

**CONVENTION ON  
MIGRATORY  
SPECIES**

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**OUTREACH AND COMMUNICATION ISSUES**

Adopted by the Conference of the Parties at its Ninth Meeting (Rome, 1-5 December 2008)

*Aware of* the contribution that the Convention on Migratory Species can make to the achievement of the 2010 target and beyond 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 liaise and promote liaison among the Parties, the advisory and technical 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 Communication Plan 2009-11, and *urges* the Secretariat to undertake the activities listed in Section A and D of the annex for the next triennium;
2. *Agrees to* provide resources to support the Plan and the CMS Budget for 2009-11; and
3. *Invites* CMS Parties, CMS Agreements and UNEP and encourages partners to assist the Secretariat in the implementation of the plan and by providing additional voluntary contributions particularly to initiate new activities listed in Section E giving priority to mutually supportive activities to enhance synergies and strengthen communication strategies on the importance of migratory species and avoid duplication of efforts.

ANNEX

A. Opportunities and Priorities for the Next Triennium 2009 – 2011



1. The objectives of the current Outreach and Communications Plan evolve from Resolution 8.8 and the implementation of activities as part of a new communications strategy. The main outreach strengths are CMS's unique mandate to conserve a great diversity of species and their habitats across the globe while addressing new challenges or threats. Biodiversity is considered as extremely valuable natural resource that enables life on earth to flourish. Highlighting the role of migratory species and putting it into a general context of current and future conservation challenges provides CMS with the chance to present itself as the leading centre of expertise while emphasizing the impact on existing ecosystems and eventually humans. There is a need to highlight the importance of migratory species as indicators for biodiversity and their importance for the preservation of healthy ecosystems. In this context, CMS can provide expert advice on urgent issues of major concern. In addition, the work of the Secretariat should be linked to the achievement of the Millennium Development Goals. In the light of the Strategic Plan 2009-2011: the Secretariat identifies the following opportunities for:

- (i) **Outreach and communication activities by the Secretariat reflect its contribution to the overarching target to achieve by 2010 a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth.** As ecosystems, ecological processes, species and genes contribute to human health and well-being, **the UN General Assembly declared 2010 as the International Year of Biodiversity** to bring greater attention to the importance of biodiversity and efforts to reduce the current rate of biodiversity loss. The Millennium Ecosystem Assessment which reviews the consequences of ecosystem change emphasized that humanity's future depends on healthy, functioning ecosystems. As CMS provides a global platform to address threats to migratory species and their habitats, the Secretariat will play its part in promoting the International Year of Biodiversity to emphasise its role and contribution as a lead expert in this field.
- (ii) **Widening the Convention's presence in the light of expansion in the number of Parties in several regions.** The first CMS agreements in South America were signed by Parties in 2006/7. The conclusion of six MoUs and one Agreement during the triennium highlights in particular the Secretariat's expertise in conserving marine mammals and migratory birds. Additional opportunities to work with CMS Agreements and new NGOs have arisen as a result of increased conservation activities in various regions. Especially during the Year of the Dolphin the Secretariat gained experience coordinating joint media relations and outreach activities among CMS, ACCOBAMS, ASCOBANS, WDCCS as partner NGO and private sector partner TUI.

