

**CONVENTION ON
MIGRATORY
SPECIES**

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OUTREACH AND COMMUNICATIONS

Adopted by the Conference of the Parties at its Eighth Meeting (Nairobi, 20-25 November 2005)

Aware of the contribution that the Convention on Migratory Species can make to the achievement of the 2010 target to significantly reduce the loss of biodiversity by that date;

Conscious of the need to raise awareness on migratory species, threats to their movement, and CMS's activities to mitigate them;

Recalling Article IX, paragraphs 4 (b) and (j) of the Convention stating that it is function of the Secretariat to maintain liaison with and promote liaison between the Parties, the standing bodies set up under Agreements and other international organizations concerned with migratory species, and to provide the general public with information concerning this Convention and its objectives; and

Further recalling objective 3 of the CMS Strategic Plan 2006-2011, to "broaden awareness and enhance engagement in the conservation of migratory species amongst key actors" and related targets;

*The Conference of the Parties to the
Convention on the Conservation of Migratory Species of Wild Animals*

1. *Endorses* the annexed CMS Outreach and Communications Plan, and *urges* the Secretariat to undertake the activities listed in section 5 for the next triennium; and
2. *Urges* Parties and relevant partners to assist the Secretariat in the implementation of the plan, by undertaking activities listed in section 5 and by providing the financial contribution needed to initiate new activities listed in the table, in particular outreach workshops for non-Parties and targeted information materials.

* This document was previously numbered as draft recommendation 8.1.

¹ Revised version March 2006.

CMS Outreach and Communications Plan 2006-2008



1. The need for CMS outreach and communications activities

1. Over 25 years after its inception the Convention on Migratory Species (CMS) has become a well-known treaty in the biodiversity world. However, although the acronym and logo clearly recall the focus of this international instrument, less is known among Governments and civil society of the main features and characteristics of the Convention, and the potential contribution that the Convention can make to the achievement of the 2010 target of significantly reducing the rate of biodiversity loss by that date. The focus of the current Outreach and Communications Plan (OCP) is to identify feasible activities within the approved budget that the Secretariat, in collaboration with Parties and relevant partners, can carry out to increase the visibility of the Convention and enhance its impact among stakeholders.

2. Competition for finite resources is intense and so it is vital to heighten awareness of the importance of conservation in general, and migratory species in particular, across the spectrum from decision makers to the general public. In this context, the OCP identifies activities to be undertaken in pursuit of objective 3 of the CMS [draft] Strategic Plan 2006-2011 to "broaden awareness and enhance engagement in the conservation of migratory species amongst key actors". OCP activities will also support the achievement of related targets of the [draft] Strategic Plan (see sections 3 and 5).

3. Decision-makers and opinion-leaders need to be aware of the issues and the paramount need for concerted action on migratory species. As stressed in Article IX of the Convention, it is the Secretariat's responsibility to bring information on migratory species and the Convention to the attention of selected key target audiences. To this end, the Strategic Plan identifies six targets with relation to these audiences to ensure that: existing Contracting Parties enhance their engagement; that identified priority countries join as new Contracting Parties; that the already large network of Partners can be further strengthened and expanded; and that dialogues can be initiated with key sectoral groups whose activities have particular impact on migratory species.

4. The OCP should also emphasize the importance of the Convention for the achievement of the 2010 target, by highlighting the contribution that CMS tools and instruments can make to significantly reduce biodiversity loss. To unify all actions developed under the Convention for the next triennium under the same banner, the COP motto "On the move to 2010" could be maintained as the *leitmotif* of all outreach and communications strategy.

5. Although the responsibility for the implementation of this plan lies within the External Relations and Media Unit of the CMS Secretariat, in collaboration with all other units of the Secretariat that will provide the necessary information and data for the preparation of the outreach material, Parties and relevant partners have an essential role to play within their official and informal networks to promote the engagement of other stakeholders in CMS work and to provide support to the activities of the scheme. Given the small size of the Secretariat and its limited resources for communications and for reaching out to a diversity of audiences, capacity could be enhanced only through the support of Parties and other partner organizations, and also by cooperating with Secretariats of other MEAs, as well as by increasing the use of outsourcing and volunteers.

