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REPORT ON OUTREACH AND COMMUNICATION 2009–2011

(Prepared by the Secretariat)

1. Following the Resolution on Outreach and Communication adopted by the Conference of the Parties at its Ninth Meeting (Res. 9.5), outreach efforts focused primarily on the Year of the Gorilla (YoG) in 2009 with a period of winding down overlapping with the International Year of Biodiversity in 2010. Throughout 2010 and 2011 the Secretariat joined efforts with UNEP and other Multilateral Environmental Agreements towards raising the profile of the Convention as lead expert on migratory species.

2. CMS outreach and communication activities are aligned with the relevant objectives laid down in the current Strategic Plan 2006-2011 (updated and extended to cover the period 2012-2014). For this reason, the CMS Secretariat did not table a fully revised and new Outreach and Communication Plan. All communication tools developed have been tailored to meet the following overarching objective of the Strategic Plan.

Objective 3: To broaden awareness and enhance engagement in the conservation of migratory species amongst key actors

Communication tools

3. The CMS website has been established as the Secretariat's main communication platform. Species news, agreement development, conservation issues and challenges, CMS membership, new publications as well as outreach events are publicized on the website. The newsworthiness and timeliness of the CMS website have substantially increased the level of interest of its audience in particular among biodiversity-related Conventions as shown by the fact that CMS was featured in every issue of the last 52 editions of the MEA Bulletin. During the period from December 2008 to July 2011 the Secretariat posted more than 230 news announcements on the website. However, the current CMS site is technologically outdated and UNEP/CMS/Res.10.7 includes a proposal to develop a new common CMS Family website using the newest technology.

4. In addition to the website, CMS continued to further develop a number of important communication tools, such as a new format of the CMS Bulletin, scientific reports, thematic exhibition panels, the CMS desk calendar and it produced a revised version of the encyclopaedia (CMS Family Guide) and brochures to provide information to Parties, IGOs, NGOs, conservationists and the scientific community.

Publications

5. The Secretariat continues to publish the Technical Series to provide advice to policy makers and conservationists in various areas. A Technical Series publication, “Gorilla: Report on the Conservation Status of Gorillas. Concerted Action and CMS Gorilla Agreement”, was published in English and French to support the Year of the Gorilla in collaboration with the Royal Belgian Institute for Natural Sciences and the UNEP/UNESCO Great Apes Survival Project. In 2010, CMS published three International Single Species Action Plans for the conservation of the Spoon-billed Sandpiper (*Eurynorhynchus pygmeus*), the Black-faced Spoonbill (*Platalea minor*) and the Chinese Crested Tern (*Sterna bernsteini*) in cooperation with BirdLife International. The International Single Species Action Plans, which were adopted by COP9 and include most recent scientific data and recommendations, will promote the protection of the bird species and enhance the cooperation between governments and conservation bodies. Their action plans will be extremely useful tools for policy makers and national authorities, since they outline in a clear and coherent way the priority measures that have to be undertaken to improve the conservation status of these endangered species.

6. The most recent publication in the Technical Series, “Odontocetes – the toothed whales”, to be launched at COP10 - will be a revised scientific reference book on these species. A corresponding poster, which is available online, shows for the first time all toothed whale species sorted according to their conservation status as defined by the IUCN Red List of Threatened Species™.

7. Climate change is a major challenge to the conservation of migratory species. In 2010, the Zoological Society of London (ZSL) conducted research for the CMS Secretariat assessing the effects of climate change on migratory species. ZSL published an executive summary of a report with an overview of the emerging results from an assessment of Appendix I species, in order to provide guidance to policy makers on urgent action to be taken. Results of the study were presented in a joint press event at the ZSL in London and in a BBC interview. Communicating results and achievements to the media contribute to the following Strategic Plan objective.

Objective 3.4: Awareness of key media of CMS and its leading role in the conservation of migratory species enhanced

8. The Secretariat was able to substantially enhance awareness of CMS and its leading role in conserving migratory species among key media. Online references to the Convention increased by 43 per cent from 113,000 in 2009 to 162,000 in 2010. At the end of July 2011, online references were on course to record a 44 per cent increase compared with 2010.

