



## **Preparation for RCA Exhibition and Other Activities for the 50th RCA Anniversary**

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## RCA Exhibition for the **50th Anniversary of the RCA**

- **Date and Venue:** The 66<sup>th</sup> IAEA GC (September 2022, IAEA)
  - Opening ceremony: 1<sup>st</sup> day (luncheon time), Rotunda
- **Purpose:**
  - To showcase achievements of the RCA over the 50 years
  - To present RCA's future directions
- **Banners**
  - Overall RCA (history, policy, membership..)
  - Results of the socio-economic impact in thematic areas (inputs by relevant experts and GPs)
  - Future visions
- **Display materials**
  - Sample products resulted from RCA projects
  - RCA brochures, success stories, souvenirs, etc.

## Work Plan on the RCA Exhibition

Timeframe	Activities
<b>Oct. 2021 – Mar. 2022</b>	<ul style="list-style-type: none"><li>- Designing the logo for the 50th Anniversary of the RCA</li><li>- Drafting the banners based on the reports of the socio-economic impact assessment of RCA projects and other inputs from the relevant experts</li></ul>
<b>Apr. 2022 (44<sup>th</sup> NRM)</b>	<ul style="list-style-type: none"><li>- Reporting on the progress of the preparation for the exhibition</li><li>- Review and approval of draft banner by the RCA NRs</li></ul>
<b>Apr.-Aug. 2022</b>	<ul style="list-style-type: none"><li>- Finalization of banners</li><li>- Designing the exhibition booth</li><li>- Collection of sample products</li></ul>
<b>Sept. 2022 (66<sup>th</sup> IAEA GC)</b>	<ul style="list-style-type: none"><li>- Exhibition</li></ul>

- **RCA Anniversary Video**

- Motion graphics + photos & videos (collected) + interviews by RCA stakeholders
- Introduction, history, achievements, and future directions to be included

- **Website**

- A dedicated website to be developed celebrating the 50<sup>th</sup> Anniversary of the RCA
- Information on the Ministerial Conference, overall RCA information, RCA achievements over the 50 years, future visions, congratulatory remarks by relevant stakeholders, and other information/data to be displayed



UNDP's 50<sup>th</sup> Anniversary Website

### Work Plan on the Anniversary Video

Timeframe	Activities
Nov. – Dec. 2021	- Drafting the scenario for the anniversary video
Jan.– Mar. 2022	<ul style="list-style-type: none"> <li>- Request to the GPs on collecting visual materials (photos and videos) to be included in the video</li> <li>- Request to the relevant stakeholders on the interviews</li> </ul>
Mar. – May 2022	- Production of the video (motion graphics, etc.), consolidating the visual materials
June 2022	- Mid-review by the STF
Jul. 2022	- Review and approval of draft by the NRs
Jul. – Sept. 2022	- Finalization
Sept. 2022 (66 <sup>th</sup> IAEA GC)	- Ministerial conference : 50th Anniversary of the RCA

### Work Plan on the Anniversary Website

Timeframe	Activities
Dec. 2021 – Mar. 2022	- Designing the anniversary website
Jan. 2022	- Collecting the raw materials - Request to the NRs and other relevant stakeholders on the remarks (recorded)
Feb. – Mar. 2022	- Producing the contents of the website - Review and editing work on the remark videos
Apr. 2022 (44 <sup>th</sup> RCA NRM)	- Pre-open
Jul. – Sept. 2022	- Update on the contents of the website
Sept. 2022 (66 <sup>th</sup> IAEA GC)	- Ministerial conference : 50th Anniversary of the RCA

## Designing the Anniversary Logo & Slogan

- **Purpose:**
  - To visualize the celebration of the 50<sup>th</sup> Anniversary of the RCA in a symbol and an expression
  - To capture the achievements of the past fifty years and show a strong message on the expectations for the upcoming future
  - The logo and slogan will be used in activities celebrating the 50<sup>th</sup> Anniversary (publication, video, website, exhibition etc.)
- **Progress:**
  - A study and analysis undertaken on the examples of anniversary logos and slogans of international organizations and global companies
  - Designs have been made and reviewed, further developed to be presented to the STF for consideration.



Anniversary Logos & Slogans of  
UN Organizations

# # 1. “50 Years of Leading Regional Cooperation”



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Simple and clear numerical design



Looking back and appreciating the role of the RCA in the past 50 years

- Focuses on the role of the RCA as the **oldest, leading and exemplary** agreement among the four regional agreements under the IAEA
- Also emphasizes the role of the RCA in **leading the regional cooperative** activities in the Asia-Pacific region

# # 1. “50 Years of Leading Regional Cooperation”



## # 2. “Look Back, Leap Forward”



## # 2. “Look Back, Leap Forward”



Past achievements are an important groundwork to a bigger success

Emphasizes the 50 years as the basis for a bigger take-off

- Well in line with the significance of celebrating the 50<sup>th</sup> Anniversary – **looking back** at the past 50 years and **preparing for** the next 50 years
- Embraces the true **hope** and **expectations** of the RCA that the history will be a good foundation for **successful future**

# 2. “Look Back, Leap Forward”



## Candidates for the Logo & Slogan

#1



- Simple and straight-to-the-point design
- Emphasizing and appreciating the **leading role of the RCA** among the four regional agreements and within the Asia-Pacific region

#2



- Strong and firm design seeing the 50<sup>th</sup> Anniversary as a cornerstone for a bigger success in the future
- Contains both the **reflection of the past and expectations for the future**

#### Work Plan for Finalizing the Logo & Slogan

Timeframe	Activities
<b>4<sup>th</sup> STF Meeting</b>	- Making a decision on the final candidates to be circulated to the NRs
<b>18 Nov. to 4 Dec. 2021</b>	- Voting by the twenty-two NRs (one country one vote) (It is highly important that all GPs participate in this process)
<b>31 Dec. 2021</b>	- Finalization of the anniversary logo & slogan - Available on the RCA website for free download
<b>2022</b>	- Use of logo & slogan in various occasions (anniversary activities)

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**THANK YOU**

