

23rd MEETING OF THE STANDING COMMITTEE
26-27 June 2023, Virtual meeting format

**REPORT ON THE JOINT CMS/AEWA INFORMATION MANAGEMENT,
COMMUNICATION AND AWARENESS-RAISING (IMCA) UNIT**

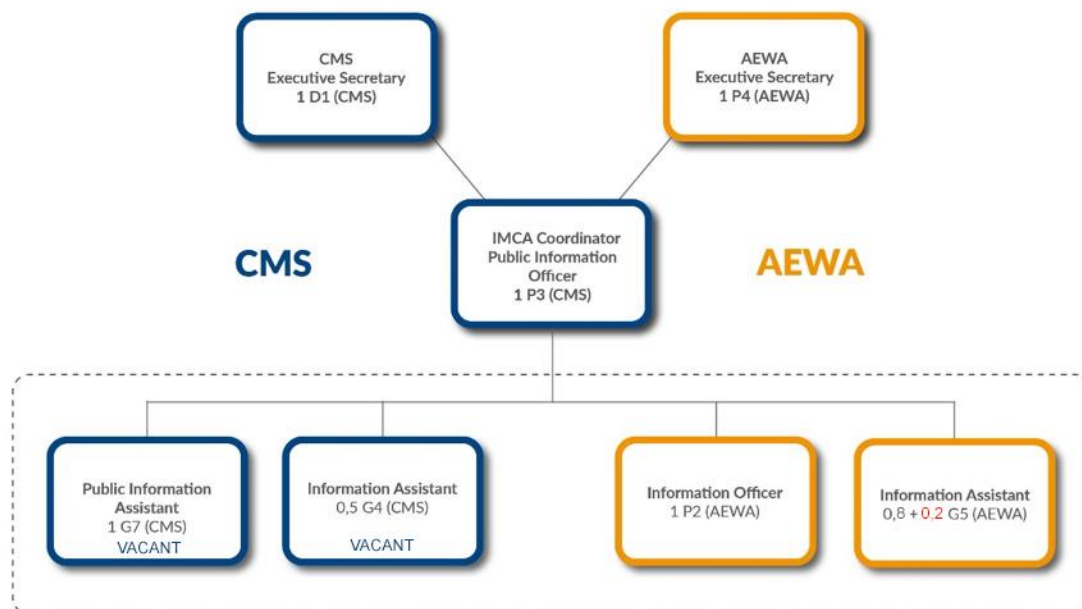
Prepared by the UNEP/AEWA Secretariat

Introduction

The following report provides a summary of the main activities carried out for the UNEP/AEWA Secretariat by the Joint CMS/AEWA Information Management, Communication and Awareness-raising (IMCA) Unit during the period between January to December 2022. Document AEWA/MOP 8.18 provides a detailed overview of the Unit's activity and management for the period prior to January 2022.

Management and Composition of the Joint Unit

The following organigram shows the current composition of the Unit as a result of its reshaping since the beginning of the year 2022, with the appointment of the CMS P3 Public Information Officer as the Coordinator of the Unit on 16 February 2022.



■ = UNEP/CMS Secretariat P = Professional Staff Category
■ = UNEP/AEWA Secretariat G = General Staff Category

Figures in black = Full-time or part-time posts funded through core budget
Figure in red = Portion of the post paid by CMS

Figure 1: Organigram of the Joint Information Management, Communications and Awareness-raising (IMCA) Unit of the UNEP/CMS and UNEP/AEWA Secretariats (as of 26 May 2023)

The following notable changes in the Unit occurred in 2022:

- The CMS Public Information Officer (P3) as the Coordinator of the Unit on 16 February 2022.
- The CMS Senior Public Information Assistant (G7) went on continuous certified sick leave from 11 July 2022 to February 2023 (the time of her retirement).
- An Individual Contractor for website was recruited in October 2022 to focus on the technological upgrade of the AEWA websites for the Single Species Action Plans.

