

The CEPA Programme and its relationship with the STRP

STRP 19

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CEPA:

Communication, Education, Participation, Awareness



- For any MEA, communications means enabling/supporting outcomes, rather than simply 'transmitting' a message
 - Understand the organization's goals; identify who has the power to achieve them
 - Trigger real action with the right messaging, delivered through the right channels

- Convention's goals : Resolution XII.2 Ramsar Strategic Plan 2016-24
 - Vision: Wetlands are conserved, wisely used, restored and their benefits are recognized and valued by all
 - Goal 1: Addressing the drivers of wetland loss and degradation
 - Goal 2: Effectively conserving and managing the Ramsar Sites network
 - Goal 3: Wisely using all wetlands
 - Goal 4: Enhancing implementation of the Convention



Request from Parties:

Increasing CEPA expertise in scientific and technical guidance



- **Resolution XI.16 Review of Scientific and Technical Guidance**
 - View that guidance is brilliant, but not always in forms useful to the Parties
 - Commissioned four-part external review of guidance, completed in 2014:
 1. review of Ramsar's existing scientific and technical guidance
 2. review the role of Ramsar bodies and processes in producing this guidance
 3. review of technical guidance in other MEAs
 4. Learn from best practices from other IGOs and NGOs
 - COP12 info doc 26: proposed CEPA Action Plan for 2016-21 included a further strategic review of STRP communications as Annex E
- **Resulted in interrelated proposals to COP 12 to address issue**
 - Resolution XII.5 , New framework for delivery of scientific and technical guidance on the convention
 - Draft Resolution XII.9 , New CEPA Programme 2016-21



CEPA Programme 2016-21

Draft Resolution XII.9



- Outlines nine CEPA goals and 42 underlying targets
- The ninth goal was specifically added to:
- ‘ensure that the guidance and information provided by STRP is developed in line with adopted STRP Resolution XII.5 and close collaboration with the CEPA programme, and dissemination is ensured through the most effective communications channels’
- 4 underlying targets for Goal 9 are based on the four-part review of STRP guidance and the further strategic review in early 2015
 - Targets related to Fact Sheets / RBNs, RTRs / Wise Use Handbooks / website integration

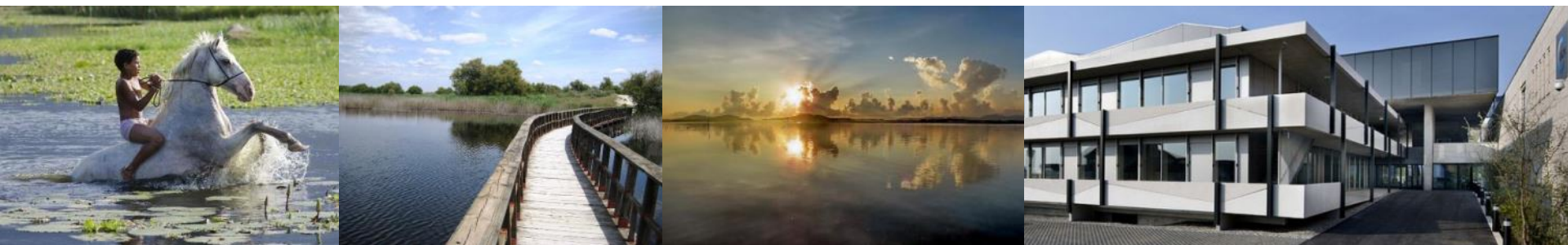


Strategic Review of STRP Communications

Executive Summary



- Key recommendation: “guidance” should be positioned as a service of the Ramsar Convention to policy-makers and wetland practitioners; rather than as STRP advice to the Convention bodies
- Separate identity that has evolved for STRP should be subsumed back into Convention itself to increase impact and effectiveness
- Strong STRP expertise should be coupled with:
 - Wider vision of what “guidance” constitutes, more responsive to “bottom-up” requests
 - Clear decision-making and prioritizing guidance group
 - Revised processes that are more output-focussed
 - Closer oversight and briefing of authors and editors
 - Expansion of materials aimed at training and capacity development
 - Professional look and graphics that reflect the Ramsar branding



