



**Joint Public Advisory Committee (JPAC) Activity Report  
to the Council of the Commission for Environmental Cooperation (CEC)  
since June 2018**

This table is intended to provide Council with an overview of JPAC activities since the June 2018 Regular Session of Council to assist discussions during the annual joint Council/JPAC sessions in 2019.

*Please note that JPAC activities have been undertaken in accordance with Article 16(4) of the North American Agreement on Environmental Cooperation (NAAEC), which states that JPAC “may provide advice to Council on any matter within the scope of this agreement [...] and on the implementation and further elaboration of this agreement, and may perform such other functions as the Council may direct”; and with Article 16(5), which provides that JPAC “may provide relevant technical, scientific or other information to the Secretariat, including for purposes of developing a factual record under Article 15. The Secretariat shall forward to the Council copies of any such information.”*

Please note the internal Council policy for producing responses to JPAC advice states that a response should be sent out **“within eight weeks of receiving the advice.”**

JPAC Activity and Context	Description	Status or Result
<b>JUNE 2018</b>		
<b>Joint Public Advisory Committee Regular Session 18-01</b> “The Future of Environmental Cooperation in North America” 26 June 2018 Oklahoma City, Oklahoma, United States	The public forum brought together private sector representatives, nongovernmental organizations, and members of the public to discuss future areas of trilateral environmental cooperation and on expanding private sector engagement in future CEC projects and initiatives.  Given the renegotiation of NAFTA, participants addressed the unique opportunity for the CEC to renew its focus on environmental issues and economic growth, while better engaging the private sector.	As a result of the meeting, the JPAC members agreed to provide the Council with an Advice:  <b>Advice to Council No: 18-01</b> Re: JPAC Expert Forum on the Future of Environmental Cooperation in North America <i>(Distributed on 24 July 2018)</i>
<b>JULY 2018</b>		
<b>Advice to Council No: 18-01</b> Re: JPAC Expert Forum on the Future of Environmental Cooperation in North America <i>(Distributed on 24 July 2018)</i>	Noting the endorsement of the United Nations 2030 Agenda for Sustainable Development by the three countries, the JPAC Advice to Council 18-01 outlined a series of recommendations to the Council which included: <ul style="list-style-type: none"> <li>• Focus the CEC’s role in North American environmental cooperation toward promoting and enhancing implementation of the Sustainable Development Goals (SDGs) in all three countries;</li> <li>• Utilize existing national and subnational networks to increase the local and regional impact of the CEC;</li> <li>• Strengthen the CEC’s focus on spearheading North America’s transition to a low-carbon economy.</li> </ul>	<b>Response from Council to JPAC Advice 18-01</b> Re: JPAC Expert Forum on the Future of Environmental Cooperation in North America <i>(Received on 16 April 2019)</i>  The Council expressed appreciation for the recommendations included in the JPAC Advice, and highlighted the importance of considering the links between the 2030 Agenda and the SDGs and the CEC cooperation program. They noted that these recommendations were timely and would help guide the new Operational Plan 2019–2020.

