

# Report World Wetlands Day 2016

## Wetlands For Our Future: Sustainable Livelihoods

Sharon OSEKU-FRAINIER

Communications Officer- External Relations



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# Highlights World Wetlands Day 2016

- **Iran** celebrates World Wetlands Day in Isfahan on 2 February with the **Deputy President Dr. Ebtekar**, and the Acting Secretary General
- **Map of events** introduced in 2016 to register and promote country activities <http://www.worldwetlandsday.org/map>
- **1,349 events** reported from **106 countries**
- **Over 500** entries into Wetlands Youth Photo Contest from **65 countries**
- **1216 press articles** around the world featuring World Wetlands Day
- **16, 169,080** reached through Conventions' social media platforms
- **Adarsh Prathap**, 22 from India winner of the World Wetlands Day Youth Photo Contest 2016 themed "Wetlands are essential for sustainable livelihoods"



# Outreach Channels

## Key Partners

- Administrative Authorities
- CEPA Focal Points
- Wetland site managers
- Regional centres
- Teachers, youth societies, university clubs association
- Ramsar partners – international, national, NGO's private sector

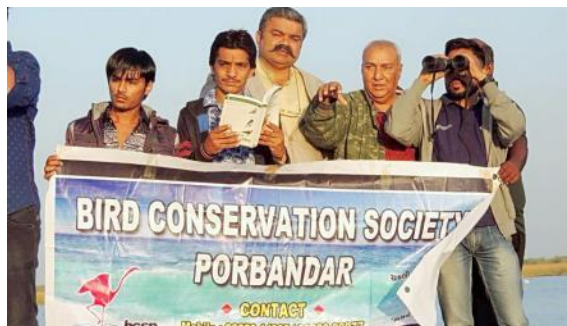
## Platforms

- Websites

[www.worldwetlandsday.org](http://www.worldwetlandsday.org)

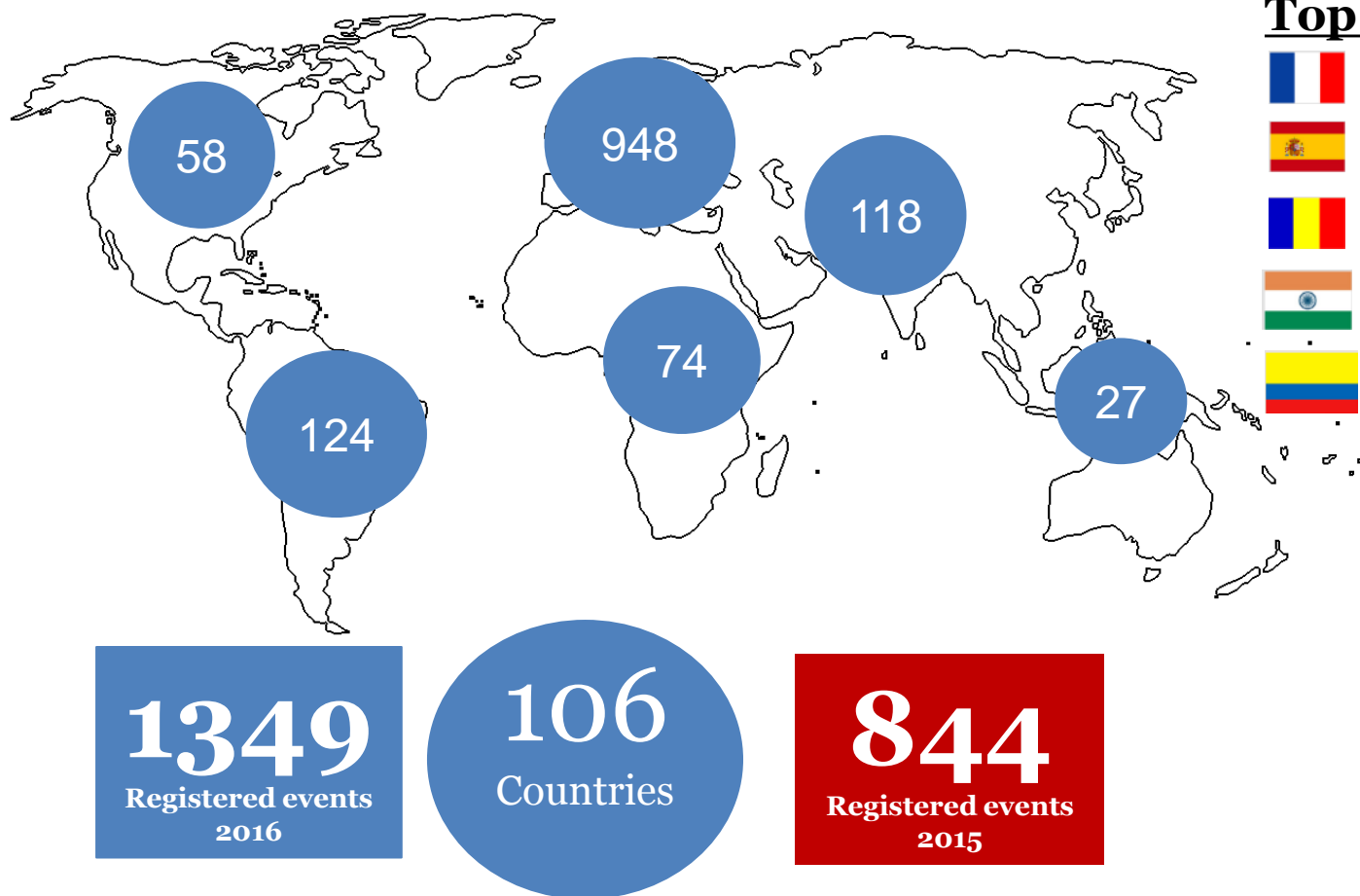
[www.ramsar.org](http://www.ramsar.org)