Time and Task Monitoring Tool

A time and task tracking tool (toggl.com) has been in use since 2016 to monitor and report on the work the IMCA Staff and Consultants 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 will support the management of the Unit and will help ensure that the 1/3 – 2/3 arrangement is fulfilled.

Time Monitoring Report for January – December 2022

Below is a report produced by Toggl, which shows the working hours logged by four IMCA Unit Staff Members as well as the Individual Contractor for website.

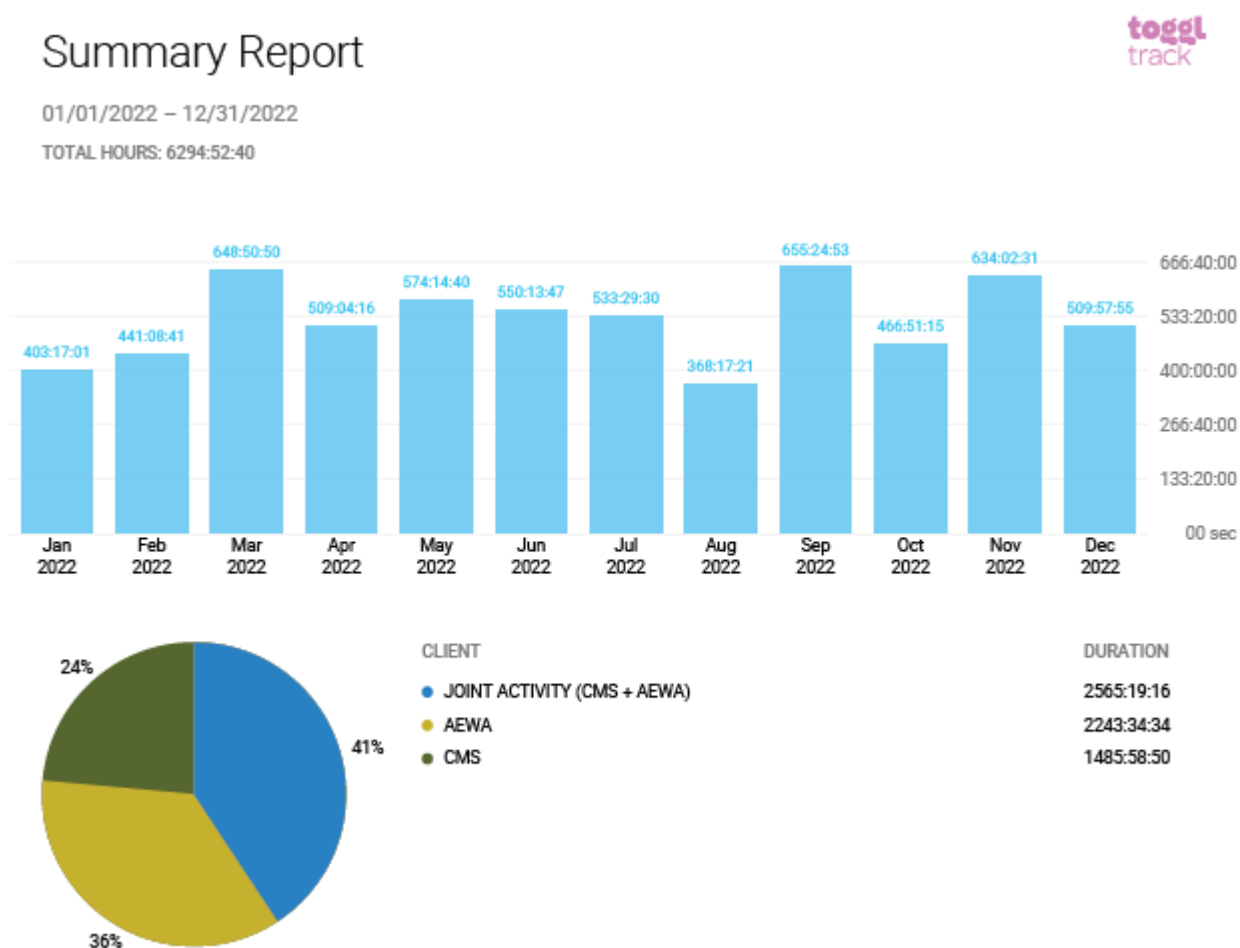


Figure 2: Time Tracking per Client Report for IMCA Team for Period of January - December 2022

