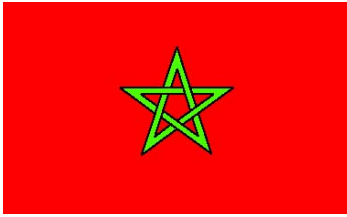


## What was your best CEPA activity in this triennium?

Mohammed Aziz EL AGBANI, CEPA NGO Focal Point, Morocco



Position/Job title and country	Vice President of GREPOM, CEPA Representative for the Ramsar Morocco Committee/Research Professor, Morocco
Activity/CEPA product	Bas Loukkos Wetlands Complex, Morocco: Information, Awareness and Education Tools and Materials, GREPOM Publication, 2 <sup>nd</sup> edition 2010.
Other collaborators – please list the organizations/individuals who have assisted or partnered with you	<i>Collaborators</i> : HIMMI Oumnia, QNINBA Abdeljebbar, ZAIR latimad, KHIYATI Mohammed El Ghali & DAKKI Mohamed. <i>Partners</i> : CICONIA Foundation Liechtenstein, MAVA Foundation Switzerland, Scientific Institute of Mohammed V University – Agdal Rabat, Morocco, Province of Larache Morocco, High Commission for Water, Forests and Combating Desertification, Morocco.
Primary stakeholder audience for your product/activity (e.g. decision-makers, teachers, families, journalists, etc.)	(1) Environmental and life sciences teachers and students from colleges and high schools, primarily in the Province of Larache; (2) Illiterate inhabitants from the local villages of Ain Chouk, Dhirya, and Boucharène; (3) Provincial officials from Larache; (4) Officials from the High Commission for Water, Forests and Combating Desertification; (5) Communal officials from the Province towns of Larache, El Ksar, El Kbir, El Aouamra; (6) Heads of ministerial delegations from the Province of Larache.
What was your key message?	Conservation of the Bas Loukkos Wetlands Complex can only be achieved through information, awareness and education for all.
When did this event take place/when was your product launched?	Preparations began in 2007, with local testing in 2009, local presentation of the definitive format in Larache in 2010, with national presentations during Moroccan World Wetlands Day celebrations in Ifrane in February 2011; the product was recently disseminated during the International Symposium on Water and Wetlands in the Mediterranean Basin (Grado + 20) in Agadir, Morocco in February 2012.
Give a brief description of your product/activity	The product consists of a dossier which includes (1) An information CD with all the information about the site gathered from 16 illustrated diagnostic studies carried out on the physical, biological, ecological and socioeconomic environments; (2) A 14-minute documentary film with footage of the site set to music and written messages; (3) Three information flyers describing the Bas Loukkos Wetlands Complex, the diversity of the Bas Loukkos natural environment and the White stork; (4) A folder with general information on four themes including water, wetlands, competition for food among living beings, and the impacts of humans on the natural environment; (5) A short guide to exceptional bird species in the Larache complex; (6) Special sections devoted to fish, amphibians-reptiles, mammals, and human activities in the Complex; (7) Listings of the main species of fauna and flora of great importance; (8) An educational dossier specially prepared for first year college and high school students describing the pedagogical approach, the materials and the field-based activities implemented in the Complex. Note: All the examples included in these various materials were drawn from the Complex. Several training and stewardship campaigns were organized to demonstrate to teachers how to use these products with their students.
What results were you hoping to achieve with this product/activity? (e.g. behavioural change among the target group; encourage volunteer contributions in a wetlands project)	Increased knowledge of the wealth of the natural heritage among local and national decision-makers, elected officials, local population, school and university students. Strong engagement and buy-in on the part of the local authorities. Fundraising opportunities for implementation of other activities on the site or elsewhere in Morocco.
What impact has been observed among the target audience as a result of this activity/product?	Many very positive outcomes, with strong demand at the national level. Implementation in 2011 of a training programme for teachers of life and environmental sciences in the Tangiers region. Several regions of Morocco have expressed an interest in developing similar products for other Ramsar Sites in the country. Strong buy-in on the part of territorial officials for the initiative and raised awareness of the need to preserve this rich local heritage.
Are you planning a follow-up activity/product? If yes, please provide a brief description	A project for the formalization and sustainable extension of the activity at the local level through the establishment of infrastructure on the site managed by a local body in partnership with the local authorities and a national and local NGO.
Why do you believe that this was your most successful activity? What sets it apart from other activities?	All phases of this project were implemented in partnership and with the buy-in of the local authorities, and supported by international foundations, with the benefits accruing to the local population. The project also used a multidisciplinary approach to involve local civil society and to create a friendly atmosphere and foster team spirit.
How was your activity/product funded?	MAVA Foundation Switzerland, CICONIA Foundation Liechtenstein, with strong involvement of and the management skills and infrastructure of the <i>Groupe de Recherche pour la Protection des Oiseaux au Maroc</i> (GREPOM) (Research Group for the Protection of Birds in Morocco).