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# How Norway communicate the message: Wetland information centers and a CEPA- action plan for wetlands



Maja Stade Aarønæs  
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NorBalWet CEPA workshop

# Two relevant CEPA activities in Norway

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- Wetland information centers
- CEPA Action Plan



# Wetland information centers in Norway

- 2011: 16 initiatives
  - Wetland information centers
  - Seabird information centers
  - Wetland information exhibitions



# Wetland Centers / Exhibitions in Norway

August 2011 DN / jphh



Wetland Centers & Exhibitions



Main focus: Seabirds/cliffs



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## «RAMSALTEN»

Kjerringøy Island  
Nordland County

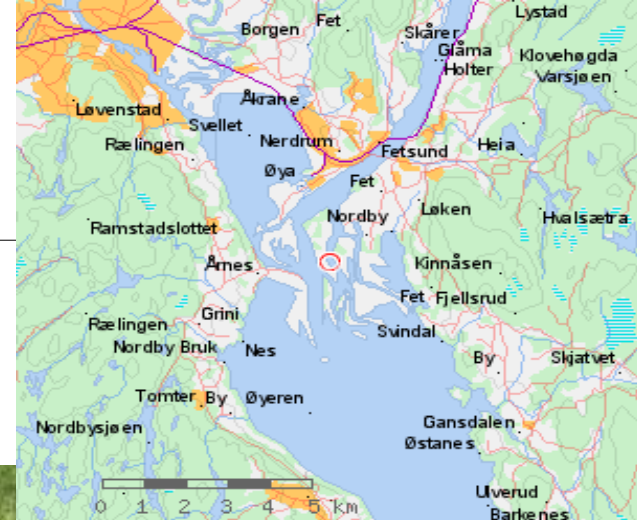
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# Nordre Øyeren

## Nature information center

Akershus County







## Værlandet Seabird Centre

Sogn & Fjordane County



# Kvassheim Lighthouse

Jæren, Rogaland County



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# What are the wetland information centers?

- Local initiatives from local engagement
- Low budget
- Different target groups
- Different potential (geographically)
- High expectations
- More potential centers
- Financial support
  - The Norwegian Directorate for Nature Management and the Ministry of the Environment have provided 1,8 million Euro between 2008-2011



# How to handle the center boom?

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- Develop criteria for authorisation of wetland information centers
- Coincided with a defined demand for investment and structuring of wetland communication



- A CEPA Action Plan including criteria for authorisation of wetland information centers
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# The CEPA Action Plan for wetlands



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- September 2011 a national CEPA Action Plan was published
- Valid from 2011-2014



# Process

- Stakeholder involvement
  - A CEPA group with participants from County Governors, wetland information centers, the Norwegian Nature Inspectorate, NGOs, representatives from other initiatives.
  - The Directorate for Nature Management had the role as secretary for the group



# Content

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- **The objective: Contribute to the strengthening of the communication, education, participation and awareness (CEPA) related to the value of wetlands and the Ramsar Convention in Norway.**
  - **Improve the conservation and wise use of wetlands in Norway by increasing the knowledge of the value of wetlands for humans and biodiversity.**
  - **Target groups: Defined on the basis of their potential important role for contributing to good or bad management of wetlands**
  - **Main actors: Will be important in the implementation of the plan and communication towards the target groups**
  - **The CEPA group defined ten targets comprising activities that will contribute to the implementation of the action plan during a four year period, from 2011 until 2014.**
  - **Each target is substantiated and includes a range of definite actions with corresponding target groups and actors, estimated costs and timeline for implementation.**
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# The 10 targets

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1. Authorize wetland information centers
  2. Develop a information package on wetlands and the Ramsar Convention
  3. Appoint national CEPA focal points
  4. Celebrate World Wetlands Day 2<sup>nd</sup> of February and the Nordic Baltic WWD the 2<sup>nd</sup> of September
  5. Strengthen the cooperation with initiatives working with environmental education towards school children
  6. Increase the knowledge and understanding of the value of wetlands in the water management sector
  7. Increase the awareness in the environmental sector at different levels
  8. Increase the awareness in the agricultural sector at different levels
  9. Ensure that all management plans for wetlands include the communication perspective (CEPA)
  10. Develop a list of good practice from other countries on communication related to wetlands for use in the revision of the plan
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# Proposed criteria for authorisation of wetland information centers

- The intention the wetland information centers are that they will contribute to increased understanding of the value of the Norwegian wetlands and to communicate knowledge on the conservation and wise use of wetlands, including Ramsar sites.
- Important prerequisites:
  - Inform about wetlands and the Ramsar Convention
  - Offer activities in nature
  - Be accessible for many people
- A set of key requirements for the design and management of the centers.
- A system for financing that includes basic support and the possibility to apply for additional funding for CEPA activities.
- The centers will also need to get financing from other sources



# What happens in 2012?

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- 600 000 Euro to distribute to the wetland centers
  - Assignment from the Ministry: Authorize at least five wetland centers
  - Parallell process: to make a strategy for all nature information centers
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# Our hope for the future of wetland centers

- Increased understanding of the value of wetlands
- More investment in conservation and restoration of wetlands
- Wetland information centers with a wide geographical distribution that take the lead in the CEPA work
- Encourage the local engagement, keep the variety, but find characteristics they have in common





# Nature index

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- Norway's Nature Index is intended to document overall trends for the state of major ecosystems throughout the country, and to provide a readily available overview of whether Norway is making progress towards its goal of halting the loss of biodiversity.
- It is calculated using a large number of species and ecosystem indicators.
- An animated film was developed to communicate the content of the index in an easy way.

Film

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**Thank you for the attention!**

