

## **CEPA Action Plan for the Secretariat 2016 – 2018 triennium**

### **Background to the CEPA Action Plan for the Secretariat 2016-2018**

1. At an international meeting organized by Iran's Game and Fish Department, held in the Caspian seaside resort of Ramsar, the text of the Convention was agreed on 2 February 1971 and signed by the delegates of 18 nations the next day. The treaty entered into force in December 1975, upon receipt by UNESCO, the Convention Depository, of the seventh instrument of accession to or ratification of the Convention.
2. Ramsar is thus the first of the modern global intergovernmental treaties on the conservation and sustainable use of natural resources, and it is still the only one that addresses a specific ecosystem. The text of the Convention was inspirational for its time in the way it strongly emphasized both the interdependence of people and wetlands and the critical roles that wetlands play in the hydrological cycle and sustainable water management.
3. The official name of the treaty, The Convention on Wetlands of International Importance especially as Waterfowl Habitat, reflects the original emphasis upon the conservation of wetlands primarily as habitat for waterbirds. Since that time, the Convention has broadened its philosophical horizons to cover all aspects of wetland conservation and wise (i.e., sustainable) use, recognizing wetlands as ecosystems that are vital for biodiversity conservation, for water management, and for the well-being of human communities, thus fulfilling the full scope of the original text of the Convention.
4. Over the years, the number of Contracting Parties has grown to 169 and 2,241 sites encompassing 215,240,652 hectares (6 June 2016) have the Ramsar designation. The Conference of the Contracting Parties has succeeded in keeping the work of the Convention abreast of changing world perceptions and priorities in environmental thinking, responding quickly to new information and ideas as they emerge.

### **Three Pillars**

5. The key parts of the treaty are referred to as the "Three Pillars" of the Convention, to which all Parties have expressed their commitments upon their accession.
6. First, Wise Use – There is a general obligation to include wetland conservation in national land-use planning, and the Parties have committed themselves to implement this planning to promote the wise use of all wetlands in their territory, not just those that are listed as internationally important.
7. Second, the List of Wetlands of International Importance – Each Party must designate at least one wetland for the List and promote its conservation, and then continue to "designate suitable wetlands within its territory". This "Ramsar List" now includes more than 2,000 wetlands, called "Ramsar Sites", which Parties have selected according to agreed Criteria for being considered "internationally important". They have committed themselves to "promote the conservation" of all of those listed sites, and this system forms the world's largest network of protected areas.
8. And third, International Cooperation – Member governments have agreed to consult with other Parties about implementation of the Convention, especially in regard to transboundary

wetlands, shared water systems, and shared or migratory species, and to share expertise and resources with Parties less able to meet their commitments.

### **Implementing bodies and partners**

AA:	Administrative Authority in each country, including the AA National Focal Points
CEPA:	Convention's CEPA National Focal Points, both government and NGO
NRC:	National Ramsar Committees / National Wetlands Committees (or equivalent bodies), where they exist
RamSec:	Ramsar Convention Secretariat
STRP	Ramsar Scientific and Technical Review Panel
STRP NFP	STRP National Focal Points
IOPs:	International Organization Partners, at present BirdLife International, the International Water Management Institute (IWMI), IUCN, Wetlands International, and the World Wide Fund for Nature (WWF)
RRCs:	Ramsar Regional Centres endorsed by the Convention as Ramsar Regional Initiatives
SM:	Site managers
WEC:	Wetland education/visitor centres
PS:	Private sector organizations whose activities directly or indirectly affect wetlands
CSO:	Civil Society Organizations such as national and local non-governmental organizations (NGOs) and community-based organizations (CBOs)
RRI:	Ramsar Regional Initiatives

## CEPA Action Plan for the Secretariat 2016 – 2018 triennium

### CEPA Resolution XII.9: ‘People taking action for the conservation and wise use of wetlands’

Note: Indicators in this Action Plan will be reviewed as appropriate and in consultation with the Working Group and the Standing Committee.

#### **Goal 1: Ensure leadership to support effective implementation of the Programme by providing institutional mechanisms and establishing and supporting relevant networks**

