

Communicating AEWA (2)

AEWA Communication Strategy

Draft with budget

Presented to the 2nd AEWA Standing Committee Meeting

Bonn, 3 November 2004

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November 2004



Vision

A communication strategy that is acknowledged by the AEWA Contracting Parties and Secretariat as their working document for an improved communication of the Agreement

Done so far

3 rd Q '03	A quick scan to assess needs & perceptions
Nov '03	Presentation to Standing Committee
1 st Q '04	Development of draft strategy; wide consultation
March/April '04	Presentation to Steering Committee
April '04	Global Flyway Conference working session
2 nd Q '04	Ctnd. Consultation
3 rd Q '04	Revision of strategy & drafting of action plan
Nov '04 TODAY	Presentation of draft strategy & action plan to Standing Committee

Today

- Discuss main focus of strategy: 6 messages
- Overview of four proposed objectives
- Overview of proposed activities
- 2 budgets (2006-2009)

Set up of Strategy

1. Introduction & Institutional context
2. Assessment phase
3. Communication Strategy
4. Funding Strategy
5. Review Procedure
6. Action Plan & Budget

Overall aim strategy

“The communication strategy aims for the AEWA Secretariat to initiate, facilitate and to support communication through improved cooperation between its formal bodies and its contracting parties in their effort to implement the African-Eurasian Waterbird Agreement.”

a focus on *process facilitation*

Strategy focus: 6 Messages

“Migratory waterbirds are part of global biodiversity. Their conservation is dependent on international cooperation, requiring intensive partnership building between organisations, countries and regions.”

(Range States and Contracting Parties,

“AEWA is unique in its integral approach of migratory bird conservation along the international, transboundary flyways.”

(Range States)

“The more range states are members of AEWA, the more effective the Agreement will become. Conservation results provide convincing evidence for countries to become and remain active Parties. The AEWA Secretariat functions as a spider in the web, as it has the role of core activity of the AEWA Secretariat facilitating the AEWA Contracting Parties to come together and develop (regional) partnerships in conservation of migratory birds. The Secretariat cherishes the ambassadorship of partners assisting to promote AEWA.”

(Contracting Parties)

“An Agreement is as strong as its weakest link. AEWA is an international agreement that gets its strength through cooperation and partnerships. AEWA is as active as its Parties are.”

Structural and effective implementation of communication
(Contracting Parties)

support will increase effective management and is therefore a worthwhile investment for AEWA to pursue and for the MOP to support. Structural funding is required for the communication of AEWA.”

(Contracting Parties, donors)

6 Messages in key words

1. international cooperation

2. unique in its integral approach

3. The more range states, the more effective. The core activity combines recruitment with implementation

4. AEWA is as active as its Parties are

5. 'spider in the web'

6. Communication: a worthwhile investment

Communication objective 1

Objective 1: to stimulate and increase the effective internal communication and exchange among the formal governing bodies of AEWA

Focus: Internal communication processes

<i>Activity</i>	<i>Key element</i>
1.1: increase interactivity of meetings	Facilitation, break-out groups, discussion paper
1.2: Increase interactivity in-between meetings	Web-based, yearly coordination meeting
1.3: Evaluation of regional representation in AEWA formal bodies	Evaluation, ToR, guidelines

Communication objective 2

Objective 2: to strengthen and/or develop mechanisms for effective external communication & cooperation between and among the AEWA stakeholders and the AEWA Secretariat

Focus: External communication processes

<i>Activity</i>	<i>Key element</i>
<i>2.1: Regional meeting of parties</i>	Regional MOPs, with facilitator (Re: GEF Flyway project)
<i>2.2: Exchange centres for AEWA*</i>	Feasibility study, identify hosts, centre establishment
<i>2.3: Engage ambassadors*</i>	Identify & support ambassadors

Communication objective 3

Objective 3: to build regional capacity for communication

Focus: build support for 'Spider in the Web'

<i>Activity</i>	<i>Key element</i>
<i>3.1: Train the Trainers at the regional level</i>	Regional Training (Re: GEF Flyway project)
<i>3.2: Facilitate follow-up on ToT at the national level</i>	Manual development, National Training, helpdesk, e-working group

Communication objective 4

Objective 4: to increase knowledge and awareness of AEWA, its added value and its objectives

