

**The draft Conservation Programme of the BirdLife International  
Africa Partnership**

**2009 – 2012**



**ACTION FOR BIRDS AND PEOPLE IN AFRICA**  
*Making a difference through Partnership*



## PRIORITIES OF THE BIRDLIFE AFRICA PROGRAMME: 2009 – 2012:

### Species priorities

- Ensure conservation action is taken for at least 10 more Critically Endangered (CE) species in Africa, through the Preventing Extinctions Programme (Species Guardians and Champions) and any other appropriate means. By 2012, at least 20 CE species in Africa will have Species Guardians
- Undertake species management actions for various species (including implementation of Species Action Plans)
- Contribute information and discussions for evaluation of the Red Data List every year
- Conduct research and monitoring on ecology and conservation status of GTBs
- Develop and implement a Common Bird monitoring system for Africa and link it to other monitoring systems
- Assess impacts of pesticides/agricultural pollutants, and advocate to mitigate/reduce impacts

### Site priorities

- Ensure monitoring of all IBAs in Africa, disseminate regular reports and update this information in WBDB;
- Continue identification of new IBAs in Africa (including as KBAs) and regularly re-assess their qualification
- Prioritise African IBAs (and KBAs) for action and develop and implement site actions for the top priority sites.
- Double the number of SSGs in Africa and enhance their effectiveness.
- Enhance the legal recognition and protection of IBAs and campaign against emerging threats to these sites.
- Promote and adapt ecological networks of IBAs for safeguarding migratory species and improving resilience against climate change impacts.

### Habitat priorities

- Develop a framework for the identification and prioritization of habitats
- Assessment and valuation of ecosystem services piloted for key habitats and the results communicated to stakeholders for advocacy
- BirdLife secretariat support Partners to survey and identify key drivers of habitat loss and degradation
- Document and disseminate information on the use and impacts of chemicals that can be harmful to birds and other habitat functions
- Improve understanding within the Partnership on the conservation of marine habitat

### People priorities

- Membership (national recruitment):
  - Paying membership increased 20-25 % in all network NGOs by 2012; the number of volunteers increased by 100% by 2012
  - The current network of SSGs in Africa will be sustained and expanded by 100% by 2012
- Grow number of Partners (network)
  - BirdLife Africa network grows from 22 organisations in 2008 to 26 - 30 in 2012
- Increased information sharing
  - African partners encourage, support and monitor experience exchange; and publish annual regional statistics on activities and impact using national and regional communication strategies.
- Fundraising (including ecotourism)
  - **Africa Partnership and Secretariat raise GBP 8 million / year by 2012 from a baseline of 3-4 million GBP in 2006/8 i.e. 100% increase**

## BirdLife International Africa Regional Programme, 2009 – 2012

### Species

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<b>1.1. Prevent extinctions</b>  <b>Indicator:</b> Population trends of Critically Endangered bird species	1.1.1. Species Guardians actively working to protect and monitor at least 20 Critically Endangered (CE) species	SB, F <sup>1</sup>	<ul style="list-style-type: none"> <li>Appoint and support new Species Guardians to take action for at least 10 more CE species in Africa. By 2012, at least 20 CE species in Africa will have Species Guardians actively working to monitor and protect them.</li> </ul>
	1.1.2. Species Action Plan(s) produced for at least 4 Critically Endangered species ( <i>Implementation of SAPs comes under other Expected Results in 1.1.3-7</i> )	SB, F	<ul style="list-style-type: none"> <li>Encourage and support development of 'working' Species Action Plans for 50% of CE species for which Guardians are in place</li> <li>Review and update the existing International Action Plan for at least one CE species (Slender-billed Curlew for Tunisia)</li> </ul>
	1.1.3. Research underway for at least 8 Critically Endangered species ( <i>For example, population and range sizes, trends, ecology, threats and actions required</i> )	SB, F	<ul style="list-style-type: none"> <li>Conduct or facilitate conservation-related research on at least eight critically endangered species (e.g. Dwarf Olive Ibis, Djibouti Francolin, Raso Lark, Liberian Greenbul, Taita Thrush, Long-billed Tailorbird, Seychelles Paradise Flycatcher, Uluguru Bush-shrike).</li> </ul>
	1.1.4. Species management conservation actions underway for 6 Critically Endangered species ( <i>For example intensive management (recovery actions), re-introduction, ex-situ action. Includes Albatross Task Force</i> )	SB, F	<ul style="list-style-type: none"> <li>Provide support and facilitate conservation actions on at least 6 critically endangered species (e.g. Dwarf Olive Ibis, Djibouti Francolin, Raso Lark, Taita Thrush, Long-billed Tailorbird, Seychelles Paradise Flycatcher).</li> </ul>
	1.1.5. Species-specific publicity & awareness actions underway for 4 Critically Endangered species	SB, F	<ul style="list-style-type: none"> <li>Support activities that raise awareness of stakeholders regarding species and their habitats for at least four Critically Endangered species.</li> </ul>
	1.1.6. Species-relevant policy, legislation & enforcement actions underway for at least 2 Critically Endangered species ( <i>For example, protection status, CITES/CMS listings. Includes seabird work with e.g.</i>	SB, F	<ul style="list-style-type: none"> <li>Advocate to ensure that the legal protection status of at least four CE species sites are maintained or improved.</li> </ul>

<sup>1</sup> Cross-cutting strategic themes: SB = Seabirds, F = Flyways, CC = Climate Change