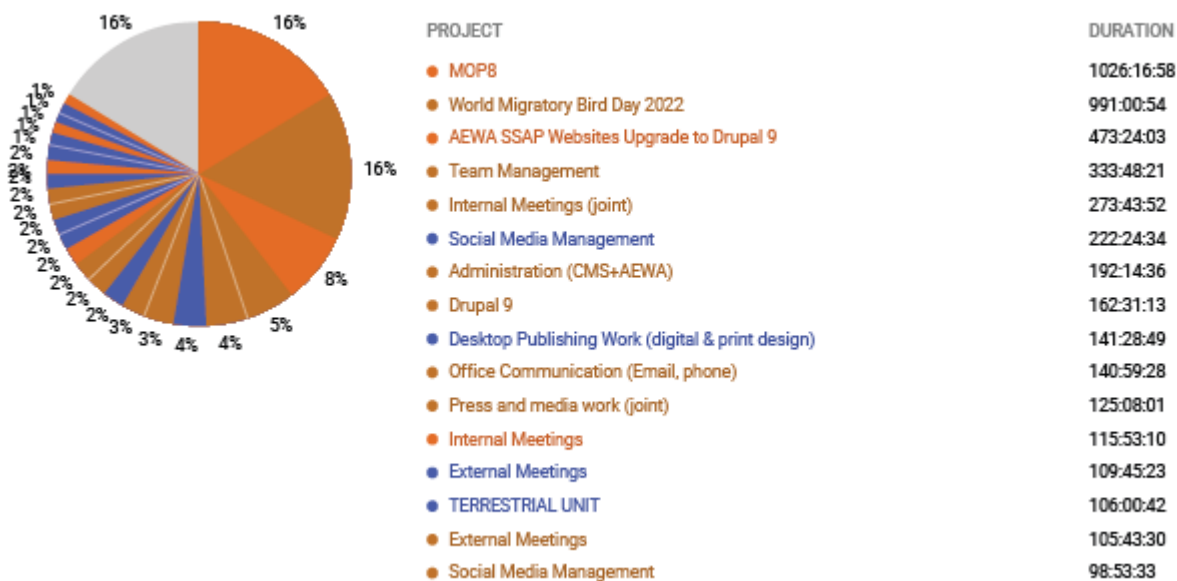


Figure 3: Time Tracking per Project Report for IMCA Team for Period of January - December 2022. Projects in orange are AEWA-related, in blue CMS-related and in brown Joint CMS-AEWA-related.

Overview of IMCA Activities in 2022 relevant to AEWA

2022 being a MOP year for AEWA, most of the communications and information management activities of the unit focused on the preparation in the run-up to the MOP (including support provided for the pre-MOP8 meetings), the in-session period and the related follow-up activities.

Immediately after MOP8, an individual contractor was recruited to conduct the necessary upgrade of all the AEWA Single Species Action Plan websites from Drupal 7 to Drupal 9.

MOP8 Communications and Information Management

IMCA developed a communication plan with targets contributing to the following three goals of the AEWA global communication strategy (MOP6):

- Demonstrate ‘How Flyway Conservation Works’ and the Effectiveness of AEWA, as an Instrument for Conserving Migratory Waterbirds along the African-Eurasian Flyway
- Convey Reasons Why Waterbirds Matter
- Draw Attention to Threats to Waterbirds

Meetings of the Parties (MOPs) to AEWA offer a special opportunity for communication around the topics of waterbird and flyway conservation. As such the 8th session of the MOP in September 2022 allowed to bring greater focus on the achievements and challenges of the past as well as the issues relevant the next triennium. The AEWA MOP was one of the international biodiversity-related meetings prior to the adoption of the Montreal-Kunming Global Biodiversity Framework and it allowed communication on the relevance of AEWA to the implementation of the future GBF and the Sustainable Development Goals.

