

East Asian-Australasian Flyway Partnership (EAAFP)

Communication, Education, Participation and Awareness (CEPA) Strategy and Action Plan 2017-2021

VISION: Migratory waterbirds and their habitats in the [East Asian-Australasian Flyway](#) (EAAF) are recognised and conserved for the benefit of people and biodiversity.

CEPA OBJECTIVE: To instil stewardship of migratory waterbird conservation and their habitats among people in the EAAF.

DESIRABLE STATUS: People in the EAAF are aware of migratory waterbirds, the habitats that they depend upon and participate in their conservation.

This CEPA Strategy and Action Plan is targeted at diverse implementers of the EAAFP including Government Partners, Intergovernmental Organisations (IGOs), International and National Non-Governmental Organisations and local community groups. It encourages the use of, communication and education tools to raise awareness of the Flyway and its importance so that people at local, national and international levels participate in and support actions that will contribute to the conservation of migratory birds and their habitat. This Strategy and Action Plan builds on the implementation of the previous [CEPA Strategy 2012](#), on the diverse materials and CEPA skills that already exist through the work of the EAAFP, and through the CEPA work of the Ramsar Convention, the Convention on Biological Diversity (CBD), and the Convention on Migratory Species (CMS).

This document provides important opportunities for ALL EAAFP implementers to use their influence and skills to promote its implementation. The CEPA Working Group encourages all EAAFP implementers to ‘find themselves’ under the CEPA action column and take action.

Please use the colour-coding of implementers in this document to find out what you can do to help in implementation:

[Secretariat](#) / [Government FP \(Gov FP\)](#) / [Inter-governmental Organisation \(IGO\)](#) / [International NGO \(INGO\)](#) / [Site Manager \(SM\) & Visitor Centre Manager \(VCM\)](#) / [Working Group \(WG\) and Task Force \(TF\)](#) / [Others \(Partner Company; Media; Wetland Link International \(WLI\)\)](#)

TARGETS, ACTIONS & INDICATORS OF SUCCESS

TARGET LEVELS & DETAILS	PREFERRED STATUS TO BE ACHIEVED	CEPA ACTIONS THAT CONTRIBUTE TO ACHIEVING THE PREFERRED STATUS	KEY INDICATORS OF SUCCESS
1. FOCAL POINT (FP) (includes ALL FPs, - Government, IGOs, INGOs and Private Sectors)	FPs understand the benefits of joining the EAAFP & Flyway Site Network (FSN) and are actively engaged in their respective roles in promoting and implementing the EAAFP & its objectives (conservation of migratory waterbirds and their habitats).	<ul style="list-style-type: none"> • Secretariat sends welcome letters to new FPs to introduce their role and to update them on the current implementation of the Partnership in their country. • Secretariat provides information, materials, and training to FPs to support implementation. • Secretariat creates a calendar of EAAFP related events including those at Flyway Network Sites (FNSs) as a way of sharing events and encouraging all FPs within countries to run awareness-raising events. • FPs develop effective information distribution systems for their country/network. 	<p>Percentage of actively engaged FPs.</p> <p>Number of national newsletter, mailing list communication, flyer etc. developed.</p>