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
	<i>FAO and RFMOs on bycatch mitigation.)</i>		
	1.1.7. Status of all Critically Endangered species monitored annually and indicators developed ( <i>Includes population size, trend, actions implemented and effect</i> )	SB, F	<ul style="list-style-type: none"> <li>Monitor trends in the status of all Critically Endangered species' (and where Species Guardians are in place, support them to do so); track the implementation and effect of actions, and make this information available every year.</li> </ul>
<b>1.2. Improve the status of Globally Threatened Birds</b>  <b>Indicator:</b>  Red List Index for birds. ( <i>Showing changes in overall threat status. Improvements in threat status result from increases in population and/or range size, or slowing population declines.</i> )	1.2.1. Species Guardians actively working to protect and monitor at least 3 Endangered and Vulnerable species	SB, F	<ul style="list-style-type: none"> <li>Apply the Species Guardian Initiative to EN, VU and NT species in countries where partners have sufficient capacity and interest to appoint and support Guardians.</li> </ul>
	1.2.2. Species Action Plans produced, reviewed, and/or promoted for 10 Endangered and Vulnerable species Nationally ( <i>Implementation of SAPs comes under other Expected Results</i> )	SB, F	<ul style="list-style-type: none"> <li>Produce new or review existing International and National Species Action Plans and/or ,promote their implementation for at least 10 Endangered and Vulnerable species.</li> </ul>
	1.2.3. Species management conservation actions underway for at least 20 Endangered, Vulnerable and Near Threatened species ( <i>Includes Albatross Task Force</i> )	SB, F	<ul style="list-style-type: none"> <li>Contribute to regional coordination of action for GTBs</li> <li>Undertake Species management conservation actions for at least 20 Endangered, Vulnerable and Near Threatened species.</li> <li>Review and update International and national Species Action Plans for Endangered, Vulnerable and Near-Threatened species</li> </ul>
	1.2.4. Species-specific publicity & awareness actions underway affecting at least 50 Endangered, Vulnerable and Near Threatened species	SB, F	<ul style="list-style-type: none"> <li>Promote conservation of GTBs as part of environmental education in schools</li> <li>Undertake a wide range of education and awareness-raising programmes to raise conservation awareness of globally threatened bird species in Africa to major stakeholders and the general public at a variety of levels.</li> </ul>
	1.2.5. Species-relevant policy, legislation & enforcement actions underway affecting at least 30 Endangered, Vulnerable and Near Threatened species and affecting at least 15 countries ( <i>Includes seabird work with e.g. FAO and RFMOs on bycatch mitigation</i> )	SB, F	<ul style="list-style-type: none"> <li>Advocate for appropriate CITES listings for GTBs, e.g. Uganda – Shoebill</li> <li>Support implementation of CITES and trade regulations through building capacity of government officials, e.g. Cameroon, Uganda.</li> <li>Promote effective national and international advocacy for improved policy legislation for the conservation of at least 25% of GTBs in at least five countries.</li> </ul>
	1.2.6. Red List status of all species evaluated every four years and Red List	SB, F, CC	<ul style="list-style-type: none"> <li>Contribute information to and participate in BirdLife's discussion forums that focus on updating the global status</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
	Indices produced ( <i>Includes contribution of national red lists, incorporation of threats from climate change</i> ) and at least 3 national Red Data Lists of bird species produced.		<ul style="list-style-type: none"> <li>• of RedList Categories</li> <li>• Support development of lists of species of national conservation concern for at least 3 countries in Africa</li> <li>• Develop a regional (Africa) raptor red list</li> </ul>
	1.2.7 Research and monitoring conducted into the conservation status, ecology and habitat requirements of Globally Threatened Birds.		<ul style="list-style-type: none"> <li>• Implement monitoring programmes for selected species, e.g. Southern Bald Ibis &amp; Cape Parrot (BLSA); Cape Griffon(BLZ); White-winged Flufftail (EWNHS); White-necked Picathartes (GWS)</li> <li>• Conduct surveys of selected species, e.g. Wattled Crane, Swynnerton’s Robin &amp; Blue Swallow (BLZ); Shoebill &amp; Grauer’s Swamp-Warbler (ACNR &amp; ABO), Spotted Ground Thrush (WCST &amp; Nature Kenya), Various threatened species in East Usambaras (WCST)</li> <li>• Conduct detailed ecological studies of selected species, e.g. Grey-necked Picathartes (CBCS), White-necked Picathartes (GWS), several species in Kenya, Seychelles and Madagascar (Nature Kenya, NatureSeychelles and Asity Madagascar), Grauer’s Swamp-Warbler (ACNR), three species in Nigeria (NCF), Sidamo Lark (EWNHS); .</li> <li>• Produce status reports for selected species e.g. at least four species in Cameroon (CBCS).</li> <li>• Coordinate regional initiatives that lead to monitoring of status of GTBs</li> </ul>
	1.2.8. Threatened species programme adequately funded and managed effectively to attain conservation objectives		<ul style="list-style-type: none"> <li>• Funds raised for the species programme in line with the Africa and global fundraising strategy; fundraising targets met.</li> <li>• Management, monitoring and evaluation systems in place (with adequate staff) at regional and national levels to manage the species programme effectively and attain conservation targets</li> <li>• Regional status reports produced at least biennially</li> </ul>
<b>1.3. Keep common birds<sup>2</sup> common – reduce</b>	1.3.1. Research conducted on common bird declines and range changes (actual and predicted), and their causes ( <i>With a</i>	SB,F,CC	<ul style="list-style-type: none"> <li>• Undertake detailed research and surveys on common birds (farmland, water, urban, migratory birds etc.)</li> </ul>

<sup>2</sup> ‘Common birds’ should be interpreted as meaning all bird species of concern that are not at present globally threatened or near-threatened. This may include nationally or regionally threatened species – it should not include, for example, pest species or alien invasives that are not likely targets of conservation efforts.