- (iii) **Working more clearly with the UNEP Division of Communications and Public Information (DCPI), other UNEP Regional Offices and specialists**, particularly on CMS activities featured on the UNEP website, publications and media presentation for communications and outreach to different target audiences. The importance of migratory species and their habitats for human livelihoods are featured regularly in CMS publications. CMS co-launched a UNEP report on “Sustaining Life” in Bonn in April 2008 to point out the importance of migratory species for human health as part of a joint global UNEP communication policy.
  - (iv) **Aligning outreach work to complement the targets for new accessions to CMS and its Agreements.** Accession of new contracting parties and the adoption of new CMS tools and instruments on various species groups in different regions of the world are featured in CMS’s information material to emphasize the importance of the Convention for the achievement of the 2010 target. In order to highlight the continuing commitment of the Convention towards significantly reducing biodiversity loss beyond 2010, the Secretariat adopted the motto “Beyond 2010: Wildlife Renaissance” for COP9 as a theme to be reflected throughout the communications strategy.
2. Higher visibility of CMS will also attract additional interest and potential financial support from the private sector, which would enable the Secretariat to undertake more activities.
3. During 2009-2011, the Secretariat intends to develop the following products and other activities:
- (i) The CMS website is to be relaunched on 1 January 2010 based on the introduction of a content management system to host good quality data on migratory species, the management of this data, and its analysis, interpretation and delivery. Due to pressures from growth as a result of increasing numbers of Agreements, MoUs and Parties to the Convention, a content management system with integrated database is to meet increased expectations from technology.
  - (ii) The CMS Family Guide, which is used as an outreach tool to inform an interested public as well as countries considering accession to the Convention on developments on agreements, MoUs and CMS membership, will be produced in French and Spanish including regular updates to contents.
  - (iii) The publication “Great Migrations”, conceived as a coffee table book, will be an ideal tool to share the CMS message with a wide audience. It will be distributed widely, not only through CMS, but also in bookshops in Europe and the United States. CMS Ambassador Stanley Johnson will be the lead author and Stacey International has been identified as publisher. A grant obtained from UNEP Publications Fund will cover the costs. The launch date will be probably early 2010.
  - (iv) The range of the new (2008) CMS brochure, will be expanded by versions in French, Spanish and German.
  - (v) The development of a new short CMS promotional film for use in a variety of contexts, including exhibitions, public events, conferences, media and capacity building events.
  - (vi) Systematic use of the new CMS exhibition at meetings and other events, with CMS film and other audio-visual material fully integrated.

- (vii) The production of information material on the Year of the Gorilla such as leaflets in 4 languages, official poster, website, study on ecotourism, image film and calendar.
- (viii) Distribution of gorilla soft toys through selected corporate sponsor Planetfloris with a percentage earmarked to gorilla conservation (purchase on [www.yog2009.org](http://www.yog2009.org)).

## **B. Synergies and Resources**

4. Communication and outreach activities undertaken by CMS and its co-located Agreements would highly benefit from a new Information, Capacity Building and Fundraising Unit (ICFU). This unit would support a comprehensive communication strategy, channel individual efforts so far pursued by the Agreements and emphasize the efficiency of joint conservation actions under the CMS family. CMS would assume a leading role of developing and coordinating a common information policy and make use of its UNEP contacts to communicate the Convention's global expertise in conserving migratory species. A higher visibility and a better perception of conservation records of the CMS family could be achieved.

5. The unit would consist of three current staff members engaged in this work (1 x P4 CMS Information and Capacity Building Officer), 1 Senior Public Information Assistant (GS7), 1 (G4), and 1 new post (P2, centred on fundraising) to be financed by CMS. Financial resources for the unit would be contributed by ASCOBANS and EUROBATS (in place of a staff contribution) and through existing information and capacity building budgets of the 3 agencies.

6. The Unit would coordinate CMS Family websites, publications, press and media announcements, and the implementation of species campaigns and public events. It would be in charge of central fundraising for the CMS Family as a whole, and for relations with "Friends of CMS", the Host Country and UNEP. It would also manage all accession work for CMS, ASCOBANS and EUROBATS, ensuring that all approaches to Governments and outposted offices were comprehensive and co-ordinated. Training and implementation guides (including French and Spanish versions of the CMS guide) would be prepared. It is estimated that clustering resources for information, capacity building co-ordination, fundraising, media and publications in this new unit ICFU would lead to a substantial increase in efficiency.

7. ASCOBANS, EUROBATS and other Agreements/MoUs under CMS could be included in the work of FICFU that comprises outreach and communications, provided that English is the main working language. CMS respects the decision of the AEWAs Standing Committee not to join this unit.

