

DOC. SC40.20

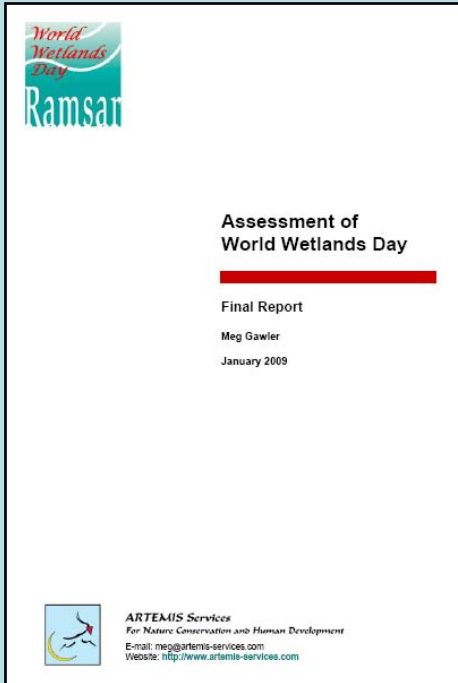
WHY?

- 11 years of increasing WWD activity
- Increasing demands on staff time

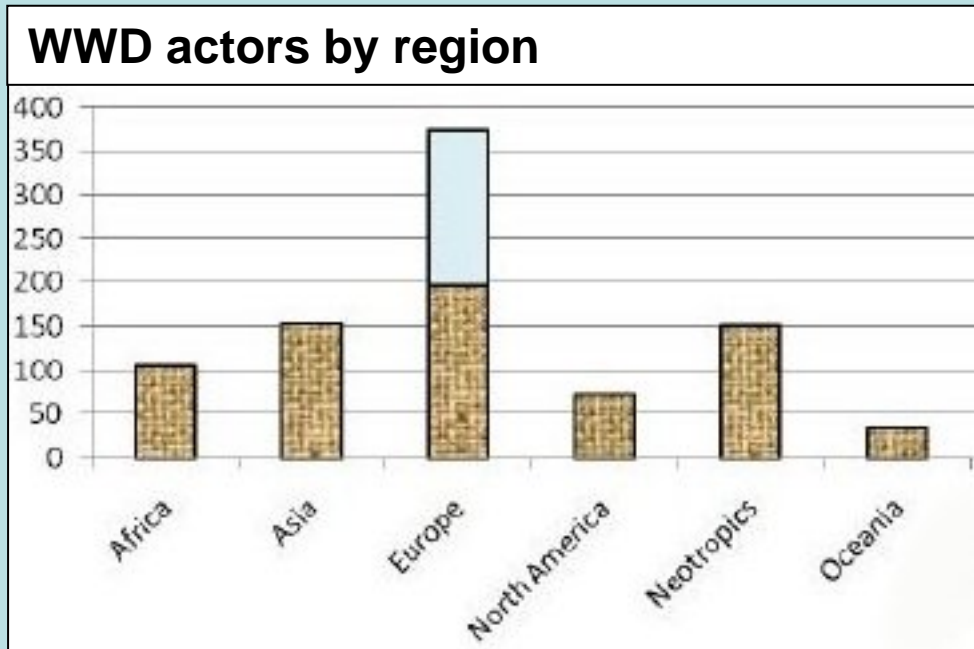
WHAT?

- Assessment of WWD web reports 2003-2007
1304 reports from 125 countries analysed
- An online survey of WWD reporters
51% response rate to online survey ★

