



Implementing CEPA for nature conservation

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What is CEPA in nature conservation?



- Conservation is about people+ Behavioural change
Learn >Appreciate + Love> Protect

CEPA

- C – Communication/Capacity Building
- E – Education
- P – Participation
- A – Awareness



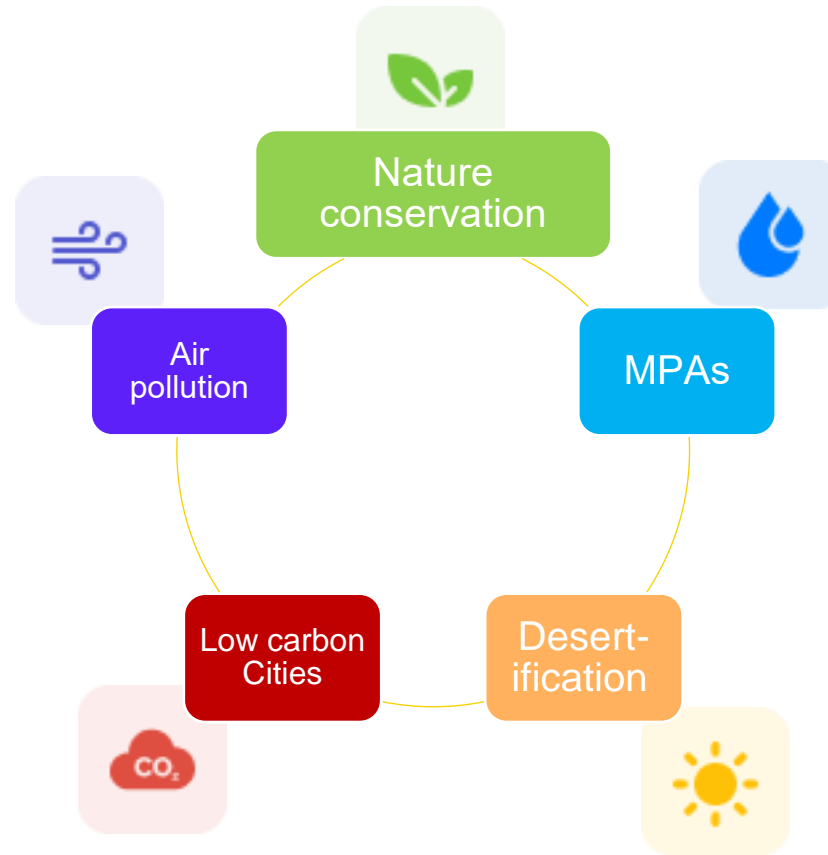
Conserving migratory species in NEASPEC



1. Transboundary migratory species



2. Issues are interconnected



3. Different levels of stakeholders



We need CEPA at all levels for conservation practices!

Synergize with multiple global goals and international mechanisms



1. Linking nature conservation with global goals

- Sustainable Development Goals



- Convention on Biological Diversity (CBD) - Kunming-Montreal Global Biodiversity Framework Targets

