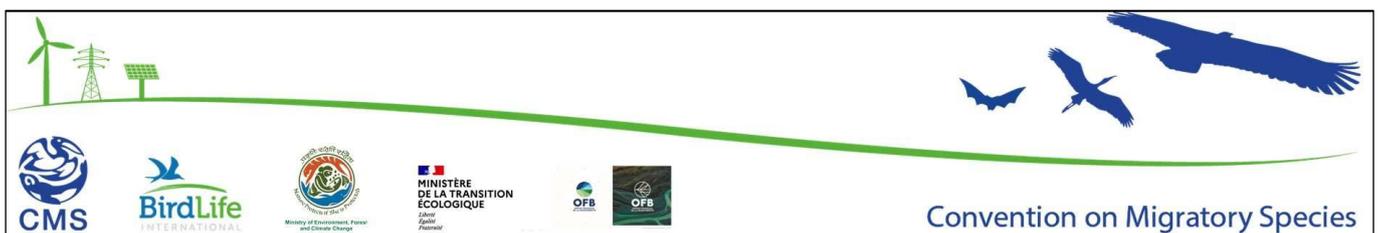


**Online Meeting of the CMS
Multi-Stakeholder Energy Task Force**
25th October 2023, online

CMS/ETF

COMMUNICATION STRATEGY



CMS ENERGY TASKFORCE COMMUNICATION STRATEGY (2023-2024)

Overview

Global communications strengthen the activities of the Convention on the Conservation of Migratory Species of Wild Animals (CMS) Energy Task Force (ETF), expanding our reach and mobilising our target audiences. This enhances our fundraising success, political influence and ultimately enables the CMS ETF to deliver on its aims, objectives and workplan deliverables.

The purpose of this communication strategy is to ensure that **the CMS ETF is a strategic and influential global network and community-of-practice that works effectively towards reconciling renewable energy developments with the conservation of migratory species.**

Aims and objectives

The following aims and objectives set out the intended strategic direction for the communications of the CMS ETF in delivering on the [ETF Workplan 2021-2024](#).

1. To strengthen global awareness of the CMS ETF through efforts to enhance its profile and recognition of its work by relevant stakeholders.
2. To better enhance collaboration amongst the CMS ETF membership to mobilise the renewable energy sector at a national, regional and global level towards minimising the negative impacts of energy developments on migratory species.
3. To communicate best practice and disseminate new guidance materials, for nature-safe renewable energy developments, that connect with the CMS ETF's target audiences, deliver clear calls to action and have proven impact.
4. To ensure that the CMS ETF's unique partnership is reinforced through sharing case studies, highlighting research developments and key achievements, and by using the power of our diverse membership to connect with internal and external audiences.

Questions for discussion

1. How can communications be improved to make the CMS ETF an attractive platform that would make other stakeholders want to join it?
2. Which other social media platforms could be utilised to increase engagement and foster discussions around the CMS ETF?
3. How can communications be improved to target investors, sponsors and donors to support the CMS ETF?

