



# CONVENTION ON MIGRATORY SPECIES

Distr: General

UNEP/CMS/ Resolution 10.7

Original: English

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## OUTREACH AND COMMUNICATION ISSUES

Adopted by the Conference of the Parties at its Tenth Meeting  
(Bergen, 20-25 November 2011)

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*Considering* the contribution that the Convention on the Conservation of Migratory Species of Wild Animals will make to the achievement of the revised biodiversity targets for the period 2011-2020 and beyond, significantly to reduce the loss of biodiversity by that date;

*Considering further* the need to integrate migratory species conservation and the concept of ecological networks into the revised and updated National Biodiversity Strategies and Action Plans (NBSAPs);

*Underlining* the need to raise awareness of migratory species, and of the threats to their movement and CMS's activities to mitigate them;

*Recalling* Article IX, paragraphs 4 (b) and (j) of the Convention which state that it is a function of the Secretariat to liaise with and promote liaison among the Parties, the advisory and technical bodies set up under Agreements and other international organizations concerned with migratory species, and to provide the general public with information concerning this Convention and its objectives;

*Further recalling* objective 3 of the updated CMS Strategic Plan 2006-2014 adopted at the 10<sup>th</sup> Meeting of the Conference of the Parties, to "broaden awareness and enhance engagement in the conservation of migratory species amongst key actors" and related targets; and

*Acknowledging* that the AEWA Secretariat has led on and guided the development of the CMS Family Online Reporting System implemented by UNEP/WCMC in 2010-2011, which is currently being used for the AEWA national reporting cycle to the 5<sup>th</sup> session of the Meeting of the Parties (14-18 May 2012, La Rochelle, France) and which the CMS Secretariat will be utilizing for the national reporting to COP11 in 2014;

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

1. *Endorses* the annexed CMS Outreach and Communication Plan for 2012-14;

2. *Instructs* the Secretariat to undertake and implement the activities listed in Section A to D of the annex during the next triennium;
3. *Agrees to* provide adequate resources to support the implementation of the Plan in the CMS Budget for 2012-2014;
4. *Invites* CMS Parties, CMS Agreements and UNEP, and *encourages* partners to assist the Secretariat in the implementation of the Plan by providing additional voluntary contributions particularly to initiate new activities listed in Section D giving priority to mutually supportive activities to enhance synergies and strengthen communication strategies on the importance of migratory species;
5. *Encourages* Parties to make campaign-specific commitments of both financial and in-kind contributions, with a view towards ensuring the successful implementation of the campaigns;
6. *Urges* the Parties to decide on the frequency of campaigns as suggested in document CMS/StC37/20;
7. *Requests* the Parties to take note and appreciate the activities undertaken by the CMS Ambassadors and to alert or inform the Secretariat when they identify an event at which the presence of an Ambassador would enhance the cause of migratory species conservation; and
8. *Further requests* the Secretariat to develop computer-based learning materials in relevant languages including free and open access to data, information exchange and technology transfer, resources permitting.

This Resolution including the Annex supersedes Res.9.5 and its Annex.

## **Annex**

### **A. Outreach and Communication Plan 2012 – 2014**

#### **Introduction**

1. The Convention on the Conservation of Migratory Species of Wild Animals is a biodiversity-related Convention with a unique expertise on migratory species. CMS has been acknowledged as the Convention on Biological Diversity's lead partner on migratory species.

2. The main outreach strengths of CMS are its unique mandate to conserve a great diversity of species and their habitats across the globe while addressing new challenges or threats. Biodiversity is essential to sustain the living networks that provide us with the health, wealth and ecosystems our lives depend on. CMS is best placed to present itself as the lead expert to address emerging conservation challenges and their impact on existing ecosystems. In this context, migratory species play an essential role as indicators for biodiversity and their importance for the preservation of healthy ecosystems.

