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FIRST MEETING OF THE STANDING COMMITTEE

24 - 25 November 2003, Bonn, Germany

JPO REQUEST FOR THE AGREEMENT ON THE CONSERVATION OF AFRICAN-EURASIAN MIGRATORY WATERBIRDS (AEWA)

General Information

Post Title: Junior Professional Officer
Unit: UNEP/ AEWA Secretariat
Location: Bonn, Germany
Duration: 2 – 4 years

Background information on UNEP and requesting Unit

The Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) entered into force on 1 November 1999. A few days later the First Session of the Meeting of the Parties (MOP1) took place in Cape Town, South Africa.

At MOP1 it was decided to establish a permanent Secretariat for the Agreement to be administered by UNEP. Furthermore the MOP1, on the invitation of the Conference of the Parties of the Convention on the Conservation of Migratory Species of Wild Animals (CMS), decided to co-locate this Secretariat with UNEP/ CMS Secretariat in the Agreements Unit (Annex I). After recruitment of the Executive Secretary, the permanent Secretariat was established on 17 July 2000 and is based at the UN-premises in Bonn.

The AEWA is the most ambitious agreement developed so far under CMS. It encompasses 117 Range States of Africa, Europe, the Middle East and Central Asia and 172 species of migratory waterbirds. Although the Agreement is still young, it is obvious that the Range States strongly support this Agreement. The number of Parties has grown to 38 and will probably increase rapidly in the near future. Also the implementation of the Agreement is well under way. Worth mentioning is the African-Eurasian Flyway GEF project that has been designed in close cooperation with UNEP/GEF. Currently this project is in the Project Development Phase. Mid of 2003 a proposal for a full-size project of approximately US \$ 10-12 million will be submitted to the GEF Secretariat. Communications activities like targeted stakeholder awareness programmes, communication of best practice approaches through websites, newsletters and publications are foreseen.

As indicated earlier the Agreement was developed under CMS. However, the Agreement is an independent international treaty. The MOP governs the Secretariat. Furthermore AEWA is administered by UNEP.

The JPO will become a staff member of the UNEP/ AEWA Secretariat. The incumbent will assist in the development and implementation of Communication Strategies for AEWA and in particular for the AEWA GEF project. Furthermore he/ she will assist in the design, structural revision and updating of the Website and information materials e.g. AEWA Newsletter.

Why is a JPO requested/needed?

AEWA is a young but very promising Agreement. Unfortunately human as well as financial resources to carry out all the work are limited. Currently the Secretariat consists of the Executive Secretary and his Assistant. With an increasing number of Contracting Parties, currently already 38, the workload of these two staff members is also

increasing. Besides this, the implementation of the Agreement is well underway and strongly supported by some of the industrialized countries. The number of projects is rapidly increasing. One of the most exciting projects is the African-Eurasian Flyway GEF project (see Annex 2). It is expected that by the end of 2003/ early 2004 the GEF Secretariat will approve the full-size project of approximately US \$ 8-12 million. Fifty percent of the budget mentioned before has to be matching funds. Although this project will be a huge step forwards regarding the implementation of the Agreement, it certainly will also have a big impact on the work programme.

The idea is that the JPO dedicates fifty percent of his/ her time to this GEF project, particularly he/she would be strongly involved in the development of the communications activities of the project. He/she would use the remaining time for the implementation of the communication strategy; which is developed by a consultant and will be submitted for approval to Meeting of the AEWA Standing Committee scheduled to take place November 2003.

In 2004 AEWA will celebrates its fifth anniversary. Special attention will be paid to this event particularly during the Global Flyway Conference to be held in Edinburgh, UK in April. It is expected that the JPO develops some information material and press releases to stress the important role of UNEP and AEWA regarding conservation of Migratory Waterbirds.

In the view of the Agreement Secretariat exchange of information is one of the most important tools to promote the Agreement and in particular to promote the implementation of the Agreement.

Supervision

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First appraising officer: Mr. Bert Lenten

Duties, responsibilities and output expectations

Under the supervision of the Executive Secretary the incumbent will implement the communication strategy for the Agreement. More or less at the same time he/ she will develop in close co-operation with the project leader of the GEF project a communication strategy for this project. After this strategy is approved by the Steering Committee of the AEWA GEF project the incumbent will be responsible for implementation. The latter means development of targeted stakeholder awareness programmes, communication of best practice approaches through websites, newsletters and publications, revision/ updating of the Agreement website, compiling and improvement of the AEWA Newsletter, development of new Information materials, etc.

Terms of reference

See Annex 3 attached hereto.

Output expectations

The expected output is:

- Implementation of the Communication Strategy Plan for AEWA;
- Development of the Communication Strategy Plan for the AEWA GEF project;
- Up-to-date AEWA Website;
- Two AEWA Newsletters per year;
- At least one special AEWA Newsletter per year;

- Several leaflets on best practice approaches;
- New information material on AEWA;

Travel

Year 1:

To discuss the GEF project and the expectations of the executing agency of the GEF project, Wetlands International. During the first year the incumbent will visit several times the head office of Wetlands International in Wageningen, The Netherlands. The incumbent will also pay a visit to UNEP/ WCMC in the UK, until now strongly involved in the development of the AEWA Website. By the end of the first year a mission to the demonstration project in Niger of the AEWA Global Environment Facility Project is foreseen. The goal of this mission is to develop a leaflet on the benefits of the AEWA GEF project and in particular on the demonstration project which should demonstrate the best practices on wetlands and waterbird management.

