

# Report on implementation of the CEPA programme 2009-15

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# CEPA and its meaning

- Ramsar Outreach Programme first adopted in 1999 at COP7 with Resolution VII.9
- Communication, Education and Public Awareness (CEPA) Programme first adopted at COP8 in Valencia
- Definition of CEPA acronym since broadened to comprise:
  - Communication & Capacity Development
  - Education
  - Participation
  - Awareness
- CEPA Programme for 2009-15 adopted through Resolution X.8 at COP10



# CEPA Oversight Panel

- Established by Resolution IX.18 in 2005
- Operates largely virtually, but met twice in this triennium
- Major objectives for this triennium:
  - Development of draft CEPA programme for presentation at COP12
  - Drafting workshop held at Barnes London Wetland Centre hosted by WWT
  - CEPA indicators for COP12 country reporting agreed





# Main CEPA achievements since COP 11



- **Strong growth in World Wetlands Day impact**
  - 89% of Parties have carried out WWD activities since COP11
  - WWD 2015: new focus on youth audience and shift to multilingual digital platform
- **Establishment of networks to share knowledge and training**
- **Activities driven by Ramsar Regional Centres (RRCs)**
  - Central and West Asia (I.R. Iran)
  - East Asia (R.O. Korea)
  - East Africa (Uganda)
  - CREHO (Panama)



# CEPA effectiveness: regional level

## Regional & basin CEPA initiatives

- Africa and Asia Workshops on Mainstreaming Values of Water and Wetlands (Nov 2013, Kampala and August 2013, Bali with UNESCO IHE and UNEP)
- International Forum “Wetlands: Wise Use, Smart Plans” (Kigali)
- International trainings in Japan at Biwa-ko and Kushiro Ramsar Sites
- Lebanon project to develop Arabic language wetland training for MedWetCoast

## Knowledge-sharing initiatives

- Five twinning agreements between Ramsar Sites in Japan & Australia
- Network between Iran & Pakistan
- Project for sustainable use and protection of peatlands in Indonesia, Malaysia, Viet Nam and Philippines
- Colombia-Ecuador agreement on Mira and Santiago Cazapas Mataje watersheds
- Chile-Mexico agreement to exchange experiences & site info
- Coral Triangle Initiative with seven countries in Oceania



# CEPA effectiveness: national level

## CEPA NFPs in place with Parties

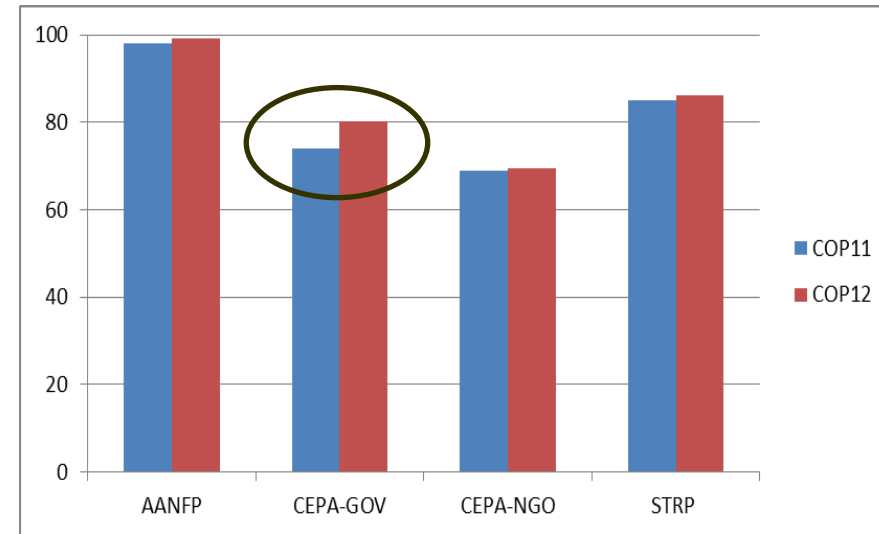
- Slight increase (74% up to 80%)
- CEPA-specific focal points still behind # of STRP and AA NFPs
- NGO FPs play important role
- STRP focal points role to shift

