

CRITERIA FOR SELECTION AND AMBASSADORS' RESPONSIBILITIES

Criteria for Selection

Ambassadors are eminent figures either globally or in their fields of activity who are selected for specific functions from various regions of the world to collaborate in the implementation of the CMS Family's activities. Through their platforms and influence among audiences at different levels, Ambassadors can raise awareness and mobilize support to help conserve migratory species.

Ambassadors may be:

1. Global celebrities who are at the top of their field whether it is politics, science, film, television, fashion, music, literature, art or sports or other fields of public life and share a commitment to improving the conservation of wildlife worldwide. Their far-reaching fame transcends national borders and attracts attention, so they are in a position to focus the world's eyes on the needs of conserving migratory species. They can use their notoriety to fundraise and advocate for wildlife and support our mission.
2. Individuals who, with their engagement in extraordinary initiatives and/or through the role they play in different fields whether it is in politics, media, science, conservation, a local community or corporation, and the reputation they acquired, can campaign, mobilize attention and influence those with the power to effect change on specific issues.

Responsibilities

Under the overall guidance of the Executive Secretary and designated staff members of the CMS Secretariat, the Ambassador for Migratory Species will be responsible for promoting the goals of the CMS Family with the following duties:

- Promoting the implementation of the CMS Family mandates and policies, such as the resolutions and decisions of the Conference of the Parties, Meetings of the Parties, and/or Meetings of Signatories;
- Promoting the mobilization of resources for projects and initiatives for the CMS Family;
- Representing CMS at meetings relevant to migratory species;
- Undertaking missions on behalf of CMS to Range States of migratory species;
- Promoting the accession of countries to the CMS Family when requested by the CMS Secretariat;
- Promoting the conservation of migratory species and the CMS Family and its activities through messaging, press releases and dissemination on social media;
- Writing popular, policy and/or scientific publications, or contributing to CMS publications;
- Taking part in the launch of CMS publications or other products;
- Engaging with social media and the media in general in order to present statements or press releases in support of the CMS Family and its activities;
- Giving lectures on CMS-related themes;
- Chairing and/or organising meetings or working groups on CMS-related themes within their area of expertise when requested by the CMS Secretariat;
- Undertaking other activities, as may be considered appropriate by the CMS Secretariat.