Communicating AEWA (2)

AEWA Communication Strategy
Draft with budget

Presented to the 2nd AEWA Standing Committee Meeting

Bonn, 3 November 2004

Gwen van Boven
SPAN Consultants
November 2004
Vision

A communication strategy that is acknowledged by the AEWA Contracting Parties and Secretariat as their working document for an improved communication of the Agreement.
## Done so far

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd Q ’03</td>
<td>A quick scan to assess needs &amp; perceptions</td>
</tr>
<tr>
<td>Nov ’03</td>
<td>Presentation to Standing Committee</td>
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<tr>
<td>1st Q ’04</td>
<td>Development of draft strategy; wide consultation</td>
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<tr>
<td>March/April ’04</td>
<td>Presentation to Steering Committee</td>
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<tr>
<td>April ’04</td>
<td>Global Flyway Conference working session</td>
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<tr>
<td>2nd Q ’04</td>
<td>Ctnd. Consultation</td>
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<tr>
<td>3rd Q ’04</td>
<td>Revision of strategy &amp; drafting of action plan</td>
</tr>
<tr>
<td>Nov ’04</td>
<td>Presentation of draft strategy &amp; action plan to Standing Committee</td>
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<tr>
<td>TODAY</td>
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</table>
Today

- Discuss main focus of strategy: 6 messages
- Overview of four proposed objectives
- Overview of proposed activities
- 2 budgets (2006-2009)
Set up of Strategy

1. Introduction & Institutional context
2. Assessment phase
3. Communication Strategy
4. Funding Strategy
5. Review Procedure
6. Action Plan & Budget
Overall aim strategy

“The communication strategy aims for the AEWA Secretariat to initiate, facilitate and to support communication through improved cooperation between its formal bodies and its contracting parties in their effort to implement the African-Eurasian Waterbird Agreement.”

a focus on process facilitation
Strategy focus: 6 Messages

“Migratory waterbirds are part of global biodiversity. Their conservation is dependent on international cooperation, requiring intensive partnership building between organisations, countries and regions.”

(Range States and Contracting Parties, partner organisations, general public)

“The more range states are member of AEWA, the more effective the Agreement will become. Conservation results provide convincing evidence for countries to become and remain active Parties. The core activity of the AEWA Secretariat combines recruitment of new Parties with implementation of the Agreement.”

(Range States and Contracting Parties)

“The AEWA Secretariat functions as a ‘spider in the web’, as it has the role of facilitating the AEWA Contracting Parties to come together and develop (regional) partnerships in conservation of migratory birds. The Secretariat cherishes the ambassadorship of partners assisting to promote AEWA.”

(Contracting Parties)

“AEWA is unique in its integral approach of migratory bird conservation along the international, transboundary flyways.”

(Range States)

“An Agreement is as strong as its weakest link. AEWA is an international agreement that gets its strength through cooperation and partnerships. AEWA is as active as its Parties are.”

(Contracting Parties)

“Structural and effective implementation of communication support will increase effective management and is therefore a worthwhile investment for AEWA to pursue and for the MOP to support. Structural funding is required for the communication of AEWA.”

(Contracting Parties, donors)
6 Messages in key words

1. international cooperation

2. unique in its integral approach

3. The more range states, the more effective. The core activity combines recruitment with implementation

4. AEWA is as active as its Parties are

5. 'spider in the web'

6. Communication: a worthwhile investment
## Communication objective 1

Objective 1: to stimulate and increase the effective internal communication and exchange among the formal governing bodies of AEWA

*Focus: Internal communication processes*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Key element</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1: increase interactivity of meetings</td>
<td>Facilitation, break-out groups, discussion paper</td>
</tr>
<tr>
<td>1.2: Increase interactivity in-between meetings</td>
<td>Web-based, yearly coordination meeting</td>
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<tr>
<td>1.3: Evaluation of regional representation in AEWA formal bodies</td>
<td>Evaluation, ToR, guidelines</td>
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</tbody>
</table>
Communication objective 2

Objective 2: to strengthen and/or develop mechanisms for effective external communication & cooperation between and among the AEWA stakeholders and the AEWA Secretariat

