



*AGREEMENT ON THE CONSERVATION OF
AFRICAN-EURASIAN MIGRATORY WATERBIRDS*

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04-08 December 2018, Durban, South Africa

“Beyond 2020: Shaping flyway conservation for the future”

**REPORT ON THE IMPLEMENTATION OF THE
AEWA COMMUNICATION STRATEGY**

AEWA COMMUNICATION STRATEGY

Implementation Report (2016-2018)

Prepared by the
UNEP/AEWA Secretariat



Introduction

This report is being submitted to the 7th Session of the Meeting of the Parties (MOP7) by the Secretariat in accordance with Resolution 6.10, which requests the Secretariat to regularly report on the implementation of the AEWA Communication Strategy at each Meeting of the Parties (MOP). The report reviews the effectiveness of the strategy and presents a summary of activities carried out by the Secretariat to implement the strategy during the last Triennium (September 2015 - September 2018).

The report also provides some background information on the current arrangements and operation of the Common CMS/AEWA Information Management, Communication and Awareness-raising (IMCA) Unit. For further information on the IMCA Unit please see: “Report of the AEWA Standing Committee on the Results and Experiences of the Common CMS/AEWA Information Management, Communication and Awareness-raising (IMCA) Unit and Recommendations on the Way Forward” (Document: AEWA/MOP 7.6)

The AEWA Communication Strategy

At the 6th Session of the Meeting of the Parties to AEWA (MOP6) in November 2015, Parties adopted a new Communication Strategy¹ for the Agreement through [Resolution 6.10](#). At the same meeting, Parties also acknowledged the importance of funding to implement the Communication Strategy by adding additional wording to [Resolution 6.18](#) (on Financial and Administrative Matters) which recognized *“the need to provide adequate resources to support the implementation of the Communication Strategy”*.

The overall aim of the strategy is to guide the communication work of all relevant AEWA stakeholders, from countries (especially Parties) to non-governmental organizations (NGOs) and other partners to the Secretariat, with the primary purpose of supporting the implementation of the Agreement. As such, the strategy is a key document for all stakeholders and particularly for the Secretariat in terms of providing a **strategic framework and valuable “communication guidance” for communication activities** and implementation efforts. Hence, the current report primarily focuses on the activities carried out by the Secretariat and its shared IMCA Unit. For a detailed summary of efforts by Parties in this area, please see the “Education and Information” section of the “Analysis of AEWA National Reports for Triennium 2015 – 2017” ([Document AEWA/MOP 7.12](#))

Since its adoption by MOP6, the new Communication Strategy has proven to be a useful tool and reference document, clearly defining AEWA’s communication objectives, niche and target audiences, etc. In early 2018, the AEWA Communication Strategy was also used as a model by CMS for the development of a Communication Strategy for the Memorandum of Understanding on the Conservation of Migratory Sharks (Sharks MOU). At the AEWA Secretariat-level, the strategy is primarily being used by both the AEWA Executive Secretary and the AEWA



¹ The AEWA Communication Strategy is publicly available and can be downloaded from the AEWA Website at: <http://www.unep-aewa.org/en/cepa>

Information Officer to give strategic direction to the work of the Secretariat as well as the work being conducted by the Common CMS/AEWA Information Management, Communication and Awareness-Raising (IMCA) Unit for AEWA.

Communication, Education and Public Awareness Raising (CEPA)

AEWA Resolution 6.10, adopted at MOP6 in November 2015, includes a request to both the AEWA CEPA Focal Points and Technical Committee CEPA Expert, to provide active support to the communication work of the Agreement, for example through the identification of priority issues and partners for communication, development of communication plans, communication products and key messages.

As of September 2018, a total of **40 AEWA Parties** have nominated National Focal Points for Communication, Education and Public Awareness Raising (CEPA) in accordance with AEWA Resolution 5.5. All Focal Point nominations are communicated to the UNEP/AEWA Secretariat and an up-to-date list of AEWA CEPA Focal Points is published on the AEWA website at the following location: <http://www.unep-aewa.org/en/cepa>.