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<p><b>the decline in common species</b></p> <p><b>Indicator:</b></p> <p>Wild Bird Index (Showing population trends of a sample of representative species.)</p>	<p><i>special focus on migratory species and species affected or predicted to be affected (e.g. in timing of migration or breeding, behaviour, distribution and population) by climate change)</i></p>		<ul style="list-style-type: none"> <li>Carry out research to determine the causes of the declines of particular species e.g. raptors in Africa; resident and migratory waterbirds.</li> <li>Develop and implement a framework for compiling, analysing and disseminating research results on a regional scale</li> </ul>
	<p>1.3.2. Action underway in at least 7 countries tackling the broad issues affecting common bird species (e.g. trade, pollution, invasive species (covered as species/site management actions when addressed at particular sites or for particular species). Links to objective 3.2 – [HABITAT -Develop, implement and advocate policies to safeguard priority habitats for birds] )</p>	SB,F	<ul style="list-style-type: none"> <li>Work closely with governments and other stakeholders to monitor and act upon effects of pollution arising from industries etc on birds</li> <li>Identify and monitor the species that can be potentially affected by avian influenza and other diseases.</li> <li>Assess impacts on common birds of invasive alien species (e.g. typha, Lantana, small mammals) and take action to mitigate impacts; monitor and tackle problems of invasive bird species (e.g. case of Indian Mynas in Zimbabwe, Indian House Crows in Tanzania).</li> <li>Raise awareness, monitor, research and mitigate impacts of cage bird trade</li> <li>Assess impacts of chemicals/pesticides/agricultural pollutants, and advocate to mitigate/reduce impacts (e.g. Diclofenac; Carbofuran)</li> <li>Review issues affecting common birds across Africa; develop and disseminate menu of potential corrective measures as well as lessons learnt</li> </ul>
	<p>1.3.3. International policy mechanisms and initiatives developed or reinforced to ensure the conservation of migratory species (e.g. flyway-scale initiatives such as WHRSN, Asia-Pacific Flyways Partnership; new or expanded Agreements under the CMS; more effective implementation of existing Agreements. Also relates to objectives 1.1 and 1.2 (where threatened species are involved))</p>	F	<ul style="list-style-type: none"> <li>Support all relevant international and national initiatives for the conservation of migratory birds by providing national data on migratory bird populations, raising awareness of decision makers and the wider public on the importance of international agreements and advocating for compliance of national laws with the obligation under the international conventions.</li> <li>Advocate for governments to ratify conventions and agreements that reinforce conservation of migratory species (e.g. AEWA, CMS), and support enforcement where already signatories.</li> <li>Participate in events that raise the profile and highlight the plight of migratory birds, e.g. World Migratory Bird day.</li> <li>Participate in and implement projects that lead to conservation of migratory flyways;</li> <li>Support successful implementation of regional and sub-regional ongoing projects to conserve migratory birds in</li> </ul>

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	1.3.4. Climate change adaptation measures incorporated into national, regional and global conservation planning ( <i>Using a twin-track approach of resilience (strengthening populations) and accommodation (facilitating movements)</i> )	CC	<p>Africa; specifically – the Soaring Birds Project; the West Africa Migratory Flyway Conservation Programme</p> <ul style="list-style-type: none"> <li>• Develop climate change adaptation measures at national level in the framework of the ongoing regional project: <i>'Conservation in the face of climate change: developing an adaptive management framework for the conservation of birds and other biodiversity across Africa'</i>.</li> <li>• Replicate and scale up the Adaptive Management Framework piloted in the Albertine Rift to rest of Africa</li> </ul>
	1.3.5. Common bird monitoring underway in at least 10 countries and Wild Bird Indices produced ( <i>Includes World Birds, breeding bird census schemes, Atlas projects etc</i> )	F	<ul style="list-style-type: none"> <li>• Develop and implement a common bird monitoring system for Africa and link it to other ongoing monitoring systems (IBAs and waterbird counts).</li> <li>• Undertake bi-annual waterbird counts in all network countries</li> <li>• Implement the online bird monitoring system (Worldbirds) and other national bird atlas projects (e.g. Southern African bird atlas).</li> <li>• Continue implementing national activities that lead to monitoring of common birds, e.g. monitoring garden birds using field cards and Barn Swallow roost in Zimbabwe (BLZ) and large terrestrial bird surveys (CAR) in SA.</li> <li>• Monitor common birds at selected sites nationally</li> <li>• Continue implementing and support long-term research and membership activities that contribute to collection of data on common birds, e.g. bird ringing, the nest record schemes and bird walks.</li> <li>• Collect common bird data during IBA monitoring.</li> <li>• Maintain databases for collating data on common birds.</li> <li>• Publish and disseminate results of bird monitoring work..</li> </ul>
	1.3.6 Other [ <i>Other results for this objective that do not fall under the Expected Results above</i> ] Systems in place for updating site and national bird checklists; and for the promotion of birds to the public through dissemination of appropriate information as required in at least 4 countries.		<ul style="list-style-type: none"> <li>• Undertake inventories of bird species within IBAs and support compilation of updated checklists for at least four countries.</li> <li>• Publish updated national bird checklists in at least two countries including lists of nationally endemic bird species .</li> <li>• Promote common birds nationally through annual designation of a "Bird of the year" and campaigns (e.g. in Tunisia).</li> </ul>
	1.3.7. Ornithological capacity in bird identification, research, monitoring and conservation strengthened and further developed		<ul style="list-style-type: none"> <li>• Undertake regional and national training needs assessments to undertake effective bird species conservation action, research and monitoring by 90% of NGOs in the Africa network.</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
			<ul style="list-style-type: none"> <li>• Regional training needs assessment report prepared, disseminated and majority of recommendations effected.</li> <li>• A regional bird guide trainers association developed and functioning</li> <li>• Bird guides trained in at least 3 network countries (e.g. ACNR – training for ORTPN guides; Nature Kenya; BLSA)</li> </ul>

