



CONVENTION ON MIGRATORY SPECIES

Distribution: General

UNEP/CMS/Conf.10.13
20 June 2011

Original: English

TENTH MEETING OF THE
CONFERENCE OF THE PARTIES
Bergen, 20-25 November 2011
Agenda Item 18

OVERVIEW OF THE CMS “YEAR OF ...” CAMPAIGNS 2009-2011

1. This document provides an overview of the “Year of ...” campaigns initiated by CMS in the period between COP9 and COP10. It focuses on the CMS-led “Year of the Gorilla 2009” and the EUROBATS-led “Year of the Bat 2011”, while also briefly touching on CMS’s contribution to the CBD-led International Year of Biodiversity 2010.

Year of the Gorilla 2009 (YoG)

Aims of the YoG campaign

2. The Year of the Gorilla focused on conserving gorillas in the wild. Besides featuring scientific information, educating the wider public and raising awareness of threats to gorillas and ways to counteract them, the campaign provided opportunities to raise funds for conservation projects, as well as to attract significant public and political support for gorilla conservation. A central goal of the campaign was to support the implementation of the CMS Agreement on the Conservation of Gorillas and their Habitats.

YoG Core Objectives:

- (a) Support implementation of the CMS Gorilla Agreement.
- (b) Encourage strategic approaches to gorilla conservation that are practical, easily manageable and accessible to many people.
- (c) Educate the wider public, especially through website www.yog2009.org.
- (d) Raise funds for conservation action.
- (e) Create awareness of the intrinsic value of flora and fauna, including ecosystem services such as carbon sequestration and storage.
- (f) Educate on the potential of ecotourism and carbon finance.
- (g) Encourage cooperation between zoo-based and field-based conservation bodies.
- (h) Provide alternative income opportunities to poaching, logging and mining through capacity building.
- (i) Improve the monitoring of protected areas and boost anti-poaching capacities.
- (j) Promote sustainable development compatible with gorilla survival.

Partners and Supporters:

3. The YoG was a cooperative initiative of UNEP/CMS with its partners, the Great Ape Survival Partnership (GRASP) and the World Association of Zoos and Aquariums (WAZA). The campaign was part of the UN Decade of Education for Sustainable Development.
4. CMS, as the lead agency of the campaign, aimed chiefly to promote the implementation of the then new CMS Agreement on the Conservation of Gorillas and their Habitats.
5. GRASP, led by UNEP and UNESCO, is a strategic alliance of UN agencies, governments, NGOs, foundations and corporate sponsors, mobilizing and pooling resources while providing a communication platform and improving coordination. GRASP has over 80 partners, many of which undertook YoG activities.
6. WAZA is the umbrella organization for the world zoo and aquarium community. Its members include zoos and aquariums, and regional and national Associations of Zoos and Aquariums, as well as some affiliated organizations. WAZA was a key partner for YoG outreach and education. More than 100 WAZA-zoos actively supported the YoG.
7. Partners were free to choose their own activities, as long as they were compatible with the broader goals of raising awareness, educating and raising funds for projects beneficial to gorilla conservation. Individual supporters without any affiliation to a larger body were also welcome to contribute.
8. World-renowned primatologist Dr. Jane Goodall took on the role of YoG Patron, while Ian Redmond, GRASP Chief Consultant, was the global YoG Ambassador.

Information Tools

(i) Publications

9. YoG leaflets are available in English, French, German and Spanish, along with English and French language posters. A desk calendar was produced and distributed (mostly to participants at CMS CoP9), as were stickers. The German Ministry of the Environment printed a poster in English, German and French and distributed it widely. The Year of the Gorilla was also featured on the CMS Season's Greetings e-card.
10. The creation of campaign tools and materials, which made up half of the CMS Secretariat's campaign budget, included a dedicated website and blog, bilingual poster, leaflet (in four languages), desk diary, a bilingual exhibition banner, pins and stickers. Over 70,000 materials were printed, over 80 per cent of which were disseminated within Europe (with six to seven per cent sent to both North America and Africa).
11. A CMS Technical Series booklet on gorillas was published before the campaign in late 2008. It provided a scientific basis and background document, while the Frankfurt Declaration signed in July 2009 represented a substantive output of the campaign.