Specific recommendations

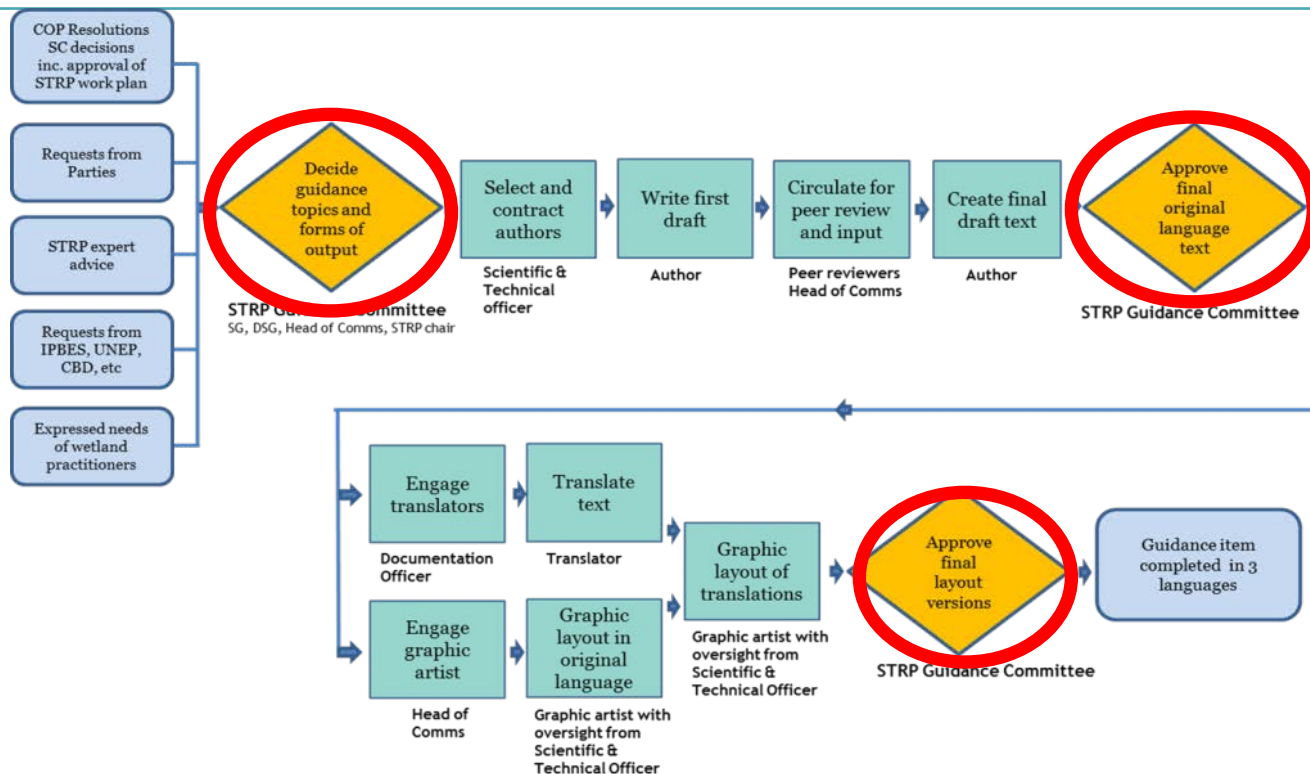


Create a decision-making and prioritization forum

- To date, the process for deciding which guidance materials get produced and what gets priority has been vague
 - Top level tasks identified by COP, but form of delivery is left open
 - Expanding to-do list without resources identified or trade-offs being made
- **Recommendation: establish a STRP Guidance Committee**
 - Approves a final list of guidance deliverables at outset of triennium
 - Approves any changes to that list or shift in priorities
 - Acts as clearing house for ad hoc requests from Parties, IOPs, etc.
 - Proposed membership for balance of perspectives:
SG, Deputy SG, STRP Chair, Head of Communications, and all SRAs
 - Day-to-day implementation with Deputy SG and Head of Comms and STRP Chair
 - Support from Scientific and Technical Officer at all times



