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## **CEEweb 2014 Work Programme**

### **Draft**

#### **1. EU Biodiversity Strategy 2020 Target 1**

##### **Natura 2000 management**

- Following on the Polish and Bulgarian Natura 2000 management workshops' success in 2012 and 2013, organise a capacity building workshop (in Romania or Croatia for at least 20 participants in September) on NGO involvement in Natura 2000 management planning with specific focus on management planning criteria.
- Based on the outcomes, combine a workshop report on national management experiences from at least five CEE countries to channel into EU guidance and management practices.
- Translate, discuss and disseminate the new Austrian Natura 2000 management plan evaluation criteria to a CEE use.

##### **The new biogeographical process**

- Cooperate with EHF in providing NGO input to the Pannonian/Black Sea/Steppic/Continental biogeographic process: collect and provide good examples for management of habitats and species selected for discussion, identify cross-cutting management issues; and provide concrete management recommendations
- Organize a field visit into Pannonian/Continental habitats attached to the Natura 2000 management workshop to CEE NGOs to share experience on management
- Ensure the integration of the Seminar recommendations into the PAFs implementation, agri-environment schemes and the Natura 2000 management planning process through consulting the relevant CEE national nature conservation administrations and management bodies after the Seminar
- Share experience with EHF members, other NGOs and stakeholders through the dedicated biogeographic process exchange website.

##### **Natura 2000 and the Water Framework Directive**

- Inform CEEweb members about the the 2<sup>nd</sup> round of WFD River Basin Management planning and how to lobby for the better inclusion of biodiversity and Natura 2000 (in cooperation with EEB): disseminate background information and inform members about consultation deadlines, provide useful evaluation criteria and prepare readable summaries of consultation materials
- Organize a preparatory workshop in May for 30 participants in CEE on how effectively participate in River Basin Management Plans preparing and consultations (for 2015-2021), and how to use WFD legal mechanisms to strengthen the implementation of Natura 2000
- Disseminate the 'lessons learnt' of the cases collected in 2013 and the recommendation from the workshop to relevant stakeholders (nature and water authorities, NGOs,



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agencies, etc.) electronically and through our website.

- Employ the short films on water from the 2013's Green-Go Short Film Contest to communicate the importance of the Water Framework Directive's targets electronically.

### **Financing Natura 2000**

- Follow-up the integration of the Prioritised Action Frameworks (PAF) in national level EU funding documents in cooperation with other EHF members.
- Collect examples of innovative financing mechanisms of Natura 2000 from CEE countries and promote these to specific audience (MSs, farmers, business) to contribute to the diversification of financing of Natura 2000
- Continue the '1 Euro for Nature' campaign and use the 2013's creative photo and cartoon contests' applications to raise more awareness on Natura 2000.

### **Experience exchange**

- Continue providing platforms to CEE NGOs to share their experiences on various Natura 2000 topics within the CEEweb Natura 2000 Working Group
- Organize at least two Natura 2000 Working Group meetings attached to the workshop and the Annual Meeting
- Contribute to the development of EU processes as well as to related NGOs' work by actively sharing CEE experience through EC expert groups, EHF, EEB Biodiversity Working Group, related meetings and online consultations (e.g. Article 12 and 17 reports online consultation)
- Continue participation in the EC Expert Groups on Natura 2000, Working Group on Forest and Natura 2000 and CGBN,
- Continue to have Natura 2000 and biodiversity as a topic in the annual Green-Go international short film festival.

