

**CONVENTION ON
MIGRATORY
SPECIES**

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Rome, 1-5 December 2008
Agenda Item 15.0

REPORT ON OUTREACH AND COMMUNICATION PLAN 2005–2008*(Prepared by the CMS Secretariat)*

1. Following the first Resolution on Outreach and Communication adopted by the Conference of the Parties at its Eighth Meeting (Res. 8.8) the Secretariat has been providing the general public with information concerning the Convention, its mandate and objectives, in particular the achievement of the 2010 target to significantly reduce the loss of biodiversity by that date. CMS is making continuous references to its contribution in this field in its media relations and publications.
2. One year before its 30th anniversary the Convention on Migratory Species (CMS) has established a membership of more than 100 parties thus enhancing its importance as a global biodiversity-related Convention, which has taken the lead in the conservation of migratory species.
3. CMS's outreach activities which received a major boost through the global species campaign "Year of the Dolphin 2007/2008" have significantly raised the profile of the Convention among governments and the general public.
4. The current Outreach and Communications Plan (OCP) focuses on current and future activities with Resolution 8.8 as a reference point. These include activities undertaken in collaboration with Parties and relevant partners (NGOs, IGOs and corporate partners) to increase the visibility of the Convention and enhance its impact on stakeholders.

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

5. Several indicators demonstrate that the level of achievements here was very good. The CMS website has now become the fundamental tool for global communication. It provides a comprehensive information platform on a continuous basis. The Secretariat has noticed exceptional increases in traffic on the Convention's website. In the period between 2006 and 2007, web visits increased by 8% (from 77,200 to 83,500 visits/month). 2007 was a particularly busy year, as the website registered an increasing amount of visits to species specific pages. With close to 2.5 million single visits to the CMS website during the 2006-2008 triennium, CMS has maintained an active web presence with the potential for even more growth. During the period from December 2005 to September 2008 the Secretariat posted almost 230 news announcements on the website. In addition an average of 100,000 visits per

month was recorded, both to the separate websites established for avian influenza (www.aiweb.info) and Year of the Dolphin (www.yod2007.org).

6. During the last triennium, CMS continued to develop a number of important communication tools, such as the website, a new design of the electronic newsletter (CMS bulletin), a new common exhibition, a new publication series, the CMS calendar, an encyclopedia (CMS Family Guide) and brochures. CMS has established a corporate design to facilitate recognition of CMS information products thus improving the visibility of the Convention. In addition to the logo and acronym, the mosaic has been established as official corporate design as a recurring element of most printed and electronic information material products. Two booklets were published in a new series in rectangular format with the mosaic focussing on the impact of other phenomena on migratory species (Wildlife Watching and Tourism 2005, Climate Change 2006).

7. With the Encyclopedia (CMS Family Guide) the CMS Secretariat published with the kind support of the Division of Environmental Law and Conventions (DELCO) its main work of reference in November 2006, an update in May '08 and a revised second edition in October 2008. The encyclopedia of the Convention on Migratory Species has been made available online and in hard copy to Scientific Councillors, Focal Points of Parties and potential Parties as well as to the key media. The Guide comprises over 100 fact sheets explaining the history and structure of the Convention, its daughter Agreements and MoUs and some of the many species the Convention seeks to conserve. The Guide will be updated periodically to take account of new Parties, new Agreements and progress made in conserving endangered migratory animals.

8. The CMS Secretariat produced a new mobile exhibition consisting of two roll-up mobile displays with the possibility to display a video for CMS and its Agreements and 21 roll-up banners plus another one added in October 2008 on the Biodiversity Liaison Group, which was launched during the CBD CoP in Bonn during May 2008. Main topics include the phenomenon of migration, history and structures of the Secretariat, conservation plans, Agreements and MoUs.

9. A launch event on Sahelo-Saharan antelopes was organized in Paris in September 2006 as part of the IUCN Conference on Biodiversity in European Development Cooperation. Special events were held to publicise CMS in Bonn in January 2007 (marking the 100th accession to the Convention by Yemen) and in May 2008 when about 180 guests attended a CMS presentation and reception during the CBD COP9. The Secretariat organised and supported a series of Year of the Dolphin events during 2006-8 in the Caribbean, North America, Europe, East Africa and the South Pacific and co-organised with AEWFA the first World Migratory Bird Day in Kenya in 2006. A publication on dolphins designed as an educational tool was translated into nine languages and jointly launched with UNESCO in Paris in May 2007.

Direct target 3.1 – Levels of engagement and commitment of existing CMS Parties increased

10. The Secretariat gave a high priority to fundraising, especially in 2006, to undertake its mandates. In September 2006 Parties were invited to the meeting “CMS on the Move to 2010: Priorities in implementing the programme of work 2007-2008”. Its aim was to support the implementation of objectives laid down in the Strategic Plan that were not covered by the core budget. At the meeting pledges of support and resources were obtained resources totaling €

3.5m (incl. € 1.9 m provided by the European Commission for the CMS Sahelo-Saharan Antelope Project) towards 50 individual projects, donated by Governments for 2006-8.