3. Considering the need to link the new Strategic Plan with the outcomes of the Future Shape process, the Standing Committee had agreed at its 36<sup>th</sup> meeting that the current Plan be rolled forward with minor adjustments until 2012. The Secretariat then proposed that the current Plan be extended until 2014 so that an entirely revamped Plan could be tabled at COP11, taking full account of the Future Shape process.

4. The 10<sup>th</sup> Conference of the Parties to the Convention on Biological Diversity (COP10), held in Nagoya, Japan in 2010 adopted the 20 Aichi Targets for Biodiversity, including Target 17, which states that countries should have developed, adopted and commenced implementation of revised National Biodiversity Strategies and Action Plans (NBSAPs) by 2015. This provides a unique opportunity for countries to incorporate migratory species conservation effectively into national policies for biodiversity, including into new national targets.

5. This Outreach and Communications Plan (OCP) is intended to operate for a three-year period in conjunction with the updated Strategic Plan 2006-2014 to be adopted at COP10. It seeks to offer a strategy towards increased public understanding of the benefits of migratory species conservation to ecosystems and human wellbeing for present and future generations. The motto of COP10 "Networking for Migratory Species" emphasizes the importance of ecological networks. In order to address increasing threats to migratory species, networks of critical sites are needed in order to achieve connectivity and to protect them along their entire migration route.

6. Cooperation between nations can be achieved only if the decision-makers and opinion-leaders involved are aware of the issues and the paramount need for concerted action. It will remain a main task of the Convention to bring those problems to the attention of selected key target audiences. This includes activities undertaken in collaboration with Parties and relevant partners (NGOs, IGOs and corporate partners) towards increasing public understanding of migratory species conservation, which can raise the visibility of the Convention and enhance its impact on stakeholders.

7. The current Strategic Plan acknowledges that migratory species serve as an important basis for the livelihoods of communities. Against the background of the rise in threats such as

unsustainable use, climate change and barriers to migration, CMS is enhancing its cooperation with other conventions and partners to contribute to sustainable development and to reduce the rate of biodiversity loss in the light of Millennium Development Goal 7 of ensuring environmental sustainability.

8. The vision of the Strategic Plan can be considered as an overarching communication objective:

*“A world which understands respects and sustains the phenomenon of animal migration as a unique part of our shared natural heritage.”*

9. Its goal - *“To ensure the favourable conservation status of migratory species thereby contributing to global sustainability”*- is shared by all Contracting Parties and partners of CMS. The implementation of the Convention as reflected in the four objectives of the Strategic Plan needs to be complemented by the recruitment of new Parties. Strategic promotion of conservation achievements will help to widen awareness of the key issues among relevant target audiences. Recruitment, implementation and awareness raising are closely interlinked and constitute the pillars of an efficient communication strategy.

### **Strategic Objectives**

- Support the objectives of the Strategic Plan of securing renewed political commitment for sustainable development and catalyzing broad engagement by governments, civil society and private sector.
- Build political capital and consensus in support of the role of CMS in strengthening its leading efforts on behalf of migratory species at a global level, focusing on the themes of global sustainability, ecological networks and the need for a stronger international framework for sustainable management of natural resources that meets present and future challenges and opportunities.

### **Communication Objectives**

- Build the broadest possible awareness, understanding and support for mitigating the threats to migratory species and preserving the ecological networks they depend on;
- Establish a clear and strong leadership position for CMS among political decision makers and opinion leaders, highlighting its science-based approach to issues and solutions and its leading role in conservation issues regarding migratory species;
- Enhance the engagement process of Contracting Parties with communication tools and activities that will help increase stakeholder interest in the goals of CMS towards reducing the rate of biodiversity loss;
- Convey the CMS message to a growing network of Partners by promoting a deeper understanding of the interlinkages of species conservation, sustainable use and restoration or preservation of ecological networks; and
- Create and enhance the public perception of a united CMS Family to maximize synergies and raise the profile of the Convention with its expertise in a wide range of species.

## **Target Audience and Stakeholders**

10. The primary audience for CMS engagement and communication initiatives will be government leaders and political decision-makers.

