

Awareness-raising activities for the Americas Flyways

Action Plan	Activity	Target Group	Communication Media	Expected outcome	Comment
1.1.2.1	Categorize the set of critical sites in the Americas	Identify target group. Add NGOs, local and national governments	Websites and social networks, local meetings, feature stories	Websites (CMS and local government institutions) with information of critical sites in the Americas	
	Assess the importance of critical sites and their protection status, to identify priorities for the development of management and/or conservation strategies	Identify target group. Add NGOs, local and national governments	Websites and social networks, local meetings, feature stories	First: target group involved in the work, second: result shared with everybody concerned and third: management strategies developed	
1.1.3	Coordinate actions at the level of critical site network to contribute to the conservation of at least two species listed on the CMS Appendices	Communities and organizations working on the sites	Presentations, events, bird festivals, pride campaigns, participatory monitoring, community empowerment projects involving bird and habitat conservation issues	More people contributing to the conservation of birds and their habitats, organizations developing local actions to integrate conservation issues	
New	World Migratory Bird Day: Utilize World Migratory Bird Day (WMBD) as an effective tool for raising public awareness of threats to migratory birds and ways to protect them. Use the campaign to connect organizations and people along the main flyways across the globe. The program unifies our voices for bird conservation, providing a vehicle for local, national, and international statements about bird conservation. WMBD also provides the tools and materials necessary to work in diverse communities, on-the-ground, to engage participants of all ages in learning about migratory birds, threats to their populations, and ways to support and become part of their conservation.				
1.1.3.1	Identify priority species for listing in the CMS Appendices based on a comparative analysis of endangered species within CMS Parties and the existing initiatives for migratory birds conservation.				
1.1.4	Encourage participation of countries of the region for developing good practice guidelines (e.g. in the frame of the CMS Energy Task Force) / Improve information exchange on wind energy between countries and also with multilateral entities (e.g. the Energy Task Force)	Local governments, business companies, communities, companies, landowners, World Bank, funding bodies, entrepreneurs, community leaders, extensionists	Available manuals (physical and virtual) in all languages (English, Spanish and Portuguese), dissemination at local meetings and with extension workers; Cooperation with WREN (Wind Task 34). WREN Hub is a knowledge base and portal providing a wide range of information about renewable energy and its impacts on wildlife. The database is searchable by species and location. The Focal Point at WREN for the Energy Task Force is at the US National Renewable Energy Laboratory. The Workplan of the Energy Task Force provides: "Item 5.6: Disseminate research and other ETF outputs e.g. through WREN hub and expert forum."	Different segments of society applying good practices and guidelines for different economic activities	
New	Request that the Energy Task Force considers adding good practices guidelines for the extractive industry related to renewable energy storage devices (lithium)			Well elaborated technical guidelines; compliance with international treaties	
1.1.4.1	Improve the information exchange on wind energy between countries and also with multilateral entities (e.g. Energy Task Force)	Focal points, experts, Task Force, Scientific Council, NGOs	Virtual media	Network of active participants	
1.1.5	Information gathering on the use of agrochemicals through: Questionnaire to identify what types of toxic substances are being used by Parties and their effect on migratory species. Dissemination of guidelines contained in resolution: UNEP/CMS/Res. 11.15 <i>PREVENTING POISONING OF MIGRATORY BIRDS</i>	Parties and associated groups such as: farmers, companies, distributors, fish farmers	Produce information leaflets for users on CMS guidelines for good practice in reducing the risk of poisoning of migratory birds, as set out in the operative paragraph 3 (UNEP/CMS/Resolution 11.15) and in accordance with the results that threaten bird survival	Updating of permitted and non-permitted products in production processes	
	Conduct a regional workshop on how to implement and manage guidelines of the CMS Preventing Poisoning Working Group. Invite/ensure FAO participation in the workshop (contact person).	Parties, enforcement authorities	Document published and disseminated	Awareness raising and reduction of the use of toxic substances through the use of other 'green'/ecologically friendly substances/products	
	Request BirdLife to prepare an assessment of the illegal killing, taking and trade of migratory birds in the Americas.	Parties, enforcement authorities	Publish and disseminate the results of the evaluation on the website of the Convention and Birdlife	Develop a regional strategy for the reduction of illegal taking and trade of species	

1.1.6	Face-to-face training in each signatory country for the purpose of the trained staff becoming co-facilitators promoting the organization of mandatory face-to-face or online workshops on the species listed in CMS and CITES Appendices. Aimed at enforcement institutions involved in cross-border issues such as customs, NGOs, police, prosecutors, government officials.				
1.1.5 and 1.1.6	Create a working group to analyze the legal framework of the countries of the region on the issues of illegal killing, taking, poisoning and trade.	Parties	Prepare a compendium of the legislation analyzed for distribution to the countries of the region, which should be published on the Convention's website.		
New	Assess the current situation of platforms and protocols for population monitoring of migratory birds in the Parties of the Task Force with the aim of integrating the use of existing protocols.				
3.1.1.1 and 3.1.1.2	Plan, coordinate and carry out workshops to disseminate the use of existing data platforms such as eBird, AKN, etc.) at AFTF level with support of national and international organizations (Festivals, Ornithological Meetings, among others).	Bird watchers, scientists, local and national authorities, the community	Social networks, print media, radio, television	50% of the Parties that compose the Americas Flyways Task Force (AFTF) held workshops on the use of platforms	
	Identify sample species for future life-cycle studies	Authorities and national and international NGOs (observers to CMS and to AFTF)	E-mails, meetings with decision makers	List of sample species made	
3.1.1.3	Identify flagship species in order to disseminate knowledge on their life-cycles	Authorities and national and international NGOs (observers to CMS and to AFTF)	E-mails, meetings with decision makers	List of flagship species made	
		General public	Social networks, print media, radio, television	50% of the Parties that compose AFTF carry out dissemination campaigns with this flagship species information	
3.1.1.4	Support research on priority species to...				
New	Request that during the monitoring of migratory bird population also the emerging threats be identified following the Horizon Scanning concept and new threats (mining and aquaculture, among others) as well as the need of a rapid response.	Bird watchers, scientists, technicians who perform monitoring and local parabiologist monitors.	Technical workshops for each sector (PAs, Ramsar, other areas)	50% of the Parties that make up AFTF (Americas Flyways Task Force) have updated their forms to enter the information requested.	
3.1.2	Produce a manual on lessons learned in the planning of sites and species conservation.				