KBA Community: Strategy

Contents:

*Definitions: the KBA Community representatives ('**reps**') refer to the regional representatives for the four regions (Americas, Africa, Europe & Central Asia, and Asia-Pacific). The KBA Community members ('**members**') refers to all members from the broader KBA community of practice who formally join the KBA Community. The **KBA community of practice** refer to all the stakeholders who engage, on one level or another, with KBAs.*

Strategy for engaging the KBA Community

1. Purpose

"*The KBA Community is a body created to grant a voice and proper recognition to, and foster engagement with, individuals and organisations both KBA and non KBA Partners to actively support the development and implementation of the KBA Programme at the national and local level through providing data, and/or conducting or participating in the process of identification of KBAs. This includes but is not restricted to National (or subnational) stakeholders such as KBA National Coordination Groups, and external Proposers. KBA Community members will have a voice in governance of the KBA Programme through the inclusion of KBA Community representatives on the KBA Committee*"[1].

2. Membership

KBA Community members will be individuals and organizations who contribute to identifying, delineating, documenting, updating and monitoring KBAs as sites of significance for the global persistence of biodiversity, and who may also promote and/or implement the conservation and safeguarding of such sites.

"*Membership is open to:*
- *individuals or institutions, especially those working at local and national level*
- *both non-governmental organisations and governmental agencies*
- *organisational alliances that are not legal entities themselves*
- *all members of KBA National Coordination Groups and external Proposers*
- *organisations that meet only one of the KBA partner criteria or that meet lower thresholds of involvement.*

The KBA Community will build from and strengthen structures at regional, national and subnational levels. Major gaps in the KBA Community could be proactively identified and filled. The KBA Committee will provide suggestions for possible models for consideration."[1]

3. Roles and Responsibilities

"*Members of the KBA Community will contribute to at least one of:*
- *fostering the gathering of data to support identification, delineation, documentation, and update of KBAs;*
- *supporting the expansion of taxonomic, ecological, and geographic coverage of KBAs.*

In addition, all members of the KBA Community have the responsibility for:
- *increasing the legitimacy of the KBA Programme;*
- *fostering links between the KBA Programme and relevant local structures and initiatives (e.g. National Coordination Groups);*
- *supporting and facilitating capacity building for national and local stakeholders;*

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[1] ToR for the KBA Community in the KBA Partnership Agreement.

- *sharing a commitment to the integrity of the KBA Programme;*
- *contributing to the KBA vision by working collaboratively and proactively, according to capacity;*
- *acting in accordance with "A Global Standard for the Identification of Key Biodiversity Areas", procedures and processes for the identification of KBAs as defined by the KBA Committee, and branding guidelines."[2]*

Member group: *Responsibility:*	National Coordination Groups	Local people's groups / Volunteer groups	Academic institutions	Local and national NGOs	KBA Stewards and managers
Share information with other NCGs re best-practice in supporting the expansion of taxonomic, ecological, and geographic coverage of KBAs.	✓				
Share various information relevant to local sites (delineation, threats, conservation action) that could be used to propose or monitor KBAs.	✓	✓	✓	✓	✓
Support KBA identification process by providing biodiversity data.		✓	✓	✓	✓
Support systematic monitoring of the state, pressures and responses at KBAs	✓	✓	✓	✓	✓
Exchange experiences with other local conservation initiatives, including access to and sustainable use of natural resources.		✓		✓	✓
Support KBAs by promoting and mainstreaming them into planning and policy, and initially by promoting the KBA Standard.	✓		✓	✓	
Support the KBA identification process by facilitating discussions and translating the KBA process into local languages.	✓	✓		✓	

Table 1: Matrix of more specific roles and responsibility of KBA Community membership groups.

4. Underlying principles

4.1. **Inclusivity**: Invite all sectors to join the KBA Community who are engaging with the identification, data gathering, and monitoring of KBAs. Encourage members to act, disseminate and participate in the KBA Programme.

4.2. **Representation**: KBA Community should strive for its membership to be representative both geographically (representing all major sub-regions/biomes) and in terms of stakeholders (experts, local communities, stewards, managers, NGOs, state organizations, etc. involved in identification and monitoring).

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[2] ToR for the KBA Community in the KBA Partnership Agreement.

4.3. **Communication**: Use communication platforms accessible by all target members. The KBA Community is cognizant of language differences and barriers across regions and will therefore try to translate information when possible or the opportunity arises. However, English will be the primary language of communication.

