

Agenda Item 4.5

Priorities in the Implementation of the  
Triennium Work Plan (2010-2012)  
Publicity and Outreach

Document 4-04

**Draft Communication, Education and  
Public Awareness (CEPA) Plan for  
ASCOBANS**

**Action Requested**

- Consider the draft CEPA Plan prepared by the Working Group
- Comment
- Endorse the CEPA Plan

Submitted by

Working Group



**NOTE:**  
IN THE INTERESTS OF ECONOMY, DELEGATES ARE KINDLY REMINDED TO BRING THEIR  
OWN COPIES OF DOCUMENTS TO THE MEETING

## **Secretariat's Note**

1. As decided at the 6<sup>th</sup> Meeting of the Parties to ASCOBANS (September 2009, Bonn, Germany), the Draft Communication, Education and Public Awareness (CEPA) Plan, tabled as MOP6/Doc.7-05, was to be worked on further by a correspondence group under the United Kingdom's leadership. The revised text was to be forwarded to the next Advisory Committee meeting.
2. On 11 January 2010, the draft document was circulated for comments by the United Kingdom. Following the submission of the revised version on 18 March, the Secretariat in consultation with the United Kingdom adapted the draft document to refer no longer to the previous triennium's work plan (2007-2009), but instead relate all recommended actions, as far as possible, to the Triennium Work Plan adopted for 2010-2012 (Annex 1 to Resolution No. 3 of MOP6).
3. The draft CEPA Plan as updated by the Secretariat was circulated again for comments on 29 March. No further comments were received.

**Draft Communication, Education and Public Awareness (CEPA) Plan  
for the Agreement on the Conservation of Small Cetaceans of the Baltic, North  
East Atlantic, Irish and North Seas (ASCOBANS)**

Work Plan for the Triennium 2010 – 2012

## 1. Introduction

The purpose of the Communication, Education and Public Awareness (CEPA) Plan is to identify actions and activities to be undertaken by the Secretariat, Parties and relevant partners within the given budget. In particular, this plan identifies the following:

- How the Secretariat, Parties and partners can contribute, including by working together, to raise awareness of issues related to cetacean conservation in the Agreement Area;
- How ASCOBANS can help develop joint educational and promotional activities, and create synergies to provide added value while also avoiding any unnecessary duplication of effort<sup>1</sup>; and
- How the Agreement and its aims can be promoted more effectively within Party States, Range States and with other relevant players.

The CEPA should seek to achieve:

- More effective engagement with audiences, both existing and new ones;
- Clearer focus amongst Secretariat, Parties, Partners and key stakeholders about key messages and objectives;
- Greater impact upon audiences;
- A closer relationship with key conservation issues;
- More effective connection with educational, fundraising and promotional initiatives;
- Closer engagement with potential investors in the work of ASCOBANS; and
- More effective and easily understood communication of relevant areas of science.

In addition, the 17th Advisory Committee has recommended the following overarching principles and examples of potential activities:

### 1.1 General principles

- Carefully identifying the audience that we are trying to address – e.g. children, students, policy makers, fishermen, and making materials appropriate to each particular audience and to the message that needs to be conveyed;
- Noting that different localities, communities and cultures may require different approaches;
- Preparing outreach and education materials in relevant languages (including on the website); and
- Building joint initiatives with ‘partner’ organisations and others.

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<sup>1</sup> For example with the EU, CMS, OSPAR, HELCOM and ACCOBAMS

## 1.2 Potential Activities

- Postage stamps showing images of small cetacean species<sup>2</sup>;
- Education packs (the WDCS dolphin diploma<sup>3</sup> has been noted as an example of a simple mechanism to reach a lot of young people) and/or educational CDs;
- Simple one page water-proofed (laminated) ID guides;
- Photographic competitions;
- The development of new ASCOBANS awards - for example a conservation or science award - and/or a student award;
- The utility of sightings schemes (such as that run by GSM or the Sea Watch Foundation) for directly engaging target groups and raising public awareness;
- The development of postcards/stickers/bookmarks;
- Grants for students/and or making data available to them to facilitate projects; and
- The use of ferries for outreach exercises involving sighting cetaceans and/or onboard education initiatives

Incentives to specific users of the sea to undertake conservation activities (such as the collection of marine debris for appropriate disposal on land, as successfully undertaken by the "Fishing for litter" project in Shetland and elsewhere). Develop a "reward" system (e.g. with certificates, announcements, etc.) for companies or organisations that have best demonstrated effective marine environmental/conservation measures in their activities.