APPROACH

Target Audiences

Audience	Aim	Communications Channels
<p>Policymakers/Governments</p> <p><u>Examples</u></p> <ul style="list-style-type: none"> - Ministries of Environment/Sustainability in countries identified by the geographic expansion strategy 	<ul style="list-style-type: none"> • Influence decision-making on renewable energy development to minimise negative impacts on migratory species. • Inform decision-making through the sharing of case studies by, and within the community-of-practice that comprises the CMS ETF partnership. 	<ul style="list-style-type: none"> • Social media (Twitter/LinkedIn) • Side events at key conferences, including COPs and industry events • CMS ETF website • CMS ETF newsletter • CMS ETF webinars/meetings.
<p>Private sector (industry/energy companies/developers/private consultants)</p> <p><u>Examples</u></p> <ul style="list-style-type: none"> - Private sector actors identified for engagement under the private sector engagement strategy 	<ul style="list-style-type: none"> • Influence the delivery and design of renewable energy developments to minimise negative impacts on migratory species. • Influence renewable project delivery through the take-up of best practice following dissemination of guidance materials for how to develop nature-safe renewable energy. 	<ul style="list-style-type: none"> • Social media (Twitter/LinkedIn) • Side events at key conferences, including COPs and industry events • CMS ETF website • CMS ETF webinars/meetings.
<p>Conservation professionals (conservation organisations, researchers)</p> <p><u>Examples</u></p> <ul style="list-style-type: none"> - Candidate observer NGOs identified under the geographic expansion strategy - Renewable energy/migratory species conflict researchers in candidate countries for geographic expansion 	<ul style="list-style-type: none"> • To gather expertise and provide advice on how to design renewable energy developments to minimise negative impacts on migratory species. • To increase the CMS ETF's knowledgebase through sharing expertise on the factors that influence the vulnerability of migratory species to poorly designed and sited renewable energy developments. 	<ul style="list-style-type: none"> • Social media (Twitter/LinkedIn) • Side events at key conferences, including COPs and industry events. • CMS ETF website • CMS ETF newsletter • CMS ETF webinars/meetings.
<p>Investors and Sponsors/Donors</p> <p><u>Examples</u></p> <ul style="list-style-type: none"> - Development banks identified for engagement under the geographic expansion strategy 	<ul style="list-style-type: none"> • To increase the number of investors providing funding to nature-safe renewable energy developments and the CMS ETF. • To mainstream the inclusion of biodiversity safeguards for migratory species in investor due diligence processes. 	<ul style="list-style-type: none"> • Social media (Twitter/LinkedIn) • Side events at key conferences, including COPs and industry events • CMS ETF website • CMS ETF newsletter • CMS ETF webinars/meetings.

How will this be achieved?

Aim	Objective	Action	Schedule	Audience	Responsible entities and their primary responsibility
<p>To better enhance collaboration amongst the CMS ETF community to mobilise the sector at a national, regional, and global level to minimise negative impacts of energy developments on migratory species.</p>	<ul style="list-style-type: none"> Enhance coordination and collaboration across the CMS ETF membership, by creating a community of learning, enabling the creation of effective delivery partnerships, and sector champions. New government and investment policies on renewable energy development include safeguards on minimising impacts on migratory species. 	<ul style="list-style-type: none"> An in-person meeting and online meeting with all ETF members every year Quarterly newsletters to update members on ongoing activities within the ETF Regular webinars to share best practice and updates within ETF 	<ul style="list-style-type: none"> Annual meeting held as identified by CMS and CMS ETF Coordinator. Newsletters are published quarterly (April, July, September, December). Webinars are scheduled quarterly as appropriate. 	<ul style="list-style-type: none"> CMS ETF 	<ul style="list-style-type: none"> Coordinator will host the annual meeting and prepare the agenda. Coordinator will upload newsletters and host webinars but will consult CMS ETF members when developing content for these and invite CMS ETF members to speak/ contribute.
<p>To communicate best practice and disseminate new guidance materials for nature-safe renewable energy developments, which connect with our target audiences, deliver clear calls to action and have proven impact.</p>	<ul style="list-style-type: none"> New guidance materials are implemented by CMS ETF members and external audiences. New government and investment policies on renewable energy development include safeguards on 	<ul style="list-style-type: none"> Best practice and guidance materials are shared within the CMS ETF and externally, through ETF newsletters or through direct emails. Upload new best practice and guidance materials on the CMS ETF website, share on social media platforms, and promote at 	<ul style="list-style-type: none"> Best practice guidance materials ongoing as produced. Upload new materials ongoing as produced, with complementary promotion as 	<ul style="list-style-type: none"> CMS ETF peers and external network 	<ul style="list-style-type: none"> Coordinator will ensure best practice guidance materials prepared by members are shared and uploaded as appropriate.