<b>AUGUST 2018</b>		
<p><b>Consulting work: “Strategic Communications Recommendations for the Joint Public Advisory Committee (JPAC)”</b> August-December 2018</p>	<p>Strengthening the CEC’s communication and outreach efforts, as well as increasing the visibility of the organization, has been a top priority for members of the Joint Public Advisory Committee (JPAC). As part of the activities planned for 2018, the JPAC engaged a Canadian PR firm to conduct interviews with relevant stakeholders in the three countries, facilitate a two-day face to face meeting in Mexico and produce a final report with strategic recommendations for the CEC.</p>	<p>Report: “Strategic Communications Recommendations for the Joint Public Advisory Committee, Enhancing the CEC’s Communications Efforts in North America and Beyond” <i>(Distributed on 31 December 2018)</i></p>
<b>OCTOBER 2018</b>		
<p><b>Session 18-04 of the Alternate Representatives</b> Conference call 3 October 2018</p>	<p>Representing JPAC Chair Gustavo Alanís-Ortega, the JPAC Liaison Officer participated in the conference call of the Alternate Representatives, which centered on:</p> <ul style="list-style-type: none"> <li>• CEC’s work in 2019 (proposed process and timeline)</li> <li>• 2018 Budget</li> <li>• 2019 Budget</li> </ul>	<p>The JPAC Liaison Officer provided an update on the TEK Atlas project, as well as on the JPAC meeting in Guadalajara, “Enhancing the CEC’s Communications and Outreach Efforts in North America and Beyond.”</p>
<p><b>US NAC &amp; GAC Meeting</b> 10 October 2018 Tucson, Arizona</p>	<p>JPAC member Octaviana Trujillo participated in the meeting, in representation of the JPAC Chair, Gustavo Alanís-Ortega. She provided both committees with a status update on JPAC activities, which included the following:</p> <ul style="list-style-type: none"> <li>• JPAC Public Forum in Oklahoma City on the future of Trade and Environmental Cooperation in North America on June 26</li> <li>• Advice to Council 18-01</li> <li>• JPAC private strategic communications meeting in Guadalajara, Jalisco, on 25-26 October</li> </ul>	<p><i>Ongoing</i></p>
<p><b>Joint Public Advisory Committee Session 18-02</b> <i>(closed to the public)</i> Strategic Communications Meeting, “Enhancing the CEC’s Communications and Outreach Efforts in North America and Beyond,” 25-26 October 2018 Guadalajara, Jalisco, Mexico</p>	<p>To better understand the position of the CEC in the contemporary North American and international environmental contexts, the meeting explored new communication and outreach strategies that support and enhance implementation of the CEC's role in our region and beyond.</p> <p>Government representatives, JPAC members and Secretariat staff, along with communications experts from the media, international organizations and academia, discussed approaches to enhancing the CEC’s cooperative agenda, public outreach and engagement strategies, and the submissions on enforcement matters (SEM) process.</p>	<p>As a result of the meeting, the JPAC members agreed to provide the Council with an Advice:</p> <p><b>Advice to Council No: 18-02</b> Re: JPAC Strategic Communications Meeting, “Enhancing the CEC’s Communications and Outreach Efforts in North America and Beyond” <i>(Distributed on 29 November 2018)</i></p>

<b>NOVEMBER 2018</b>		
<p><b>Session 18-05 of the Alternate Representatives</b> Conference call 27 November 2018</p>	<p>JPAC Chair Gustavo Alanís-Ortega participated in the conference call of the Alternate Representatives, which centered on:</p> <ul style="list-style-type: none"> <li>• Draft Council Resolution re: use of pre-2019 surplus funds</li> <li>• Guidance document for the development of OP 2019–2020</li> <li>• Update on Council new initiatives (extreme events and innovation hubs)</li> <li>• CEC Communications and Outreach</li> <li>• JPAC Advice 18-01</li> </ul>	<p>The JPAC Chair underscored the valuable participation of the communications points of contact from the three Parties, during the Guadalajara JPAC meeting on CEC communications and outreach. He also noted that the Advice to Council on the outcome of that meeting would be ready in the coming days and that the report would be finalized in the coming weeks.</p>
<p><b>Advice to Council No: 18-02</b> Re: JPAC Strategic Communications Meeting on “Enhancing the CEC’s Communications and Outreach Efforts in North America and Beyond” <i>(Distributed on 29 November 2018)</i></p>	<ul style="list-style-type: none"> <li>• Noting that the USMCA draft text mentioned the CEC repeatedly, the JPAC Advice to Council 18-02 outlined a series of recommendations to the Council, including:</li> <li>• The Council should take immediate steps to establish a strategic communications workgroup composed of representatives of the CEC’s three bodies (Council, Secretariat and JPAC) and any other relevant experts, with the mandate to relaunch and modernize the CEC’s overarching stakeholder engagement and communications strategy.</li> <li>• In developing the strategic plan, the workgroup should ensure that this new strategy addresses specific aspects, including improving the effectiveness of CEC communications and messaging to the public and other targeted audiences.</li> <li>• It is important to ensure that the Traditional Ecological Knowledge Expert Group (TEKEG) be involved in the development of the strategic communications planning process.</li> </ul>	<p><i>No response to date</i></p>
<b>DECEMBER 2018</b>		
<p><b>JPAC Report: “Strategic Communications Recommendations for the Joint Public Advisory Committee”</b> <i>(Distributed on 31 December 2018)</i></p>	<p>The JPAC report includes strategic and tactical communications recommendations to further enhance the Commission for Environmental Cooperation’s (CEC’s) communications and outreach efforts.</p> <p>The recommendations stemmed from two phases, including telephone interviews with relevant stakeholders in the three countries, as well as facilitated roundtables with the CEC key constituents (Parties, JPAC, Secretariat, TEKEG members), during a face-to-face meeting in Guadalajara, Mexico.</p>	<p><i>Ongoing</i></p>

