



# Convention on the Conservation of Migratory Species of Wild Animals

Secretariat provided by the United Nations Environment Programme



## 1<sup>st</sup> Meeting of the Task Force on Reconciling Selected Energy Sector Developments with Migratory Species Conservation

Cape Town, South Africa, 1-2 December 2016

ETF1/Doc.4

### DRAFT OUTREACH AND PROMOTION PLAN FOR THE ENERGY TASK FORCE 2017-2018

*(prepared by the Task Force Coordinator and the CMS Secretariat)*

1. One of the aims of the first meeting of the Energy Task Force is to develop a work plan for the period 2017-2018, with clearly identified actions, expected results, responsible organizations and time frames.
2. A draft work plan is submitted to the meeting for consideration in document ETF1/Doc.3. As a complement to the general work plan, the present document includes in Annex 1 a draft plan focussing specifically on outreach and promotion activities. The two documents are expected to be fully consistent with each-other, and differentiate only in term of detail provided for the proposed activities. When reviewing and further developing the two documents, the meeting should also consider whether merging the outreach plan into the general work plan.
3. As it is the case for the draft work plan, the draft outreach plan includes a few proposed activities, intended to provide a starting point for discussion and to stimulate consideration of additional activities. To be noted that activities foreseen to be undertaken by the Task Force coordinator in 2018 should be considered dependent on the successful identification of resources to support coordination functions, as resources are for the time being secured only until the end of 2017.

#### ***Action expected:***

The meeting is expected to

- a) review the present draft outreach and promotion plan for the Energy Task Force 2017-2018, further develop and adopt it;
- b) Consider whether merging the plan into the work plan 2017-2018.



The Government of the Federal Republic of Germany, through the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) were recognized as Champion Plus for their generous support and commitment towards Reconciling Energy Sector Developments with Migratory Species Conservation for the period 2015-2017. The Energy Task Force has been funded with the contribution granted by Germany under the Migratory Species Champion Programme.



*For reasons of economy, this document is printed in a limited number, and will not be distributed at the meeting. Delegates are kindly requested to bring their copy to the meeting and not to request additional copies.*

## ENERGY TASK FORCE OUTREACH AND PROMOTION PLAN 2017-2018

### DRAFT FOR DISCUSSION

**Goal:** To facilitate the involvement of relevant stakeholders in the process of reconciling energy sector developments with conservation of migratory species, with a particular emphasis on promoting implementation of relevant guidelines adopted by Parties to the *Convention on the Conservation of Migratory Species of Wild Animals (CMS)* and the *Agreement on the Conservation of Africa-Eurasian Waterbirds (AEWA)*.

#### Objectives:

1. To promote the Energy Task Force and guidelines at relevant international events.
2. To engage with the energy industry and financial institutions to promote the guidelines and participation in the Energy Task Force.
3. To engage with relevant energy initiatives to promote the guidelines and establish collaborative working relationships with the Energy Task Force.
4. To promote and support implementation of the guidelines by countries.
5. To support effective communication and collaboration between Energy Task Force members.
6. To engage with donors to secure funding for the functions of the Energy Task Force.

#### Outreach Plan

**Objective 1:** To promote the Energy Task Force and guidelines at relevant international events.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Identify relevant energy events.	End of 2016- 2018	Events calendar will be prepared for members.	Coordinator	Calendar completed and circulated to ETF members, and updated regularly.
Attend relevant energy events, establish contacts and promote the guidelines and participation in the task force.	2017-2018	Increased awareness by energy sector stakeholders and policy makers in relation to guidelines and opportunities for collaboration with ETF members.	Coordinator, Members	Energy Task Force and guidelines promoted at 10 international events.

**Objective 2:** To engage with the energy industry and financial institutions to promote the guidelines and participation in the Energy Task Force.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Identify relevant private sector stakeholders.	End of 2016 - early 2017	List of relevant energy sector firms, industry bodies and financial institutions prepared.	Coordinator	List of relevant firms, industry bodies and financial institutions completed and circulated to ETF members.
Prepare information package tailored to private sector stakeholders.	Early 2017	Information package prepared for private sector stakeholders, including information about the guidelines and existing decision-support tools.	Coordinator, CMS and AEWA Secretariats	Information package completed.
Distribute information to energy sector firms and industry bodies.	2017-2018	Relevant private sector stakeholders receive information about energy sector guidelines and decision support tools.	Coordinator	Information package distributed to at least 50 private sector stakeholders.
Distribute information to relevant financial institutions.	2017-2018	Relevant financial institutions receive information about energy sector guidelines and decision support tools.	Coordinator	Information package distributed to at least 75 financial institutions.
Engage with industry and investors.	2017-2018	Build partnerships and establish pilot initiatives with industry and investors.	ETF Members	Identify three pilot initiatives across Europe, Africa and the Middle East.

**Objective 3:** To engage with relevant energy initiatives to promote the guidelines and establish collaborative working relationships with the Energy Task Force.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Identify relevant energy initiatives.	2017	Prepare a list of relevant energy initiatives that are relevant to the scope of the task force.	Coordinator	List of relevant energy initiatives prepared and circulated to ETF members.
Distribute information to relevant energy initiatives.	2017-2018	Distribute information package about the task force and guidelines to relevant energy initiatives.	Coordinator	Information package distributed to relevant energy initiatives in Europe, Africa and the Middle East.
Engage with relevant energy initiatives.	2017-2018	Establish working relationships with relevant energy initiatives.	Coordinator, Members	Established a working relationship with at least two energy initiatives.

**Objective 4:** To promote and support implementation of the guidelines by countries.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Energy Task Force website.	2017-2018	Make information about the ETF available via dedicated web space on CMS website.	CMS Secretariat, Coordinator	Web space created and updated as needed.
Side event at CMS COP12.	2017	Multi-stakeholder dialogue on renewable energy and migratory species.	Coordinator, CMS Secretariat	Submit side event proposal for energy side event.
Information paper for CMS COP12.	2017	Information paper on renewable energy and migratory species, with an emphasis on developments since COP11 and achievements of the Energy Task Force.	Coordinator, CMS Secretariat	Submit information paper.

**Objective 5:** To support communication and collaboration between Energy Task Force members.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Establish an online communication platform for member engagement.	Early 2017	Online communication platform created to facilitate collaboration between ETF members.	CMS Secretariat	Communication platform established, with instructions on use circulated to ETF members.
Engage with members through the online tool.	2017-2018	Task force members use online platform to share information and resources, and plan collaborative activities.	Task Force Members, Coordinator	Communication platform used regularly by ETF members.

**Objective 6:** To engage with donors to secure funding for the Energy Task Force functions.

Activities	Timeline	Expected Outcomes	Members responsible	Target
Prepare funding plan.	2017	Fundraising plan prepared.	Coordinator	Funding plan approved.
Identify and engage donors.	2017-2018	Donors are informed of opportunities for supporting the task force.	Chair, CMS Secretariat, Coordinator	Secured funding for priority activities identified by the energy task force.