12. Campaign partners also created key materials, including GRASP's Rapid Response Assessment report "*The Last Stand of the Gorilla – Environmental Crime and Conflict in the Congo Basin*" financed by France and UNEP, and WAZA's education manual and kit entitled "*All About Gorillas*", which is available in four languages. In addition, over 50 promotional products carrying the YOG logo were developed by zoos and other affiliates, and estimated to have reached an additional audience of 50,000, mostly young people and families.

(ii) Website

13. The Year of the Gorilla website www.yog2009.org features a wide variety of scientific and project information, educational kits, video clips, films, news and events, updates from the field and other related items.

14. The website contributed to the visibility of the campaign and drew visitors from around the world; over 55,000 individual visitors from 183 countries/territories viewed the website www.yog2009.org in 2009 alone, many of whom returned repeatedly (22 per cent); Gorilla range states were also among the top 50 visiting countries, with Uganda and Rwanda ranking 23rd and 28th, despite low PC ownership and internet speed in these countries. In addition, over 57,000 visitors to the campaign blog hosted on the Wildlife Direct website in 2009 (www.gorilla.wildlifedirect.org). An increase in the use of multimedia and interactive networking tools (YoG blog, videos, Facebook, Yahoo Groups, YouTube, etc.) also helped the "Year of the Gorilla" to further raise the visibility and reach of the campaign worldwide, especially with younger generations.

(iii) Blog

15. CMS entered into an agreement with WildlifeDirect, an NGO established by Richard Leakey, which brings supporters and conservationists together through online diaries or blogs to enable individual supporters around the world to communicate directly with the projects whose activities they are following. The YoG blog (www.gorilla.wildlifedirect.org) featured updates from selected field projects, numerous blog posts from YoG Ambassador Ian Redmond's "*State of the Gorilla Journey*" through the range states as well as other relevant information. The blog received even more visits than the YoG website, making it a further cornerstone of the campaign. Modest funds for YoG projects were also raised through this blog (€5,400).

Events

16. The "Year of the Gorilla" campaign catalyzed as many as 100 related activities. These were organized by the CMS Secretariat, CMS Parties, campaign partners and especially affiliated zoos, with participation reaching an estimated target audience of 300,000 people.

17. HSH Prince Albert II of Monaco launched the YoG on 1st December 2008 at the opening of the 9th Meeting of the Parties to CMS (COP9) in Rome, Italy. A 'Gorillas on Ice' event marked launch of YoG in the UK at the British Natural History Museum on 15th January 2009. Further launches were held in Kenya and Uganda and further events to mark YoG were held in Germany, Rwanda, Uganda and Portugal.

18. The largest single event in the YoG was the two-day Gorilla Symposium at Frankfurt Zoo in June 2009, focusing on threats facing gorillas and ways to counteract them. It was attended by scientists, researchers and government officials from many countries including gorilla range

states. It was organized by the German Ministry for the Environment (BMU) in cooperation with the Frankfurt Zoological Society, Frankfurt Zoo and CMS. All symposium participants endorsed the Frankfurt Declaration and follow-up work is continuing. An informal high-level meeting on the CMS Gorilla Agreement took place back-to-back with this event.

19. A large outreach event in Paris was organized by the French Ministry for Ecology, Energy and Sustainable Development at the National Museum of Natural History on 5th December 2009. It included a press conference to launch the French language version of the GRASP “*World Atlas of Great Apes and their Conservation*”, screenings of gorilla films and documentaries, panel discussion and theatre performances.

20. One hundred and nine WAZA member zoos were involved in the campaign, and many of them organized recreational and educational activities, mostly targeting families.

21. YoG Ambassador Ian Redmond took part in numerous events.

Activities of YoG Ambassador Ian Redmond

22. During August and September 2009, Ian Redmond undertook a “*State of the Gorilla Journey*”. In five weeks, he travelled through seven of the ten gorilla Range States in Central Africa, by local bus wherever possible. Ian Redmond maintained daily blogs of his encounters along the way with local villagers, traders, hunters, conservationists, government officials and even former child soldiers. Video interviews with a wide range of people, all with a story to tell that helps to illustrate the complexities of trying to conserve gorillas and their habitats in a region beset by poverty and frequent unrest were also completed, and together with the blogs, can be found in a dedicated section on www.yog2009.org.

23. For the First Meeting of the Technical Committee of the Gorilla Agreement in March 2011, a short movie was produced on the State of the Gorilla journey. It is available for viewing on Youtube <http://www.youtube.com/watch?v=LramufCBDPk>.

