

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

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1. RCA 50th Anniversary Logo and Slogan



Selection of Logo and Slogan for the 50th Anniversary of the RCA

- Prioritization of three candidates has been done by the National RCA Representatives at the end of 2021 and **logo & slogan was selected** (available at RCA website).
- Designed to **visualize the celebration of the 50th 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 are to be **used in the activities for celebrating the 50th RCA Anniversary** including the publications, video, website and the exhibition.



- Use of RCA emblem as part of design
- Directly shows the **vision of the RCA** – “enhancing socio-economic wellbeing and contributing to sustainable development in the region”

RCA Exhibition for the 50th Anniversary of the RCA

- **Date and Venue:** The 66th IAEA GC (September 2022, IAEA), Rotunda(TBC)
 - * Opening Ceremony: 26th September 2022 (first day of the GC), 13:00~13:30
- **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.

RCA Exhibition for the 50th Anniversary of the RCA

- A **space and location** of the booth will be confirmed by the IAEA.
- An exhibition booth will be set up with **four posters** – overall RCA, main achievements (key numbers), success stories, and future vision.
- **RCA Promotional Video (2022 ver.)** and **50th Anniversary Video** will be played.
- **Sample products** from GPs and other promotional materials will be displayed.
- **Souvenirs** celebrating the 50th Anniversary of the RCA will be prepared and distributed to the stakeholders.
- **Opening Ceremony** will be held at 13:00~13:30, on 26th September 2022, inviting the representatives of the IAEA(DG), RCA Chair, NRs and other relevant stakeholders.

2. RCA Exhibition – Booth Sketch



50th Anniversary of the RCA – Bringing Prosperity to the Asia-Pacific Region

[Panel 1] Overall RCA <ul style="list-style-type: none">- History- Milestones- Membership	[Panel 2] Main Achievements <ul style="list-style-type: none">- Key numbers	[Panel 3] Success Stories <ul style="list-style-type: none">- Agriculture- Environment- Industry- Human health	[Panel 4] Future Vision <ul style="list-style-type: none">- Future directions
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Podium

Sample Products Displayed

LCD Monitor

Brochures

Standing
Signboard

2. RCA Exhibition – Work Plan



Work Plan on the RCA Exhibition

Timeframe	Activities
Apr. 2022 (44th NRM)	- Reporting on the progress of the preparation for the exhibition
Apr.-Aug. 2022	- Designing the exhibition booth (drafting of the banners) - Approval of the banner designs by the National RCA Representatives - Collection of sample products
Sept. 2022 (66th IAEA GC)	- Exhibition

3. 50th Anniversary Video

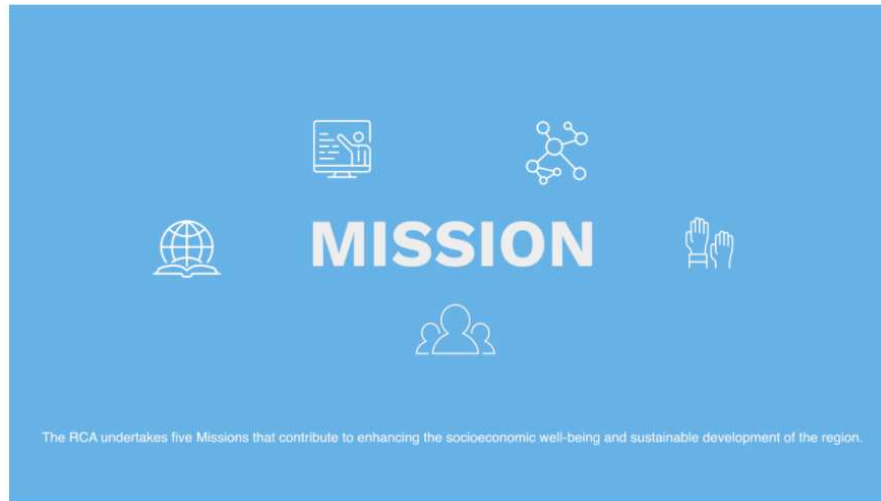


Development of 50th Anniversary Video and Update of RCA Promotional Video

- The 50th Anniversary video is currently being developed. Main designs are motion-graphics with photos and interviews (LCCs and IAEA-DG). RCARO requested the GPs to provide with the visual materials to be included in the video (seven GPs). The script was reviewed by RCA experts and was finalized. Detailed contents are;
 - History of the RCA
 - Milestones of the RCA
 - Key numbers on RCA achievements
 - Achievements according to thematic sector
 - Future vision
- The RCA promotional video is currently being updated – key achievements and interviews will be updated and design of the CG / sound effects will be renewed. At the 44th RCA NRM, the RCA promotional video will be played.



