Communication plan for Ramsar Convention work in Finland

Ramsar CEPA workshop 23.-26.1.2012
Tikkurila, Finland

26.1.2012
Sari Airas
Background

- 49 Ramsar Sites / 23 managed by Metsähallitus
- Ramsar Coordination to Metsähallitus 2008
- NFP nominated, CEPAs nominated, Ramsar committee list- not nominated

Where to start?
- CEPA plan, Wetland centre,
- Nor-Bal Wet cooperation
- Strengthen national communication
24 Nature Centres

1 Wetland Centre 27.4.2012
Writing process

Ramsar strategic plan 2009-2015

CEPA guidances

Questionnaire for the “Ramsar Committee”
Draft

Comments from the Ramsar National Committee

Implementation
Draft includes

• Introduction
• Background
• Aims of Communication on Ramsar Convention in Finland
• Target groups
• Basic Messages
• Communication activities & tools
• Communication materials 2011
• Indicators and monitoring impact
Aims of Communication plan

- Wise use of all Wetlands in Finland
- *People taking Action for the wise use of Wetlands* ->
  - The value of wetlands is recognised by the public
Target groups

• Specialists (gov, universities, researchers, environmental agencies)
• Decision makers (local, regional, national)
• Wetland managers and other related groups of wetlands (land owners, communities, hunters, fishermen)
• School teachers, environmental educators
Target groups and messages for them

- Specialists at national and international level
  - Wetland management is effective through communication and sharing of the best practices
- Decision makers at local, regional and national level
  - Wetlands play a major role in conservation of biodiversity of nature, in reduction of the threats posed by climate change, water protection and in conservation of waterfowl populations
- Schools, environmental educators
  - We work for wetlands because they work for us
- Wetland managers, land owners, communities
  - Wise use of wetlands is everybodys business

Wetlands play a major role in conservation of biodiversity of nature, in reduction of the threats posed by climate change, water protection and in conservation of waterfowl populations.

Wise use of wetlands is everybodys business.

We work for wetlands because they work for us.

Wetland management is effective through communication and sharing of the best practices.
Specialists in national and international level

Message: Wetland management is effective through communication and sharing of the best practices

Activities: Newsletter, Webpage, Material bank of best practices, weblibrary, seminars and training

Who: CEPA Gov, CEPA non GOV, Wetland centre, NFP
Decision makers

Message: Wetlands play a major role in conservation of biodiversity of nature, in reduction of the threats posed by climate change, water protection and in conservation of water fowl populations

Activities: Direct contacts in government and national level, national press

Who: Ramsar committee, NFP, from top to top
Wetland managers, landowners, communities

Wise use of wetlands is everybody's business

Activities: info website on management tools, economical support and projects. Seminars and participative planning processes

Who: CEPA gov, CEPA non gov, Wetland centre, related partners, wetland management planners
Message: We work for wetlands because they work for us

Activities: website of the wetland materials and tools, new projects, WWD materials, events, Exhibition of the wetland centre

Who: CEPA gov, CEPA non gov, Wetland centre, related partners
Communication Actions 2011

