



Convention on the Conservation of Migratory Species of Wild Animals

Secretariat provided by the United Nations Environment Programme



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REPORT ON OUTREACH AND COMMUNICATION 2012

1. In accordance with the unique mandate of CMS to conserve migratory species and their habitats across the globe, the Secretariat is engaging in activities to raise awareness among key target audiences. In conjunction with the updated Strategic Plan 2006-2014, activities are being developed in collaboration with Parties, UNEP, relevant partners (NGOs, IGOs) and the media to emphasize the importance of migratory species and the role of CMS in conserving them. External communication also features the Convention's work to meet relevant Aichi Targets to contribute to sustainable development and to reduce the rate of biodiversity loss.

2. While CMS seeks to convey its message to a growing network of Parties and partners, it is becoming increasingly challenging to further expand working relationships in addition to consolidating existing collaborative efforts. Tapping into opportunities provided by an increasing network requires substantial financial and human resources. As a result, the objective to further expand the Convention's presence is becoming more and more difficult.

3. Following the Resolution on Outreach and Communication adopted by the Conference of the Parties at its Tenth Meeting (Res. 10.7), outreach efforts focused primarily on enhancing and expanding communication tools including the website, publications, campaigns (Year of the Bat 2012 and WMBD), and press and media activities with support from CMS Ambassadors.

Communication tools

4. The CMS website has long been the Secretariat's main communication platform. In order to make full use of social media, CMS joined Facebook in November 2011 thus providing a platform to exchange views and experiences on migratory species. As of the end of September 2012 it has more than 700 followers.

5. Audio-visual material continues to be posted on the new YouTube channel created by the Secretariat. The CMS image film and the trailer of World Migratory Bird Day 2012 as well as interviews with delegates to CMS meetings cover a wide range of issues pertinent to the work of the Convention. This electronic documentation helps to point out specific topics while involving Parties and experts in reaching out to a wider audience.

6. Due to the newsworthiness and substance of the CMS website, CMS was featured in 35 articles of Biodiversity Policy & Practice published by IISD Reporting Services. During the period from December 2011 to September 2012 the Secretariat posted more than 95 news announcements on the website. The Media Watch feature started in July 2011 has built into a substantial archive of press coverage of issues of interest to the Convention with typically 20 articles added each month from a variety of sources worldwide.

7. After COP10 CMS set up a system for the prompt delivery of Notifications to Parties. It covers the accession of Parties to CMS or individual Agreements or MoUs, official CMS meetings

and their outcome as well as vacancy announcements. Since COP10, almost 30 Notifications were sent.

8. After COP10 the Secretariat started to regularly inform the members of the Standing Committee about the progress made with the implementation of COP10 decisions. To this date, two reports have been compiled and distributed in March and August 2012. The progress reports include the status of the implementation of COP10 decisions, information about personnel changes and recruitment as well as any ongoing or upcoming activities and meetings.

9. Annex I to this document provides an overview of the regular public news updates that CMS delivers to the Convention's Parties online and/or by e-mail. The pie chart visualizes the average number of news items that are posted or sent by mail over a period of two months. Adding the updates on Facebook, the CMS news and Media Watch on the Website, the Notifications, press releases and the CMS Bulletin, a total of approximately 81 items are published within this period. The table shows the frequency in which the different types of news are published.

Recruitment of New Parties

10. The Secretariat distributes information material targeted to non-Parties including country profile, relevance of CMS, procedures for accession and relevant projects. Efforts to recruit potential new Parties are time consuming and require a lot of resources. Nevertheless the accession rate cannot be maintained at previous levels due to financial and lack of political acceptance.

Press & Media

11. The Secretariat continues to raise the profile of the Convention and its leading role in conserving migratory species among key media. Online references to the Convention amounted to 36,200 online references in the period December 2011 – September 2012.

12. Press releases on CMS species meetings, conferences, outreach events and campaigns, publications and conservation issues are being distributed to target audiences. In addition to UNEP Headquarters, the Secretariat has been relying increasingly on the UNEP Regional Offices North America through the CMS Focal Point in North America. In addition, collaboration was initiated with the UNEP Regional Office Africa to strengthen the visibility of CMS in the regions by distributing relevant news items of interest to the region in 2012.

Publications

13. The Convention's flagship publication entitled *Living Planet: Connected Planet. Preventing the End of the World's Wildlife Migrations through Ecological Networks* focuses on ecological networks as an innovative tool for species conservation. It reflects the motto of CMS COP10 and was launched on the opening day of the Conference in Bergen.

14. In line with the ecological networks theme, the CMS Secretariat has published the second edition of the print publication "A Bird's Eye View on Flyways".

15. Following a special COP edition of the CMS Bulletin in January, three more bi-monthly editions were published. The most recent version was distributed for the first time by the UNEP Regional Office North America to its media and civil society list.

16. The Secretariat continues to publish the Technical Series to provide advice to policy makers and conservationists in various areas. The 5th edition of Conservation Measures for the Siberian

Crane was published in English and Russian. It includes activities to be carried out by individual Range States and Co-operating Organizations in 2010-2012. No. 26 is dedicated to conservation of cetaceans and manatees in the western African region.