- Social Media    
- Convention's mailing lists
  - CEPA Forum
  - Ramsar Forum
- Mail Chimp
- Meltwater





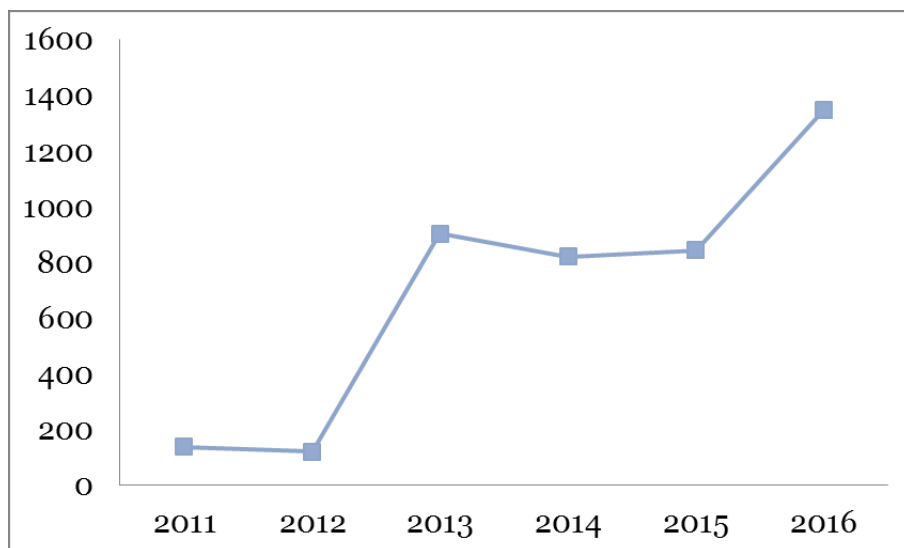
# Events Reported By Region



## Top 5 countries

-  France, 649 events
-  Spain, 114 events
-  Romania, 75 events
-  India, 35 events
-  Colombia, 25 events

