



AEWA LESSER WHITE-FRONTED GOOSE INTERNATIONAL WORKING GROUP



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4th Meeting of the AEWA Lesser White-fronted Goose International Working Group

11-13 November 2019 – Bucharest, Romania

PROPOSAL TO ESTABLISH A COMMUNICATION PLAN FOR THE LESSER WHITE-FRONTED GOOSE

Introduction

The main goal of any communication activities run under the auspices of the AEWA Lesser White-fronted Goose International Working Group is to support the implementation of the International Action Plan. To date, communication activities linked to specific projects and run by many partners in the network have been very successful, but there is a scope to establish a more coherent, streamlined and strategically planned communication under the International Working Group to which all Working Group members and their organizations can contribute, but also benefit from in turn.

It is therefore proposed to develop a basic Communication Plan coordinated by the UNEP/AEWA Secretariat and supported by all Lesser White-fronted Goose partner organizations associated with the Working Group (both in terms of providing content and subsequently communicating content). A more streamlined approach is not only expected to support the implementation of specific conservation activities, but also to be useful for generating additional support for the species in terms of visibility and subsequent fund-raising etc. It is understood that all partner organizations have their own communication requirements and platforms, and it should be clear the purpose of this Plan is not to compete with or undermine any activities run by partners.

In light of the limited resources available both in terms of funding for such activities as well as human resources, the proposal would in first instance be to develop a simple and low-cost Plan with the ambition of covering the basic communication needs of the Working Group. Foreseen communication activities can always be scaled-up, should additional resources become available through larger projects at a later stage or for a specific region.

Should the Working Group agree to the development of such a Plan, first steps to be carried out by the UNEP/AEWA Secretariat would be to:

- undertake a **rapid assessment of the main target groups** and the best means of communication tools to reach each target group in all Principle Range States based on the 2020-2023 workplan activities (including an assessment of language needs) and in consultation with relevant partner organizations and stakeholders, and to suggest a prioritization of the most urgent needs;
- **prepare a draft Plan** to be sent for consultation with Working Group members as well as the various communication experts based in the partner organizations of the Working Group for feedback.

Initial proposals for topics and tools to be included in the Communication Plan are listed below for discussion at the 4th Working Group Meeting.



MINISTERUL MEDIULUI



Ympäristöministeriö
Miljøministeriet
Ministry of the Environment

The 4th Meeting of the AEWA Lesser White-fronted Goose International Working Group is being hosted by the Romanian Ministry of the Environment and organized in cooperation with the Red-breasted Goose EU LIFE Project "LIFE for Safe Flight" coordinated by the Bulgarian Society for the Protection of Birds (BSPB), with additional funding provided by the Governments of Norway and Finland.



Communication Topics and Tools

The Communication Plan is initially proposed to include some - or all of - the following **topics and tools**, to be discussed and agreed by the Working Group. It should be noted, that further topics/elements may arise during the finalization of the 2020-2023 work plan, the target group assessment as well as the development of the Communication Plan in consultation with communications experts:

TOPICS:

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| Migration/Monitoring: | <u>Updates on migration and population status, satellite-tracking results</u> etc. – including <u>urgent alerts</u> disseminated directly to authorities and stakeholders during migration, if necessary – with the aim to keep the wider birding network and hunting communities informed on the movements of the geese. This could be coupled with a campaign in some form to increase participation in the monitoring network at sites not frequently monitored (and/or where the occurrence of Lesser White-fronted Geese is uncertain or unknown) as well as to push reporting of sightings to the piskulka website (or possibly another, even easier way of reporting observations to be discussed). |
| Thematic issues: | Communication on <u>thematic issues</u> impacting Lesser White-fronted Geese (for example: illegal killing, climate change induced habitat change and droughts, capacity-building etc.) to support on-the-ground implementation. Messages could be tailored for specific target groups such as farmers or hunters. |
| Projects/Activities: | Messaging related to <u>concrete project activities and outcomes</u> . |
| Education: | Promotion of the international LWfG education and awareness-raising network. |

TOOLS:

- AEWA Lesser White-fronted Goose International Working Group website;
- Lesser White-fronted Goose Facebook page (building on the LIFE page run by HOS, with regional moderators?);
- Instagram? Twitter? Other social media?
- Twice-yearly newsletter (if yes at what times of the year?)
- Hardcopy materials (stickers, posters, leaflets, t-shirts, bags etc.)
- Video/Stories
- Picture archive accessible for Working Group members and partner organizations for communication use

Action requested from the Working Group

Working Group Members are invited to discuss the proposal to develop a Communication Plan to streamline and strengthen the international communication work on the Lesser White-fronted Goose – including the possible content of such a Plan, and to take a decision with regard to its development.