*Focus: External communication processes*

<table>
<thead>
<tr>
<th>Activity</th>
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</tr>
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<tbody>
<tr>
<td>2.1: Regional meeting of parties</td>
<td>Regional MOPs, with facilitator (Re: GEF Flyway project)</td>
</tr>
<tr>
<td>2.2: Exchange centres for AEWA*</td>
<td>Feasibility study, identify hosts, centre establishment</td>
</tr>
<tr>
<td>2.3: Engage ambassadors*</td>
<td>Identify &amp; support ambassadors</td>
</tr>
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</table>
Communication objective 3

Objective 3: to build regional capacity for communication

*Focus: build support for ‘Spider in the Web’*

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</thead>
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<tr>
<td>3.1: <em>Train the Trainers at the regional level</em></td>
<td>Regional Training (Re: GEF Flyway project)</td>
</tr>
<tr>
<td>3.2: <em>Facilitate follow-up on ToT at the national level</em></td>
<td>Manual development, National Training, helpdesk, e-working group</td>
</tr>
</tbody>
</table>
Objective 4: to increase knowledge and awareness of AEWA, its added value and its objectives

**Focus: knowledge sharing**

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<tr>
<td>4.1: Improve and maintain the AEWA Website</td>
<td>Maintenance (upgrading planned in 2004)</td>
</tr>
<tr>
<td>4.2: Regular publication of an AEWA newsletter</td>
<td>2 regular, 1 special issue per year; monthly e-flashes; translation</td>
</tr>
<tr>
<td>4.3: Initiate and provide the infrastructure for e-discussion</td>
<td>E-list; discussion for a; working groups; maintenance</td>
</tr>
<tr>
<td>4.4: Develop guidelines for accession</td>
<td>Planned in 2004</td>
</tr>
<tr>
<td>4.5: Toolkit for national level</td>
<td>Design &amp; reproduction; distribution; poster, sticker, PPP, Agreement docs, etc (evolving)</td>
</tr>
</tbody>
</table>
Funding Strategy

Increasing commitment to communication requires increasing budget. Possibilities to be explored are:

- Secure and increase structural funding through the membership contributions
- Stimulate voluntary contributions by including (parts of) the Action Plan in the International Implementation Priorities AEWA 2006-2009
- Look for regional funding to support implementation of the regional communication action plans (see Activity 2.1)
- Expand/stabilise relations with current contributors and resources sharers for a longer period of time
- Specifically share organisation of activities with the GEF Flyway project
Review Procedures

1. To be refined to fit capacity & planning sequences of players
2. To be done at different levels: secretariat, StC & regionally:

- AEWA Secretariat (incumbent JPO) monitors the implementation of the strategy twice yearly, and reports annually to the StC on its progress

- In addition, a mid term and a final evaluation of the 3-year Action Plan is prepared for the StC

- The regional representatives, in coordination with the AEWA regional communication focal points, evaluate the implementation of the regional communication action plan (produced under activity 2.1), and report yearly to the StC on its progress
Action Plan

- Priority setting for regions through time
- Coordination with GEF Flyway project
- Structural activities (objectives 1 and 4)
- Activities to be included in International Implementation Priorities (objectives 2,3)
Two Budgets (1)

Budget per objective per year (2006-2009)
Without JPO

- 1: Internal
- 2: External
- 3: Cap. Devt
- 4: Awareness
- Total

Year
- 2006
- 2007
- 2008
- 2009

EUR
- €0
- €50,000
- €100,000
- €150,000
- €200,000
- €250,000
Two Budgets (2)

Budget per objective per year (2006-2009)
With JPO

- Internal
- External
- Cap. Devt
- Awareness

Year
- 2006
- 2007
- 2008
- 2009

EUR
- € 0
- € 50,000
- € 100,000
- € 150,000
- € 200,000
- € 200,000

Legend:
- 1: Internal
- 2: External
- 3: Cap. Devt
- 4: Awareness
- Total
Two Budgets (3)

4-year budget period: 2006-2009

1. With JPO: EUR 502,250
2. Without JPO: EUR 592,130

Difference: EUR 89,880