

An underwater photograph of a coral reef. Sunlight rays penetrate the water from the top center, creating a bright, ethereal glow. The water is a deep blue. In the foreground and middle ground, there are large, branching coral structures, likely sea fans or similar, in shades of orange, red, and brown. To the right, there are some darker, more solid coral formations. The overall scene is vibrant and captures the beauty of marine life.

International Year of the Reef 2018, International Coral Reef Initiative (ICRI)

Claire Rumsey

SESSION IV: Building Partnerships

From Commitments to Action: Implementing SDG14

Incheon, Republic of Korea, 30th May



**International
Coral Reef
Initiative**



- Informal partnership between Nations and organizations which strives to preserve coral reefs and their related ecosystems around the world.
- Founded in 1994 by Australia, France, Japan, Jamaica, the Philippines, Sweden, the United Kingdom, and the United States of America.
- It is currently co-chaired by Australia, Monaco and Indonesia.

International
Year of the
Reef



IYOR 2018 was a year-long worldwide campaign of events and initiatives hosted by Governments and non-governmental organisations (NGOs) around the world, to promote conservation action and strengthen long-term collaborations for coral reef conservation.

How do we maintain momentum and partnerships?

How can we incentivise participation?

Challenges Faced

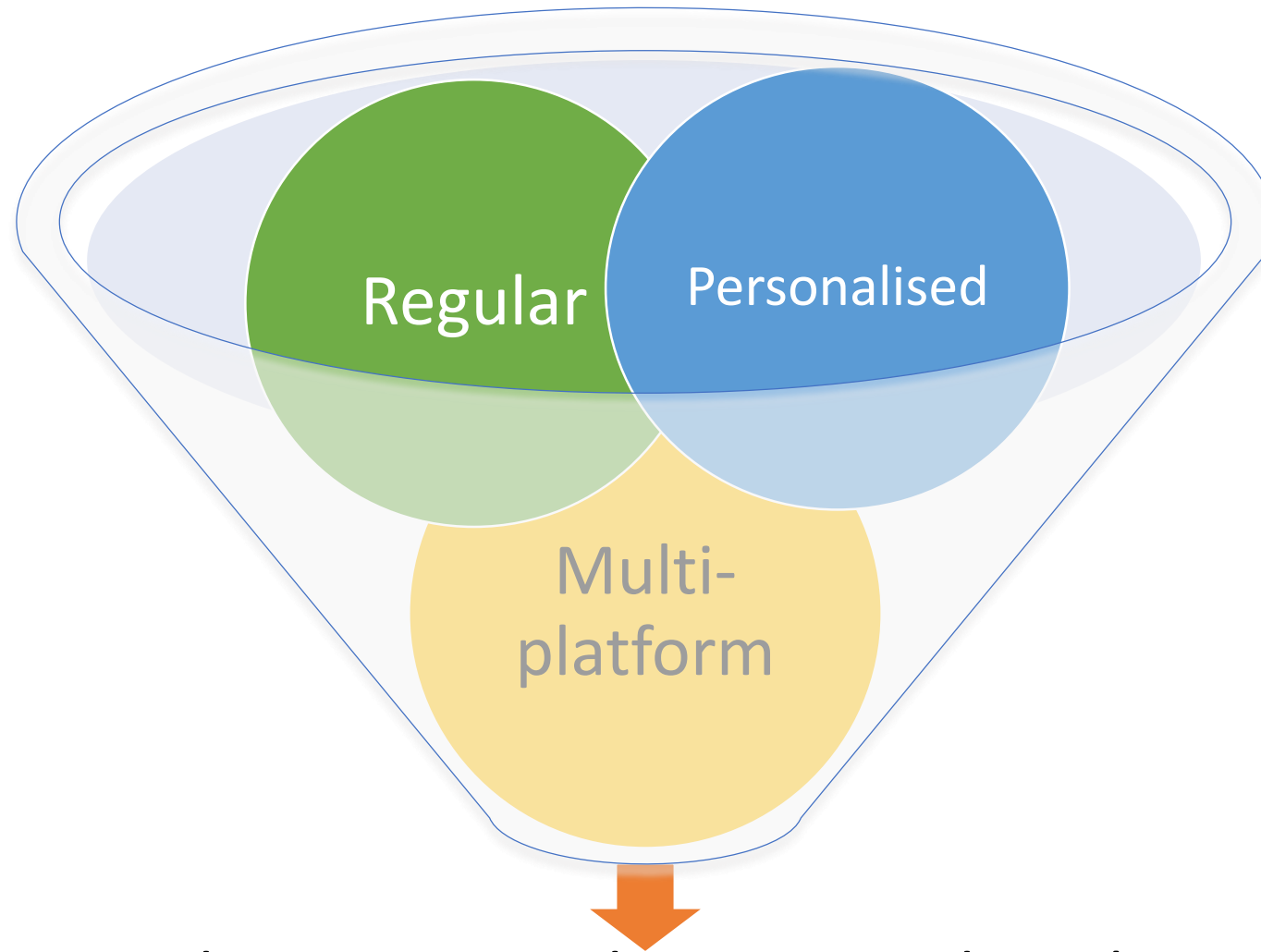
How do we
maintain
momentum
and
partnerships?