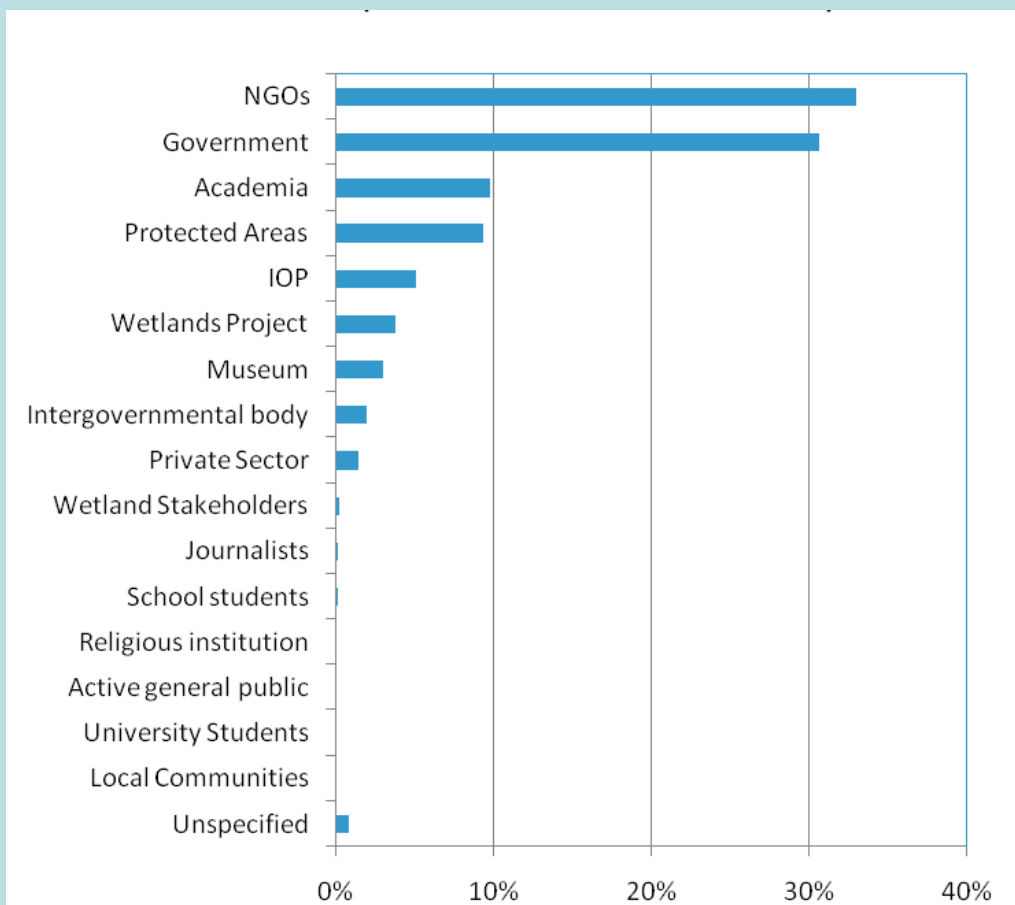
The WWD report



Available online
as PDF

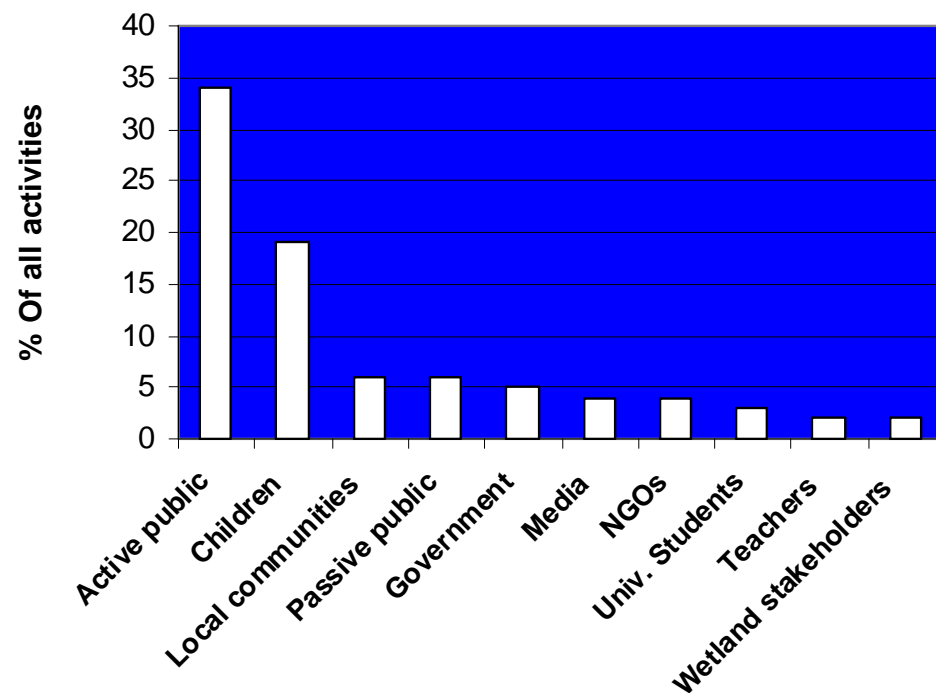


World Wetlands Day Assessment



Percentage of Specific Actors in each Actor Group

Activities aimed at main target groups



Heavy bias towards children and general public

.... Many other key targets

What next?

Several other important **FINDINGS** both for the Secretariat and the WWD actors to be considered...

And **SUGGESTIONS** from surveyed actors and the consultant on materials, activities etc for WWD.



- 💧 Broad dissemination of the report.
- 💧 A ‘popular’ report on WWD for broad dissemination to present the key findings AND to celebrate WWD as our key.