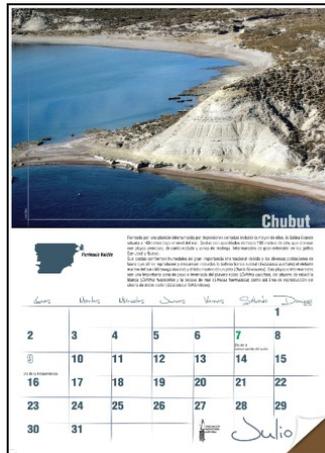




What was your best CEPA intervention in this triennium?

Griselda Silvina SESSA and Ricardo DELFINO, NGO Focal Point, Argentina



Your Position/Role and Country:	Coordinator for Environmental Education /Fundación Patagonia Natural/Argentina
Title of your CEPA activity/product	Calendar 2012 - Coastal Wetlands of Argentina
Other collaborators – please identify other organizations that assisted you or were your partners	Project ARG/10/G47 Interjurisdictional System of Marine Coastal Protected Areas, Fundación Patagonia Natural (FPN)
Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)	Educational institutions of Patagonia, Argentina and the coast of the province of Buenos Aires, and institutions related to tourism, culture and governments at the municipal, provincial and national level.
What was your key message?	Due to the ecosystem value of wetlands, their conservation is vital to sustain natural habitats, the goods and services they provide, and their communities.
When did this event take place/when was your product launched?	In January 2012
Brief description of your product/ activity / material you used	<p>The calendar gives value to a type of environment of great concern: the coastal wetlands of Argentina. Despite their importance, these environments are being degraded every year, largely due to the activities related to rapid coastal development and the increase of inadequately controlled economic activities.</p> <p>For these reasons, Fundación Patagonia Natural has chosen this year to disseminate through its environmental calendar the distinctive features of wetlands, their functions and great importance. Thus, the months of the year are represented by wetlands of some of the protected areas in the provinces of Buenos Aires, Río Negro, Chubut, Santa Cruz and Tierra del Fuego, Antártica and South Atlantic Islands.</p> <p>The print run of 5000 copies was distributed in all schools in Patagonia and the coast of Buenos Aires, as well as in institutions related to tourism, culture and governments at the municipal, provincial and national level.</p>
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; fund-raising etc)	This product seeks to include the issue in the school community in order to inform and to raise awareness among children and teachers on its value and to promote changes of attitude that favour the conservation of wetlands.
What kind of impact did this activity/product have on the target audience?	<p>Calendars were very well received by the various institutions and they have been praised for their design, contents and photographs reflecting these environments along the coast of Argentina.</p> <p>We have received many e-mails confirming the interest in this topic and other environmental issues and we know that the calendar is used as an educational resource in different school levels.</p>
Is there a follow-up activity/product planned, if yes briefly describe	We attach a note to the calendar by which we request a receipt confirmation. We answer each e-mail confirming receipt and we invite the institution to visit the website of Fundación Patagonia Natural and to download other free publications (www.patagonianatural.org).
Why do you identify this as your best CEPA intervention? What makes it stand out?	This is an activity with a lot of visibility and impact in the media of the region, which facilitates the inclusion of the issue in the community.
What was the source of your funding?	Project ARG/10/G47 GEF-UNDP Interjurisdictional System of Marine Coastal Protected Areas, Fundación Patagonia Natural (FPN)