

## AEWA EUROPEAN GOOSE MANAGEMENT PLATFORM



### 7<sup>th</sup> MEETING OF THE AEWA EUROPEAN GOOSE MANAGEMENT INTERNATIONAL WORKING GROUP



21-23 June 2022, Helsinki, Finland

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## PRELIMINARY OVERVIEW OF COMMUNICATION ITEMS AND TOOLS FOR EGMP COMMUNICATION

*Prepared by the Secretariat*

### **Summary**

This document aims to provide an overview on the variety of communication tools and approaches that have been used in the EGMP for the past years and to serve as a basis for a discussion on how to select and prioritize communication work in the EGMP. At the EGM IWG7 and the Face-to-Face meeting of the EGMP Task Forces, participants are expected to give input to this document during facilitated sessions.

### **Action requested from the EGM IWG**

The EGM IWG is requested to:

Take note of the overview and provide input to the document and guidance to the Secretariat on future communication work in the EGMP.

## **Background**

The purpose of this document is to provide an overview on the variety of communication tools and approaches that have been used in the EGMP for the past years and to serve as a basis for a discussion on how to select and prioritize communication work in the EGMP.

In the absence of an actual communication strategy for the EGMP, which was recommended on several occasions to the EGM IWG by both the EGMP Task Forces and the Secretariat, this document shall serve as a basis to initiate a discussion on what objectives, key messages, and communication opportunities the EGMP could formulate and use.

According to a survey that was launched by the AEWA Secretariat on 30 March 2022, where the EGM IWG members were asked to provide opinions on the functioning of certain elements in the EGMP, almost 17% of the respondents indicated that the processes and results of the EGMP are not well communicated. Almost 20% highlighted the fact that relevant information is not easy to find or access on the EGMP platforms.

As a consequence, the Secretariat has prepared this list of communication items and ideas that shall serve as a basis for discussion at the EGMP face-to-face Task Force meeting on 20 June 2022 and the EGM IWG7.

The expected outcome of the discussion is to have a clearer direction on the communication tools to be used for the EGMP and guidance on developing communication objectives, key messages and defining target audience and key actors.

### **How communication efforts can support the objectives of the EGMP**

Communication efforts can support a number of EGMP objectives - such as the implementation of the processes under the platform, to increase public awareness of European goose management issues, and to reinforce EGMP's image amongst decision-makers as the leading imitative for goose management in Europe based on an objective and credible approach and principles.

Effective communication of the EGMP can assist in achieving the objectives of European goose management by increasing public awareness of the value and of the work which the EGMP and its bodies carry out.

EGMP communication efforts can focus on working closely with key players on priority topics in order to:

- Highlight the Effectiveness of EGMP
- Highlight EGM IWG Achievements
- Convey Reasons Why Goose Management Matters
- Demonstrate how the EGMP operates
- Draw Attention to Issues surrounding European goose management

## **EGMP's Vision and Mission**

The goal of the EGMP is to provide the mechanism for a structured, coordinated and inclusive decision-making and implementation process for the sustainable use and management of goose populations in Europe, with the objective of maintaining them at a favourable conservation status, while taking into account concerns of relevant stakeholders and the pertinent legislative frameworks and regulations.

## **List of potential objectives of EGMP communications**

- **Raise Awareness** of EGMP as a mechanism providing science-based and impartial guidance on goose management.
- **Maximise** the visibility and comprehensibility of the activities and achievements of the EGMP and its bodies.
- **Engage Key Range States** by building stronger regional engagement processes and encouraging action.
- **Promote EGMP** as a reliable and trustworthy collaboration partner.
- **Highlight** the transparent nature of the EGMP processes.
- **Improve** understanding of the benefits resulting from the inclusive multi-stakeholder process that the EGMP represents.
- **Facilitate** cooperation, coordination, information sharing and synergy among the different stakeholders.