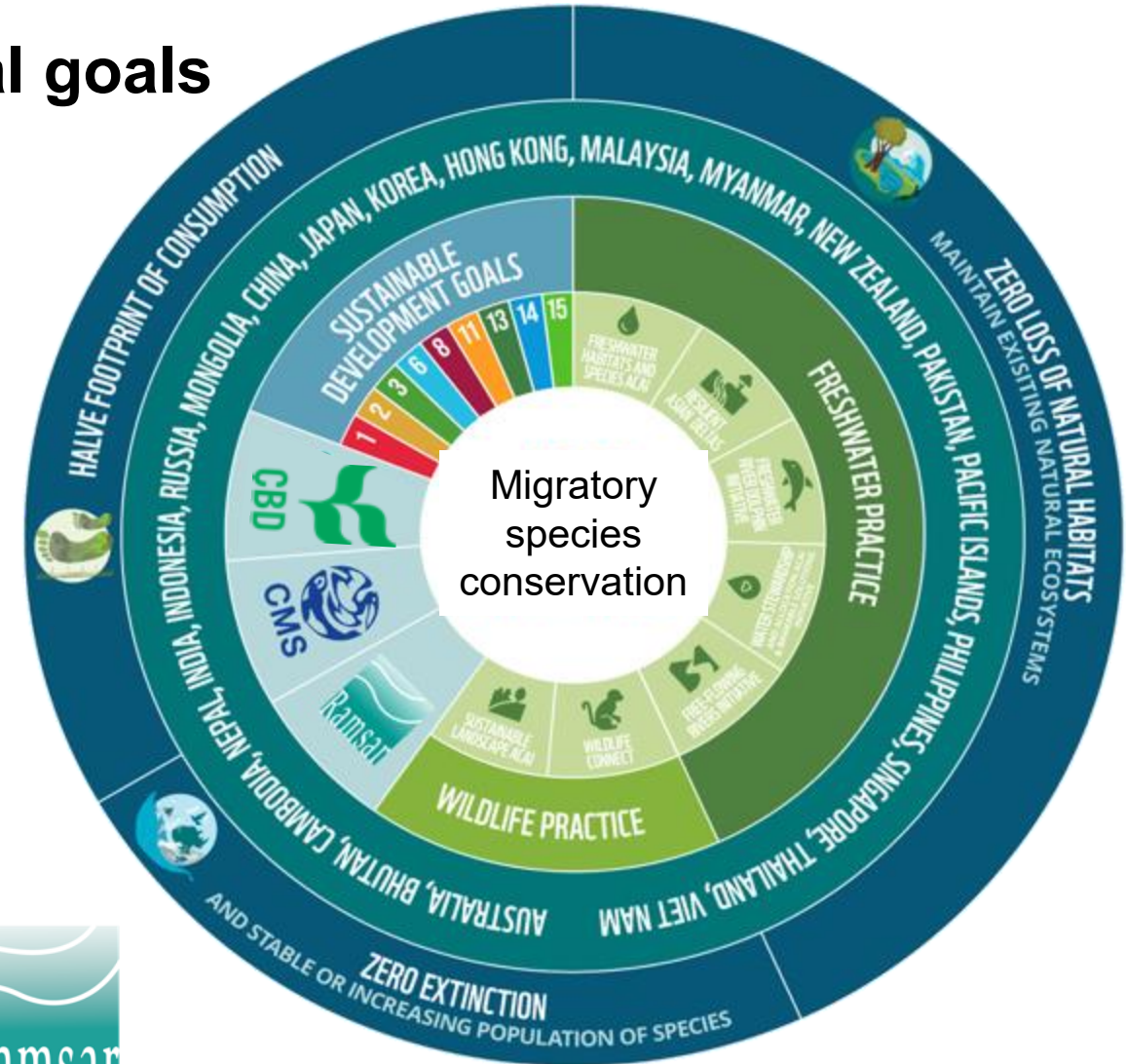


Convention on Biological Diversity

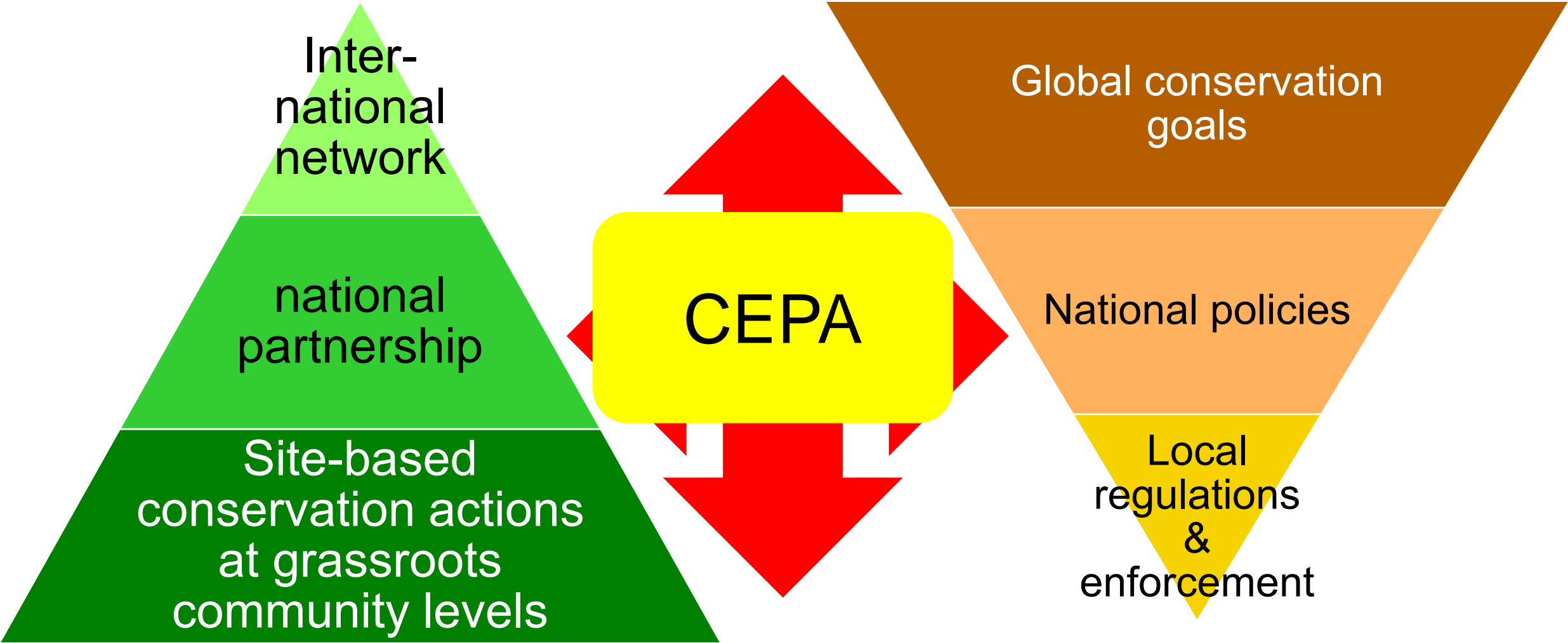


THE BIODIVERSITY PLAN
For Life on Earth

- Convention of Migratory Species
- Ramsar Convention on Wetlands



Top-down and Bottom-up approaches



Identifying different stakeholders



International network

- Intergovernmental treaties and organizations
- Government agencies
- International organizations



national partnership

- Government agencies
- **National organizations** (local and iNGOs, research institutes, etc.)



Site-based conservation actions at grassroots community levels

- Site managers
- NGOs
- Researchers, academia
- Indigenous and local community groups
- Schools
- Media
- Corporates, etc.

Implementing CEPA for nature conservation

1. Building Networks



By geographic ranges

- Working Group on Flyways (CMS)
- Amur-Heilong Ecoregion and Altai-sayan Ecoregion (WWF programme)
- Yellow Sea Ecoregion (EAAFP Task Force)

By Sites

- Ramsar Sites
- Flyway Site Network and Sister Site Programme

By species

- Black-faced Spoonbill Working Group (EAAFP)
- Cranes Working Group (EAAFP)

By issues

- Visitor centres (WLI Asia-Oceania)
- Illegal hunting (CMS, EAAFP, WWF)
- Renewable energy impact (CMS)

Convention of Migratory Species (CMS)



An environmental treaty of the United Nations, CMS provides a global platform for the conservation and sustainable use of migratory animals and their habitats.



Appendix I I I II

- Working Group on Flyways
- Energy Task Force
- Intergovernmental Task Force to Address Illegal Hunting, Taking and Trade of Migratory Birds in the East Asian-Australasian Flyway

Ramsar Convention on Wetlands



An intergovernmental treaty that provides the framework for the conservation and wise use of wetlands and their resources.