## National wetland committees

- 63% of Parties have one in place,
- Up from 53% at COP11

## Promote participation in wetland mgmt

- 75% Yes overall: Asia 43% cf Americas 84%

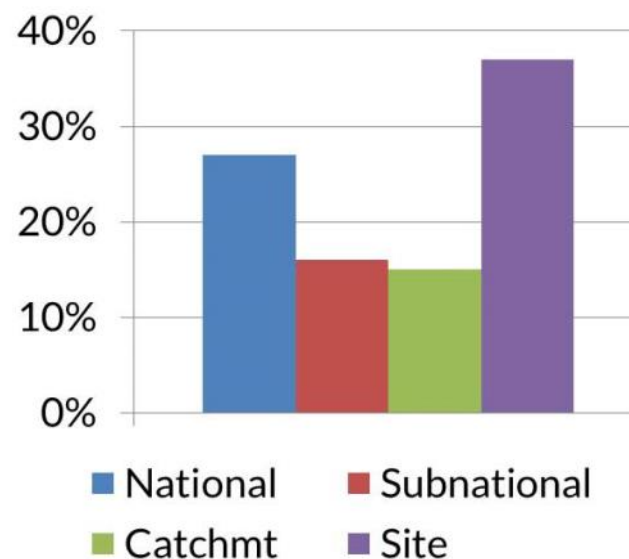




# CEPA effectiveness: national level

## Wetland CEPA action plans in place

- 27% at national level
- 16% at sub-national
- 15% at basin/catchment level
- 37% site level



## Mechanisms to share Ramsar guidance

- With site managers 55% of Parties
- With MEA FPs 44% of Parties
- With relevant depts. 48% of Parties



# CEPA national level best practices

## Basin-level initiative: Yangtze River Water Resources Commission

- Preparing mid- & long-term education plans
- Yangtze River Conservation Forum
- Yangtze River Media Award

## Site manager training opportunities

- Japan Hokkaido Ramsar Network
- Wetland mgr. workshops in Lao PDR, Lebanon, Thailand, UAE, Viet Nam



onebigphoto.com





# World Wetlands Day: introduction



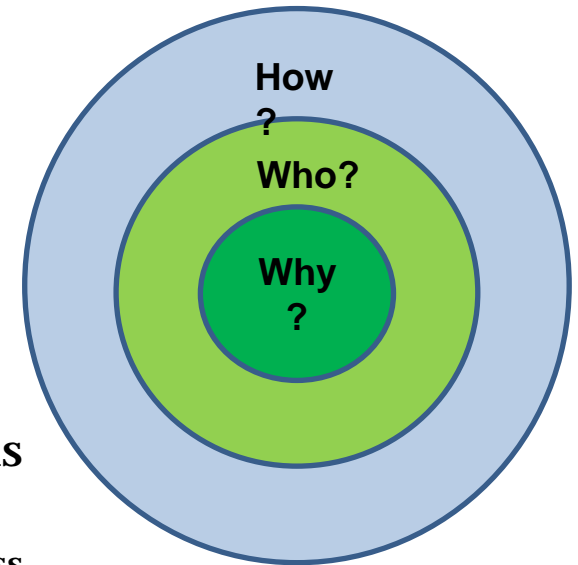
- Single most important awareness-raising event for Convention
  - Funded by Danone-Evian since its inception
- Enthusiastically promoted by Parties year after year
  - 89% have carried out WWD activities since COP11
- France is by far the biggest supporter of the day
  - 2014: 481 events
  - 2015: 692 events
- Other prominent examples of country support:
  - 2013: Estonia – country-wide support for WWD with government officials and guides giving educational tours at multiple wetland locations
  - 2015: Uganda – Ministry of Environment event at Lutembe Bay Ramsar Site