## 2. Interpretation and Further Ideas

### 2.1 Printed resources and educational/promotional material

#### 2.1.1 ASCOBANS Exhibition

An updated and modernised exhibition for ASCOBANS is under production.

- If resources allow, the exhibition could be enhanced by a plasma screen showing footage of cetaceans in the Agreement Area and equipment for relaying underwater sounds.
- As well as in English and German, copies for the exhibition should be produced in the languages of other Contracting Governments.
- Specially designed mobile displays highlighting the whale and dolphin watching opportunities within the Agreement Area could be considered; information should be available on responsible whale watching and the appropriate code of conduct when approaching the animals. Several Range States have excellent opportunities for land-based watching that does not intrude upon the animals. These should be specifically encouraged.
- A roving wildlife photography competition. This could be an annual event based on the successful exhibition organised by the BBC (Wildlife Photographer of the Year)<sup>4</sup>. Talented young photographers would be given the opportunity to submit a selection of photographs which would be judged by a panel of wildlife experts and photographers. The event could be linked to the International Year of Biodiversity and photographers wishing to enter the competition would be expected to submit photographs that capture the importance of cetacean biodiversity within the Agreement Area. The exhibition could

<sup>2</sup> Since the 16<sup>th</sup> Advisory Committee meeting, new stamps featuring the harbour porpoise have been issued in Poland. See: [http://www.morswin.pl/index\\_base.php?Screen\\_Option=3&Page\\_ID=73&News\\_ID=472](http://www.morswin.pl/index_base.php?Screen_Option=3&Page_ID=73&News_ID=472)

<sup>3</sup> See WDCS website: [http://www.yod2007.org/en/Join\\_in/Dolphin\\_Quiz\\_KIDS/index.html](http://www.yod2007.org/en/Join_in/Dolphin_Quiz_KIDS/index.html)

<sup>4</sup> BBC Wildlife Photographer of the Year. <http://www.nhm.ac.uk/visit-us/whats-on/temporary-exhibitions/wpy/>

be sponsored by Partners as well as a well-known brand (such as Nikon). The exhibition would welcome a vast and diverse audience; it would raise considerable awareness of the amazing and precious biodiversity in the Agreement Area and give young people the opportunity to develop their career prospects. The event could be promoted through the Media, within joint CMS/ASCOBANS/NGO publications and on the website.

### 2.1.2 The publication of “Survival<sup>5</sup>”

Launch parties could be organised by ASCOBANS/CMS Parties or others (with assistance from the Secretariat) to coincide with the publication date of the book. The launch parties would be ticketed and the money paid would be subsequently redeemed off the price of the book (books will be available to buy on the night), guests will be given the opportunity to meet the author and get their copy of the book signed and dedicated. There could be a question and answer session. The Secretariat, Parties, Partners and key players could invite interested parties along to the launch parties as well as the press.

NGOs could also promote this book. For example, WDCS could review the book on its ‘book review’ section on the website and in the WDCS UK Magazine (circa approximately 20,000).<sup>6</sup>

### 2.1.3 New short CMS promotional film

The film could also be broadcasted using various channels:

- YouTube
- ASCOBANS and CMS website
- Other Parties/Players/Partners/NGOs/IGOs websites (this could just be a link from to the CMS site or YouTube page.
- At International Year of Biodiversity events.

### 2.1.4 Species Guides

There are several species guides already available for the European region. Either utilising one of these in partnership with its author or working from scratch, ASCOBANS could produce one for the whole region or several for different regions. These could be based on existing guides and would be useful and accessible tools for a diverse audience (from school children to tour operators).

Such species guides would include:

- anatomically accurate illustrations of the species found within the Agreement Area;
- an artist should be commissioned to produce such illustrations;
- Key ecological and biological information (diversity/location/threats) should be included within the design;
- The laminate should also list relevant contact details for people to be able to record sightings/strandings and potential by-catch incidences;
- Providing information on responsible whale and dolphin watching including information on appropriate code or conduct.

