

# Strategic communication for the vulture MsAP



SURE, PANDAS ARE CUTE,  
BUT DO THEY TAKE  
OUT THE TRASH?



By consuming diseased carcasses, vultures help  
maintain nature's pristine beauty and reduce  
the spread of rabies, bubonic plague,  
tuberculosis, brucellosis and botulism.

## What do we want from this session?

- to plan and promote awareness-raising and implementation of the Vulture MsAP
- consensus on the main phases
- approach or messages
- target audiences
- outputs



## Communications objectives and audiences.

Objective 1. To ensure wide participation in the public consultation

- Targets: scientific experts (may include public), policy-makers...

Objective 2. To encourage range states to support adoption of the MsAP at COP.

- Targets: Range state Govts and those who can influence them (public, NGOs)

Objective 3. To gain multilateral support for the MsAP (including financing and implementation) after its adoption.

- Targets: Range state Govts (#1); NGOs, private sector, land managers

Objective 4. To make people love vultures

- Targets: public and politicians

Egyptian Vulture  
*Neophron percnopterus*



Lappet-faced Vulture  
*Torgos tracheliotos*








**Vulture Multi-species Action Plan**





y to think  
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erspective...

Charlie Hamilton James



## 1. Phases and events

Based on known phases and events relevant for the MsAP

Phases: MsAP completion timetable (as we know...)

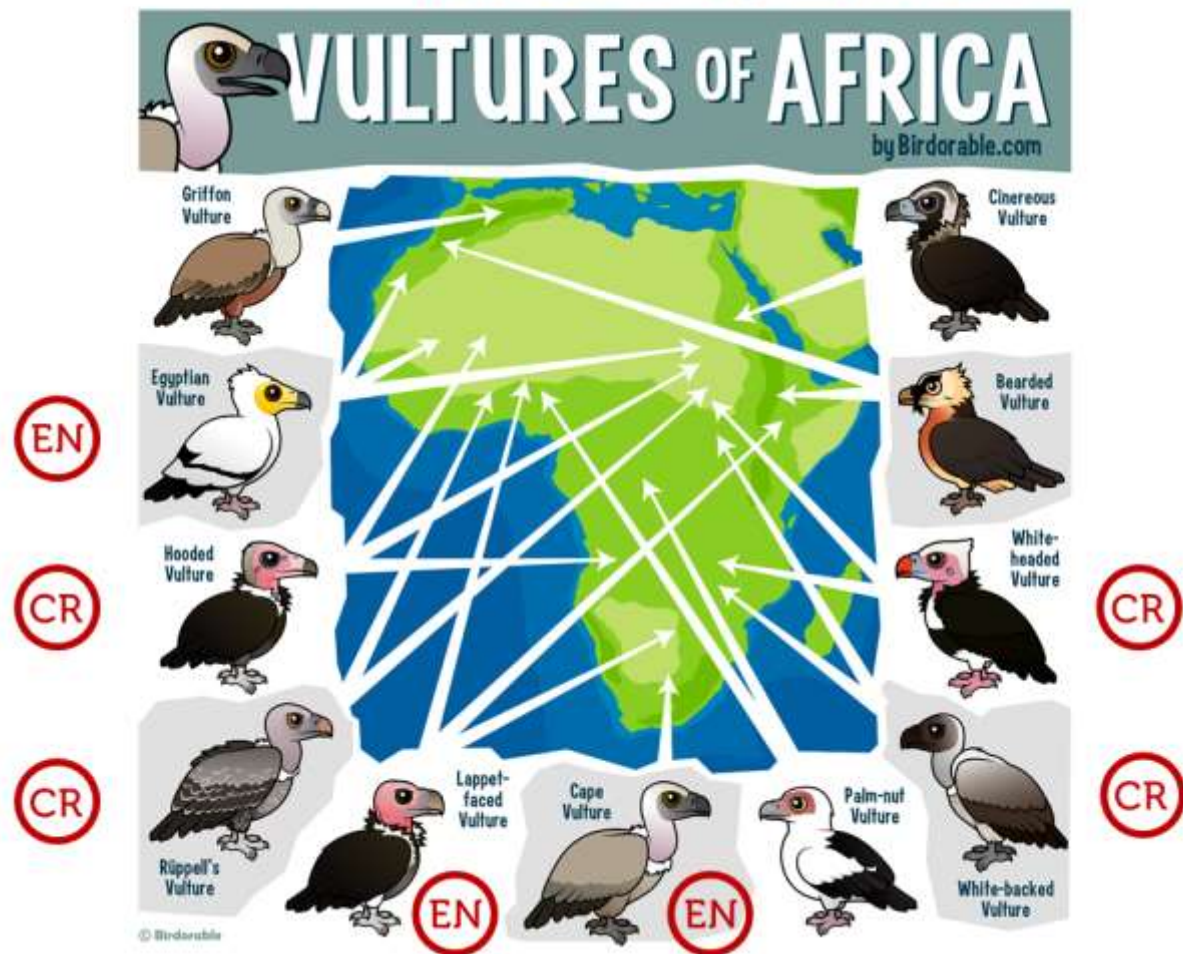
- From now to submission to CMS (May) including public consultation
- Preparation for COP including Scientific Council
- CMS COP
- Post-COP

7 of Africa's vulture species are on the edge of **extinction**



#lovevultures

[www.birdlife.org/savevultures](http://www.birdlife.org/savevultures)



Vulture Multi-species Action Plan

## VULTURES CLEAN UP CARCASSES



**WITH VULTURES > ONE HOUR**  
They clean carcasses bare  
before disease spores can form



**WITHOUT VULTURES > A FEW DAYS**  
They reduce the spread of diseases like Anthrax,  
Rabies, Tuberculosis, Botulism, Brucellosis

## VULTURES ARE WORTH MILLIONS



A single vulture is worth over US \$ 11,000  
dollars just for its cleaning services.  
By halting the spread of disease, they are worth  
much, much more to governments in saved  
health service costs, not to mention tourism, etc.



