



AGREEMENT ON THE CONSERVATION OF
AFRICAN-EURASIAN MIGRATORY WATERBIRDS



6th SESSION OF THE MEETING OF THE PARTIES

9-14 November 2015, Bonn, Germany

“Making flyway conservation happen”

RESOLUTION 6.10

COMMUNICATION STRATEGY

Aware of the importance of communication as a central and cross-cutting element for the implementation of the Agreement and *further aware* that most waterbird conservation issues essentially revolve around human involvement, and that communication plays a critical role in human behaviour and management strategies,

Conscious that communication needs to be targeted, planned and delivered according to the particular change sought, and that therefore the modes, styles and content of communications need to be flexible both with regard to different audiences and purpose,

Mindful that Article III, paragraph 2 of the Agreement notes that AEWA Parties shall “*develop and maintain programmes to raise awareness and understanding of migratory waterbird conservation issues in general and of the particular objectives and provisions of this Agreement*”,

Underlining the need to raise greater public awareness of migratory waterbirds, the multiple threats they face and the obstacles to their migration, yet *recognising* that ‘raising awareness’ on its own is generally insufficient, and is a first step of a suite of actions to change or influence human behaviour, which requires a strategic approach to communications, long-term interventions and the cooperation of multiple stakeholders,

Recognising the goals set out in the AEWA Strategic Plan, the CMS Strategic Plan for Migratory Species, and the Aichi Biodiversity Targets, all of which set the target of improving public awareness and support and engagement at the public and political level,

Recalling Article VIII, paragraphs (e) and (j) of the Agreement, which state that the Agreement Secretariat shall “*provide information for the general public concerning the Agreement and its objectives*” and “*gather and evaluate information which will further the objectives and implementation of the Agreement and to arrange for appropriate dissemination of such information*” and *noting* that other functions of the Secretariat such as those outlined in Article VIII, paragraphs (c) and (d) of the Agreement, are also supported by communication,

Aware of CMS COP10 Resolution 10.9 on Future Structure and Strategies of CMS and the CMS Family which endorses enhanced communication and seeks opportunities to develop awareness of CMS and the CMS Family, and coordinated strategic plans for the CMS Family and *noting with satisfaction* the initiative of the CMS and AEWA Executive Secretaries to develop a global communication strategy for CMS in parallel to the revision of AEWA’s Communication Strategy,

Also aware of CMS COP11 Resolution 11.8 which requests the CMS Executive Secretary to present the new CMS communication strategy to the 44th Meeting of the CMS Standing Committee for adoption and invites AEWA Parties to adopt a new strategically aligned AEWA communication strategy at AEWA MOP6,

Recalling Resolution 3.10 through which the Meeting of the Parties to AEWA adopted the first Communication Strategy for AEWA, and *further recalling* Resolution 5.5 which instructs the Secretariat, taking into account CMS Resolution 10.9, to prepare a full revision of the Communication Strategy for adoption by the 6th Session of the Meeting of the Parties to AEWA,

Welcoming the initiative of the CMS Executive Secretary and the Acting Executive Secretary of AEWA to establish a joint Communication, Information Management and Awareness-raising Unit in January 2014, serving the UNEP/CMS and UNEP/AEWA Secretariats as a pilot demonstrating enhanced synergies within the CMS Family through joint services in the area of communications, outreach and information management,

Taking note of the process underway to develop a global Communication Strategy for CMS;

Thanking the Government of Germany, for having generously contributed funds towards the development of a global communication strategy for CMS and a new strategically-aligned communication strategy for AEWA.

The Meeting of the Parties:

1. *Adopts* the new AEWA Communication Strategy (document AEWA/MOP6.21) as an instrument to guide communication efforts in support of implementation of the Agreement;
2. *Instructs* the UNEP/AEWA Secretariat to implement the Communication Strategy to the extent possible and taking into account available financial and human resources, to monitor and review its effectiveness regularly, and to report on its implementation at each Meeting of the Parties;
3. *Urges* all Parties to develop “*programmes to raise awareness and understanding of migratory waterbird conservation issues*” that they maintain as per Article III, paragraph 2 of the Agreement, and to report on their activities conducted in support of the implementation of the Communication Strategy as part of their national report to each Meeting of the Parties (MOP);
4. *Requests* the AEWA Communication, Education and Public Awareness (CEPA) Focal Points, AEWA Technical Committee and its CEPA Expert, to provide active support to the communication work of the Agreement, especially with regards to supporting the Secretariat in the identification of priority issues for communication, development of key messages, communication plans and products as well as in the identification of communication partners and target audiences;
5. *Urges* Parties and other stakeholders working for the conservation of migratory waterbirds, to assist actively in the implementation of the Communication Strategy, *inter alia*, by establishing new or reinforcing existing strategic partnerships, acting as public advocates and spokespeople, and through voluntary contributions and in-kind support;
6. *Requests* Parties and other donors to consider providing voluntary contributions towards implementation of the Communication Strategy and invites all Parties, Range States and other stakeholders to support its implementation with the expertise, networks, skills and resources they have at their disposal.