	<p>minimising impacts on migratory species.</p>	<p>relevant external side events and webinars.</p>	<p>opportunities arise.</p>		<ul style="list-style-type: none"> • CMS ETF members will also have responsibility for promoting CMS ETF materials.
<p>To strengthen the awareness of the CMS ETF through efforts to enhance its profile and recognition of its work by relevant stakeholders.</p>	<ul style="list-style-type: none"> • The CMS ETF reaches new audiences through expanding the membership base and have greater membership involvement in CMS ETF promotion activities as relevant. • Members actively champion the CMS ETF at events and other relevant opportunities. • Fundraising for the CMS ETF is increased to sustain ongoing activities. 	<ul style="list-style-type: none"> • Attend conferences, host events, promote CMS ETF achievements on social media, website to reach new global audiences. • Organise and arrange virtual or in-person meetings with private sector actors, research communities, industry and investors to promote the CMS ETF, build partnerships, and seek funding. • Share CMS ETF promotional brochure at events and on website. • Share CMS ETF promotional video at events and on CMS ETF website and social media. 	<ul style="list-style-type: none"> • Ongoing as per identified major events at start of year and per available funding (regarding attendance of conferences). • Ongoing active seeking of opportunities to engage and meet with private sector actors. 	<ul style="list-style-type: none"> • Private sector, governments, conservation professionals, universities, private research organisation, investors, donors. 	<ul style="list-style-type: none"> • CMS ETF coordinator/CMS – engages private sector actors and seeks funding. • CMS ETF membership – shares promotional materials and promotes CMS ETF achievements on social media.
<p>To ensure that the CMS ETFs unique partnership is reinforced through sharing case studies, highlighting research developments, key achievements, and by using</p>	<ul style="list-style-type: none"> • New government and investment policies on renewable energy development include safeguards on 	<ul style="list-style-type: none"> • Develop the CMS ETF website as a knowledge hub for the CMS ETF and external audiences to disseminate research 	<ul style="list-style-type: none"> • Ongoing growth in website development activity and ongoing dissemination 	<ul style="list-style-type: none"> • Research communities, • CMS ETF 	<ul style="list-style-type: none"> • CMS ETF coordinator, CMS ETF membership. • CMS ETF coordinator/CMS

<p>the power of our broad network of members to connect with internal and external audiences.</p>	<p>minimising impacts on migratory species.</p> <ul style="list-style-type: none"> • CMS ETF members regularly share relevant case studies, key achievements, and research which are then promoted within the CMS ETF community of practice. 	<p>and other CMS ETF outputs.</p> <ul style="list-style-type: none"> • Share case studies on the CMS ETF website, CMS' YouTube channel, quarterly newsletter. highlight research developments and other news through a quarterly newsletter, website updates, and social media. 	<p>of research outputs as available or required.</p> <ul style="list-style-type: none"> • Share case studies as available and through the quarterly newsletter (April, July, September, December). 	<p>members.</p>	<p>develop the CMS ETF website, the CMS ETF membership shares case studies and identifies key research developments to share on the CMS ETF website.</p>
<p>To increase presence on social media of the CMS ETF</p>	<ul style="list-style-type: none"> • Reach new audiences and make it an attractive platform so different entities want to join it due to the potential benefits. 	<ul style="list-style-type: none"> • Create a dedicated YouTube channel which can be a platform to share educational information, tool guides, promotional materials and webinars. • Create a podcast channel on Spotify to share interviews with experts within the ETF coalition, educational podcasts, etc. 	<ul style="list-style-type: none"> • Establish at least one of the channels by the end of Q4 • Quarterly videos/podcasts 	<ul style="list-style-type: none"> • ETF member, new global audiences 	<ul style="list-style-type: none"> • CMS ETF coordinator to create the respective channels and work on its promotion