# World Wetlands Day 2015: new focus



- **Studies by Artemis (2009) and Futerra (2012)**
  - Define target & outcomes clearly - the who, why, and how
  - Increase use of digital media
- **The why: raise public awareness of wetlands**
  - Find way to do this with limited budget, so . . .
- **The who: youth 15-24 – savvy, extrovert**
  - Believers in change; act as transmitters to families, friends
  - Matches primary target for Danone-Evian
- **The how: give them a reason to encounter wetlands**
  - Wetlands Youth Photo Contest
  - Educate all about importance of wetlands and urgency of loss
  - Trigger the next step for taking action: Pledges



# World Wetlands Day 2015: the how



**World Wetlands Day**  
Monday, 2 February 2015



Wetlands for our Future





# World Wetlands Day 2015: the how

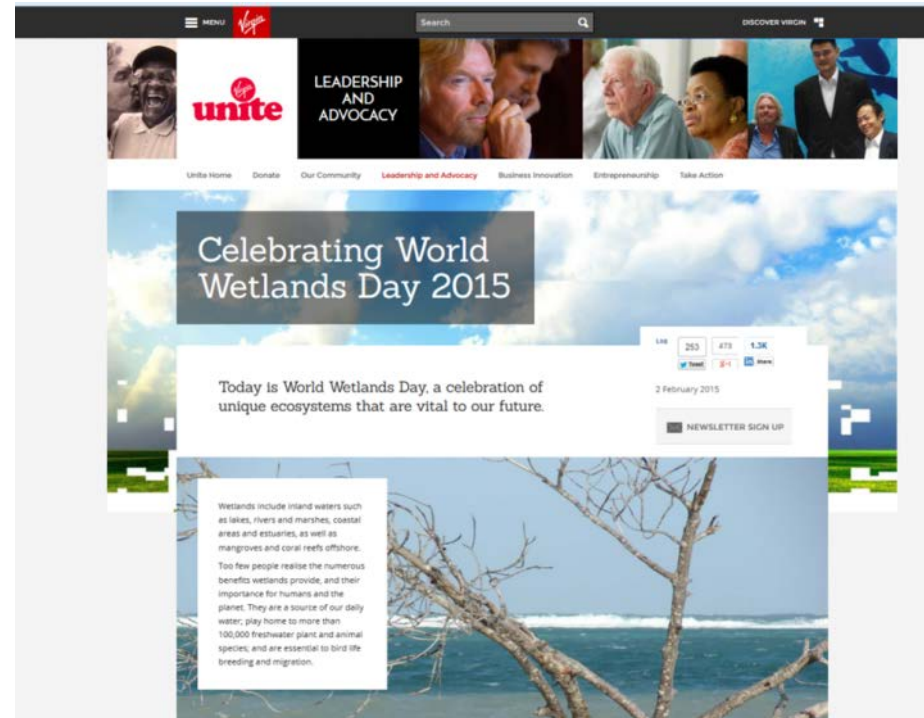


- **Central focus: World Wetlands Day website**
  - Education & publicity materials for download
  - Upload and rate photos in contest from 2 Feb- 2 Mar
  - Register pledges to take action for wetlands
- **Materials to download in 3 languages included:**
  - WWD posters
  - Teacher and organizer's guide
  - 4 Hand-outs targeting youth audience
- **Supported with extensive social media campaign**
  - All materials linked to Ramsar Convention pages on facebook, twitter and Instagram



# World Wetlands Day 2015: results

- Rise in reported activities
- Record number of countries involved
- 2200 photo entries /80 nations
- Quadrupling in downloads
  - Top item 2014: 9000 (video)
  - Top item 2015: 26000 (logo)
- Tripling in press mentions
- Coverage spread globally
- Over 56,600 website visitors
- Prominent supporters
  - Mentioned by Virgin Unite





# World Wetlands Day 2015: winners

## Francesca NEGRINI, 17 from Italy

- Stunning photo of trees reflected in a river in Padule di Fucecchio, Northern Tuscany
- She won the free flight, courtesy of Star Alliance to visit a wetland of her choice