Have clear process and approval gates for producing guidance materials

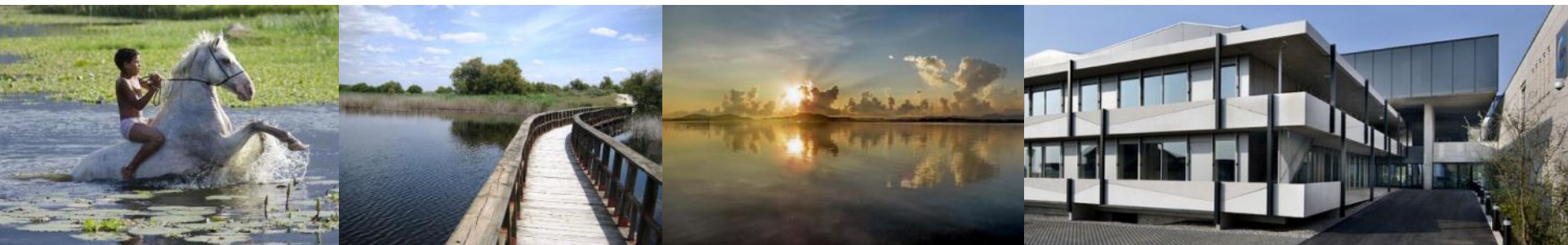


Three key gates:
STRP Guidance Committee
SG, DSG,
Head of Comms,
STRP Chair



Make processes more output-focussed

- Final form of deliverables should be defined from the start of Triennium, based on STRP Work Plan and its thematic priorities
 - First “straw man” list created for COP12 for how this could look
- Comms representatives present as STRP Work Plan is defined
- Authors and peer reviewers of RBNs and RTRs should get a nominal fee
 - Peer Review stage should include a parallel review by Communications
- Establish tighter guidelines for authors:
 - Clear, easily translatable language
 - Executive Summary covering all key points and actions recommended
 - Advance summaries of Chapters in RTRs
 - Length limits (600 words for RFS, 10 pages/4800 words for RBNs and 40 pages/1920 words for RTRs, 6 pages for RPBs ,etc.)



Take wider view of guidance

- The Secretariat staff all receive queries from Parties, IOPS, other key partners, wetland societies and initiatives, Regional Initiatives, etc.
 - We must draw on a wide variety of sources – including the STRP - for possible answers
- Greater responsiveness to “bottom-up” requests from Parties
- The network of STRP Focal Points acts as a resource for provision of direct advice
- An extensive network of wetland practitioners to give us both a global resource and source of information and guidance
- Ramsar experts and guidance materials are integrated more widely into the capacity-building efforts of other organizations and institutions
 - Include in training materials at other institutions (e.g. UNEP, UNITAR)



Select form of guidance based on need

- Ramsar Briefing Notes (RBNs)
 - For specific issues on which policy-makers or wetland practitioners need advice on what to do.
 - Pragmatic, working advice documents targeting either policy-makers or wetland practitioners
 - Actual clear, jargon-free, checklist-style actionable recommendations
 - Mainstay of new materials in the coming triennium
- Ramsar Policy Briefs (RPBs)
 - For more concise summaries of pertinent wetland issues for senior decision-makers



Select form of guidance based on need

Possible roster of RBNs and RPBs in line with proposed STRP themes:

- RPB: surveying/mapping/inventory/monitor wetlands
- RBN: surveying/map/inventorying
- RBN: wetland monitoring
- RBN: developing & implementing site management plans
- RPB: valuation of wetlands goods and services – general
- 8 RBNs on valuation of wetlands goods & services by wetland type
- RPB: balancing development – urban wetlands
- RPB: balancing development – rural/agriculture
- RBN: balancing development – urban wetlands
- RBN: balancing development – rural/agriculture
- RPB: promoting restoration of wetlands
- RBN: how-to of wetland restoration