2023/2024 key dates/events of interest

Date	Event	Location	Accompanying activities	Responsible entities	Key messages (Aim of messaging campaign and an outline example of the message to convey)
13-15 October 2023	IMF/World Bank Autumn meeting	Washington DC, USA	Promote CMS ETF activities on social media	CMS ETF Members	<ul style="list-style-type: none"> • Aim of message –importance of ensuring the green transition is nature-safe/ accounts for biodiversity. “The renewable energy transition must not come at the expense of biodiversity. To power a truly ‘green transition’ we need renewable energy to be ‘nature-safe”.
30 Nov - 12 Dec 2023	UNFCCC COP28	Dubai, UAE	<ul style="list-style-type: none"> • Promote CMS ETF activities on social media • Review opportunities for side events 	<ul style="list-style-type: none"> • CMS ETF Coordinat or • CMS ETF Members 	<ul style="list-style-type: none"> • Aim of messaging – 1) how energy developers should look to ensure (using ETF resources) their renewable energy developments are nature-safe (targeting energy sector attendees) • “Sustainable development accounts both for climate and nature. Nature-safe renewable energy development is the way forward for minimising impacts both on biodiversity and for making progress on climate emissions”. • Aim of messaging – 2) the broader green transition/progress towards renewable energy production targets needs to be done in a nature-safe way (targeting governments) • “Renewable energy development must be done in a nature-safe way if we are to meet both our goal of [sticking to 1.5C] and of halting and reversing the loss of biodiversity”
12-17 February 2024	CMS COP14	Samarkand, Uzbekistan	<ul style="list-style-type: none"> • Promote CMS ETF activities on social media • Review opportunities 	<ul style="list-style-type: none"> • CMS ETF Coordinat or CMS ETF Members 	<ul style="list-style-type: none"> • Aim of message – promotion of the ETF as a key, highly functioning multistakeholder network under the CMS, working to minimise the impact of renewables on migratory species. “The CMS ETF is a valuable multistakeholder platform that will continue to work towards reconciling renewable energy developments with the conservation of migratory species.

			for side events		The CMS ETF will work to implement [...] decisions/resolutions to further advance our work towards achieving nature-safe renewable energy development.”
20-22 March 2024	Wind Europe Annual Conference	Bilbao, Spain	<ul style="list-style-type: none"> Distribution of CMS ETF promotional materials on social media to accompany event 	<ul style="list-style-type: none"> CMS ETF Members 	<ul style="list-style-type: none"> Aim of message – educate attendees on techniques of integrating nature-safe development designs into development plans. “Through using robust spatial planning we can transition to a net zero economy and address our impacts on biodiversity
19-21 April 2024	IMF/World Bank Spring meeting	Washington DC, USA	<ul style="list-style-type: none"> Promote CMS ETF activities on social media 	CMS ETF Members	<ul style="list-style-type: none"> Aim of message –importance of ensuring the green transition is nature-safe/ accounts for biodiversity. “The renewable energy transition must not come at the expense of biodiversity. To power a truly ‘green transition’ we need renewable energy to be ‘nature-safe’”.
22 April 2024	International Mother Earth Day				
11 May 2024	World Migratory Bird Day		Promote CMS ETF activities on social media	CMS ETF Members	<ul style="list-style-type: none"> Aim of message - robust spatial planning is needed to avoid wind energy impacts on migratory birds Linking to studies on Black Kites in Gibraltar and Soaring Birds in southern Mexico - could produce a tweet of some form of infographic showing how the migratory path of a bird was disrupted by poorly designed wind development (with a different bird used for the two different migratory bird days) Alongside quote of “Poorly planned wind development is no answer to our sustainability challenges. Wind development must account for migratory species if we are to achieve a green transition that respects biodiversity.”