4.4. Driven from **bottom up**: Encourage members to drive the agenda of the KBA Community.

4.5. **KBA Community Regional Representatives and Chairperson**: The KBA Community Regional Representatives and the KBA Community Chairperson will hold these positions for two years (beginning September 2017). Near completion of this term, the KBA Community Chairperson will invite nominations for KBA Community Regional Representatives from all KBA Community members, KBA Committee members and KBA Partner representatives. From these nominations the KBA Committee will vote on and elect the respective KBA Community Regional Representatives. The KBA Community Regional Representatives and the KBA Committee members will nominate a KBA Community Chairperson from the newly elected KBA Regional Representatives, and will be voted on and elected by the KBA Committee.

5. Objectives

KBA Community Representatives:

5.1. Reps will represent the KBA Community in the governance of the KBA Programme.

5.2. Reps will support the work of the KBA Partnership and KBA Committee by acting as promotors and ambassadors of KBAs, utilizing their existing strong networks.

5.3. Reps will support the work of the KBA Consultative Forum, KBA Partnership and KBA Committee, through close collaboration with these groups, to promote the integration of KBAs into global, regional and multilateral agreements and agencies.

5.4. The reps will define, promote and maintain a clear purpose and focus of the KBA Community to maintain interest, input and enthusiasm amongst members.

KBA Community:

5.5. Rural or under resourced communities often do not have access to modern communication. Therefore information dissemination will be facilitated specifically to local groups (using local NGOs, local communities, indigenous peoples groups, and associated forums and associations) about KBA identification in their area or region, and create the links and necessary space for these groups to make input to the identification and monitoring of these KBAs.

5.6. Share experiences and lessons learnt about KBA identification and monitoring of KBAs.

5.7. Achieve a common understanding of barriers and opportunities for the identification of KBAs.

5.8. Ensure the presence of KBAs is promoted and remains vibrant within the larger community of practice.

6. Outputs

6.1. A broad range of stakeholders in KBAs are engaged, via a number of various communication platforms, by being members of the KBA Community.

6.2. The KBA community of practice, especially grassroots groups, is better equipped through improved knowledge to engage, support and work with KBA National Coordination Groups and KBA Partners to identify and monitor KBAs.

6.3. KBA Community members share experiences through facilitated lesson learning exchanges.

6.4. KBA Community members are aware of the decisions of the KBA Committee, news items and other pertinent information regarding KBAs.

6.5. KBA Community members provide feedback and present queries to the KBA Committee or relevant KBA sub-committees through the KBA Community reps and chair.

6.6. Metrics exist to track the operationalisation of the KBA Community, and made available on the KBA Website. Three basic metrics would be: i) number of individual members of the KBA Community; ii) number of institutional members of the KBA Community; and iii) proportion of countries from which the KBA Community has members.

7. Platforms to engage KBA Community Members

7.1. **Webinars**: Work closely with the KBA Secretariat, KBA Partners, KBA Committee and its Technical Working Group to provide training webinars to address specific issues related to KBAs, e.g. the guidelines related to the application of the KBA Standard; required and recommended documentation for KBAs; delineating KBAs (including in relation to existing KBAs); data gathering; using the World Database of KBAs; etc.

7.2. **KBA Website**: Explore the option of having a section on the KBA website dedicated to the Community where people can put up notices, announcements, questions, sharing experiences, etc., as well as a FAQs section. Direct traffic to website through below platforms.

7.3. **Facebook**: Dedicated KBA Community page.

7.4. **Twitter**: Dedicated KBA tweets about KBA development.

7.5. **Google Forms**: Online surveys to ascertain the community's needs and expectations in terms of knowledge gaps, support, etc. Could feed into a SWOT to feed back to KBA Committee.

7.6. **Google Group**: kbacommunity@googlegroups.com start with one for entire community. Used to convey ad hoc information or news items to KBA Community, and for online discussions. KBA Community can share experiences of how KBA data are used, how KBAs are safeguarded and inform policy and decision-making, challenges with data gathering, constraints in identifying and conserving/advocating, and can feed all these into KBA Committee discussions, decisions and plans.

7.7. **Global meetings**: Look for opportunities at national, regional and global meetings (IUCN, BirdLife, CBD, etc.) for KBA Community members to meet and share experiences, and for reps to present on the KBA Programme and Community.