9. Press releases on CMS species meetings, conferences, outreach events and campaigns, publications and conservation issues have been distributed to target audiences. CMS further enhanced its cooperation with the UNEP Division of Communication and Public Information on the distribution of press releases to media lists worldwide and to specific regions to ensure better media coverage. As news on CMS conservation activities has also been published and distributed as UNEP press releases since 2010, awareness among the general public that CMS is the lead centre of expertise on migratory species increased on a regional and global scale.

10. Meanwhile, CMS continues to coordinate its press work with the United Nations Regional Information Centre (UNRIC) in Bonn and Brussels. CMS cooperated with the UNEP Regional

Office in North America (UNEP/ RONA), United Nations Department of Public Information (DPI) and thus enhanced its outreach to North America. Working with the communication departments of other biodiversity-related Conventions helped to increase the visibility of CMS and highlight conservation issues at an international level. In addition, articles could be placed in international MEA newsletters, on the Biodiversity Policy and Practice website managed by the International Institute for Sustainable Development and other external publications. Thus they garnered special attention among biodiversity-related conventions and the scientific community. News is also being picked up from the CMS website or the CMS Bulletin by external media.

11. CMS staff members, CMS Ambassadors and scientific experts gave interviews for the UN Radio, BBC, Deutsche Welle based in Germany and other international broadcasting stations to emphasize the achievements of CMS and to broach the issue of conservation needs and challenges.

Campaigns

12. CMS 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. They are a highly effective tool for educating a broad audience on the selected species and for raising awareness of the threats they face.

13. Major outreach efforts focused on the preparation, implementation and follow-up of the Year of the Gorilla 2009 (YoG) campaign. YoG 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. A detailed report is given in UNEP/CMS/Conf.10.13 Overview of the CMS “Year of ...” Campaigns 2009-2011.

14. CMS species campaigns are a highly effective tool for educating a broad audience on the selected species and for raising awareness of the threats they face. Through the development of such educational content, the campaign was included among the official activities of the UN Decade on Education for Sustainable Development (2005-2014), led by UNESCO.

World Migratory Bird Day (WMBD)

15. WMBD is a global initiative devoted to celebrating migratory birds and for promoting their conservation worldwide every year. It is jointly organized by the Secretariats of the Convention and the African-Eurasian Migratory Waterbird Agreement (AEWA) and is extremely successful.

Objective 3.2: Level of engagement in CMS work of priority target non-Parties increased

16. During the 30th anniversary celebration of CMS in June 2009 in the town hall of Bonn, the Russian Deputy Minister of Agriculture signed the Memorandum of Understanding concerning the Conservation, Restoration and Sustainable Use of the Saiga Antelope (Saiga MoU). Round table discussions between the German Federal Environment Ministry (BMU), the Russian Ministry of Natural Resources and Environmental Protection (MNR) and the Secretariat followed in June 2010 in Berchtesgaden, Germany, to discuss the progress of implementation under the Memorandum of Understanding concerning Conservation Measures for the Siberian Crane and the above-mentioned Saiga MOU which have both been signed by the Russian Federation.

Consultations are equally going on with the Government of the Russian Federation on possible accession to CMS. At the meeting, a possible coordinating role of CMS regarding a global conservation instrument on tigers was also on the agenda. The Secretariat would like to thank the Government of Germany as Depository for promoting the accession of various countries to CMS. In addition to the efforts of the CMS Secretariat to this end, the German Federal Foreign Office instructed German Embassies to offer host countries interested in acceding to the Convention support and assistance in making the necessary arrangements.

17. CMS participated in the International Tiger Summit in St. Petersburg, Russian Federation, in November 2010, where CMS Ambassador, Stanley Johnson, delivered a speech. The Summit adopted the St. Petersburg Declaration, which acknowledges among other things the role of CMS. At a meeting at the Ministry of Natural Resources and Ecology, CMS representatives highlighted the importance of the Russian Federation in the view of facilitating interstate agreements about transboundary movements.

