



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

Emmanuel THIRY, Government CEPA Focal Point, France



| | |
|---|--|
| Position/Job title and country | Ramsar France Focal Point and French Government CEPA Focal Point |
| Activity/CEPA product | Development of a National CEPA Strategy |
| Other collaborators – please list the organizations/individuals who have assisted or partnered with you | Members of the National Wetlands Group |
| Primary stakeholder audience for your product/activity (e.g. decision-makers, teachers, families, journalists, etc.) | State institutions, public authorities, non-governmental organizations and other stakeholders. |
| What was your key message? | This strategy is intended to create momentum among all sectors of society for the protection of wetlands. |
| When did this event take place/when was your product launched? | Announced by the Minister for the Environment on 15 November 2011 during a mission to the Camargue. |
| Give a brief description of your product/activity | <p>The project includes the development of a strategy, a pilot test and its implementation, and a Plan of Action for the 2012-2014 period.</p> <p><i>The strategy is articulated at two levels:</i></p> <ul style="list-style-type: none"> • The national level is responsible for three functions: overall management (Ministry for Sustainable Development), resource centre (Bureau for Water and Marine Environments, through its wetlands portal (www.zones-humides.eaufrance.fr), and with support from the network of the special thematic groups on wetlands), public campaigns (National Society for the Protection of Nature/<i>Société nationale pour la protection de la nature</i>; www.snpn.com) • The territorial level is responsible for two functions: professional and technical activities at water-basin level (water agencies) and strengthening exchanges at the sub-basin level (carried out by volunteers). <p><i>Among the most important activities, it is worth highlighting the following:</i></p> <ul style="list-style-type: none"> • Establishment of a wetlands observatory • Reviving the network of special thematic groups on wetlands www.zones-humides.eaufrance.fr/?q=node/52 • Promoting the national wetlands portal. |
| What results were you hoping to achieve with this product/activity? (e.g. behavioural change among the target group; press coverage; fundraising, etc.) | Alignment and strengthening of the many CEPA tools for the benefit of wetlands |
| What impact has been observed among the target audience as a result of this activity/product? | <p>The three pillars of the strategy include:</p> <ul style="list-style-type: none"> ◆ Pillar 1, “Exemplary public actors”, seeks to ensure the integration of wetlands conservation in all relevant public policies. ◆ Pillar 2, “Concerned citizens drive interest in preserving wetlands”, focuses on promoting the importance of wetlands among the public at large. ◆ Pillar 3, “Empowered and committed users”, targets the professional and leisure sectors with a direct link to wetlands to encourage them to adapt their practices in favour of wetlands conservation. |
| Are you planning a follow-up activity/product? If yes, please provide a brief description | There are plans to establish a system to monitor and evaluate the success of this strategy. It is currently being developed and should be ready for implementation by the end of 2012. |
| Why do you believe that this was your most successful activity? | This is a national plan, developed through a multi-stakeholder process, with clear objectives articulated around concrete actions. |
| How was your activity/product funded? | Ministry for Ecology, Sustainable Development, Transport and Housing |