**\*\* [To be further discussed at EGM IWG7] \*\***

## **List of potential target audiences**

External	Internal
<ul style="list-style-type: none"><li>• National and local authorities</li><li>• Non-governmental Organisations</li><li>• Academia</li><li>• The Birdwatching Community</li><li>• Farmers Organisations</li><li>• Hunting Organisations</li><li>• Media</li></ul>	<ul style="list-style-type: none"><li>• Current members and permanent observers of the EGMP</li></ul>

**\*\* [To be further discussed at EGM IWG7] \*\***

### **Examples of Key Messages**

“EGMP provides the mechanism for a structured, coordinated and inclusive decision-making and implementation process for the sustainable use and management of goose populations in Europe, with the objective of maintaining them at a favourable conservation status, while taking into account concerns of relevant stakeholders and the pertinent legislative frameworks and regulations.”

“EGMP advances and shares scientific understanding of goose populations, the services they provide, the associated conservation challenges, and the conflicts and management issues that arise”

“EGMP facilitates the exchange of knowledge and expertise with regional partners through collaborative projects and networks”

“EGMP is open and transparent in its work”

**\*\* [To be discussed at EGM IWG7] \*\***

### **Who are the main Communication Actors?**

The potential communication actors to implement communication work in the EGMP are the following:

- EGMP Range States
- EGMP Task Forces
- The AEW/EGMP Secretariat
- EGMP Data Centre
- International Modelling Consortium
- Other involved National Stakeholders
- (Bird watching communities)
- (Farming organisations)
- (Hunting organisations)

**\*\* [To be further discussed at EGM IWG7] \*\***

### **What can be the communication principles?**

EGMP’s communication work can be guided by the following communication principles:

- Transparency throughout all levels of the EGMP.
- Inclusivity both internally and externally.
- Objectivity

- Science-based - Status Reports
- Languages (English and others where necessary)
- Evaluation and Monitoring

**\*\* [To be further discussed at EGM IWG7] \*\***

### **Which tools and channels are available?**

EGMP communication tools that have been used so far:

- EGMP Website
- Key Outputs and Documents – e.g. Status Reports, Publications, Briefing Notes, Fact Sheets
- Webinars
- Audio-Visual and Digital
- Social Media
- EGMP Focused Events
- Education & Public Awareness
- Press and Media

**\*\* [To be further discussed at EGM IWG7] \*\***

### **Examples of Communication items and how they can and have been used in the EGMP**

- **EGMP Website News Updates** - Regular weekly website publishing of meaningful EGMP related goose updates;
  - Examples: Announcement of Events or publication of new peer-review scientific articles
- **Webinars**
  - Example: “EGMP: The Platforms Structure, Processes and Objectives”  
<https://egmp.aewa.info/webinar-egmp-platforms-structure-processes-and-objectives>
- **Social Media** - Regular weekly posts to publicise and promote meaningful EGMP related goose content;
  - Examples: Meetings, Publications, Events, Activities, etc.
- **Sharing Events** that are in alignment with EGMP;
  - Example: The Barnacle Goose Theme Day Celebrated in Denmark.

**Barnacle Goose Theme Day Celebrated in Denmark**

8 March 2022 - The Danish Environmental Protection Agency and Aarhus University organised a national theme day focussed on the status and management of barnacle geese, with a view to the EGMP International Single Species Management Plan. This physical meeting was well attended by nearly 100 participants, representing authorities, policy-makers, NGOs, farmers, hunters, birdwatchers and scientists. Presentations included the status and management challenges of the Russian/Germany-Netherlands population, legal frameworks and international obligations, birdstrike problems, problems related to vulnerable flora and fauna, conflicts with agricultural interests and their mitigation, including habitat restoration and collaborative local approaches to management.



The presentations and summaries of discussions can be found here in Danish:

<https://projects.au.dk/da/can/bramgaes-temadag>

- **Promote the EGMP success stories** and bring them to life in real, human terms through country-, citizen-, and species-centric data and visual materials;

- Example: Twitter post personally Thanking Jægernes Naturfond in Denmark for funding projects:

AEWA European Goose Management Plat... @AEWA\_EG... · Feb 22 ...  
 The project "Managing the Offtake of #GreyLagGeese from Two Management Units in Western Europe" has kindly been funded by Jægernes Naturfond in Denmark. The project will be conducted by the EGMP Data Centre, Aarhus University. For more info: [projects.au.dk/can/projects/g...](https://projects.au.dk/can/projects/g...)