<p>2 GOVERNMENT (a) Partner Government (Gov) FP</p>	<p>Gov FPs play a coordination role in national CEPA activities by:</p> <ul style="list-style-type: none"> • promoting National Partnerships to raise awareness and achieve participation of relevant agencies and migratory bird experts • encouraging and assisting the development of Sister Site agreements • developing and maintaining their country pages (in English) and their national language(s) page on the EAAFP website • encouraging and supporting partner collaboration for the EAAF/ EAAFP • promoting/organising Flyway-wide annual CEPA activities including World Migratory Bird Day (WMBD) and World Wetlands Day (WWD). 	<ul style="list-style-type: none"> • Secretariat encourages Gov FPs to develop National Partnerships. • Gov FPs build National Partnerships and encourage participation of migratory bird experts to share their knowledge on migratory birds and their management. • Gov FPs provide access to seed funds as an incentive to develop new Sister Site agreements. • Secretariat encourages Gov FPs to develop national language pages on the EAAFP website or nominate someone to do so. • Gov FPs inform the Secretariat of the contact person to develop and maintain country and language pages. • Secretariat disseminates information on WMBD & WWD themes and materials to the Partners in a timely manner. • Secretariat coordinates reporting on partner activities for WMBD & WWD as a branding opportunity. 	<p>Number of active and effective National Partnerships.</p> <p>Number of collaborative campaigns delivered.</p> <p>Number of Sister Site agreements developed.</p> <p>Number of the countries that have a national language page in their official national language(s) on the EAAFP website.</p> <p>Number of WMBD and WWD reports recorded.</p>
<p>(b) Partner country national level government officers (other than the FP)</p>	<p>Government officers, including those in other ministries and departments, are aware that their country is an EAAF Partner and has Flyway Network Sites (FNSs); they actively assist in promoting implementation of the EAAFP.</p>	<ul style="list-style-type: none"> • Gov FPs conduct in-house CEPA activities within government agencies about the Flyway and FNSs. • Gov FPs develop the EAAFP Brochure and FSN/FNS leaflet in their national language(s) to promote the EAAFP and its objectives. • Gov FPs help identify the extended audience of the e-Newsletter and supplies the necessary contacts. 	<p>Number of in-house CEPA activities conducted with government agencies.</p> <p>Number of EAAFP brochures and leaflets in national languages available on the EAAFP website and FP websites.</p>
<p>(c) Partner country local level government officers (For Site Managers, see target 6 below)</p>	<p>Local government officers with responsibility for a FNS are aware of the EAAFP, the global FSN and the specific FNSs under their control, and actively promote their conservation.</p>	<ul style="list-style-type: none"> • Gov FPs promote the EAAFP among relevant local government officers and assist in the management of their FNSs. • Gov FPs conduct Site Manager (SM) workshops. 	<p>Number of interactions between the FP and local government officers on the FNS.</p> <p>Number of SM workshops conducted by Gov FPs.</p>
<p>(d) Non-Partner government national level officers</p>	<p>Officers at the relevant division of the national government know about the EAAFP and are aware of the benefits of joining and that they are located within the EAAF.</p>	<ul style="list-style-type: none"> • Secretariat and Partners disseminate information on the EAAFP. 	<p>Number of communications per year from the Secretariat to potentially new country Partners.</p> <p>Number of new country Partners.</p>

<p>3. IGO</p> <p>IGO Partners' CEPA Focal Points at Secretariat and National levels</p>	<p>CEPA Officers/FPs at the IGO Secretariat and national government levels are aware of the EAAFP, its key aims and objectives, its member states and National FPs, and work cooperatively to ensure that the relevant elements of EAAFPs CEPA programme are integrated into their CEPA plans and <i>vice versa</i>.</p>	<ul style="list-style-type: none"> • Secretariat maintains regular contact with CEPA Officers within the CBD, CMS and Ramsar Conventions to ensure coordination and cooperation on CEPA programmes. • Gov FPs and their CEPA Officers/contacts maintain regular contact and work cooperatively with National CEPA representatives of the CBD, CMS and Ramsar on conservation of migratory birds and their wetland habitats. • CBD Secretariat encourages inclusion of the conservation of migratory waterbirds and their habitats in National Biodiversity Strategy and Action Plans (NBSAPs). • ASEAN Centre for Biodiversity facilitates ASEAN country FPs to take part in regional EAAFP CEPA activities. 	<p>Number of interactions between the Secretariat and IGO Partner CEPA Officers.</p> <p>Number of EAAFP member country NBSAPs that include adequate reporting of the conservation status of migratory birds and their habitats.</p>
<p>4 INGO</p> <p>Partner INGO Focal Points</p>	<p>Partner INGO officers are aware that their organisation is an EAAFP Partner, and promote implementation of the EAAFP both within their organisation and its programmes and with other non-EAAFP INGOs and NGOs.</p>	<ul style="list-style-type: none"> • INGO FPs conduct in-house CEPA activities within the organisation/national offices to promote the EAAFP and its objectives. • Secretariat provides information and supporting materials. • INGO FPs share relevant programmes and information through e-Newsletter etc. • INGO FPs provide information about the EAAFP to non-EAAFP INGOs and NGOS who could support implementation within the Flyway. 	<p>Number of in-house activities on EAAFP.</p> <p>Numbers of articles about EAAFP in their e-Newsletter.</p>
<p>5. PRIVATE SECTOR</p> <p>(a) Partner company FP and other company officers</p>	<p>Company FPs play a coordination role in raising awareness about the EAAFP and achieve participation of relevant officers</p>	<ul style="list-style-type: none"> • Secretariat encourages Company FPs to promote EAAFP. • Secretariat provides information, materials, and training to FPs to support implementation. 	
<p>(b) Partner company officers</p>	<p>Partner company includes information about migratory birds and the Flyway in their promotional materials.</p> <p>Partner company provide opportunities for workers to participate in conservation activities at their local FNS.</p>	<ul style="list-style-type: none"> • Partner FPs help identify the extended audience of the e-Newsletter and supplies the necessary contacts. • SMs and Partner company coordinate and offer participation opportunities to workers. 	<p>Number of opportunities provided for company workers to assist in FNS hands-on activities.</p>
<p>(c) Non-Partner companies within the EAAF</p>	<p>Non-partner companies know about the EAAFP</p>	<ul style="list-style-type: none"> • Secretariat / INGOs / SMs provide key information about the Flyway to selected private sector or key comprehensive economic organizations (e.g. Keidanren (Japan Business Federation) and encourage their involvement in the Flyway.) 	