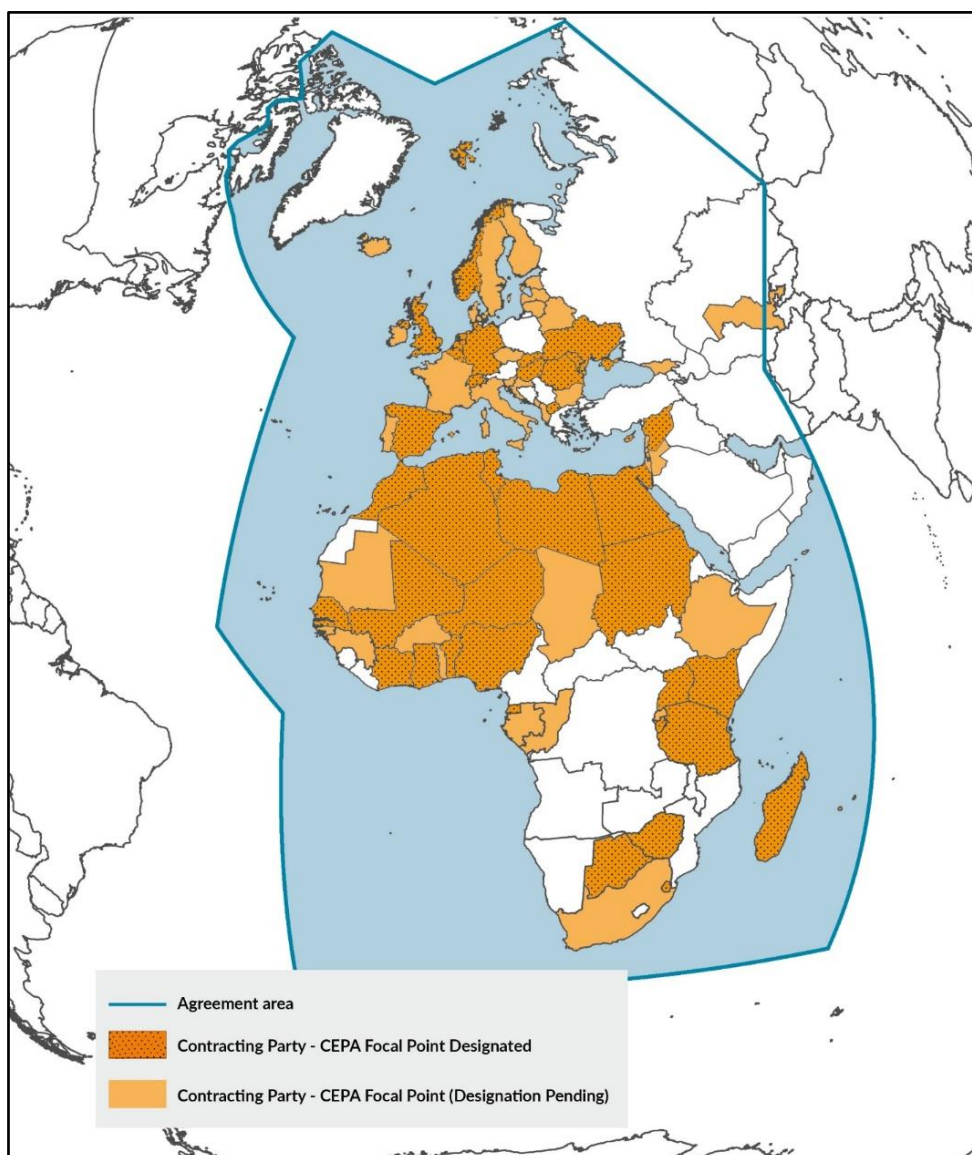


Figure 1: Map of the AEWA Agreement Area showing Contracting Parties which have designated Communication, Education and Awareness-Raising (CEPA) Focal Points (as of September 2018)

Information on the roles and responsibilities of CEPA Focal Points, as well as a designation form can be found on the above-mentioned webpage. Parties are encouraged to continue to nominate AEWA CEPA Focal Points, despite the passing of the deadline mentioned in [Resolution 5.5](#).

The Secretariat plans to increase its efforts to utilize this growing human resource and to mobilize and reach out to the AEWA CEPA network more in the next triennium, including through CEPA workshops and the development of a CEPA Resource Hub (a central web portal for training and education material focused on waterbirds and wetlands) for which it will seek voluntary contributions from countries interested in supporting such work.

Thematic CEPA Expert on the AEWA Technical Committee

In line with AEWA Resolution 5.5, Ms Oleysa Petrovych (Ukraine) was nominated as the Thematic Expert for CEPA on the AEWA Technical Committee (TC) in May 2015. The UNEP/AEWA Secretariat was able to support Ms Petrovych's participation in the 13th and 14th Meetings of the TC. At both meetings, Ms Petrovych acted as Chair of the TC Working Group (WG) on Education and Information (WG 6) which identified CEPA-related activities for inclusion in the TC's Work Plan for the period 2016 – 2018. In her capacity as TC Thematic CEPA Expert, Ms Petrovych also contributed to the AEWA Strategic Plan Revision Process Workshop (28 – 30 June 2016 in Bonn, Germany) as well as in the Plan of Action for Africa 2019 – 2027 Development Workshop which took place 10-12 October 2017 in Dakar. For more information on the work of the Technical Committee, including the work conducted under TC Working Group 6: Education and Information, please see: [Document AEWA/MOP 7.7](#).



Figure 2: Ms Oleysa Petrovych (Ukraine), Thematic Expert for CEPA on the AEWA Technical Committee

AEWA Secretariat Communication and Outreach Efforts

The UNEP/AEWA Secretariat is involved in a number of activities, which both directly and indirectly contribute to the implementation of the AEWA Communication Strategy. For example, the work being conducted under the AEWA African Initiative, the European Goose Management Platform (EGMP), or projects such as the international EU LIFE + Nature Project for the Lesser White-fronted Goose and others all make significant contributions towards the implementation of the AEWA Communication Strategy.

Many of the AEWA Single-Species Action Plans (SSAPs) have their own set of education and awareness-raising components, which are efforts in line with the overall communication objectives outlined in the AEWA Communication Strategy and which also support the implementation of the Agreement per se. The UNEP/AEWA Secretariat is also one of the main organizations behind the annual World Migratory Bird Day (WMBD) campaign, which has arguably become one of the most



Figure 3: Bewick's Swans in Flight © Boris Belchev

successful communication and awareness-raising campaigns of the CMS Family and also contributes to the implementation of the AEWA Communication Strategy.

Communication and Awareness-raising is a core function of the Secretariat and is continuously being carried out by all Secretariat staff and by all Units in one way or the other. However, the focus of this report is primarily on activities that fall under the direct remit of the Joint CMS + AEWA Information Management, Communications and Awareness-raising (IMCA) Unit, which carries out a wide spectrum of communication and information management-related activities for the UNEP/AEWA Secretariat.

The Common CMS + AEWA Communications Unit (IMCA)

The IMCA Unit is jointly managed by both the CMS Executive Secretary and the AEWA Executive Secretary, while the IMCA Coordinator (the AEWA Information Officer) has the responsibility for the day-to-day management of the team. Over the course of the past four years since the establishment of the Unit in January 2014, much progress has been made in terms of transforming the Unit into an effective shared team that serves a wide range of communication, information management and outreach needs of both the UNEP/CMS and UNEP/AEWA Secretariats. This has been achieved through a re-organization and specialization process that focused on establishing “core communications and information management capacity” within the team in the areas of 1. Website and Knowledge Management, 2. Screen and Print Design, 3. Writing & Editorial Service, 4. Press and Media (incl. social media) and 5. Campaigns and Outreach.