11. Other important stakeholders to be sensitized and provide support for CMS's vision and objectives include:

- Multilateral Environmental Agreements
- Other Intergovernmental Organizations and the public sector
- Donor Community
- Private sector
- Civil society and major groups such as NGOs, local authorities and communities, children and youth
- Scientific Community and academia
- Media

## **Opportunities**

12. Opportunities and priorities arise from the expertise of CMS and the uniqueness and vulnerability of migratory species and the role they play for ecosystem balance and contribute to human wellbeing. As a result, the Secretariat identifies the following opportunities:

- (i) Outreach and communication activities by the Secretariat should reflect its contribution to the revised biodiversity targets towards reducing the current rate of biodiversity loss. In order to highlight the continuing commitment towards achieving this goal, the Secretariat adopted the motto "Networking for migratory species" for COP10. The activities of the Secretariat will be embedded in the United Nations Decade on Biodiversity 2011-2020, with a view to emphasizing its role and contribution as a lead expert for migratory species conservation in this field.
- (ii) The Convention's presence needs to be further expanded in the light of increased Party membership in the regions. CMS is a Convention that works through regional cooperation. CMS's information material is tailored to feature species groups and existing conservation instruments applicable in each country. The accession of additional countries and signatories to the Convention and its related instruments will help placing migratory species conservation on the political agenda as well as raise awareness and interest among possible stakeholders.
- (iii) In the context of CMS, sustainable use of migratory species and opportunities for the Green Economy such as ecotourism and incentives should be considered as means of reducing the mortality rate of migratory species and of improving the livelihoods of local communities. The Millennium Ecosystem Assessment emphasizes the interdependency between healthy ecosystems, which are sustained by migratory species, and humanity's future.
- (iv) Further communication opportunities with the UNEP Division of Communication and Public Information, UNEP Regional Offices, the official UNEP bookshop and other Multilateral Environmental Agreements need to be explored to maximize synergies and increase outreach to different target audiences.

## **Challenges**

13. Efforts to recruit potential new Parties are time-consuming and require considerable resources. After CMS recruited its 100<sup>th</sup> Party in 2007, it has been difficult to maintain the same pace of accession. The rate of growth in membership has declined compared with the last triennium (2005-2008). As a result, the objective to further expand the Convention's presence becomes more and more difficult. There is no political consensus for accession in some countries, that are of major interest to CMS either due to their importance as a home to a wide array of migratory species or as a possible leading role in coordinating conservation action at a regional level.

14. Undertaking campaigns and projects with partners and Parties to raise awareness of species and important ecosystem services require substantial financial and human resources. The Secretariat has an interest in securing the mandate and financial support of the Parties before engaging in these efforts. Campaigns offer opportunities for new partnerships and corporate sponsors. Although it is advisable to take measures to continue to develop and expand upon relationships established with partners and their networks during the campaign beyond the year, it becomes increasingly difficult for the Secretariat to integrate them into existing partnership strategies.

15. Communication opportunities need to be used to their fullest extent. The CMS Secretariat might also consider taking advantage of online networking tools, such as Facebook, Twitter and RSS-Feed without limiting their use to dedicated websites of species campaigns. The dedicated website of the Year of the Gorilla was a positive example of a Web 2.0 approach to communicate with a range of target groups on gorilla conservation. The CMS Secretariat could use Web 2.0 to raise interest of visitors in the work of the Convention beyond the campaign.

16. CMS communication has been targeted to a number of audiences over a certain period of time. In order to explore its full potential, the Secretariat needs to foster a continuous dialogue with Parties, MEAs, Ambassadors, NGOs and other partners towards incorporating communication in capacity building, policy development, planning and implementation of the Convention. Eventually, the Secretariat should invite Parties to create their own Communication Education Participation and Awareness Programme.