8. The CMS Budget & Manpower 2009-2011 Plan presents two options, the first proposes a 0% budgetary increase while the second envisages two new positions in the new FICFU: The new post of the Capacity Building Programme Support Officer (P2) would promote and expand current capacity building activities efforts of the Secretariat. The CMS Strategic Plan adopted by Parties at CoP8 (Para 35 - Objective 4) states that "*The Strategic Plan must also make provision for helping to develop the capacity of bodies involved in implementing the Convention and its legal instruments, especially in developing countries*".

9. Supporting developing countries and countries with economies in transition to comply with MEAs would also enable them to obtain the respective environmental, social and economic benefits. The new professional post to be supported by a Capacity Building Assistant (GS) would

significantly contribute to the enhancement of regional capacity for participating in CMS implementation activities, particularly in those regions where CMS is underrepresented, as set out in the Strategic Plan.

10. During the current triennium, as a result of limited staff resources, consultants and interns played an important role in supporting the Secretariat to achieve the objectives of the Strategic Plan concerning the implementation of the Outreach and Communications Plan and the Capacity Building Plan. The Executive Secretary would wish to offer UN officers, consultants and interns the thanks for new enthusiastic and productive contributions to conserving migrating species.

### **C. Resources**

11. Current estimates suggest that the internal CMS manpower costs of implementing the OCP over the triennium 2009-2011, using existing staff posts, would amount to about € 1.05m, including the budget allocated to Outreach and Fundraising Projects. In addition, a further sum of approximately € 230,000 would be required to finance new posts, products, campaigns and other outreach under budgetary option 2 (see conf. 9-33). Additional resources for activities would have to be raised from donations by Parties, partners and business sponsors.

**D. Table of activities for Secretariat, Parties and Partners**

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
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"> <li>- Creation of an electronic system for the prompt delivery of notifications and information notes to Parties (Focal Points)</li> <li>- Continuation of the regular coverage of CMS activities and conservation-related news on the CMS Website</li> <li>- Continuation of the production of other information material to keep Parties abreast of developments</li> <li>- Continuation of CMS newsletter in English, French, Spanish</li> </ul>	<ul style="list-style-type: none"> <li>- Support outreach activities and publications on the national level (30<sup>th</sup> Anniversary)</li> <li>- Translation of CMS documents into national languages</li> <li>- Support global species campaigns (Year of the Gorilla, International Year of Biodiversity, Year of the Bat) and spread key message on a political level</li> <li>- Provide links to CMS and relevant agreements on national websites</li> </ul>	<ul style="list-style-type: none"> <li>- Support and develop joint outreach activities and scientific meetings by involving national /regional authorities in (NGOs, Friends of CMS, corporate sponsors)</li> <li>Partners/ Ambassadors of global species campaigns, CMS Ambassadors: facilitate contacts to key actors and decision makers)</li> <li>- Provide links to supported projects featured on their web sites</li> <li>- Provide the CMS Secretariat with relevant information.</li> </ul>
3.2 Engagement of CMS non-Parties increased	4.1 CMS membership to increase by 10 Parties of importance for migratory species and new Agreements	<ul style="list-style-type: none"> <li>- Information material targeted to non-Parties including country profile, relevance of CMS, procedures for accession, relevant projects</li> <li>-Establishment of bilateral contacts with Ministries, Embassies (letters, meetings)</li> <li>- Brochures and information directed to NGOs, and universities and academic and scientific institutions of non-Parties</li> <li>- Organization of outreach workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Provide financial support to organisation of workshops</li> <li>- Assist CMS Secretariat with establishing bi-lateral contacts</li> </ul>	<ul style="list-style-type: none"> <li>- Provide information on their websites on the importance of CMS and Agreements for non-Parties</li> <li>- Lobbying to promote implementation of conservation plans</li> <li>- Undertake joint activities for non-Parties</li> <li>- Assist with preparation and organisation of regional and national workshops</li> </ul>
3.3. Number of partners supporting CMS increased	4.3. Cooperative activities with MEAs and key partners increased	<ul style="list-style-type: none"> <li>- Display Exhibit at relevant meetings of MEAs and major IGOs, organize presentations/ side events and deliver statements at main biodiversity and environmental meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Exchange information between CMS focal points and other convening focal points, also by regular meetings.</li> </ul>	<ul style="list-style-type: none"> <li>- Support the network of CMS Parties and involve new bilateral partners in CMS work</li> <li>- Enter into partnership agreements</li> </ul>