2. Strengths and weaknesses of CMS Outreach and Communications

6. Throughout the years, CMS has developed a number of important communications tools, such as the Website, the newsletter, the common exhibition, a number of brochures and information sheets, a detailed booklet on CMS history for the Convention's 25th Anniversary. However, initiatives and tools have been developed on an *ad hoc* basis, generated by immediate outreach needs posed by events and meetings; such tools were never harmonized and placed in the context of a defined strategy. The new Strategic Plan, and in particular the fact that the third objective contains specific targets for awareness raising and engagement amongst key actors, offers the opportunity to harmonize and streamline outreach and communications efforts within a coherent framework and devise and consolidate ways of reaching the target audiences identified by the strategic plan.
7. The main outreach strengths on which the CMS could further build are: (i) the species coverage and (ii) its history and reputation.
 - (i) In general migratory animals, in particular some flagship species, are well known to the public and media. Consequently, messages on threats to those species and CMS' activities to mitigate them are better received than information focusing on the concept of "biodiversity", which for many audiences still remains quite ambiguous and obscure. The Convention also deals with tangible, concrete and visual examples of common natural heritage to which the public at large can easily relate.
 - (ii) The Convention has 25 years of experience in the conservation of migratory species, it has successfully organized transboundary-cooperation among Range States and experts and can count on a number of research and conservation projects implemented on the ground. Moreover, CMS has a successful record of collaboration with NGOs which has offered fruitful opportunities to convey its message.
8. Major weaknesses of the CMS communications activities are (i) its limited geographical coverage and (ii) overlap of the subject with other organizations' mandates:
 - (i) Although CMS has strong coverage in Europe and Africa, and an historic anchorage in Germany, CMS has clear coverage gaps in North America, Asia and Oceania, and can count on a smaller number of Parties than a number of other global environmental conventions.
 - (ii) Although it has a specific focus, CMS deals with a subject that is also touched upon by other larger Conventions (e.g. CBD, CITES, WHC) and, probably more visibly, by large and well known IGOs and NGOs, such as IUCN and WWF.
9. Outreach and communications activities should therefore build on the specificities and achievements of the Convention and stress its unique features, in particular with regard to the transboundary nature of the instrument, in contrast to the more ecosystem-based approach of other biodiversity-related Conventions (see CBD and Ramsar). Also, the Small Grant Programme, as well as the structure and functioning of Agreements and Memoranda of Understanding, should be emphasized.
10. The link to more pressing social and economic issues is not always perceived and clearly understood as the media often treat endangered species as purely a conservation issue. Therefore, there is a need to stress and highlight the importance of migratory species for livelihoods and poverty alleviation, and link the images of those species to human societies. More specific recommendations are made under each of the Strategic Plan targets below.

3. Linkages to objective 3 of the Strategic Plan and other related targets

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

PARTIES

Direct target: 3.1 - Levels of engagement and commitment of existing Parties in CMS increased; Related target: 4.7 - Regional capacity enhanced particularly where CMS is under-represented

11. The Parties constitute the Convention. However, for different reasons their degrees of commitment to implementation vary. Therefore, Parties are also a target group of the Convention's communications work while at the same time, given their commitment to implementation, they will also serve as important intermediaries promoting CMS amongst non-Parties and key partners, and as supporters of outreach activities. Parties can also help in the framing of messages that are specific to their countries and/or regions.

12. In this context, the daily communication between the Secretariat and CMS Parties needs to be improved, to keep Governments abreast of new initiatives, relevant meetings and specific requests to which they may wish to respond. The CMS Website has proved to be an effective instrument which is increasingly being used by different audiences. However, as this requires the active engagement of the user, the regularity of delivery of the information is not guaranteed. For this reason the Secretariat is planning to activate an electronic system for the prompt delivery of notifications and information notes to Parties. Focal points will be the recipients of this service, and will be responsible to share the information within their Ministries, as appropriate. Similarly, the CMS Secretariat will continue the distribution of the electronic newsletter, which should be made more useful by including information on national implementation and case studies, in order to share national experiences with the international network of readers.

