

2020-2021 BI-ANNUAL STRATEGIC PLAN

HIGHLIGHTS

In 2013, the BirdLife global Partnership adopted a new overarching strategy that guides the common work of all BirdLife Partners. The BirdLife Europe strategy is structured around Policy and Conservation Teams, headed by the Regional Director and supported by Communication, Fundraising and Administration Teams. The EU strategy of BirdLife Europe is to use our network and expertise to inform and influence the development and implementation of EU policies and practices and to support, guide and deliver conservation actions in support of the following BirdLife Programmes:

- Preventing Extinctions
- Important Bird and Biodiversity Area
- Migratory Birds and Flyways
- Agriculture and forests
- Marine
- Climate Change
- Capacity Development

To streamline the work, BirdLife Europe has divided its strategy into six work areas: **Area 1** – Biodiversity Policy; **Area 2** – Marine Conservation; **Area 3** – Agriculture; **Area 4** – Climate Change; **Area 5** – Communications and **Area 6** – Role of the EU in Environmental Protection. The work on Area 6 aims at ensuring BirdLife Europe contributes to the health of the EU itself, an overarching political body reflecting the borderless nature of wildlife, nature and birds.

Area 1 – Biodiversity policy

- Objective 1 – Improve the knowledge base for the conservation of birds in Europe
- Objective 2 – Support the development of a robust post 2020 biodiversity policy
- Objective 3 – Support the EC and MSs, within the wider biogeographical context, implement the Nature Directives, reinforce the Natura 2000 and Emerald networks, bird protection, and other relevant parts of a future biodiversity strategy.
- Objective 4 – Improve conservation of migratory birds in the EU, and along the relevant flyways, particularly through addressing illegal killing and other human induced mortality, and strengthen the EU role in global biodiversity conservation efforts
- Objective 5 – Promote best practice and safeguards in corporate environmental management for biodiversity protection and ecosystem restoration.

Area 2 – Marine Conservation

- Objective 1 – Promote national and EU fisheries policies that support marine conservation
- Objective 2 – Conservation of marine IBAs
- Objective 3 – Ensure EU financing delivers for the protection of the marine environment and build the capacity of BirdLife Partners to access available funding

Area 3 – Agriculture

- Objective 1 – Promote the reform of the Common Agriculture Policy (CAP) and its current and future implementation to ensure it delivers more for biodiversity, climate action and the environment
- Objective 2 – Promote a transition towards sustainable land management and food production that delivers for biodiversity conservation and climate mitigation and adaptation in Europe.

Area 4 – Climate change

- Objective 1 – Ensure EU policies contribute to ambitious and effective climate change mitigation, especially in agriculture, forests and other land use, in ways that are compatible with environmental protection
- Objective 2 — Support the development and implementation of policies for ambitious deployment of renewable energy and related infrastructure in harmony with the natural environment

Area 5 – Communication - Mobilise EU public opinion, and decision makers to deliver environmental protection through support for EU nature laws and institutions

- Objective 1 – Increase citizens’ and political leaders’ understanding, awareness and support for the conservation of biodiversity and the role of the EU in the protection of nature

Area 6 – Role of the EU environmental protection

- Objective 1- Engage with the Brexit process to ensure that any outcome does not undermine environmental protection
- Objective 2 – Work to ensure that the EU’s objectives are in line with the UN Sustainable Development Goals (SDGs)