

**"Preserve the Polar Regions and Glaciers"
stamp issue**

Dear Sir/Madam,

In 2007 and 2009, the designated operators of Chile and Finland launched a philatelic campaign to call attention to climate change and the warming of the polar regions and glaciers. One aim of the project was to issue a postage stamp on the theme "Preserve the Polar Regions and Glaciers".

Because of their interest in polar regions and the vulnerability of their glaciers, some 40 countries, all key players in efforts to prevent climate change, responded favourably to the project.

With this successful campaign now completed, the designated operator of Finland would like to share this experience and offer all other countries the opportunity to issue a postage stamp on this theme.

The International Bureau is therefore asking the designated operators of UPU member countries to include in their 2010 or 2011 stamp programme one or more stamps and philatelic products promoting the theme "Preserve the Polar Regions and Glaciers".

Each country participating will issue stamps in 2010 and 2011 according to its own schedule and decide independently on the illustration to be used. The feature common to all issues will be the ice crystal symbol, which should be included to maximize the stamp's impact. It is also possible to have a special logo designed for the occasion. Complete technical information on the use of the symbol is provided in Annex 1. Guidelines are also included in Annex 2.

Designated operators planning to issue one or more special stamps are requested to inform the International Bureau and to submit specimens of the products concerned. For more information on the issue of special stamps promoting the theme "Preserve the Polar Regions and Glaciers", please contact either:

Mr K.J.S. McKeown
Director of Markets Development
Universal Postal Union

Tel: +41 31 350 31 23
Fax: +41 31 351 02 66
E-mail: ken.mckeown@upu.int

or

Mr Jean-François Logette
Philately Expert
Philately and IRC Programme Manager
Universal Postal Union

Tel: +41 31 350 31 22
Fax: +41 31 351 02 66
E-mail: jf.logette@upu.int

Yours faithfully,

K.J.S. McKeown
Director of Markets Development

Annex 1

Common symbol for stamps promoting the theme of polar glaciers/climate change

The stamps will form a 80 x 120 mm sheet (either horizontal or vertical).
The ice crystal symbol must appear on the sheet, but not necessarily on the stamps

1 Size of the symbol

The original width of the symbol is 13 mm. The symbol may be scaled, made either larger or smaller, but within reasonable limits.

**2a, 2b Colour of the symbol**

The symbol can be printed either in blue or white (reversed, negative).
Some recommended shades of blue are:

- light blue: C30 M5
- bright blue: C100 M10
- dark blue: C100 M80 K20

The symbol should not be printed in black.

Dark tones should be achieved through the use of dark blue colours.

Other colours (red, green, etc.) are not permitted but special techniques (hologram or foil printing) may be used.

**3 Rotating the symbol**

The symbol may be rotated 180 degrees (or mirrored along the horizontal axis).

For example, the symbol may also appear "upside-down".

**4 Protection area**

The symbol may be placed on top of a photograph, painting or drawing.

However, it is recommended not to place text or other sharp graphic elements near the symbol. The protection area should extend to about one third of the width of the symbol all around.

**5 Other recommendations**

Only the entire symbol may be used. Parts may not be used separately. It is not permitted to use more than one colour, or to have an outline with a different colour.



GUIDELINES

Theme	The theme of the stamp issue is "Preserve the Polar Regions and Glaciers" and should be printed on the miniature sheet in the language(s) of the issuing country.
Date of issue	Preferably sometime in 2011 (or late 2010). The greater the number of countries that issue their stamps at the same time, the greater the media coverage.
Format	A rectangular miniature sheet (close to 120 mm x 80 mm) comprising two stamps. The total face value of the two stamps/miniature sheet should not exceed 2.00 EUR. If need be, the stamps may also be issued individually.
Shared features	<p>The issue's theme "Preserve the Polar Regions and Glaciers" should be printed on the miniature sheet.</p> <p>The unifying graphic element is the ice crystal symbol, which can be printed by a variety of methods.</p>