## **2. EU Biodiversity Strategy 2020 Target 2**

### **Mapping and Assessing Ecosystem Services (MAES)**

- Build on last year's activities (participation in the MAES HCSC pilot and CEEweb Academy on Target 2) and its outcome, continue to channel NGOs' available work and data through the MAES process to aid MSs and the EC
- Actively follow MAES-related processes on ecosystem services evaluation (IPBES, The Natural Capital Declaration, WAVES, SEEA, Biodiversity Knowledge, etc.) and the results of actual projects from the field (The Natural Capital Project, etc.) and based on it, create an electronic information-hub on [ceeweb.org](http://ceeweb.org) to share lessons learnt and important scientific information as well as to point out synergies
- Contribute to the MAES high level conference on 22nd May in Brussels and spread the messages of the conference and additional communication materials on the importance of ecosystem services on the International Biodiversity Day as well as electronically (website, email lists and social media)
- Participate in the work of the MAES Working Group through EHF



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### **Green Infrastructure**

- Build up an online community of Green Infrastructure stakeholders and experts to share experience, enhance GI project implementation and financial uptake from EU funds
- Build up training materials and provide at least one training for local authorities and other stakeholders on ecosystem services and green infrastructure with focus on stakeholder cooperation, project planning and financing (Building on the 2013 activities' outcomes, in cooperation with ECNC)
- Continue building up a knowledge base under CEEweb's website – with a special emphasis on the importance of Green Infrastructure in terms of climate change adaptation and mitigation - on Green Infrastructure cases to be channelled into relevant databases (e.g. EC)
- Communicate the benefits of Green Infrastructure with a communication campaign (Website, YouTube, Facebook) with the special focus on climate change mitigation and adaptation. Subcontracted.
- Continue coordinating and providing input to EHF's Green Infrastructure Working Group and related consultations at EU level
- Participate in the EU's working group on Green Infrastructure and Restoration Prioritisation and provide input based on the CEE cases collected in the previous year.

### **Restoration**

- Built on 2013's activities, continue providing cases of restoration from CEE specifically focusing on tangible socio-economic and environmental benefits and actively share these with stakeholders (MSs, conservation agencies, local authorities, NGOs, business)
- Based on the last year's outcome and cases, put together recommendations with concrete examples to aid MSs to proceed with restoration prioritization targets
- Provide cases of innovative financing mechanisms (PES, carbon market, business involvement, etc.) of conservation for Member States to induce restoration processes
- Continue participating in relevant EC's meeting and contributing to relevant processes through the coordination of the EHF's Working Group Target 2.
- Specific focus on wetlands

### **The No Net Loss Initiative and offsetting**

- Continue compiling together with EHF members cases on offsetting and No Net Loss
- Continue participating in the relevant EU processes and provide coordinated NGO messages through the consultation in early 2014.

### **Addressing fragmentation, degradation and unsustainable land use**

- Continue analyzing tools addressing sustainable land use and provide recommendations for an integrative policy approach for the Land Use Communication
- Compile an analysis on the innovative financial mechanisms and innovative land use schemes that can contribute to halting land degradation and fragmentation and prepare an electronic brochure on these initiatives and possible socio-economic and environmental benefits



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- Complete the successful 'Ministers and Children' series' next volume on land use and land use change and provide easily consumable messages
- Contribute with the outcomes to the land use conference in June 2014
- Provide CEE input to EC's public consultation on this issue in the course of 2014

### **3. Biodiversity proofing - Integrating biodiversity and ecosystem services criteria into the Operational Programmes**

- Collect at least 3-3 good and bad examples of implemented projects from the previous financial period from the CEE following adequately or insufficiently biodiversity criteria. Subcontracted.
- Based on the cases and the previous year's work on biodiversity proofing and integration, prepare a guidelines for CEE NGOs on the suggested project selection criteria, methods for integration in local level planning (CLLD, LEADER, ITI) and related advocacy work at national level to be channelled into the call for proposals and other programming document development process of the Operational Programs. Subcontracted.
- Organize a two-day long preparatory workshop in Hungary for approx. 20 NGO participants from at least 5 CEE Member States on the guidelines and the related advocacy work at national level in May, 2014.
- Prepare a specific website mostly for NGOs and other stakeholders in terms of Operational Programmes and biodiversity criteria and provide relevant materials and cases as well as the outcomes of the workshop and the lobby work's results by June 2014. Subcontracted.
- Carry out extensive awareness-raising for stakeholders online through relevant email lists, websites and social media sites and through various forums including presenting at various events, e.g. the Brussels conference on RDPs in October, 2014, etc.
- Mentoring member groups and other NGOs, which implement national work on integrating biodiversity aspects to call for proposals and other programming documents, including local CLLD, LEADER, ITI plans.