Focus: knowledge sharing

<i>Activity</i>	<i>Key element</i>
<i>4.1: Improve and maintain the AEWA Website</i>	Maintenance (upgrading planned in 2004)
<i>4.2: Regular publication of an AEWA newsletter</i>	2 regular, 1 special issue per year; monthly e-flashes; translation
<i>4.3: Initiate and provide the infrastructure for e-discussion</i>	E-list; discussion for a; working groups; maintenance
<i>4.4: Develop guidelines for accession</i>	Planned in 2004
<i>4.5: Toolkit for national level</i>	Design & reproduction; distribution; poster, sticker, PPP, Agreement docs, etc (evolving)

Funding Strategy

Increasing commitment to communication requires increasing budget. Possibilities to be explored are:

- Secure and increase structural funding through the membership contributions
- Stimulate voluntary contributions by including (parts of) the Action Plan in the International Implementation Priorities AEWA 2006-2009
- Look for regional funding to support implementation of the regional communication action plans (see Activity 2.1)
- Expand/stabilise relations with current contributors and resources sharers *for a longer period of time*
- Specifically share organisation of activities with the GEF Flyway project

Review Procedures

1. To be refined to fit capacity & planning sequences of players
2. To be done at different levels: secretariat, StC & regionally:

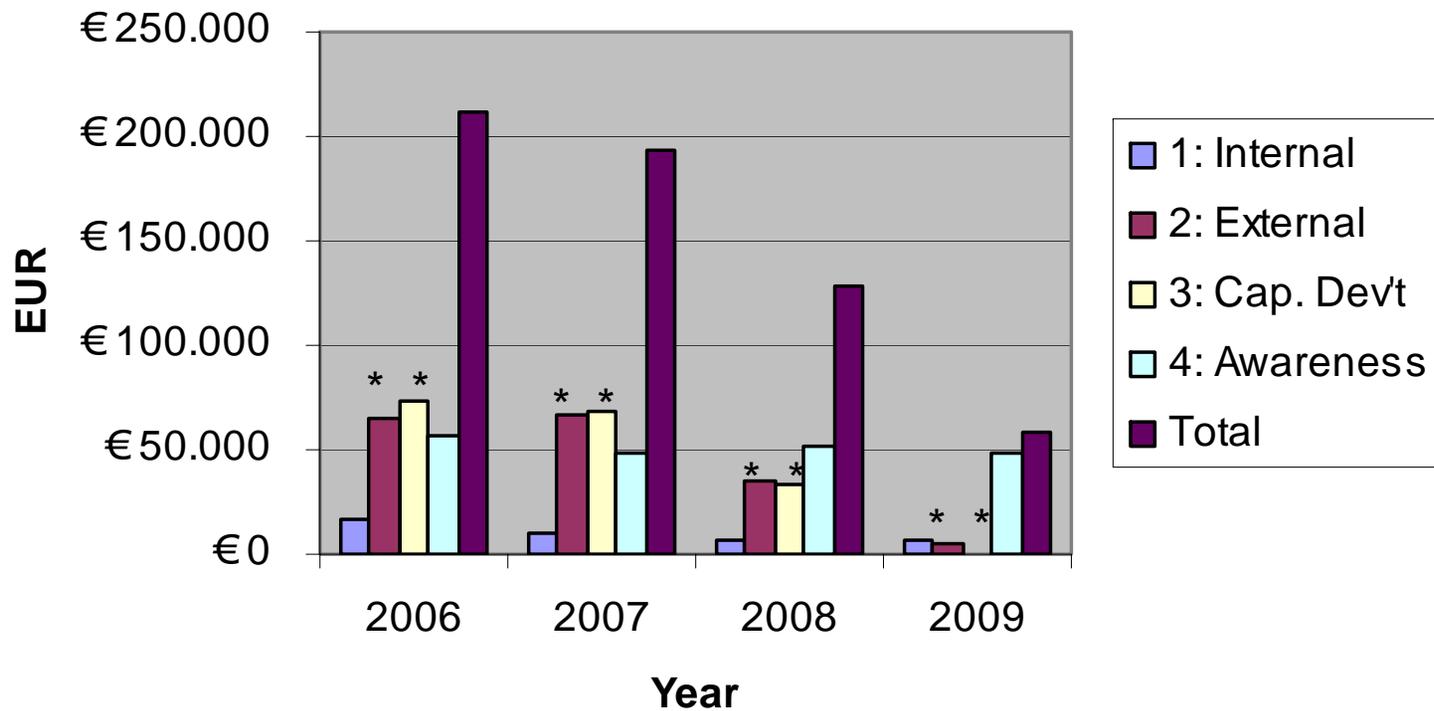
- AEWA Secretariat (incumbent JPO) monitors the implementation of the strategy twice yearly, and reports annually to the StC on its progress
- In addition, a mid term and a final evaluation of the 3-year Action Plan is prepared for the StC
- The regional representatives, in coordination with the AEWA regional communication focal points, evaluate the implementation of the regional communication action plan (produced under activity 2.1), and report yearly to the StC on its progress