18. CMS continued to raise its profile in the Americas. Being an active member of the Interim Steering Committee of the Western Hemispheric Migratory Species Initiative (WHMSI), it participated in the Committee meeting in Washington DC, USA in March 2009. A number of WHMSI governments have also expressed an interest in joining CMS.

19. Latin America and the Caribbean is the region with the greatest biological diversity on Earth. To address challenges to biodiversity conservation and the possible solutions, the UNEP Regional Office for Latin America and the Caribbean (UNEP/ROLAC) and CMS brought together decision makers and non-governmental organizations from 17 countries from the region to a workshop in Panama City to discuss better ways to coordinate and implement activities. The second workshop in this region is part of the CMS capacity building strategy adopted by COP9. Another MoU came into existence in South America in 2010, when two Parties, Argentina and Chile, signed the Memorandum of Understanding on the Conservation of the South Andean Huemul (*Hippocamelus bisulcus*), a species of deer.

20. As a whole, the Secretariat was active in the recruitment of new Parties. The membership rose from 110 Parties prior to COP9 to 116 Parties in July 2011 including three countries recruited in Africa. Furthermore, CMS has enhanced its efforts to persuade eight countries in Africa, Asia, Latin America and the Caribbean to accede to the Convention. When opportunities arise, CMS and AEWa are working closely together in the recruitment of Parties in Africa.

21. The Convention provides flexibility by enabling countries to sign Memoranda of Understanding even if they are not a Party of the parent convention. By way of examples, the United States, Nauru and Tuvalu signed the Memorandum of Understanding (MoU) on the Conservation of Migratory Sharks adopted in February 2011.

22. CMS does not exclusively rely on governmental support, but also depends on partners on various levels to promote the implementation of the Convention. In this regard, CMS has enhanced efforts towards achieving the following objective.

Objective 3.3: Number of Partners supporting and participating in the work of CMS increased

23. Global species campaigns provide the unique opportunity of raising interest among conservationists and forging partnerships with a view to supporting CMS's work on charismatic species. After the end of the YoG campaign, a survey was conducted among participating

organizations about their perception of YoG. In connection with an evaluation of CMS species campaigns (CMS/StC37/20), a survey was conducted to assess the perception of the CMS Secretariat among respondents. As a result of the YoG campaign, a large majority of survey respondents' view regarding the CMS Secretariat improved by over 60 per cent. Furthermore, of all respondents who had been involved in the YoG campaign, up to 90 per cent were interested in taking part in future species campaigns, showing an increased interest in supporting future CMS species campaigns.

MEAs

24. As CMS extends its activities to address emerging threats to migratory species, the Secretariat seeks new and enhances existing partnerships with other organizations to complement its expertise.

25. CMS regularly attends the Liaison Group of the Biodiversity-related Conventions (BLG) meetings, as described in the Report on Synergies and Partnerships (UNEP/CMS/Conf. 10.18).

26. The CMS and AEWAs Secretariats continue to participate in the web-based InforMEA, the United Nations Information Portal on Multilateral Environmental Agreements (MEAs), launched in June 2011. CMS already participated in the previous UNEP DELC Knowledge Management Project for Biodiversity related MEAs in 2006-2008. It is planned that in future the entire CMS Family will participate in this online platform. Contracting Parties and other governments and organizations are invited to make use of key information from 12 MEAs. Harmonization of information standards and formats will facilitate the development of many other knowledge tools among conventions.

27. The Secretariat enhanced co-operation with CITES on elephants, gorillas, sharks and Saiga. This will be set out in the new Joint Work Programme 2012-2014 with CITES to be adopted at the 38th CMS Standing Committee in Bergen. The Joint Meeting of the CMS West African Elephant MOU and the Steering Committee of the CITES Monitoring the Illegal Killing of Elephants (CITES-MIKE) programme for West Africa held in June 2011 further developed transboundary projects and proposed further cooperation between CMS and CITES. Another joint CMS/CITES meeting with Saiga Antelope range and trading states was organized in 2010 to restore Saiga populations to healthy levels and ensure tightly controlled sustainable use of the species for regional and East Asian consumers.