- Newsletter 1 (NFP, STRP FP, CEPA FPs)
- PPT of Ramsar strategic plan 2009-2011 for different target groups (NFP)
- CEPA plan including action plan (committee)
- Wetland centre exhibition 2011-2012 (Liminganlahti project, CEPA Gov FP)
- Wetland centre CEPA plan (CEPA Gov. FP)
- Web page planning (CEPA FPs, NFP and STRP FP)
- WWD coordination materials (CEPA FPs)
- Press releases (CEPA FPs and partners)
<table>
<thead>
<tr>
<th>Toimenpide</th>
<th>Vastuuohjaamo</th>
<th>Tammikuu</th>
<th>Helmikuu</th>
<th>Maaliskuu</th>
<th>Huhtikuu</th>
<th>Toukokuu</th>
<th>Kesäkuu</th>
<th>Heinäkuu</th>
<th>Elokuu</th>
<th>Syyskuu</th>
<th>Lokakuu</th>
<th>Marraskuu</th>
<th>Joulukuu</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAMSAR Komitean nimeäminen</td>
<td>Ministeriä</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strategic tavoitteiden kirkastaminen ja toimintasuunnittelu</td>
<td>Ramsar komitea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Viestintasuunnitelman jatkokulostaminan</td>
<td>Ramsar komitea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asiantuntijaverkon nimeäminen &amp; resursoinnit</td>
<td>Ramsar komitea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uutiskirje Asiantuntijaverkostolle</td>
<td>Ramsar koordinaattori, CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Esittelykalvot Asiantuntijaverkostolle</td>
<td>Ramsar koordinaattori, CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asiantuntijaverkon motivointi &amp; osallistaminen</td>
<td>RAMSAR komitean jäsenet omissa sidostyymissä</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kosteikkopäivän suunnittelun käynnistäminen</td>
<td>CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uutiskirje Ympäristökasvatustrusten toimintavaikutuinen ver一身s</td>
<td>Ramsar koordinaattori, CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kosteikkopäivän mediaviestintä</td>
<td>CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kosteikkopäivän organisointi ja toteutus</td>
<td>CEPA vastuuhenkilöt, Ympäristökasvatustrusto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kosteikkopäivän arvointi ja raportointi</td>
<td>CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vuosiluokitus, raportointi ja toiminnan suunnittelu</td>
<td>Ramsar koordinaattori, CEPA vastuuhenkilöt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toimintasuunnitelmien vahvistus</td>
<td>Ramsar komitea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kosteikkokeskuksen suunnittelu</td>
<td>CEPA vastuuhenkilöt, Liminganlahti hanke</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansainvälisten yhteistyön tilannekartoitus</td>
<td>RAMSAR komitea ja asiantuntijaverkosto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansainvälisten yhteistyön toimintasuunnitelmä</td>
<td>Ramsar koordinaattori, Asiantuntijaverkosto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Osallistuminen KV yhteistyöhön ja raportointi asiantuntijaverkostolle</td>
<td>Ramsar koordinaattori, Asiantuntijaverkosto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toivekannan verkkosivuston suunnittelu</td>
<td>CEPA vastuuhenkilöt, Asiantuntijaverkosto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Measurements of work done

- Web page (counts)
- Documentation of WWDs and other events
- Media analysis
- Wetland projects – regional documentation
What is a Wetland Centre?

= Liminganlahti Nature, Ramsar area + Nature Exhibition of Birds + Exhibition of Wetlands, Network of trails, Bird Watching towers + Services

= Communication
= Education
= Participation
= Awareness
Communication Centre?

1. For Experts: Governmental / Not Gov
   - Network of Wetland Experts
   - Newsletters-
   - Website –
   - Everybody communicates!

2. For People
   - Effective Media communication
   - Website: info of wetlands, Best Practices, Events, Places to visit, Photos etc
   - Nature Centre = Meeting place
   - Facebook, become a fan of Liminganlahti and learn more and get the latest news
Education Centre

• Nature Centre Exhibition - Interaction: see, touch, do and learn

• Multimedia & Films

• Website of Educational Materials
  – Materials & tools
  – Field trip planning tool
  – Work that has already been done

• Handbook library
  – Website library
Education Centre

- Nature Interpretation
- Teaching materials
Education Centre
Visitor sites of the Best Practices?

• Close Ramsar sites
• Best practices of forest wetlands
• Restored wetlands (the whole process)
• Life + areas of Finnish Wildlife Agency
• Water Praxis areas
  – Centre for Economic Development, Traffic and The Environment
• Others? Criteria?
Participation Centre

Seminars of Best Practices for example:

• How to build a Wetland – for landowners

• How to build a Bird Photographing Hide – entrepreneurs, landowners

• How to use common reed as a building material
Participation

Co-operation projects with local schools
Participation via Competitions?:
- BirdPhoto Of the year Competition; [www.lintukuvakilpailu.com](http://www.lintukuvakilpailu.com)
- Best wetland project of the year?

Participation via Volunteer Work
Camps, Events, Guided Tours – WWF, Birdlife Finland, Ornithological Societys
Awareness Raising Centre?

• To be noticed is to become known, to know is to learn to understand, to understand is to learn to appreciate, to appreciate is starting point for conservation

• The Message has to be said in the right language!

• “We work for Wetlands because they work for us!”
  – From you and me for children, teachers, landowners, volunteers, tourists, politicians, friends, societies