



CONVENTION ON MIGRATORY SPECIES

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Agenda Item 19.1

IMPLEMENTATION OF THE OUTREACH AND COMMUNICATION PLAN 2012-2014

Summary:

The report covers activities undertaken in outreach and communication as well as information management before and after the establishment of a Common Information Management, Communication and Awareness-raising Team between the CMS and AEWAs Secretariats as part of the Future Shape Process.

The document contains an Annex with a list of titles published during the reporting period.

IMPLEMENTATION OF THE OUTREACH AND COMMUNICATION PLAN 2012–2014

(Prepared by the UNEP/CMS Secretariat)

1. According to the Resolution on Outreach and Communication adopted by the Conference of the Parties at its Tenth Meeting (Res.10.7), outreach efforts focused primarily on enhancing and expanding communication tools including the website, publications, campaigns (Year of the Bat 2012 and WMBD), as well as press and media activities.
2. As of January 2014, a Common Information Management, Communication and Awareness-raising Team consisting of staff from both the CMS and AEWA Secretariats has been established as a pilot project to demonstrate the advantages of sharing services between the two Secretariats. It is part of a process which was initiated through the Future Shape process at CMS COP10 [CMS COP Resolution 10.9] and follows requests made by both the 9th Meeting of the AEWA Standing Committee and the 41st Meeting CMS Standing Committee.
3. CMS outreach and communication activities are aligned with the relevant objectives laid down in the updated and extended Strategic Plan to cover the period 2012-2014. All communication tools developed have been tailored to meet the following overarching objectives of the Strategic Plan:

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

CMS Family Website Portal

4. Following the proposal contained in UNEP/CMS/Res.10.7 a new CMS Family Portal website was launched at the 18th Meeting of the CMS Scientific Council in July 2014. The communication platform, which covers CMS including its out posted office in Abu Dhabi and the Gorilla Agreement, AEWA, ASCOBANS, and EUROBATS, strengthens the corporate identity of these CMS Family instruments.
5. The new information tool allows individual maintenance and ownership while connecting and exchanging information between the sites and through an additional common website. The underlying database will serve as the underlying structure and source of content for the websites and facilitate information sharing between the sites and a wider UNEP-wide project, InforMEA.
6. Content will be made available in all CMS official languages (English, French and Spanish) enhancing access from the regions. Species profiles including geographical distribution (illustrated by interactive maps, photos and videos), lists of relevant instruments, and descriptions of threats as well as the conservation status are being made available. Country profiles show ratification of CMS instruments, presence of species, national reports and plans as well as contact details of focal points.
7. An integrated work space for the e-community facilitates information exchange among experts and focal points.

8. National Focal Points are the primary target group of the CMS Family Portal together with IGOs, other UN organizations, partners, conservationists, scientists and NGOs. However, due to its strong visual appeal, it is suitable to reach out to the media and the general public.

Social Media

9. CMS has engaged in social media to draw attention to urgent conservation topics. These tools facilitate direct communication with a large online community, which will acknowledge and support CMS as a leading source of expertise in the conservation of migratory species. Facebook allows a topic to be promoted and invites users to comment on it, while Twitter users are invited to create and follow a thread of discussion. The Bonn Convention Facebook page reaches out to approximately 3,000 “friends”; the Twitter account to 2,440 “followers”.

10. The “Bonn Convention YouTube” features films highlighting the conservation needs of migratory species. Video statements given by executive staff of CMS and related Conventions help transfer tailored messages to specific target groups and raise awareness of conservation issues and challenges. Videos taken during the 18th Meeting of the CMS Scientific Council will be continuously released to prepare for COP11.

Publications

11. The Secretariat continues to publish the Technical Series to provide advice to policy-makers and conservationists in various areas. The Argali Action Plan will be part of this series while the scientific report on the Central Asian Mammal Initiative will be available in English and Russian at COP11.

12. Thematic exhibition panels continue to feature relevant information on CMS instruments and key topics.

13. The CMS Bulletin, which consisted of an illustrated single document in the past, has been replaced by the e-bulletin. It can be generated by news articles already available on the website or specifically designed news items for this medium. It is distributed by e-mail and allows readers to access each news items individually.

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

14. CMS has engaged in closer collaboration with IFAW in 2013 to promote training and awareness raising in the Middle East. In addition, as Parties have been informed through “Notifications”, a number of countries have signed MoUs.

