



EAST ASIAN – AUSTRALASIAN FLYWAY PARTNERSHIP

CEPA Strategy

Developed by the CEPA (Communication, Education, Participation and Awareness) Working Group
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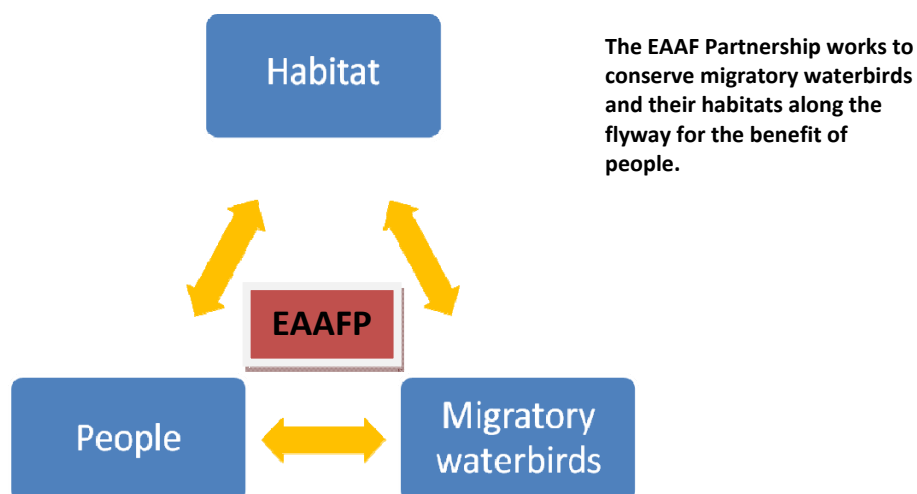
CEPA Strategy for the East Asia – Australasian Flyway Partnership

1. About this strategy

The East Asian – Australasian Flyway (EAAF) for migratory waterbirds stretches from the Russian Far East and Alaska southwards through East Asia and Southeast Asia to Australia and New Zealand and covers 22 countries. The flyway is home to over 50 million waterbirds from over 250 populations and is also home to 45% of the world's people, many of whom depend upon the wetlands along the EAAF for their livelihoods.

In November 2004, the East Asian – Australasian Flyway Partnership (EAAFP) was formed to enhance collaboration between governments, intergovernmental and non-governmental organizations, and the private sector so that the migratory waterbirds and their habitats along the Flyway can be managed and conserved for the benefit of people and biodiversity conservation.

The Partnership is for the conservation and sustainable use of sites of international importance for migratory waterbirds in the flyway and fully recognizes the need to sustain the economic and social requirements of human communities that also share the sites.



The Flyway is recognized through a number of different international agreements including: the Ramsar Convention on Wetlands (through several Resolutions and its endorsement as a Ramsar Regional Initiative); the World Summit on Sustainable Development (2002) and is relevant to RIO +20, the Convention on Migratory Species, and the Convention on Biological Diversity.

This Partnership recognizes that **C**ommunication **E**ducation and **P**articipation are all critical processes to increase **A**wareness and can be used at all levels to achieve Partnership objectives. This CEPA strategy aims to provide the communication and education tools (skills, templates, materials etc.) to raise awareness of the importance of the EAAF so that people will participate in activities that contribute towards the conservation of migratory waterbirds and their habitat that will benefit the community and contribute to sustainable development.

The key actors for implementation of this CEPA strategy include those working at the Flyway, national and sites level. These include governments, site managers, multilateral environment agreements, technical institutions, UN agencies, development agencies, industrial and private sector, academia, non-governmental organizations and local communities.

The CEPA Working Group will develop a detailed work plan following MOP6 based on this strategy prioritizing tasks and detailing timelines to implement this strategy and will report on progress at MOP7.

2. CEPA tasks and the interventions that will deliver them

The EAAFP Implementation Strategy 2007-2011 included one Goal and five objectives. The key CEPA tasks and more specific interventions below were developed from these by a CEPA Task Force convened by the Partnership at the Sungei Buloh Wetland Reserve, 19-21 September 2011.

CEPA tasks described in this strategy can be used by actors at different level.