24. Ambassador Redmond proved to be a very active, highly energetic and credible ambassador throughout the entire campaign. Other activities included:

- (a) Participation in all YoG press conferences (Rome during CMS COP9, Frankfurt Gorilla Symposium, State of the Gorilla Journey, zoos, museums and London events, some involving the donning of either a gorilla suit or ice-skates.
- (b) Lecture tours comprising 30 presentations in Europe, Africa and the United States, on topics from the vital role of gorillas in maintaining forest integrity to human energy needs and their effects on gorilla conservation.
- (c) Participation in fundraising events organized by WAZA in Los Angeles.
- (d) Special guest at the “Kwita Izina” annual gorilla naming ceremony in Rwanda.
- (e) First Meeting of the Liaison Group on Bushmeat, 15-17 October 2009, in run-up to FAO World Forestry Congress, Buenos Aires.

Fundraising activities for conservation

25. The CMS Secretariat placed the implementation of the Gorilla Agreement and its Actions Plans in the centre of the “Year of the Gorilla” campaign. Eight “Priority Projects” in gorilla Range States were selected and highlighted for educational and outreach purposes. Although the

total funds raised for these projects was limited, they played an important role in highlighting the threats faced by the species, catalyzing campaign activities and attracting media attention for awareness raising purposes. Twenty per cent of the funds raised by all campaign affiliates were dedicated to conservation projects, totalling around €100,000. Despite this success, the goal of generating funds within the framework of a single-year species campaign proved to be difficult to meet, given the short time-span and limited CMS staff resources.

26. Supported projects:

- (a) “Eastern Lowland Gorilla - Rebuilding Surveillance and Monitoring in Kahuzi-Biega National Park, DR Congo”: €50,000 from Germany + a donation of €6,000 from Zoo Prague.
- (b) “Cross River Gorilla - Promoting Community Participation in Conservation”: donation of €13,000 from WAZA fundraising.
- (c) “PALF Wildlife Law Enforcement”, project in the Republic of Congo: ~€14,200 raised during YoG (Sources: Monaco, YoG, WAZA fundraising).
- (d) “Fuel-efficient stoves”, DRC: a Gorilla Organisation project. The project helps mitigate deforestation in the Virunga NP. The funds raised by Ambassador Ian Redmond for YoG were sufficient to cover project expenses for one year (~€14,500).
- (e) Modest sums were raised by individual supporters.

Media, Capacity Building, Education and Awareness Raising

27. The YoG campaign reached a broad audience and received twice the media coverage of the previous “Year of the Dolphin” and five times that of the regional “Year of the Turtle” campaigns. The campaign received the most press and online attention of all three campaigns, especially in Europe, North America and in seven of the ten Central African gorilla Range States. This was largely attributed to the promotional activities of campaign partners and the proactive participation of Ambassador Ian Redmond in around thirty events world-wide, including lecture tours in the U.S.A. and a “*State of the Gorilla Journey*” through seven Range States.

28. Numerous events and press conferences were also reported in Range States, especially in Uganda, Rwanda, Cameroon and Gabon, due to the efforts of governments and local organizations, and in some cases the local presence of the Campaign Ambassador.

29. The campaign prompted 120 press articles in English in 2009, in addition to over 75 articles in German, French or Spanish. Online visibility was especially pronounced resulting in 25,500 references in English in 2009 alone. Further exposure for the campaign was achieved through cooperation with National Geographic Kids on a rainforest poster and a magazine feature, and through an article in the Kenya Airways Inflight Magazine.

30. Several video materials were produced, including Year of the Gorilla messages from famous conservationists George Schaller and Jane Goodall, numerous video interviews recorded by Ian Redmond as part of his “*State of the Gorilla Journey*”, and support given to the documentary “*The Green Heart of Africa*”, focusing on the effects of deforestation (by filmmaker Steve Taylor).

31. Further, UNEP Executive Director Achim Steiner recorded a dedicated audio podcast for YoG, and various radio interviews on YoG were broadcast around the world.

Synergy with Stakeholders and Year of the Gorilla Partners

32. The Species campaigns have proved to be an opportunity for the CMS Secretariat to encourage Parties and Signatory States, civil society, the private sector, and others to participate and engage in its work.