## Sites

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<b>Sites</b>			
<b>2.1. Identify and monitor a network of international Important Bird Areas (IBAs)</b>  <b>Indicator:</b>  <i>Number of IBAs fully documented and with regular monitoring information in the World Bird Database</i>	2.1.1. IBAs identified and fully documented for all countries, and data incorporated into WBDB	SB, F	<ul style="list-style-type: none"> <li>• Establish/revamp national committees to oversee the development of national IBA programmes in at least 50% of network countries.</li> <li>• Undertake surveys to update information on IBAs in all African countries.</li> <li>• Undertake inventories of bird species within IBAs</li> <li>• Update national IBA lists</li> <li>• Populate the WBDB with new information on an annual basis in 50% of African countries, including digitized IBA boundaries.</li> <li>• Finalise the revision/update of the criteria for terrestrial IBAs, including the criteria for regional level IBAs and criteria for subspecies.</li> <li>• Update regional list of IBAs every four years (in 2012)</li> </ul>
	2.1.2. IBA identification process underway for international waters	SB	<ul style="list-style-type: none"> <li>• Contribute to the finalization of marine IBA Criteria.</li> <li>• Identify and publish lists of marine IBAs in at least 12 African countries (Seychelles, Madagascar, Kenya, Tanzania, South Africa, , Cameroon, Nigeria, Ghana, Sierra Leone, Tunisia, Egypt).</li> <li>• Include information on marine IBAs, including maps, in WBDB</li> </ul>
	2.1.3. Process for updating IBA information agreed and implementation underway across the Partnership <sup>3</sup>	SB,F	<ul style="list-style-type: none"> <li>• Finalise and adopt a process for the removal of sites that no longer qualify as IBAs from national and global IBA lists.</li> <li>• Undertake national update of information on IBAs at least once during the planning period in all network countries and publish directory updates in 50% of African countries.</li> <li>• Collate new information on IBAs in Africa and publish a regional update by 2012.</li> </ul>
	2.1.4. IBA monitoring framework operational across the Partnership on at least a 4-yearly cycle	SB,F,CC	<ul style="list-style-type: none"> <li>• Undertake annual 'basic' IBA monitoring in at least 75% of the IBAs in all network countries</li> </ul>

<sup>3</sup> For convenience, in these Expected Results 'Partner' and 'Partnership' refer to all BirdLife network organisations and all BirdLife network countries, respectively (including Affiliates and Partners Designate)

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
			<ul style="list-style-type: none"> <li>• Upload results from monitoring regularly into the WBDB by all network countries.</li> <li>• Assess trends in the status of large IBAs and IBAs outside the network countries using remote sensing.</li> </ul>
	2.1.5. Results from IBA monitoring effectively communicated and feeding into decision-making at national, regional and global levels	SB,F	<ul style="list-style-type: none"> <li>• Produce annual national IBA status and trends reports for at least 12 network countries.</li> <li>• Develop and publish annual regional IBA status reports</li> <li>• Develop and implement annual communication plans in all BirdLife network countries for information on IBAs.</li> <li>• Develop and publish a regional IBA communication strategy and annual plans for its delivery.</li> <li>• Provide IBA information to local, national and global state of environment reports.</li> </ul>
	2.1.6. Understanding advanced of the needs and mechanisms for linking and buffering IBAs in the wider landscape	F, CC	<ul style="list-style-type: none"> <li>• Develop and implement elements of an adaptive management framework against climate change for the network of IBAs in Africa.</li> <li>• Review national IBA networks in 12 countries and implement recommendations for enhancing their connectivity and resilience against the impacts of climate change.</li> <li>• Review the importance of national networks of IBAs in all BirdLife network countries for migratory species</li> <li>• Develop tools for guiding the BirdLife Africa Partnership in implementing conservation with livelihoods improvement.</li> </ul>
<b>2.2. Conserve, protect and restore the global network of IBAs</b>  <b>Indicators:</b> IBA Condition Index IBA Threat Index IBA Action Index IBA Protected Area	2.2.1. Priorities and plans for IBA conservation action developed in all network countries	SB,F	<ul style="list-style-type: none"> <li>• Develop lists prioritising IBAs nationally according to their needs for conservation action in 12 countries.</li> <li>• Review and update national IBA priority lists in all BirdLife network countries.</li> <li>• Develop national IBA conservation strategies in all BirdLife network countries.</li> <li>• Develop and implement annual plans for the implementation of national IBA strategies</li> <li>• Develop and publish a regional process for the prioritisation of IBAs in terms of their need for conservation action (including IBAs outside the BirdLife network).</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<p>Coverage Index</p> <p><i>(Based on IBA monitoring data and the overlap of IBAs with Protected Areas. The IBA Condition Index tracks the state of IBAs and increases when overall condition of IBAs improves.)</i></p>	<p>2.2.2. IBA advocacy informs national level policy and planning, implementation of multilateral environmental agreements and donor and corporate safeguard policies</p>	<p>SB,F,CC</p>	<ul style="list-style-type: none"> <li>• Pursue legal recognition of IBAs to enhance their protection through both designation of sites as Protected Areas and advocacy for expanding the Protected Areas definitions to cover sites under private/communal ownership.</li> <li>• Advocate for the recognition/consideration of IBAs in national policy and legislation regarding development, especially those harbouring globally-threatened species.</li> <li>• Advocate/campaign against emerging threats to IBAs resulting from poorly-planned development projects e.g. Lake Natron in Tanzania; Mabira Forest in Uganda</li> <li>• Contribute and advocate for participatory development of management plans for Protected Areas that are also IBAs.</li> <li>• Work in partnership with the private sector to develop social responsibility policies that favour IBA conservation.</li> <li>• Provide information and undertake activities that support governments to fulfill their obligations under CBD, Ramsar, UNCCF and other multilateral environmental agreements.</li> </ul>
	<p>2.2.3. Local stakeholders effectively engaged in IBA conservation through networks of IBA Local Conservation Groups</p>	<p>SB,F</p>	<ul style="list-style-type: none"> <li>• Establish a further 150 SSGs in BirdLife Africa network countries</li> <li>• Undertake monitoring of SSG work to illustrate their impact on biodiversity and livelihoods.</li> <li>• Monitor SSG growth and provide targeted support to strengthen their capacity to undertake conservation and livelihood enhancing activities (target of 300 SSGs)</li> <li>• Develop partnerships with 'development' organisations (such as ICIPE, CARE, OXFAM, etc) and the Private Sector to engage SSGs in activities that enhance livelihoods and protect IBAs.</li> </ul>
	<p>2.2.4. Targeted, effective BirdLife action and advocacy in place for IBAs, across all network countries</p>	<p>SB,F,CC</p>	<ul style="list-style-type: none"> <li>• Put in place targeted and effective conservation action and advocacy at 10% of IBAs in Africa.</li> <li>• Develop projects for enhancing the conservation of 25% of the IBAs in network countries.</li> <li>• Brand all IBAs in all BirdLife Africa network countries.</li> <li>• Develop at least six transboundary IBA conservation initiatives.</li> <li>• Develop at least three projects targeting high priority IBAs outside the BirdLife network</li> <li>• Incorporate information from at least 25% of IBAs in the BirdLife network reporting on CBD targets and Millennium Development Goals.</li> </ul>
	<p>[2.2.5 Other] Use IBAs and work on IBAs as a tool for identifying and recruiting new Partners to the network</p>		<ul style="list-style-type: none"> <li>• Establish alliances with organisations and individuals working in IBAs outside the BirdLife network in Africa.</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<p><b>2.3. Promote IBAs as key biodiversity areas</b></p> <p><b>Indicator:</b></p> <p><i>Recognition of key biodiversity areas (including IBAs) in national, regional and global policies, plans and agreements<sup>4</sup></i></p>	<p>2.3.1. IBAs recognised nationally, regionally and globally as an effective initial set of key biodiversity areas</p>		<ul style="list-style-type: none"> <li>• Initiate in all BirdLife network countries, education and awareness programmes aimed at enhancing stakeholders' knowledge on location and biodiversity importance of IBAs</li> <li>• Advocate for the recognition and conservation of IBAs as priority sites for biodiversity conservation under regional groupings such as ECOWAS, NEPAD and EAC.</li> <li>• Integrate IBA and bird conservation information in national education curricula in all BirdLife Africa network countries.</li> <li>• Promote the conservation of IBAs that are also Alliance for Zero Extinction sites supporting Critically Endangered birds..</li> </ul>
	<p>2.3.2. Collaborative work underway in network countries to identify the wider network of key biodiversity areas, and improve documentation of the role of IBAs in conserving other taxa</p>		<ul style="list-style-type: none"> <li>• Undertake studies to assess the importance of 10% of IBAs for other taxa in all BirdLife network countries.</li> <li>• Harmonise national KBA/IBA names and maps across Africa</li> <li>• Contribute to national processes to identify key biodiversity areas for other taxa</li> <li>• Broaden partnerships for IBA recognition by engaging actors on other taxa</li> </ul>

