

**The Award Ceremony to recognize participants and winners of
the EU Contest among Central Asian Journalists
“Restoring biodiversity – our shared responsibility”**

29 July 2021, online

AGENDA

Background

In May 2020, the EU adopted an ambitious and comprehensive plan to tackle biodiversity loss – ***the EU Biodiversity Strategy for 2030***. Being one of the core parts of the ***European Green Deal***, the Biodiversity Strategy addresses the main drivers of biodiversity loss and will be a central element of the EU’s economic recovery plan from the coronavirus pandemic, providing business and investment opportunities.

On the eve of the International Day for Biological Diversity, which is celebrated on 22 May, the European Union (EU) funded project “European Union – Central Asia Water, Environment and Climate Change Cooperation” (WECCOOP) launched a media contest among Central Asian journalists for the best journalistic materials to address the theme “Restoring biodiversity – our shared responsibility”.

The purpose of this contest is to increase awareness on the crisis of biodiversity loss, ecosystem degradation, resource depletion and climate change, as well as the urgent need of transition towards sustainable consumption and production and circular economy.

As a result of the contest, 6 winners will be selected (one I prize, two II prizes, three III prizes). The winners will take part in a study tour to the Kyrgyz Republic to learn about the practices of conservation and restoration of biodiversity. The trip will be organized by the WECCOOP project and is tentatively scheduled for 5-10 September 2021. Taking into account the COVID-19 epidemiological situation, the trip may be postponed to a later date.

WECCOOP has received 67 entries from 37 Central Asian journalists.

The Contest Committee including representatives of the Cooperation and Political, Press and Information sections of the EU Delegations to Central Asian countries, as well as the WECCOOP project experts evaluated the received journalistic materials.

Purpose

The purpose of the virtual award ceremony is to continue fostering dialogue and cooperation on climate change, raising awareness about ecosystem and biodiversity degradation, promoting EU action on biodiversity restoration and the European Green Deal and promoting the transition of Central Asian countries to a circular economy.

Objective

The objective of the virtual award ceremony is to inform on the results of the media contest, recognize participants and winners of the contest.

Technical note

The award ceremony will be held online using Zoom platform. Simultaneous interpretation will be provided via the same channel. The event will be recorded, and by taking part in the event, the participants agree to this recording.



Funded by the
European Union

WECOOP

EU – Central Asia Cooperation on
Water – Environment – Climate Change

<i>Thursday, 29 July 2021</i>	
14:00 (Ashgabat, Dushanbe, Tashkent) 15:00 (Bishkek, Nur-Sultan)	Opening of the event: <i>Mrs Helen Serebrennikova, WECOOP Senior Communication Expert, event moderator</i>
14.05 (Ashgabat, Dushanbe, Tashkent) 15.05 (Bishkek, Nur-Sultan)	Welcoming remarks: <i>Mr Valts Vilnitis, WECOOP Team Leader</i> – Introduction of the event and participants
14:10 (Ashgabat, Dushanbe, Tashkent) 15:10 (Bishkek, Nur-Sultan)	<i>Mr Johannes Stenbaek Madsen, Head of Cooperation, EU Delegation to Kazakhstan</i> <ul style="list-style-type: none"> An overview of the EU support to Central Asian countries in their efforts to restore biodiversity and ecosystems, EU's biodiversity restoration efforts and the European Green Deal. An overview of the media contest.
14:20 (Ashgabat, Dushanbe, Tashkent) 15:20 (Bishkek, Nur-Sultan)	<i>Mr Johannes Stenbaek Madsen, Head of Cooperation, EU Delegation to Kazakhstan</i> – Distribution of digital certificates of appreciation to the participants. (Johannes reads the first certificate and Helen announces the names of all recipients-journalists.)
14:30 (Ashgabat, Dushanbe, Tashkent) 15:30 (Bishkek, Nur-Sultan)	<i>Mr Johannes Stenbaek Madsen, Head of Cooperation, EU Delegation to Kazakhstan</i> – Award ceremony: announcement of winners and the prize.
14:40 (Ashgabat, Dushanbe, Tashkent) 15:40 (Bishkek, Nur-Sultan)	<i>Winners</i> – few words on the contest, importance of biodiversity conservation.
14:50 (Ashgabat, Dushanbe, Tashkent) 15:50 (Bishkek, Nur-Sultan)	<i>Mrs Helen Serebrennikova, WECOOP Senior Communications Expert</i> – Q&A
15:00 (Ashgabat, Dushanbe, Tashkent) 16:00 (Bishkek, Nur-Sultan)	<i>Mrs Helen Serebrennikova, WECOOP Senior Communications Expert</i> – Closing of the event