

ELEVENTH MEETING OF PARTNERS OF THE EAST ASIAN – AUSTRALASIAN FLYWAY PARTNERSHIP
Brisbane, Queensland, Australia, 12-17 March 2023



Decision 1

CEPA Action Plan 2023 – 2028

Recalling at MOP10/DD.1 EAAFP Strategic Plan 2019-2028 was adopted, prioritized in Objective 2 to “Enhance communication, education, participation and awareness (CEPA) of the values of migratory waterbirds and their habitats”. It states the Key Result Areas of Objective 2 “The achievement of the elements in the EAAFP CEPA Action Plan (2019-2024)”. MOP10/DD. 2. CEPA Action Plan (2019-2024) was adopted during MOP10 to guide Partners, Working Groups and Task Forces, Site Managers, and other stakeholders to implement CEPA Actions;

Recognizing that when EAAFP Finance Sub-Committee Workshop was held in Singapore from 4-6 September 2019 at the Sungei Buloh Wetland Reserve, where the CEPA Working Group Chair and three members attended, it was discussed and agreed that a separate funding strategy for the CEPA Action Plan should be developed by the CEPA Working Group (refer to MOP11/DD.2);

Noting the CEPA Working Group was restructured and reactivated in August 2021, and since then meeting on a monthly basis. CEPA Working Group revisited the CEPA Action Plan (2019-2024) and discussed its implementation. The CEPA Working Group agreed that an Update of the Action Plan was needed for the further development of the implementation and resource mobilization for CEPA actions in the EAAFP; and

Further recalling that CEPA Working Group shared the draft of updates of CEPA Action Plans 2023 – 2028 with Partners, Working Groups, and Task Forces for consultation, with nine sets of feedback received from Partners, Working Groups, and Task Forces. The CEPA Working Group encouraged the CEPA Action Plan to be implemented throughout the Partnership, not just within the CEPA Working Group.

The 11th Meeting of Partners of the East Asian – Australasian Flyway Partnership

1. *Adopts* the updated CEPA Action Plan 2023 -2028 (Appendix 1);
2. *Requests* members of the Partnership to collaborate on CEPA planning and action with Partners, Working Groups and Task Forces, Site Managers and other stakeholders; and
3. *Supports* the CEPA Working Group to develop an action prioritization, summary pages, implementation plan, and resourcing plan.

Appendix 1

East Asian-Australasian Flyway Partnership (EAAFP)

Communication, Education, Participation, and Awareness (CEPA) Action Plan 2023-2028

^ **KEY:** Secretariat (Sec), Government Focal Point (Gov FP), Inter-governmental Organisation (IGO), International NGO (INGO), Corporate (Corp), Site Manager (SM) & Visitor Centre Manager (VCM), CEPA Working Group (CEPA WG), Working Groups & Task Forces (WG&TF)

Preferred Status to be achieved	CEPA Actions that contribute to achieving the preferred status	Key Indicators of success	Responsible Actor	Target Audience
OBJECTIVE I. Promote the EAAFP so that stakeholders are aware of the mission and objectives of EAAFP and of the Flyway Site Network.				
1. 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	A. FPs identify a CEPA point of contact for each EAAFP Partner to: (1) develop information distribution systems for their country/network.	Number of active CEPA points of contact.	Gov FP, Sec	CEPA contact point, National networks
	B. FPs identify a CEPA point of contact for each country in the flyway to: (2) develop national language pages on the EAAFP website, or nominate someone to do so.	Number of the countries that have a national language page in their official national language(s) on the EAAFP website.	Gov FP, Sec	CEPA contact point, National networks

