



Terms of Reference

Communication, Education, Participation and Awareness

Working Group

As adopted by the 6th Meeting of Partners, Palembang, Indonesia, 21 March 2012

Background

At the 1st Meeting of Partners (MOP) to the East Asian-Australasian Flyway Partnership (EAAFP) in 2006, the importance of Communication, Education, Participation and Awareness (CEPA) was recognized and a proposal was put forward to establish a CEPA Working Group to implement Objective 2 of the Implementation Strategy (See MoP1 Report item 109). However, the formation of this WG was postponed because of the need to first develop a Terms of Reference for the WG and to consider their resource needs. In the interim, a special task force was formed to develop a Communication Strategy for the Partnership

(<http://www.eaaflyway.net/documents/Communication-Strategy.pdf>) which was disbanded at MOP2 (2007) after the Communication Strategy was completed.

During the EAAFP MOP5 in Siem Reap, Cambodia (2010), there was renewed interest to form a CEPA WG (See MoP5 Report item 102). Discussions were held on how such a group would support the EAAFP Partners and Secretariat to raise greater awareness of the aims and activities of the EAAFP and its Partners, to a broad audience that would include decision makers, the private sector, general public, local communities living in and around wetland sites, and students. The WG would also:

- Make available wetland CEPA resource material, especially those relating to migratory waterbirds and their habitats;
- Promote greater awareness of the EAAFP and its work;
- Improve communication within the EAAF Partnership, and;
- Share expertise in the EAAF Partnership.

Aim

To assist the EAAF Partnership in achieving Objective 2 of the EAAF Implementation Strategy to 'Enhance communication, education and public awareness of the values of migratory waterbirds and their habitats'.

Alignment with the EAAF Implementation Strategy

The CEPA Working Group will work to support the EAAFP Partners and Secretariat to carry out activities to achieve Objective 2 of the EAAF *Implementation Strategy 2007-*

11. Under this Objective are two 'Outcomes', each with a number of strategic projects identified to achieve the Outcomes. These Outcomes and sub-outcomes are:

Outcome 5: There is a high level of awareness and recognition of the ecological, social and economic values of migratory waterbirds and Network sites.

- 5.1. A Flyway -wide Community Awareness and Education program is developed and provides ongoing guidance to the awareness and communication activities of the Flyway Partnership.
- 5.2. A review of communication and awareness resources is conducted.
- 5.3. National Partnerships are encouraged to develop CEPA Plans that complement the Flyway partnership-wide CEPA Plan.
- 5.4. A range of awareness and communication activities are implemented which are consistent with the Communication and Public Awareness Plan.

Outcome 6: There is a broad level of recognition of the activities and achievements of the Flyway Partnership.

- 6.1. Activities promoting the Partnership are implemented which are consistent with the Communication and Public Awareness Plan.

Alignment with the work of the EAAF Secretariat

The CEPA Working Group should align its work with that of the EAAFP Secretariat in the context that the Secretariat follows a work plan based on the Partnership's *Implementation Strategy* and decisions of the Meetings of Partners, including CEPA-related actions.

Coordination

The Working Group will look for synergies and cooperate with wetland CEPA networks, groups, centres and experts within and beyond the EAAF. This would help the Working Group make more efficient use of scarce resources and to build on experience and tools already that are already available. Such collaborators would include:

- Network of Ramsar CEPA Government and NGO Focal Points;
http://www.ramsar.org/cda/en/ramsar-activities-cepa/main/ramsar/1-63-69_4000_0
- Wetland Link International – Asia network;
<http://www.wli-asia.org/> and <http://www.wwt.org.uk/wli>
- Visitor centres at important wetland sites across the EAAF which are carrying out CEPA programs targeting the local or regional communities.

Through cross-referencing to these collaborators, the Working Group shall endeavour to maintain focus on the conservation of migratory waterbirds and the sustainable management of their key habitats through cooperation with the local community. This is so as to ensure the Partnership is adding value to and not duplicating work on wetlands and nature being conducted by other organisations.

Geographic Scope

The activities of the CEPA Working Group will cover the East Asian – Australasian Flyway geographic region but where appropriate, will seek opportunities for cooperation with relevant organizations and individuals in other regions.

Membership

The membership is open to representatives of the EAAF Partnership, interested government agencies, international organisations, relevant experts in the EAAF and staff of the EAAFP Secretariat who are responsible for CEPA-related tasks.

Administrative arrangements

The CEPA Working Group will have a Chair designated by the members of the Working Group. The term of the Chair shall be 2-years with the possibility of extension for a second term if supported by the Working Group. The Working Group will report to the Partnership, through the Chair and/or the Secretariat's Chief Executive (whichever is appropriate in each case).

Communication and Meetings

The Working Group will conduct its business mainly by electronic means, such as by email. In-person meetings will be open but only be held when funding is available.

- The Chair in consultation with representatives will determine the timing and location of meetings.
- The EAAFP Secretariat is responsible for arranging logistical support for face-to face meetings and hosting by an EAAFP Partner will be encouraged.

Expenses

The majority of the activities of the Working Group will be carried out voluntarily by its members. In selected cases where funding is needed, then sponsors will have to be found to cover the cost of the work. In most cases, Working Group members will be expected to cover their own costs to attend meetings. The Chair of the CEPA Working Group will keep the EAAFP Secretariat updated about its financial affairs.