13. Regular updates of all information material will be made by the Secretariat and shared with focal points, to keep them abreast of latest developments and provide them with up-to-date information on the Convention and tools to be used for different purposes (internal updates, presentations, preparation of documents, a pool of photos). Detailed activities of Secretariat, Parties and partners are listed in section 5.

NON-PARTIES

Direct target: 3.2 – Level of engagement in CMS work of priority target non-Parties increased; Related target: 4.1 - CMS membership to increase by 30 Parties of importance for MS and new agreements

14. Outreach and communication activities should tackle the core reasons that have prevented non-Parties from joining CMS and its Agreements. Therefore, actions should be target specific rather than generic with information packages prepared for each case, to include information on the country's species listed in Appendix I and II, existing threats to migratory species, relevant sites and habitats, and areas where Agreements and projects could be developed. A more general information note should be prepared to provide information on procedural aspects related to the functioning of the Convention and accession process.

15. Outreach workshops are also a key tool in the case of non-Parties, because in addition to providing participants with a thorough overview of the Convention, they allow the Secretariat to identify within relevant ministries, possible focal points and "ambassadors" of the CMS message.

Outreach workshops could be organized at the regional level and should last no more than two days. CMS Parties in the region should also participate to provide non-parties with a practical overview of roles, responsibilities as well as benefits and advantages of CMS accession. Workshops could also be organized in the margins of other biodiversity meetings (see for instance CBD SBSTTA and COP), which offer excellent opportunities for identifying and contacting key officers within ministries.

16. In order to facilitate outreach and communications activities to non-Parties the Secretariat should also update the CMS tool-kit to contain information on all Agreements and other CMS instruments, updated information on projects, specific features and case studies at the national level, presentations, images and fact sheets for the press. Agreements should provide CMS with newsletter and updated information material (party list) for further distribution. Detailed and further activities of Secretariat, Parties and partners are listed in section 5.

PARTNERS :

Direct target: 3.3 - Number of Partners supporting and participating in the work of CMS increased; Related targets: 4.3 – Cooperative activities with MEAs and key partners increased; 4.8. Extra-budgetary funding widely secured

17. CMS has traditionally collaborated with several non-governmental and intergovernmental organizations on a number of activities including outreach and communications. However, these experiences have been sporadic and often not formalized through an agreed plan for joint activities. The CMS Secretariat is now strengthening collaboration with traditional and new partners (see for instance the Partnership Fair at COP-8) to better formalize the collaboration through joint programmes of work, - including common outreach and communication activities - to be agreed on an annual basis. Indeed, joining in partnership with NGOs could bring several mutual advantages: while CMS provides a legal international framework under the aegis of the UN that could support NGO action, NGOs are usually linked with an established network of civil society organizations that can carry out intensive and effective public awareness and information work, thus offering effective means to disseminate information on the Convention.

18. Cooperation with other biodiversity-related Conventions is another key component of the Strategic Plan. CMS is already actively involved in the work of the Biodiversity Liaison Group (BLG), which also includes CBD, CITES, WHC and Ramsar. The 5 Conventions have agreed to support each other's efforts in number of areas, including outreach and communications. For instance representation in relevant environmental meetings will be ensured through the participation of one BLG member on behalf of the group. Joint activities may also be developed in support of the International Biodiversity Day, following the example of CMS in 2005. Meetings of other MEAs offer more outreach opportunities. It is recommended that CMS use these opportunities to display the exhibit, deliver information material, host a side event on CMS and deliver a statement, in order to increase the visibility of the Convention and offer participants more than one occasion to be briefed about CMS activities.