# Reporting World Wetlands Day

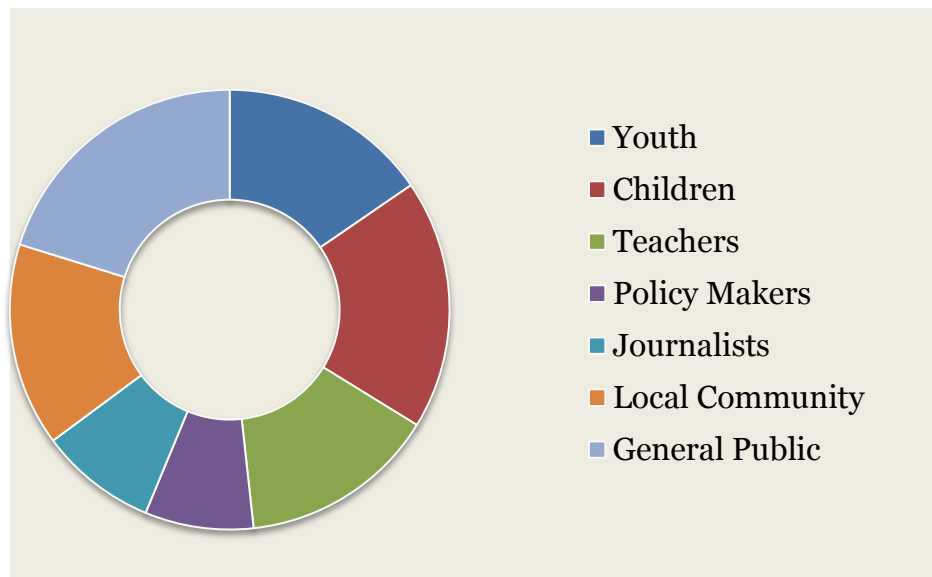


- Positive increase in number of events reported to the Secretariat
- Map of events introduced in 2016 to facilitate country reporting
- Mailing list developed will facilitate communication with event organizers