- Ramsar CEPA Focal Point (Government and NGO FPs)
- The CEPA Oversight Panel
- The Ramsar Convention's Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024

Ramsar Regional Initiatives:

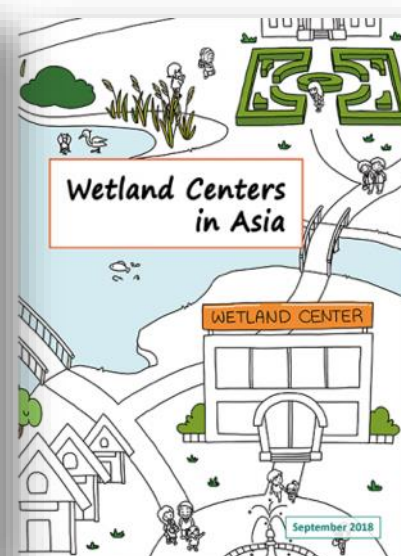
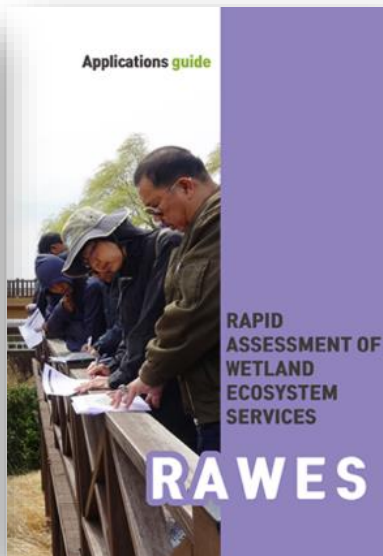
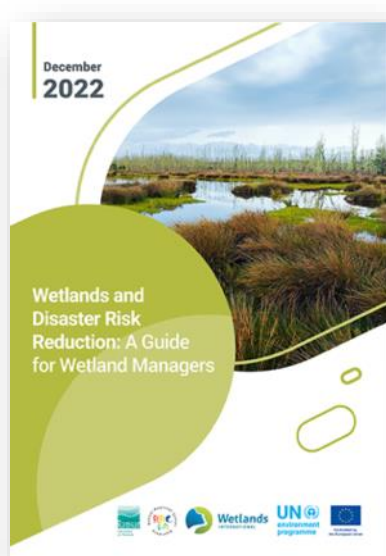
- Ramsar Regional Centre East Asia (RRCEA)
- East Asian-Australasian Flyway Partnership (EAAFP)



Regional network: Ramsar Regional Centre East Asia (RRCEA)



- Publications
- National Training for Wetland Managers
- Networking – WLI



Regional network

East Asian-Australasian Flyway Partnership (EAAFP)



- The Flyway Site Network
- CEPA Action Plan
- Working Group and Task Forces
 - CEPA Working Group
 - Crane Working Group
 - Black-faced Spoonbill Working Group
 - Yellow Sea Ecoregion Task Force, etc.



