

Agenda Item 5.3

Strategic and Institutional Issues

Communication, Education and Public
Awareness Plan

Document 5.3

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

Action Requested

- Review the draft plan
- Introduce amendments as desired
- Approve the plan

Submitted by

Secretariat



Note:

Delegates are kindly reminded to bring their own document copies to the meeting, if needed.

ASCOBANS COMMUNICATION, EDUCATION AND PUBLIC AWARENESS (CEPA) PLAN

Background

1. As requested in Activity 41 of ASCOBANS Work Plan 2017-2020 ([Resolution 8.2](#)), this document reviews the 2010-2012 Communication, Education and Public Awareness (CEPA) Plan adopted at the 17th Meeting of the Advisory Committee in 2010 and presents a simplified draft CEPA plan for 2021-2024 in Annex 1 for approval.

Review

2. The old CEPA plan (see [AC17/Report](#) Annex 10) is 15 pages long, covering an (1) introduction, (general principles, potential activities); (2) interpretation and further ideas (printed resources and educational/promotional material, engaging through events and mobile exhibitions, website, International Day of the Baltic Harbour Porpoise, International Year of Biodiversity, ASCOBANS Care Award, Regional Champions, Wikipedia Pages), and a table of (3) Objectives and Recommended Actions.
3. In the new draft plan, sections 1 and 2 have been omitted. While presenting some good ideas, many suggested activities in section 1 and 2 of the 2010-2012 CEPA plan were not realistic for the Secretariat to undertake owing to limited capacity and resources. A few of the suggested activities did take place and the Secretariat has reported on them to meetings of the Advisory Committee.
4. If the list of potential activities and ideas is not included in the table of 'Recommended Activities', it comes across as a mere wish list, without actions being allocated. In addition, if not included in the table, the delivery or success of an activity is difficult to measure.
5. Based on experience from the past two quadrenniums, the ASCOBANS website continues to be the most important outreach tool at the disposal of the Secretariat. Together with social media, these are the main tools employed by other CMS family agreements.
6. The ASCOBANS Secretariat receives support, upon request, from the joint Information Management, Communication and Awareness-raising (IMCA) Unit servicing the CMS and AEWAs Secretariats. Support requests need to be anticipated at the beginning of a calendar year at least for a whole year ahead, to allow for the IMCA team to plan its workload. Sometimes the support requests cannot be accommodated, especially if the ask is too time-consuming or expensive (e.g. producing a video).

Draft CEPA Plan

7. Noting the size and limited funds of the Secretariat, the draft CEPA plan for 2021-2024, included in the annex, is a more concise version than the previous one from ten years ago. The purpose of the draft CEPA Plan is to identify realistic activities relevant to ASCOBANS and mandated by Parties, to be undertaken by the Secretariat, Parties and relevant partners. It will seek a clearer focus amongst Secretariat, Parties, Partners and stakeholders regarding objectives
8. The draft CEPA Plan lists relevant activities from the proposed ASCOBANS Work Plan 2021-2024 ([ASCOBANS/MOP9/Doc.5.2/Rev.1](#)), and makes reference to ASCOBANS [Resolution 5.8 Educational and Promotional Activities](#) and CMS [Resolution 11.8 \(Rev.COP12\) Communication, Information and Outreach Plan](#). All activities are subject to resources being available.

9. It should be noted that in the latest national reports submitted to MOP9, most Parties felt that ASCOBANS Secretariat should not produce any information materials (response to question 1.6 “Resources permitting, are there any materials that you think the ASCOBANS Secretariat should produce?” under Section VI: Information and Education, A. Education and Outreach).

Annex 1: ASCOBANS Communication, Education and Public Awareness (CEPA) Plan 2021-2024

#	Objective	Recommended Action		
		Secretariat	Parties	Partners
ASCOBANS Work Plan 2021-2024				
1.	Develop the ASCOBANS website and other information material as needed, aiming to meet the needs of a wide range of target audiences in the languages of the Agreement Area. (WP Activity 45)	Develop content (e.g. news items, species information updates, meeting pages, working group pages, document uploads). Update the online reporting form for national reports. Develop information material upon request from the AC.	Provide translations of website content and information material upon request from the Secretariat.	
2.	Assess the need for information material on conservation issues facing small cetaceans in the region in consultation with AC and relevant working groups, and develop material as necessary. (WP Activity 1,5, 6, 8-19, 22, 30-32, 38)	Pass information from the AC and its working groups to the Parties. Produce information material upon request from the AC, in consultation with relevant working groups.	Pass information from the Secretariat to relevant national authorities and organizations.	Provide information material.
3.	Support annual celebration of the International Day of the Baltic Harbour Porpoise (IDBHP) on the 3 rd Sunday in May. (WP Activity 46)	Promote IDBHP and send out material upon request. Produce new material in consultation with relevant working groups.	Promote IDBHP and host an event. Report back to the Secretariat.	Promote IDBHP and host an event or. Report back to the Secretariat.
4.	Strengthen communication with civil society organizations, non-governmental and international organizations. (WP Activity 48, 63-66)	Continue to invite relevant organizations to send representatives to meetings. Participate or send ASCOBANS representatives to meetings of relevant organizations. Facilitate presentation of the ASCOBANS Outreach and Education Award at MOP.	Attend relevant meetings, look for opportunities to promote ASCOBANS and for joint outreach. Report back to AC meetings.	Contact the the Secretariat to identify possible areas of collaboration. Attend relevant meetings, look for opportunities to promote ASCOBANS. Share relevant studies with the Secretariat as information documents to AC

#	Objective	Recommended Action		
		Secretariat	Parties	Partners
				meetings.
5.	Promote accession of non-Party Range States and the European Commission to the Agreement. (WP Activity 72)	Recruitment letters sent. Bilaterals set up where possible. Ask AC to advise on recruitment initiatives.	Encourage participation in the Agreement.	Encourage participation in the Agreement.
ASCOBANS Resolution 5.8				
6.	Coordination between Secretariat and hosts of MOP and AC meetings to promote ASCOBANS activities.	Liaise with Parties in good time ahead of meetings and provide suitable information for press briefings etc.	Publicise MOP and AC meetings in national media.	
7.	Continue to cooperate in educational and promotional endeavours and support this work through voluntary contributions.	Cooperate with Parties and relevant partners, as appropriate.	Cooperate with the Secretariat, as appropriate. Support endeavours with voluntary contributions.	Support ASCOBANS outreach activities, as appropriate.
8.	Produce information material on conservation issues facing small cetaceans in the region, targeted to fishers, especially with respect to bycatch issues.	Consult appropriate organisations and experts to produce information material. Distribute information material to fishers, especially with respect to bycatch issues. .	Assist with outreach to appropriate marine users. Assist with establishing communication with national fishers' organizations. Provide translations of information material upon request from the Secretariat.	Assist with outreach to appropriate marine users.
CMS Resolution 11.8 (Rev.COP12)				
9.	Assist in implementation of the communication, information and outreach section of the CMS Programme of Work.	Contribute to CMS Family website upgrades as planned. Provide input to reports, publications, information materials, press releases, and social media messaging.		