11. On the occasion of the Year of the Dolphin Germany hosted an international conference entitled “Year of the Dolphin in Europe - Conservation of Small Cetaceans and Marine Protected Areas”, which brought together experts from the whole of the European Union. France hosted the first meeting to conclude an international Agreement on Gorillas and Their Habitats and Monaco provided crucial support to the Agreement.

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

12. CMS succeeded in raising its profile in the Americas. A Seminar in Washington was co-sponsored with the Smithsonian Institution in May 2007. The Third Western Hemisphere Migratory Species Conference in Asuncion, Paraguay, was held in July 2008 with government wildlife officials and representatives from non-governmental organizations and conventions. CMS being an active member of the WHMSI Interim Steering Committee participated in the different workshops and discussions related to the western hemispheric species. WHMSI and CMS signed an MoU to identify and strengthen conservation of areas of international importance with regard to capacity building. As a result was able to enhance regional capacity in a region where CMS is still building up its presence.

13. As a whole, the Secretariat has been successfully involved in the recruitment of new Parties. The membership rose from 94 Parties prior to COP8 to 110 Parties in October 2008 with a 17 percent increase including four countries each respectively recruited in Africa, America and the Caribbean and Asia.

14. CMS has enhanced conservation efforts especially in 2007 by negotiating and concluding several Memoranda of Understanding including the first two in South America and an Agreement on Gorillas and their Habitats. The development of the binding Agreement for Gorillas, and its negotiation by range states in a meeting in October 2007, was a remarkable achievement in terms of legal status of the instrument for these critically endangered species. The Agreement came into force on 1 June 2008 and MOP1 of the agreement is being held back-to-back with COP9 in Rome.

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

15. In May 2007 CMS signed a cooperation agreement with the Wildlife Conservation Society, which aims to enable joint efforts in major and diverse fields, such as gorillas, avian influenza, cetaceans, turtles and aridland mammals. A formal Partnership Agreement with the World Association of Zoos and Aquariums (WAZA) as the only body that coordinates zoos and aquariums at the global level followed in September 2007. WAZA is official partner of the Year of the Gorilla campaign.

16. The growing importance of migratory species for healthy ecosystems and its impact on human societies is likely to attract the commitment of the private sector. A public-private partnership allows corporate partners to link business and biodiversity and improve their environmental and social record. The three biodiversity objectives of conservation, sustainable use and equitable benefit sharing can be fully integrated into a company’s social responsibility or sustainability approach. There is a business case for integrating biodiversity

into core management systems to reduce risks, capitalize on opportunities and meet corporate social responsibilities. In this context, CMS considers the development of sustainable ecotourism with partners during the Year of the Gorilla 2009 as a means to support capacity building and conservation project in the field.

17. The Secretariat enhanced co-operation with other MEAs, especially CITES, and organized a joint CMS/CITES meetings with Saiga antelope range and trading states in 2006. A new Partnership Agreement between CMS and the Bern Convention on the Conservation of European Wildlife and Natural Habitats and another one with FAO will be ready for signature at COP9. The Secretariat chaired the 6th meeting of the Biodiversity Liaison Group in Bonn in May 2008, which agreed on co-operation between the six global MEA members during the International Year of Biodiversity in 2010. A banner featuring activities and achievement was produced by the Secretariat.

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

18. The Secretariat was able to enhance awareness of key media of CMS and its leading role in conserving migratory species. Major events where CMS could ensure significant coverage in the news were the launch of the Year of the Dolphin, which was featured in more than 100 media of the international press, the YoD project “Sailors for Dolphins” from December 2006 to June 2007 in cooperation with a French private initiative and the European launch of the “IMAX Dolphin and Whales 3D Tribes of the Ocean 3D”, in March 2008 in Berlin. Ocean explorer Jean-Michel Cousteau and the internationally renowned actress Martina Gedeck attracted major media coverage. CMS’s cooperation with a public relations agency in Berlin secured a high level of media exposure.

19. CMS further enhanced its cooperation with UNEP over the distribution of press releases to media lists in other regions to ensure better media coverage. Press releases on CMS and Agreements were posted in the News Centre and in the Biodiversity section of the UNEP website. At the same time, CMS continued its cooperation with the United Nations Regional Information Centre (UNRIC) in Brussels. On the occasion of CMS’s Scientific Symposium in Washington D.C in May 2007, CMS cooperated with the United Nations Regional Office in North America (UNEP RONA), the Department of Public Information (DPI) and thus enhanced its outreach to North America.

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

20. The CMS Secretariat introduced the concept of CMS ambassadorships in April 2006 with the appointment of the conservationist Kuki Gallmann in Kenya. She helped to initiate the World Migratory Bird Day on her estate in May 2006 and supported the UNEP billion tree campaign. Peter Schei, Director of the Fridtjof Nansen Institute and Chairman of BirdLife International, the journalist and conservationist Stanley Johnson as well as the former CMS Executive Secretary Arnulf Müller-Helmbrecht were subsequently appointed as CMS Ambassadors, on account of their accomplishments in promoting the conservation of migratory species and their habitats.