## **Key Strategies**

17. In the light of given opportunities, the following strategies are proposed:

- (i) Undertake campaigns and projects with partners and Parties to raise awareness of important ecosystem services provided by migratory species including their social, economic and cultural value.
- (ii) Make use of outreach and communication as appropriate tools to support CMS objectives of conserving or sustainably using migratory species.
- (iii) Integrate targeted communication into all aspects of policy planning, developing and the implementation of the Convention.
- (iv) To achieve the broadest outreach and support possible, CMS will forge strategic partnerships and identify key multipliers who will have the network, credibility and authority to add political persuasion to CMS messages.

- (v) Use capacity building to ensure participation of various stakeholders in the conservation and management of migratory species.

## **Key Messages**

18. These key messages will underpin communications in support of UNEP's and CMS's vision and goals for Rio+20. They will serve as a source for the Secretariat as Parties and partners engage with stakeholders. Specific messages for specific activities, as tailored to audiences, can be developed as guided by these umbrella messages in the CMS and UNEP context:

- Habitat destruction and fragmentation are among the primary threats to migratory species. Ecological networks including core areas and corridors are needed to protect migratory species along their migration routes.
- Considering the pathways for seasonal migrations, CMS needs to be involved in conserving critical sites and connecting corridors.
- Migratory species conservation and the concept of ecological networks need to be integrated in NBSAPs.
- While promoting the designation of protected areas including wetlands as critical sites and assessing their contribution in climate change mitigation, synergies with the LifeWeb initiative of UNEP and CBD as well as with Ramsar can be enhanced to strengthen financing for protected areas to conserve biodiversity, secure livelihoods and address climate change.
- Economic growth should respect natural boundaries and uphold social equity for present and future generations. The Green Economy seeks to provide diverse economic opportunities, without compromising or eroding a country's natural assets that are a key source of livelihoods for poor communities. By promoting sustainable fisheries practices to reduce bycatch of marine species, CMS makes a significant contribution to the Green Economy of small-scale and subsistence fisheries.
- Rio+20 could be a historic opportunity to transform the concept of development to one that reflects an integrated, mutually dependent relationship of the economic, environmental and social dimensions of sustainable development. Sustainable ecotourism and wildlife watching of endangered species such as gorillas and whale sharks do not only contribute to economic growth, but also raised funds for conservation action.

## **Priorities**

19. CMS is expanding its activities at a rapid and exciting pace. Even though accession of new Parties has been lower than in previous years, the Convention has been expanding the reach of its conservation efforts. In the light of the growth of its network and increase of activities, CMS recognizes the need to modernize and streamline its information sharing capacity. As CMS grows and cooperation with Multilateral Environmental Agreements and conservation organizations continues to increase, so should the method of sharing information among these groups.

20. Being able to share information among the environmental community is essential for biodiversity conservation as a whole. The more easily accessible and accurate information

there is available, the more informed decision-makers can be, and the more effective and positive decisions can be made. CMS also sees the need to equip its Parties with the same kind of information. The lack of concrete information provided to Parties can have a negative impact on the implementation of the Convention.

### **Assessment of new CMS information priorities**

21. The following five priority activities are designed to provide the basic infrastructure for the future information capacity of CMS. These activities will streamline and modernize the administrative aspects of CMS as well as make CMS information more easily accessible to internal and external users. The goal of these activities is to update and streamline the CMS infrastructure.

#### **Priority Activity 1 – Creating a new Website**

22. The current CMS website does not match the requirements of all Parties and users. The first issue is that CMS and other organizations belonging to the CMS family have independent websites, which differ from the general CMS website. This hampers easy access to information made available by the Convention and impedes a joint web presence. After prior consultation within the CMS Family, the CMS Secretariat would offer to develop a new website portal, which could include all CMS Agreements, MoUs and out-posted offices. This new tool would enable CMS to improve information exchange among the CMS Family, increase the visibility of CMS and present the CMS Family as an entity under the larger CMS umbrella.

23. The existing CMS website was developed in 2003. It is a static, basic HTML website without a Content Management System. It does not meet current web standards and does not make full use of currently available web technologies.