28. Following a series of epidemics and pandemics in recent years and as mandated by Resolution 9.8, CMS and the FAO Animal Health Service launched a new Scientific Task Force on Wildlife Diseases and Migratory Species in 2011. It is modelled on the Task Force on Avian Influenza and Wild Birds established in 2005. The Task Force's 'One Health' approach will promote information sharing among government sectors, wildlife managers, NGOs and relevant UN agencies to provide recommendations on how to cope with the diseases.

29. CMS strengthened its cooperation with the Ramsar Convention. A new Joint Work Programme is being developed to be submitted to the 38th CMS Standing Committee.

IGOs

30. The Secretariat of the Pacific Regional Environment Programme (SPREP) has launched the Pacific Year of the Dugong in partnership with UNEP/CMS to promote the implementation of

the Memorandum of Understanding on the Conservation and Management of Dugongs and their Habitats throughout their Range. It targets local coastal and fishing communities and water craft users in the Pacific region by showing that livelihoods and conservation are linked. SPREP has defined an objective in its new strategic plan to secure more CMS accessions, and signatories.

31. Furthermore, a new Memorandum of Understanding has been signed with the IUCN Environmental Law Centre, which is a leading global centre of excellence and provides CMS with valuable legal assistance.

NGOs

32. A renewed partnership agreement was signed with the World Association of Zoos and Aquariums (WAZA) at COP9 in December 2008, agreeing to cooperate in the areas of research, training and public awareness activities. CMS also partnered WAZA during YoG 2009 and WAZA provided added value to outreach efforts of the campaign. WAZA produced educational kits in three languages and organized recreational and educational activities. It also generated funds for field projects and played an important role in coordinating the lecture tour of YoG Ambassador Ian Redmond to the United States. The Executive Secretary drew attention to the many benefits in the partnership in her key note speech at the WAZA Annual Congress in 2010. WAZA continues its outreach efforts as a partner of the Year of the Bat 2011–2012.

33. Within the framework of the Joint Programme of Work the Whale and Dolphin Conservation Society (WDCS) delivered key aspects of the *Programme of Work for Cetaceans* and the associated reviews called for in Res.8.22, which feed into the discussion regarding the Future Shape of CMS during COP10. In addition, WDCS is coordinating the *Pacific Cetaceans MoU Technical Advisory Group* maintaining the website of the Memorandum of Understanding for the Conservation of Cetaceans and Their Habitats in the Pacific Islands Region www.pacificcetaceans.org and has developed an online cetacean diversity database containing information on sightings in the region. Furthermore, it conducted field research in Fiji and Samoa and provided capacity support to Government Signatories in support of the Pacific Cetaceans MoU.

34. CMS is currently developing a Partnership Agreement with the Migratory Wildlife Network which has been established to reach out to civil society and NGOs in support of CMS and conservation of migratory species generally. In addition, CMS intends to sign another Partnership Agreement with the Humane Society International Inc, whose work on environmental and animal problems has contributed to several areas of CMS work, including the CMS Gorilla MOU Technical Committee.

35. A new Memorandum of Understanding between the Friends of CMS and the CMS Secretariat has been signed and progress made on developing project proposals and sponsoring activities. This German fundraising platform to support CMS activities has engaged in recruiting new members to enhance its fundraising efforts. The Chair, German actor and conservationist Hannes Jaenicke, produced a documentary on sharks, which was shown at the meeting in Manila to negotiate the CMS Memorandum of Understanding. A documentary on gorillas was broadcast on a public German TV channel. Furthermore, the Director of Frankfurt Zoo, in his capacity as a member of the Board of CMS Friends, supported the Gorilla Symposium by providing the venue and staff support of the Zoo and Frankfurt Zoological Society. A high quality species conservation wall calendar by Friends of CMS has been produced for 2012 and was launched in September in Germany. The revenue from the calendar will go four organizations including CMS.