EAAFP Flyway Network Site - Sister Site Partnership



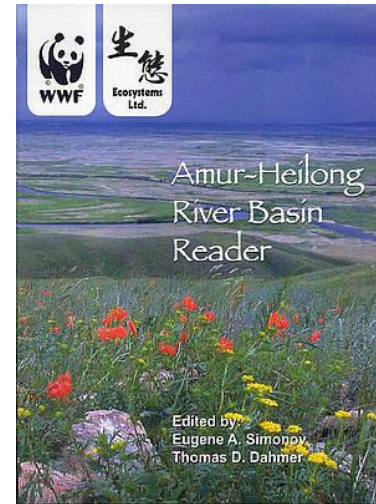
Regional Programmes by NGOs



WWF Wetlands for Asian Flyways Initiative



WWF Amur-Heilong Ecoregion and Altai - Sayan Ecoregion Conservation Programmes



Altai-Sayan Ecoregion Conservation Strategy



Biodiversity



Habitat



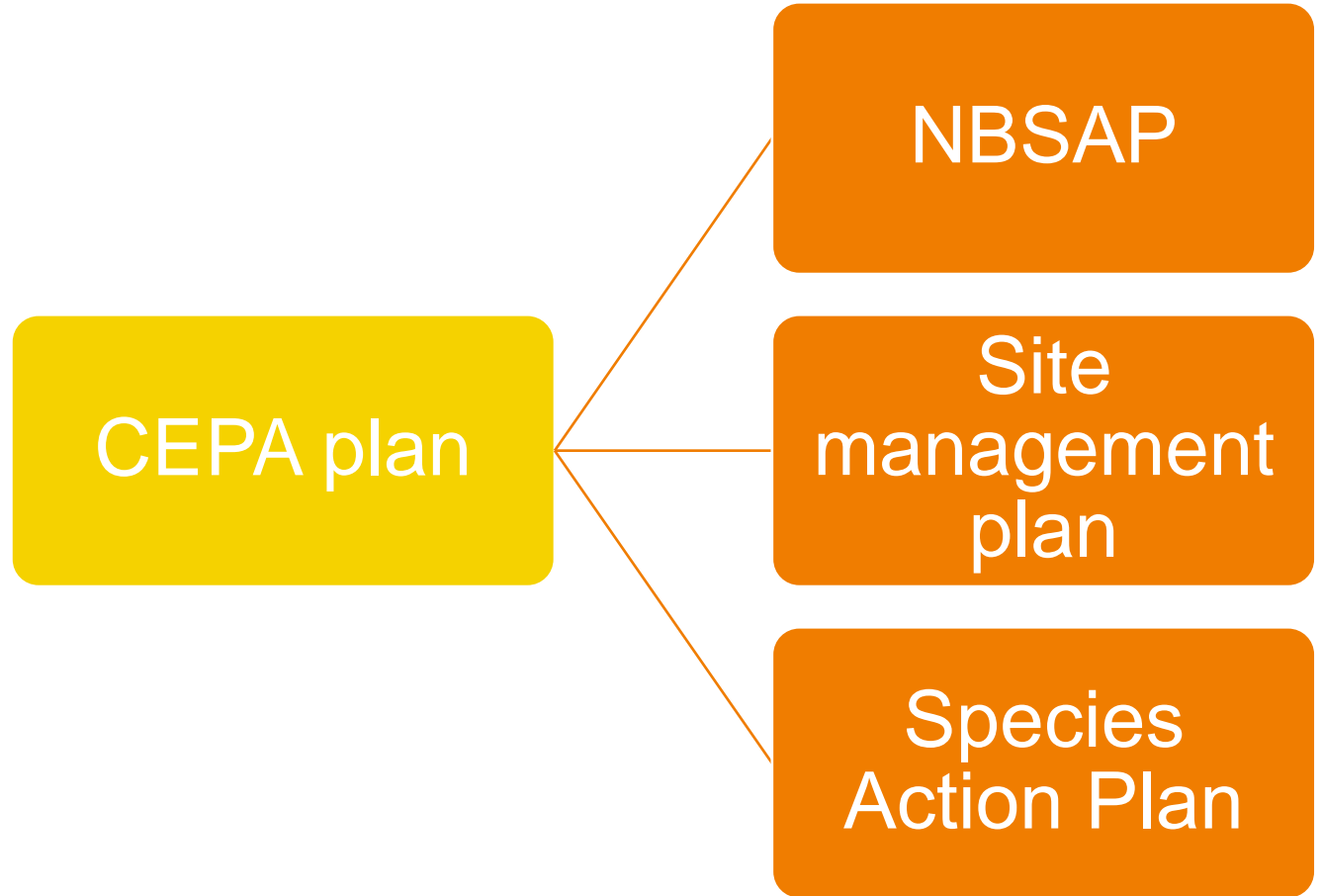
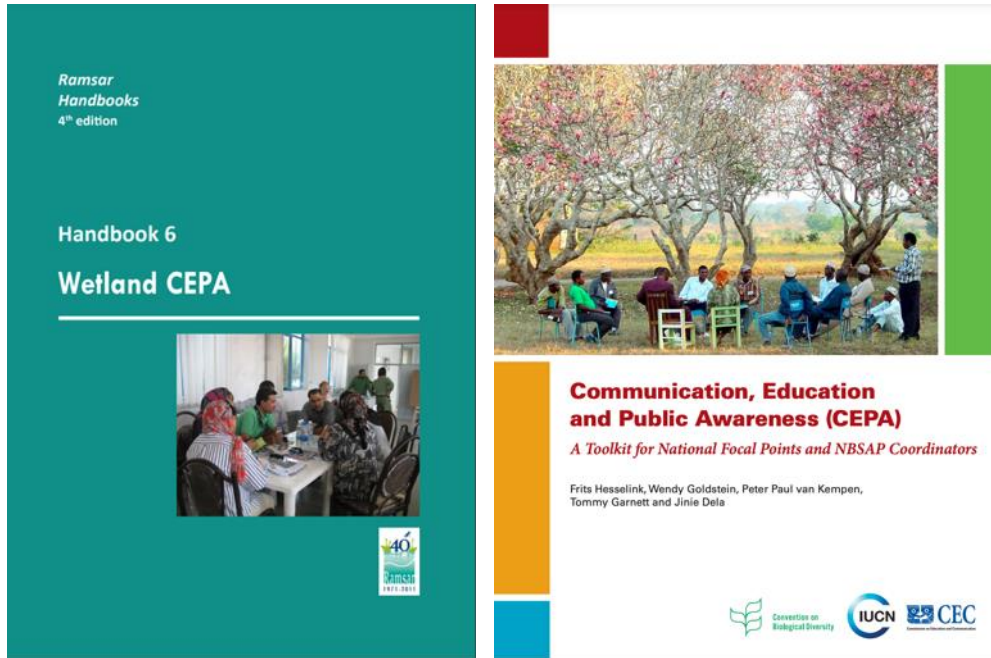
Community

