

Countdown 2010 Secretariat
C/O Regional Office for Europe
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Frank Vorhies
Earthmind Associate
1014 Rue de la Combe de l'Eau
01220 Divonne-les-Bains, France
fvorhies@earthmind.net

Brussels, 05 August 2005

Dear Mr. Vorhies,

Contract: Initiative on Using Fish to show Over Fishing: Raising Awareness on Overfishing through Aquaria and Zoos in Europe

1. Introduction

With reference to previous communication with Mr. S. Winkler, we are pleased to offer you, as the contractee, the following contract.

2. Duration of contract

The contract duration is set from the date of signature until the 30 November 2005, with possible extension. The contract is a consultancy agreement, and based on the products to be delivered.

3. Tasks to be performed

The consultant will develop a project proposal for a 3 year awareness raising initiative on the consequences of overfishing to the marine environment, which includes the following tasks.

a. Defining the content

- A preliminary overview of past and ongoing awareness raising activities and materials used in Europe in relation to communicating the decline in fisheries
- A review of research on the knowledge of European citizens on fisheries issues
- Liaise with the European Institutions to understand the political context and ultimately encourage and ultimately developing an initiative which will pressure and support decision makers at European level to implement and further develop the necessary legislation to address fisheries depletion;

b. Establishing the core partnership

- A proposed set of partners and agreement with a core set of partners
- An engagement strategy with potential partners, ranging from government, civil society and the private sector with a particular focus on aquaria and zoos.
- Assist in organising a partnership meeting to discuss and obtain buy in to the business plan for the initiative

c. Developing the campaign plan

- A set of key messages the awareness raising initiative is to convey to its target audience
- A business plan, which includes a budget and timelines for the initiative

The background of this initiative and tasks to be performed are specified in more detail in the enclosed concept note annexed to this contract.

4. Remuneration

The consultancy fee for the above mentioned work will be a lump sum of SFR xxxxx including VAT representing 20 person days of work and other related expenses such as phone calls, printing and equipment. Where necessary, IUCN will carry duty travel costs and DSA. The consultant shall be responsible for the due payment of other taxes, social security, health care and other necessary insurance costs. IUCN shall pay the contractee the fee upon satisfactory and timely completion of the tasks to be performed.

5. Contractual Conditions

All legal rights throughout the world in works or inventions created by the contractee in connection with the Contract shall vest in IUCN. The contractee recognises that such rights include, but are not limited to, copyright and other rights in written material (hard copy or electronic), sound and video recordings (including films), maps, photography, etc., as well as patents and other rights in inventions, and that the said rights enable IUCN to control all publications, publicity material and other exploitation or replication of the said works and inventions.

The general standard conditions of contract are attached as Annex II to this contract and form an integral part of it.

6. Correspondence

All correspondence in connection with this contract should be addressed to Mr. Winkler, Senior Advisor European Policy and Head of the Countdown 2010 Secretariat at the above address.

7. Acceptance

If you find the terms and conditions of this contract to be acceptable, please confirm your acceptance by signing the enclosed duplicate copy of the contract, and initialling the Annex and send it to the IUCN by return mail.

Yours sincerely,

Sebastian Winkler
Senior Advisor European Policy &
Head, Countdown 2010 Secretariat
C/O IUCN Regional Office for Europe

I have understood and agree with the terms and conditions set out above and in Annexes I to this letter.

Signed: _____

Date: _____

Cc: Finance Officer, IUCN ROfE

Bank Account Details:

Name of account holder: _____

Account Number: _____

Routing Number (if applicable): _____

Name of Bank: _____

Address of Bank: _____