33. During the YoG, the governments of three of the ten gorilla Range States were actively involved, most notably Uganda and Rwanda, as were at least three non-range CMS Parties: Germany, France and Monaco.

34. The YoG benefitted from the involvement of numerous conservation and zoological organizations through its two campaign partners: GRASP brought UNEP, UNESCO, CITES and a large number of NGOs to the campaign, including the 20 GRASP NGO partners highlighted on the YoG website; through WAZA, over 100 zoos were active in the campaign, organizing awareness raising or fundraising events while helping to fund conservation projects and disseminate campaign information.

35. As one of the main partners in the Year of the Gorilla, GRASP provided support for the outreach and fundraising activities of YoG Ambassador Ian Redmond, as well as providing technical support to the YoG website. A major contribution was the production of the “Last Stand of the Gorilla” report, together with Grid Arendal.

36. WAZA zoos worldwide were important partners in spreading the YoG message and educating the general public. Numerous small events, mostly outreach and fundraising, took place at zoos worldwide (e.g. Los Angeles, Cologne and the Bronx Zoos, many others). Altogether, 109 WAZA zoos actively supported YoG with a variety of outreach activities. YoG leaflets were distributed, with several zoos reprinting the leaflets at their own cost. A dedicated WAZA magazine focused on gorilla conservation, and a WAZA gorilla educational kit was produced in four languages (English, German, Spanish, Czech), aimed specifically at children and young adults and explaining basics of gorilla biology and behaviour. In October 2010, the CMS Executive Secretary was a keynote speaker at the 65th WAZA Annual Conference, adding a further opportunity to highlight the CMS Gorilla Agreement.

Finances

37. The CMS Secretariat budget for the “Year of the Gorilla” campaign amounted to about €200,000 (€82,000 received from Parties for the campaign, €42,000 from the CMS core budget for materials, plus an estimated €80,000 for in-kind support of campaign coordination).

38. At COP9 in 2008 pledges from CMS Parties, specifically Germany, France and Monaco, to support gorilla conservation amounted to around €330,000. Of this, €82,000 was received by CMS directly for the campaign. UNEP/GRASP received €100,000 from France for the production of the “*Last Stand of the Gorilla*” report and YoG related conservation activities, €85,500 was earmarked for a scientific symposium and gala dinner by Germany (in addition to €6,000 for promotional materials), while €50,000 was provided by Germany to the Frankfurt Zoological Society for a conservation project in the Democratic Republic of Congo.

39. WAZA raised around €40,000 in reported donations from affiliated zoos, collected over the course of the campaign. Other campaign affiliates reported having received up to €72,000.

40. In total, it is estimated that €560,000 was dedicated to “Year of the Gorilla”-related activities globally by CMS Parties, the Secretariat, campaign partners and affiliates. Of this total, which included in-kind costs and human resources, an average of 25 per cent was allocated for events, 20 per cent each for materials, reports and conservation, and 15 per cent for other activities (press work, website).

Evaluation of “Year of ...” campaigns

41. Following the suggestion by the Parties at COP9, CMS commissioned a comprehensive evaluation of the Year of the Gorilla campaign, which was undertaken independently by an external consultant in early 2010.

42. It gave an overview of the effectiveness of the “Year of the Turtle” (2006), “Year of the Dolphin” (2007-2008), and “Year of the Gorilla” (2009) campaigns in reaching the general objectives of awareness raising, education and capacity building; synergy with stakeholders; conservation of the targeted species; as well as increasing the visibility of the CMS. The report also reviews the resources required and highlights lessons learned and recommendations for future campaigns.

43. The results concerning the Year of the Gorilla 2009 have been included in the above information, while the recommendations are recapitulated at the end of this document. For the full evaluation, please consult Inf. 10.29 (originally StC37/20).

2010: The International Year of Biodiversity

44. The United Nations General Assembly declared 2010 as the International Year of Biodiversity (IYB). CMS, which is CBD’s lead partner on issues concerning migratory species, considered the IYB as an opportunity for all biodiversity-related conventions to take stock of their achievements and promote further measures building on the Biodiversity Liaison Group activities.

