



**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
<b>Nov. – Dec. 2021</b>	- Drafting the scenario for the anniversary video
<b>Jan.– Mar. 2022</b>	- Request to the GPs on collecting visual materials (photos and videos) to be included in the video - Request to the relevant stakeholders on the interviews
<b>Mar. – May 2022</b>	- Production of the video (motion graphics, etc.), consolidating the visual materials
<b>June 2022</b>	- Mid-review by the STF
<b>Jul. 2022</b>	- Review and approval of draft by the NRs
<b>Jul. – Sept. 2022</b>	- Finalization
<b>Sept. 2022 (66<sup>th</sup> IAEA GC )</b>	- Ministerial conference : 50th Anniversary of the RCA

### Work Plan on the Anniversary Website

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



**Marking the  
50<sup>th</sup> Anniversary of UNIDO**  
Looking back, moving forward



**Shaping our future together**



**UNITED NATIONS  
SEVENTIETH ANNIVERSARY**

**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**