## POISONING

1 Poisoned elephant carcass =  
up to 500 dead vultures per incident

## Post-COP events:

- CMS COP – side event
- UN Env't Assembly (UNEA) 3, Nairobi, Dec 2017 - side event and resolution (follows successful profiling of vultures at UNEA 2, and pollution theme of UNEA 3 including poisoning)
- BirdLife World Congress now to be held in 2018 – thus can promote adopted plan
- CBD COP14 in 2018 in Egypt
- More?



# Multi-species Action Plan

## 2. Communications approaches and actions

- What is role of civil society in a CMS action plan: public, national NGOs, international organisations (BirdLife, VCF, VSG etc), others
- What role for public communications? Mobilise public to influence range state govts?
- We must develop messaging with our networks and partners – we do not know all the answers.
- Synergies with non-vulture interest groups e.g. elephant trade including via IUCN SSC



Updates from

[www.4vultures.org](http://www.4vultures.org) **Blog Feed**

Blog -

In the 02/17/2017 edition:

- [After Andalusia, bearded vultures are also breeding in Picos de Europa](#)



# Saving the Egyptian Vulture – Have your say!

By Stoyan Nikolov, 24 Jan 2017



Egyptian Vulture (c) Zvezdo Planinski

As part of the EU LIFE+ project 'The Return of the Neophron', a public consultation exercise on its proposed 'Flyway Action Plan' (EVFAP) has been launched to save the Egyptian Vulture. Stoyan Nikolov explains how – and why – citizens should take this opportunity to participate and have their say.

There was a time when the striking silhouette of the Egyptian Vulture in flight cut an impressive figure through the skies over Europe, Africa and the Indian sub-continent. Now, it is listed a globally 'endangered' species by the IUCN Red List. The overall European population has decreased by 50% over the last 50 years, while in the Balkans, numbers have declined by 80% over the last three decades and the prospect of extinction is a very serious risk.

### Top Stories

Climate change could deliver final blow for world's threatened species

One to Watch - Iwi on the decline?

Help conservation by counting birds this weekend

Where have all the flowers gone?

### 3. Possible comms outputs

- Formal announcement/invitation to participate in public consultation: Raptors MoU/CMS through their channels
- Social and other online media
- Include the MsAP in existing NGO communication streams from e.g. BirdLife, VCF, EWT, IUCN SSC others
- Web pages to encourage participation in the consultation, or to encourage Govts to adopt/support the MsAP? Any partner can create such a site.
- Other outlets for the information?



A screenshot of a web browser displaying a Huffington Post article. The browser's address bar shows "Plusnet Google BirdLife webmail". The page header includes "THE HUFFINGTON POST" and navigation links for "NEWS", "POLITICS", "ENTERTAINMENT", "LIFESTYLE", "IMPACT", "VOICES", "VIDEO", and "ALL SECTIONS". A blue advertisement banner for Yoigo is visible, offering a 20% discount and 8.80 per month. The article title is "Tackling Africa's Impending Vulture Crisis" by Patricia Zurita and Bradnee Chambers, dated 10/12/2015. A photograph of a vulture in flight is featured. Below the photo, there is a quote: "Lightning never strikes the same place twice, or history always repeats itself? Unfortunately in the case of vultures, nature's 'clean-up' crew, the latter applies — with African populations of these useful birds facing catastrophic declines — just as their South Asian counterparts did in the 1990s. Patricia Zurita and Bradnee Chambers explain the importance of protecting vultures, whose vital ecological role has a direct bearing on human health." A sidebar on the right contains an advertisement for Expedia.es and a "SUBSCRIBE TO &amp; FOLLOW THE MORNING EMAIL" section with a "Newsletter" sign-up form.

### 3. Possible comms outputs ... more

- Joint brochure(s) or infographic(s), as done for African vultures (BirdLife, VSG, CMS). Simple digest/summary of MsAP, giving rationale, threats, objectives, how to support. Aimed at policy-makers, key sectors or public?
- Existing events such as International Vulture Awareness Day
  - in the approach to COP
  - for future initiatives once MsAP has been adopted
- ‘Friends of the Vultures’ website/portal where all could engage and be kept up to date with vulture happenings. Provides
  - mechanism for stakeholders and the general public to feel involved even if they are not part of one of the working groups
  - Link to fundraising ideas (Champions/Friends – next session)





## Plan outreach or elaboration

- Layout of plan: imaginative formatting to improve navigation and make more attractive.
- Online version of plan: allow readers to filter by country or species, generate concise reports relevant to their situation.
- Encourage development of national plans where none exist (some already do)
- Language: English... French, Arabic, many national languages.  
Whole MsAP? summary?

## Questions on communications

What communication outputs are top priority?

What additional ideas for communications outputs?

What other events are opportunities?

Communication governance

- roles for the various stakeholders/types
- who needs to check what and when?

What other partners could we work with to communicate the importance of vultures and the MsAP?