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## **The Roles and Responsibilities of AEWA National Focal Points for Communication, Education and Public Awareness (CEPA)**

The following basic principles and suggestions should be used by Parties to guide their decisions on the nomination, roles and responsibilities of their AEWA National Focal Points for Communication, Education and Public Awareness (CEPA NFPs).

It is ultimately the task of each Contracting Party to agree precise roles and responsibilities for their nominated CEPA NFPs. These roles and expectations must reflect the capacity to operate at different levels and the resourcing of the individuals filling the positions. The Contracting Parties should also provide some information to potential CEPA NFPs of the expected time required to fulfil their role and responsibilities.

### **Basic Principles**

- One CEPA NFP per Contracting Party can be nominated;
- There should be close cooperation between the nominated AEWA CEPA Focal Point and the Ramsar CEPA Focal Point(s) (governmental and non-governmental), where these are not the same person.
- The CEPA NFP can be from either the governmental or non-governmental sector<sup>1</sup>;
- Nominating a representative of an active Non-Governmental Organization (NGO) engages the NGO and gives recognition to its work, and can often bring additional funding to planned CEPA activities;
- It is important that both the National Focal Point and CEPA NFP agree on and collaborate in implementing CEPA activities in their country;
- The CEPA NFP should be consulted by the Administrative Authority when completing the “Education and Information” section of the AEWA National Report to the Meeting of the Parties (MOP).

### **Suggested Main Roles and Responsibilities:**

- Support national implementation of the Agreement including its Action Plan, particularly Chapter 6 (Education and Information) and the AEWA Strategic Plan 2009 – 2017, particularly Objective 4;
- Be the main point of contact on CEPA matters between a) the UNEP/AEWA Secretariat and the Contracting Party and b) between Contracting Parties;
- Act as the main point of contact on the national level for all AEWA CEPA activities;
- Actively contribute to the implementation of the AEWA Communication Strategy at the national level and support its revision process;
- Play an active role in supporting other AEWA communication and outreach activities such as World Migratory Bird Day (WMBD) at the national and regional level;
- Share and exchange material on best practice CEPA activities with a) the UNEP/AEWA Secretariat and b) other Contracting Parties;

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<sup>1</sup> Experience from the Ramsar CEPA Programme has shown that CEPA NFPs from the non-governmental sector are in many cases more actively engaged at the grass roots level. The Ramsar experience has also shown that while it is preferable that the government NFP should be a CEPA expert, it is recognized that many Parties may not be willing to nominate a person outside of their Administrative Authority, which frequently means that the nominated person will not be a CEPA expert per se.

- Establish and maintain any contacts, networks, structures and mechanisms necessary to ensure the effective communication of information between relevant actors at all levels and in all sectors;
- Ensure a high, positive national public profile for AEWA and its conservation goals and be an active spokesperson for AEWA and migratory waterbird conservation in the country.