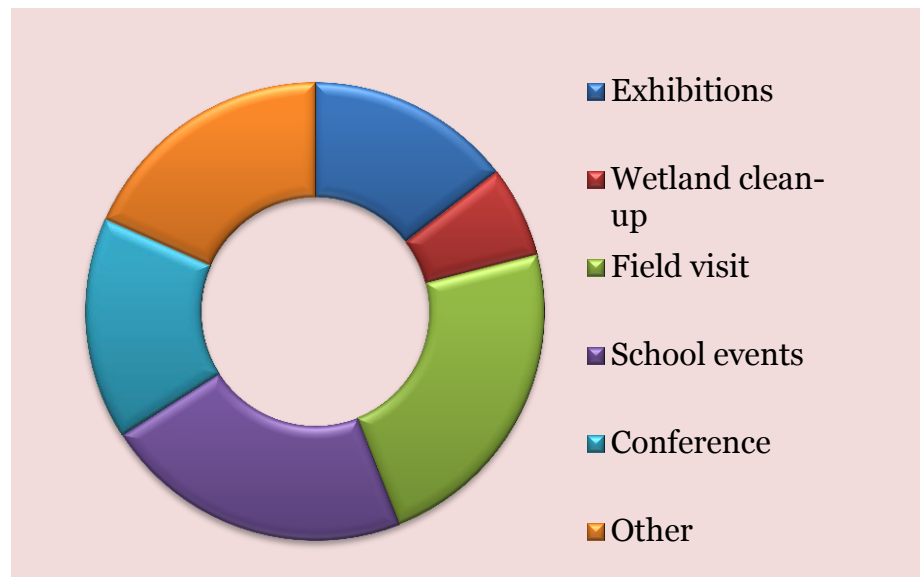


# Events Reported by Countries

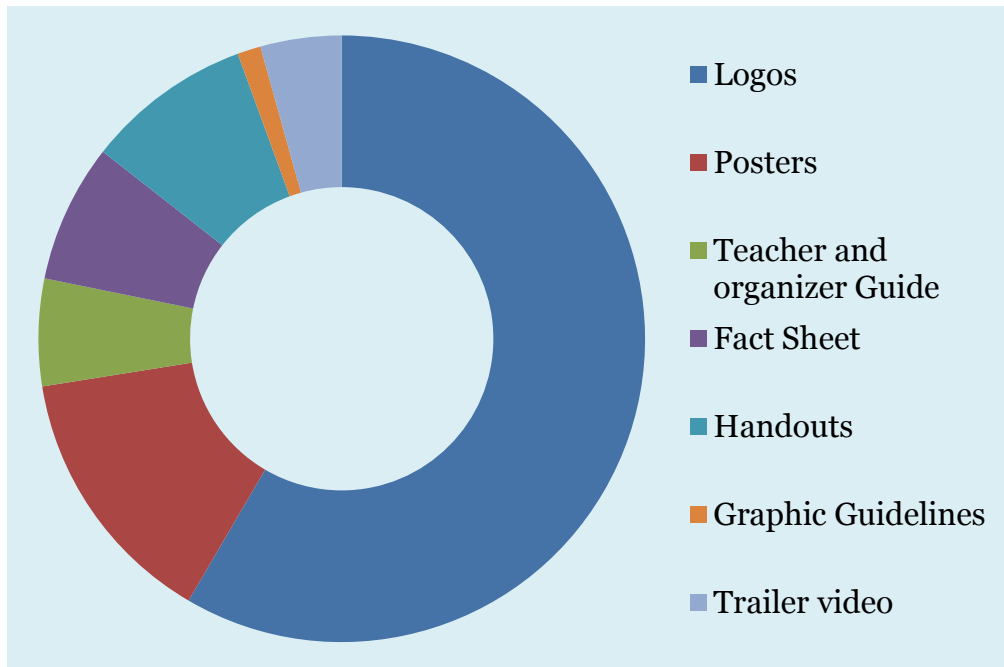
## Target Audience



## Type of Events



# Report on Outreach Materials



**75,912**  
Downloads

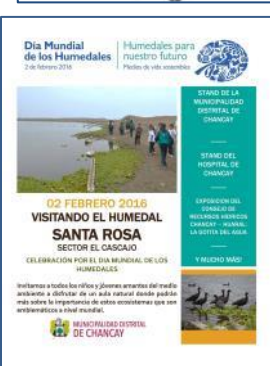
**50,733**  
Website visits

**160**  
Mailed to countries





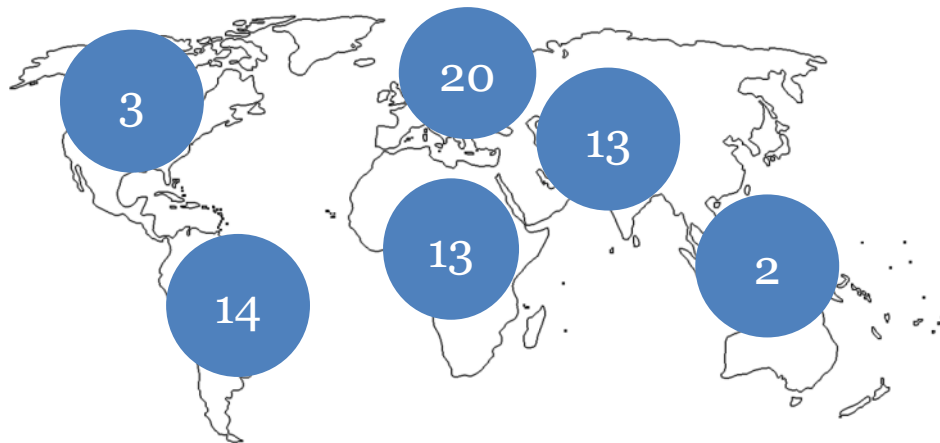
# Country Outreach Material



# Wetlands Youth Photo Contest 2016



## Participating countries by region



**65**  
Countries

**526**  
Photo entries

Encourages young people to visit and learn about wetlands

*"I have to admit that I only knew of Ramsar through the photo contest and I think that this organization deserves to be known by all."* **Francesca Negrini, Italy Winner 2015**

Visibility for Ramsar Sites around the world

- Winner visits any Ramsar Site around the world courtesy of Star Alliance Biosphere Connections