## Helder ANDRE, 23 from Brazil

- Incredible image of a horse and its rider rising out of a river near his hometown of Passira in Pernambuco state
- Self-taught photographer and musician





# Social media

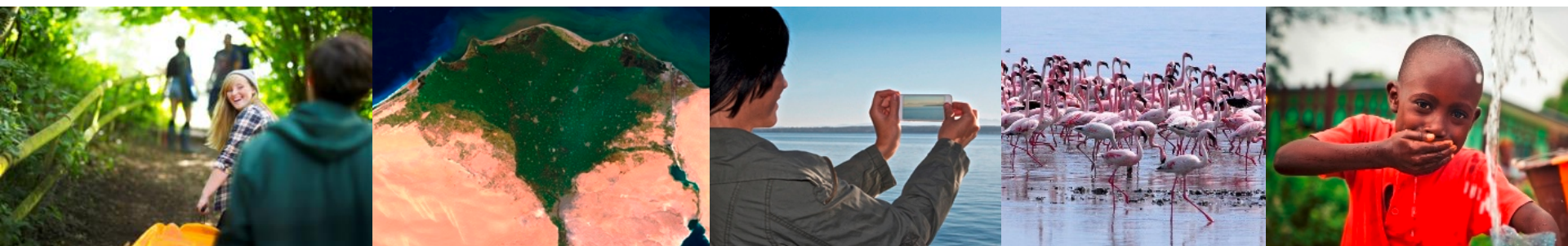
## Expanding presence - Facebook reach

Start date	End date	Type of Reach	Reach	Total Consumers
10/31/2014	3/3/2015	Organic	15,023,220	<b>628,683</b>
02/19/2015	3/2/2015	Paid	1,112,754	
			<b>16,135,974</b>	

**2015**

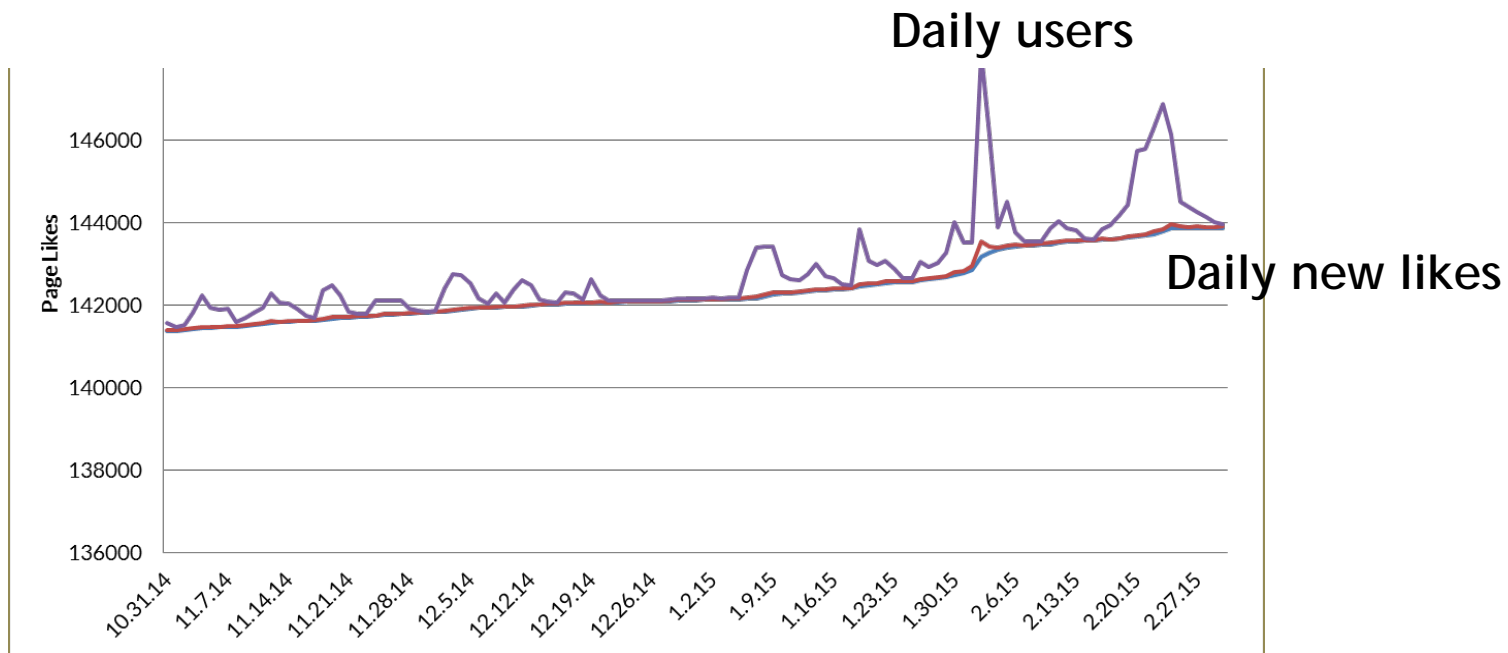
Start date	End date	Type of Reach	Reach	Total Consumers
01/11/2013	04/2/2014	Organic	2,049,589	<b>44,372</b>
01/11/2013	04/2/2014	Paid	216,759	
			<b>2,266,348</b>	