19. Outreach and communications activities, in addition to contributing to strengthening institutional linkages, should also contribute to identifying possible supporters of CMS activities and initiatives, including fundraising. The private sector has shown itself to be an effective partner for the Convention. In addition to direct donations in support of the Convention, the business sector could also offer logistical support to the delivery of the CMS message (newsletters, magazines, exhibition sites, etc). The new non-profit organization "Friends of CMS", to be established later in 2005, has an important role to play here.

MEDIA

Direct target: 3.4 - Awareness of key media of CMS and its leading role in the conservation of migratory species enhanced; Related target: 4.4. - Identity of the CMS family strengthened

20. In general, the CMS outreach and communications tools focus on institutional procedures and operational tools of the Convention. Little content information is given about the reasons why migratory species need to be conserved. More attention should be given to the importance of migratory species for instance for seed dispersal, culture, religion, economy or food supply. The basis of the Convention's current communication is fact-based intellectual appeal. To reach out to broader audiences, there is a need to increase the emotional and aesthetic value of themes covered by CMS for the media. The technical language of some information materials requires revision in order to reach the general public. A different vocabulary will ensure better communication to the target audience(s) and should create an emotional bond. Similarly, there is a potential to increase visibility of key species, such as the species covered for concerted action, or the species covered by Agreements and Memoranda of Understanding.

21. On the other hand, species covered by CMS are frequently mentioned in the media without referring to the work of the Convention. There is, therefore, a need to better link the news coverage on species with the work of the Convention for their protection. In this context, more work should be undertaken to inform media on the role of the CMS Family, through the regular and targeted issuing of press releases and informative backgrounders to the international press. In this sense, CMS Agreements are also encouraged to highlight links between new conservation activities and their relevance to the work of the Agreements and CMS to the media. To this end, a better use of the UN Information Centre in Bonn as well as of the UNEP media service should be made. A strengthened External Relations and Media Unit, perhaps jointly servicing CMS and the Agreements, could also work to enhance the visibility of the CMS family *vis-à-vis* local and, more importantly, national and international media. Specific activities to this end are listed in section 5.

OPINION LEADERS

Direct target: 3.4 - Opinion leaders of key sectoral groups impacting on migratory species influenced, including by expert advice, through CMS

22. Targeting decision makers and opinion leaders requires a different approach compared to other audiences. Contacts will generally happen at a high level, thus involving directly the Executive Secretary of the Convention. The Secretariat should assist by providing targeted material and information in support of planned meetings. Moreover, the identification of "CMS ambassadors" at the international as well as the national level could facilitate this task. The CMS Friends Association will also have an active role in raising the profile of the Convention at the local as well as the international levels. Assistance from Parties and CMS partners is key to the identification and contact with politicians and decision makers. Detailed activities are listed in section 5.

INFORMATION MATERIAL

Direct target: 3.6 - Key information material in appropriate UN languages disseminated to identified target audiences; Related target: 4.4. - Identity of the CMS family strengthened

23. The CMS's information package needs to be updated (see section 5). In particular, a guide to the CMS family needs to be developed; it should include official information on CMS and the relevant features of Agreements and MoUs (official texts, resolutions) and related projects. Subject to the availability of funds, the guide should be translated in all UN languages. Parties are encouraged to translate key parts for local consumption. The following table lists current - to be kept up to date- and planned (bold) outreach and communications material.