45. As a contribution to UNEP’s communication plan, the CMS Secretariat produced tailored messages on ecosystem services and planned outputs in 2010, which were highlighted in its various publications:

- (a) During IYB, CMS contributed to UNEP success stories by providing a series of articles on unique conservation achievements. An article on a Year of the Gorilla project on climate change mitigation featured in UNEP’s brochure “30 ways in 30 days”, which was launched at the UNFCCC COP16 in 2010.
- (b) Articles by the CMS Executive Secretary on the Convention’s contribution to the International Year of Biodiversity were published in external publications such as the scientific magazine *Biologi Italiani* and the WAZA News in 2010.
- (c) CMS publications were distributed to selected target groups worldwide to raise the profile of the Convention and to promote the International Year of Biodiversity. In its 2010 Calendar, CMS featured the four main messages for the IYB, informing about the threats to and definition and value of biodiversity, as well as measures to counteract its loss. These four messages, provided by the CBD, were presented in the Agenda in context with the growing challenges for migratory species conservation that CMS addresses.

- (d) As far as audiovisual communication tools are concerned, the Secretariat arranged for a video message by the Chair of Friends of CMS to mark the International Day of Biodiversity and draw attention to the increasing threats and urgent need for conservation. It was published on the CMS website and National Geographic Channel.
- (e) CMS press releases, which are published and distributed by UNEP, provided references to the International Year of Biodiversity regularly, which were featured by the international press, raising the visibility of both the campaign and species conservation under CMS.

2011: Year of the Bat (YoB)

Aims of the YoB campaign:

46. The Year of the Bat is a two-year campaign focused on raising awareness of the species status and increased conservation efforts for the benefit of bats.

YoB Core Objectives

- (a) Raising public awareness about the need for bat conservation, threats faced by bats and bats' important role in terrestrial eco-systems worldwide;
- (b) Improving the public perception and image of bats;
- (c) Encouraging individuals, organizations and governments to participate in bat conservation and educational activities;
- (d) Encouraging national initiatives related to bat conservation, education and research;
- (e) Promoting international cooperation on bat conservation, research and cross-border projects.

Partners and Supporters:

47. The Year of the Bat is a cooperative initiative of CMS and the Agreement on the Conservation of Populations of European Bat Species (EUROBATS).

48. The campaign has received generous support from the German Federal Ministry of Environment, Nature Conservation and Nuclear Safety (BMU) and the French Ministry of Environment, Sustainable Development, Transport and Housing.

49. From the launch of the campaign in January 2011 to May 2011, 37 different organizations, zoos and museums had become partners of the Year of the Bat campaign, with that number steadily increasing. All partners undertake various activities within the broader goals of raising awareness, education and increased bat conservation action.

50. Travel operator TUI is also a Year of the Bat partner. It has been involved in activities concerning the making and hanging of bat boxes at various resorts along with awareness raising through a publication aimed at children.

51. Planet Science is a Year of the Bat outreach partner. YoB, Planet Science and ARKive have together developed an online quiz aimed at students in the age group of 13–18.

52. Dr. Merlin D. Tuttle, Dr. Rodrigo A. Medellín and Prof. Paul Racey, all of them internationally highly renowned bat experts, have kindly agreed to act as Year of the Bat ambassadors.

Information Tools:

(i) Publications

53. YoB flyers have been produced and distributed on a large scale to partners, educators and NGOs all around the world. The Year of the Bat flyers are available in English, French, German, Spanish, Italian, Bulgarian, Portuguese, traditional Chinese and simplified Chinese, and a YoB brochure has been produced in English, French, German, Spanish and Portuguese.

54. There have been two production runs of the YoB postcards; the first featured two different picture postcards and were in circulation from September until December 2010 in an attempt to raise awareness about the YoB prior to the official start. The second production run is an elaborate set consisting of 20 picture postcards. The postcards have been carefully selected to reflect bat species from all parts of the world.

55. Two variations of stickers are also available as part of the YoB promotional material. The first type is a sticker of the campaign logo and is available in five different languages (English, French, Spanish, German and Portuguese). The second type is an A5 sticker sheet with six individual stickers, five of which are pictures of bats with the sixth being the campaign logo.

56. YoB USB cards have been produced, containing a campaign presentation as well as various multimedia and educational materials to be used by event organizers and NGOs.

57. A YoB poster is planned to feature selected pictures from a photo competition that has taken place during summer/autumn 2011.

(ii) Website

58. The YoB website (www.yearofthebat.org) is a dynamic web portal where all campaign news and events, as well as latest bat conservation and species-related news are presented. The easy-to-use website is being continuously updated.

