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**BE OUR
CHAMPION!**

Lesser Flamingo *Saving an African icon*

Understanding the Challenge

The mere mention of Africa evokes images of clouds of pink. Every year, sites across the continent shimmer in florescent fuchsia as they are filled with thousands of flamingos gathering to nest or feed. The Lesser Flamingo is the smallest of all flamingos but also the most numerous, with the largest aggregations in the world-often described as one of the greatest natural spectacles on the planet. Due to continued loss and degradation of their habitat, Lesser Flamingos are, however, increasingly in dire straits. Especially mining projects and other human activities at key sites are progressively putting this African icon in danger.

Moving from Decision to Action

Recognizing the need for concerted measures across the species' range, Parties to CMS and AEWA negotiated and adopted a joint International Single Species Action Plan for the Conservation of the Lesser Flamingo in 2008. Ensuring the long-term commitment of governments is considered to be particularly important for the successful implementation of agreed actions. To this end, a dedicated AEWA International Species Working Group was convened in 2011 to bring together government representatives; national experts from each range state as well as international observer organizations.

Championing the Solution!

Funding is urgently needed to step up coordinated international efforts to implement the Action Plan. It is key to revitalize the International Working Group by providing for coordination services and organizing face-to-face meetings on a tri-annual basis where range states and experts can assess the current status of the species, take stock of implementation progress and prioritize further activities in need of immediate implementation. Resources are also necessary to carry out urgent actions such as the adequate protection and management of key sites for the Lesser Flamingo and ensuring that development activities and other economic practices do not further deteriorate its habitat.

More information can be found at: www.unep-awea.org/action_plans



MIGRATORY SPECIES CHAMPION PROGRAMME

WE FLY, WE RUN, WE SWIM. HELP US KEEP MOVING

The Convention on the Conservation of Migratory Species and its associated agreements, altogether known as CMS Family, are concerned with the protection of migratory wildlife on a global or regional scale. Such work is largely subject to the voluntary financial income that the Secretariats can generate, which is by its nature neither regular nor predictable.

The *Migratory Species Champion Programme* aims to promote initiatives developed under the CMS Family and encourage their sustainable support. The Programme has been designed to raise commitments to provide medium- and long-term resources for conservation actions so as to guarantee their timely planning and implementation.

Who can be a Champion?

Champions can be Governments, companies, organizations and individuals willing to make a financial commitment of at least three years for one or more specific CMS Family initiatives. Contributions could be made annually or as one-off payments. In-kind donations also qualify provided that they comply with requirements of this programme.

Becoming a *Champion* is more than being a donor. It is rather being an advocate for migratory species delivering support for their conservation beyond funding. *Champions* become part of the solution to big problems that concern them.

What can a Champion support?

The programme offers a portfolio of initiatives. Each initiative comprises a set of activities contributing to the implementation of a large programme targeting a species, a group of species or a cross-cutting issue.

Why becoming a Champion?

The Programme and its results are promoted on the dedicated page: www.migratoryspecies.org/champion

Furthermore, *Champions* are acknowledged with certificates that testify their support to one or more initiatives.

Different categories of *Champions* are defined to recognize different levels of contributions. The scheme of categories is as follows:

Champion for annual contributions from €20,000 up to €50,000 over at least a three-year period;

Champion Plus for annual contributions of more than €50,000 over at least a three-year period;

Champion Extraordinaire for continuous support.

Engaging and awarding *Champions* are rolling processes undertaken by each Secretariat.

Ad hoc donors' events are organized in the margins of the CMS Family decision-making bodies to acknowledge existing *Champions*. The certificate and the associated publicity provide *Champions* with the opportunity to promote both nationally and internationally their commitment and support for the conservation of migratory species.