<p>General Tools</p> <ul style="list-style-type: none"> • CMS Website • Official CMS “on the move to 2010” Poster • CMS common exhibition • PowerPoint presentations • Video clip (2005) • Highlights of Parties' activities 	<p>Official Documents</p> <ul style="list-style-type: none"> • Convention text • Appendices I & II • Proceedings of the meetings of the COP • Text of Agreements, MoUs, Action Plans
<p>Publications / Information Material</p> <ul style="list-style-type: none"> • CMS electronic newsletter • Guide to the CMS Family • CMS Strategic Plan • CMS Brochure (E, F, S, G, R) text available in Chinese • Natur ohne Grenzen – 25 Jahre Bonner Konvention (BMU brochure in German) • CMS A Brief Introduction (E, F, S) • CMS leaflet for children (G) • Information sheets (Map & List of Parties, Global Coverage, Agreement Summary Sheets, Organizational Diagrams) • Text: Biodiversity in Motion (WSSD) • SIDS leaflet • NGO brochure • Private sector brochure • Decision-makers brochure • CMS tool-kit • CMS toolkit for teachers 	<p>Special and Technical Information</p> <ul style="list-style-type: none"> • Lists (national focal points, Scientific Counselors Common names of Species) • Sample instruments of accession and ratification • Technical series publication (1 to 9) • WAF CET I-III • Conserving Cetaceans • Review of Small Cetaceans
	<p>Other Documents</p> <ul style="list-style-type: none"> • Transform CMS into national legislation and programmes • Importance of CMS (Africa, Asia, LA)
<p>Media Information</p> <ul style="list-style-type: none"> • Press releases • Press kits for COPs • Backgrounders 	<p>Promotion Material</p> <ul style="list-style-type: none"> • CMS calendar • Logo stickers • Label pins with CMS Logo • Posters

4. Resources

Current estimates suggest that the internal CMS manpower costs of implementing the OCP over the triennium 2006-2008, using existing staff posts, would amount to about US \$ 298,000. In addition, a further sum of approximately US \$ 282,000 would be required to finance products, campaigns and other outreach under budgetary option 3 and US \$ 448,000 under option 4 (reference is made to the budget document). Additional resources would have to be raised from donations by Parties, partners and business sponsors.

5. Table of activities for Secretariat, Parties and Partners

<i>Target under objective 3</i>	<i>Other related targets</i>	<i>Secretariat</i>	<i>Parties</i>	<i>CMS partners</i>
3.1 Engagement and commitment of CMS Parties increased	4.7 Regional capacity enhanced particularly where CMS is under-represented	<ul style="list-style-type: none"> - Creation of an electronic system for the prompt delivery of notifications and information notes to Parties (Focal Points) - Continuation of the regular coverage of CMS activities and conservation- related news on the CMS Website - Continuation of the production of other information material [maps, list of Parties, global coverage, etc.] to keep Parties abreast of developments - Continuation of CMS newsletter including articles on national implementation 	<ul style="list-style-type: none"> - Support outreach activities on the national level (biodiversity) - Translation of CMS documents into national languages - Provide link to CMS and relevant agreements on national Website - Request France and Spain /Latin America to create French and Spanish Website 	<ul style="list-style-type: none"> - Support and develop joint outreach activities (see for instance Lufthansa) - Provide links on their web sites - Provide the CMS Secretariat with relevant data information.
3.2 Engagement of CMS non-Parties increased	4.1 CMS membership to increase by 30 Parties of importance for MS and new Agreements	<ul style="list-style-type: none"> - Information material targeted to non-Parties including relevance of CMS, procedures for accession, relevant projects - Establishment of bilateral contacts with Ministries (letters, meetings) - Brochures and information directed to NGOs, and universities and academic and scientific institutions of non-parties - Organization of outreach workshops 	<ul style="list-style-type: none"> - Donors: provide financial assistance for organisation of workshops - Assist CMS Secretariat with bi-lateral contacts 	<ul style="list-style-type: none"> - Provide information on their Websites on the importance of CMS and Agreements for non-Parties - Undertake joint activities for non-Parties - Assist with preparation and organisation of regional and national workshops
3.3. Number of partners supporting CMS increased	4.3. Cooperative activities with MEAs and key partners increased	<ul style="list-style-type: none"> - Display Exhibit at relevant meetings of MEAs and major IGOs, organize presentations/ side events and deliver statements at main biodiversity and environmental meetings 	<ul style="list-style-type: none"> - Exchange information between CMS focal points and other convening focal points, also by regular meetings. 	<ul style="list-style-type: none"> - Support the network of CMS Parties and involve new bilateral partners in CMS work