36. Joining efforts to increase partnerships is a shared activity between the Information and Capacity Building Unit and the Inter Agency Liaison Officer. More details regarding CMS Partnerships can be found in the Report on Synergies and Partnerships (UNEP/CMS/Conf. 10.28).

Objective 3.5: Opinion leaders of key sectoral groups impacting on migratory species influenced, including by expert advice, through CMS

CMS Ambassadors

37. CMS Ambassadors advocate the cause of all species covered by the Convention. There are currently four CMS Ambassadors, Ms. Kuki Gallmann (Kenyan conservationist), Mr. Peter Schei (Norwegian environmentalist), Mr. Stanley Johnson (British writer and conservationist) and Mr. Ian Redmond (British Ape and Elephant expert). A full report of their activities is given in UNEP/CMS/Conf. 10.25 Report on the Activities of the Ambassadors.

38. In his role of YoG Ambassador, Mr. Redmond supported the Gorilla Agreement and outreach activities of CMS and GRASP, provided scientific data and film footage, provided the media with authentic reports and features and gave interviews. During his lecture tour to the United States, he addressed the media in a press event in the German Embassy co-organized by CMS and UNEP's Regional Office for North America (UNEP/RONA) in Washington D.C. Since then Mr. Redmond has promoted CMS at international meetings, in interviews, broadcasts and public lectures.

Objective 3.6: Key information material in appropriate UN languages disseminated to identified target audiences

39. Public awareness raising and disseminating information for decision-makers, scientists and the general public are among the Secretariat's key functions. The Convention has a wide range of target audiences from active conservationists and scientists, to political decision-makers and the general public, including the younger generation.

40. The products vary in style and content – from scientific reports to proceedings on negotiation meetings to informative posters, highlighting the threats faced by migratory species and the international efforts being made to address them.

41. The CMS Secretariat published a revised third edition in November 2009 of the Convention's Encyclopaedia (CMS Family Guide), its main reference book. French and Spanish translations of the second edition are available online. The Guide will be updated periodically to take account of new Parties, new Agreements and progress made in conserving endangered migratory animals. A new brochure highlighting recent developments and current activities will be presented at COP. The report of the Conference of the Parties is published in the proceedings, which summarize the debate and include annexes reproducing the text of the resolutions and recommendations adopted. The Proceedings are available in all three official languages of the Convention - English, French and Spanish.

42. The Secretariat has continued producing a calendar or personal organizer every year. In 2007, the publication was a pocket calendar linked to the Year of the Dolphin campaign. A similar calendar was produced in 2008 with information about the various Memoranda of Understanding. A more substantial "personal agenda" was distributed in 2009, commemorating

the Year of the Gorilla. The 2010 diary, marking the International Year of Biodiversity, was produced in four different language versions, English, French, Spanish and German with support from the CBD Secretariat. The 2011 trilingual edition was produced in collaboration with the CBD Secretariat and has the theme “Networking for Migratory Species”.

43. New Technical Series publications concerned with Sahelo-Saharan Antelopes and the Gorilla have been produced in collaboration with the Royal Belgian Institute for Natural Sciences (IRSNB) in English and French in order to reach both Francophone and Anglophone range states of the species.

44. The CMS Bulletin, which provides news from the Secretariat and informs on conservation activities, species campaigns and activities of the CMS Ambassadors, is published in the Convention’s three official languages.

45. Publications supporting species campaigns are being made available to interested organizations and individuals in various regions of the world to promote the campaign. The Year of the Gorilla leaflet, available in English, French, Spanish and German, introduced the YoG partnership, outlined the basic biology of gorillas and their behavioural traits and explained the threats the species face and the actions being undertaken and proposed to address them. The YoG Poster was published in English and French for main use in the African range states. An exhibition in English and French completed the set of publications.