migratory waterbirds, and their habitats).	C. FPs identify a CEPA point of contact for each country in the flyway to: (3) develop the EAAFP Brochure in their national language(s) to promote the EAAFP and its objectives through e-newsletter, etc.	Number of EAAFP brochures in national languages available on the EAAFP website and FP websites.	Gov FP, Sec	CEPA contact point, National networks
	D. Conduct in-house CEPA activities within Flyway Partners organizations to promote the EAAFP and FSN.	Number of in-house CEPA activities (and attendance) within organizations.	Gov FP, IGO, INGO, Sec	Gov staff, IGO staff, INGO staff, Sec staff
	E. Maintain regular contact and work cooperatively with National CEPA representatives of the CBD, CMS and Ramsar on conservation of migratory waterbirds and their wetland habitats.	Number of interactions (via Reporting Template survey) between the Secretariat and IGO Partner CEPA Officers.	Gov FP, IGO, Sec	CBD, CMS, Ramsar CEPA focal points
	F. Conduct Site Manager workshops to promote the EAAFP.	Number of site manager workshops and workshop attendance.	Gov FP, SM	SM
2. Non-partner companies know about the EAAFP.	A. Provide key information about the Flyway to selected corporate sector or key comprehensive economic organizations.	Number of non-partner companies outreach activities.	Gov FP, IGO, INGO, Corp	Corp
		Amount of non-partner support (financial, in-kind, etc.).	INGOs, SM, Sec	Corp
3. The concept of EAAF (and EAAFP) is included in exhibition materials and educational programmes and activities for visitors on migratory waterbirds.	A. Develop exhibitions for museums, visitor centres, etc. on the EAAF and the FSN and provide essential information.	Number of exhibits relating to the EAAF and EAAFP shown in museums, nature/wetland centres, etc., and attendance at those exhibits.	SM/VCM	Managers of museums and wetland centres

4. Media are aware of migratory waterbirds and the EAAFP, and promote their profile through various channels.	A. Identify media (including social media) groups and opportunities and provide relevant materials and support as necessary.	Number of media stories, including social media, produced by media groups that are in partnership with the FNS and Secretariat.	Gov FP, CEPA WG, Sec	Media groups at national and local level
5. Experts in migratory waterbird conservation participate in the partnership.	A. Identify experts in migratory waterbird conservation and encourage them to share their knowledge and expertise.	Number of new experts actively engaged in national partnership, WGs, and TFs.	Gov FP, SM/VCM, Sec, WG/TFs	Experts in migratory waterbirds
6. FPs work cooperatively to ensure that the relevant elements of EAAFPs CEPA programme are integrated into their CEPA plans and vice versa.	A. Maintain regular contact and work cooperatively with National CEPA representatives of the CBD, CMS and Ramsar on conservation of migratory waterbirds and their wetland habitats to ensure coordination and cooperation on CEPA programmes.	Number of non-EAAFP CEPA plans where EAAFP CEPA is integrated. Number of co-developed plans/publications with external partners.	Gov FP	CBD, CMS, Ramsar CEPA focal points
7. Site managers know about the EAAFP and the benefits of the FSN.	A. Identify sites that could become FNS and help site managers with the nomination process.	Numbers of potential sites contacted and number of FNS accepted.	Gov FP, INGO	Potential SM
II. People in the EAAF are aware of migratory waterbirds, the habitats that they depend upon and participate in their conservation.				
8. EAAF citizens understand the terms "flyway", "migratory waterbirds" and their "habitats", and how people's livelihoods may	A. Coordinate national CEPA activities including assisting the development of Sister Site agreements.	Number of Sister Site agreements developed.	Gov FP, Sec	SM
	B. Coordinate national CEPA activities including organising and promoting Flyway-wide annual CEPA activities	Number of WMBD and WWD reports.	Gov FP, IGO, INGO, Corp	Gov FP

depend on them and participate in their conservation.	including World Migratory Bird Day (WMBD) and World Wetlands Day (WWD).			
	C. Include information about migratory waterbirds and the Flyway in outreach materials.	Number of outreach materials and audience reached.	Gov FP, IGO, INGO, Corp, Sec	All: Sec, Gov FP, IGO, INGO, Corp, SM/VCM, CEPA WG, WG&TF
	D. Engage local artists to develop art, performance and film on EAAF themes.	Number of visual materials developed and shared about EAAF themes.	SM/VCM	Artists and artist groups
	E. Encourage the media broadcast/publish programmes on migratory waterbirds and the EAAF.	Number of media broadcasts, articles, and posts from non-partners.	Gov FP, IGO, INGO Corp, CEPA WG, Sec	Media groups
	F. Work with Native/ Aboriginal/ Indigenous people to ensure their stories and, where possible, their languages are used in EAAF materials.	Number of Native/ Aboriginal/ Indigenous stories and languages used in EAAF materials.	INGOs, SM/VCM	Native/ Aboriginal/ Indigenous people, Local people
	G. Find innovative ways to engage citizens in becoming stewards of the EAAF and EAAFP.	Number of innovative activities conducted.	SM/VCM	Local people and visitors
9. FPs maintain regular contact and work cooperatively with National CEPA representatives of the CBD, CMS and Ramsar on	A. CBD Secretariat encourages inclusion of the conservation of migratory waterbirds and their habitats and related CEPA actions in National Biodiversity Strategy and Action Plans (NBSAPs), and makes links to National	Number of EAAFP member country NBSAPs and Ramsar National Reports that include adequate reporting of the	Gov FP, IGO	CBD, CMS, Ramsar CEPA focal points

