



10th MEETING OF THE STANDING COMMITTEE
8-10 July 2015, Kampala, Uganda

DRAFT RESOLUTION 6.10¹

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,

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 *recognizing* 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 long-term interventions and the cooperation of multiple stakeholders,

Recognizing 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, 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,

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,

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,

¹ The numbering of draft resolutions presented to MOP6 may change.

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,

Noting with satisfaction the initiative of the CMS Executive Secretary and the Executive Secretary of AEWA to develop a global communication strategy for CMS in parallel to the revision of AEWA's Communication Strategy,

Thanking the Government of Germany, for having generously contributed 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 [and Plan for 2015-2018]** (AEWA/MOP 6.XX) as an instrument to guide communication efforts in support of implementation of the Agreement;
2. *Takes note* of the global Communication Strategy for the CMS, contained in [Annex to this Resolution or reference to a separate document– to be added after the CMS StC44];
3. *Takes note* of the absence of a dedicated budget for communications and information management in the core budget and *recognizing* that there is a limit to what can be done in both areas with existing human resources;
4. *Recognizes* the need to provide adequate resources to support the implementation of Communication Strategy [and the activities identified in the Communication Plan for 2015-2018,] as well as towards the effective operation of the Joint Communication, Information Management and Awareness-raising Unit;
5. *Instructs* the UNEP/AEWA Secretariat to implement the Communication Strategy[/Plan] 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;
6. *Requests* the CMS Executive Secretary and the Executive Secretary of AEWA to cultivate a 'culture of communication' within all bodies of AEWA and CMS and amongst Parties, by providing guidance on shared communication priorities and objectives, while encouraging the active engagement of both Secretariats in communication efforts;
7. *Urges* all Parties to provide information on the "*programmes to raise awareness and understanding of migratory waterbird conservation issues*" they maintain as per Article III, paragraph 2 of the Agreement, and on their activities conducted in support of the implementation of the Communication as part of their national report to each Meeting of the Parties (MOP);
8. *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 and communication tools as well as in the identification of communication partners and target audiences;
9. *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/reinforcing strategic partnerships, acting as public advocates and spokespersons, and through voluntary contributions and in-kind support, [particularly for the priority activities identified in the Communication Plan];

10. *Requests* Parties and other donors to consider providing voluntary contributions towards implementation of the Communication Strategy [/ Plan for 2015-2018] 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.