3. 50th Anniversary Video – sample design pages



Sample designs of the Anniversary Video

3. 50th Anniversary Video – Work Plan



Work Plan on the **Anniversary Video**

Timeframe	Activities
Apr. 2022 (44th NRM)	- Reporting on the progress of the preparation for the anniversary video
Mar. – May 2022	- Production of the anniversary video (motion graphics, etc.), consolidating the visual materials
June 2022	- Approval of draft by the National RCA Representatives
Jul. – Aug. 2022	- Finalization
Sept. 2022 (66th IAEA GC)	- Ministerial conference : 50th Anniversary of the RCA

Development of the 50th Anniversary Website

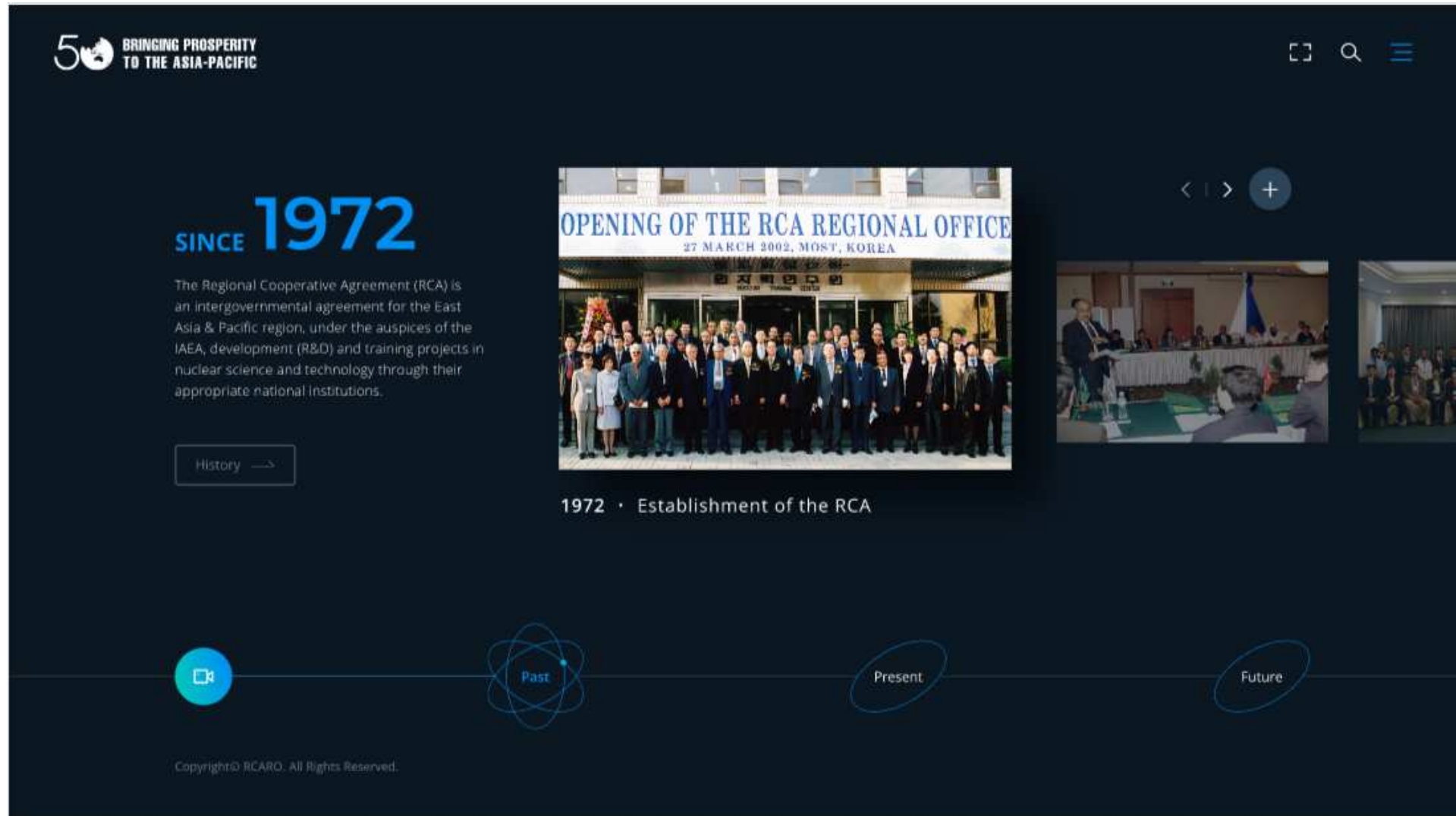
- A dedicated website is currently being developed.
 - Main page: Past, Present, and Future (design page)
 - About RCA: overview, milestones, history
 - Achievements: key numbers, major achievements according to thematic sector, S&E impact assessment results
 - Gallery
 - Messages: congratulatory remarks by the key stakeholders
 - 50th Celebration: information on the Ministerial Conference
- Congratulatory remarks by the GPs, RCARO and IAEA have been collected to be displayed at the website (a total of nine collected).
- Materials (photos, videos) have been collected to be displayed at the website.