For more background information on the IMCA Unit, please see the “Report of the AEWA Standing Committee on the Results and Experiences of the Common CMS and AEWA Information Management, Communication and Awareness-raising (IMCA) Unit and Recommendations on the Way Forward” (**Document: AEWA/MOP 7.6**)

IMCA Team Composition

The organigram below describes the current composition of the IMCA Unit showing the regular staff and consultant positions contributed by UNEP/CMS and UNEP/AEWA Secretariats to the Joint Unit:

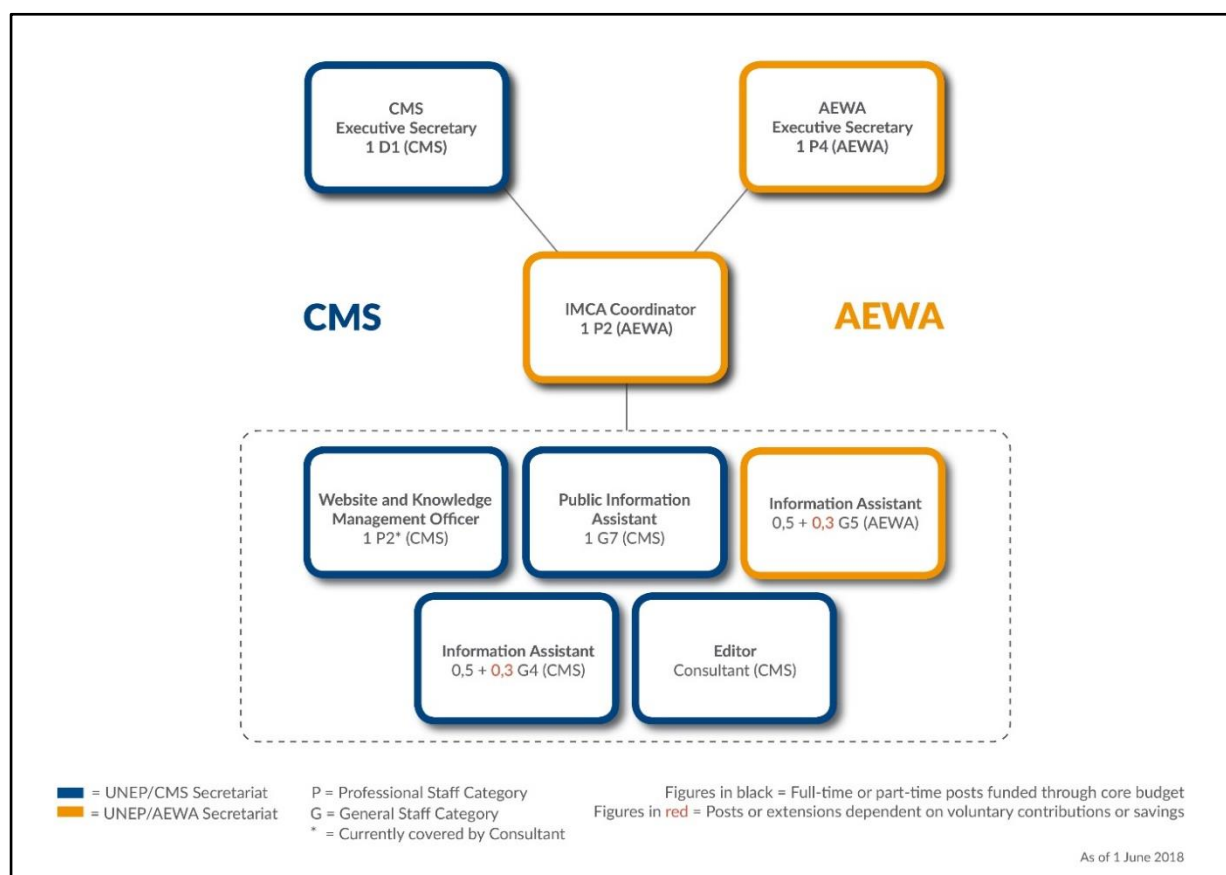


Figure 4: Organigram of the Joint Information Management, Communications and Awareness-raising (IMCA) Unit of the UNEP/CMS and UNEP/AEWA Secretariats (as of June 2018)

Team Management

The IMCA Coordinator has, over the past four years, established a number of management tools and procedures, which have significantly improved the operation of the Unit. These include:

- **IMCA Unit Programme of Work (PoW)** – The work of the IMCA Unit is guided by an agreed annual Programme of Work (PoW) approved by both the CMS and AEWA Executive Secretary on an annual basis.
- **A Communications Pipeline** – A permanently up-to-date table of upcoming CMS and AEWA events and activities which require communications support from the IMCA Unit. The pipeline has evolved into a useful planning and management tool for the Unit, as it defines the specific communication activities being planned (website news, press releases, social media, videos etc.)
- **Regular Editorial Meetings** – The IMCA Unit holds weekly editorial meetings to coordinate and plan its work.

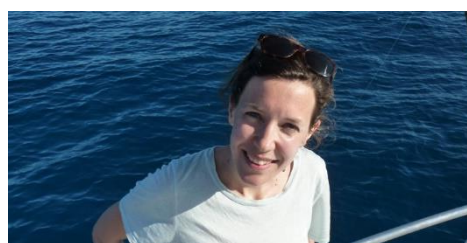
- **Time and Task Monitoring Tool** – A time and task tracking tool has been established to be able to monitor and report on the actual work being conducted by the IMCA Unit for each Secretariat. The online tool allows each member of the team to log their work according to pre-defined projects and activities per client (i.e. CMS, AEWA or JOINT). The tool can also produce overview reports that aid the general management of the Unit and help ensure that each Secretariat receives the dedicated time for which it is contributing.