During the first year, preparations have to be made to celebrate the fifth anniversary of AEWA in 2004. The incumbent, in close cooperation with the Executive Secretary will draft some press releases, a booklet on five years of AEWA and other information material.

The total cost of missions, including travel costs and DSA, will be US \$ 5,000.

Year 2:

After the incumbent has familiarized him/herself with AEWA he/she could deputize for the Executive Secretary at a few meetings during year two. During these meetings the incumbent should give a presentation on AEWA. During year two the activities regarding the GEF project will continue and one or two missions to be determined later are foreseen.

The Incumbent will participate at the Global Flyway Conference in Edinburgh and will be responsible for the exhibition on AEWA. He/ she should provide Information on AEWA to all visitors at the Conference.

The total cost for travel and DSA are estimated in US \$ 6, 500.

Year 3 and 4:

Becoming more and more involved in AEWA the incumbent could represent more often the Executive Secretary at meetings. The cost per annum will be similar to year 1.

Training and Learning Elements

Regarding the development and implementation of a Communications Strategy for the Agreement and in particular for the AEWA GEF project it is expected that the incumbent will consult the Professional Information and Capacity Building Officer of CMS, the Information Assistant and other experts in this field in the UN-premises in Bonn. Also some relevant organisations, with which the AEWA Secretariat has a close working relationship, will be consulted. For the development of other information materials the same procedure will be followed. All these activities will be supervised by the Executive Secretary, who has long-standing experiences regarding the development of information materials. All this would lead to on the job training of the incumbent.

Fully depending on the experiences and skills of the incumbent there could be a need for additional courses on specific computer programs or e.g. on Public Relations, etc. Besides this the incumbent could make use of the languages courses, which regularly take place at the UN-premises.

Learning elements:

After Year 1:

In general the incumbent will learn to work in an international environment with sometimes very hectic moments. After year 1 the incumbent should be able to develop a Communication Strategy. Furthermore the incumbent should be able to improve the existing contents of the Web Page and other information materials.

After Year Two:

The incumbent should be able to present a paper on AEWA at meetings. He/ she also should be able to respond to requests for information on the Agreement.

After Year Three and Four:

Depending on the performance of the incumbent he/ she could be given more and more responsibility to promote the Agreement at meetings, to take care of the further development of information material, etc.

Qualifications and experience

The applicant should have a University degree, first or second degree with high grades, in communications, public relations, graphic design, computing or a related field; excellent writing skills; training and experiences in the use of software for the design and maintenance of websites (HTML, JAVA, PDF, etc.), preferably a few years relevant working experience. Willingness to work in an international environment, proficiency in spoken and written English is essential and a good working knowledge of French is desirable.

Competencies

In particular computer and writing skills are the most important competencies for the job. Furthermore it is expected from the applicant that he/ she is motivated and competent to carry out the assigned duties with a minimum of supervision.

Living conditions at duty station

The city of Bonn provides excellent living conditions for the incumbent.

ANNEX 3:

JUNIOR PROFESSIONAL OFFICER-INFORMATION

Summary of the assigned duties:

Under the supervision of the Executive Secretary of AEWA the incumbent assists in the development and implementation of a Communication Strategy for the Agreement.

- i. To assist with the development of a Communication Strategy for the Agreement and the AEWA GEF project
 - i. Development of a Communication Strategy. This should plan to communicate the objectives and requirements of the Agreement to appropriate target audiences (decision makers, conservation professionals, those living around key sites, donors, etc.) The Strategy should facilitate the communications activities at international, national and local level.
 - ii. Implementation of the Communication Strategy
 - a. Website
 - i. Improving/ updating of the AEWA Website by e.g. inserting existing AEWA documents ensuring that they are accurate and in agreement with editorial standards and layout templates;
 - ii. Inclusion/ updating of information on the AEWA GEF project;
 - iii. Contacting organisations with a close working relationship with AEWA for additional updated and new information for inclusion on the AEWA Website;
 - iv. Designing new pages on " latest news on AEWA".
 - b. AEWA Newsletter
 - i. Improving existing lay-out of the AEWA Newsletter;
 - ii. Collecting information for inclusion in the AEWA Newsletters (two issues/ annum);
 - iii. Editing the information for inclusion;
 - iv. Compiling the Newsletter using Page-maker 6.5, ready to be printed;
 - v. liaising with printers regarding printing of the Newsletter ensuring high (print) quality of the Newsletter;
 - c. Other information materials
 - i. Assisting in the further development of the AEWA Flyway film/ video;
 - ii. Completing arrangements for press conferences, booking meeting rooms, collating information materials and preparing audio-visual material including Power-point presentations, overheads, slides, etc;
 - iii. Composing first drafts of press releases and writing reports to the Technical Committee;
 - iv. Developing ideas for new type of information materials;
 - v. Designing new information materials;
 - d. To perform other duties as assigned, such as:
Assisting in the promotion of AEWA and organizational matters.