**2014**



# Social media presence

## Facebook engagement



# Social media

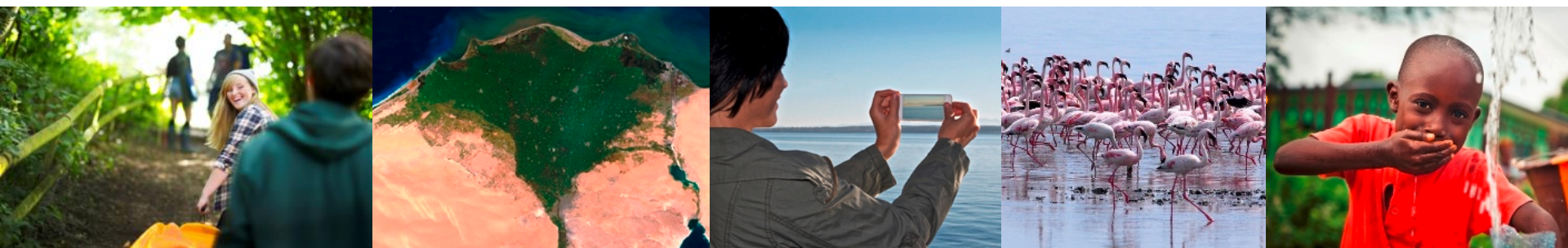
## Expanding presence



### Twitter reach

Month	Impressions	Mentions
November 2014	35,500	126
December 2014	24,300	96
January 2015	74,000	293
February 2015	113,000	743
March 2015	45,300	280
GRAND TOTAL	292,100	1538

**Doubled number of followers on Twitter from 2000 to 4000 during WWD 2015**





# Partnership activities: Danone-Evian



- 15-year partnership based on joint need to raise awareness of water-related issues
- Danone-Evian fund World Wetlands Day
- Recent management change at Danone: new team enthusiastic about collaboration
  - Ramsar link on water bottles around WWD
- Joint work with IUCN on Water Management Tool
  - Management of Evian Impluvium watershed as best practice
- Livelihoods Venture
  - €40 million mobilized for large-scale mangrove restoration and improved cookstove projects in Senegal, India, Kenya, Guatemala, Burkina Faso and Indonesia



# Partnership activities: Star Alliance



- Star Alliance Biosphere Connections is a multi-partner cooperation
- Provides free flights for Ramsar meeting attendees
  - Including many of you here!
  - Flights for WWD photo contest winner
- Advertisements & Editorial
  - WWD photo contest in inflight magazines
  - Ramsar Site wetland destinations profiled in inflight magazines
- Confirmed space in 5 international hubs : Buenos Aires, Paris, Los Angeles, Sao Paulo, Tokyo



# Thank you!