Action Plan

- Priority setting for regions through time
- Coordination with GEF Flyway project
- Structural activities (objectives 1 and 4)
- Activities to be included in International Implementation Priorities (objectives 2,3)

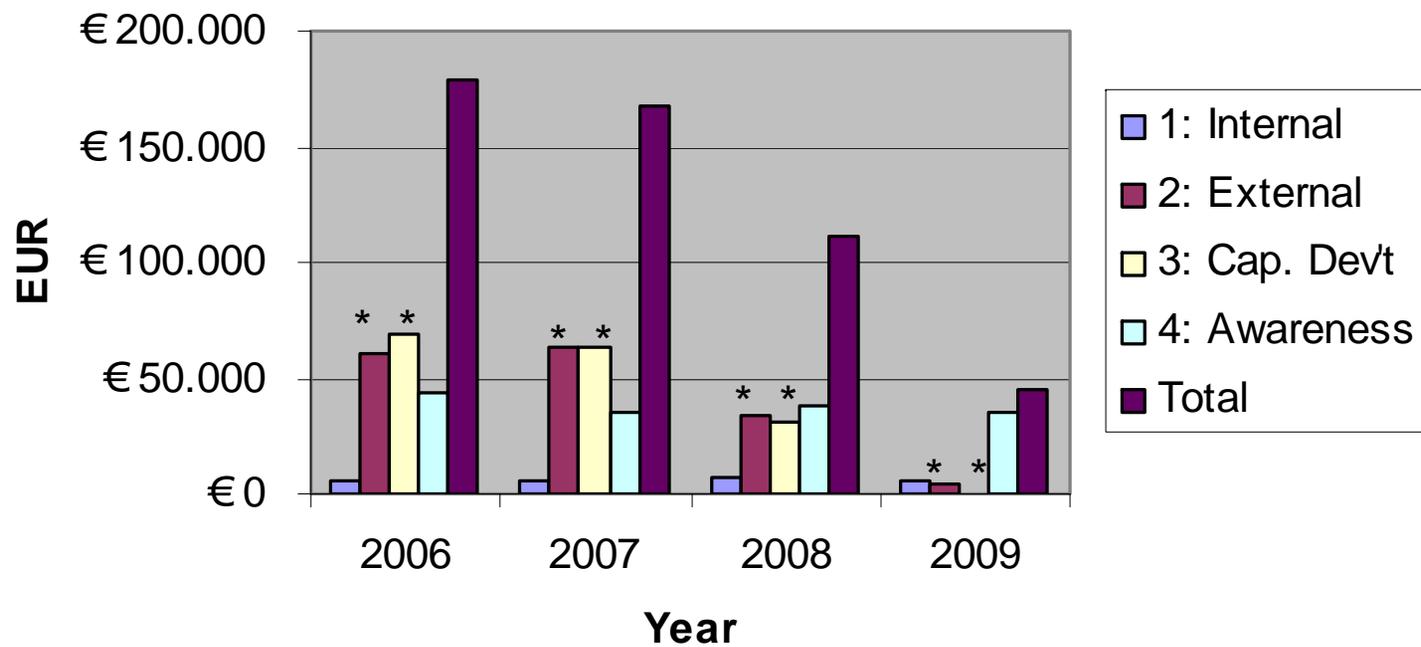
Two Budgets (1)

Budget per objective per year (2006-2009)
Without JPO



Two Budgets (2)

Budget per objective per year (2006-2009)
With JPO



Two Budgets (3)

4-year budget period: 2006-2009

1. With JPO: EUR 502,250
2. Without JPO: EUR 592,130

Difference: EUR 89,880