<sup>4</sup> BirdLife is not tracking this indicator at present

## Habitats

Strategic objective	Proposed Global Expected Results	X-cutting Themes	Proposed Regional Activities
<b>Habitats</b>			
<b>3.1. Identify and monitor habitats of international importance for birds and the environment</b>  <b>Indicator:</b>  <i>Changes to cover and condition of priority habitats<sup>4</sup></i>	3.1.1. Framework for identifying priority habitats agreed and globally applied.  <i>(Focusing on severely threatened habitats and those that are essential for dispersed bird species. To include key habitats for migratory birds and marine habitats. Also to incorporate future risks from climate change)</i>	SB,F,CC	<ul style="list-style-type: none"> <li>• Develop a framework for the identification and prioritization of severely threatened habitats for bird species in Africa</li> <li>• Develop capacity within the Partnership in the use of the framework.</li> <li>• Raise awareness and advocate for use of framework by other stakeholders including regional institutions such as IUCN, WWF, AWF, NEPAD, AMCEN, SADC ECOWAS etc.</li> <li>• Identify sites representing priority habitats, especially those that meet the Ramsar criteria.</li> <li>• Identify ecological corridors and networks for enhanced habitat connectivity.</li> <li>• Review and update the directory of potential Ramsar sites in Africa</li> </ul>
	3.1.2. Monitoring approaches piloted and tested for priority habitats.		<ul style="list-style-type: none"> <li>• Set up a specific monitoring scheme for at least one priority habitat type for migratory birds.</li> <li>• Participate in collaborative monitoring of at least one high priority habitat or ecosystem in Africa e.g. Albertine Rift; Congo Forest Basin; Nile Basin etc</li> <li>• Undertake biannual waterfowl counts for wetlands in all BirdLife Africa network countries; compile and disseminate results relevant to IBAs</li> <li>• Convene or support a regional meeting for sharing and engaging external partners on effective monitoring approaches in specific priority habitats or ecosystems in Africa</li> </ul>

	3.1.3. Assessment and valuation of ecosystem services piloted for priority habitats and results communicated for advocacy.		<ul style="list-style-type: none"> <li>• Develop guidelines for the assessment and valuation of ecosystem services as agreed with other stakeholders or adopted from other stakeholders for use by the Africa Partnership</li> <li>• Produce a regional position paper on the status of priority habitats, threats and conservation needs of birds in Africa.</li> <li>• Initiate at least one pilot carbon (REDD) project at a forest site and disseminate results.</li> <li>• Assess the impact of forest IBAs on rural livelihoods through a pilot project in at least one network country.</li> <li>• Assessment and valuation of ecosystem services piloted for at least two sites in key habitats and the results communicated to stakeholders for advocacy.</li> <li>• Develop capacity in the Africa network in the use of ecosystem assessment and valuation guidelines developed within the Partnership</li> </ul>
<b>3.2. Develop, implement and advocate policies to safeguard priority habitats for birds</b>  <b>Indicator:</b>  <i>Existence and completeness of</i>	3.2.1 Underlying drivers of habitat loss and degradation identified and mitigation approaches agreed.  <i>( Including climate change)</i>	SB,F,CC	<ul style="list-style-type: none"> <li>• Support Partners to survey and identify key drivers of habitat loss and degradation</li> <li>• Drivers/root causes of habitat loss and degradation studied in five priority habitats in selected Africa network countries</li> <li>• Document and disseminate information on key drivers of habitats loss and degradation</li> <li>• Develop best practice for grassroots participation in safeguarding priority habitats for birds.</li> <li>• Develop and agree on mitigation approaches for the identified key drivers of habitat loss and degradation</li> </ul>

