



INTERNATIONAL  
WHALING COMMISSION

The Red House  
135 Station Road  
Impington, Cambridge  
CB24 9NP, UK

t. +44 (0) 1223 233971  
e. [secretariat@iwc.int](mailto:secretariat@iwc.int)  
[www.iwc.int](http://www.iwc.int)

RJL/JAC/32534  
30 October 2018

Circular Communication to Commissioners. Contracting Governments and  
Members of the Scientific Committee  
**IWC.ALL.337**

**Launch of the Whale Watching Handbook**

I am delighted to inform the Commission that the Whale Watching Handbook is launched today.

As you may recall, the Handbook is designed to provide a living and evolving resource for whale watching regulators and policy makers, industry, and members of the public. It was demonstrated and endorsed at IWC67 last month.

Since then, considerable work has been undertaken to finalise and test the Handbook and prepare an awareness-raising campaign. This campaign formally begins today as the Handbook is launched, and the Secretariat is asking for your help to spread the news to your colleagues and via national, regional and local professional networks and media.

Attached is a press release which we would like you to share as widely as possible. This version is designed to interest general news media. Other versions are also available from the Secretariat, tailored to the tourism trade and other media, and conservation media. Please contact [kate.wilson@iwc.int](mailto:kate.wilson@iwc.int) if you or your communications department are able to offer any support in distributing these.

At IWC67, the Commission also endorsed a proposal for the IWC to establish a social media presence. You may recall that a precautionary approach was agreed, initially with an IWC Twitter account. This is now live and we are tweeting the launch of the Handbook today. Please support this by following the @iwc\_int and re-tweeting our information.

Also attached are some powerpoint slides which summarise the Handbook, its aims and content. I hope these will make it easy for you to include a little bit of information about the Handbook in any talks or presentations you give where this subject may be relevant.

These launch materials are currently only available in English language versions but any support in making these useful to French and Spanish speakers would be gratefully received.

Finally, I would like to express sincere thanks to the Convention for Migratory Species, our partners in this project, to those here in the Secretariat who have managed this project, and to everyone involved, particularly Gianna Minton, who developed the Handbook content with tireless enthusiasm and commitment!

---

*Chair:* Andrej Bibic (Slovenia)  
*Vice-Chair:* Amadou Télivel Diallo (Republic of Guinea)  
*Executive Secretary:* Rebecca Lent

Most importantly, the address of the Handbook website:

<https://wwhandbook.iwc.int>

I hope you will agree that this is a comprehensive and engaging tool.

A handwritten signature in black ink that reads "Rebecca Lent". The signature is written in a cursive, flowing style.

Dr Rebecca Lent  
Executive Secretary

*c.c. Accredited observers to the IWC*