<i>Target under objective 3</i>	<i>Other related targets</i>	<i>Secretariat</i>	<i>Parties</i>	<i>CMS partners</i>
	4.8. Extra-budgetary funding widely secured	<ul style="list-style-type: none"> - Produce new panels with a special focus on regions - Improve participation in and CMS contribution to celebration of future World Environment Days (June 5) - Participation in and contribution to celebration of Biodiversity Day (22 May) - Preparation of brochure and web pages addressed to private sector - Maintain regular briefing of corporate partners by mailings - Create BLG portal in collaboration with other BLG members 		<ul style="list-style-type: none"> - Enter into partnership agreements with CMS and establish JPOW on an annual basis
3.4 Awareness of key media of CMS enhanced	4.4. Strengthened Identity of the CMS family	<ul style="list-style-type: none"> - Reinforce media aspects of Web site (creation of a special “Media Room” with press related information materials, French and Spanish summaries) - Provide species information by hook up to IUCN database - Establish a common CMS Family external relations media unit incl. contacts to Wadden Sea Secretariat and share outreach plan also with ACAP - Use the specialized information channels of CMS and Agreements to highlight important common issues (coordinated Web-based news releases) - Harmonize Corporate Design in printed publications, logos, illustrated newsletter, Website, image brochure, Power Point 	<ul style="list-style-type: none"> - Focal point to translate press releases into national languages and pass them to national media - Provide the Secretariat with relevant articles issued in the national press 	<ul style="list-style-type: none"> - Regularly provide information on CMS family activities in their newsletters and on Websites

<i>Target under objective 3</i>	<i>Other related targets</i>	<i>Secretariat</i>	<i>Parties</i>	<i>CMS partners</i>
		<p>Presentation- CMS 'branding'</p> <ul style="list-style-type: none"> - Produce video-clips on CMS family to be disseminated to TV stations - Invite media to field trips of pilot projects - Create/maintain list of press contacts [including regular international newspapers, IGO and NGO newsletters and magazines and specialized press] - Issue press releases/backgrounders on CMS and Agreements events, initiatives, meetings and projects on a regular basis - Interact Regularly with UNIB, RUSIC and UNEP media - Coordinate press briefings with RUSIC for German media and Deutsche Welle for international outreach 		
3.5 Opinion leaders of sectors impacting migratory species influenced		<ul style="list-style-type: none"> - Identify CMS goodwill ambassadors at the international, as well as at the national level - Prepare targeted brochures for decision-makers and politicians - Organize targeted contacts with opinion leaders on specific events 	<ul style="list-style-type: none"> - Assist CMS secretariat with the identification of CMS ambassadors on the national level. - Facilitate contacts between CMS secretariat and national politicians and decision makers also through meetings 	<ul style="list-style-type: none"> - Assist CMS secretariat with the identification of CMS ambassadors on the national and international level. - Team-up with CMS Secretariat to reach out to relevant politicians and decision makers and/or enable joint activities (joint letters to ministers, joint press releases etc.)

<i>Target under objective 3</i>	<i>Other related targets</i>	<i>Secretariat</i>	<i>Parties</i>	<i>CMS partners</i>
3.6 Information material in appropriate UN languages disseminated	4.4. Identity of the CMS family strengthened	<ul style="list-style-type: none"> - Prepare and publish a guide to the “CMS family”, containing CMS and Agreements texts, relevant features, decisions and related projects (to be translated in all UN languages) - Publish the Strategic Plan - Continue the joint year planner and other joint publications - Continue the electronic newsletter to include information on Agreements - Improve Website to contain also specific information for all stakeholders, including the press, children, academia, NGOs and Parties 	<ul style="list-style-type: none"> - Provide financial assistance for the preparation and publication of the “CMS family guide”, the SP and other publications - Provide official translation of CMS brochures and outreach information 	<ul style="list-style-type: none"> - Disseminate CMS material to their meetings/events. - Prepare joint publications on issues of common interests - Develop publications on species groups such as marine turtles, waterbirds etc. based on “Conserving Cetaceans”