Implementing CEPA for nature conservation

2. Develop CEPA Plans for CEPA activities



International MEAs CEPA tools



East Asian-Australasian Flyway Partnership (EAAPP)
Communication, Education, Participation and Awareness (CEPA)
Strategy and Action Plan 2011-2021

VISION: Regional waterbirds and their habitats in the East Asia-Australasian Flyway (EAAPP) are recognized and conserved to the benefit of people and biodiversity.

CEPA OBJECTIVE: To best understand an ecosystem's natural characteristics and their values, organizations and individuals must work together.

CEPA OBJECTIVE STATEMENT: People in the EAAPP are aware of ecosystem values, the factors that they depend upon and appreciate their conservation.

THE CEPA STRATEGY AND ACTION PLAN: To target all stakeholders of the EAAPP including governmental bodies, intergovernmental organizations (NGOs), international and national Non-Governmental Organizations and environmental groups. It encourages the use of communication and education tools to raise awareness of the Flyway and to empower all the people at local, national and international levels participate in and support actions that will contribute to the conservation of migratory birds and their habitat. This Strategy and Action Plan focuses on the implementation of the provisions of the [Convention on Biological Diversity](#) of the World Heritage and other instruments that already exist through the work of the EAAPP and through the CEPA work of the Eastern Cooperative Aquatic Science Center (ECASC) and the Convention on Migratory Species (CMS).

This document provides important opportunities for EAAPP organizations to use their initiative and skills to promote its implementation. The CEPA Working Group coordinates all EAAPP implementation by its members under the CEPA action plan and its action.

Please use the understanding of implementation in this document to find out what you can do to help in implementation.

Document Information: EAAPP Flyway Action Plan for Communication, Education, Participation and Awareness (CEPA) Strategy and Action Plan 2011-2021. EAAPP Secretariat, 2011. 116 pages. Available at: [http://www.eaapp.org/eaapp-cepa-strategy-action-plan-2011-2021](#) (Open Access Content, Needs System and permission (PDF)).

TARGET, ACTION & INDICATOR OF SUCCESS	INDICATOR OF SUCCESS	KEY ACTIONS THAT MEMBERS TO IMPLEMENT THE STRATEGY	KEY RESPONSIBLE PARTIES
Target 1: Local & national 1.1. Local People (LP) Increase the number of local people who are aware of the value of the Flyway and its habitats and who are participating in and supporting actions that will contribute to the conservation of migratory birds and their habitat.	Percentage of local people who are aware of the value of the Flyway and its habitats and who are participating in and supporting actions that will contribute to the conservation of migratory birds and their habitat.	• Promote the benefits of joining the EAAPP/EAAPP Flyway Partnership (EAAPP/EAAPP FP) and its activities. • Promote the value of the Flyway and its habitats and the importance of migratory birds and their habitat. • Promote the value of the Flyway and its habitats and the importance of migratory birds and their habitat.	• National governments • Local governments • Local people • Local NGOs • Local businesses • Local media