The MOP8 communication plan followed four objectives:

- OBJECTIVE 1: To raise awareness amongst all AEWA constituents on the importance of strengthening AEWA in view of the implementation of waterbirds conservation along the flyway and achieving the AEWA Strategic Plan (2019-2027)
- OBJECTIVE 2: To showcase that implementing AEWA contributes to the SDGs and the Post-2020 Global Biodiversity Framework.
- OBJECTIVE 3: To raise-awareness about the success stories on the conservation of species under AEWA, as well as on the plight of those that are in rapid decline
- OBJECTIVE 4: To expand the outreach of AEWA’s communication network, to diversify the channels of communications, to enhance collaboration with potential communications partners

With key messages, identified target audiences and engaged partners, IMCA implemented the plan with the following highlights:

A [newsroom platform](#) was specifically developed for the MOP featuring twelve website Articles on the topics of the Conservation Status Report 8, climate change, ongoing conservation actions and scientific studies, four daily coverage of the meeting, two press releases and media advisories and a newsletter. These contents were also disseminated through various AEWA communications channels such as the social media channels and the newsletter platform.

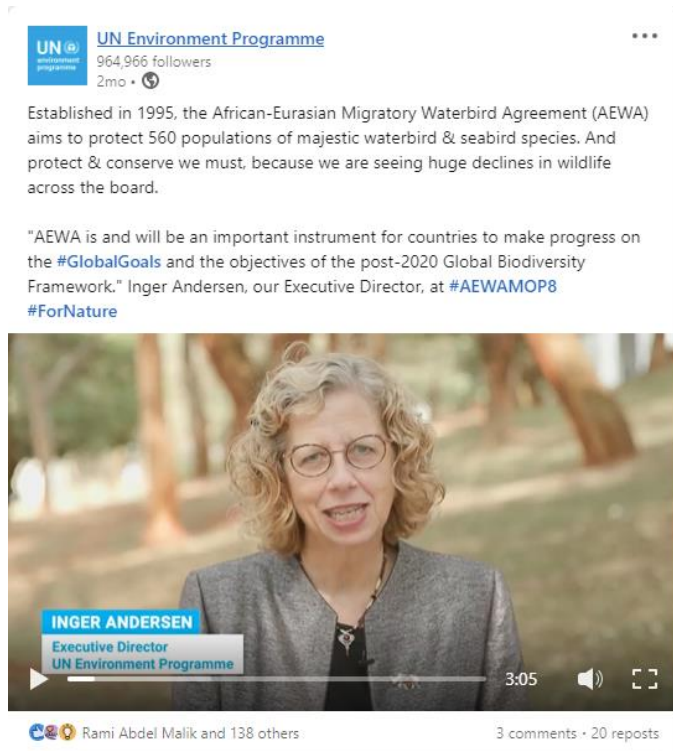


Partner Engagement

With the timely engagement of the partners, IMCA garnered strong support from NGOs coordinating the Single Species Action Plans of AEWA such as Birdlife South Africa and UN entities such as UNEP and the CBD. All CMS social media channel were also used to amplify the AEWA MOP8 messages through the various channels. In particular, UNEP’s Executive Office, media and social media support was made possible through early collaboration. Inger Andersen, the Executive Director of UNEP also provided a statement for the opening of

the MOP that was shared through the UNEP platforms, including the website and all their social media accounts, with more than 1 million followers.