Summary of IMCA Activities for AEWA

Below is a summary of the work that has been done by the Secretariat to support the implementing the AEWA Communication Strategy. The focus of the report is on major communication activities that have been conducted by the IMCA Unit for AEWA since the adoption of the strategy.

Website News Production

In total, **153 website news articles** have been featured on the AEWA website since September 2015. The published stories report on current AEWA activities such as meetings, major events and publications and aim to keep the wider AEWA network informed of the activities of the Secretariat and other AEWA stakeholders. The articles are usually drafted by the responsible officers at the Secretariat and then edited and prepared for web publishing by the IMCA Unit. For a full overview of news articles ever published on the AEWA website, please visit the following link: <http://www.unep-aewa.org/en/news>.



AEWA News Highlights

Over the past Triennium, the following AEWA website news stories had a particularly wide exposure and social media reach. Particularly stories related to the Lesser White-fronted Goose are viewed and shared widely. Also, the numbers confirm the strong interest in pages relating to the EGMP work and World Migratory Bird Day:



Figure 5: Graphic used in an AEWA News Story (24 May 2016) on the EU LIFE+ Project Winning the Natura 2000 Award. Photo: Lesser White-fronted Geese (*Anser erythropus*) © Tomas Aarvak

Title	Link	Likes on Facebook	No. of direct Website Hits
EU LIFE+ Project for Globally Threatened Lesser White-fronted Goose Wins European Natura 2000 Award	https://www.unep-aewa.org/en/news/eu-life-project-globally-threatened-lesser-white-fronted-geese-wins-european-natura-2000-award	155	369
“Flight of the Swans” Highlights Conservation Efforts in Estonia	https://www.unep-aewa.org/en/news/%E2%80%9Cflight-swans%E2%80%9D-highlights-conservation-efforts-estonia	197	371
AEWA Adriatic Flyway Workshop in Samobor, Croatia	https://www.unep-aewa.org/en/news/aewa-adriatic-flyway-workshop-samobor-croatia	27	240
AEWA Small Grants Fund - 2015 Call for Proposals	https://www.unep-aewa.org/en/news/aewa-small-grants-fund-2015-call-proposals	72	274
New Journal Article Highlights AEWA’s Unique Place in International Environmental Law	https://www.unep-aewa.org/en/news/new-journal-article-highlights-aewa%E2%80%99s-unique-place-international-environmental-law	56	123
Outcomes of Kazakhstan Lesser White-fronted and Red-breasted Goose Expedition (2016)	http://www.unep-aewa.org/en/news/outcomes-kazakhstan-lesser-white-fronted-and-red-breasted-geese-expedition-2016	18	827
World Migratory Bird Day 2017 Website Launched!	http://www.unep-aewa.org/en/news/world-migratory-bird-day-2017-website-launched	5	820
Next Steps Agreed for the Establishment of a European Goose Management Platform under AEWA	http://www.unep-aewa.org/en/news/next-steps-agreed-establishment-european-geese-management-platform-under-aewa	24	805

Print and Screen Design

Over the course of the past Triennium, the IMCA Unit has provided in-house design services for the UNEP/AEWA Secretariat with regard to both print and digital products. Thanks to the design and desktop publishing skills within the Unit, the UNEP/AEWA Secretariat does not have to go through time-consuming administrative procedures to hire external designers for design work needed for basic layouts and publications. For example, design work conducted by the IMCA Unit has resulted in the creation, cropping and arrangement of customized graphics and images used to enhance the presentation of both AEWA website and social media content. In addition, the in-house IMCA Unit desk top publishing service has been used to create a number of cover designs and smaller AEWA publications. Below is a selection of some of the print publications (mainly covers and banners) produced by the IMCA Unit for the AEWA Secretariat over the course of the Triennium. It does not include all the design work that is done for the website, E-Newsletter and for social media.

Cover Designs



- MOP6 Proceedings cover in English and French
- Agreement Text cover in English and French;
- ISSAP covers for the Taiga Bean Goose, Bewick's Swan, Long-tailed Duck, Northern Bald Ibis, Grey-crowned Crane;
- Cover for the International Multi-species Action Plan for the Conservation of Benguela Current Upwelling System Coastal Seabirds;
- Cover for the 5th Edition of the Report on the Conservation Status of Migratory Waterbirds in the Agreement Area;
- Covers for three different Lesser White-fronted Goose Reports;
- Ten different cover pages for EGMP Reports;
- Cover and layout of the World Migratory Bird Day Scoping Paper;

Other Publications


- MOP6 Side Event Brochure;
- Poster and flyer for the World Migratory Bird Day Concert (2016, 2017, 2018);
- European Goose Management Platform (EGMP) Publications: Species stickers, logo sticker, two different banners, several maps, EGMP Fact Sheet and EGMP Highlights 2017;
- AEWA Secretariat Season's Greetings for 2015, 2016 and 2017 (Mass mail);
- Layout of the Secretariat Report and Side Event Brochure for MOP7.