<p><i>policies designed to safeguard priority habitats at national, regional, and global levels<sup>4</sup></i></p>	<p>3.2.2. Relevant policy mechanisms (national, regional, global) used to safeguard natural terrestrial and freshwater habitats.</p> <p><i>(Including drylands, grasslands, forests and freshwater. Under the umbrella of existing international agreements, including UNCCD, UNFF and Ramsar. Focused specifically on emerging opportunities (avoided land use change/deforestation) under the UNFCCC. Incorporating work on commodities, global trade and biofuels related to loss of natural habitats).</i></p>	<p>F,CC</p>	<ul style="list-style-type: none"> <li>• Ensure effective participation and representation in CBD fora and other relevant conventions and agreements by Partners e.g. UNCCD, Ramsar, IUCN, AEWA</li> <li>• Support Partners to lobby national governments to ratify key international conventions where appropriate e.g. Ramsar, UNCCD, AEWA</li> <li>• Develop, agree and implement a programme of work in support of relevant areas of the environmental programmes of relevant regional Africa Policy making Institutions, especially the African Union, the African Ministerial Conference for the Environment (AMCEN); NEPAD and its SREAPS.</li> <li>• Seek and obtain official accreditation to the African Union and UNEP's Governing Council and use these fora to advocate for the safeguard of key Africa habitats</li> <li>• Advocate for and support efforts for the revitalisation and implementation of the Africa Convention on Natural Resources</li> <li>• Engage with regional economic institutions to incorporate and actively support IBA safeguards in their economic development plans, especially the African Development Bank, and the sub-regional economic groupings (ECOWAS, IGAD, SADCC etc)</li> <li>• Support development of policy and legislation manuals and brochures for SSGs and increased capacity for their use</li> <li>• Ensure continued effective operation of the BirdLife Africa Policy and Advocacy Working Group to guide the network's policy work; APAWG meetings convened annually and all sectors monitored by relevant APAWG members</li> <li>• All network NGOs have a national policy and advocacy focal point and contribute to the functioning of APAWG</li> <li>• All Africa Partners continue to advocate for legal protection of priority threatened habitats.</li> <li>• Continue to advocate for the development of integrative development and management plans for key sites (including IBAs and existing protected areas) holding priority habitat types.</li> </ul>
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	<p>3.2.3. Relevant policy mechanisms (national, regional, global) used to ensure sound management of agricultural habitats.</p> <p><i>(Refers to productive landscapes. Incorporating work on commodities, global trade and biofuels related to intensification of agriculture).</i></p>	F	<ul style="list-style-type: none"> <li>• Document and disseminate information on the use and impacts of chemicals that can be harmful to birds and other habitat functions</li> <li>• Advocate to mitigate/reduce impacts of chemicals/pesticide/agricultural pollutants (e.g. Diclofenac; Furadan) (See species objectives)</li> <li>• Support Partners in advocacy for the preparation and implementation of landscape wide management plans around key KBAs.</li> <li>• Document and disseminate information on perverse subsidies and global trade (e.g. cotton) that are detrimental to the African agricultural environment and advocate to mitigate or eliminate same, especially where harmful to birds and other habitat functions</li> <li>• Use the BirdLife Africa Clearing House Mechanism on Climate change to monitor and document development of biofuels on the African continent and support Partners to mitigate/reduce or prevent detrimental initiatives</li> <li>• Support Partners in advocacy for the preparation of land use plans in villages surrounding priority habitats to ensure sustainable agriculture as well as controlling habitat encroachment.</li> <li>• Undertake bird monitoring schemes in agricultural habitats and disseminate information on findings</li> </ul>
	<p>3.2.4. Relevant policy mechanisms (national, regional, global) used to safeguard marine habitats.</p>	SB	<ul style="list-style-type: none"> <li>• Support partner collaboration to understand the marine habitat and its systems, while building marine conservation capacity.</li> <li>• Continue participating in the development of WIOMSA coastal program.</li> <li>• Develop, agree and implement a programme of work in support of the Nairobi and Abidjan conventions</li> <li>• Work with the Global Seabird programme to safeguard marine habitats in Africa, especially in South Africa, Namibia, Seychelles, Madagascar and other coastal African countries or islands</li> </ul>

## People

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<b>4.1. Engage and expand a global constituency of people who care for birds and their natural environment</b>  <b>Indicator:</b> Membership of BirdLife NGOs and associated local conservation groups	4.1.1. Profile of birds and biodiversity raised within three key target audiences (children, public & decision-makers) in each network country  <i>Categories such as threatened birds, migratory birds and seabirds might be a focus on the back of BirdLife campaigns. The tools used to raise profile might be media, events, web, etc</i>	SB, F <sup>5</sup> , CC	<ul style="list-style-type: none"> <li>• Partners continue to develop, produce and promote bird and other environmental materials and events and membership activities (including bird walks, wildlife clubs, Mini Ornithological Clubs, IBA schools, School Bird Awareness Programmes, etc). Activities and impact of promotional activities monitored nationally and regionally with clear targets e.g. 20% - 50% increase in membership of all NGOs by 2012.</li> <li>• All partners agree to, and develop a standard “awareness” package and use it to create awareness among target groups (especially among youth) to raise the profile of birds and bird conservation (especially GTBs, migratory birds and waterbirds). All partners supported to attain minimum set of awareness and communication materials from package and using same regularly i.e. newsletter, website and species or project specific promotion materials.</li> <li>• Interaction and involvement of marginalized groups (e.g. women in traditional communities, HIV/AIDS afflicted; children with special needs etc) in BirdLife promotional activities increased (interim targets set and monitored)</li> <li>• BirdLife activities promoted widely in regional for a and communication media e.g. regular contributions to Africa birding groups online communities</li> <li>• Regional Advocacy Strategy and Communications plans developed during 2008 programme implemented with clearly defined milestones</li> <li>• A work programme of support to key regional institutions, specifically AU (through Africa convention), NEPAD, AMCEN, Nairobi and Abidjan conventions and SRECs, developed and implemented</li> </ul>
	4.1.2. At least 500,000 people have experienced birds and biodiversity in their natural environment each year through the work of BirdLife Partners  <i>Offer opportunities to experience birds and biodiversity in their natural environment e.g. promote birdwatching through events, Partners' reserves visiting, World Bird Festival, bird/ecotourism trips, field guides, etc</i>		<ul style="list-style-type: none"> <li>• All BirdLife Africa network organisations organise at least one national birding event per year or every two years</li> <li>• African partners support, promote and participate in annual global and regional bird promotion event specifically the World Bird Watch, the World Bird Migratory Day and the African Waterfowl census</li> <li>• World Birds and Bird Atlas projects, promoted to involve citizens in recording birds, biodiversity (habitats) and bird demographics in the country. All partners to have Worldbirds hubs installed and functional by 2012</li> <li>• Simplified check lists developed for youth groups to encourage a culture of monitoring</li> </ul>