24. The second issue is that only certain information on the CMS website is translated into all three CMS languages: English, French, and Spanish. Having the CMS website available in multiple languages would not only provide better information for CMS Parties, it would also increase the accessibility of the website. A multilingual website presence would substantially increase the outreach of the Convention. However, trilingual content will mean an increase in associated translation and editing costs.

#### **Priority Activity 2 – InforMEA**

25. InforMEA, the information portal for Multilateral Environmental Agreements, was launched in July 2011 at the Information Knowledge Management Standing Committee Meeting in Geneva. InforMEA aims to be a “one stop shop” for information about all biodiversity-related conventions. CMS as well as other biodiversity conventions will post content on their respective websites available, which will feed into the information available on the portal, enabling users to compare documents from different conventions quickly and easily. The idea behind InforMEA is to take relevant information from each MEA website automatically to ensure that the MEA information presented in InforMea is always up-to-date. Unfortunately, the current CMS website setup does not allow for automated harvesting of CMS information. The CMS website does not have an underlying web database and consists of purely static HTML.

26. InforMEA will also improve the quality of available information. Not only will users have access to more information, but content, which is also relevant for the Parties, can be instantly updated and analyzed in an efficient way.

### **Priority Activity 3 – National Reporting Online and Analytical Tools**

27. National Reports are a vital source of information for CMS and a means of exchange of data and other information with and among Parties and other stakeholders. National Reports are one of the few ways that CMS can assess how countries are implementing the convention. CMS wishes to increase the number of National Reports received from Parties and simplify access to these documents.

28. CMS is in transition to an Online Reporting System. This new system developed by UNEP-WCMC in the context of a UNEP DELC funded Knowledge Management project is currently being tested in the context of the AEWA reporting cycle to MOP5. If successfully implemented, it will make it easier and more convenient for Parties to submit National Reports in one of the three CMS languages. However, funding is sought by both the CMS and AEWA Secretariats to further develop the online reporting system to include an analytical component, through which submitted national reports can be easily evaluated. CMS also plans to include Parties' National Reports in the InforMEA portal. In this portal, the reports can be compared and contrasted not only with other CMS Party reports, but with reports and decisions from other biodiversity-related conventions.

### **Priority Activity 4 –Tool Kit for Decision Makers**

29. CMS acknowledges the need to develop a guide for the Parties facilitating the implementation of the Convention at a national level. This Tool Kit in all three CMS languages would contain information relevant to the species for which the country is a Range State and, most importantly, it would offer specific recommendations for actions for the Party in conservation and management of the species. The Tool Kit would mainly focus on mitigating threats and provide recommendations for adapting to or reversing them. Potential topics covered by the Tool Kit would include: climate change, bycatch, eco-tourism, protected areas, and human induced activities.

30. The objective of the Tool Kit is to provide relevant, concise and useful information to the Party decision-makers to help them implement the Convention in their country. Countries have the capacity for conservation and CMS wants to ensure that migratory species concerns are incorporated into conservation efforts and national plans such as NBSAPs.

### **Priority Activity 5 – Ensure support of Parties and partners to run campaigns**

31. Species campaigns are an ideal tool to raise awareness of the conservation needs of a charismatic species while linking this to the expertise of CMS. They have the potential to reach out to governments, conservationists, educators and the media and sensitize the public for the issue of migratory species.

32. CMS will conduct the Year of the Bat 2012 and in the same year provide substantial input to the World Migratory Bird Day (WMBD), which is a recurrent joint activity implemented jointly with the AEWA Secretariat. Through CMS involvement, WMBD has grown from a regional campaign confined to the Agreement area to a global event.

33. Parties have the authority to put species conservation and the work of the Convention on the political agenda. Species campaigns, in particular the Year of the Bat 2012, would benefit from explicit endorsement from the CMS Conference of the Parties including suggested activities, pledges and commitments from the Parties.

