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Secretariat of the Sava Commission

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PROMOTION ACTIVITIES

Realization of the Work Plan of the ISRBC for 2009 – Status Report

No.	ACTIVITY AND OPERATIONAL TASKS	OUTCOMES / STATUS	NEXT STEPS / PROPOSAL / REMARK
3.	PROMOTION ACTIVITIES		
3.1	ORGANIZATION OF THE SAVA DAY 2009 AND OTHER EVENTS		
3.1.1	Logistics and other organisational matters	The Secretariat realized the activities organized under the Sava Day 2009 in joint cooperation with the respective ministries and Coca Cola representatives from the Republic of Croatia and Republic of Slovenia.	More detailed information on the promotion activities performed within the Sava Day 2009 is presented in the <i>Annex: Report on the celebration of the Sava Day 2009.</i>
3.1.2	Preparation of promotion materials and PR activities	The Secretariat organized the press briefing in Zagreb on May 29, and took part in joint press conference in Slovenia on May 26, in terms of activities under the Sava Day 2009. Taking into account that the 2 nd Meeting of the Parties was held on June 1 st in Belgrade, the information on Sava Day 2009 was released within the Press Release on 2 nd Meeting of the Parties.	
3.2	DISSEMINATION OF INFORMATION		
3.2.1	Preparation of brochures of the Sava Commission • „Rehabilitation and Development of	In accordance with the Terms of Reference for preparation and printing of publication of the Sava Commission, two brochures are	<i>Next steps:</i> Work with the Service Provider on graphic

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	Navigation on the Sava River“ (Q1) <ul style="list-style-type: none"> • „Executive Summary on the Sava River Basin Analysis“ (Q1-Q2) 	planned to be developed – one related to navigation and one to water management issues. The Secretariat finalized the text of the brochure “Rehabilitation and development of navigation in the Sava River Basin”, which is undergoing the translation procedure.	design and edition make-up, and dissemination of the brochure on navigation. <i>Remark:</i> The brochure “Executive Summary on the Sava River Basin Analysis” will be prepared upon adoption of the SRB Analysis by the ISRBC at the 13 th Special Session. This brochure is planned to be prepared from the EC grant (for preparation of the Sava RBM Plan), in order to reduce costs of the ISRBC.
3.2.2	Preparation of the „Sava NewsFlash“ <ul style="list-style-type: none"> • Issue No.3 (Q1) • Issue No.4 (Q3) 	The 3 rd issue of the “SAVA NewsFlash” was published in mid May 2009 and, thereof, distributed to relevant stakeholders in the Sava River Basin. The Secretariat is currently undergoing the activities on development of the 4 th issue of the “SAVA NewsFlash”.	<i>Next steps:</i> Collection of the articles for the 4 th issue, translation, texts’ proofreading, determination of the accompanying contents of the articles, work with the Service Provider on graphic design and edition make-up of the 4 th edition of the bulletin.
3.2.3	Preparation of posters and leaflets	The Secretariat developed and printed the posters for the 2 nd Meeting of the Parties, and currently works on preparation of the new leaflet of the Sava Commission to be issued in October 2009.	<i>Next steps:</i> Finalization of the new leaflet of the Sava Commission, and text’ translation; work with the Service Provided on graphic design and edition make-up; dissemination of the leaflet.
3.2.4	Maintenance and upgrade of the web-site of the Sava Commission (cont.)	The Secretariat performed the web-site content’ administration and regularly updated the web-site content, and the Service Provider performed the web hosting.	<i>Next steps:</i> Extension of Contract with the Service provider for web-hosting. The Secretariat is developing possible upgrades and enhancement of the web-site.