46. CMS multilingual publications cover a wide array of topics ranging from a general brochure on the Convention to global initiatives such as Avian Influenza and Wild Birds. Language versions were tailored to the geographic distribution of species. Most Technical Series editions, e.g. the Siberian Crane and International Species Action Plans, were only produced in English because there were no Hispanic or francophone countries in the region. Some editions covering Africa have been produced in French too.

47. Efforts will be enhanced to provide French and Spanish versions of future publications series on general conservation issues. French and Spanish versions of “A Bird’s Eye-View on Flyways” are planned in addition to the revised English one.

48. Additional resources will be needed to produce language versions of all substantive publications regularly as the core budget does not provide for translators and editors. Other comparable organizations that maintain a multilingual website employ additional translators and have in-house editors for English, French and Spanish. The Secretariat would like to have all publications available in all official languages of the Conventions but lacks the resources to do so.

Action requested:

The Conference of the Parties is invited to:

- a. Take note of the Report presented by the Secretariat on Outreach and Communication in 2009 – 2011.
- b. Support a resolution along the lines of draft Res.10.7 to roll forward the Outreach and Communication Plan in 2012-2014.
- c. Approve adequate resources for the implementation Outreach and Communications activities under the CMS budget.

ANNEX: PUBLICATIONS

Publications 2009 / 2011

Publication type	Title	Publication Year	Language
Technical Series			
N° 24	Odontocetes – Toothed Whales	2011	English
N° 23	International Single Species Action Plan for the Conservation of the Spoon-billed Sandpiper (<i>Eurynorhynchus pygmeus</i>) in cooperation with BirdLife International	2010	English
N° 22	International Single Species Action Plan for the Conservation of the Black-faced Spoonbill (<i>Platalea minor</i>)	2010	English
N° 21	International Single Species Action Plan for the Conservation of the Chinese Crested Tern (<i>Sterna bernsteini</i>) in cooperation with BirdLife International	2010	English
N° 20	ISSAP for the Conservation of the Madagascar Pond Heron (<i>Ardeola idae</i>), produced jointly with AEWa in cooperation with BirdLife International	2008	English
N° 19	International Single Species Action Plan for the Conservation of the White-winged Flufftail (<i>Sarothrura ayresi</i>), produced jointly with AEWa	2008	English
N° 18	International Single Species Action Plan for the Conservation of the Lesser Flamingo (<i>Phoeniconaias minor</i>) produced by IUCN-SSC/Wetlands International Flamingo Specialist Group; Wildfowl and Wetlands Trust; Wetlands International and BirdLife International Africa Partnership	2008	English
Technical Series Online	Odontocetes – Toothed Whales	2010	English
Technical Series N° 17	Gorilla: Report on the Conservation Status of Gorillas. Concerted Action and CMS Gorilla Agreement (in collaboration with the Great Apes Survival Project-GRASP)/Rapport sur l'état de conservation des gorilles - action concertée et accord CMS Gorilla Prepared by the Royal Belgian Institute of Natural Sciences/IRSNB	2008	English and French
Scientific Reports	Climate Change Vulnerability of Migratory Species, produced by ZSL	2010	English
	A Bird's Eye View on Flyways	2009	English
Encyclopaedia	Family Guide, 3 rd Edition(print and online)	2009	English
	Family Guide Online	2008	French, Spanish
	Press kit / Brochure for Family Guide English with USB stick	2011	English

Publication type	Title	Publication Year	Language
Leaflets	Year of the Gorilla leaflet	2009	English, French, Spanish, German
Posters	Children's Poster	2011	German
	"Jaws", in cooperation with UNEP	2010	English
	CMS 30 th Anniversary Poster support advertisement campaign by the City of Bonn	2009	English, German
	Year of the Gorilla Poster	2009	English, French
Newsletter	CMS Bulletin Online	Bi-monthly	English, French, Spanish
Desk Calendar	Networking for Migratory Species	2011	English, French, Spanish
	International Year of Biodiversity	2010	English, French, Spanish, German
	Year of the Gorilla	2009	English, French, Spanish
Large format illustrated book authored by CMS	Survival; Saving Endangered Migratory Species	2010	English, German