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<sup>5</sup> Survival is a new book sponsored by CMS and co-authored by the famous environmentalist Stanley Johnson. It is intended to be popular and introduce more people to the fabulous and extraordinary wildlife that undertake migrations in support of the work of the convention. More information: [http://www.stacey-international.co.uk/v1/site/product\\_rpt.asp?Catid=337&catname=Flora+%26+Fauna](http://www.stacey-international.co.uk/v1/site/product_rpt.asp?Catid=337&catname=Flora+%26+Fauna).

<sup>6</sup> WDCS Book Reviews: [http://www.wdcs.org/connect/education/story\\_details.php?select=88](http://www.wdcs.org/connect/education/story_details.php?select=88)

The production costs of the guides should be divided between Parties, Partners and regional authorities. All sponsors should have their logo clearly visible in the design; there should also be a link to all associated NGOs. The objectives of the ASCOBANS Agreement should be clearly featured. The Secretariat, Parties, Partners and key players should circulate the laminates as appropriate.

### 2.1.5 Species Stamps

A series of stamps showing the range of species in the relevant waters would help people recognize the marine species that they rarely (if ever) see, which is clearly an ongoing problem in terms of initiating support for their conservation.

- The stamps could be launched during the opening activities for the International Year for Biodiversity.
- The Secretariat, in cooperation with the coordinating authorities of each country, could try to persuade the national authorities to publish the stamps.
- This initiative would significantly raise the profile of the Agreement and raise public awareness of common cetaceans found in the Agreement Area.

## 2.2 Engaging through Events and mobile Exhibitions

Both events and mobile exhibitions can prove to be powerful, emotive and effective ways of engaging large and varied audiences. This plan recommends that where there are public awareness programmes in place, such programmes should be supported in order to integrate them into the wider effort to promote awareness in the areas covered by the Agreement.

Please refer to AC 15 Report (Publicity & Outreach) where Poland informed the members of the meeting of activities being undertaken on a regular basis each year, such activities have been contributing to the preparation of a national protection plan for the harbour porpoise and another specifically for Puck Bay. An information campaign for children was carried out on a weekend in a large shopping centre involving presentations, competitions and contribution from celebrities. All customers were reportedly interested in the campaign and the event proved a successful and effective platform for communicating with the public. This successful activity is an example of a simple yet effective initiative to engage a large and potentially uninformed audience.

- i. In cases where **existing field projects** do not already include public awareness activities, effort should be made to develop such activities by taking advantage of the local expertise. If funds are available, training courses and capacity-building initiatives could be implemented in order to engage the local communities and both develop and promote education and awareness-raising activities.
- ii. **Organising or supporting public events** in areas close to where whales and dolphins are sighted is a direct and effective way to inspire, engage and sensitize people of the importance of protecting the animals they are lucky enough to see.
- iii. Holding specific whale/dolphin/porpoise **awareness days** are an effective way of creating and maintaining awareness among local communities as well as stakeholders and tourists. The International Day of the Baltic Harbour Porpoise is a good example in this regard. Obviously dependent on available resources and budget (although there is no reason these events should be an expensive initiative), key activities could be organised, supported and promoted by local Partners and authorities. The UK National Whale and Dolphin Watch week organised by the Sea Watch Foundation provides one example and this approach might be expanded to other countries within the ASCOBANS region.

Depending on the audience and location, such events could include the following activities: public seminars and presentations (experts in the field of cetacean conservation could be invited as well as celebrity support), film projections (CMS film/ RSPCA fisheries documentary etc), dolphin sounds (it is possible to use the beautiful sounds from Project C<sup>7</sup>), music events, beach cleans, creative competitions for under 12 year olds, whale/dolphin/porpoise artwork (using a feature in the given location such as painting a mural in a town centre or graffiti artwork that will capture people's attention and imagination), distribution of specific resources and public awareness literature (such as the ASCOBANS brochure and postcards).

- iv. Provide opportunities for children to become '**dolphin experts**' through taking part in activities such as WDCC's Dolphin Diploma – encourage direct participation in conservation activities and acquiring knowledge that can be passed on to family and friends.
- v. **Mobile exhibitions** could be an event by themselves or complement such events as mentioned above. Developing and touring with a selection of inflatable (life size if possible) cetacean species that are most commonly found in the Agreement area. For people who have never seen cetaceans in the wild, this is a profound visual experience; it is also an effective way to raise awareness of species diversity, location and threats of the Agreement area. This plan recommends identifying priority regions and communities that would benefit from such events and synchronise efforts alongside other initiatives and activities (for example, events for International Year of Biodiversity, World Environment Day, IDBHP). Creating links with venues in these priority regions that have a large footfall (e.g. museums, shopping centres) that such exhibitions could be housed in.