Partner NGOs coordinating the AEWA SSAPs provided content for the website on ongoing conservation issues related to the coordination of the SSAPs. The CIC also provided audio-visual support during the meeting with a team of photographers and videographers visually covering the meeting.



UN Environment Programme
964,966 followers
2mo · 🌐

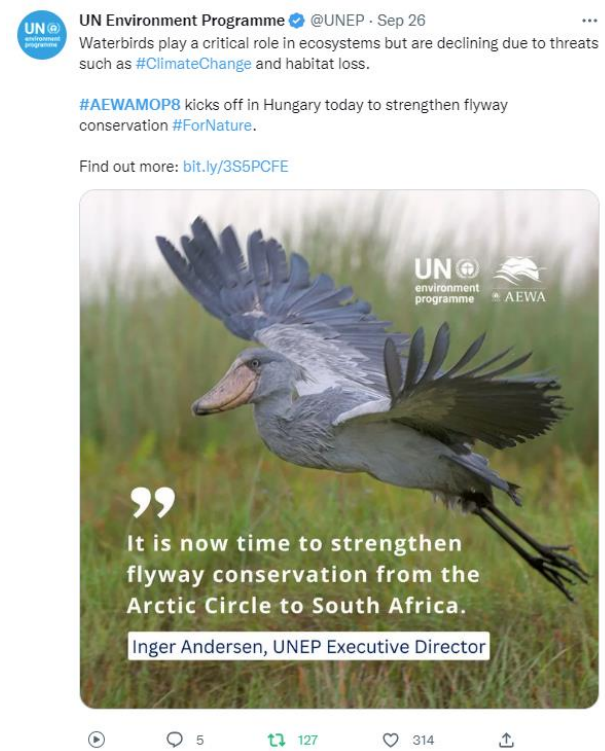
Established in 1995, the African-Eurasian Migratory Waterbird Agreement (AEWA) aims to protect 560 populations of majestic waterbird & seabird species. And protect & conserve we must, because we are seeing huge declines in wildlife across the board.

"AEWA is and will be an important instrument for countries to make progress on the #GlobalGoals and the objectives of the post-2020 Global Biodiversity Framework." Inger Andersen, our Executive Director, at #AEWAMOP8 #ForNature