<sup>5</sup> Cross-cutting strategic themes: SB = Seabirds, F = Flyways, CC = Climate Change

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
	<p>4.1.3. Increased numbers of people actively participating in bird conservation programmes in each network country <i>Offer opportunities for active engagement (volunteer work in Partners, citizen science, campaigns, educational web sites, etc.)</i></p>		<ul style="list-style-type: none"> <li>Local-language field guides developed for at least three Africa network countries by 2012.</li> <li>BirdLife Africa Partners will work toward increasing by 100% by 2012 the number of volunteers (non- SSGs) actively involved in conservation work through a series of opportunities for research ,internship and participation in community activities. Interim targets will be established to gauge progress towards 100% more volunteers. For those NGOs with 2000 or more current volunteers, the target increase will be 75%</li> <li>Paying membership increased 20-25 % in all network NGOs by 2012.</li> <li>The current network of SSGs in Africa will be sustained and expanded by 100% by 2012. Tools for measuring their growth, development and impact will be published and used widely e.g. Capacity Assessment Tool (C.A.T.)</li> <li>A 2<sup>nd</sup> edition of the SSG manual will be published by 2012</li> </ul>
	<p>4.1.4. School curricula include stronger conservation components in X network countries <i>Offer opportunities to learn about and experience birds, nature and the environment. Linked to 4.1.1.</i></p>	SB, F, CC	<ul style="list-style-type: none"> <li>BirdLife partners enhance efforts to promote environmental education in educational institutions through outreach programmes, partnerships and collaboration with education ministries. The number of Partners with such programmes increases by 50% by 2012.</li> <li>Sustain and expand the network of wildlife clubs (and other school -associated ornithological entities e.g. IBA schools, Ornithological clubs etc) in the BirdLife Africa network by 150% by 2012.</li> <li>Expand available Africa-based education models (e.g. Sierra Leone, Kenya and South Africa) of development of bird-based environmental education manuals and integration into school curricula to at least two other countries in the network by 2012. Undertake ongoing assessment of needs of environmental education – fine tune curricula as needed</li> <li>Develop learnership toolkits to assist educators</li> <li>Ensure integration of conservation and BirdLife methodologies into at least one relevant regional institution of higher learning e.g Mweka; Garoua, or APLORI</li> <li>Conduct at least one regional ornithological training workshop by 2012</li> </ul>
<p><b>4.2. Grow and empower a worldwide network of grass root conservation organisations</b></p> <p><b>Indicator:</b> BirdLife Organisational Growth Index</p>	<p>4.2.1. BirdLife Partners show positive growth as part of a network of stable, sustainable and effective grass root conservation NGOs</p>		<ul style="list-style-type: none"> <li>All BirdLife Africa partners have up to date strategic plans in the period to 2012 and these are being implemented.</li> <li>Membership of Africa partner organisations increase by 20-50% in the period of 2012.</li> <li>All network NGOs continue to satisfy and exceed BirdLife network criteria. In particular, at least six of the eight current Africa network Affiliates (Cameroon, Cote d'Ivoire, Egypt, Liberia, Malawi, Madagascar, Rwanda, and Zambia) become Partners Designate by 2012 and the three current Partners Designate become Full Partners (Seychelles, Burundi and Botswana).</li> <li>Standard set of NGO-support documentation published, upgraded regularly and implemented including: Partnership handbook, SSG strategy and</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
(Based on measures of NGO stability, sustainability and effectiveness across the Partnership –in development)			templates for governance, membership etc. <ul style="list-style-type: none"> <li>Minimum set of personnel necessary for viable BirdLife NGO identified and all NGOs attain this minimum</li> </ul>
	4.2.2. BirdLife Partners have increased profile and sense of belonging to the Partnership  <i>Possible measures of success: upgrades towards full Partner, following agreed Partner development plan; staff, board and members aware of BirdLife and informed of collective achievements</i>		<ul style="list-style-type: none"> <li>All network organisations develop and implement a mechanism for presenting the Africa Programme and the global Programme 2009 – 2012 to members and staff.; and integrating these plans into national workplans</li> <li>Develop and implement a regional strategy / plan to facilitate staff and information exchanges between Partners”</li> </ul>
	4.2.3. Sustainable BirdLife presence (Partners) newly established in priority countries  i) State countries you would like BirdLife to expand to and why  <i>Possible measure of success: expansion of the BirdLife network in X priority countries as for approved network development plan</i>	SB, F, CC	<ul style="list-style-type: none"> <li>Africa Network Development Plan for 2009 to 2012 developed and implemented as follows:               <ul style="list-style-type: none"> <li>From Partner Designate to Full Partner: <b>Botswana, Burundi, Seychelles</b></li> <li>From Affiliate to Partner Designate: at least, Cameroon, Liberia, Malawi, Madagascar, Rwanda, and Zambia. Also possibly: Cote d'Ivoire, Egypt,</li> <li>From Country Programme to NGO Affiliate: <b>Morocco</b></li> <li>New Appointments as Affiliates: <b>São Tomé and Príncipe; Dem. Rep. Congo; Mauritius; Djibouti; Namibia; Sudan;</b> Mozambique.</li> </ul> </li> <li>BirdLife Africa network grows from 22 organisations in 2008 to 26 - 30 in 2012</li> <li>Support mechanism for the network – BirdLife Secretariat-improved/enhanced proportionately to adequately support network</li> </ul>
	4.2.4. Knowledge and experience effectively shared across the BirdLife Partnership  <i>Possible measure of success: NGOs involved in sharing experience (training programmes, bilateral collaboration, etc.)</i>	SB, F, CC	<ul style="list-style-type: none"> <li>African partners encourage, support and monitor experience exchange; and publish annual regional statistics on activities and impact using strategy developed in 4.2.2.</li> <li>Clearing House Mechanism (developed under the climate change project) expanded to include other areas of knowledge and fully operational by 2012.</li> <li>CAP meetings held as scheduled with self –sustaining participation of all partners</li> <li>All African partners (including Secretariat) exchanging at least one national publication on a regular basis by 2012</li> <li>All Africa Partners using the BirdLife extranet as a tool for information exchange</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
<p><b>4.3 Expand and maintain the funding needed to achieve conservation and sustainability</b></p> <p><b>Indicator:</b> Annual expenditure on conservation from national budgets and bilateral/multilateral funding mechanisms<sup>4</sup></p>	<p>4.3.1. Effective advocacy undertaken to ensure funds are available for biodiversity conservation in general and specifically for the BirdLife Programme</p>		<ul style="list-style-type: none"> <li>• Linkages to global, regional and sub-regional funding and policy-making institutions will be strengthened to influence their grant making policies. In the period to 2012, linkages will be established and/or enhanced with the following in particular: the African Development Bank; the African Union; AMCEN; the sub-regional African Economic Groupings e.g. ECOWAS, IGAD, Arab League, SADCC ; the African Basin Initiatives (Nile Basin; Niger Basin; Congo Basin Forest Fund) and WIOMSA; Global Multilaterals like the GEF; Foundations and Bilaterals including the EC, NORAD and Mava and Packard Foundations. This list is not exhaustive and new opportunities will be sought as they arise.</li> </ul>
	<p>4.3.2. Planning and fund raising capacity developed, and a collective approach using the strengths of BirdLife deployed to secure finance</p> <p><i>Financial needs should be specified in the Partners' Business Plans. Includes internal fund raising through better marketing of BirdLife. Possible measures of success: number of supporting Partners; volume of financial support</i></p>		<ul style="list-style-type: none"> <li>• All BirdLife Partners in Africa have a trained fundraising focal point;</li> <li>• All Partners develop and implement their national fundraising strategy;</li> <li>• BirdLife Africa Secretariat implements regional fundraising strategy to support and strengthen the Africa Partners fundraising capacity.</li> <li>• Regional Africa Projects Catalogue and Portfolios compiled, circulated and Partner projects "sold" annually with 30% or greater success rate.</li> <li>• BirdLife Council for the Africa Partnership Fundraising Task Force operational and raising funds with the support of the BirdLife Secretariat</li> <li>• Eco-tourism explored regionally and nationally in a responsible way as a vital source of sustainable funding e.g. Avi-tourism in South Africa earns \$ 1 million per annum</li> <li>• Emergency" Fund to combat urgent threats to IBAs and species developed and operational as part of Global Trust Fund.</li> </ul>
	<p>4.3.3. X billion raised or leveraged for the bird conservation work of the Partnership, i.e. the BirdLife Programme</p> <p><i>An overall target of at least \$1.5 billion proposed. With current budgets of c. \$250 m/year across the Partnership, this looks to be feasible over the four-year programme period.</i></p>		<ul style="list-style-type: none"> <li>• All BirdLife Partners in Africa and the BirdLife Africa Secretariat meet their fundraising targets as set in their fundraising strategies and plans.</li> <li>• Africa Partnership and Secretariat raise GBP 8 million / year by 2012 from a baseline of 3-4 million GBP in 2006/8 i.e. 100% increase</li> </ul>
<p><b>4.4. Promote and foster the links between biodiversity conservation and sustaining people's livelihoods</b></p> <p><b>Indicator:</b> Mainstreaming of biodiversity</p>	<p>4.4.1. All BirdLife network countries have projects that link biodiversity conservation and livelihoods/wellbeing, and lessons of integrating conservation and livelihoods are effectively shared</p> <p><i>BirdLife's work should acknowledge the impact of climate change on the people living in and around IBAs. Climate change will have major effects on the way that land is used, on local economies and on patterns of human migration, all of which will feed back into impacts on IBAs.</i></p>	CC	<ul style="list-style-type: none"> <li>• African partners increase by 100% projects developed linking biodiversity conservation and livelihoods.</li> <li>• National publications on case studies of integrated biodiversity conservation and livelihood enhancement projects published by 30% off partners</li> <li>• Framework for measuring and monitoring impact on livelihoods and socio-economic status finalised, published and implemented.</li> <li>• Establish baseline of current status of Africa network projects linking biodiversity conservation and livelihoods and monitor status thereafter</li> <li>• Adaptive Management Framework for dealing with Climate Change effects on people and livelihoods developed, published and implemented</li> </ul>

