measures on mitigation of light disturbance, and explore their potential application in IOSEA context	B.4.3 Increase protection of existing nesting and foraging areas	C.4.3 Organise local dive clubs and resorts to remove discarded fishing line, net and other debris from coral reefs and sea grass pastures
	A.4.4 Engage neighbouring countries about possible creation of transboundary national parks or protected areas	B.4.4 Rehabilitate nesting and/or foraging habitats	C.4.4 Organise local campaigns to plant native trees behind nesting beaches to protect them from light pollution from coastal development
		B.4.5 Develop codes of conduct for tourism regarding turtles	
		B.4.6 Develop and implement programmes that encourage turtle-friendly fishery activities	
5. Institutional	A.5.1 Seek adoption by international and regional fishery management organisations of resolutions / programmes to address by-catch issues, with specific implementation targets to be undertaken in 2006	B.5.1 Develop and formally launch National Action Plans for marine turtle conservation	
	A.5.2 Encourage other bilateral cooperative projects	B.5.2 Include a special focus on marine turtles within longer-term coastal development plans	