### 2.3 Website

The Triennium Work Plan 2010-2012 instructs the Secretariat to continue to develop the ASCOBANS website. The internet is an important and effective tool to promote and raise public awareness of the Agreement (Activity 27 of the Triennium Work Plan 2010-2012). If successful, it will raise the profile of the Agreement to a wide and varied audience and provide additional/new opportunities to promote educational initiatives to key target audiences. The design of the web should be engaging and interactive and encourage visitors to browse. Information should be accessible and current.

Higher visibility of the Agreement could attract additional interest and potential support from the private sector and enable the Secretariat to undertake new and improve existing initiatives.

- i. **Linking websites:** In order to avoid duplicating efforts, appropriate links should be made between the ASCOBANS site and the CMS site. Both websites will give added value to one another increasing the overall outreach potential. Links should also be made when appropriate to other relevant players.
- ii. **Updating website:** Content should be kept up to date to avoid deterring regular visitors to the site. Current and forthcoming activities and educational initiatives should be promoted through the website. News pages and breaking page stories should be clearly featured and linked to both current and back copies of the ASCOBANS Newsletter.

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<sup>7</sup> CD produced by UNEP/ASCOBANS in cooperation with Hel Marine Station.

- iii. **Information on biology and ecology of small cetaceans** in the ASCOBANS Area should be a prominent feature (this would include relevant facts on location, diversity and threats but also offer additional interesting facts on individual animals). A species guide for the Agreement Area would be a useful and interactive tool. Locations that offer good dolphin watching opportunities (with information on undertaking this activity responsibly) seeing these wonderful animals in the wild helps enthuse people to take positive action towards their conservation.
- iv. **Children's section:** There should be a designated section for children. The section will engage and inspire the next generation of conservationists; encouraging and supporting children is an investment in the future. There should be specific events promoted to children and relevant tools and downloads available or links to initiatives they can take part in straight away (it is important to keep their attention), for example, a link could be made to NGO partner WDCS to encourage participation in the Dolphin Diploma. Specific on-line activities and ideas should be linked to the IDBHP. Children will take ideas home and inspire their family; they will also take ideas into the classroom and enthuse classmates and teaching staff.
- v. **General public:** As well as a section designated for children, there should be a section targeting the wider public, including interest groups identified as Prime Targets (for example, fishermen, tour operators and people going whale and dolphin watching). Relevant downloads should be made available such as the RSPCA fishermen's documentary.
- vi. **Appearance:** The appearance of the website is important. Interactive tools and devices will help capture people's attention and inspire them to take action. It is important to promote events such as IDBHP. An attention-grabbing banner could double up as an advertisement and be circulated to relevant databases (through the extensive CMS database of address lists for example and participants from the Year of the Dolphin activities)
- vii. **Clear and accessible:** Visitors will want to navigate swiftly to find relevant contact information. From the website, visitors will be able to make enquiries and be assured that they will receive the necessary information.
- viii. **Sighting reports:** The ASCOBANS website could include links to the sightings sections of countries or organisations<sup>8</sup> where people around the region would be able to report their latest sightings/or strandings information. These or similar schemes may assist in the reporting of by-catches and the delivery of dead specimens for research and the dissemination of any important news about cetaceans (for example, their listing on the IUCN Species Red List<sup>9</sup>). This would help to attract people to the ASCOBANS and other websites to look at what was happening in their region.

## 2.4 International Day of the Baltic Harbour Porpoise (IDBHP)

This is a unique Participant event. Participants can get involved in a number of ways. Specific public awareness literature regarding the devastating plight of the Baltic Harbour Porpoise has been produced and can be circulated (postcards/report/handbooks/posters). Therefore, the most important initiative is to raise the profile of the event to as wide an audience as possible. Similar to efforts that were made through the Year of the Dolphin activities, this should be considered an important and integrated campaign.