Strategic objective	Proposed Global Expected Result	X-cutting themes	Proposed Regional Activities
conservation into economic and development planning at all levels <sup>4</sup>	4.4.2. BirdLife innovative approaches to sustainable development are replicated through increasing collaboration with, and by, non-BirdLife organisations		<ul style="list-style-type: none"> <li>• Clearing House Mechanism on Climate Change made operational</li> </ul>
	4.4.3. The BirdLife Partnership makes a substantial, measurable and recognised contribution to achieving national, regional and global development targets  <i>Note specifically also the Millennium Development Goals. Developing a framework for determining and cataloguing this contribution is an important interim step</i>		<ul style="list-style-type: none"> <li>• Develop criteria for determining innovative and successful approaches</li> <li>• Identify and establish innovative practices.</li> <li>• Develop further linkages with non bird life members, government agencies and development NGOs</li> <li>• Forge collaborative partnerships with regional and global institutions; PEP, UNEP, MDG Centre; other NGOs; regional and sub-regional policy making bodies such as AMCEN, NEPAD, SADC, ECOWAS (see 4.3.1.)</li> <li>• Finalise and implement MOUs with Conservation International, APLORI, and Wildlife Conservation Society</li> </ul>
			<ul style="list-style-type: none"> <li>• Develop a framework for and monitor BirdLife Africa network contribution to MDGs 1, 7 and 8.at national and regional levels. Publish results</li> <li>• Collaborative links forged with the regional Millennium Development Goal Centre for Africa.</li> </ul>