- Timing of publications around peak EGMP events & Publicising publications and journal articles especially around main meetings (EGM IWGs and MOPs):

- Example: In the lead up to EGM IWG7

AEWA European Goose Management Platform @AEWA\_EGMP · 3h ...  
 Peer-reviewed Journal Article published on Lesser White-fronted Geese in Kazakhstan.  
 Follow the link to the EGMP website where you can find the link to the full article and to other similar articles and information:  
[egmp.aewa.info/news/detail/pe...](http://egmp.aewa.info/news/detail/pe...)  
 📷 © You-Sheng Lin



AEWA European Goose Management Platf... @AEWA\_EG... · May 9 ...  
 Check out the recent article published on the New Migratory Habits of Swedish Greylag geese.  
 Visit the EGMP website where you can find more information and the link to the full article:  
[egmp.aewa.info/news/detail/re...](http://egmp.aewa.info/news/detail/re...)  
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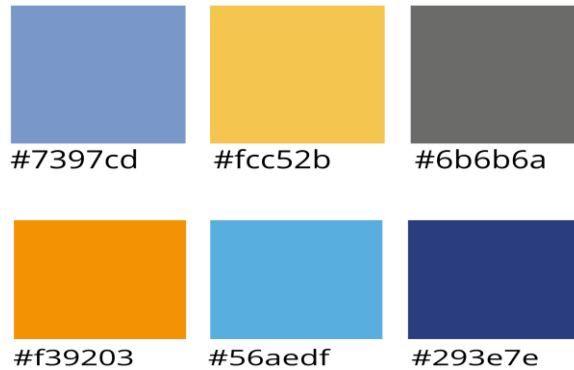
## **Branding ideas and visual identity used so far**



These logos have been integrated into all materials produced in the framework of the EGMP; including: online platforms, publications and communication materials.

## **Colour**

This colour palette can be applied to any materials that are produced by the EGMP, such as reports, document covers, etc.



## **Developing a Tagline for the EGMP**

A tagline is a catchy and short message that further describes a purpose or key message. There is the opportunity to develop a tagline to consistently brand the EGMP products and outreach events. This must be broadly appealing and also be in keeping with the institutional values of AEWA.

Merchandise ideas that could be produced

Tick Remover Safe Card:



Neck Buffs:



USBS:



Camera & Binocular Strap:





## **Benefits of improving communication in the EGMP**

### Internal

Effective internal communication leverages existing synergies, optimises impact and enhances awareness and involvement of representatives and Range States.

It assists in the onboarding process of new members joining the platform by upholding open communication channels, and by promoting and maintaining an inclusive environment where information, data, systems and strategies are openly shared.

### External

Effective external communication increases visibility and public support for EGMP's objectives. It will further enhance credibility that supports and coordinates the implementation of the EGMP objectives.

## **Barriers**

### Internal

EGMP operates within a limited financial framework and staff time and resources are limited in regard to major communication undertakings.

### External

Changes in the political and/or economic situation in Europe bear the risk of shifting focus and resources from the importance of effective European goose management.

Today's heavily saturated media landscape poses a challenge of effectively breaking through to extended target audiences.

## **Contingencies**

**\*\* [To be further discussed at EGM IWG7] \*\***

## **Evaluation**

Continual evaluation of the effect of the communication work applied is essential to enable practices to become more efficient. An evaluation of outcomes can be analysed to gain an objective overview of the areas of strengths and areas which need attention and improvement. Potential markers could include:

- Number of new partners and Range States
- Resources raised

- Number of publications
- Media coverage of related events
- Web statistics
- Social media performance – number of followers, tweets/retweets, FB impressions, participation in tactical social media campaigns, YouTube views on videos relating to EGMP, etc.
- Number of partners mobilised for communication and promotion support