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<sup>8</sup> For example: <http://www.seawatchfoundation.org.uk/sightings.php?uid=29>

<sup>9</sup> <http://www.iucnredlist.org/>

There are various channels through which the event can be successfully promoted:

- i. The **website** (the ASCOBANS website will list events happening, there should also be a designated section where relevant information and downloads are easily accessible), ASCOBANS **newsletters**, e-newsletters, **educational bodies** and **local authorities**, joint **publications** and through all key players. Key players could use the postcards (they would need to find a budget for printing costs) as invitations to events they are organising.
- ii. The **media** will be an important factor in the overall success of the event. It is important to have strong, culturally relevant messaging and emotive imagery (although nothing so graphic that it could deter someone from getting involved). Although it is important to get national and potentially global exposure through TV broadcastings, newspaper articles and Internet campaigns, it may be even more important to get local and regional coverage. Local press are often more likely to pick up on local community orientated stories – such as a local community organising an event for a worthwhile cause. Producing and providing a basic press release template (potentially including key facts) to circulate to key players and event organisers will avoid duplication of efforts (templates could be downloaded from the ASCOBANS website). It is worthwhile contacting children's publications, as children will often encourage their families and friends to participate.
- iii. A **competition** should be run alongside events in order to engage the community, encourage reflection on the situation and inspire action. This could be a creative competition that targets under 12 year olds. Local companies could sponsor the event and provide necessary funds for prizes (or offer experiences such as a whale and dolphin watching trip). A species-specific diploma could be produced specifically for this day.
- iv. For individual, community and regional events, a budget should be found by key players to produce more IDBHP **banners**; the banners will be an effective way to brand the event and give added value to the professionalism of the event, messaging and display. A budget should also be found by relevant players to print additional **postcards**. **Literature** regarding the Baltic harbour porpoise population (Jastarnia Plan) should be made available at every given opportunity. There is potential for fundraising initiatives at all events (linked sponsored events, asking for donations for public awareness literature)
- v. '**International day of the ...**' events for other species in other locations could be considered. For example, there are several places within the Agreement Area where bottlenose dolphins<sup>10</sup> come close to shore and can often be seen even without going out to sea. Events could be staged at such sites and perhaps in collaboration with local groups who study and/or promote the conservation of these animals. One example would be in Cardigan Bay in Wales (UK) where an event might be held with the Sea Watch Foundation. Such future events will benefit from lessons learnt from the IDBHP event and skill sharing between those planning to hold such events should be encouraged. One way to do this would be to establish an ASCOBANS education and events working group.
- vi. **Pin badges** of the Baltic harbour porpoise could be considered. Badges give individuals the opportunity to make a statement – wearing the IDBHP badge is a demonstration of support for the campaign to save the Baltic Harbour porpoise. If funds can be made available, badges are a great outreach tool. The design should be simple yet effective. The FICFU (Information, Capacity Building and Fundraising Unit) could consider marketing the badges. The badges could be purchased on the ASCOBANS website for a limited period.

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<sup>10</sup> In some areas it may be appropriate instead to focus on lesser known species, such as Risso's dolphins.

## 2.5 International Year of Biodiversity

The Year of the Dolphin (2007 and extended to 2008) campaign is an example of how the Secretariat, Parties and partners can successfully work together and provide a common platform for joint activities and common goals. It is clear that these partnerships are valuable in order for the Agreement to fulfil its overarching outreach objectives.

The UN General Assembly has declared 2010 as the International Year of Biodiversity. The campaign will bring great and diverse opportunities for the Secretariat, Parties, Partners and relevant players to promote and raise awareness of ASCOBANS as well as emphasising its role and contribution as a source of expertise in the field. There will be similar outreach opportunities through the International Year of Biodiversity that will clearly improve the effectiveness of the Agreement. As well as other initiatives already mentioned, the following activities could be considered:

- A poster campaign in prominent venues to raise awareness of threats and what individuals can do to help – visitors' centres for example.
- Provide packs of information/hand outs, etc, for dolphin watching operators in the region to use/give to their customers.
- Work with national/regional bodies, to develop a database of speakers (volunteers/paid) within the region who would be available to give talks to schools/groups/events. This could be promoted on the website.

## 2.6 ASCOBANS Care Award

This is an award given to people working on behalf of the animals and making a direct difference to their conservation (this would be in addition to the educational award). The honour would be awarded bi-annually (in every year that the educational award is not given) and there would be a cash prize offered that would be channelled directly into field work. The award could be given an honorary name, for example, named after someone and/or its sponsor.