22 May 2024	International Day for Biological Diversity				•
3-13 June, 2024	UNFCCC first sessional period of 2024 SB59	Bonn, Germany	<ul style="list-style-type: none"> Promote CMS ETF/ distribution information about activities Review opportunities for side events 	<ul style="list-style-type: none"> CMS ETF Coordinat or CMS ETF members 	<ul style="list-style-type: none"> Aim of message - raise awareness of need to ensure the green transition is nature safe and how in light of the Global Stocktake, countries need to ensure progress towards their NDC renewable energy targets is nature-safe. “The race to achieve 1.5°C must not come at the expense of nature. “Meeting renewable energy targets at the expense of migratory species is not an option. We must ensure the green transition is done a nature-safe way”
5 June 2024	World Environment Day		Promote CMS ETF activities on social media	CMS ETF Members	<ul style="list-style-type: none"> Aim of message – how undertaking nature-safe renewable development is key to progressing towards both biodiversity and climate goals. “We must not achieve net zero at the expense of nature. By working to minimise impacts of renewable development on migratory species, we can achieve net zero whilst mitigating impacts on and protecting biodiversity”.
8 June 2024	World Oceans Day		Promote CMS ETF activities on social media	CMS ETF Members	<ul style="list-style-type: none"> Aim of message – raise awareness of connection between nature-safe offshore wind and thriving/resilient ocean ecosystems I.e., through minimising impacts on bird populations and marine mammals. “Seabirds, whales and dolphins do not need another threat to their populations. By ensuring renewable energy development is ‘nature-safe’ and nature positive, we can minimise impacts on seabirds of wind development and help drive forward a recovery in ocean biodiversity”
9-11 September 2024	World Utilities Congress	Abu Dhabi, UAE		CMS ETF members	<ul style="list-style-type: none"> Aim of message –importance of nature-safe powerlines/power infrastructure “Powering our cities must not come at the expense of biodiversity. Nature-safe power infrastructure is critical to

				CMS ETF Coordinator	ensuring we power our cities in a way that does not harm biodiversity”
2 October 2024	World Habitat Day		<ul style="list-style-type: none"> Promote CMS ETF activities on social media 	<ul style="list-style-type: none"> CMS ETF Coordinator CMS ETF Members 	<ul style="list-style-type: none"> Aim of message – to spread awareness of the connection between nature-unsafe/poorly planned wind development and habitat loss for migratory species i.e., through forcing them to change their migratory patterns. “Habitat loss is a major driver of extinction. Windfarm development is an underestimated driver of habitat loss for migratory species. Through biodiversity-inclusive spatial planning we can ensure offshore wind development is migratory species friendly”
8 October 2024	World Migratory Bird Day		<ul style="list-style-type: none"> Promote CMS ETF activities on social media 	<ul style="list-style-type: none"> CMS ETF Coordinator ETF Members 	<ul style="list-style-type: none"> Aim of message – to spread the message that robust spatial planning is needed to avoid wind energy impacts on migratory birds. Linking to studies on Black Kites in Gibraltar and Soaring Birds in southern Mexico - could produce a tweet of some form of infographic showing how the migratory path of a bird was disrupted by poorly designed wind development (with a different bird used for the two different migratory bird days) Alongside quote of “Poorly planned wind development is no answer to our sustainability challenges. Wind development must account for migratory species if we are to achieve a green transition that respects biodiversity.”

Risks

Risk Category	Risk	Mitigation Actions
Financial	A challenging fundraising environment and the fact the CMS ETF members will have multiple conflicting organizational funding priorities leads to funding for communication activities being deprioritised and insufficient funding being made available to effectively deliver on communication goals.	<p>CMS ETF members will take a proactive approach to fundraising for communication activities, developing targets with the CMS and BirdLife development team, and supporting the design of fundraising communications.</p> <p>CMS ETF coordinator will work with members to ensure continued engagement in communication fundraising activities.</p>
External	The communications tone and messaging does not connect with new target audiences, potentially damaging existing stakeholder relationships.	<p>CMS ETF coordinator works with CMS and BirdLife communication teams to adapt to feedback and change communication approach, including consultation with CMS ETF members as needed.</p>
Operational	Competing priorities of CMS ETF members results in lack of engagement with communication activities and engagement by CMS ETF members in delivering communication aims and objectives is not sufficient.	<p>CMS ETF members will collaborate to ensure blockers to the communication plan are identified and adapted to facilitate the delivery of key objectives. CMS ETF members will be able to adjust specific timings and actions as needed.</p> <p>CMS ETF coordinator will work with members to ensure continued engagement in the CMS ETF platform and its activities.</p>
Operational	Communications do not meet the expectations and requirements in delivering the CMS ETF aims and workplan.	<p>Seek feedback and consultation when developing communication activities.</p> <p>Establish six-monthly monitoring and evaluation review of communication activities to identify areas for improvement and make changes in approaches as needed.</p>