4. 50th Anniversary Website – Design



Landing page

4. 50th Anniversary Website – Design



Past (milestones)

4. 50th Anniversary Website – Design



Present (achievements)

4. 50th Anniversary Website – Design



50 BRINGING PROSPERITY
TO THE ASIA-PACIFIC



BEYOND THE NEXT 50 YEARS*

We are ready to further expand actions.

The world is now facing devastating impacts of the global pandemic and climate change. Drawing on a strong basis of ownership and regional solidarity, outreaching further to the region and widening the coverage of RCA Programme. RCA will commit to building a resilient and inclusive region, and to promoting and supporting the sustainable development of the world.

Homepage →

Program →



Past

Present

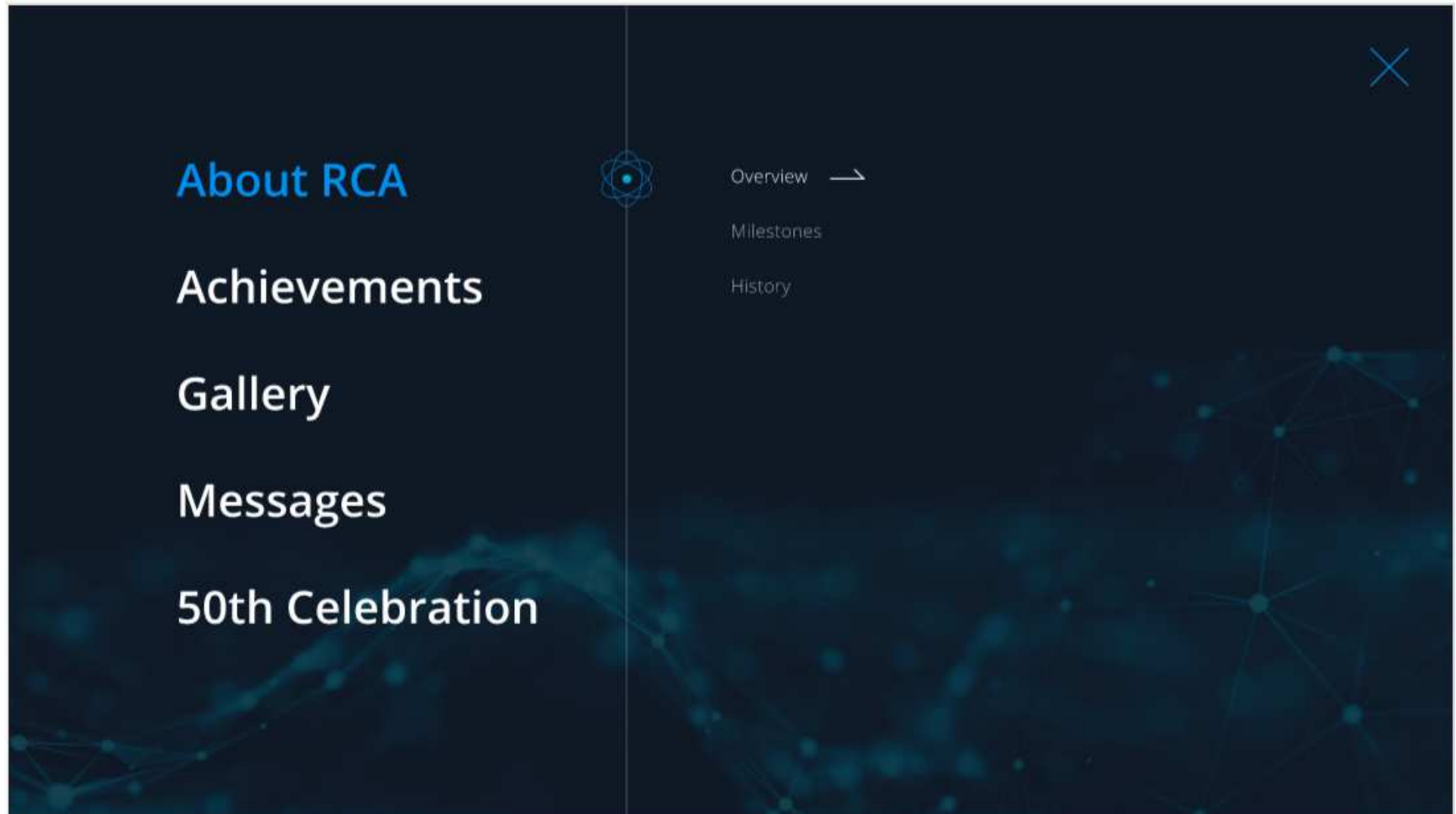


Future

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Future

4. 50th Anniversary Website – Design



Menu

4. 50th Anniversary Website – Work Plan



Work Plan on the **Anniversary Website**

Timeframe	Activities
Apr. 2022 (44 th RCA NRM)	- Pre-open
Jul. – Aug. 2022	- Update on the contents of the website
Sept. 2022 (66 th IAEA GC)	- Ministerial conference : 50th Anniversary of the RCA

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THANK YOU