Figure 6: Example of a graphic designed for an [AEWA Website News Article](#). Collage depicts photos of a Dalmatian Pelican © Sergey Dereliev, www.dereliev-photography.com; Cape Gannet © Sylvain Cordier; African Black Oystercatcher © Martin Taylor; Black-legged Kittiwake © Andreas Trepte (Own work) [CC BY-SA 2.5 (<https://creativecommons.org/licenses/by-sa/>)]





AEWA European Goose Management Platform



Taiga Bean Goose (*Anser fabalis fabalis*)

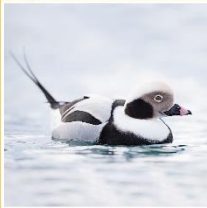
www.egmp.aewa.info










TECHNICAL SERIES No. 57

International Single Species Action Plan
for the Conservation of the
Long-tailed Duck

Clangula hyemalis














Taiga Bean Goose
(*Anser fabalis fabalis*)

AEWA European Goose Management Platform

EGMP Technical Report No.7
Harvest Assessment for the Central Management Unit: 2018





PROGRAMME

6th Session of the Meeting of the Parties to AEWA (MOP6)
9 - 14 November 2015, Bonn, Germany





AEWA European Goose Management Platform



Pink-footed Goose (*Anser brachyrhynchus*)


www.egmp.aewa.info





TECHNICAL SERIES No. 58



International Single Species Action Plan
for the Conservation of the
Eurasian Curlew

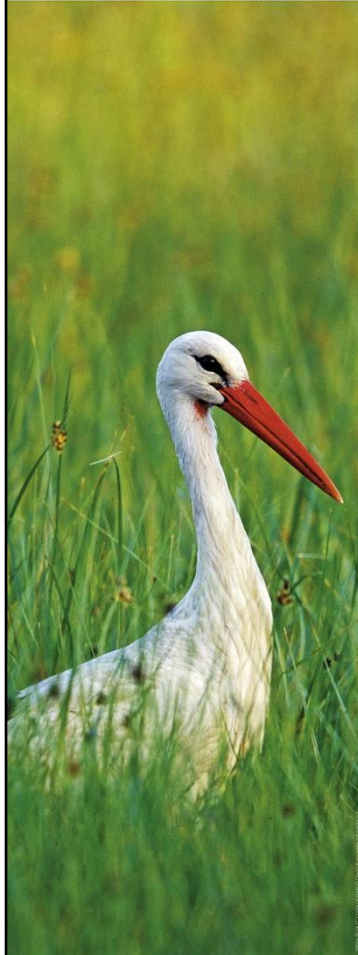
Numenius arquata arquata,
N. a. orientalis and *N. a. suschkini*



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#AEWAMOP6

**6th Session of the
Meeting of the Parties**

UN Campus, Bonn
9-14 November 2015

www.unep-aewa.org

Press and Media

The IMCA Unit coordinates the production of press releases, media advisories and op-eds to highlight major AEWA achievements, reports and special events such as MOP and World Migratory Bird Day. On the occasion of MOP6, a special web-based “Media Room” was created with news articles, interviews, feature articles and videos to provide an insight into various topics. The team is planning to create a similar “Media Room” for MOP7, which will include short daily reports and photos of the highlights of the conference.

The IMCA team works with the UN Department of Public Information, UNEP DCPI, UNEP Regional Offices and Deutsche Welle (German International Broadcaster) and other media outlets to try to enhance coverage of AEWA in the media. In this context, it has facilitated interviews with UN Radio and other broadcasting stations in Europe and Africa with the AEWA Executive Secretary and with other relevant experts, for example on the topic of lead poisoning. Op-eds are prepared and placed in targeted media outlets to emphasize the importance of conserving migratory birds and to highlight important issues relating to AEWA and flyway conservation in general.

AEWA Electronic Newsletter

An Electronic Newsletter, the so-called AEWA E-Newsletter, is regularly prepared and disseminated by the IMCA Unit to 3,000+ AEWA contacts via email. The E-Newsletter is a selection of the main AEWA news stories from a period covering 4-6 months arranged in an HTML enriched email. The E-Newsletter is produced in-house using a custom E-Newsletter building tool (part of the CMS Family Website Infrastructure) and sent out in both English and French. In the period of this report (November 2015 - 2018) a total of six AEWA E-Newsletters were prepared and disseminated to the AEWA Network. All AEWA E-Newsletters can also be found on the AEWA website at the following location: <http://www.unep-aewa.org/en/publications/newsletter>.

- AEWA E-Newsletter – Issue # 48 / April 2018 [<http://www.unep-aewa.org/en/node/4039>]
- AEWA E-Newsletter – Issue # 47 / December 2017 [<http://www.unep-aewa.org/en/node/3928>]
- AEWA E-Newsletter – Issue # 46 / May 2017 [<http://www.unep-aewa.org/en/node/3802>]
- AEWA E-Newsletter – Issue # 45 / November 2016 [<https://www.unep-aewa.org/en/node/3651>]
- AEWA E-Newsletter – Issue # 44 / June 2016 [<https://www.unep-aewa.org/en/node/3570>]
- AEWA E-Newsletter – Issue # 43 / December 2015 [<https://www.unep-aewa.org/en/simplenews/aewa-e-newsletter-43-december-2015>]

AEWA Social Media Highlights (2016 – 2018)

In addition to the official website and other online tools, the IMCA Unit manages the AEWA Twitter and Facebook social media channels. Over the course of the reporting period (September 2015 – September 2018) the number of AEWA Facebook page fans grew to 1,527 in September 2018, while the number of twitter followers grew to a total of 1,228. The channels are being used mainly to promote unique AEWA content published on the AEWA website and/or selected AEWA-relevant content from major partners and active members of the wider AEWA community. It should be noted that the growth of the channels is entirely organic, meaning that no paid advertising is used on any of the AEWA accounts.

The IMCA Unit generally pursues a very successful global social media strategy in the context of the annual World Migratory Bird Day campaign. For example, in 2016 the use and promotion of the official campaign hashtag **#WorldMigratoryBirdDay** helped generate more than **58 million tweet impressions and reached more than 18 million users**, while more than 210,000 users were reached on Facebook. In addition, the official website received more than 55,000 page views from 181 countries. The UN website and several UN social media accounts contributed significantly to the massive social media reach. For example, three WMBD-related tweets were posted by the main UN Twitter account to the accounts of more than seven million followers and 10% of the overall WMBD website traffic was driven by a featured WMBD article on the main UN website (www.un.org).