21. CMS Ambassadors advance the cause through their work and their contacts, thus contributing to enhancing the knowledge of the animals and the threats they face while raising awareness among the public and decision makers worldwide, by participating in press

conferences and relevant meetings organized by CMS. CMS Ambassadors give advice on outreach, policy and science, which may have an impact on the work of the Secretariat.

22. Ambassadors and patrons played a vital role in the context of global species campaign launched by the CMS Secretariat. HSH Prince Albert II of Monaco accepted the role of patron of the Year of the Dolphin (YoD) campaign during 2007. As an active personality in the conservation world the Patron supported the campaign by raising awareness of dolphin conservation problems. The Patron launched the YoD in September 2006 in the presence of the partners and requested CMS Parties to support the campaign. In addition to the Patron, altogether six Ambassadors were appointed who raised awareness while making use of their outreach possibilities as swimmers, sailors and scientists.

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

23. The production of the leaflet “Avian Influenza and Wild Birds” in the UN languages raised CMS’s profile as a leading centre of expertise regarding the importance of migratory species and their habitats for human health. The translation of the brochure on Raptors into Arabic, English, French and Russian enabled the Convention to reach key audiences in the range states, which are necessary to implement conservation measures to protect endangered raptor species. The publication of the Technical Series on the Siberian Crane in Russian supports conservation efforts in Russia. Editions of the CMS Family Guide in the UN languages would further raise visibility of the Convention on a global scale and attract potential new Parties.

Action requested:

The Conference of the Parties may wish to:

- a. Take note of the Report presented by the Secretariat on Outreach and Communications in 2005 – 2008.
- b. Support a resolution on the lines of draft Res.9.5 to roll forward the Outreach and Communications Plan in 2009-2011.
- c. Ensure adequate resources for Outreach and Communications activities are available under the CMS budget.

CMS Information and Capacity Building – Publications List

Category	Publications														
General Publications	<ul style="list-style-type: none"> • CMS brochure (2008) • Proceedings “Avian Influenza & Wildlife Workshop on ‘Practical Lessons Learned’” • “Firm Friends” business leaflet (2008) • CMS Family Guide: first edition (November 2007) first revision (April 2008), second revised edition (October 2008) • “Animals without Frontiers” Children’s poster (2007) • Climate Change (2006) • Wildlife Watching (2006) • CMS calendar (2006 and 2008) • Avian Influenza and Wildbirds brochure (in UN languages and German) • Leaflet on Raptors (Arabic, English, French, Russian) • COP9 Poster • Poster with world map and migratory animals (2007) • Marine Turtle poster in French and Spanish (2006) 														
Web Presence	<ul style="list-style-type: none"> • Constantly updated CMS website • Electronic CMS Bulletin “What’s new in CMS?” • Dedicated Avian Influenza website (AI Web) • World Migratory Bird Day 2006-7-8 (in cooperation with AEWA) 														
Technical Series	<table border="1"> <thead> <tr> <th>No.</th> <th>Title</th> </tr> </thead> <tbody> <tr> <td>11.</td> <td>Antilopes Sahélo-Sahariennes – Statuts et Perspectives</td> </tr> <tr> <td>12.</td> <td>International Single Species Plan for the Conservation of the Ferruginous Duck</td> </tr> <tr> <td>13.</td> <td>International Single Species Plan for the Conservation of the White-headed Duck</td> </tr> <tr> <td>14.</td> <td>International Single Species Plan for the Conservation of the Corncrake</td> </tr> <tr> <td>15.</td> <td>Review of Migratory Chondrichthyan Fishes</td> </tr> <tr> <td>16.</td> <td>Conservation measures for the Siberian Crane – 4th edition</td> </tr> </tbody> </table>	No.	Title	11.	Antilopes Sahélo-Sahariennes – Statuts et Perspectives	12.	International Single Species Plan for the Conservation of the Ferruginous Duck	13.	International Single Species Plan for the Conservation of the White-headed Duck	14.	International Single Species Plan for the Conservation of the Corncrake	15.	Review of Migratory Chondrichthyan Fishes	16.	Conservation measures for the Siberian Crane – 4 th edition
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YOD	<ul style="list-style-type: none"> • “All About Dolphins” – Dolphin manual (various editions in different language combinations) • Leaflets (English, French, Spanish, German) • Set of 3 Banners in English and German • UNEP and CMS supported release of Dolphins and Whales Tribes of the Ocean 3D • YoD image film and YoD song • Poster (English) • Postcard • Calendar 2007 • The story of whales and dolphins (English and German) • Dedicated Year of the Dolphin website (English and German) 														
Forthcoming productions	<ul style="list-style-type: none"> • Invasive Alien Species and Migratory Species (2008/9) • CMS Family Guide: , French and Spanish editions • Flyway Report • Year of the Gorilla calendar • CMS Brochure (French, Spanish, German) 														