## 2.7 Regional Champions

ASCOBANS could establish regional 'champions' for species/populations who would focus activities on these groups of animals and report progress into the Agreement. This activity would increase action and interest at a regional level. Parties and Partners would report progress to the Secretariat regarding regional 'champion' animal populations.

## 2.8 Wikipedia Pages

Wikipedia is an important public tool. Pages should be considered for all applicable languages, including the languages of the Baltic Sea region as well as languages of non-Party Range States in order to maximise its potential for outreach. As well as including relevant information about the Agreement, pages should include or link to an (interactive) map of the Agreement Area, a species guide of animals found in the Agreement Area and specific ecological and biological information.

The Wikipedia pages should be updated regularly with links to current documents, latest news and important events such as the International Day of the Baltic Harbour Porpoise and the International Year of Biodiversity.

### 3. Objectives and Recommended Actions

		Recommended Action		
TWP #	Target	Secretariat	Parties	Partners
<b>1. Triennium Work Plan 2010-2012</b>				
23 / 25	1.1 Develop a co-ordinated outreach programme, focussing particularly on activities that can help achieve the aims of ASCOBANS*  Develop and implement CEPA to raise awareness of issues related to cetacean conservation in the Agreement Area*	Follow recommendations in this Plan. Continue activities related to the IDBHP. Use dedicated banner and postcards as promotional activities. Consider production in more languages. Consider creating and monitoring more language versions of the ASCOBANS Wikipedia page.	Follow recommendations in this Plan. Parties to consider budget for translating, printing and circulating promotional material.	Follow recommendations in this Plan. Partners to consider budget for translating, printing and circulating promotional material.
26	1.2 Continue to update and translate ASCOBANS information material into the languages of both Party and non-Party Range States*	Secretariat to seek mechanisms to allow key material to be translated particularly to the languages of the Baltic Sea region.	Parties to provide translations and/or funding for translations as well as funding for printing costs.	Partners should seek to assist.
27	1.3 Continue to develop the ASCOBANS website, aiming to meet the needs of a wide range of target audiences and including educational material*	Increase publicity so that more people are aware of the website. Develop sections for the press, children, teachers, fishermen, academia, NGOs and Parties. Provide more information in the following categories: 1. Science and research <ul style="list-style-type: none"> <li>• Biology and ecology of small cetaceans in the ASCOBANS Area.</li> <li>• Provide and use species information by linking to IUCN database</li> <li>• Cooperate with the HELCOM Secretariat in the creation and maintenance of a joint Baltic harbour porpoise database.</li> </ul>	Parties should seek to assist in promotional efforts. Parties should provide web-friendly descriptions of national research programmes and other relevant initiatives. Parties are encouraged to provide visual materials, including photographs of species and other illustrations featuring conservation issues. Parties should look into	NGOS might be able to enter into partnership with the Agreement to help sponsor and/or produce materials. Partners conducting research are encouraged to provide suitable information and visual aids. Partners may have suitable materials, such as information on the species that could be made available. (For example WDCCS' field guide to the cetaceans of the region).

		Recommended Action		
TWP #	Target	Secretariat	Parties	Partners
		<ul style="list-style-type: none"> <li>• Publish information on national and international research projects.</li> </ul> <p>2. Education and children's activities:</p> <ul style="list-style-type: none"> <li>• Kids 'Join In' section – gallery of artwork where they can upload their own artwork. Link to WDCS website to complete their Dolphin Diploma.</li> <li>• PowerPoint presentations with notes that teachers/group leaders can give to classes, highlighting the conservation issues and the significance of conservation measures</li> <li>• Fact sheets, art and craft ideas, resources such as 'All About Dolphins' that can be used for school projects, (highlighting threats and conservation issues)</li> <li>• Species guides, versions for adults and children. Mechanisms to provide waterproof versions should be explored.</li> </ul> <p>3. Organisation of events:</p> <ul style="list-style-type: none"> <li>• On-line database of speakers (volunteers/paid) within the region who would be available to give talks to schools/groups/at events.</li> <li>• Campaigning &amp; fundraising</li> <li>• Mechanisms to provide materials in support of ASCOBANS initiatives such as the IDBHP Pin Badges need to be identified<sup>11</sup></li> </ul> <p>4. Information for fishermen</p> <ul style="list-style-type: none"> <li>• Recommended practices to reduce/avoid by-catch</li> <li>• Downloadable DVD</li> </ul>	<p>covering costs to reprint DVD's for circulation.</p>	

<sup>11</sup> At the present time the Secretariat would not be allowed to take money in exchange for goods. Hence a suitable partnership would need to be set up if Parties agree.

