



AGREEMENT ON THE CONSERVATION OF
AFRICAN-EURASIAN MIGRATORY WATERBIRDS

5th SESSION OF THE MEETING OF THE PARTIES
14 – 18 May 2012, La Rochelle, France



“Migratory waterbirds and people - sharing wetlands”

RESOLUTION 5.5

IMPLEMENTATION AND REVISION OF THE COMMUNICATION STRATEGY

Aware of the importance of communication as a central and cross-cutting element for implementing the Agreement on the Conservation of African-Eurasian Migratory Waterbirds,

Recalling Resolution 3.10 which adopted the Communication Strategy as an instrument to effectively address the conservation of waterbirds on the flyway level,

Further recalling that Resolution 3.10 instructed the Secretariat to implement the Communication Strategy to the extent possible taking into account resources available, to review and report on its effectiveness on a regular basis and to undertake fundraising efforts to support the implementation of the Communication Strategy,

Noting that the Communication Strategy, adopted through Resolution 3.10, contained an annexed Communication Action Plan for the period 2006-2009, which contains activities to be funded through voluntary contributions, and that only a limited number of those activities could be undertaken due to lack of resources,

Further recalling that Resolution 3.10 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, and *urges* Contracting Parties, donors and private sector sponsors to provide supplementary financial support to enable the Secretariat to realise all identified activities of the Strategy,

Aware 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*”,

Also aware that according to chapter 6 of the AEWA Action Plan, Parties shall (1) 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) cooperate with each other and the Agreement Secretariat with a view to developing training programmes and exchanging resource materials; (3) endeavor 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 the 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) endeavor to undertake specific public awareness campaigns for the conservation of the populations listed in Table 1,

Recognising the contribution which the *Wings Over Wetlands (WOW) UNEP-GEF African-Eurasian Flyways Project* has made towards the implementation of the Communication Strategy from 2006 to 2010, in particular with regard to developing training materials, such as the Flyway Training Kit (FTK), which, subject to available resources, could be used to support capacity-building measures identified in the Communication Strategy,

Further recognising the importance of World Migratory Bird Day (WMBD) as the key international public awareness-raising campaign for the Agreement, presenting an opportunity for Parties, partner organisations, and local stakeholders to celebrate achievements and highlight continuing challenges in migratory waterbird and wetland conservation, as well as *noting with satisfaction* the central role played by the Secretariat in the organisation of the campaign since 2006,

Reiterating the role of the UNEP/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 and *recognising* the role the “*Partnership for the Conservation of Migratory Waterbirds and their Habitats (Wings Over Wetlands)*” and the World Migratory Bird Day (WMBD) campaign can play in implementing the Communication Strategy,

Noting the importance of revising the Communication Strategy so as to align it with the objectives and activities of the *Strategic Plan 2009 – 2017* as adopted by Resolution 4.7, the *Plan of Action for Africa* (as adopted by Resolution 5.9), and integrate and take full advantage of existing initiatives and tools such as the World Migratory Bird Day (WMBD) campaign and the communication and capacity building-related outputs of the *Wings Over Wetlands (WOW) UNEP-GEF African-Eurasian Flyways Project*,

Further recalling the importance of the goals of the Convention on Migratory Species (CMS) Future Structure and Strategies of the CMS and CMS Family, as set out in CMS COP10 Resolution 10.9, when revising the Communication Strategy,

Aware of the need to carefully consider the existing capacity for communication in terms of available human and financial resources and technical expertise at the Secretariat when identifying activities to be implemented by the Secretariat in the context of the Communication Strategy,

Also noting the adoption of Resolution 5.19 on Encouragement of further joint implementation of AEWA and the Ramsar Convention.

The Meeting of the Parties:

1. *Expresses its appreciation* to the Governments of France, Germany, Luxembourg, Norway, Switzerland and the United Kingdom for having generously contributed to the implementation of the Communication Strategy through providing voluntary funding towards activities outlined in the Communication Strategy and for the development of outreach and awareness-raising materials;
2. *Further expresses its appreciation* to the Government of Germany for providing a Junior Professional Officer from 2006 to 2009 to support the implementation of the Communication Strategy;
3. *Welcomes* the growing celebration of World Migratory Bird Day (WMBD) in a large number of countries and the central role of AEWA in this campaign, and *urges* Contracting Parties and partner organisations to continue, or to begin, to use World Migratory Bird Day (WMBD) as an occasion to bring attention to their achievements and continuing challenges in migratory waterbird and wetland conservation;
4. *Instructs* the Secretariat to continue to implement the Communication Strategy as adopted by Resolution 3.10 in so far as still applicable and within the limits of available resources, giving priority to the Communication, Education and Public Awareness (CEPA)-related activities listed under Objective 4 in the Strategic Plan 2009 – 2017, until a new Communication Strategy is adopted;
5. *Further instructs* the Secretariat, taking into account CMS COP10 Resolution 10.9, to prepare a full revision of the Communication Strategy for adoption by the sixth Session of the Meeting of the Parties, which would be based on a wide consultation process involving Contracting Parties, Range States, the Technical Committee, Partners as well as CEPA experts;
6. *Requests* the Technical Committee to involve a CEPA expert in the Committee and to establish an expert working group on CEPA to support both the ongoing implementation and revision process for the Communication Strategy;

7. *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, to coordinate national and regional implementation of the Communication Strategy, as well as to support its revision process;
8. *Encourages* those Contracting Parties to AEWA which are at the same time Contracting Parties to the Ramsar Convention to ensure close cooperation between their appointed AEWA CEPA Focal Point and Ramsar CEPA Focal Point (governmental and non-governmental) where these are not identical;
9. *Encourages* the Secretariat to continue to play a central role in the organisation of the World Migratory Bird Day (WMBD) campaign, and to work with the Secretariat of the Convention on Migratory Species (CMS), UNEP, BirdLife International, Wetlands International, the Partnership for the East Asian-Australasian Flyway (EAAFP), the International Council for Game and Wildlife Conservation (CIC) and other partners to continue to strengthen the international campaign;
10. *Invites* Contracting Parties, donors and private sector sponsors to provide supplementary financial support to enable the Secretariat to realise all identified activities of the Communication Strategy and to provide resources to support a coordinated revision process;
11. *Invites* all Parties, Range States and other stakeholders along the African-Eurasian Flyway to continue supporting the implementation and revision 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.