



## What was your best CEPA intervention in this triennium?

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<p>Your Position/Role and Country:</p>	<p>CEPA representative from a governmental organisation, Head of the Environmental Education Department, Environmental Board, Estonia.</p>
<p>Title of your CEPA activity/product</p>	<p>Seminar: "Estonian wetlands 2012 – where we are and where shall we go?"</p>
<p>Other collaborators – please identify other organizations that assisted you or were your partners</p>	<p>Peipsi Center for Transboundary Cooperation (contact – Pungas, Piret); Estonian Wetland Society (contact – Kose, Marika); Estonian Nature Fund (contact – Salm, Jüri-Ott)</p>
<p>Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)</p>	<p>All different specialists on wetlands, teachers, scientists, students</p>
<p>What was your key message?</p>	<p>Sum up and present as many aspects, projects about mires as possible that take place in 2012 (+/- a year)</p>
<p>When did this event take place/when was your product launched?</p>	<p>02.02.2012</p>
<p>Brief description of your product/ activity / material you used</p>	<p>Using the snow-ball effect, it was important to find the main institutions, research groups etc. Then they were asked, do you have any projects, articles etc. taking place in 2012? If we got a positive response, people were asked to present their main activities, methods, results.</p> <p>A press-release was sent out a month before World Wetlands Day and people were called to participate. The event took place on the 2<sup>nd</sup> of February 2012 and there were 120 participants signed up.</p>
<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)</p>	<p>Share information about wetlands to a wider audience and "warm up" cooperation between different institutions that are connected with wetlands. Besides this, it gave the opportunity to talk openly about intentions and aspects that were connected with wetlands. As we all know, nature protection is only one aspect of it.</p>
<p>What kind of impact did this activity/product have on the target audience?</p>	<p>New project ideas, a rising awareness of a wider audience, two articles in the press (Estonian Nature, Vooremaa)</p>
<p>Is there a follow-up activity/product planned, if yes briefly describe</p>	<p>We try to organize it every year.</p>
<p>Why do you identify this as your best CEPA intervention? What makes it stand out?</p>	<p>It's an example where cooperation really works.</p>
<p>What was the source of your funding?</p>	<p>Peipsi Centre for Transboundary Cooperation, Estonian Wetland Society; Estonian Nature Fund, Environmental Board, Environmental Investment Centre</p>