INGER ANDERSEN
Executive Director
UN Environment Programme

3:05

Rami Abdel Malik and 138 others · 3 comments · 20 reposts




UN Environment Programme @UNEP · Sep 26

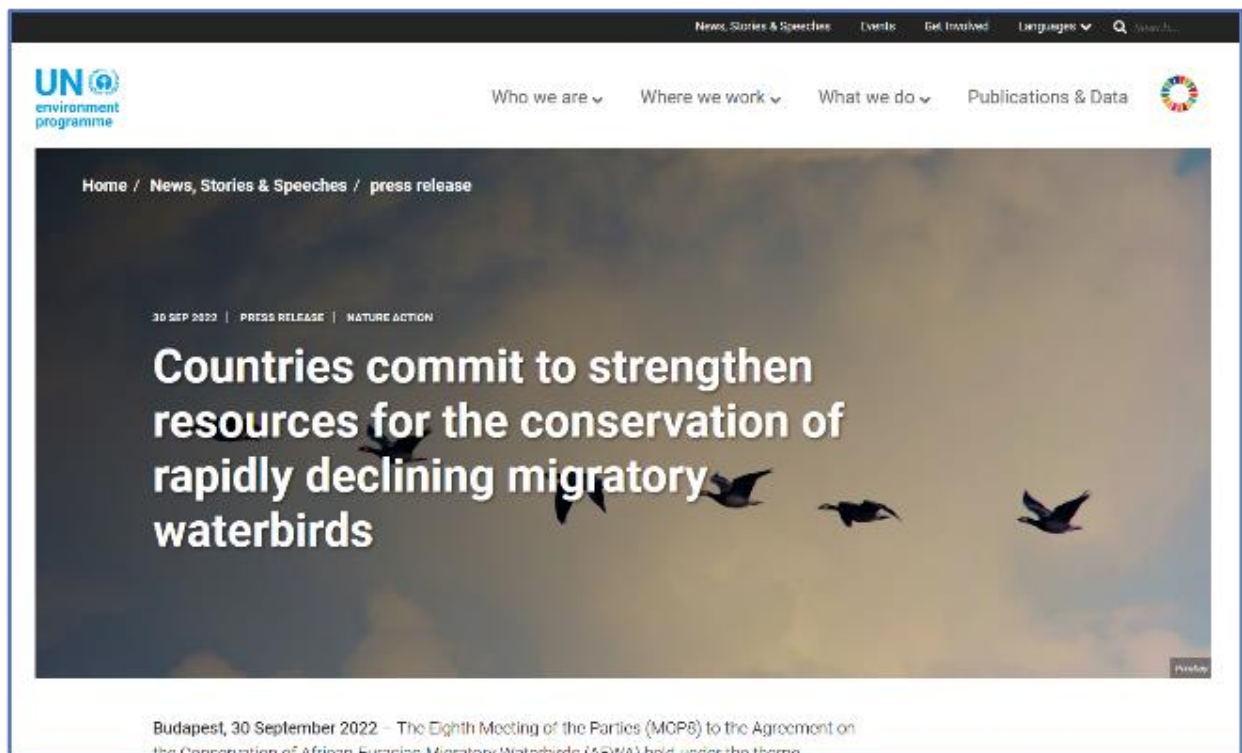
Waterbirds play a critical role in ecosystems but are declining due to threats such as #ClimateChange and habitat loss.

#AEWAMOP8 kicks off in Hungary today to strengthen flyway conservation #ForNature.

Find out more: bit.ly/3S6PCFE



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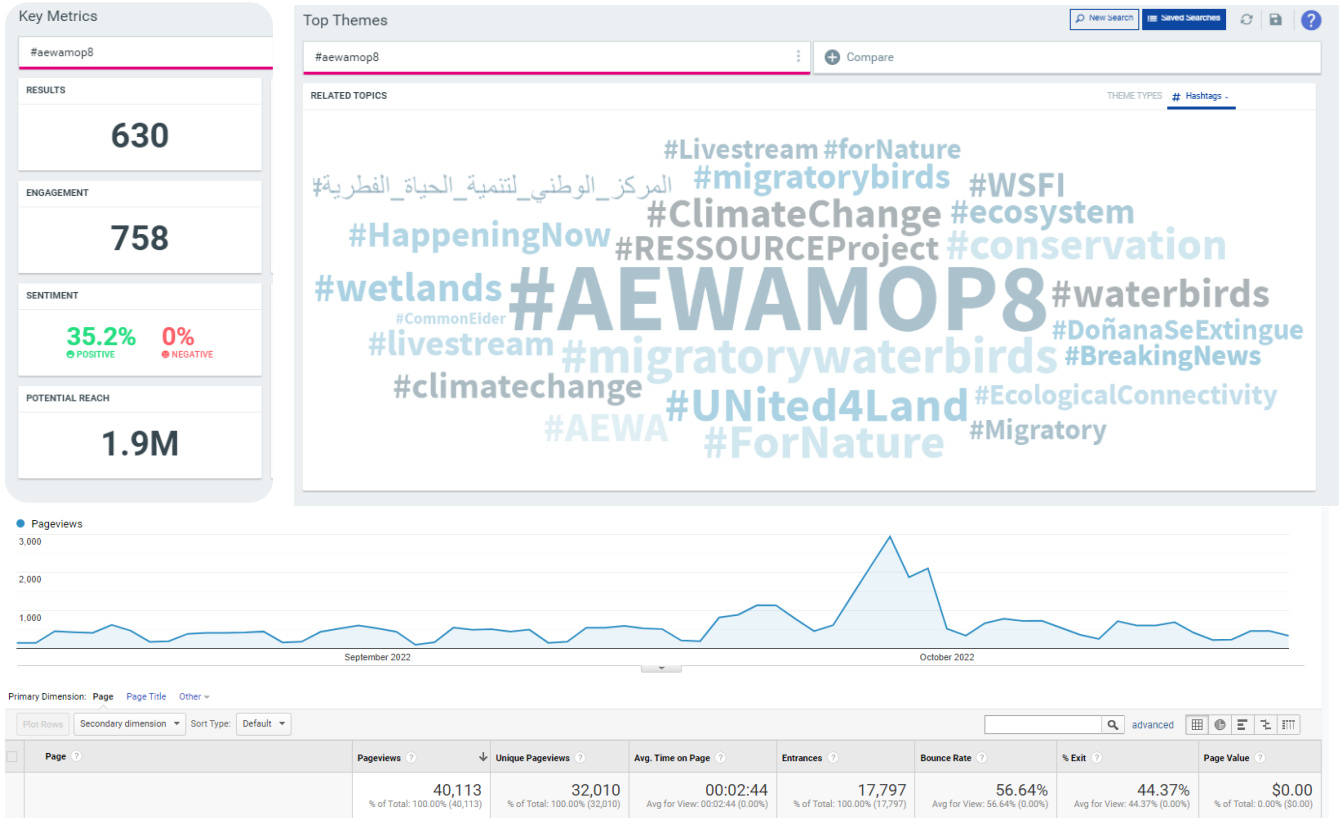
30 SEP 2022 | PRESS RELEASE | NATURE ACTION