15. International shark conservation received a strong boost with Colombia, Comoros, Sudan, Tuvalu, the United Arab Emirates and Vanuatu signing the Sharks MOU. CMS works with NGOs to gain new signatories, enhance awareness raising and strengthen capacity-building for shark conservation. IFAW, HSI Australia and HSI US, Pew, IUCN and WWF support CMS in this endeavour.

16. In the context of the Central Asian Mammals Initiative, Nepal and the Russian Federation participated in the workshop to develop the Argali Action Plan. Afghanistan,

Bhutan, China, Russia and Nepal are expected to participate in the stakeholder meeting in September. CMS has taken the lead on the Global Support Component on Transboundary Cooperation, which is part of the Global Snow Leopard and Ecosystem Protection Program.

17. As a whole, the Secretariat was active in the recruitment of new Parties. The membership rose from 115 Parties prior to COP10 to 120 Parties in May 2014.

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

Press and media

18. The Secretariat was able to enhance awareness of CMS and its leading role in conserving migratory species among key media substantially. Online references to the Convention increased by 150 per cent from 162,000 in 2010 to 405,000 in July 2014. CMS news is featured in Biodiversity Policy & Practice, a knowledge base of UN and intergovernmental activities addressing international biodiversity policy.

19. Press releases on CMS meetings, conferences, outreach events, campaigns, publications and conservation issues have been distributed to target audiences. CMS continues its cooperation with UNEP's Division of Communication and Public Information and UNEP Regional Offices to ensure media coverage in the regions. Moreover, CMS benefits from the fact that press releases are distributed and featured on the UNEP website as UNEP press releases.

20. An innovative strategy reaching out to new target audiences geared towards core issues was introduced in May 2013. Opposite the editorial articles (op-eds) authored by the Executive Secretary have given a major boost to the Convention's visibility. These op-eds put a spotlight on the conservation status of CMS species to pave the way for urgent conservation measures to be discussed at forthcoming meetings.

21. CMS was able to publish op-eds in all UN languages (Arabic, Chinese English, French, Spanish and Russian) and succeeded in reaching out also to non-Parties that could play a significant role in conservation. Distribution via the news agency Inter Press Service contributed to building the Convention's image as a global player in facilitating transboundary conservation or addressing key threats. Furthermore, CMS opened new perspectives on the value and economic benefit provided by migratory species.

22. CMS initiated joint op-eds with CITES, UNFCCC and UNWTO to demonstrate the effectiveness of combined efforts towards addressing threats to migratory species. On the day of publication, CMS along with UNFCCC participated in a live chat of a renowned German newspaper which had published the joint op-ed in its print edition. A media partnership initiated with a German business magazine gives CMS a monthly column and a continuous platform in its host country.

23. During the reporting period CMS staff members, CMS Ambassadors and scientific experts have given 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

24. World Migratory Bird Day 2014 broke another record with over 400 events celebrated in 90 countries on 10-11 May. Under the motto “Destination Flyways – Migratory Birds and Tourism”, CMS and AEWA partnered the World Tourism Organization (UNWTO) to focus on the role sustainable tourism can play in conserving bird migration. The trailer featuring the theme was the second most successful one shared on Facebook. More than 5,000 friends gathered on Facebook while 3,240 followed WMBD on twitter.
25. The Secretariat organized a concert with the Bologna Operatic Choir and Deutsche Welle Choir performing to raise funds for the protection of the White-winged Flufftail.
26. CMS actively engaged in International Wildlife Day launched by CITES in March 2014 and supported World Fish Migration Day organized by an NGO in the Netherlands.
27. The Year of the Bat (2011-2012) Campaign set out to encourage the establishment of new conservation groups, especially outside Europe, to raise awareness about the need to protect bats. Throughout the campaign, various organizations and institutions shared their activities to improve the conservation status of bats with the Secretariat. The Year of the Bat succeeded in highlighting conservation challenges across the globe. The campaign was considered a highly effective tool for educating a broad audience. As a result, UNESCO included the campaign among the official activities of the UN Decade on Education for Sustainable Development (2005-2014).
28. As CMS also depends on opinion leaders to place species conservation on the national agenda, CMS has enhanced efforts towards achieving the following target.