(iii) Newsletter

59. The YoB newsletter, entitled “Year of the Bat Chat”, covers latest campaign activities and events as well as special topics relating to bat conservation and research.

(iv) Distance Outreach Programme

60. YoB has come together with the United States Forest Service (USFS), the Bat Conservation Trust (BCT), Bat Conservation International (BCI), Lube Bat Conservancy and others to develop an outreach programme aimed at educators and land managers. This education programme will be provided to the wider public free of charge and become available in both English and Spanish. The programme is entitled “BatsLIVE!” and scheduled to go online in late 2011.

(v) Social Network

61. YoB has connected with campaign enthusiasts and bat conservationists and enthusiasts all over the world through the largest social networking site, Facebook, where the YoB presence (www.facebook.com/yearofthebat) is constantly being updated with relevant news and events.

(vi) Blog

62. The campaign blog aims to approach topical matters in an open space of free thought and discussion.

Events

63. Since the start of the campaign until May, up to 100 events have been registered to take place in 2011. The number of events listed continues to grow.

Finances

64. During the first six months since the launch of YoB, a total of €68,500 has been made available to the EUROBATs Secretariat for the operation of the campaign and the production of the related materials (€30,000 from the EUROBATs Trust Fund, €10,000 from France and €28,500 from Germany).

Media

65. Since its launch, YoB has attracted significant media interest resulting in radio programmes and television broadcasts as well as a multitude of printed articles. All YoB press releases have achieved global coverage and outreach.

Year of the Bat 2012

66. YoB has been designed as a two year international species awareness campaign. In the course of its first year, the EUROBATs Secretariat has been the custodian and therefore overseen the launch and activities related to the campaign. It will be formally handed over to CMS at COP10.

Future campaigns

67. As mentioned above, an evaluation of CMS “Year of...” - campaigns was undertaken in early 2010. It produced a list of recommendations for future campaigns, which was submitted to and endorsed by the 37th Standing Committee Meeting in November 2010 (Inf.10.29).

68. The Secretariat was encouraged to:

- (a) Involve CMS Parties and relevant Range States from an early stage during campaign development.
- (b) Plan outreach activities with CMS Ambassadors and appointed Campaign Ambassadors.

- (c) Define and prioritize realistic objectives of future campaigns thoroughly.
- (d) Formulate a campaign partnership strategy that identifies potential partners and potential categories of affiliate status.
- (e) Include the implementation of conservation projects into the campaign objectives.
- (f) Outline Terms of Reference and commitments of campaign Patron and Ambassadors.
- (g) Allow ample time, preferably one year or more for development, planning, and preparation.
- (h) Consider a two- or three-year cycle for the species campaigns to help improve manageability.
- (i) Develop a fundraising approach consistent with the overall CMS fundraising strategy.
- (j) Integrate campaign planning and follow-up reporting into Conferences of the Parties, Standing Committees and other relevant meetings. This should include specifications of earmarked voluntary contributions.
- (k) Ensure campaign transparency and monitoring through comprehensive reporting on funds and campaign efforts of partners, etc.
- (l) Clarify the division of responsibilities and financial aspects.
- (m) Secure campaign endorsement from the UN General Assembly, where feasible.

69. The 37th Standing Committee was invited to:

- (a) Consider the recommendations and provide comments or guidance on the format of future species campaigns to the Secretariat.
- (b) Encourage CMS Parties to make campaign-specific commitments of both financial and in-kind nature, with a view towards ensuring the successful implementation of the campaigns.
- (c) Encourage the Conference of the Parties to specify an annual campaign budget to cover some of the basic expenses of running a campaign (publications, website, etc.).
- (d) Recommend that COP10 endorse future campaigns as suggested by the Secretariat, for the following two to three campaign cycles to allow for early development and planning.
- (e) Discuss the periodicity of campaigns, i.e. once every year, once every two years, or once every three years, and make a recommendation to COP10.

70. The Standing Committee endorsed the paper but did not make a decision on how frequent the campaigns should be.

Action requested:

- a) to endorse Recommendations a) – d) paragraph 69 above; and
- b) to decide on Recommendation e) (the frequency of campaigns); and take action accordingly, in particular with regard to providing a campaign-specific budget and discussing the future periodicity and focal species of campaigns.