6. FLYWAY NETWORK SITE MANAGER (SM) (A Local Government Officer with Site responsibility); plus Visitor Centre Managers (VCM)	SM/VCM have CEPA programmes and materials in place for local people and visitors to understand the benefits of the Flyway Site Network for people, birds and other wildlife.	<ul style="list-style-type: none"> • Secretariat and other Partners provide training and materials for SMs/VCMs. • SMs/VCMs customize the EAAFP CEPA materials for their sites and organize events/activities for local people. 	Number of materials customised for the site and used.
	Posts, updates and communication materials (e.g. documents, exhibition materials, news items, best practices) from the FNSs are available on the EAAFP website and in e-Newsletters to be shared throughout the network.	<ul style="list-style-type: none"> • SMs/VCMs provide articles (in English) and materials to be translated and prepared for dissemination through the EAAFP Secretariat. • Secretariat develops a mailing list for SM/VCM to keep them informed of activities across the network and key relevant EAAFP materials. 	
	Flyway-wide activities including WMBD & WWD are effectively implemented at FNS.	<ul style="list-style-type: none"> • Secretariat disseminates information on WMBD & WWD to the Partnership in a timely manner. • Secretariat coordinates reporting on partner activities for WMBD & WWD as a branding opportunity. • SMs/VCMs promote WMBD and WWD. • Secretariat/CEPA WG identifies/develops Flyway-wide activity menus. 	Increased number of WMBD/WWD events held.
	An international network among FNS managers is active.	<ul style="list-style-type: none"> • Secretariat, in collaboration with SMs/VCMs and the WLI network, encourages the exchange of wetland centre staff, develop common Flyway messages and materials, etc. 	
	National network among FNS managers is active.	<ul style="list-style-type: none"> • Gov FPs provide an opportunity and scheme to mobilise a national network among FNS managers. 	
	Site institution offers citizens opportunities for conservation activities.	<ul style="list-style-type: none"> • SMs/VCMs, with the help of INGOs engage with local communities to ensure their participation in decision-making & monitoring. Local knowledge about history, values, and traditional management techniques are taken into account in management planning. 	
	Sister Site programme is actively implemented.	<ul style="list-style-type: none"> • Secretariat, in collaboration with the WLI network, encourages FNS and Wetland Centres to promote site twinning. 	Number of Sister sites developed. Number of Sister site activities implemented.
Site Institutions (Visitor centres, etc.) SM/VCM who manage sites that are not yet a FNS	<ul style="list-style-type: none"> • Secretariat promotes the e-Newsletter to a broader audience. • Gov FPs, INGOs, WLI, and SMs/VCMs help to identify the extended audience of the e-Newsletter and supply the necessary contacts to the Secretariat. 		

7 EDUCATIONAL INSTITUTION (a) Schools (primary and secondary), especially those located near FNS	School teachers know about migratory birds and the EAAF. School materials are developed by each FNS to engage at a local level.	<ul style="list-style-type: none"> • SMs/VCMs provide training for local school teachers on migratory birds. For teachers that do not have any FNS around, training materials are provided. Funding provided by Education Dept/Ministry. • SMs/VCMs in collaboration with local schools develop relevant FNS materials to contribute to a FNS education tool kit. 	Number of educational events conducted. Number of schools visiting a FNS. Number of the FNS materials developed.
(b) Academic institutions (including universities) and experts	Schools implement curriculum on migratory birds and their habitats and conduct at least one class a year.	<ul style="list-style-type: none"> • SMs/VCMs, INGOs, Gov FPs encourage Education Dept/Ministry to include the concept of migratory waterbirds and conservation of their habitats in the school curriculum. 	
	Schools visit their nearby FNS every year.	<ul style="list-style-type: none"> • SMs/VCMs work in collaboration with Local Government Education Departments to plan and encourage schools to take a trip to their local FNS. 	Number of school visits to FNS.
	Academic institutions, especially those around a FNS are aware of the EAAFP, conduct relevant monitoring and research at the FNS, and share relevant news and important data with the FNS and the EAAFP.	<ul style="list-style-type: none"> • Secretariat, Gov FPs, SMs/VCMs send materials (Brochure, e-Newsletter, etc.) to local academic institutions and encourage lecturers and students to conduct monitoring and research on migratory birds and habitats in the EAAF and share this information with the Secretariat, Government contacts and SM/VCM. 	Number of articles/information materials shared by local academic institutions.
	Experts in migratory bird conservation participate in the national partnership.	<ul style="list-style-type: none"> • Gov FPs identify experts in migratory waterbird conservation and encourage them to share their knowledge and expertise. 	
Museums (Natural, History, Science...)	The concept of EAAF (and EAAFP) is included in exhibition materials and educational programmes and activities for visitors on migratory waterbirds.	<ul style="list-style-type: none"> • SMs/VCMs are proactive in engaging museums to develop exhibitions on the EAAF and the FSN and provide essential information. 	Number of exhibits relating to the EAAF and EAAFP shown in museums etc.
8. EAAFP WORKING GROUP (WG)/ TASK FORCE (TF)	Regular posts and updates from WGs/TFs are on the web and in e-Newsletter.	<ul style="list-style-type: none"> • Secretariat & CEPA WG provide a template and ask the chairs for regular updates. Each WG/TF creates a profile for their key species. • CEPA WG selects and shares useful web-based CEPA materials. 	Number of materials added or updated in the WG and TF web pages .
	Networks between experts are effectively in action for EAAFP implementation.	<ul style="list-style-type: none"> • WGs and TFs in collaboration with partners identify other WGs (such as within IUCN's Specialist Groups) with potential for collaboration to raise the profile and impact of the EAAFP. 	
	WGs and TFs recommend and work with the CEPA WG to develop specific strategies to engage target audiences for the protection of the EAAFP values.	<ul style="list-style-type: none"> • CEPA WG develops a simple process and communicates it to all WGs and TFs that invites recommendations on engagement and education strategies to address specific concerns of the groups. 	Number of actions implemented as a result of TF and WG recommendations.