### **4. Implementing the new Common Agricultural Policy**

- Built on the joint CEEweb-EEB 2013's activities (comprehensive study on five RDPs and a high level conference in Brussels) on elaborating the 2007-2013 Rural Development Programmes, finalize and disseminate the brochure to relevant stakeholders on the CEE RDPs to influence still forming national policies and their implementation
- Organize a workshop for at least 10 CEE NGO participants on experience exchange on the implementation of the previous 2007-2013 RDPs to channel input to the future implementation (AES, greening of the CAP) conclude them in EU and MS level policy recommendations
- During the workshop, put special emphasis on the European Innovation Partnership Agricultural Productivity and Sustainability and show its relevant segments as well as



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cooperation opportunities for members

- Organize a conference in Budapest with EEB for at least 40 participants (MSs, NGOs and other stakeholders) in June on the 2007-2013 RDPs and the good and best aspects of their implementation and show the outcomes of the last year activities to aid more effective inter-sectoral cooperation for more efficient RDPs implementation for 2014-2020
- Follow up closely on the European Commission work on compiling biodiversity indicators for CAP implementation and provide recommendations
- Prepare and contribute to the in-depth analysis on the outcomes of the CAP as a preparation for the next reform in 2016
- Disseminate the results on CEEweb's website and within EU NGO networks

## **5. Nature and Biodiversity – International aspects**

- Continue our cooperation with Friends of the Earth Europe on collecting indicators on the implementation of the CBD Aichi target in Europe and channel the outcomes to relevant meetings (COP 12 preparatory meeting, EC Target 6 working group meetings, COP 12 etc.).
- Participate in the COP 12 with special focus on the Resource Mobilization Strategy and lead and contribute to the CEE and NGO coordination discussions
- Disseminate the information to our members and other NGOs on the preparation of the COP 12 and the outcomes.
- Participate in the EC Target 6 Working Group meetings through the EHF and provide examples and potential implementation of Innovative Financing Mechanisms (e.g. land use scheme)

### **Pan-European Biodiversity Platform**

- Ensure proper information exchange between EU and non-EU NGOs within pan-Europe
- Contribute to the work of the Steering Committee of the Pan-European Biodiversity platform, established in 2013, based on the 6th Biodiversity Conference Conclusions
- Enhance the Pan-European Biodiversity Platform activities at regional level in CEE
- Present CEEweb at the 1st Steering Committee meeting of the Pan-European Biodiversity Platform
- Carry out watchdog activities and explore the links between policy formulation and implementation, especially related to green economy, TEEB, and IPBES

## **6. Biodiversity and tourism**

### **Activities:**

- Ensure coordinated contribution of CEE NGOs and other CEE key players to the Carpathian-tourism strategy by
  - organizing seminars to develop final recommendations on the Carpathian-tourism strategy and to compile proposals for tasks and responsibilities of Carpathian stakeholders



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- participating at expert events in relation to the drafting of the Carpathian Convention Sustainable Tourism Strategy
- contributing to the final drafting of the Carpathian Convention Sustainable Tourism Strategy, preparing case studies and documentation of methodology
- continuing the information exchange among CEE NGOs on the Carpathian Convention Sustainable Tourism Strategy development
- Incorporate the CEE NGO findings to the updated version of the Carpathian Convention Tourism Strategy, channel them into related events (e.g. meeting of the Working Group on Sustainable Tourism of the Carpathian Convention, the meeting of the Carpathian Convention Implementation Committee, 4th Conference of the Parties) as well as disseminate them electronically to all other interest groups
- Continuously update a website under the CEEweb domain dedicated to dissemination of processes related to the Carpathian Convention Tourism Strategy
- Collect examples on invasive tourism cases affecting natural values and implemented/potential solutions to tackle them and disseminate them among CEE NGOs

