



7th Meeting of the Advisory Committee

Bucharest, Romania, 27 – 29 May 2002

Proposal for a new logo for the Agreement

(prepared by the Secretariat)

Background:

At the 6th Meeting of the Advisory Committee a modified version of the "International Year of the Bat" logo was presented in view of possible future use as new logo for the Agreement. Although this new logo was considered being very attractive, some Parties expressed their concerns about changing the well-established existing logo. It was decided to discuss the matter again at the following meeting of the Committee (see AC6 Report, page 10).

During the "International Year of the Bat" in 2001 the logo was distributed by the Secretariat on 20.500 Posters and 31.070 Stickers all over Europe. Additionally the logo was available for download on the EUROBATS website and used on the EUROBATS letterhead for all correspondence. The logo was also printed for the numerous local activities during the Bat Year and Bat Night (e.g. on 50.000 leaflets and 2000 posters for one single event in Germany). Total numbers of use in the whole of Europe are not known but can be estimated being rather high. The Secretariat has received much and very positive feedback concerning the attractiveness of the logo and seeing the high number of publications considers it as being sufficiently known and established now to be used as new logo for the Agreement.

The Committee is invited to adopt the attached logo (Annex 1) as new logo for the Agreement.