9. MEDIA Media under EAAF	Media are aware of migratory birds and the EAAFP, and promote their profile through various channels.	<ul style="list-style-type: none"> • Secretariat/ Gov FPs /CEPA WG identify media groups and opportunities and provide relevant materials and support as necessary. • Secretariat/ CEPA WG ask Partners and other organizations to identify media outlets and opportunities and advise on how the EAAFP can work with them. 	Number of media releases produced by media groups that are in partnership with the FNS and Secretariat.
10. CITIZENS (ESPECIALLY THOSE LIVING CLOSE TO A FNS)	EAAF citizens understand the terms 'Flyway', migratory birds and their habitats.	<ul style="list-style-type: none"> • Gov FPs develop/manage the development of their country's national language webpages. • The media broadcast programmes on migratory waterbirds and the EAAF. • SMs/VCMs conduct CEPA activities for local citizens. 	Number of national language pages available on EAAFP website. Number of programmes broadcast. Number of activities conducted.
	Citizens living near a FNS are encouraged to become involved in FNS and EAAFP champions through the FNS managers.	<ul style="list-style-type: none"> • SMs/VCMs find innovative ways to engage citizens in becoming stewards of the EAAF and EAAFP. • SMs/VCMs train local citizens to become champions of the FNS. 	Number of local citizen groups formed to protect the FNS or become advocates for its protection.
English-speaking citizens	EAAF citizens help information sharing by voluntary translation of documents, materials and news.	<ul style="list-style-type: none"> • Secretariat and SMs/VCMs work together to develop a scheme for voluntary translation. 	
Artists and performers	Artists are given opportunities to develop materials for the EAAF and FSN, such as film, documentaries, animations, artistic exhibits to engage people in the EAAF and sites.	<ul style="list-style-type: none"> • SMs/VCMs are encouraged to engage local artists to develop art, performance and film on EAAF themes. 	Number of visual materials developed about EAAF and EAAFP themes.
Native/ Aboriginal/ Indigenous people	Native/ Aboriginal/ Indigenous people living in a FNS and making use of its natural resources are involved in the development and management of FNS.	<ul style="list-style-type: none"> • SMs/VCMs promote engagement with Native/ Aboriginal/ Indigenous people and provide opportunities for their active involvement in site management. • SMs, INGOs work with Native/ Aboriginal/ Indigenous people to ensure their stories and, where possible, their languages are used in FNS materials. 	Number of FNS that sustain a working partnership with Native/ Aboriginal/ Indigenous people. Number of Native/ Aboriginal/ Indigenous stories and language used in FNS materials.

ACRONYMS AND ABBREVIATIONS

CEPA: Communication, Education, Participation and Awareness
EAAF: East Asian-Australasian Flyway
EAAFP: East Asian-Australasian Flyway Partnership
FP: Focal Point
FNS: Flyway Network Site
FSN: Flyway Site Network
IGO: Intergovernmental Organisation
INGO: International Non-Governmental Organisation
NBSAP: National Biodiversity Strategy and Action Plan
NGO: Non-Governmental Organisation

SM: Site Manager
TF: Task Force
TOT: Training of trainers/teachers
VCM: Visitor Centre Manager
WG: Working Group
WLI: Wetland Link International
WMBD: World Migratory Bird Day
WWD: World Wetland Day