

## RESOLUTION 3.10

### COMMUNICATION STRATEGY FOR THE AGREEMENT ON THE CONSERVATION OF AFRICAN-EURASIAN MIGRATORY WATERBIRDS (AEWA)

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*Aware* of the importance of communication as central and crosscutting element for implementing the African-Eurasian Waterbird Agreement,

*Recalling* that Article III of the AEWA Agreement text states that in order to conserve migratory waterbirds, the Parties shall “develop and maintain programmes to raise awareness and understanding of migratory waterbird conservation issues in general and of the particular objectives and provisions of this Agreement”,

*Further recalling* that according to chapter 6 of the AEWA Action Plan (1) Parties shall, where necessary, arrange for training programmes to ensure that personnel responsible for the implementation of the Action Plan have an adequate knowledge to implement it effectively; (2) that Parties shall cooperate with each other and the Agreement Secretariat with a view to developing training programmes and exchanging resource materials; (3) that Parties shall endeavour to develop programmes, information materials and mechanisms to improve the level of awareness of the general public with regard to the objectives, provisions and contents of this Action Plan giving particular attention to those people living in and around important wetlands, to users of these wetlands (hunters, fishermen, tourists, etc.) and to local authorities and other decision makers; (4) that Parties shall endeavour to undertake specific public awareness campaigns for the conservation of the populations listed in Table 1,

*Seeing with satisfaction* that, as requested by Resolution 2.4 in reference to paragraph 6.3 and 6.4 of the AEWA Action Plan, the UNEP/AEWA Secretariat drafted a Communication Strategy,

*Recognizing* the role of the AEWA Secretariat as a process facilitator in bringing partners together to cooperate effectively towards the common goal of waterbird conservation along the African-Eurasian flyways,

*Further recognizing* the role of the Communication Strategy as a tool to achieve the most effective and efficient communication both within the formal structures of AEWA and between its member states and to make a shift from the Secretariat’s focus on recruitment of Range States as Contracting Party to AEWA to a combination of recruitment and implementation,

*Acknowledging* that the Communication Strategy is a tool to stimulate active participation of the Contracting Parties in the further recruitment of Range States as well as in the implementation of AEWA,

*Noting* that the Communication Strategy is based on a consultation among AEWA Contracting Parties, Range States and partners, conducted in order to identify the activities needed to achieve the envisaged goal,

*Further noting* that the Draft Communication Strategy was approved by the 2nd Meeting of the Standing Committee to AEWA in November 2004,

*Thanking* the government of the United Kingdom for having funded the preparatory research and the development of the communication strategy,

*Congratulating* the government of Germany for their initiative to recruit a Junior Professional Officer to support the Secretariat of the Agreement in implementing the Communication Strategy as well as for their financial contribution to the activities related to the 10<sup>th</sup> Anniversary of AEWA,

*Thanking* the Government of Luxembourg for having generously contributed to the implementation of the Communication Strategy by producing a new edition of outreach materials on AEWA.

*The Meeting of the Parties:*

1. *Adopts* the Communication Strategy, contained in Annex I to this Resolution as an instrument to effectively address the conservation of waterbirds on the flyway level;
2. *Instructs* the AEWA Secretariat to implement the Communication Strategy to extend possible taking into account resources available, to review its effectiveness on a regular basis and to report on its implementation to the meetings of the Standing Committee and to the 4<sup>th</sup> Meeting of the Parties;
3. *Further instructs* the Secretariat to undertake specific efforts to obtain additional financial resources for the implementation of the Communication Strategy;
4. *Urges* Contracting Parties, donors and private sector sponsors to provide supplementary financial support to enable the Secretariat to realize all identified activities of the Strategy;
5. *Invites* all Parties, Range States and other stakeholders along the African-Eurasian Flyway to support the implementation of the Communication Strategy at the global, regional, national or local levels, as appropriate, with the expertise, networks, skills and resources they have at their disposal;
6. *Encourages* all Contracting Parties to host AEWA Exchange Centers for their region, as stipulated in the Communication Strategy;
7. *Further encourages* all representatives of Contracting Parties and partner organizations to envisage functioning as ambassador to AEWA in order to help the Secretariat with the recruitment of new Parties to AEWA.