## **B. Synergies and Resources**

34. Communication and outreach activities undertaken by CMS and its Agreements and MoUs would benefit highly from a new web-based CMS Family Portal. It would raise the profile of the Convention and the link to the Agreements; Memoranda of Understanding and out posted offices.

35. In line with a comprehensive communication strategy, the CMS Family Portal would channel individual efforts so far pursued by the Agreements and emphasize the efficiency of joint conservation actions under the CMS family. CMS would assume a leading role of developing and coordinating a common information policy. A higher visibility and a better perception of conservation records of the CMS family could be achieved.

36. A new P2 post for an Associated Information Officer is required to advise on the shift to the CMS Family Portal. This person would also support the growing tasks of the CMS Secretariat in the context of running a global species campaign. As the AEWAs Secretariat will be fully involved in preparing the next Meeting of the Parties in 2012, CMS will provide strong support to organizing the World Migratory Bird Day in 2012 and continue to contribute to the campaign in 2013 and 2014. The proposed CMS Budget & Manpower 2012-2014 Plan presents various options; one of which proposes a 0 per cent budgetary increase while a 10 per cent option covers a new P2 position in the Information and Capacity Building Unit: the new post of an Associate Information and Capacity Building Officer (P2) would enable the shift to a new Website Portal for the CMS Family and contribute to information and outreach activities efforts during global species campaigns of the Secretariat.

37. The Information and Capacity Building Unit would coordinate CMS Family websites, publications, press and media announcements, and the implementation of species campaigns and public events.

38. It is estimated that clustering resources for information, capacity building coordination, media and publications in this unit would lead to a substantial increase in efficiency. ASCOBANS, EUROBATS and other Agreements/MoUs under CMS could benefit from similar services.

## **C. Resources**

39. Current estimates suggest that the internal CMS manpower costs of implementing the Outreach and Communication Plan over the triennium 2012-2014, using existing staff posts, would amount to about €930,056. In addition, an amount of an estimated €175,134 would be required to finance a new post for 2013 and 2014. Additional funds for the development of products, campaigns and other outreach activities are to be raised from donations by Parties, partners and business sponsors.

**D. Table of activities for Secretariat, Parties and Partners**

**Target under objective 3 and other related targets involving the Secretariat, Parties and CMS partners**

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
3.1 Engagement and commitment of CMS Parties increased	4.7 Regional capacity enhanced particularly where CMS is underrepresented	<ul style="list-style-type: none"> <li>- Creation of a new Website with Content Management System to facilitate access to CMS information</li> <li>Coordinate a web presence in English, French and Spanish</li> <li>Introduction of an Online Reporting System and development of an analytical tool</li> <li>Development of a Decision Maker Tool Kit to further the implementation of the Convention</li> <li>Publication of Scientific Reports such as “A Bird’s Eye View on Flyways” in CMS’s working languages</li> <li>Creation of an electronic system for the prompt delivery of notifications and information notes to Parties (Focal Points)</li> <li>- Continuation of the regular coverage of CMS activities and conservation- related news on the CMS Website</li> <li>- Continuation of the production of other information material to keep Parties abreast of developments</li> </ul>	<ul style="list-style-type: none"> <li>- Translation of CMS documents into national languages</li> <li>Submit National Reports in any of the three languages</li> <li>Initiate conservation action according to recommendations</li> <li>Support outreach activities and publications on the national level</li> <li>- Support global species campaigns (World Migratory Bird Day, Year of the Bat 2012) and spread key message on a political level</li> <li>- Provide links to CMS and relevant agreements on national websites</li> </ul>	<ul style="list-style-type: none"> <li>Promote cross linkages</li> <li>Support analysis of reports (WCMC, InforMEA)</li> <li>Provide data to support recommendations towards mitigating threats</li> <li>Support and develop joint outreach activities and scientific meetings by involving national /regional authorities (NGOs, Friends of CMS, corporate sponsors), Partners/ Ambassadors of global species campaigns</li> <li>- CMS Ambassadors: facilitate contacts to key actors and decision makers)</li> <li>- Provide links to supported projects on their web sites</li> <li>- Provide the CMS Secretariat with relevant information.</li> </ul>