Countries commit to strengthen resources for the conservation of rapidly declining migratory waterbirds

Budapest, 30 September 2022 – The Eighth Meeting of the Parties (MOP8) to the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) held under the theme

Communications Impact:

- 25 Articles in the press
- 40K page views in September/ October 2022
- 95 social media messages from AEWA’s accounts (Twitter and Facebook)
- +750 Tweets using #AEWAMOP8



Press Coverage

25 press articles highlighted the meeting in the international and national media. The BBC World Service News Summary mentioned the MOP and a live interview on the main Hungarian TV channel of the AEWA Executive Secretary brought the MOP’s issues to the prime-time audience in the host country.



Overview of Joint Activities (CMS/AEWA) relevant to AEWA

The largest activity under the joint CMS/AEWA section was related to the organization of the World Migratory Bird Day Campaign. Another notable common project this year in the upgrade of CMS Family websites recorded under “Drupal 9” project.

IMCA Time Balance in 2022

For the period 1 January – 31 December 2022, the **overall ratio of time allocation of work carried out by the Joint Communications Unit is balanced with 52 % CMS and 48 % AEWA** - with the Joint Activities factored in at a 1/3 AEWA and 2/3 CMS ratio.

The Joint Communications Unit has worked a total of

- 185 days on CMS related tasks
- 280 days on AEWA-related tasks and
- 369 days on Joint CMS/AEWA tasks

From October to November 2022, the salary of the individual contractor for website was paid from the voluntary contribution by the UK government for the upgrade of the SSAP websites. CMS has also paid its contribution from December 2022 to April 2023.

The time the Executive Secretaries of CMS and AEWA also spend on IMCA-related issues are not captured in Toggl.

IMCA staff have spent a total of 835 man-days (434 for CMS (52%) and 400 for AEWA (48%)).

The optimal ratio in 2022 for the CMS portion should have been 559 (67%) and AEWA’s part 275 (33%), with 125 man-days in favour of AEWA.

Overall IMCA Time Balance (2017 – 2022)

As captured in the IMCA Toggl Reports, there has been an imbalance of the time the Unit has spent in favour of CMS since the IMCA Unit began with the time and task tracking in 2017.