		Recommended Action		
TWP #	Target	Secretariat	Parties	Partners
28	1.4 Collaborate with partner organizations to develop joint actions in educational and promotional activities, and create synergy to provide added value while avoiding duplication of effort	<p>Clearly define the role of the ASCOBANS secretariat in a working relationship with relevant bodies in all new literature.</p> <p>Share information and intentions to participate in relevant educational and promotional activities.</p> <p>Seek synergies in terms of joint educational and promotional efforts, e.g. in distributing the results of scientific research in a suitable format.</p>	Parties to proof-read new literature and identify educational and promotional activities they will be taking part in.	Partners to proof-read new literature and identify educational and promotional activities they will be taking part in.
29 / 1 / 2	1.5 Assess the need for targeted information material on conservation issues facing small cetaceans in the region in consultation with Parties and appropriate other bodies, and develop material as necessary in close cooperation with these partners*	<p>Pass information coming from the AC on mitigation of by-catch and noise impacts, the effects of pollution as well as causes of changes in populations to relevant authorities.</p> <p>Consult appropriate organisations (e.g. RACs and fishermen's associations) to produce information material.</p> <p>Distribute information material to fishermen, especially with respect to by-catch issues.</p> <p>Create a dedicated, multilingual section on the ASCOBANS website for fishermen, including downloadable material.</p>	Parties to assist with establishing communication with national (fishermen) organisations.	Partners should seek to assist (a recent good example being the video produced by the RSPCA).
30 / 33 / 38	1.6 Continue and improve effective communication with non-governmental and international organizations	Continue to invite relevant organisations to send representatives to Advisory Committee meetings. In accordance with the guidance of the Advisory Committee, send ASCOBANS representatives at an appropriate level to the meetings of relevant organisations, provided that sufficient funds are available. Suitable material for distribution should be provided to enable the person, to publicise ASCOBANS activities at such meetings	<p>Identify priorities and improve co-operation between ASCOBANS and the European Union.</p> <p>Countries attending relevant meetings should look for opportunities to promote ASCOBANS and also opportunities for joint outreach.</p>	

		Recommended Action		
TWP #	Target	Secretariat	Parties	Partners
35	1.7 Explore the possibilities of further developing positive relationships with other stakeholders, especially the fishing industry and Regional Advisory Councils Identify a plan of action to approach other key marine users (i.e. merchant shipping, oil & gas, renewable energy industries, defence, recreational).	Contact the organisations to identify possible areas of collaboration	Parties to contact national fishermen's organisations and investigate methods of regular communication. Parties to assist with outreach to appropriate marine users	Partners to assist with outreach to appropriate marine users
39	1.8 Promote the Agreement and its aims in Parties, Range States and with other relevant players*	Bi-Annual award that goes to an individual/group that is making a direct difference to the animals (this would be in addition to the educational award) <sup>12</sup> . Establish regional 'champions' who would focus activities on certain species/populations and report progress to the Agreement.	Parties to find budget for prizes. Parties to report progress to the Secretariat regarding regional 'champion' animals.	Partners to find budget for prizes. Partners to report progress to the Secretariat regarding regional 'champion' animals.
40	1.9 Promote accession of non-Party Range States and the European Commission to the Agreement	Bilaterals to be set up where possible. Recruitment letters to be sent to remaining Range States. The Advisory Committee should be asked to advise on recruitment initiatives.	Bilaterals to be set up where possible. Recruitment letters to be sent to remaining Range States.	NGOs in relevant countries to encourage participation.

<sup>12</sup> Other ideas for an award could include a more specific one to an individual/group that is making a direct difference to the animals in reducing or eliminating bycatch or some other major threat. One example being the WWF "International Smart Gear Competition" (which also includes turtles, birds, sharks – [www.smartgear.org](http://www.smartgear.org)) which ASCOBANS might partner.