<b>JANUARY 2019</b>		
<b>JPAC Chair visit to CEC Secretariat</b> 10 January 2019 Montreal, Quebec, Canada	Visit of the newly elected 2019 JPAC Chair to the CEC Secretariat in Montreal, to meet with staff and discuss CEC's upcoming activities.	As the new JPAC Chair for 2019, Sabaa Khan visited the CEC Secretariat to share her vision for her tenure, and to discuss how the JPAC can participate more actively in the Secretariat's activities, as well as increase public engagement in the Commission.
<b>MARCH 2019</b>		
<b>Session 19-01 of the Alternate Representatives</b> 1 March 2019 Mexico City, D.F., Mexico	JPAC Chair Sabaa Khan participated in the meeting of the Alternate Representatives, which centered on: <ul style="list-style-type: none"> <li>• Presentation of vision and priorities by Mexico</li> <li>• 2019 Council Session</li> <li>• 2018 Council Initiatives</li> <li>• Development of the Operational Plan 2019-2020</li> </ul>	The JPAC Chair briefed the Council on JPAC's overarching vision and approach for 2019, which will center on ensuring strong synergies between the Council's priorities and initiatives, and JPAC activities.
<b>APRIL 2019</b>		
<b>CEC Youth Innovation Challenge, evaluation by JPAC Members</b> 15-26 April 2019	A JPAC member from each country participated in the evaluation process for the CEC Youth Innovation Challenge.	A number of semi-finalists were selected for the next evaluation phase.
<b>MAY 2019</b>		
<b>Session 19-02 of the Alternate Representatives</b> 14 May 2019 Montreal, Quebec, Canada	JPAC Chair Sabaa Khan participated (via video) in the meeting of the Alternate Representatives, which centered on: <ul style="list-style-type: none"> <li>• 2019 Council Session</li> <li>• Update on SEM</li> <li>• Traditional Ecological Knowledge (TEK)</li> <li>• Draft Operational Plan 2019–2020</li> <li>• Draft 2019 Budget</li> <li>• Draft Communication Plan 2019–2020</li> <li>• Third Youth Innovation Challenge</li> <li>• JPAC Public Forum (24 June) in Mexico City</li> </ul>	The JPAC Chair provided (via video) an update on preparations for the JPAC public forum, to be held on 24 June at the Semarnat headquarters, and presented the provisional program. She also mentioned that the JPAC's fall meeting will very likely focus on disaster risk-resilient communities, but with a particular emphasis on front-line responders and the role of digital technologies for public safety and engagement. The photo exhibition, "Resilience, Hope and Action," that JPAC initially planned to feature in June was postponed until the fall meeting.