## **7. CITES**

- Continue the CITES Working Group's "TAKE A STAND" project for strengthening the strategic cooperation with CEE CITES Management Authorities in order to support them in more active involvement in EU and international negotiations. Subcontracted.
- Organize the third seminar in May in Romania for 30 participants from CITES authorities and other stakeholders in the CEE region to evaluate the outcomes of the 16<sup>th</sup> COP and determine future activities. The coordination of these activities will be subcontracted
- Disseminate the activities' results through CEEweb webpage.
- Continue the "TAKE A STAND" project - about the CEE CITES MA&SA meetings. There are at least two topics, which could be interesting for the next meeting - national strategic plans for the CITES implementation (such a plans should be elaborated by all CITES Parties) and Gabarone amendment and its consequences to EU procedures and work of the NGOs.
- Use data from monitoring of the E-commerce in our region and try to push a bit to change the national regulations and follow the CITES resolution Conf 11.3 (Rev. CoP 16).

## **8. Green Economy – Business and Biodiversity**

- Based on the outcomes of the business and green NGO project carried out in the four Visegrad countries, extend the activity in the whole CEE region, and increase the number of programme partners (existing partners: [BROZ](#) from Slovakia, [DAPHNE](#) and [Veronica](#) from the Czech Republic, [PTTK](#) from Poland and [Global Nature Fund](#) from Germany)
- Organize one workshop for at least 35 participants from the business and green NGO sector in CEE in September to aid inter-sectoral cooperation and to raise funding possibilities for NGOs





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- Further elaborate the guidelines prepared in 2013 about cooperation between business and NGO containing other CEE specialities, as well as relevant EU programmes (EU CSR Strategy, LEED – Leadership in Environment and Energy Design, EED – Energy Efficiency Directive, EU Biodiversity Policy)
- Communicate and disseminate the points of discussions, updated guidelines and presentation materials to relevant stakeholders from the for and non-profit sectors
- Establish a mailing list and a dedicated website for the project with interactive part
- Promote the project results in various business and multisectoral platforms, initiate strategic cooperation with business stakeholders

## **9. Resource Use and Waste**

- Continue working in the European Resource Cap Coalition (RCC) building on the experiences and results of the previous years' work
  - Organize at least one Core Group meeting to plan future activities
  - Increase the number of RCC partners with 10
- Cooperate with EU organizations (EEB, CAN Europe, partners of the CONVERGE FP7 project) advocating for energy saving target 2030 as well as for an ambitious post 2020 EU climate and energy package
  - Share positive examples from the CEE countries on energy savings and spread in CEE what is going on in Western Europe
  - Participate in discussions on post 2020 climate and energy framework
- Contribute to the monitoring of the implementation of the EED in CEE:
  - Use the planned revision of the Energy Efficiency Directive to make the 20% energy savings target for 2020 legally binding and promoting ambitious implementation;
  - Collect good examples, which will amplify the benefits of energy savings and gather bad examples, which will support demands for further measures;
- Promote research on the feasibility and practicalities of resource use limitation in order to show decision makers how it can be implemented; and search for bottom up movements, existing positive examples, such as transition towns in order to explore how those concepts can work hand in hand with the RCC policy proposal
  - Organize a workshop in collaboration with SCORAI (an international network of professionals working to address challenges at the interface of material consumption, human fulfillment, lifestyle satisfaction, and technological change) Europe in the sustainable settlement: Gömörszőlős Hungary
  - Compile policy recommendations on the feasibility and practicalities of resource use limitation together with the scientific community
- Lobby for ensuring that the Resource Efficiency Roadmap leads to the rapid adoption of a set of new policy tools and measures that bring about a reduction in the absolute amount of resources we consume, including but not limited to energy;
  - Organize a Green Week satellite side event in CEE
- Defend an ambitious review of the waste framework, the “recycling” and the landfill Directives towards waste prevention and to boost the recycling of material, notably