		Recommended Action		
TWP #	Target	Secretariat	Parties	Partners
<b>2. MOP 5 Res. 8: Educational and Promotional Activities</b>				
	2.1 Coordination between Secretariat and hosts of MOP/AC to promote ASCOBANS activities	Secretariat to liaise with Parties in good time ahead of meetings and to provide suitable information for press briefings etc.	IDBHP (International Day of the Baltic Harbour Porpoise): maximise involvement & target group. Publicise AC & MOP in national media.	Relevant national partners should assist.
<b>3. UNEP/CMS/Resolution 9.5 – Outreach and Communication issues</b>				
	3.1 Increase engagement and commitment of Parties. Enhance Regional capacity particularly where CMS is under-represented.	Regular exchange of news and mutual linking on websites. Preparation of joint publications on issues of mutual interest.	Support outreach activities and publications at a national level. Support global species campaigns (e.g. Year of Biodiversity). Provide links to CMS and relevant agreements on national websites.	Support and develop joint outreach activities and scientific meetings by involving national/regional authorities in (NGOs, Friends of CMS, corporate sponsors). Facilitate contacts to key actors and decision makers. Provide the joint CMS/ASCOBANS Secretariat with relevant information.
	3.2 Increase engagement of non-parties. Highlight importance for migratory species and new Agreements.	Coordinate recruitment efforts with CMS Secretariat for a joint approach.	Provide financial support for organisation of workshops. Assist the Secretariat with establishing bi-lateral contacts.	Provide information on their websites on the importance of CMS and Agreements for non-Parties. Lobbying to promote implementation of conservation plans. Undertake joint activities for non-Parties. Assist with preparation and

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				organisation of regional and national workshops.
	3.3 Increase number of supporting partners. Increase cooperative activities with MEA's and key partners. Widely secure extra-budgetary funding.	Join CMS in displaying exhibits at relevant meetings of MEAs and major IGOs, organising presentations/side events and delivering statements at main biodiversity and environmental meetings. Participation in public events and contribution to events e.g. World Environment Day (5 June) and the International Year of Biodiversity.	Exchange information between CMS focal points and other convening focal points, also by regular meetings. Support national initiatives to celebrate World Environment / Ocean Day.	Support the network of Parties and involve new bilateral partners in CMS and ASCOBANS-related work. Enter into partnership agreements with CMS and establish joint programme of work. Support national initiatives to celebrate World Environment / Ocean Day.
	3.4 Enhance awareness of key media. Enhance visibility of CMS family.	Make full use of CMS' media outreach through their website and interaction with DCPI, UNEP Regional Offices RUNIC, and Deutsche Welle (German International Radio) to enhance distribution of press releases. Use the specialized information channels of CMS and Agreements to highlight important common issues (coordinated web-based news releases). Improve visibility of CMS and Agreements in Host Country. Contribute to production of image film on CMS. Issue press releases on CMS and Agreement events, initiatives, meetings and projects on a regular basis.	Promote cooperation with ministerial press departments to distribute joint press releases. Focal point to translate press releases into national languages and pass them to national media Improve visibility of CMS and Agreements at a national level Provide the Secretariat with relevant articles issued in the national press.	Regularly provide information on CMS family activities in their newsletters and on Websites. Highlight joint activities with CMS and Agreements.
	3.5 Influence opinion leaders of sectors impacting migratory species.	Assist in advising CMS ambassadors to include issues relevant to the Agreement in their work programme.	Facilitate contacts with national conservation bodies, politicians and	Assist the secretariat with the identification of campaign ambassadors on the national

		Recommended Action		
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		<p>Join in preparing targeted brochures for decision-makers and politicians.</p> <p>Make joint targeted contacts with opinion leaders on specific issues.</p>	<p>decision makers also through meetings.</p>	<p>and international level.</p>
	<p>3.6 Disseminate information material in UN languages.</p> <p>Strengthen visibility of the CMS family.</p>	<p>Provide input for updated versions of the “CMS Family Guide”, (to be translated into all UN languages).</p> <p>Cooperate with CMS to include information on Agreements in the electronic newsletter.</p>	<p>Provide financial assistance for the preparation and publication of the “CMS Family Guide” and other relevant publications.</p> <p>Provide official translation of brochures and important outreach material.</p>	<p>Disseminate CMS Family material at meetings/events.</p> <p>Prepare joint publications on issues of common interests.</p> <p>Develop publications on species groups based on “Conserving Cetaceans” and other relevant documents produced by Partners</p>