17. CMS is contributing to external publications such as the UNEP in Europe newsletter, the UNEP Annual Report and Biodiversity Policy & Practice, a knowledge base of UN and inter-governmental activities addressing biodiversity policies by the International Institute for Sustainable Development (IISD) Reporting Services. Furthermore, the Secretariat contributed to the publication on Conserving Dryland Biodiversity published by IUCN, UNEP-WCMC and UNCCD launched in September 2012 and will showcase its projects in relation to the Aichi Targets in a poster to be presented at CBD COP11 in October.

Campaigns

18. CMS species campaigns have proved to be an opportunity for the CMS Secretariat to encourage Parties and Signatory States, civil society, the private sector, and others to participate and engage in its work. They are a highly effective tool for educating a broad audience on the selected species and for raising awareness of the threats they face.

Year of the Bat 2012 (YoB)

19. With the CMS Secretariat taking over the lead of the Year of the Bat campaign in 2012, new promotional materials were designed and distributed. The official two-sided campaign poster was produced in the official languages English, French and Spanish as well as in German. The Secretariat will soon launch a new series of YoB postcards highlighting ecosystem services provided by bats. Editions of the campaign newsletter, the YoB Bat Chat, have a regional focus to highlight conservation challenges across the globe. To date, editions on the Americas, Asia- Pacific and Africa have been distributed.

20. The Year of the Bat is considered a highly effective tool for educating a broad audience. As a result, UNESCO included the campaign among the official activities of the UN Decade on Education for Sustainable Development (2005-2014).

World Migratory Bird Day (WMBD)

21. On 12 and 13 May, more than 250 events were held in 80 countries to mark World Migratory Bird Day including bird festivals, education programmes, presentations, film screenings and bird watching trips. This year's theme *Migratory birds and people – together through time* marked the special relationship between human and birds. Normally this campaign is mainly coordinated by the AEWA Secretariat with support of CMS but in 2012 CMS has taken the lead. Due to the fact that AEWA MOP5 took place in May the AEWA Secretariat did not have the capacity to do the overall coordination but still supported the campaign. This year's campaign was the most successful in the event's history – it started in 2006.

22. The trailer featuring the theme can be found on the dedicated website¹. A comprehensive report on WMBD activities worldwide will be available soon.

CMS Ambassadors

23. According to the guidelines set by the 37th Meeting of the Standing Committee, CMS

¹http://www.worldmigratorybirdday.org/2012/index.php?option=com_content&view=article&id=2&Itemid=5

Ambassadors are expected to support outreach activities of the Secretariat or argue the case for conservation in public on behalf of CMS according to their terms of reference.

24. Since COP10CMS Ambassadors have taken every opportunity to promote the Convention and migratory species issues globally, while on their travels and using their extensive networks of conservation contacts. Further to the important role Ambassadors performed at COP10, Ian Redmond and Stanley Johnson contribute regularly to CMS publications and the YoB newsletter. In his new book *Where the Wild Things Were – Travels of a Conservationist*, Stanley Johnson provides an authentic insight into the conservation work undertaken in several CMS projects.

25. He also reported on UNEP-INTERPOL Environmental Crime, after he attended the World Summit on Environmental Crime and Rio+20 this year.

Action requested:

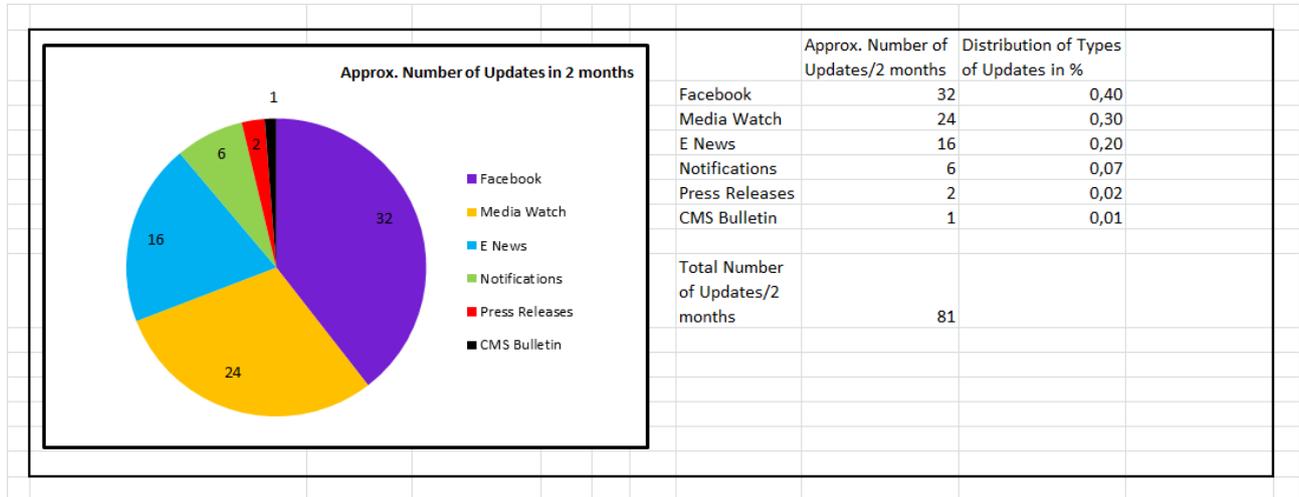
The Standing Committee is invited to:

- a. Note the progress made, as reported in this document;
- b. Provide any comments to guide the Secretariat further in its implementation of outreach and communication activities in this inter-sessional period.

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Overview of news updates by CMS

Approximate number of news updates over a period of two months



Approximate frequency of news updates over a period of two months