conservation of migratory waterbirds and their wetland habitats.	Delivery of Ramsar-related CEPA actions.	conservation status of migratory waterbirds and their habitats.		
	B. Encourage the ASEAN Centre for Biodiversity to facilitate the ASEAN Flyway Network (AFN) country FPs to take part in regional EAAFP CEPA activities.	Number of EAAFP related CEPA activities supported/facilitated by ASEAN Flyway Network with ASEAN Centre for Biodiversity.	Gov FP, INGO	ASEAN
10. Citizens living near a FNS become involved in FNS and EAAFP champions.	A. Support regional/local CEPA programmes for local people and visitors to understand the benefits of the Flyway Site Network for people, waterbirds and other wildlife.	Number of educational events conducted and number of attendees.	SM/VCM	Local people and visitors
	B. Implement flyway-wide activities, including WMBD & WWD, at FNS.	Number of WMBD and WWD reports recorded.	Gov FP, IGO, INGO, Corp, Sec	Ramsar, WMBD partners, SM
	C. Train local citizens to become champions of the FNS.	Number of people trained, number of training events, attendance, number of local citizen groups formed to protect the FNS or become advocates for its protection.	SM/VCM, INGO	Local citizens
	D. Partner companies provide opportunities for workers to participate in conservation activities at their local FNS.	Number of opportunities provided for company workers to assist in FNS hands-on activities.	SM/VCM, INGO	Partner companies

	E. Support an international and national network among FNS managers.	Number of active members.	Gov FP, INGO, SM/VCM, Sec	FNS managers
	F. Engage with local communities to ensure their participation in decision-making & monitoring at FNS with a focus on local knowledge about history, values, and traditional management techniques.	Number of FNS that sustain a working partnership with local communities.	Gov FP, INGO, SM/VCM	Local community members
	G. Actively implement the Sister Site programme at FNSs.	Number of sister sites developed. Number of sister site activities implemented.	Gov FP, INGO, SM/VCM	Sister SM
	H. Encourage academic institutions, especially those around a FNS, to conduct relevant monitoring and research at the FNS, and share relevant news and important data with the FNS and the EAAFP.	Number of articles/information materials published and shared by academic institutions using monitoring and research data.	Gov FP, INGO, SM/VCM, WG & TF, Sec	Academic institutions
11. School teachers and students know about migratory waterbirds and the EAAF.	A. Develop school materials for each FNS to engage at a local level.	Number of FNS materials developed and distributed.	SM/VCM, INGO	Schools/Educators -> Students
	B. Collaborate with Local Government Education Departments to encourage and plan schools to take a trip to their local FNS.	Number of schools/departments approached, FNSs visits, number of attendees.	SM/VCM, INGO	Schools/Educators -> Students
	C. Encourage Education Dept/Ministry to include the concept of migratory	Number of schools implementing curriculum on migratory waterbirds and their habitats.	Gov FP, INGO, SM/VCM	Schools/Educators -> Students

	waterbirds and conservation of their habitats in the school curriculum.			
	D. Provide training for school teachers/educators on migratory waterbirds.	Number of training materials developed, number of training events provided, tracking of some follow up actions from training events.	Gov FP, INGO, SM/VCM	Schools/Educators -> Students
12. The CEPA Action Plan is adequately resourced to ensure prioritised implementation at all levels throughout the Flyway.	A. Identify and prioritise the elements of the plan that should be prioritised implement, and secure the necessary funding and other resources for implementation.	Priority setting exercise conducted and priority elements of CEPA plan identified and implemented.	All: Sec, Gov FP, IGO, INGO, Corp, SM/VCM, CEPA WG, WG&TF	Funders, SM, Corp

Note 1: Note that one Action could lead to multiple Key Indicators and support the achievement of multiple Preferred Status.

Note 2: NOTE: if there are multiple layers of communication necessary between the responsible actor and the target audience, it will be listed "Intermediate target -> ultimate target" (e.g. VSM -> public).