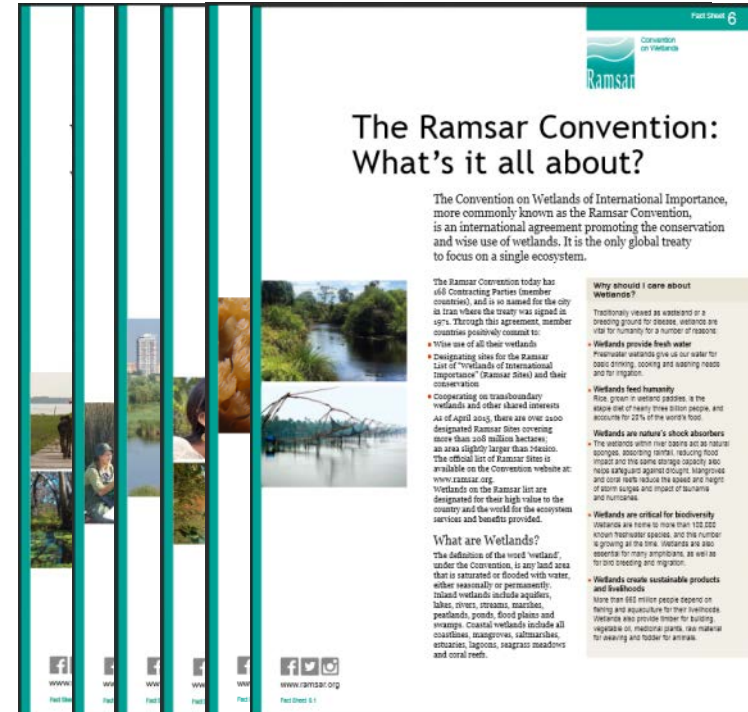
Select form of guidance based on need

- Ramsar Technical Reports (RTRs)
 - If there is a clear need for in-depth scientific rationale where basic research is not available ; geared toward true wetland scientific expert/specialist
 - Less complex language than previously; increased emphasis on digestible summaries
 - For the remainder of the current triennium, one RTR is foreseen:
 - Management of protected areas (freshwater)
 - For the 2016-18 triennium, two possible RTRs are currently foreseen:
 - Updated, comprehensive version of RTR3 on wetland valuation
 - How/why of wetland restoration



Select form of guidance based on need

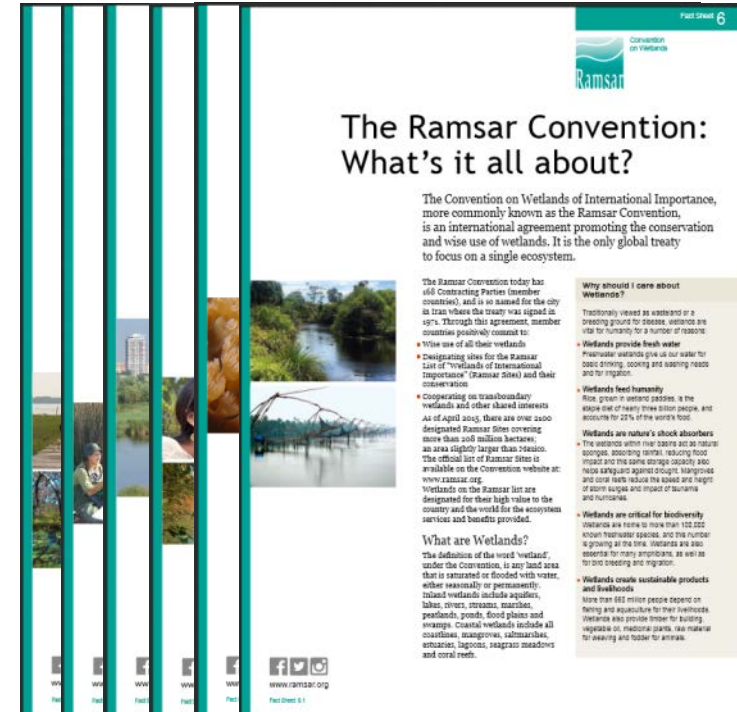
- Ramsar Fact Sheets (RFSs)
 - When/where there is a general awareness-raising need for public, non-experts
 - Or as very high-level briefing for policy-maker staff without wetland expertise



Select form of guidance based on need

Ramsar Fact Sheet proposed topic waves

- Successful national/regional wetland policies
- What can \$1 million do for wetlands
- Wetland benefits: groundwater/water purification
- Wetland benefits: flood control
- Wetland benefits: coastal protection
- Wetland benefits: recreation/tourism
- Wetland benefits: livelihoods
- Wetland benefits: food supply
- Wetland benefits: biodiversity
- Valuation of wetlands
- Balancing urban wetland development
- Balancing rural wetland & agric. development
- Wetland restoration



Select form of guidance based on need

Training and capacity development materials

- When/where there is a wider capacity development mandate.
- **Wise Use Handbooks**
 - Reconfigure as training resource materials organized by topic
 - Proposal: approximately ten units of 10-15 pages of material each.
 - Powerpoint training presentation versions of each unit.
- **Webinars**
 - Define more systematically according to STRP thematic working areas
 - Cost-effective way of training in large numbers; hold six in three languages
- **Regional Workshops**
 - Build on successful initiatives of Regional Centres
 - Train-the-trainer style events in English
 - Host workshops and do logistics with local partner organizations



Revise systems to support guidance

- Integrate STRP collaborative functions into Ramsar website
 - Including internal review process for RBNs and RTRs within private area
- Make guidance materials available in categories by type
 - E.g. RBNs, RTRs, RPB, etc.
 - Default appearance in each page is a thumbnail list and brief description in order of publication with most recently published at the top
- Create one single master database of all Ramsar AAs, NFPs, STRP & CEPA Focal Points, wetland practitioners, IOPs, and other stakeholders
- Develop clear, consistent Ramsar branding across all items
 - Define how Regional Initiatives, Partnerships etc. are treated branding-wise



Thank you!

