



**MEMORANDUM OF UNDERSTANDING  
ON THE CONSERVATION AND  
MANAGEMENT OF MARINE TURTLES  
AND THEIR HABITATS OF THE INDIAN  
OCEAN AND SOUTH-EAST ASIA**

CMS/IOSEA/MOS9/Doc.10.2  
30 May 2024

9<sup>TH</sup> MEETING OF THE SIGNATORY STATES  
Dar es Salaam, United Republic of Tanzania, 24-27 June 2024  
Agenda Item 10.2

**FACT SHEETS AND OTHER OUTREACH MATERIAL**

*(Prepared by the Secretariat)*

1. Measure #50 of the Work Programme 2020-2024 encourages Signatory States, the AC and Secretariat, and NGOs to develop media materials to raise the profile of marine turtle conservation issues.
2. At present, the main outreach tools of the MOU are the [website](#) and the [newsletters](#).
3. In addition, some stickers with the IOSEA logo and some hardcopies of the 2005 brochure on the MOU remain. These are severely outdated, however, and in a format that would make any updates costly.

**Fact Sheets**

4. Following the example of other instruments, such as CMS and the CMS Sharks MOU, the Secretariat proposes to develop a new modular series of outreach materials in the form of Fact Sheets. Please see the Fact Sheets available from CMS [here](#), and those of the Sharks MOU [here](#).
5. The advantage of such a modular approach is that more comprehensive material on different topics can be developed one by one, as time and other resources allow. Updates can be easily incorporated, and they are well suited both for electronic dissemination and cost-effective production of hardcopies. The format also makes translation easier.
6. Topics to be covered could include:
  - Species information
  - Overviews of the main threats
  - Specifics of each sub-region
  - Site Network
  - Information on the MOU and Conservation and Management Plan
  - Guidance and capacity-building material available
7. As was done in the past, also these new materials can be produced by the Secretariat in collaboration with the Advisory Committee.

## **Website Upgrade**

8. The CMS Information Management, Communication and Awareness-raising (IMCA) Unit is working on upgrading the CMS Family websites to the latest industry norms. A working beta version of the new website with a modern design and improved information architecture to better service the needs of visitors is already available, with plans to publicly launch it in the coming months. The adjustments to the new website are based on the results of two surveys conducted in 2021 among Secretariat staff and all the focal points of the CMS Family instruments.
9. In addition to this redesign that will improve the user experience overall, the Secretariat is still working on re-establishing an online bibliography, as identified as a priority in measure #115 of the Work Programme 2020-2024, and re-creating access to contents of old newsletters, as time both of the IMCA Team and the Coordinator allow.

### **Action requested of MOS9:**

- Provide feedback on the proposal to develop Fact Sheets as a new form of outreach material
- Decide whether and how development of Fact Sheets and website-related activities should be reflected in the draft Work Programme 2024-2028 (Doc.7.1)