



CEPA STRATEGY AND ACTION PLAN 2017-2021

(Communication, Education, Participation and Awareness)



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.

Key Implementers include:

Secretariat

Government FP (Gov FP)

Inter-governmental Organisation (IGO)

International NGO (INGO)

Site Manager (SM) & Visitor Centre Manager (VCM)

CEPA Working Group

Working Group (WGs) & Task Force (TFs)

Others:

Partner Company; Media; Wetland Link International (WLI)

The Design and Content

- The colour-coding is intended to make it easier for implementers to find themselves in the plan.
- The Action Plan identifies:
 - Targets*
 - Preferred Status to be achieved*
 - CEPA actions & Key Implementers that contribute to achieving the Preferred Status*
 - Key indicators of Success*
- All Implementers should be able to identify quickly a number of tasks they can do that will support implementation simply by working through column 3.
- The tasks range from very simple tasks that may often be overlooked but are essential for effective CEPA action across the Flyway to the more demanding tasks in terms of time and resources.

How can we assess implementation?

- There are 68 tasks identified for the key Flyway implementers within the Partnership.
- Heaviest burden in terms of number of tasks is carried by the Secretariat – this emphasizes the pivotal role the Secretariat plays in implementation-
- Next in terms of number of tasks are the Govt FPs and the SMs & VCMs. This adds a burden on the Govt FPs since they are the key contact with the SMs & VCMs and there are often language challenges for non-nationals.
- Assessing implementation will be challenging but we are working now on an assessment document that will allow us to assess implementation without overly burdening implementers.