Expanded the Convention's Photo Library

# Finalists Youth Photo Contest



Winner  
**Adarsh Prathap, India**



First Highly Commended  
**Maria Kerstin, Samoa**



Second Highly Commended  
**Mary Grace Yuen, Philippines**



Third Highly Commended  
**Babak Mehrafshar, Iran**



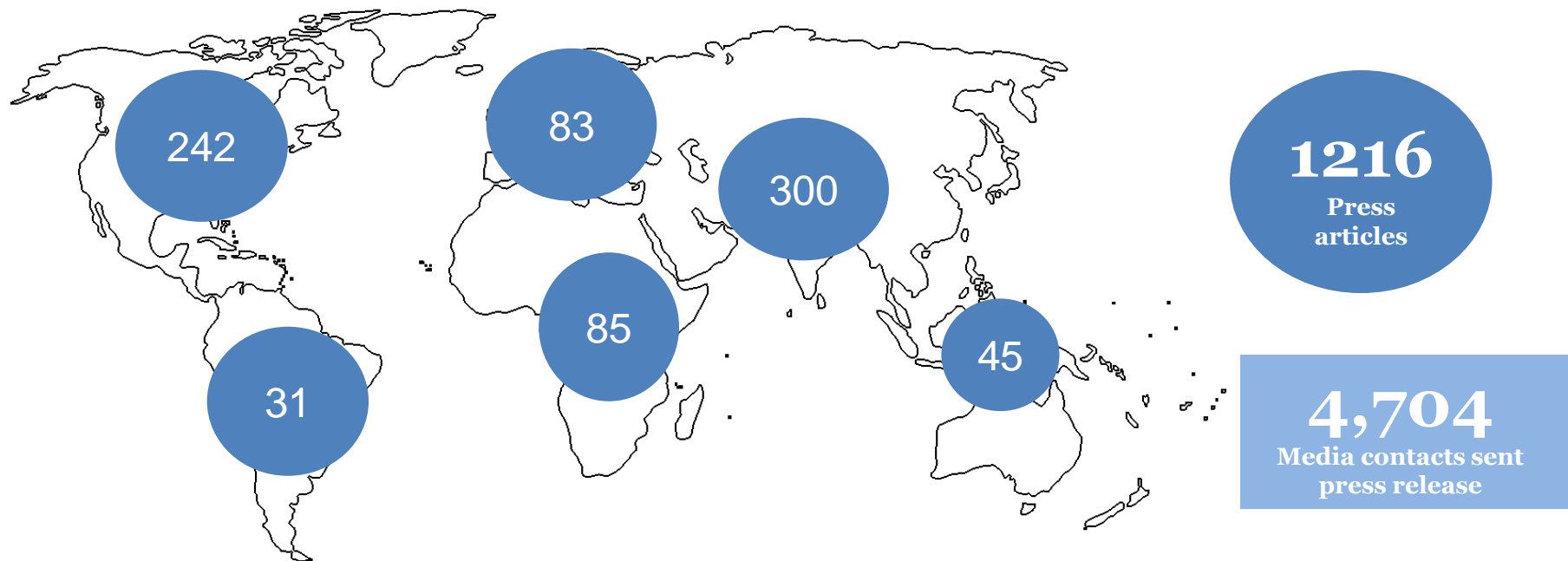
Fourth Highly Commended  
**Camila Bosenbecker, Brazil**



Fifth Highly Commended  
**Rodriguez Calatrava, Spain**



# Press and Media Outreach by Region



Source: Meltwater Platform



# Social Media Outreach



- Social media vital dissemination channel for World Wetlands Day
  - Informs and drives traffic to the website
  - Educates general public
  - Creates a buzz in the lead up to WWD
  - Engaged “followers” give us access to new audiences
  - Partner platforms vital to outreach to more audiences



**143K followers**



**1.3K followers**



**6.7K followers**



**613K followers**

**16,169,080**  
Potential reach 2016

# Outreach by IOPs and Partners



A collage of various environmental organization websites, including IUCN, WWF, BirdLife International, WWT, and UNEP. The websites are overlapping and show different sections like home pages, news, and about pages. The IUCN website shows a "World Wetlands Day" section. The WWF website shows a "Happy WWT" section. The UNEP website shows a "More than a Billion People Depend on Wetlands for Livelihoods" section. The BirdLife International website shows a "Wetlands and Local Communities" section. The WWT website shows a "Wetlands also filter" section. The collage also includes a "Messy Day" section and a "Wetlands and Local Communities" section.