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biowaste, plastics and critical materials;

- Promote the RCC policy tool as a proper innovative financial mechanism for biodiversity conservation within the relevant processes at UN and EU level.
- Channel the RCC materials (results of resource, proposal, leaflet, poster) into relevant processes (POLFREE project, DYNAMIX project, implementation of the resource Efficiency Roadmap, review of EU waste and product policies, Country Specific Recommendations on resource efficiency, the work of the Coalition for Energy Savings and CAN Europe on defining energy saving targets for 2030, European Resource Efficiency Platform based on its action plan, International Resource Panel, etc.), events (European Green Week on circular economy in June 2013, World Sustainable Energy Days in February 2014, World Resources Forum in 2014), and through media (Small Footprint monthly newsletter)

## **10. Horizontal and cross cutting issues – International aspects**

### **Providing input to the work of the upcoming EU Presidencies**

- Regularly inform CEE NGOs about biodiversity related proceedings of the upcoming Presidencies
- Monitor the development of the Land Use Communication and regularly report back on the contagious issues to CEEweb constituency
- Provide CEE NGO input to the Presidencies on land use issues
- Channel CEE NGO recommendations on related programs

### **Sustainable Development Goals**

- Contribute to the development of EU position on Sustainable Development Goals (SDGs) including
  - Follow up European SD-processes (E.g. EUSDS, Resource efficiency Flagship, raw material initiative)
  - Cooperate closely with NGOs dealing with SDGs (e.g. EEB, ANPED, CIDSE, CONCORD)
- Compile a think piece (based on the [one prepared in 2013](#)) for EU decision-makers together with CEE members and networks dealing with sustainable development (e.g. ANPED) on recommendations for SDGs and how they can be implemented in the post-MDGs agenda.
- Channel these recommendations to the EU discussions and UN OWG as well as High-Level Political Forum being held in September 2014; and communicate them towards the public through social media
- Encourage a new European Commission to use the foreseen revision of the Europe 2020 Strategy in 2014 to make it a real EU sustainable development strategy that fully respond to the challenges identified by the Rio+20 Conference





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## **11. Awareness-raising**

### **Celebrating 20 years of CEEweb**

- Celebrate the 20th Year Anniversary of CEEweb with a high level event in Budapest attached to CEEweb Annual Meeting and Academy in October and invite decision makers and conservation leaders of Europe as well as members to discuss past achievements and future opportunities of biodiversity conservation
- Prepare a publication on the milestones and main achievements of CEEweb's 20 years, containing the benefits arising from CEEweb membership and a related flyer, also to serve fundraising and commemorating purposes
- Use the best materials of the previous years' short film, photo and cartoon contests to implement viral marketing campaign on Facebook and other social media sites to raise awareness on EU biodiversity and the event

### **Green-Go International Film Contest and Green Week Satellite Side event**

- Coordinate the IV. International Green-Go Short Film Contest and Festival, and dedicate one out of its three categories for ecosystem services and benefits of nature and communicate the contest and later on the masterpieces widely using the momentum of the European Green Week 2014. Expert fees and communication materials are subcontracted.
- Dedicate one category of short films to the importance of climate change adaptation and mitigation and one category to small-scale farming.
- Disseminate the masterpieces of the International Green-Go Short Film Contests to various stakeholders (policy-makers, business, public, etc.) online and within the Generation Awake campaign of the European Commission, the International Biodiversity Day, International Environment Day, EU Day, Sustainability Day, Day of No Consumption, etc.
- Organize a Green Week satellite side event on resource efficiency and waste and the importance and challenges of these issues for European and national stakeholders

### **Photo competition**

- Use the received photos of the last two years photo competition to promote the importance of the Birds and Habitats Directive as well as the Water Framework Directive
- Organize a photo exhibition for one week in a well-frequented Budapest location during the Green Week with related messages on the importance of the ecosystem services Natura 2000 provides.