Implementing CEPA for nature conservation

3. Capacity building



WWF Hong Kong – Wetland management training programme

- Regional training hub on wetland management
- Over 20 years
- Share experience and knowledge with other Ramsar sites and wetlands in the EAAF for migratory birds
- Trained over 5,000 government officers, conservationists and researchers



4. Enhancing CEPA Implementation

Awareness raising using Global CEPA campaigns



Convention on Biological Diversity (CBD)

International Day for Biodiversity (22 May)



**BIODIVERSITY
DAY 22 MAY**

Convention of Migratory Species (CMS) + EAAFP, AEWA, EFTA

World Migratory Bird Day (2nd Saturday of May and Oct)



World Migratory Bird Day

Ramsar Convention on Wetlands

World Wetlands Day (2 Feb)

**World
Wetlands Day**
2 February 2024



**Wetlands and
Human Wellbeing**

Educational and awareness raising activities with local communities and engage general public



© Wildlife Science and Conservation Center - Mongolia



© EAAFP



© 2022 Ganghwa Big Bird Race Organization Committee



© ChinaDaily

Call for actions



© RRCEA



© WWF India



© MGTC



© Xinhuanet

4. Enhancing CEPA Implementation

CEPA Facilities - site-based activities and visitor centres



- Provide consistent happenings at site level
- Community-bonding
- build local pride and ownership
- Emotional connection to land



© WWF-HK

Wetland Link International (WLI) Asia – Oceania

- A network of wetland centres



1st WLI Asia Oceania
CONFERENCE IN SRI LANKA
17th - 21st June 2024



© RRCEA

4. Enhancing CEPA Implementation

Sharing good practices and make use of regional cooperation



Environmental education programmes: transform knowledge and sharing of experiences and materials



Engaging different audiences (local communities, schools, media, corporates, etc.)



Crane School in Cheorwon, Ro Korea



© EAAFP

Black-faced Spoonbill welcoming, birthday and farewell parties in Incheon



© EAAFP



© EAAFP



© EAAFP

Engaging different audiences (local communities, schools, media, corporates, etc.)



