### Your Position/Role and Country:
NGO CEPA Focal Point, Namibia

### Title of your CEPA activity/product
World Wetlands Day event at the coast 2012

### Other collaborators – please identify other organizations that assisted you or were your partners
Dept of Water Affairs MAWF, Min Enviro & Tourism, NamWater, Polytechnic of Namibia, Coastal Environmental Trust of Namibia, Ministry of Fisheries & Marine Resources, Basin Management Committees in Namibia, 5 Schools, Tour operators at the coast, Media – The Namibian and Namib Times, Gobabeb Training 7 Research Centre, NACOMA, NamPort, Municipalities of Walvis Bay and Swakopmund, CETN Coastal Environmental Trust of Namibia.

### Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)
Nature Conservation 2nd and 3rd Year Polytechnic students

### What was your best CEPA activity in this triennium?
Shirley BETHUNE, CEPA NGO Focal Point, Namibia

### Title of your CEPA activity/product
Tourist operators at the coast who have activities based on the Walvis Bay wetlands – one of our Ramsar sites, were invited to offer their activity to a group of scholars and students. Five half-day activities were offered, Kayaking in the lagoon with seals, Boating with the Mola mola boat across the lagoon and returning by 4x4 along the coast watching birds, A visit to the salt works followed by an exploration of the inter-tidal rock pools on the rocky shore, A bird walk along the lagoon followed by a harbour tour by NamPort, a trip across the lagoon in a Catamaran. Tour operators agreed and gave their service free or at drastically reduced rates, allowing 99 students and scholars to experience wetland tourism directly.

### When did this event take place
Thursday and Friday 23 and 24 February 2012 at the coast

### Brief description of your product/ activity / material you used
Tourist operators at the coast who have activities based on the Walvis Bay wetlands – one of our Ramsar sites, were invited to offer their activity to a group of scholars and students. Five half-day activities were offered, Kayaking in the lagoon with seals, Boating with the Mola mola boat across the lagoon and returning by 4x4 along the coast watching birds, A visit to the salt works followed by an exploration of the inter-tidal rock pools on the rocky shore, A bird walk along the lagoon followed by a harbour tour by NamPort, a trip across the lagoon in a Catamaran. Tour operators agreed and gave their service free or at drastically reduced rates, allowing 99 students and scholars to experience wetland tourism directly.

### What was your key message?
That Wetland tourism is truly an amazing experience. Feed back presentations focused on how particular wetland tourism activities support people and wetlands.

### 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)
Direct awareness of values of wetlands and tourism to 99 students and learners and their teachers, and indirectly national awareness of the day and value of wetland tourism via the radio coverage and newspaper articles. An article by the students has been submitted to Roan News for publication – it is the journal of the Namibian Environment and Wildlife society so will reach the conservation community too. Hopefully the children will pass on the message to their schools, environment clubs, parents and friends too.

### What kind of impact did this activity have on the target audience?
It was a great success. Their enthusiastic feedback and sheer joy in the activities showed how much all had enjoyed the wetland experience – truly a Great experience.

### Is there a follow-up activity/product planned, if yes briefly describe
The article for Roan News, the press releases. The 35 students and the 5 teachers all gave written evaluations on the event under the headings, Communication, Education, Participation and Awareness with most ranking all activities as either a 4 or 5 out of 5. The committee who co-operated from a diverse range of Govt depts and NGO and the Namibian Environmental Trust of Namibia.

### Why do you identify this as your best CEPA intervention? What makes it stand out?
It was learning by doing and by having FUN. It worked and the cooperation of all was amazing.

### What was the source of your funding?
Funding was shared with contributions from Dept of Water Affairs, Ministry Environment & Tourism, NACOMA, Polytechnic of Namibia, with voluntary services by the Tour operators, media, teachers, river basin management committees, lecturers, scientists from Fisheries, individuals from the Coastal Environmental Trust of Namibia.

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