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

Ambassadors

29. CMS Ambassadors advocate the cause of migratory species using their extensive networks of conservation and media contacts.
30. In 2014 Stanley Johnson facilitated the Convention’s participation in the London Wildlife Conference as well as an audience of the CMS Executive Secretary with Prince Charles. When possible, he supports accession of new Parties and represents CMS upon request. In 2012, he published a book entitled “Where the Wild Things Were” with numerous references to the Convention. He has also penned the book “United Nations Environment Programme: the first forty years”, which includes a section on the genesis of CMS in Bonn and, subsequently, the CMS instruments.
31. Ian Redmond OBE, British ape and elephant expert, promotes CMS at international meetings, in interviews, broadcasts and public lectures. Mr. Peter Schei, Norwegian environmentalist, seeks to ensure the support of Norwegian government for CMS activities.
32. Kuki Gallmann was the very first CMS Ambassador and provided annual support to the WMBD campaign. For example, she supported the big Regional WMBD Event in Africa

at Lake Elementaita, Kenya where she gave a speech in May 2013. She also provided written and video messages for WMBD 2012, 2013 and most recently 2014. <https://www.youtube.com/watch?v=W56Mo1RFUQ4>.

33. UNEP Good Will Ambassadors have been approached so that CMS can engage them when reaching out to the regions. In the run up to COP11, some of these celebrities will use their visibility to promote messages through social media.

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

34. Public awareness raising and disseminating information for decision-makers, scientists and the general public are among the Secretariat's key functions. It therefore distributes publications to different target audiences.

35. The Manual for the National Focal Points for CMS and its Instruments was launched in 2013 to support NFPs in implementing the Convention and its instruments. The Manual serves both as a reference document and a training tool to strengthen national institutions. It was published in English, French and Spanish.

36. In a joint initiative, a thematic factsheet on Migratory Species and Desertification was released in cooperation with the UNCCD Secretariat. The factsheet, which is available in English, French and Spanish, outlines key threats facing migratory species that arise from desertification.

37. The CMS Bulletin, which provides news from the Secretariat and provides information on conservation activities, policy matters, species campaigns and activities of the CMS Ambassadors, is published in the Convention's three official languages.

38. Promotional materials to support the outreach campaign "Year of the Bat" were published in the CMS working languages. The e-publication "Bats around the World" was designed as a legacy of the Year of the Bat 2011-12 in English, French, Russian and Spanish.

39. The CMS flagship publication "Living Planet: Connected Planet, Rapid Response Assessment" was presented at the CMS COP10. It highlights the importance of preserving a network of migratory pathways for species conservation. The report is available in English with additional summaries in French and Spanish.

Action requested:

The Conference of the Parties is requested to:

- (a) Take note of the Report presented by the Secretariat on Outreach and Communication in 2009 – 2011.
- (b) Support the draft Resolution annexed to UNEP/CMS/COP11/Doc.19.2 to roll forward the Outreach and Communication Plan in 2015-2018.
- (c) Approve adequate resources for the implementation Outreach and Communications activities in the CMS budget.

ANNEX: PUBLICATIONS**Publications 2012 / 2014**

Publication type	Title	Publication Year	Language
Training Kit	Manual for the National Focal Points for CMS and its Instruments	2013	English, French and Spanish
Scientific Report	Conservation Status of Migratory Sharks	2014	English
Scientific Report	A Bird's Eye view on Flyways (<i>second revised edition</i>)	2012	English
Joint publication	Migratory Species and Desertification	2013	English, French and Spanish
Contribution to other publications	Conserving Dryland Biodiversity published by IUCN, UNEP-WCMC and UNCCD	2012	English
Promotional materials			
Leaflet	Oceans Full of Plastic	2014	14 languages incl. 6 UN languages
Poster	WMBD (Campaign)	2012-2014	English, French, Spanish and German
Poster	WMBD (Concert)	2012-2014	English, German
E-publication	Bats around the World	2012	English, French, Russian and Spanish
Technical Series (TS)			
TS No. 28 <i>Produced jointly with AEWA</i>	International Single Species Action Plan for the Conservation of the Sociable Lapwing <i>Vanellus gregarius</i>	2012	English
TS No. 27	A Review of Migratory Bird Flyways and Priorities for Management	2014	English
TS No. 26	Conserving cetaceans and manatees in the western African region	2012	English, French and Spanish