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## **12. Organisational development and capacity building**

### **Cooperation within the network and communication through members**

- Carry out member visits
  - Head Office organizes local field visit for CEEweb member organizations to provide trainings on CEEweb policy, NGO pro-activity and ways to increase success in the NGO field
  - Use these visits to activate passive or inactive CEEweb members, and to recruit new members who are interested in any of CEEweb's working areas and open for co-operation
  - Build the cohesion of the network through mutual trust and personal interactions
- Further operate the National Focal Point system of at least 10 active NFPs from 10 CEE countries in order to
  - Activate national members
  - Recruit new members
  - Spread information about upcoming CEEweb events and activities on national level
  - Coordinate meetings between members and the Policy Office at national visits
  - Echo CEEweb activities in the national media
  - Update CEE press list on political decision makers and the press
  - Carry out various specific tasks related to CEEweb's work areas (e.g. gathering information, compiling studies on national level, carry out consultations with national ministries, etc.)
- Continue the internship programme in the CEEweb Policy Office for young professionals for gathering experience in EU policies and international cooperation and the internal work of the CEEweb network by “learning by doing”
- Continue updating CEEweb’s contact lists, including national and CEE contacts for NGOs and other stakeholders, political decision-makers and the media
- Organize a three-day Annual Meeting and Working Group meetings along with the Academy on the current results of mapping ES and high level event of celebrating the 20<sup>th</sup> year of CEEweb for the members of the network and thematic working group meetings, provide a forum for exchange between the whole membership of CEEweb, the Policy Office and invited decision makers and experts
- Put more emphasize on direct contacts between the CEEweb Office and the CEEweb Members using phone calls, Skype conferences

### **Communication and cooperation**

- Continue issuing CEEweb’s regular electronic newsletter (four times a year), send it to CEEweb members and political decision-makers, media contacts and donors
- Improve the communication of CEEweb and its campaigns using modern social media and web-based communication channels (e.g. Facebook) and email lists for regular and professional communication
- Further develop and extend media relations through press releases, press conferences



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also on national level with the involvement of the NFP system

- NFP system is used to mobilise CEEweb members related to CEEweb's work areas (Climate Change, Biodiversity, Resource Use) and for enhancing internal and external co-operation
- Further build cooperation with other NGO networks for mutually enhancing the multiplier capacity of the organisations regarding exchanging and disseminating news and information

### **Capacity building**

- Organize a CEEweb Academy on the most relevant biodiversity policies and CEEweb's role in it along with celebrating the 20<sup>th</sup> Anniversary of the organization.
- Organize a social media campaign on relation between climate change adaptation and mitigation, and biodiversity:
  - Organize skills training workshop for members and policy office staff on using social media
  - Develop network-wide strategy for the campaign on country level and EU level based on viral marketing, memes, films, blogging and smart mobs at policy-related events
- Implement the campaign fully according to the strategy in at least 5 countries in CEE and on EU level
- professional skills training on negotiation and presentation techniques
- Provide time and encourage staff for self development activities

### **Organisational and financial issues**

- Define clearly divided responsibilities among staff members, rethink the internal structure in light of the changes in staff
- Hold regular weekly meetings for the whole Policy Office for better personal management and prioritisation of issues, as well as for identifying internal synergies and redundancies thus increase efficiency
- Continue the evaluation and appraisal system, where the General Secretary evaluates staff members twice a year, each staff member is evaluated once a year by the members, and colleagues provide feed backs in the Policy Office to one another on an ad hoc basis
- Carry out overall evaluation of the whole organisation and the internal cooperation after closing
- Projects or work packages, as well as at the end of the year and at the end of each event organized by the Policy Office
- Extend the fundraising activities of CEEweb, identify new (strategic) donors based on the experiences from previous years

EXTRA TOPICS: Invasive Alien Species, Biomass, Emerald network: raise capacities learn from Natura 2000 process, experience exchange, attached to the Croatian workshop