

CALL FOR TENDERS

Project Title

Development of a Communication Strategy and Plan for the AEWA European Goose Management Platform (EGMP).

Background

The recovery of depleted and declining as well as the management of overabundant goose populations in Europe require a well-coordinated international approach amongst all countries concerned. To help facilitate and implement such a common approach, concerned AEWA Parties agreed in 2016 to establish a European Goose Management Platform (EGMP). They also decided to place the coordination and overall management of the platform under auspices of the UNEP/AEWA Secretariat.

While the overall mandate, scope, structure and institutional modalities of the EGMP have already been agreed by all countries concerned (For details, please see documents listed under “Further Resources” below), there also exists a wide-spread recognition amongst the member countries, that there is an urgent need to improve the understanding of the EGMP objectives and approaches amongst the public and broader range of stakeholders through the development and subsequently implementation of a targeted communication strategy and plan.

Overall Goal of the Strategy and Plan

The aim of the Communication Strategy and Plan is to ensure maximum understanding and acceptance as well as political, technical and financial support for the EGMP from all relevant actors involved in the platform. It should generate a constructive attitude and help build a cross-sectoral engagement and consensus for the EGMP amongst key European decision-makers, the spectrum of EGMP stakeholders as well as among the general public (particularly in EGMP countries).

Further Resources:

- **Document AEWA/EGMP Doc.2: “[Establishment and Operation of a European Goose Management Platform under AEWA \(2016 – 2018\)](#)”** – Meeting document tabled at the Inter-governmental Meeting on the Establishment of a European Goose Management Platform under the Auspices of AEWA, 11-12 May 2016 in Paris, France.
- **Declaration: “[Establishment and Operation of a European Goose Management Platform](#)”**, declaration establishing the EGMP adopted by the Range States that attended the Inter-governmental Meeting on the Establishment of a European Goose Management Platform under the Auspices of AEWA, 11-12 May 2016 in Paris, France.
- **Sustainable Harvest Guidelines: [Revised AEWA Guidelines on Sustainable Harvest of Migratory Waterbirds](#)**, adopted by AEWA MOP6 through Resolution 6.5, provide useful guidance to the EGMP and the process behind it.

- **Paper: “[Key actions towards the sustainable management of European geese](#)”** by **David A. Stroud, Jesper Madsen, Anthony D. Fox** identifying relevant communication needs (in particular in Table 3 of the document) compiled at the Gram Slot Conference on “Goose Management: Challenges 2015” held from 27 to 29 October 2015 in Denmark and published in *Ambio*, March 2017, Volume 46, Supplement 2, pp 328 – 338.
- **Paper: “[Case study of the conflict resolution in the management of overabundant light geese in North America](#)”** by **Bruce, D.J. Batt, Pail R. Schmidt and Steve Wendt**- a case study from *Waterbirds Around the World*: a global overview of the conservation, management and research of the world's waterbird flyways, provides experiences in terms of communication related issues in North America.

Duties of the Contractor

The work of the contractor should include, but not be limited to:

- Conducting a detailed **stakeholder and target group analysis**, through personal interviews with key stakeholders and experts, and customized surveys, creation of user / target group profiles based on research conducted;
- A **Communication Strategy** (4-6 pages) for the EGMP which outlines the overall strategic approach, including definition of the goals, objectives, target groups, partners in communication, key messages, communication tools and budget scenarios and requirements;
- A detailed **Communication Plan** which is aligned with the new EGMP communication strategy and outlines a range of activities to be conducted and materials to be developed in a specific timeframe. The plan will likely cover a period of three years and the consultant will need to estimate the capacity and resources needed to implement the communication plan.

Both the **Communication Strategy** and the **Communication Plan** should reflect on lessons-learned (both pros and cons) from the North American experience in controlling abundance at population scales, particularly when it comes to the experiences related to communication and building cross-sectoral engagement and consensus on management goals for overabundant goose populations in North America.

Target Groups

Government officials responsible for the implementation of AEWA as well as from other sectors within the governments relevant for goose management (e.g. hunting management, agriculture) at national and sub-national/provincial levels, national and international conservation and hunting organizations and their members, farmer organizations and their members, aviation safety officials, goose scientists and other relevant scientists, volunteer citizen scientists and the public (in all EGMP countries). The Communication Strategy and Plan should also facilitate future fundraising efforts for the platform by targeting donors, including from outside of the stakeholder groups involved in the EGMP.

Timeframe / Duration of the Project

Tentatively, the project should commence in **July 2017**. The first draft Communication Strategy and Plan should be submitted by the contractor to the UNEP/AEWA Secretariat by **15 October 2017** at the latest. Following review of the draft documents by the EGMP Working Group and the UNEP/AEWA Secretariat, the contractor will be expected to incorporate the views and comments received and submit revised versions as required. The final draft Communication Strategy and Plan are to be submitted to the UNEP/AEWA Secretariat by **15 December 2017**.

Please note: The implementation of this project is dependent upon the availability of funds. The UNEP/AEWA Secretariat reserves the right to change the time-frame and scope of the project or cancel it should funding become available at a later stage or not at all.

Submission of Tenders

Please submit quotes and supporting documentation to: **Ms. Dunia Sforzin**, Information Assistant, UNEP/AEWA Secretariat via email at: dunia.sforzin@unep-aewa.org or via fax: +49 228 815 2450. Applications can also be sent via regular mail to: UNEP/AEWA Secretariat, Platz der Vereinten Nationen 1, 53113 Bonn, Germany.

Deadline for submission is: 31 May 2017