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
	4.8. Extra-budgetary funding widely secured	<ul style="list-style-type: none"> <li>- Support launch of Oceans 3D: Voyage of a Turtle</li> <li>- Participation in and contribution to celebration of World Environment Day (5 June)</li> <li>- Maintain regular briefing of corporate partners by mailings</li> </ul>	<ul style="list-style-type: none"> <li>- Support national initiatives to celebrate World Environment Day</li> </ul>	<p>with CMS and establish Joint Programme of Work</p> <p>Ambassadors expected to cultivate links between CMS, science, society, politics and economy, for example through personal connections to decision and policy makers within states, NGOs, social organizations and institutions.</p> <p>Corporate Partners: Organise events to raise awareness on CMS to public and expert target groups</p>
3.4 Awareness of key media of CMS enhanced	4.4. Enhance visibility of CMS family	<ul style="list-style-type: none"> <li>- Reinforce media aspects of web site (creation of a special “Media Room” with press related information materials, French and Spanish summaries)</li> <li>- Interact with DCPI, UNEP Regional Offices RUNIC, and Deutsche Welle (German International Radio) to enhance distribution of press releases</li> <li>- Provide species information by linking to IUCN database</li> <li>- Use the specialized information channels of CMS and Agreements to highlight important common issues (coordinated web-based news releases)</li> <li>- Improve visibility of CMS in Host Country</li> <li>- Organise events to publicise CMS expertise: Thesis Award</li> </ul>	<ul style="list-style-type: none"> <li>- Promote cooperation with ministerial press departments to distribute joint press releases</li> <li>- Focal point to translate press releases into national languages and pass them to national media</li> <li>- Improve visibility of CMS at a national level</li> <li>- Provide the Secretariat with relevant articles issued in the national press</li> </ul>	<ul style="list-style-type: none"> <li>- Regularly provide information on CMS family activities in their newsletters and on Websites</li> <li>- Highlight joint activities with CMS</li> </ul>

Target under objective 3	Other related targets	Secretariat	Parties	CMS partners
		<ul style="list-style-type: none"> <li>- Produce image film on CMS and on the Year of the Gorilla</li> <li>- Maintain list of press contacts including international newspapers, IGO and NGO newsletters and magazines and specialized press</li> <li>- Issue press releases on CMS and Agreements events, initiatives, meetings and projects on a regular basis</li> </ul>		
3.5 Opinion leaders of sectors impacting migratory species influenced		<ul style="list-style-type: none"> <li>- Establish work programme for CMS ambassadors at the international, as well as at the national level</li> <li>- Prepare targeted brochures for decision-makers and politicians</li> <li>- Organize targeted contacts with opinion leaders on specific events</li> </ul>	<ul style="list-style-type: none"> <li>- Facilitate contacts with national conservation bodies, politicians and decision makers also through meetings</li> </ul>	<ul style="list-style-type: none"> <li>- Assist CMS secretariat with the identification of CMS and campaign ambassadors on the national and international level.</li> <li>- 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.)</li> </ul>
3.6 Information material in UN languages disseminated	4.4. Visibility of the CMS family strengthened	<ul style="list-style-type: none"> <li>- Provide updated versions of the “CMS Family Guide”, (to be translated into all UN languages)</li> <li>- Continue the electronic newsletter to include information on Agreements</li> <li>- Improve website to contain also specific information for the press, academia, NGOs and Parties</li> </ul>	<ul style="list-style-type: none"> <li>- Provide financial assistance for the preparation and publication of the “CMS Family Guide” and other relevant publications</li> <li>- Provide official translation of CMS brochures and important outreach material</li> </ul>	<ul style="list-style-type: none"> <li>- Disseminate CMS material at meetings/events.</li> <li>- Prepare joint publications on issues of common interests</li> <li>- Develop publications on species groups such as marine turtles, waterbirds etc. based on “Conserving Cetaceans”</li> </ul>