



Convention on the Conservation of Migratory Species of Wild Animals

Secretariat provided by the United Nations Environment Programme



37th Meeting of the Standing Committee

Bonn, 23-24 November 2010

CMS/StC37/19
Agenda Item 13

CMS CAMPAIGNS, CMS AMBASSADORS, AND OTHER HONORARY ROLES AND AWARDS

1. Pursuant to document CMS/StC36/18 rev 1, and the draft report of the 36th meeting of the Standing Committee, the Secretariat was requested to draw up more detailed selection criteria and terms of reference for Ambassadors and Champions.

CMS Ambassadors

2. The Secretariat has determined that the post of CMS Ambassador shall continue, based on the following basic guidelines:

- As the title of Ambassador should be a rare distinction, the number of appointees at any one time should be kept low. However, no arbitrary limit shall be applied.
- Ambassadors shall be appointed by the Executive Secretary of CMS
- The term of office shall be set at three years, with the possibility of serving more than one term if deemed appropriate.
- Ambassadors should be eminent in the field of conservation or other relevant activity, and be prepared during their term of office to promote the aims and objectives of the Convention,
- The function does not attract a salary but reasonable out-of-pocket expenses arising from missions agreed in advance with the Secretariat will be reimbursed.
- Appointments may be terminated in the event of behaviour likely to bring the Convention into disrepute.

3. Detailed terms of reference have been developed by the Secretariat. They are contained in Annex 1. These have been sent to each of the existing CMS Ambassadors, Mr Peter Schei, Mr Stanley Johnson and Ms Kuki Gallmann. Messrs Schei and Johnson accepted the Executive Secretary's invitation to renew their term in accordance with these terms, while we were unable to contact Ms Gallmann.

4. Mr Ian Redmond, who in 2009, proved to be an exemplary Year of the Gorilla Ambassador, accepted the position of CMS Ambassador in May 2010. This brings the number of active Ambassadors to three.

“Year of the ...” species campaigns

5. Following IOSEA's “Year of the Turtle” in 2006, CMS has run two similar campaigns. The Year of the Dolphin ran for two years 2007-8 under the patronage of H.S.H. Prince Albert of Monaco and the Year of the Gorilla in 2009 with Dr Jane Goodall as Patron and Mr. Ian Redmond as Ambassador. 2010 has been the International Year of Biodiversity, led by the Convention on

Biological Diversity. 2011 will be the Year of the Bat to be organised in cooperation with EUROBATS, and will focus on European bats. In 2012, CMS will extend the campaign globally.

6. An evaluation of the “Year of the...” campaigns was completed in early 2010. A summary of the findings is presented in CMS/ScC37/20. The positive evaluation has led the Secretariat to conclude that “the Year of the ...” campaigns should continue and should adopt, wherever practical, the recommendations contained within the evaluation.

7. In addition, the following guidelines should apply:

- The Secretariat shall select, in consultation with the Standing Committee, the subject species for the campaigns.
- The Secretariat will seek and appoint suitable persons as “Patron” and “Ambassador” for the “Year of the ...” campaigns.
- The Patron shall be an eminent personality whose endorsement will add credibility to the campaign
- The Ambassador(s) will be selected on their ability to make a practical contribution to fund-raising, awareness raising or conservation initiatives or projects.

CMS “Champions”

8. The concept of naming “CMS Champions” was introduced at the CMS COP9 in Rome. However, after discussion with a number of interested parties and other stakeholders, it has been decided not to formalise and regularise this concept. Instead, the Executive Secretary would be able to draw attention to the outstanding contributions of any individual or organization in her opening speech to the COP.

CMS Thesis Award

9. The 36th meeting of the Standing Committee endorsed the continuation of the CMS Thesis Award. With sponsorship from Lufthansa, a prize of €10,000 is bestowed on the winner. The call for the 2011 award was made in July 2010. Details can be found at <http://www.cms.int/thesisaward/>.

Action requested:

The Standing Committee is requested to endorse the contents of this paper

Annex I

**CMS Ambassadors
Terms of Reference****Background**

1. CMS ambassadors are eminent personalities well known and respected in the conservation or media worlds for their work relating to environmental management and the conservation of threatened migratory animals.
2. They are selected by the Executive Secretary of the Convention on Migratory Species (CMS) on the basis of their outstanding achievements in the field, and asked to accept the CMS Ambassadorship, both in recognition of their accomplishments and as a commitment to promote the cause of the CMS and its agreements, namely the conservation of migratory species and their habitats.
3. CMS ambassadors will promote the conservation of migratory species through their work using their existing and other networks, thus contributing to the enhancement of knowledge of the public and decision makers worldwide about the animals and the threats they face.
4. Each ambassador has a unique set of skills and interests. The purpose of having several different ambassadors is to enable each one to contribute in their own way, according to their strengths, capabilities and interests. The list of activities below is therefore not exhaustive but intended simply as a guide to the range of activities an ambassador may consider to undertake.

Ambassador's Role and Responsibilities

5. A CMS ambassador will be expected to actively promote CMS, and where appropriate, its agreements and MoUs through a range of activities, according to their particular skills and interests. Such activities may include, but not be limited to:
 - Promoting the implementation of the CMS mandate and policies, such as the resolutions and recommendations of the Conference of the Parties, Meeting of the parties, and/or meeting of signatories;
 - Representing CMS at meetings relevant to migratory species, as may be requested and appropriate;
 - Undertaking missions on behalf of CMS to range states of migratory species;
 - Engaging with the media in order to present statements or press releases in support of CMS Family and its activities;
 - Writing popular, policy and/or scientific publications on behalf of CMS, or contributing to CMS initiated publications;
 - Taking part in the launch of CMS publications or other products;
 - Giving lectures on CMS related themes;
 - Chairing and/or organising meetings or working groups on CMS related themes within their area of expertise;
 - Raising funds for CMS projects and initiatives, including utilizing their networks to support CMS fundraising activities;
 - Providing advice to the Secretariat on specific areas of relevance;

- Attending appropriate CMS meetings (such as the Conference of the Parties, Standing Committee or Scientific Council) to keep abreast of developments within CMS;
- Undertaking other activities as may be considered necessary and appropriate by the CMS Secretariat.

6. In fulfilling their role, CMS Ambassadors will:

- Provide their time at no cost to the Secretariat (although agreed out-of-pocket expenses will be met);
- Acknowledge CMS in relevant communications;
- Maintain regular contact with the CMS Secretariat
- Only use the UNEP and CMS logo and name appropriately;
- Ensure that the reputation of UNEP and CMS are at all times maintained by ensuring the use of accurate information, best operating practices, ethical behaviour and respect for national and international laws.

CMS Responsibilities

7. In appointing and supporting an Ambassador, the CMS Executive Secretary will:

- Provide regular updates on the work of the Secretariat;
- Render support to assist the Ambassador in carrying out their role;
- Appoint a focal point for the Ambassador within the Secretariat to facilitate day-to-day communication;
- Invite the Ambassador to conduct missions and to participate in important fora relating to migratory species;
- Provide funds for travel, per diem and related expenses in accordance with UN rules and procedures, as necessary.

Conditions

8. The period of appointment will be for three years, after which time the Secretariat and the Ambassador will review arrangements and mutually decide whether to proceed with a subsequent term.

9. CMS Ambassadors are neither "staff members" under the Staff Regulations of the United Nations nor "officials" for the purpose of the Convention of 13 February 1946 on the privileges and immunities of the United Nations.

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