

Rome Strategic Plan Targets and Actions on IKB Prevention, pages 20-22.

<b>Objective No. 2: To establish an active prevention of the illegal killing, taking and trade of wild birds</b>					
<b>2030 Target</b>	<b>Indicator &amp; means of verification</b>	<b>Actions</b>	<b>Main actors</b>	<b>Range States</b>	<b>Links to other int. processes</b>
5.1 General public recognises IKB and its negative impacts	<p><b>Indicator</b> (quantitative):</p> <ul style="list-style-type: none"> <li>i. % of respondents in opinion surveys, including among youth, which are aware of the existence of and express concern about IKB</li> <li>ii. Number of communication campaigns and strategies targeting IKB</li> <li>iii. Funding dedicated secured for communications campaigns to combat IKB</li> <li>iv. Number of informative materials provided to communities with limited access to internet</li> <li>v. Number of commitments by governments, private sector, and other civil society entities to support eradication of IKB</li> </ul> <p><b>Means of verification:</b> Communication campaign or strategy analytics (communication marketing metrics) National reporting</p> <p><b>Scoreboard indicator:</b> E28</p>	a) By 2024, provide best practice guidance on how to implement activities aimed at preventing illegal killing targeting the main identified motivations for IKB (for example guidance on alternative livelihoods, education and awareness-raising including on engaging with various stakeholder groups, guidance for National Focal Points etc.)	Bern Convention and MIKT Coordinator to facilitate production of guidance in collaboration	All	
		b) Organize regional workshops for government representatives and stakeholders on best practices for outreach aiming at preventing IKB, based on the best practice guidance	Bern Convention Secretariat and CMS/MIKT Coordinator national authorities and other stakeholders	All	
		c) Encourage countries to develop national communication strategies to prevent IKB addressing national stakeholders	Bern Convention Secretariat and CMS/MIKT Coordinator national authorities and other stakeholders	All	Birdlife IKB campaigns CITES
		d) By 2025 and 2030 have developed and implemented two large-scale campaigns on IKB implemented throughout the geographic scope of the Bern Convention and the MIKT	Bern Convention Secretariat and CMS/MIKT Coordinator national authorities and other stakeholders	All	
		e) Provide overarching basic information on IKB, including materials provided by countries and stakeholders on official websites from countries and organisations	Bern Convention Secretariat and CMS/MIKT Coordinator, national	All	Birdlife IKB campaigns

	<p><b>Indicator</b> (qualitative):</p> <p>vi. IKB is spotlighted in relevant events</p> <p>vii. Governments, private sector, and other civil society entities have set commitments to support eradication of IKB</p> <p><b>Means of verification:</b> Conference/meetings dedicated webpages and proceedings</p>		authorities and other stakeholders		
		f) Ensure presence in multilateral fora, including side events and other events in relevant conferences and meetings	Bern Convention Secretariat and CMS/MIKT Coordinator, national authorities, other stakeholders	All	CITES CBD ENPE EU Roadmap Ramsar
5.2 Local and other relevant communities are engaged in and benefit from wildlife conservation	<p><b>Indicator</b> (quantitative):</p> <p>i. % of increase of sustainable and alternative livelihoods</p> <p>ii. Number of training sessions for hunting communities where awareness raising on IKB, including prevention and eradication, is included</p> <p><b>Means of verification:</b> Local surveys/studies National reporting Reporting from hunting associations on trainings conducted Traffic light assessment</p> <p><b>Scoreboard indicator: E27</b></p>	<p>a) Encourage close engagement with members of local and other relevant communities, key community actors and leaders, local educators and younger generations to mobilize their support in the fight against IKB</p> <p>b) Raise awareness on and use of the European Charter on Hunting and Biodiversity adopted by the Bern Convention and other relevant Codes of conduct <sup>1</sup></p> <p>c) Support measures for community resilience, which could limit recourse to IKB.</p>	Bern Convention and CMS/MIKT Coordinator in consultation with national authorities, local communities, other national stakeholders	All	Council Conclusions on the EU Action Plan against Wildlife Trafficking  SWM-RESSOURCE

<sup>1</sup> Recommendation No. 128 (2007) of the Standing Committee to the Bern Convention on the European Charter on Hunting and Biodiversity

5.3. Use of cutting-edge technology <sup>2</sup> is promoted, where appropriate, to address key technical limitations hindering eradication of IKB	<b>Indicator (qualitative):</b> iii. % of increase in use of leading technologies iv. Number of innovative solutions implemented by countries <b>Means of verification:</b> National reporting	a) Promote technological expertise and innovative solutions, including needed funding	Bern Convention and CMS/MIKT Coordinator, national authorities, other stakeholders	All	Wildlife Crime Tech Challenge (WCTC) New technologies section of Best practice guide for monitoring IKB
		b) Identify fora and experts to facilitate sharing and exchange technological expertise among range states			
		c) Develop, maintain and update a centralized online database shared with all range states listing species/sub-species that can be legally hunted within each range state / regions, hunting quotas and the period during which such hunting may be allowed			

<sup>2</sup> Understood as innovative science and technology solutions to combat IKB. Some examples can be use of drones, bio-mimicry, human-detecting cameras or next generation DNA sequencing. Example projects available on <https://www.wildlifecrimetech.org>.