Audiovisual (AV)

A number of video statements and interviews were prepared by the IMCA Unit for the UNEP/AEWA Secretariat between September 2015 and September 2018. During MOP6, video interviews were conducted on-site with a selection of key experts attending the meeting, such as with Dr. Ross Wanless on seabirds, Prof. Dr. Martin Wikelski on ICARUS and Ms Kerryn Morrison on the Grey Crowned-crane ISSAP.



Figure 7: [Video Interview](#) with Dr. Ruth Cromie on the Topic of Lead Poisoning of Waterbirds produced in-house by the IMCA Unit in 2018

In addition, a number of other videos were produced and published on the AEWA YouTube Channel and promoted via the AEWA Website and Social Media Channels by the IMCA Unit over the course of the Triennium:

- AEWA MOP6 Video Message by the AEWA Executive Secretary (October 2015)
- Video Message by the AEWA Executive Secretary on the Flight of the Swans Campaign (December 2016)
- World Migratory Bird Day 2016 Statement by the AEWA Executive Secretary (May 2016)
- Video Coverage of the AEWA Technical Committee Meeting in Israel (March 2016)
- World Migratory Bird Day 2017 Statement by the AEWA Executive Secretary (May 2017)
- World Migratory Bird Day 2018 Statement by the AEWA Executive Secretary (May 2018)
- Interview with Dr. Ruth Cromie on the Topic of Lead Poisoning of Waterbirds (August 2018)

Website & Knowledge Management

The IMCA Unit technically manages and maintains all external websites and online tools of the UNEP/AEWA Secretariat. This includes the management of the official AEWA website, the AEWA Technical Committee Workspace and a number of AEWA Single Species Action Plan Working Group websites. In addition, the IMCA Unit is in charge of the technical management of the Online National Reporting System (ORS), the Online Meeting Registration System and Contacts Database, all of which are used by the UNEP/AEWA Secretariat and other CMS Family Instruments collectively.

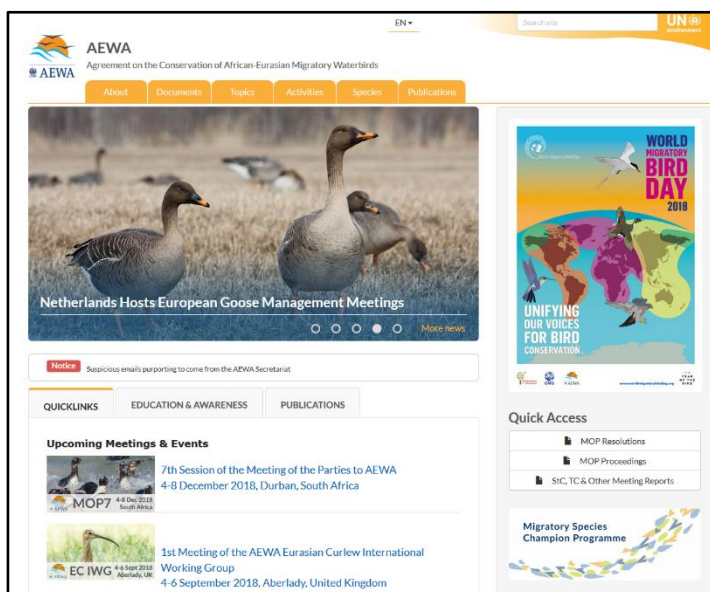
The IMCA Unit is able to tackle many of the technical issues which prior to the establishment of the Unit required the expertise and support of external developers. As such, the team fulfils many important day-to-day functions in the area of knowledge and website management for both the UNEP/AEWA and UNEP/CMS Secretariats (and the wider CMS Family), from bug fixing, to helpdesk and training of

staff, establishment of web publishing norms and work flows, to web design, data management and usability improvements.

AEWA Website Improvements (2016 – 2018)

Below is a selection of improvements which have been made on the AEWA website over the course of this Triennium:

- Document Management: Development of a dynamic, searchable list of AEWA Resolutions and Reports and a dynamic list page for editors of documents (bulk operations);
- Parties by Region: A dynamic page which allows the sorting of AEWA Parties and Range States by Region has been added;
- Home Page: Creation of a new and improved front page (mockup) design for the AEWA Website
- Custom Displays which bring together multi-media content (text, video, photo galleries, social media feeds etc.) have been developed for AEWA MOP6 and the Flight of the Swans Campaign on the AEWA Website;
- Thematic Pages: Development of a template for the creation of thematic webpages (see below).
- AEWA Parties Map: The AEWA Agreement Area has been added to the interactive Range State and Party Map on the AEWA Website;
- Optimization of the presentation of AEWA website content across the website (static pages, news items, E-Newsletter etc.)



Thematic Pages for the AEWA Website

Work on a number of thematic pages began in late 2017 and has intensified in 2018. Under the guidance of the AEWA Executive Secretary, the IMCA Unit is preparing special web presentations around key topics such as 1.) Climate Change 2.) Lead Poisoning and 3.) Renewable Energy. The intention is to bring together all relevant information around these topics into a single, well-presented webpage on the AEWA website.

The goal is to create content that will act as both a useful introduction on the topics as they relate to AEWA and as a gateway and hub for all relevant and available information relating to the given topic (resolutions, publications, news, events etc.). At the time of writing (September 2018) the Thematic Page on the topic of Lead Poisoning [was published](#) and the ones on Climate Change and Renewable Energy under final expert review.