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
		<ul style="list-style-type: none"> <li>- Continuation of CMS newsletter in English, French and Spanish</li> </ul>		
Performance Indicators:		Development and distribution of communication products in the working languages	Attention has been given to the effectiveness and information-sharing systems; Implement the Convention and support campaigns at national level	Efficiency of joint activities increased; CMS promoted by a network of partners
3.2 Engagement of CMS non-Parties increased	4.1 CMS membership to increase with regard to regional distribution	<ul style="list-style-type: none"> <li>- Produce and distribute information material targeted to non-Parties including country profile, relevance of CMS, procedures for accession, relevant projects</li> <li>- Establishment of bilateral contacts with Ministries, Embassies (letters, meetings)</li> <li>- Brochures and information directed to NGOs, universities, academic and scientific institutions of non-Parties</li> <li>- Organization of capacity building workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Provide financial support to organization of workshops</li> <li>- Assist the CMS Secretariat with establishing bilateral contacts</li> </ul>	<ul style="list-style-type: none"> <li>- Provide information on their websites on the importance of CMS and Agreements for non-Parties</li> <li>- Lobbying to promote accession/implementation of conservation plans</li> <li>- Undertake joint activities for non-Parties</li> <li>- Assist with preparation and organization of regional and national workshops</li> </ul>
Performance Indicators:		Timely production and delivery of tailored information for non-Parties; capacity building workshops held in the regions; accession of new Parties	Financial and logistical support provided	Joint activities and cross linkages to CMS help promote the Convention

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
3.3. Number of partners supporting CMS increased	<p>4.3. Cooperative activities with MEAs and key partners increased</p> <p>4.8. Extra-budgetary funding widely secured</p>	<ul style="list-style-type: none"> <li>- Contribute content to InforMEA</li> <li>- Display exhibits at relevant meetings of MEAs and major IGOs, organize presentations/ side events and deliver statements at main biodiversity and environmental meetings</li> <li>- Support the production of films and trailers to be used online and during special (media) events</li> <li>- Maintain regular briefing of corporate partners by mailings</li> </ul>	<ul style="list-style-type: none"> <li>- Use InforMEA as an information portal to better implement NBSAPs</li> <li>- Exchange information between focal points of CMS and other MEAs</li> <li>- Support national initiatives to celebrate World Migratory Bird Day and current Global Species Campaign</li> </ul>	<ul style="list-style-type: none"> <li>- Support the development of other knowledge tools among MEAs</li> <li>- Support the network of CMS Parties and involve new bilateral partners</li> <li>- Enter into partnership agreements with CMS and contribute to Joint Programmes of Work</li> <li>- Ambassadors expected to cultivate links between CMS, science, society, politics and economy, for example through personal connections to decision and policy makers within states, NGOs, social organizations and institutions.</li> </ul> <p>Corporate Partners: Organize events to raise awareness of CMS to public and expert target groups</p>
Performance Indicators:		<ul style="list-style-type: none"> <li>- Develop communication products and activities in a timely manner to reach out to potential partners</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunities used to exchange information, CMS initiatives supported at national level</li> </ul>	CMS network of partners increased

