



## **General Session**

**EGMP Communication Plan AEWA/EGMIWG/7.6**

**– Secretariat**

## Overview of EGMP Communication Items and Tools

- EGMP Communication Objectives
- **Target Audience**
- **Key Messages**
- Main Communication Actors
- Communication Principles
- Tools and channels available

## Target audience

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### External

- **National and local authorities**
- **Non-governmental Organisations**
- **Academia**
- **The Birdwatching Community**
- **Farmers Organisations**
- **Hunting Organisations**
- **Media**

### Internal

- Current members and permanent observers of the EGMP

## 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”

## Action requested from EGM IWG7:

The EGM IWG is requested to take note of the overview and provide input to the document and guidance to the Secretariat and Data Centre on future communication work in the EGMP.