Video showcasing latest CEC projects for 2018 Council Session

Context:

The 2018 CEC Council Session represents a great opportunity to showcase the cutting-edge work that is underway at the CEC, particularly support of the CEC 2017-2018 Operational Plan, with an emphasis on highlighting the value of trilateral cooperation.

In order to provide a compelling overview of CEC projects and activities in progress, a **4-minute** video with images, videos, interviews, music and screen text will be prepared. This video will build on the success of last year's [HYPERLINK "https://www.youtube.com/watch?v=DM9zblb3oL4"] although it will be shorter in length in order to serve multiple uses and reach a wider audience. Visual content will include footage from trilateral meetings over the last year and on camera interviews with project beneficiaries in the case of featured projects.

Audience:

- Parties – national and constituency ministries and agencies
- Public – general, regional and community-based
- Private sector
- Civil society groups
- Academia
- Environmental and affiliated NGOs

Channels:

Three language versions will be prepared. The English version will be played on the display screens during the CEC Council public session for the benefit of our government partners and all who attend and tune into the webcast. After the Council Session, the three langue versions will be hosted on the CEC's YouTube channel and promoted on the CEC's social media channels. Government agencies will also be invited to share the video on social media and publish it on their respective websites.

Featured Projects:

The video will promote the CEC's innovative trilateral work, with a focus on projects related to the Council Session theme of ***Innovation and Partnerships for Green Growth.*** Featured projects will include:

1. **Green Economy:** [HYPERLINK "http://www.cec.org/our-work/projects/supporting-sustainable-trade-cites-species"]

Key message: By promoting the legal, sustainable and traceable trade of North American CITES Appendix II species, the CEC is supporting both species conservation and the livelihoods of communities across North America.

2. **Green Economy:** [HYPERLINK "http://www.cec.org/our-work/projects/reducing-pollution-maritime-transport"]

Key message: The CEC is working with ports and government agencies on greening maritime transport of trade in the North American trading block, including a consistent North American approach to reducing emissions.

3. **Green Economy:** [HYPERLINK "http://cec.org/our-work/projects/measuring-and-mitigating-food-loss-and-waste"]

Key message: The CEC is working with partners in Canada, Mexico and the United States to improve the measurement of food loss and waste across the food supply chain and correlate it with associated environmental and socioeconomic impacts.

4. **Ecosystems:** [HYPERLINK "http://www.cec.org/our-work/projects/strengthening-adaptive-capacity-marine-protected-areas"]

Key message: The CEC is providing practical guidance and hands-on training to marine protected area managers across North America so they can develop adaptation strategies that will support resilient coastal ecosystems, a valuable resource for fisheries, ecotourism and storm protection.

5. **Ecosystems and Green Economy:** [HYPERLINK "http://cec.org/our-work/projects/catalyzing-north-american-grasslands-conservation-and-sustainable-use-through-partnerships"]

Key message: The CEC has been critical to the success of consolidating a joint North American conservation approach to grasslands. It has promoted a substantial amount of on-the-ground conservation work in the Central Grasslands that highlight the economic and biodiversity benefits of adopting sustainable ranching practices.