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WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

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Your Position/Role and Country:

General Director, Fundación PROTEGER [PROTEGER Foundation]

Title of your CEPA activity/product

Biblioteca de los Humedales del Paraná [Library on Paraná Wetlands] – Jaaukanigás Ramsar Site in Puerto Reconquista, Santa Fe, Argentina

Other collaborators – please identify other organizations that assisted you or were your partners

The library was created by the youth of the Fishermens' Cooperative "Irupé" of Puerto Reconquista, with support from Fundación PROTEGER.

Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)

Children and youth of the port, including the two schools in the area, a community with 3,000 residents. Also tourists in the area.

When did this event take place/when was your product launched?

The Library was launched on World Wetlands Day 2010. After that it has organised activities for WWD 2011, 2012 and 2013.

What was your key message?

The Jaaukanigás Ramsar Site and other wetlands have many values for people and need to be cared for by everyone.

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Brief description of your product/ activity / material you used

At present the Library on Paraná Wetlands is a centre for the dissemination of teaching materials (books, brochures, posters, videos) for the entire community and nearby towns. Moreover, organising cultural, musical and film events and organising wetland tours are among its main activities, where the local community as well as visitors and tourists are invited. The campaigns organised by the Library – such as planting native trees, among others – is a way to involve, motivate, and educate, and to promote the importance and values of wetlands.

What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; newspaper article)

As a basically educational institution, the Library seeks to change behaviour patterns regarding the use of wetlands, as well as deliver new information to schools, the community and visitors.

What kind of impact did this activity/product have on the target audience?

The positive impact is that people in the community and schools have a clear awareness of the value and functions of wetlands including the local Ramsar Site. Many youth and children are involved in the activities of the Library and the Cooperative “Irupé”, encouraging the wise use of wetland resources.

Is there a follow-up activity/product planned, if yes briefly describe

Follow-up is provided with permanent communication through tools such a Facebook. Fundación PROTEGER and other institutions and individuals in the region make constant contributions of books, videos, etc. and closely follow the needs and achievements of the Library on Paraná Wetlands.

Why do you identify this as your best CEPA intervention? What makes it stand out?

This CEPA intervention stands out because it is based on the community and the people “of” the wetlands — and Ramsar Site. The great creativity of the youth also stands out, as they do not just offer books but a series of campaigns and practical education and communication activities on wetlands.

What was the source of your funding?

Support from Fundación PROTEGER (started with the “Water Schools” of the Ramsar Convention – Evian), funds from other grants and the Fishermens Cooperative “Irupé”.



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