Online National Reporting System (ORS)

The IMCA Unit continues to work closely with the IT and Species Units at UNEP-WCMC to optimize the use of the Online Reporting System (ORS). Thanks to a UNEP DELC / EU ACP funded project,

the original ORS which was used for reporting to both AEWA MOP5 and MOP6, has been significantly improved by UNEP-WCMC in close cooperation with the IMCA Unit for use during the MOP7 cycle. Improvements were made in terms of its usability and interoperability in 2016. The IMCA Unit participated in the further development process of the ORS, continuing the pioneering role that the UNEP/AEWA Secretariat has played in the development of the first version of the ORS. Meanwhile, the early vision of creating a single, highly sophisticated online national reporting tool for use by multiple Multilateral Environment Agreements (MEAs) has become a reality, with several MEAs now using the ORS for their national reporting processes. Users of the ORS include AEWA, CMS, EUROBATs, the Bern Convention, CITES, RAMSAR, the PLANT TREATY, and a number of other MEAs have expressed their interest. For more information on the ORS please see: <http://www.ors.ngo/>



Figure 8: World Migratory Bird Day Event Drone Photo (www.worldmigratorybirdday.org)

Joint CMS + AEWA Outreach Campaign: World Migratory Bird Day

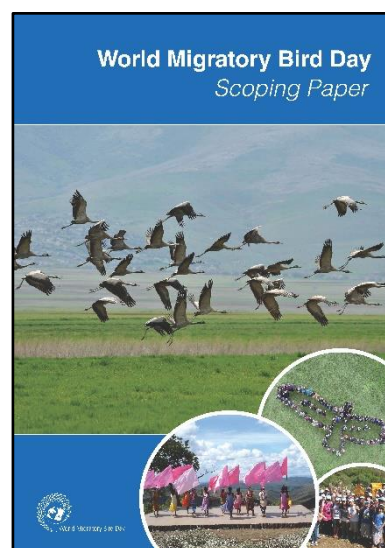
The IMCA Unit is charged with managing the public outreach and awareness-raising activities of the UNEP/AEWA Secretariat, of which the primary annual outreach campaign continues to be World Migratory Bird Day (WMBD). Below is a summary of some of the campaign highlights over the course of the reporting period September 2015 – September 2018.

Following requests from many African Parties, it should be noted that since 2018, the campaign now has two peak days throughout the year, i.e. on both the **second Saturday in May and on the second Saturday in October**. Since its inception, the campaign has triggered over 3000 events in 144 different countries, with an average of 210 registered events each year.

WMBD Scoping Paper (2016)

In January 2016, the IMCA Unit worked closely with CMS and AEWA management to prepare a **Scoping Paper outlining the future direction and vision for the World Migratory Bird Day Campaign**. The paper helped define the goals and vision for the campaign and as well as outlined a number of activities which aim to help the campaign grow in the future.

The Scoping Paper proved to be a good basis for forming a common understanding of a stronger partnership around WMBD and helped stimulate new momentum around the campaign. An updated version of the WMBD Scoping Paper was presented as a document to the First Meeting of the Americas Flyways Task Force, which took place in Florianopolis, Brazil in 26-27 July 2018 (Document: [UNEP/CMS/AFTF1/Doc.9](#)).



New Transatlantic Cooperation Towards a Unified Campaign

In January 2017, upon the kind invitation of Environment for the Americas (EFTA), AEWA's Information Officer/IMCA Coordinator was invited to participate in the annual Board Meeting of the International Migratory Bird Day (IMBD) Initiative in Washington, D.C. The meeting helped pave the way to a process of greater consolidation and cooperation between the two “migratory bird day” initiatives (IMBD and WMBD), which had been developing independently and with limited alignment since 2006.



Figure 9: Signing Ceremony for the New Partnership Agreement for World Migratory Bird Day (WMBD) at CMS COP12 (Photo: EAAFP Secretariat)

On 26 October 2017, in the margins of the CMS COP12 in Manila, AEWA, CMS and EFTA signed a Partnership Agreement, which formally unites two of the world's largest bird education campaigns, International Migratory Bird Day (IMBD) and World Migratory Bird Day (WMBD), in a bid to

strengthen global recognition and appreciation of migratory birds and highlight the urgent need for their conservation. In December 2017, another planning meeting between EFTA, CMS and AEWA took place in Bonn, where the decision was made that the new joint campaign would adopt the single name of "World Migratory Bird Day" and that major events to celebrate the day would be organized twice a year).

Over the course of this Triennium, the IMCA Unit has organized a total of three World Migratory Bird Day campaigns (2016, 2017 and 2018), which have collectively triggered hundreds of events around the world and unprecedented social as well as traditional media coverage. Below is a summary of each of the annual WMBD campaigns carried out since 2016.



Figure 10: 2016 World Migratory Bird Day (WMBD) Poster (www.worldmigratorybirdday.org)

World Migratory Bird Day 2016: And when the skies fall silent?

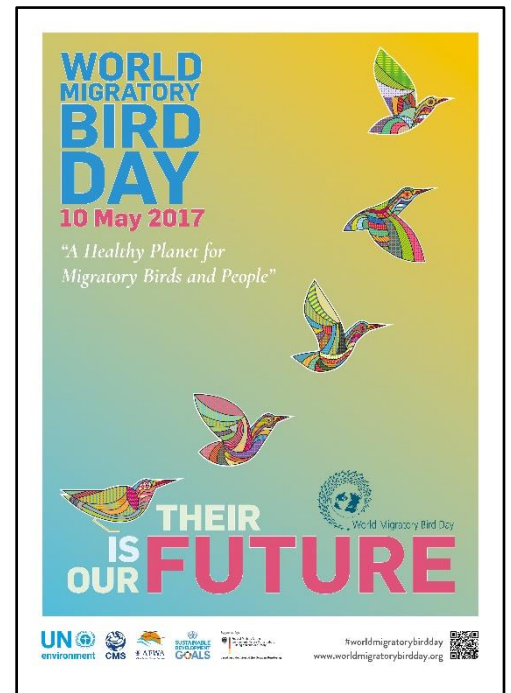
2016 marked the 10th anniversary of the World Migratory Bird Day (WMBD) campaign, which has grown into a flagship global awareness campaign jointly run by the UNEP/AEWA and UNEP/CMS Secretariats through the IMCA Unit. With 319 events registered in 85 countries, the event registration figures have shown an increase by 50% in the number of registered events and an increase by more than 20% in terms of countries involved compared with the previous year. With the theme "... and when the skies fall silent? Stop the illegal killing, taking and trade!", World Migratory Bird Day 2016 highlighted the large numbers of migratory birds which are illegally killed or taken across the Mediterranean. The 2016 campaign also indirectly supported the launch of the Intergovernmental Task Force on Illegal Killing, Taking and Trade of Migratory Birds in the Mediterranean (MIKT), created under CMS Resolution 11.16.