7.8. **Regional Representatives Meetings**: Over skype every two months. More frequently in beginning. KBA Community Reps will keep each other directly informed about relevant information through email or WhatsApp.

8. Topics on which to engage KBA Community

The below are topics the KBA Community could engage through webinars or other platforms. This list is not exhaustive.

8.1. KBA Standard and Guidelines.

8.2. Formation and role of national KBA Coordination Groups.

8.3. The role of the Regional Focal Points.

8.4. Relationship between KBAs and other site designations (Ramsar Sites, WHS, EBSAs etc.).

8.5. Decisions of the KBA Committee.

8.6. Innovative management and stewardship arrangements for KBAs.

In addition, such webinars and other platforms could be undertaken jointly with the KBA Consultative Forum, to address topics such as KBA advocacy, including the links between KBAs and the Aichi Targets, Sustainable Development Goals, and environmental safeguards; tools and mechanisms available within countries and internationally to safeguard KBAs; etc.

9. Activities for all KBA Community regions

The KBA Community's programme of work will likely evolve over time and vary geographically. The initial focus will often be on supporting the identification and monitoring of KBAs. In due course the KBA Community may additionally engage with its members on a broader range of topics related to conserving and safeguarding KBAs.

The below activities are scheduled for 2017 and 2018 and serve to initiate and establish the KBA Community. Further strategic targets for the KBA Community will be captured in the overall KBA Strategy.

Objective	Activity	Roll-out
9.1. Effective KBA Community regional Strategies.	9.1.1. A KBA Community strategy is developed with both generic and regional specific sections.	2017 (in progress)
9.2. Maintain KBA Community Reps communication.	9.2.1. Create a KBA Community Reps WhatsApp Group. 9.2.2. Create KBA Community Reps mailing group.	2017 (complete) 2017 (complete)
9.3. Develop communication platforms.	9.3.1. Draw on experiences from IUCN Commissions. 9.3.2. Create a KBA Community Facebook page. 9.3.3. Create a KBA Community Google Groups email group. 9.3.4. Create and maintain up-to-date KBA Community webpage on the KBA website. 9.3.5. Feed input from the members to a Frequently Asked Questions (FAQs) page on KBA website.	2017 (complete) 2018 2017 (complete) 2018 2018
9.4. Ensure focused engagement with members.	9.4.1. Develop list of topics on which to engage members.	2017 (complete)
9.5. KBA Community reps formally introduced to broader community.	9.5.1. KBA Committee Chair formally introduces the reps to the conservation community at large, including KBA Partner offices and various IUCN committees and commissions. 9.5.2. KBA Partner offices introduce reps to internal networks.	2017 (initiate after Sept)
9.6. Support KBA Community members' voice in KBA Committee.	9.6.1. Develop a KBA Community *questions, concerns and feedback* protocol system. To be standardised across regions. This is to feed input to KBA Community reps to raise with the KBA Committee.	2018
9.7. Communicate with the broader KBA community of practice.	9.7.1. Develop an information sheet, with infographics and links to the KBA webpage as an introduction page for the members. 9.7.2. Use KBA Community regional representative titles in existing email addresses.	2018 2017 (in progress)

9.8. Develop the KBA Community membership	9.8.1. Develop a KBA Community Terms of Reference, and welcome letter.	2017 (initiate after Sept)
	9.8.2. Phase 1: KBA Community membership to initially be drawn from the networks of AZEs, KBA partner networks and offices. KBA partners to send DM list of relevant staff/contacts who might be invited to be members.	2017 (initiate after Sept)
	9.8.3. Send explanatory email to KBA Partners and ask them to suggest other potential members, as well as events which are potentially suitable for presenting on KBAs and further invite new members.	2017 (initiate after Sept)
	9.8.4. Phase 2: Use existing commissions (SSC, WCPA) and similar structures to reach out to a broader audience of interested stakeholders	2018
	9.8.5. Phase 3: Open to broader membership, e.g. national and regional networks of NGOs, government and scientific institutions.	2018
9.10. Survey what the needs or expectations are of the members.	9.10.1. Send out survey to members and analyse results (also links to 9.3.5).	2018
9.11. Election of KBA Community Chair and Regional Representatives.	Develop a system for election of the KBA Community Chair and Regional Representatives within two years	2017 (in progress)

Annex A: Regional Implementation Plans