



Communication, Education, Participation and Awareness Working Group
Terms of Reference

Adopted by the CEPA Working Group in December 2022

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).

Established in 2010 at the 5th meeting of the Partners, the CEPA Working Group developed a first Communication Strategy in 2012 recognising that CEPA processes need to be used at all levels within the Partnership to achieve the objectives of the EAAF as identified in the Partnership's Implementation Strategy. This Strategy was replaced at MOP9 with the CEPA Strategy and Action Plan (2017-2021). Another revision, the CEPA Strategy and Action Plan (2019-2024) was adopted at MOP10. A new version is in draft to be adopted at MOP11 in 2023.

Actions

The aim of the CEPA Working Group is 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'. The CEPA Working Group will initiate CEPA actions and collaborate with the EAAFP Secretariat, Partners Working Groups and Task Forces to carry out CEPA activities at local, national and international levels.

The Working Group operates under an Action Plan, tiered from the Implementation Strategy. It is important to note that the CEPA Action Plan is the Partnership's plan and not just the CEPA Working Group's plan.

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.

Communication and Meetings

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

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

The Working Group will report to the Partnership through the Chair and/or the Secretariat's Chief Executive (whichever is appropriate in each case).

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 and Financial SubCommittee updated about its financial affairs.

Coordination and Cooperation

The Working Group will look for synergies and cooperate with migratory bird and wetland CEPA networks, groups, and wetland 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 existing tools.

Through cross-referencing with collaborators, the Working Group will maintain a focus on the conservation of migratory birds and the sustainable management of their key habitats through cooperation with local communities. This is to ensure the Partnership is adding value to and not duplicating work on migratory birds, their habitat, and conservation being conducted by other organisations.

Membership

The CEPA Working Group Chair, Vice Chair(s) and members shall be associated with an EAAFP Partner organization and shall serve approximate 2-year terms, which may be renewed. The group will be supported by the EAAFP Secretariat communications officer and wider team where necessary. The current CEPA Working Group membership can be found on the EAAFP website.

Selection of a Chair and Vice chair. The CEPA Working Group shall have at least 1 chair. Co-chairs may also be considered. If appropriate, 1-2 vice chairs may also be selected. The role of the chair(s) shall be to convene and lead meetings, lead the CEPA working group in selecting and implementing collaborative actions identified in the Action Plan, coordinate updates to the action plan as needed, collaborate with other EAAFP Working Groups and Task Forces, and to recruit and retain CEPA working group members. All of these roles should be done with input and support of the CEPA Working Group and may be delegated as necessary. The role of the vice chair(s) shall be to support the chair in the previously mentioned roles, cover for the chair in their absence, and lead the process to select a new chair. Chair and co-chair terms will be offset if possible.

Selection criteria. Members should demonstrate substantial experience of working on CEPA-related wetland and/or migratory bird projects within the flyway, or for youth members demonstrate good

communication skills and a passion for CEPA-related work. This can be locally, nationally or internationally. Members must demonstrate that they have enough time to commit to the CEPA Working Group. The time commitment is estimated to be a minimum of attending 1 online meeting per month (1-2 hours), plus 1-2 hours per month for collaboration, and attendance at the MOP if possible (around 1 week's time commitment every other year).

Selection of members. A call for members of the CEPA Working Group will take place one month before the MOP. Candidates may be nominated by any active member of EAAFP, or can be self-nominated. At each MOP the CEPA Working Group will review its membership, and with support from the EAAFP Secretariat, will select suitable members. After a 2-year term, a member may self-nominate to continue to be part of the group, and follow the normal nomination process.

Managing the group. If members are out of communication for four months or more, the group may find a replacement. If any member leaves, it will be up to the EAAFP Secretariat and Chair and/or Vice Chair of the CEPA Working Group to select new members.

The group aims to have balance by geography, youth and gender, and will not tolerate any form of racism, sexism, ageism, homophobia or similar discriminatory behaviour. Members must not use the group for their own personal, financial or political benefit.