The organization of the global World Migratory Bird Day campaign in 2016, was made possible thanks to a voluntary contribution to AEWA from the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

World Migratory Bird Day 2017: Their Future is Our Future

With the theme “Their Future is our Future”, World Migratory Bird Day 2017 was strategically aligned with the theme of CMS COP12, which took place in Manila, the Philippines in October 2017. Also in line with the global UN Sustainable Development Agenda, WMBD 2017 focused on highlighting the links between sustainable development and the protection of the environment, in particular, the links between sustainable development and the conservation of migratory birds.

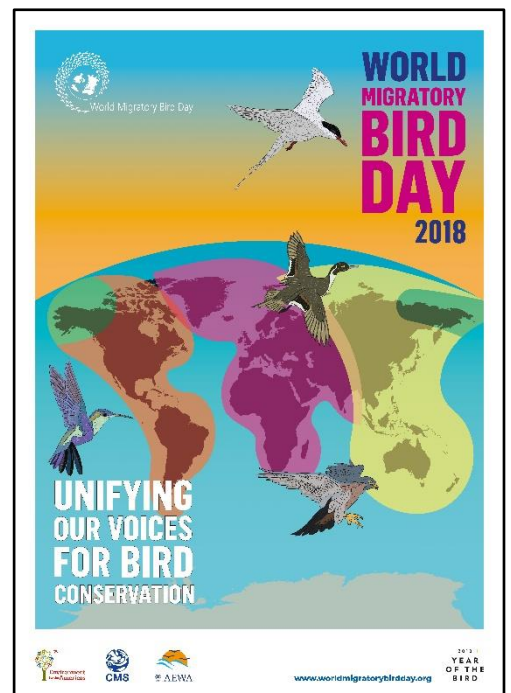
The funding available for the 2017 campaign was significantly less than for previous campaigns. To overcome the shortcomings in funding, the IMCA Unit worked with the United Nations Volunteers (UNV) – Online Volunteering Programme to engage a designer for the official WMBD Poster and the Trailer. World Migratory Bird Day 2017 was made possible through the funding received from the Governments of Finland, Germany and the CMS Raptors MOU. A total of 229 events in 74 different countries were registered on the WMBD website in 2017.



World Migratory Bird Day 2018: Unifying Our Voices for Bird Conservation

The theme of World Migratory Bird Day 2018 is “Unifying Our Voices for Bird Conservation” and it is the first year in which WMBD is truly united with the Americas and events are being held both on the second Saturday in May and in October 2018. Hence, 2018 is an important transition year in the history of World Migratory Bird Day. At the time of writing (September 2018), the WMBD website already registered over 656 unique WMBD events in over 70 countries. It should also be noted that all materials produced for the 2018 campaign were developed and printed with very limited financial resources and support from the CMS Raptors MOU.

An initial analysis has shown, that the WMBD May event triggered considerable media interests and social media activity globally. For example, during the period 1-28 May 2018, there were a record number of news articles published (over 1070!) that included the keyword “World Migratory Bird Day”, with a peak potential reach of news articles increasing to 71.73 million on 12 May 2018. In terms of social media activity the hashtag impressions for



#WorldMigratoryBirdDay reached more than 12 million on 12 May alone and was used in more than 850 unique posts. Furthermore, several statements to mark World Migratory Bird Day 2018 were received by the Secretariat and placed on the World Migratory Bird Day (WMBD) website: www.worldmigratorybirdday.org



Mr. António Guterres, Secretary-General of the United Nations

“ Migratory birds connect people, ecosystems and nations. They are symbols of peace and of an interconnected planet. Their epic journeys inspire people of all ages, across the globe. World Migratory Bird Day is an opportunity to celebrate the great natural wonder of bird migration – but also a reminder that those patterns, and ecosystems worldwide, are threatened by climate change. I urge Governments and people everywhere to take concerted conservation action that will help to ensure the birds’ survival – and our own. ”



Dr. Bradnee Chambers

Executive Secretary
Convention on Migratory
Species (UNEP/CMS)

Statement



Dr. Jacques Trouvilliez

Executive Secretary
African-Eurasian Migratory
Waterbird Agreement
(UNEP/AEWA)

Statement



Dr. Susan Bonfield

Executive Director
Environment for the
Americas (EFTA)

Statement



Mr. Lew Young

Chief Executive
Partnership for the East
Asian – Australasian Flyway
(EAAFP)

Statement



Mr. Erik Solheim

Executive Director



Dr. Cristiana Paşca Palmer



Ms. Monique Barbut

Executive Secretary



Ms. Marta Rojas Urrego

Future Campaign Developments

The IMCA Unit is working closely with CMS and AEWA management and the team at EFTA to try to align and harmonize the global presentation and future branding of World Migratory Bird Day. Work is ongoing to try to establish greater ownership of the campaign amongst the main flyway actors along the African-Eurasian, the East Asian-Australasian and Americas Flyways. Efforts are also being stepped up to try to stimulate greater engagement in the campaign amongst the NGO community. For example, discussions are currently underway with WWF and BirdLife International to try to increase the engagement of both organizations and to work together to collectively step up communication efforts around World Migratory Bird Day.



A stronger emphasis is also being placed on fundraising, especially towards the 2019 campaign, as significant resources will be needed to properly re-brand and develop a state-of-the-art website for the new global campaign.