The total imbalance for the period from 2017 to 2021 amounted to an accumulated 107 man-days in favour of CMS. However, with shift of the unit’s focus to the AEWA MOP, the imbalance has also shifted towards AEWA with a total of **20 man-days** in favour of AEWA as of 31 December 2022.

Staff contribution of the CMS and AEWA Secretariats to the IMCA Unit

The tables below show the contributions of both the CMS and AEWA Secretariats to the Unit in 2022.

In 2021, the share of the CMS contribution stood at ca. 60,5 %, while AEWA’s share was at 39,5%. The balanced of the year was leaning towards more AEWA contribution with a calculated monetary difference to the optimum of ca. 25,108 EUR in favour of AEWA (meaning CMS would need to theoretically pay this amount to AEWA in order to reach the optimal balance), using the CMS standard salary costs approved at CMS COP13 for 2022 ([UNEP/CMS/COP13/Doc.13.2/Rev.1](#)).

			YEAR: 2022
Secretariat	Position	% Time / Months	Cost (€)
CMS	Public Information Officer (P3)	100%/10.5	118,886
CMS	Senior Information Assistant (G7)	100%/12	92,416
CMS	Secretary (G4) / Information Assistant (G5) (CMS Contr.)	20% / 12	14,498

CMS	Website Individual Contractor	100% / 1	4,000
		TOTAL (CMS):	229,800
Secretariat	Position	% Time / Months	Cost (€)
AEWA	Information Officer (P2)	100%/12	105,429
AEWA	Information Assistant (G5)	80% / 12	57,991
		TOTAL (AEWA):	163,420

TOTAL (CMS + AEWA)	393,220
CMS Share (%)	60,5
AEWA Share (%)	39,5

<u>OPTIMAL:</u>	
CMS (2/3)	237,898
AEWA (1/3)	155,321

<u>2022 Balance</u>	
CMS	-8,098
AEWA	8,098

However, taking the contributions of all the years since the start of IMCA into account (2014 – 2022), a calculated monetary difference to the optimum balance of ca. **127,179 EUR** exists, meaning that CMS would need to pay this amount to AEWA in order to reach the agreed equilibrium or allocate more CMS staff time to AEWA tasks.

	CMS	AEWA	TOTAL
2022	229,800	163,420	393,220
Optimal (2/3 CMS + 1/3 AEWA):	237,898	155,321	
Difference (+ Overpaid / - Underpaid):	-8,098	8,098	
2021	245,110	160,216	405,326
Optimal (2/3 CMS + 1/3 AEWA):	270,217	135,108	
Difference (+ Overpaid / - Underpaid):	-25,108	25,108	
2020	362,809	167,636	530,445
Optimal (2/3 CMS + 1/3 AEWA):	353,630	176,815	
Difference (+ Overpaid / - Underpaid):	9,179	-9,179	
2019	280,707	164,349	445,056
Optimal (2/3 CMS + 1/3 AEWA):	296,704	148,352	
Difference (+ Overpaid / - Underpaid):	-15,997	15,997	
2018	277,279	164,881	442,160

Optimal (2/3 CMS + 1/3 AEWA):	294,773	147,387	
Difference (+ Overpaid / - Underpaid):	-17,494	17,494	
2017			
Optimal (2/3 CMS + 1/3 AEWA):	279,895	157,892	437,787
Difference (+ Overpaid / - Underpaid):	-11,963	11,963	
2016			
Optimal (2/3 CMS + 1/3 AEWA):	274,544	158,479	433,023
Difference (+ Overpaid / - Underpaid):	-14,138	14,138	
2015			
Optimal (2/3 CMS + 1/3 AEWA):	204,088	138,488	342,576
Difference (+ Overpaid / - Underpaid):	-24,296	24,296	
2014			
Optimal (2/3 CMS + 1/3 AEWA):	215,785	136,789	352,574
Difference (+ Overpaid / - Underpaid):	-19,264	19,264	
TOTAL TO OPTIMUM (2014 - 2022):			
	-127,179	127,179	