Crane Festival in Mongolia

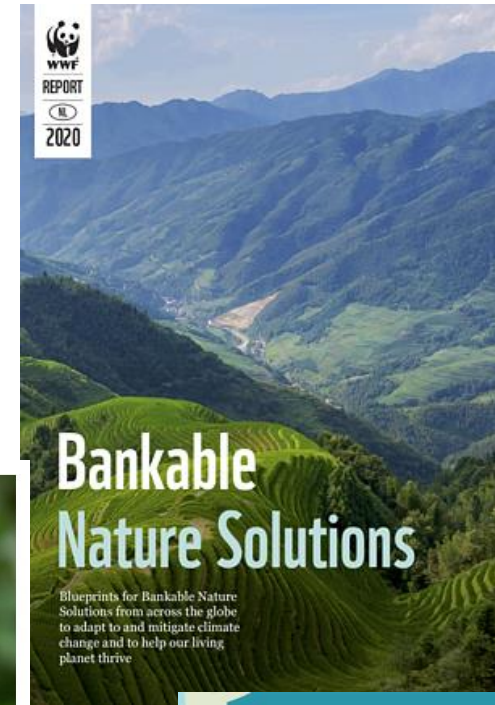
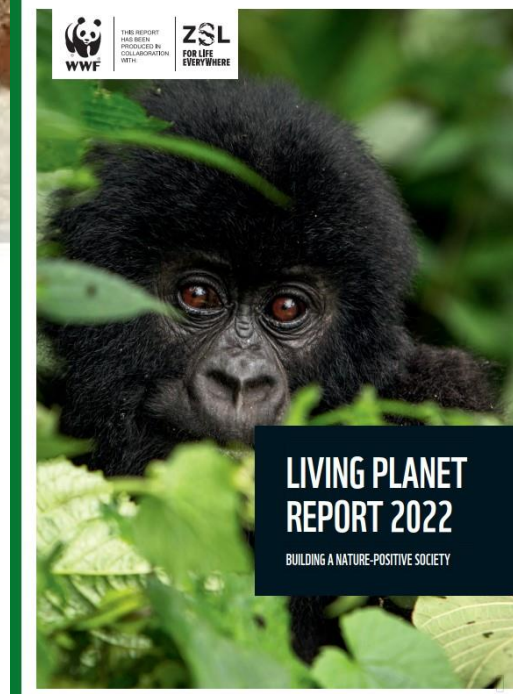
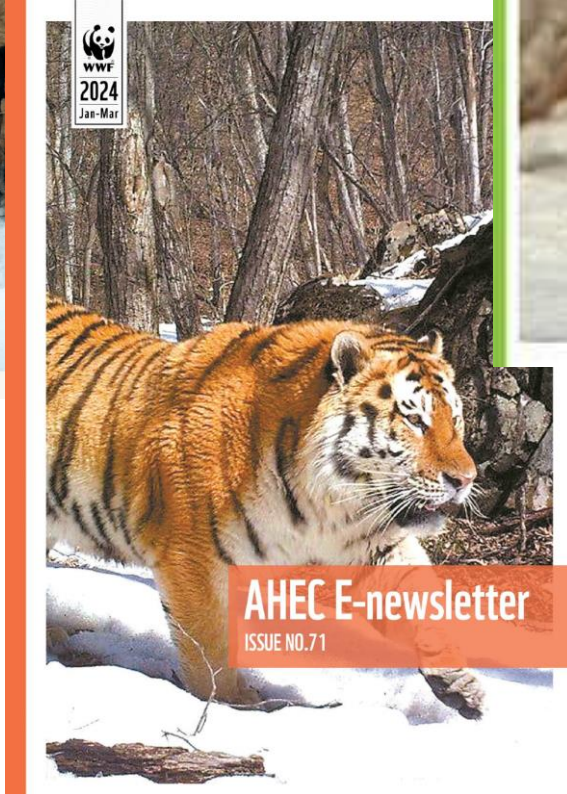
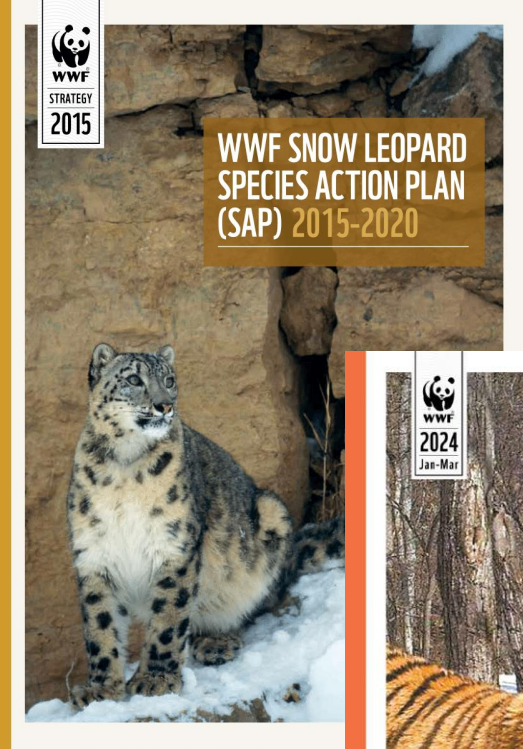


Swan Goose Festival in DPR Korea



Implementing CEPA for nature conservation

5. Knowledge sharing



Engaging Youth in nature conservation



Learn

- Education programmes at schools or sites



Love

- Youth programmes (e.g. WWF One Planet Youth)
- Flyway Youth Forum

Protect

- NGOs by youth
- Youth Think Tank Competition
- Ramsar Youth Working Group/EAAFP Youth Task Force



Lessons learn and recommendations



1. CEPA work is crucial at all levels of conservation actions and to different audiences
2. Engage local communities and private sectors in CEPA
3. Overcome language barriers

Recommendations:

- Consistent dialogues via meetings, networking, events, online communications
- Be active and inclusive in existing regional networks and programmes
- Regular meetings for knowledge and information exchange and encourage collaboration at site, national and regional levels
- Include CEPA actions in action plans, management plans etc.
- Engage local stakeholders in site management planning and decision making process
- Create opportunities for participation of local communities (including youth and female)
- Continuous capacity building for site managers, staff and local communities



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