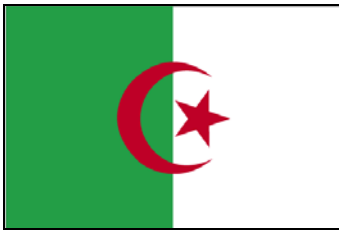


What has been your most successful CEPA activity during the last triennial period?

Souad BOUACIDA, NGO Focal Point, Algeria



Position/Job title and country	Lead Engineer responsible for the Division for Rural and Agricultural Development (Directorate for Wilaya de Skikda Agricultural Services (Algeria)) President of the Association for the Promotion of Rural Women in the Wilaya de Skikda (Algeria); CEPA Focal Point, Algeria
Activity/CEPA product	Implementation of an awareness-raising campaign among stakeholders (local authorities, technical bodies, residents and associations)
Other collaborators – please list the organizations/individuals who have assisted or partnered with you	<ul style="list-style-type: none"> - Forest Conservation Organization - Directorate for Agricultural Services - Various associations - National Agricultural Extension Institute for Training in Participatory Action (<i>Institut National de la Vulgarisation Agricole pour la formation en approches participatives</i>)
Primary stakeholder audience for your product/activity (e.g. decision-makers, teachers, families, journalists, etc.)	Target groups: Technical bodies Local authorities, residents and farming associations
What was your key message?	The importance of working together to protect the wetland
When did this event take place/when was your product launched?	Launched during 2007/2008
Give a brief description of your product/activity	<ul style="list-style-type: none"> ◆ Organization of a stakeholder awareness-raising day (local authorities, forest conservation organization, Directorate for agricultural services, Directorates for the environment and fisheries, small-to-medium enterprises, Chamber of crafts, and associations active in environmental protection). This day provided an opportunity for participants to communicate their points of view and suggest possible contributions for the conservation of the wetland. ◆ Creation of a working group made up of representatives of technical bodies and associations involved in environmental protection. ◆ Organization of training sessions in participatory approaches (RRA, SEAGA), diagnostic tools to strengthen capacity and enable streamlining of knowledge; the working group was responsible for organizing the awareness day and for facilitating understanding among members of the group about the conservation roles that their own organizations can play, and encouraging implementation of relevant activities. ◆ Organization of an awareness day for residents to highlight the importance of the wetland. ◆ Organization of an awareness day for farmers to draw their attention to the dangers of excessive use of water and pesticides, particularly in seasonal agriculture.
What results were you hoping to achieve with this product/activity? (e.g. behavioural change among the target group; press coverage; fundraising, etc.)	The mobilization of all stakeholders to work together for the well-being of the wetland and the population in general.
What impact has been observed among the target audience as a result of this activity/product?	The project resulted in the creation of a working group made up of representatives of all stakeholders, which allowed us to gain a better understanding of the wetland-related activities and programmes being carried out by all sectors; ensuring that all sectors (local population, local authorities) are working together. Joint action and activities taking place.
Are you planning a follow-up activity/product? If yes, please provide a brief description	Collaborate with the working group on a second project for environmental education and continue to build capacity among members.
Why do you believe that this was your most successful activity? What sets it apart from other activities?	The project raised awareness of the importance of working together, of coordination, and of the benefits of effective cross-sectoral collaboration.
How was your activity/product funded?	WWF (Spain Office)