

From project to programme? The future of WOW



WOW has made huge progress

- Web-based Critical Site Network tool
- High-quality, modular training materials
- Sub-regional structures for collaborative capacity development
- Wetland conservation at key sites
- Communicating the flyways approach to a range of key audiences

Other key developments

- Effective partnership among key institutions at the flyway level
- Recognition of WOW 'brand'
- Model for other flyways?
- New conservation projects and programmes in the flyway

How to move forward?

- Build on achievements
- Towards WOW vision:
 - 'All countries along the Africa-Eurasian flyways share viable waterbird populations and people throughout the region understand, respect, facilitate and sustain the phenomenon of their migration'

Options

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2. New WOW project funded
3. Convert WOW into a broad partnership programme – continue branding, shared communications and collaboration

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Timing and process

- March 2009 – Ede: ‘Where next with WOW?’
- WOW Partnership Agreement drafted by PCU
- November 2009 – Bonn: revised Partnership Agreement
- Dec 09/Jan 10 – internal consultations
- March 2010 – Wakkerstroom: finalise agreement?
- June 2010 – formal signing and launch?

New WOW partnership

- AEWA, Ramsar, Wetlands International, BirdLife International
- Long-term, collaborative, flyways-scale programme
- Add value and increase the impacts of each institution's individual efforts
- Initially AEWA region, may expand later

New WOW partnership: aims

- Improving access to good flyway-scale information based on sound science
- Strengthening capacity in understanding and applying flyway conservation concepts
- Promoting effective communication and creating awareness
- Stimulating and maintaining effective management of flyway networks of sites for migratory species
- Promoting conservation and flyway-scale approaches across the critical network of sites.



Partnership principles

- Partnership should add value - be more than the sum of its parts
- Respect each other's core values and principles
- Combine authorising environment of intergovernmental instruments with the capacity and networking strength of international NGOs
- Work together in a spirit of trust to coordinate policies, programmes, activities and fundraising efforts
- Use the WOW brand for shared initiatives – cluster appropriate activities under a WOW banner





Partnership principles

- CSN tool and Flyway Training Kit are joint products – promote and further develop them jointly
- Collectively raise new resources for shared actions
- Shared actions include relevant governance, co-ordination and communication; CSN tool; and Flyway Training Programme.
- 'WOW' projects should be collaborative and contribute to resources for shared actions ('*WOW factor*')
- Partners not prevented from independent initiatives, nor from other collaborations nor work in other flyways



Governance and implementation

- Small Steering Committee
- Potential staffing for co-ordination and communication – part time, hosted by one partner?



WOW can continue to spread its wings...

- ...with trust, commitment and goodwill from all involved!