



# CONVENTION ON MIGRATORY SPECIES

Distribution: General

UNEP/CMS/Resolution 11.8

Original: English

## COMMUNICATION, INFORMATION AND OUTREACH PLAN

Adopted by the Conference of the Parties at its 11<sup>th</sup> Meeting (Quito, 4-9 November 2014)

*Aware* of the importance of communication as a central and cross-cutting element for implementing the Convention and its Agreements;

*Underlining* the urgent need to raise greater public awareness of migratory species, the multiple threats they face, the obstacles to their migration and the important role communication can play in encouraging actions to mitigate these threats both nationally and internationally;

*Recalling* Article IX, paragraph (j) of the Convention which states that it is a function of the Secretariat “to provide the general public with information concerning this Convention and its objectives”;

*Considering* the important contribution that the Convention and its Agreements will make towards achieving the Aichi Biodiversity Targets adopted by the Tenth Conference of the Parties to the Convention on Biological Diversity, in particular with regards to Target 1 on making people aware of the values of biodiversity and the steps they can take to conserve and use it sustainably;

*Recognizing* the essential role communication will play in implementing the Strategic Plan for Migratory Species 2015-2023 adopted at the 11<sup>th</sup> Meeting of the CMS Conference of the Parties, in particular with regard to Target 1 of the updated Plan, which calls for actions that will make people aware of the multiple values of migratory species and their habitats and migration systems, and the steps that can be taken to conserve them and ensure the sustainability of any use;

*Acknowledging* the importance of the Future Shape Process initiated through CMS Resolution 10.9, aiming to increase efficiency and enhance synergies in the whole CMS Family within the wider context of international environmental governance arising from Rio+20 and other processes stressing the need to develop further synergies among MEAs;

*Recalling* the decision of the 9<sup>th</sup> Meeting of the AEWAS Standing Committee that requests the interim Executive Officer of AEWAS and the Executive Secretary of CMS to develop further synergies between AEWAS and CMS and take actions to merge common services and common areas; and

*Further recalling* that the 41<sup>st</sup> Meeting of the CMS Standing Committee supported the AEWA Standing Committee's request that a pilot phase be conducted on common services between the Secretariats;

*The Conference of the Parties to the  
Convention on the Conservation of Migratory Species of Wild Animals*

1. *Endorses* the CMS Communication, Information and Outreach Plan for 2015-2017, contained in document UNEP/CMS/COP11/Doc.19.2 and *urges* Parties, CMS Family Instruments, UNEP and all partners and stakeholders working for the conservation of migratory species, actively to assist in the implementation of the Plan and to provide both voluntary contributions and in-kind support, particularly for the priority activities identified in the Plan;
2. *Welcomes* the initiative of the CMS Executive Secretary and the Acting Executive Secretary of AEWA to establish a new joint Communication, Information Management and Awareness-raising Unit serving the CMS and AEWA Secretariats as a pilot demonstrating enhanced synergies within the CMS Family through joint services in the area of communications;
3. *Recognizes the need* to provide adequate resources in the CMS Budget for 2015-2017 to support the implementation of activities described in the Communication, Information and Outreach Plan for 2015-2017 and the effective operation of the new Joint Communication, Information Management and Awareness-raising Unit;
4. *Requests* the CMS Executive Secretary to continue to work closely with the AEWA Executive Secretary to guide the work of the new joint CMS and AEWA Communication, Information Management and Awareness-raising Unit and to ensure the development and implementation of strategically aligned communication strategies for CMS and AEWA as models for enhanced synergies within the CMS Family;
5. *Requests* the CMS Executive Secretary to present the new CMS communication strategy to the 44<sup>th</sup> Meeting of the CMS Standing Committee for adoption and *invites* AEWA Parties to adopt a new strategically aligned AEWA communication strategy at their 6<sup>th</sup> Meeting of the Parties;
6. *Requests* Parties to provide voluntary contributions towards the development and implementation of the communication strategy and towards ongoing communication activities being carried out by the Secretariat, giving priority to the activities proposed in the CMS Communication, Information and Outreach Plan for 2015-2017; and
7. *Repeals* Resolution 8.8 and Resolution 10.7.