## More than a Billion People Depend on Wetlands for Livelihoods, Says Ramsar Convention Secretariat on World Wetlands Day



**Switzerland, 2 February 2016** - Celebrated today under the theme "Wetlands for our Future: Sustainable Livelihoods", the World Wetlands Day 2016 marks the 45th anniversary of signing of the Ramsar Convention on Wetlands. Over 800 events worldwide will highlight the vital role of wetlands for human wellbeing and promote their sustainable use.

It is estimated that more than a billion people around the world make their living directly from wetland including from fishing, rice farming or handicrafts. Other sectors such as travel and eco-tourism, water transport and aquaculture also depend on the health of these ecosystems.

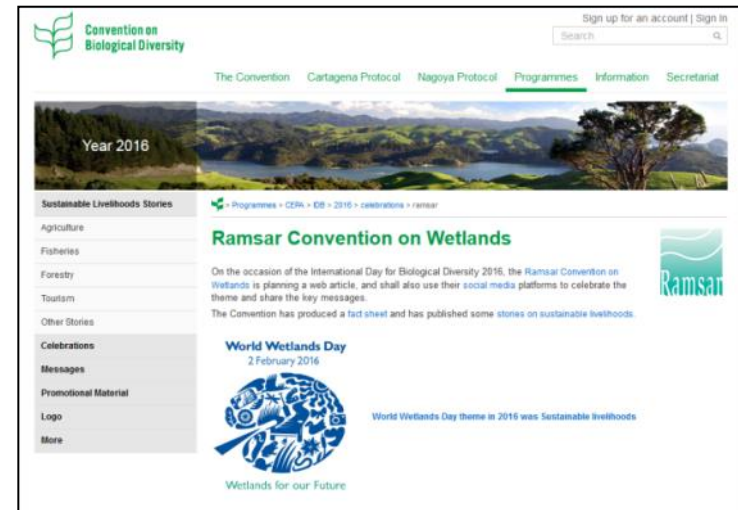
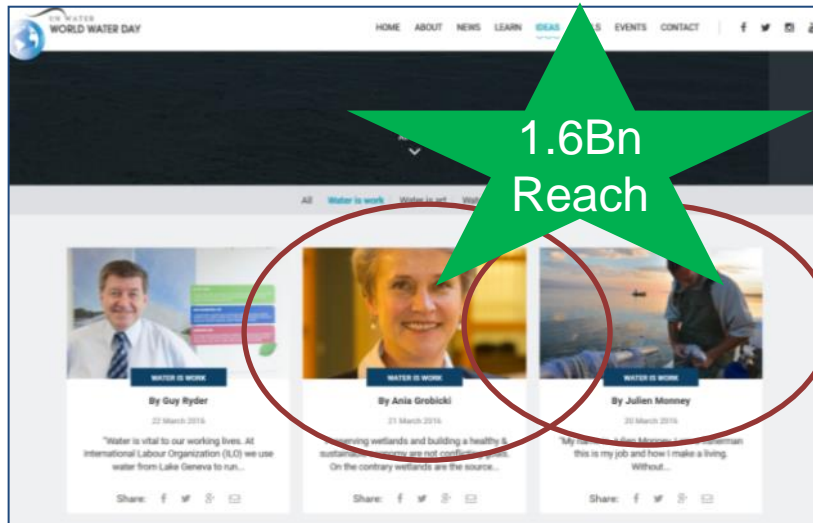
And yet some 64 per cent of the world's wetlands have disappeared since 1900; many of them converted for agricultural use or urban development, putting a billion livelihoods at risk. Coastal, marine and inland wetlands are declining fast. Approximately 40 per cent have been degraded in just over 40 years according to the Wetland Extent Trend and this decline is continuing at an accelerated rate of 1.5 per cent annually.