A shared mutual
goal

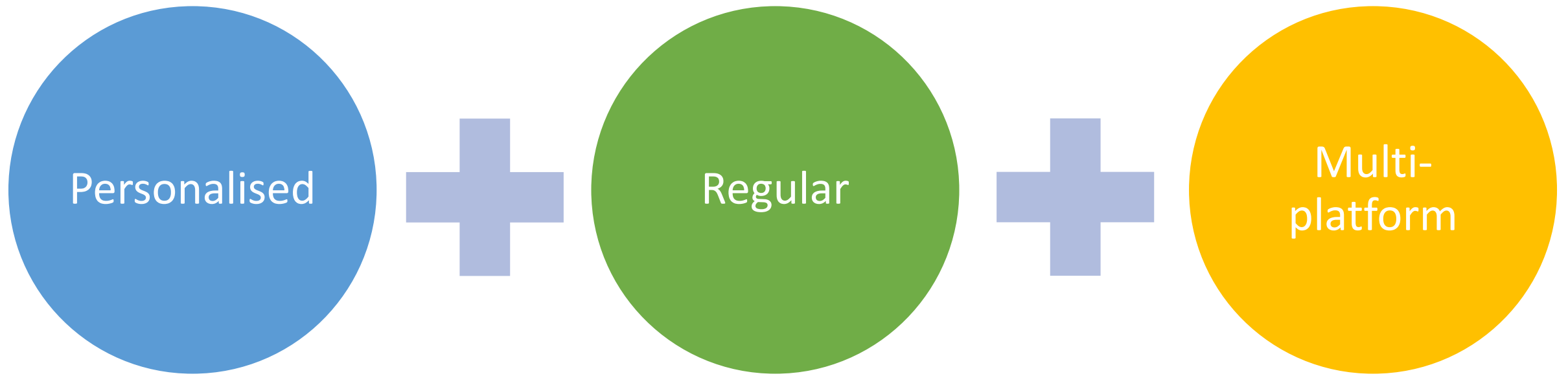


Acknowledgement
and support



Renewed or maintained interest and involvement

How do we maintain momentum and partnerships?



"I think they did great, maybe some more personalized communication would have been better. I replied to this mail, because Claire Rumsey sent me a personal mail." Coral Reef VC

Keep people updated on your work, inform them of how they can get involved.

You want your reach to be far and wide so you have to do it across multiple platforms.

How do we maintain momentum and partnerships?



Celebrity Involvement

Feature on the IYOR website/newsletter

IYOR activity reports that were created by participants were featured in the ICRI newsletter

How can we incentivise participation?

IYOR 2018
சர்வதேச முருகைக் கற்பார் ஆண்டு

IYOR 2018
Kansainvälinen riuttojen vuosi

IYOR 2018
INTERNATIONAL YEAR OF THE REEF
FOR THE PACIFIC

IYOR 2018
العام العالمي للشعاب

IYOR 2018
AÑO INTERNACIONAL DE LOS ARRECIFES

IYOR 2018
ANNEE INTERNATIONALE POUR LES RECIFS CORALLIENS

IYOR 2018
INTERNATIONAL YEAR OF THE REEF
COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS

IYOR 2018
ANO INTERNACIONAL DOS RECIFES DE CORAL

35

Non-Governmental
Organization's

6

International
Governmental
Organization's

19

Governmental
Agencies

What do partnerships add?

Lessons Learned



People are busy



People like
awards/recognition



There has to be a
purpose



Maintain
communication



Buy-in



You don't need an
unlimited budget

Thanks to the IYOR sponsors

The coordination of the IYOR 2018, and the creation and maintenance of the IYOR website (www.iyor2018.org) were made possible thanks to generous financial support from: the Government of Sweden, the Government of France, the UN Environment and the Government of Monaco.



Government Offices of Sweden
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Gouvernement Princier
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Thank you for your time