

**9<sup>th</sup> MEETING OF THE STANDING COMMITTEE**  
*18 – 19 September 2013, Trondheim, Norway*

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**ROLES AND RESPONSIBILITIES OF AEW A NATIONAL FOCAL POINTS FOR  
COMMUNICATION, EDUCATION AND PUBLIC AWARENESS (CEPA)**

*Compiled by the UNEP/AEW A Secretariat*

The 5<sup>th</sup> Session of the Meeting of the Parties to AEW A (La Rochelle, France, 14-18 May 2012) adopted Resolution 5.5 – Implementation and Revision of the Communication Strategy. The operative part of Resolution 5.5:

*“Invites all Contracting Parties to nominate, by 31 December 2012, a suitable National Focal Point for Communication, Education and Public Awareness (CEPA), either from the governmental or non-governmental sector”.*

By the original deadline set by Resolution 5.5 (31 December 2012), the UNEP/AEW A Secretariat received nominations from a total of four Contracting Parties. After several reminders were sent to Contracting Parties by the Secretariat, the number of CEPA Focal Point nominations has meanwhile grown to 17.<sup>1</sup>

Resolution 5.5 also encourages close cooperation between the nominated AEW A CEPA Focal Point and the Ramsar CEPA Focal Point (governmental and non-governmental), where these are not identical, implicitly suggesting that their functions are expected to be similar and mutually reinforcing. The resolution does not provide further explicit guidance to the Parties as regards the nomination and roles and responsibilities of their CEPA Focal Points.

In the opinion of the Secretariat, uncertainties as regards the nomination procedure and the roles and responsibilities of the nominated AEW A CEPA Focal Points could have been a factor in determining the limited rate of nomination recorded so far, and might also hamper the effectiveness of the action of nominated CEPA Focal Points.

The following text, prepared by the Secretariat, aims to fill this gap. It draws inspiration from the set of roles and responsibilities of the Ramsar CEPA National Focal Points, as discussed by the Ramsar CEPA Oversight Panel and endorsed by the Ramsar Standing Committee. It is being submitted to the Standing Committee for review, further elaboration as appropriate and approval.

**Actions requested from the Standing Committee:**

The Standing Committee is invited to consider, provide input as appropriate, finalize and approve the draft text for “The Roles and Responsibilities of AEW A National Focal Points for Communication, Education and Public Awareness (CEPA)”

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<sup>1</sup> Further background information as well as the official CEPA NFP Nomination Form and an up-to-date AEW A CEPA Focal Point List can be found on the AEW A Website: <http://www.unep-awea.org/activities/cepa/>

## **The Roles and Responsibilities of AEWA National Focal Points for Communication, Education and Public Awareness (CEPA)**

The following basic principles and suggestions should be used by Parties to guide their decisions on the nomination, roles, and responsibilities of their AEWA National Focal Points for Communication, Education and Public Awareness (CEPA NFPs).

It is ultimately the task of each Contracting Party to agree precise roles and responsibilities for their nominated CEPA National Focal Points. These roles and expectations must reflect the capacity to operate at different levels and the resourcing of the individuals filling the positions. The Contracting Parties should also provide some information to potential CEPA NFPs of the expected time required to fulfil their role and responsibilities.<sup>2</sup>

### **Basic Principles**

- One CEPA NFP per Contracting Party can be nominated;
- There should be close cooperation between the nominated AEWA CEPA Focal Point and the Ramsar CEPA Focal Point(s) (governmental and non-governmental), where these are not identical.
- The CEPA NFP can be from either the governmental or non-governmental sector<sup>3</sup>;
- Nominating a representative of an active Non-Governmental Organization (NGO) engages the NGO and gives recognition to its work, and can often bring additional funding to planned CEPA activities;
- It is important that both the National Focal Point and CEPA NFP agree on and collaborate in implementing CEPA activities in their country;
- The CEPA NFP should be consulted by the Administrative Authority when completing the “Education and Information” section of the AEWA National Report to the Meeting of the Parties (MOPs).

### **Suggested Main Roles and Responsibilities:**

- Support national implementation of the Agreement including its Action Plan, particularly Chapter 6 (Education and Information) and the AEWA Strategic Plan 2009 – 2017, particularly Objective 4;
- Be the main point of contact on CEPA matters between a) the UNEP/AEWA Secretariat and the Contracting Party and b) between Contracting Parties;
- Act as the main point of contact on the national level for all AEWA CEPA activities;
- Actively contribute to the implementation of the AEWA Communication Strategy at the national level and support its revision process;
- Play an active role in supporting other AEWA communication and outreach activities such as World Migratory Bird Day (WMBD) at the national and regional level;
- Share and exchange best practice CEPA material, activities and experience with a) the UNEP/AEWA Secretariat and b) other Contracting Parties;
- Establish and maintain any contacts, networks, structures and mechanisms necessary to ensure the effective communication of information between relevant actors at all levels and in all sectors;
- Ensure a high, positive national public profile for AEWA and its conservation goals and be an active spokespersons for AEWA and migratory waterbird conservation in the country.

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<sup>2</sup> Further background information as well as the official CEPA NFP Nomination Form can be found here: [www.unep-aewa.org/activities/cepa/](http://www.unep-aewa.org/activities/cepa/)

<sup>3</sup> Experience from the Ramsar CEPA Programme has shown that CEPA NFP’s from the non-governmental sector are in many cases more actively engaged at the grass roots level. The Ramsar experience has also shown that while it is preferable that the government NFP should be a CEPA expert, it is recognized that many Parties may not be willing to nominate a person outside of their Administrative Authority, which frequently means that the nominated person will not be a CEPA expert per se.