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
3.4 Key media's awareness of CMS enhanced	4.4. Enhance visibility of CMS family	<ul style="list-style-type: none"> <li>- Reinforce media aspects of web site (provide French and Spanish summaries of press releases and podcasts in "Press Room")</li> <li>- Interact with DCPI, UNEP Regional Offices, UNRIC, and Deutsche Welle (German International Radio) to enhance distribution of press releases broadcasting of special interviews</li> <li>- Liaise with DCPI for key press contacts, increase visibility of CMS in IGO and NGO newsletters, magazines and specialist press</li> <li>Issue press releases on CMS achievements, events, initiatives, meetings and projects on a regular basis</li> <li>Use the information channels of CMS and Agreements to highlight important CMS Family issues (coordinated web-based news releases)</li> <li>- Improve visibility of CMS in Host Country</li> <li>- Organize events to publicize CMS expertise: Thesis Award</li> </ul>	<ul style="list-style-type: none"> <li>- Promote cooperation with ministerial press departments to distribute joint press releases</li> <li>- Focal points to translate press releases into national languages and pass them to national media</li> <li>- Improve visibility of CMS at a national level</li> <li>-Provide the Secretariat with relevant articles issued in the national press</li> <li>-Invite Parties to publicize the Thesis Award</li> </ul>	<ul style="list-style-type: none"> <li>- Regularly provide information on CMS Family activities in their newsletters and on Websites</li> <li>- Stage joint events with CMS such as expert meetings and panels</li> <li>- Emphasize the unique role of CMS in video messages and public events</li> <li>-Invite media representatives to announce new support to CMS</li> <li>-Highlight joint activities with CMS</li> <li>-Ensure financial support for the Thesis Award and help publicize the Award through their own channels</li> </ul>
Performance Indicators:		Raise visibility of CMS achievements among target groups and stakeholders	CMS achievements published at national level	Number of references to and joint events with CMS increased

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
3.5 Opinion leaders of sectors that have an impact on migratory species influenced		<ul style="list-style-type: none"> <li>-Update terms of reference for CMS ambassadors at the international as well as at the national level</li> <li>-Prepare targeted brochures for decision makers and politicians</li> <li>-Inform opinion leaders about specific upcoming events to promote CMS</li> </ul>	<ul style="list-style-type: none"> <li>-Facilitate contacts with national conservation bodies, politicians and decision makers also through meetings</li> </ul>	<ul style="list-style-type: none"> <li>-Assist the CMS Secretariat with the identification of campaign ambassadors on the national and international level</li> <li>-Collaborate with the CMS Secretariat to reach out to relevant politicians and decision makers and / or initiate joint activities (Letters to ministers, joint press releases etc.)</li> </ul>
		<ul style="list-style-type: none"> <li>-Work of CMS complemented by decision makers and promoted by Ambassadors</li> </ul>	<ul style="list-style-type: none"> <li>-Opinion leaders bodies that have an impact on migratory species influenced</li> </ul>	<ul style="list-style-type: none"> <li>-CMS promoted through network of partners</li> </ul>
3.6 Information material in UN languages disseminated	4.4 Visibility of the CMS Family strengthened	<ul style="list-style-type: none"> <li>-Expand website presence of the CMS - - Family to the regions by providing translations of key documents in English, French and Spanish</li> <li>- Provide updated versions of the CMS Family Guide in English, French and Spanish</li> <li>-Continue the electronic newsletter to include information on Agreements</li> <li>-Provide specific information for the press, academia, NGOs and Parties on the CMS website</li> </ul>	<ul style="list-style-type: none"> <li>-Provide extra-budgetary contributions to maintain the CMS website in 3 languages</li> <li>-Provide financial assistance for updating the CMS Family Guide and other relevant publications</li> <li>-Provide official translations of CMS brochures and important outreach material</li> </ul>	<ul style="list-style-type: none"> <li>-Enhance regional presence of CMS</li> <li>-Disseminate CMS material at meetings and events</li> <li>-Prepare joint publications on issues of common interest</li> <li>-Develop publications on species groups for a large target audience based on “Conserving Cetaceans”</li> </ul>

<b>Target under objective 3</b>	<b>Other related targets</b>	<b>Secretariat</b>	<b>Parties</b>	<b>CMS partners</b>
Performance Indicators:		-Provide and distribute key documents in English, French and Spanish; language versions of key sections of the website enhance visibility and regional capacity of CMS	-Support provided to CMS to produce documents and communication products in 3 languages	-Regional presence and visibility of CMS enhanced