CEPA Tasks	Flyway	National	Site
1. Provide coordination and facilitate communication within/across the Partnership	✓		
2. Raise profile of and promote the Flyway and the Partnership	✓	✓	✓
3. Foster connection among site managers	✓	✓	✓
4. Coordinate communication from Working Groups to share knowledge	✓		
5. Build partnerships that can assist in achieving flyway objectives		✓	
6. Support site managers by providing relevant technical and CEPA training		✓	
7. Communicate messages about the benefits of protecting flyway sites	✓	✓	✓
8. Educate and engage different groups, including the private sector, about the Flyway concept, the important sites and the birds and people using them	✓	✓	✓
9. Encourage participation as a tool for enhancing awareness and understanding of wetland values	✓	✓	✓

3. CEPA Interventions

3.1 Tools

- a. The Secretariat to distribute and provide guidance on the use of the Flyway partnership logo (Task 2)
- b. The Secretariat to prepare a generic communication package that can be customized about the flyway (short videos, PPT presentations, posters, flyer etc.). These materials to be made available through the EAAFP website. (Tasks 1, 2, 9)
- c. The CEPA WG to review and update the paper on the benefits of the EAAFP and flyway site designation for birds and people so that it is relevant, realistic and of practical use at all levels in the partnership. (Tasks 2, 5)
- d. WGs to achieve more consistency in their content on the EAAFP website; the Secretariat, in collaboration with the CEPA WG, to provide a template to guide the content of each WG e.g.

- i. Each WG should create a species profile for key species. This could be on another website but there should be links to these on the EAAFP website;
 - ii. The names and organizations of the Chair and members of each WG. (Task 1)
- e. The Partnership in collaboration with the CEPA WG to identify who can assist with a capacity needs assessment for the conservation and sustainable use of flyway network sites. (Task 6)
- f. Through the website, and with the help of the Partners, the Secretariat to identify training and capacity building opportunities and partners for both technical implementation (e.g. participatory site management, bird trapping, marking and monitoring skills) and CEPA skills including participatory management skills. (Tasks 1, 3, 6)
- g. To collect and share through the website case studies of successes from the EAAFP. The CEPA WG will provide a template for case studies on e.g. community engagement, working with the private sector, benefits of joining the partnership, and designating network sites. Case studies will be sought during MOP6. The Secretariat to share case studies provided by the Partners on the website. (Tasks 2, 7, 8)
- h. The Secretariat to promote their e-newsletter to a broader audience; the partnership can help to identify this extended audience and supply the necessary contacts. (Tasks 1, 2, 4)
- i. The Secretariat to coordinate reporting on partner activities for WWD and WMBD as a branding opportunity using an appropriate web-based reporting tool (Task 2)
- j. The partners to identify available communication materials (electronic and weblinks) that can be used to educate people about the flyway and communicate this to the Secretariat for collation on the website. The CEPA WG to develop criteria to help the Secretariat sort and select the most useful web-based materials. (Tasks 2, 8, 9)

3.2 Linkages

- a. Partners to enhance the profile of the Flyway partnership by promoting its relevance under the Ramsar Convention, CMS, CBD and CITES. (Task 5)
- b. The partners to engage with Ramsar, CMS and CBD National Focal Points and, for the CBD, encourage the inclusion of the conservation of migratory waterbirds and their habitats in the National Biodiversity Strategies and Action Plans (NBSAPS) of member countries. (Task 5)
- c. Representatives of International Partners to promote the flyway objectives to their national offices/Focal Points to support national implementation including the government partner. (Task 5)
- d. The Partners and WGs to identify other WGs (such as within IUCN's SGs) with potential for collaboration that would further the impact of the partnership. (Task 5)

3.3 Activities

- a. The Secretariat, in collaboration with the WLI network, to encourage Wetland Centres to deliver the Flyway partnership messages, promote the EAAFP through site twinning, exchange of centre staff, development of common flyway messages and materials, etc. Centres can make use and customize the posters on the Flyway partnership produced by the Secretariat. (Tasks 1, 2, 3, 7, 8)
- b. The Secretariat to disseminate information on World Wetlands Day (WWD) and World Migratory Bird Day (WMBD) to the partnership in a timely manner. (Tasks 2, 8)
- c. Partners, with the support of the Site managers, to engage with local communities to ensure their participation in decision-making and monitoring, and that their local knowledge about history, values, and traditional management techniques are taken into account in management planning. (Tasks 5, 8, 9)
- d. Partners, with the support of the Site managers, to identify and promote the benefits for local communities from site designation. (Tasks 7, 8, 9)

The CEPA WG will review and report on the implementation of the CEPA strategy at each meeting of the partners.