# Partnership Outreach





# Partnership Outreach

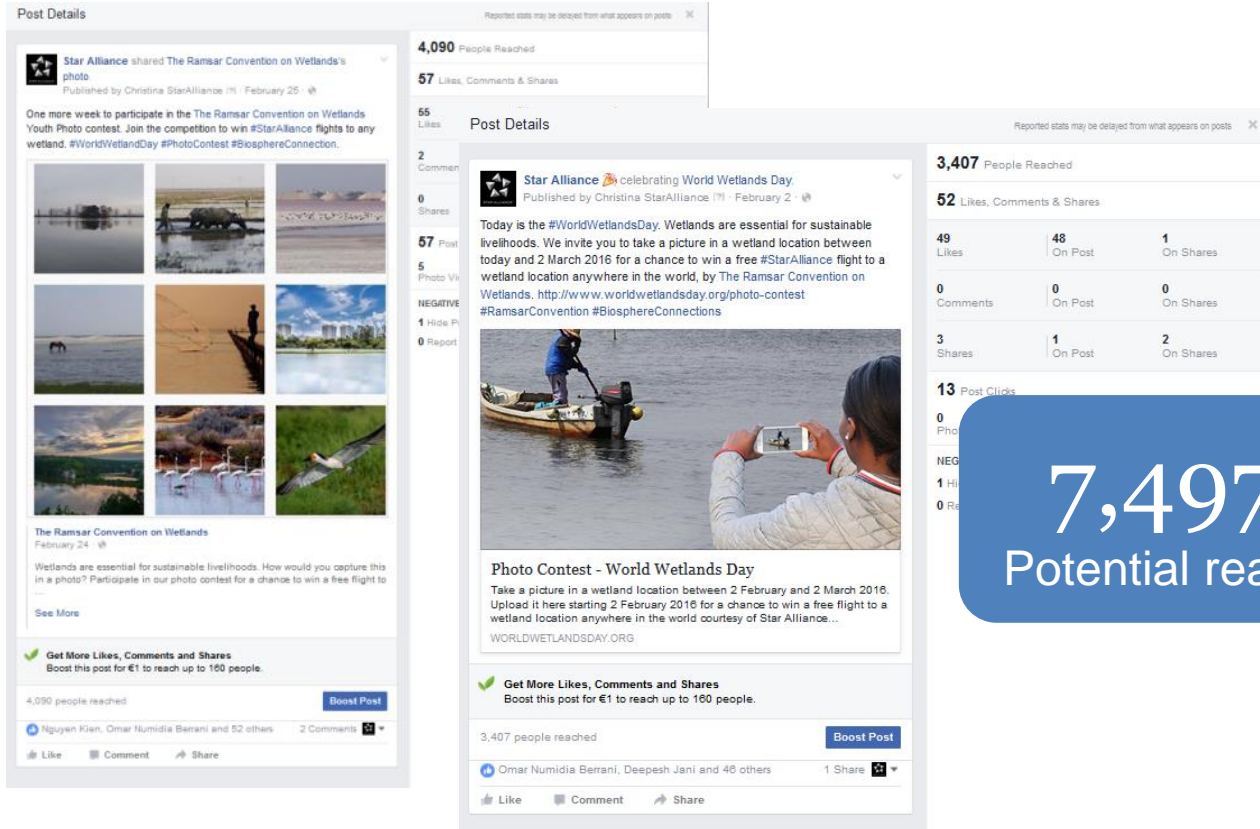


- Reception to promote World Wetlands Day during UN- Water Steering Group meeting, Geneva 2 February 2016
- Statement by Acting Secretary General on World Water Day
- Supported social media campaign, "water is work" & "water is art"





# Star Alliance Social Media support to World Wetlands Day 2016





Since 1998 financing the production and dissemination of WWD outreach materials



Since 2015 offers main prize to winner of Youth Photo Contest, a free flight to visit a Ramsar Site anywhere in the world.



# Thank you

