



Convention on the Conservation of Migratory Species of Wild Animals

Secretariat provided by the United Nations Environment Programme



36th Meeting of the Standing Committee

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Agenda Item 5

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

1. CMS established the role of “Ambassador” in 2006 with Ms. Kuki Gallmann, the Italian-born and Kenya-based conservationist as the first to be appointed. There are currently two other CMS Ambassadors, Mr. Peter Schei, the Norwegian founding father of CBD and the British writer and conservationist, Mr. Stanley Johnson.
2. In addition to the CMS Ambassadors, further honorary roles have been created, namely those of Patron and Ambassador for the “Year of the ...” Campaigns. COP9 saw the first “CMS Champions” nominated and the second presentation of the “CMS Thesis Award”, sponsored by Lufthansa Airlines and the magazine, National Geographic Germany.
3. The Secretariat has taken stock of how these various roles and awards have functioned since their inception, and sees the need to streamline the different roles. It now seeks the Committee’s views on whether and how they should continue in the future.

CMS Ambassadors

4. The Secretariat proposes that the post of CMS Ambassador should continue based on the following basic guidelines:
 - As the title of Ambassador should be a rare distinction, the number of Ambassadors at any one time should be limited to maximum of five
 - Ambassadors will be appointed by the Executive Secretary of CMS
 - The term of office should be set at three years, with the possibility of serving more than one term if deemed appropriate.
 - Ambassadors should be eminent in the field of conservation or other relevant activity, and be prepared during their term of office to promote the aims and objectives of the Convention,
 - The function will not attract a salary but reasonable out-of-pocket expenses arising from missions agreed in advance with the Secretariat will be reimbursed.
 - Appointments may be terminated in the event of behaviour likely to bring the Convention into disrepute.
5. With the Committee’s endorsement, the Secretariat will elaborate more detailed guidelines for the selection of candidates and terms of reference outlining the range of duties Ambassadors will be expected to perform.

“Year of the ...” species campaigns

6. Following IOSEA's "Year of the Turtle" in 2005, CMS has run two similar campaigns. The Year of the Dolphin ran for two years 2007-8 under the Patronage of H.S.H. Prince Albert of Monaco and the Year of the Gorilla in 2009 with Dr Jane Goodall as Patron. Mr. Ian Redmond has proven to be an exemplary Ambassador for Year of the Gorilla.

7. The Secretariat proposes that "the Year of the ..." campaigns should continue based on the following guidelines:

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

Future "Year of the ..." Campaigns

8. In 2010 CMS will participate in the CBD-led International Year of Biodiversity and no separate CMS "Year of the ..." campaign will be undertaken. 2011 will be "Year of the Bat".

CMS "Champions"

9. The concept of naming "CMS Champions" was introduced at the CMS COP9 in Rome. The following individuals were honoured for their outstanding achievements in promoting the aims and objectives of the Convention:

Mohammed Akotey, Minister of Environment, Niger; Wolfgang Burhenne, International Council for Environmental Law; Aldo Cosentino, Ministry of Environment, Italy; George Archibald, International Crane Foundation; Michael Iwand, TUI; Abdulaziz Abdalla, TUI; Roberto Schlatter, Universidad Austral, Chile; Margi Prideaux, WDCS; Karin Bieri, CMS (consultant and intern); Scott Newman FAO; and Taej Mundkur, FAO

10. The Standing Committee is asked to confirm that further Champions should be honoured at the next COP. With the Committee's endorsement in principle, the Secretariat will elaborate selection criteria for choosing the recipients of the title, who will in future be restricted to perhaps two or three in number.

CMS Thesis Award

11. The CMS Thesis Award was inaugurated at CMS COP8 in 2005. With sponsorship from Lufthansa and National Geographic Deutschland, a prize of €10,000 is bestowed on the winner. The first award was given to Mr. Zeb Hogan, now the COP-appointed member of the CMS Scientific Council for fish and the second winner was Ms. Samantha Petersen for her work on bycatch.

12. The Secretariat seeks the approval of the Standing Committee for the continuation of the Thesis Award. The Secretariat will try to find a sponsor to replace National Geographic, which has reluctantly decided to discontinue its financial support for the scheme and review as necessary the criteria for selecting the winner.

Action requested:

The Standing Committee is requested to endorse the proposals contained in this paper