##### **Supporting Goal 4 of the Fourth Strategic Plan 2016-2024**

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)
1.4 Email networks that connect and support Administrative Authorities, National Focal Points, Site Managers and other Ramsar implementers established and supported at global and national levels	<ul style="list-style-type: none"> <li>• Develop the Global Ramsar Database<sup>1</sup> <ul style="list-style-type: none"> <li>○ Develop media lists for global media outreach</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers ex: RRI, IOPs</li> </ul>	<ul style="list-style-type: none"> <li>• All AAs, NFP, Site Managers and RRIs included in global database</li> <li>• Six databases integrated into one</li> </ul>
1.5 Relationships developed and maintained with those organisations that can support Ramsar objectives through their expertise, their traditional knowledge, their human resources or through funding established and fostered	<ul style="list-style-type: none"> <li>• Build on existing relationships to increase outreach (these will be in the <i>inter alia</i>)</li> <li>• Support Ramsar Culture Network</li> <li>• Develop new partnerships with clearly identified and agreed organisations</li> <li>• Secretariat to develop general communications guidelines for Parties and Regional Initiatives</li> <li>• Secretariat to consult Parties, Regional Initiatives and stakeholders as appropriate in development of communications</li> </ul>	<ul style="list-style-type: none"> <li>• Global media and regional media, UN family, Ramsar partners, AA, NFP</li> </ul>	<ul style="list-style-type: none"> <li>• Joint outreach actions with MEAs and IOPs</li> <li>• Strengthen existing partnership through joint actions</li> <li>• Number of strategic partnerships increased by 15% of the current status with priority key players</li> </ul>

<sup>1</sup>Create a comprehensive database of contacts including Administrative Authorities, STRP CEPA and general National Focal Points, National Ramsar Committees, managers of Ramsar Sites, wetland organizations, past STRP members and other relevant contacts and other relevant organizations and conventions and disseminating to them Ramsar decisions, Resolutions and Recommendations of the COP and the Standing Committee.

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)
	materials <ul style="list-style-type: none"> <li>• Collaborate with plans of the CEPA Oversight Panel</li> <li>• Prepare a quarterly newsletter highlighting the work of the Convention, including updates on CEPA</li> </ul>		<ul style="list-style-type: none"> <li>• Secretariat's representation in the Oversight Panel</li> <li>• 10 newsletters produced and disseminated</li> </ul>
1.6 Effectiveness of strategies, especially regarding development and distribution of materials on wetland education and management, the success of campaigns under WWD evaluated	<ul style="list-style-type: none"> <li>• Full evaluation report on WWD2016 to be developed</li> <li>• Monitor and evaluate the impact of increased collaboration with key Partners with a view to continuing the harmonise themes.</li> </ul>	<ul style="list-style-type: none"> <li>• N/A (this a monitoring task)</li> </ul>	<ul style="list-style-type: none"> <li>• WWD report to be delivered at each SC meeting</li> <li>• 16million people reached through website and social media in 2016</li> <li>• 20million people reached</li> <li>• By 2018 the number of events held and the number of reports received on WWD increased by 20% of the current status</li> <li>• Inputs from CEPA NFP about WWD received through survey monkey questionnaire and incorporated into WWD report</li> </ul>

**Goal 2: Integrate CEPA processes, where appropriate, into all levels of policy development, planning and implementation of the Convention**

Supports Goal 4 of the Fourth Strategic Plan 2016-24

Target(as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator/ Outcomes (by 2018 unless otherwise indicated)
<p>2.1 CEPA expertise involved in the development of guidance by the Convention’s bodies including the Scientific and Technical Review Panel (STRP) and Standing Committee (SC)</p>	<ul style="list-style-type: none"> <li>• Secretariat CEPA representative involved in all STRP and SC meetings to help increase collaboration and ensure that analysis of target audiences and the most effective channels to reach them are incorporated into the development of STRP guidance.</li> <li>• Making the CEPA plans more accessible, evaluating effectiveness and distributing learnings and case studies will contribute to deeper integration</li> <li>• Organize side events at each SC meeting to highlight the work of Convention (example STRP side event)</li> </ul>	<ul style="list-style-type: none"> <li>• AA, STRP, NFP</li> </ul>	<ul style="list-style-type: none"> <li>• 10 CEPA focal points involved in developing STRP guidance and other materials</li> <li>• 2 STRP thematic area guidelines on best practices developed</li> <li>• A substantive knowledge and critical analysis in peatland degradation and restoration by region is developed</li> <li>• A guidance on wetlands and human rights is developed</li> <li>• 10 National CEPA Plans evaluated and case studies shared with the Ramsar Global network</li> <li>• Side events organized at SC meetings</li> </ul>

**Goal 3: Provide support to implementers of wise use principles, especially those with a direct role in site management**

Supports Goal 3 of the fourth Strategic Plan 2016-2024

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator/ Outcomes (by 2018 unless otherwise indicated)
3.1 The Strategic Plan 2016-2024 adopted by COP12 disseminated and promoted	<ul style="list-style-type: none"> <li>• Develop the Strategic Plan as a poster as an easy accessible summary. Produce the poster in 3 languages<sup>2</sup></li> <li>• Develop infographics and a brochure to show how the Ramsar Strategic Plan supports the Sustainable Development Goals</li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>• By 2016 A1 poster produced in the 3 working languages of the Convention and where funding allows, into other UN languages as well where possible and available for download on the website</li> <li>• 200 hardcopies printed and disseminated by 2016</li> <li>• 3 Infographics and a brochure produced and disseminated</li> <li>• Evaluation of the poster usage (website statistics)</li> <li>• Annual campaigns on Ramsar Strategic Plan are conducted</li> </ul>
3.2 Appropriate guidance materials that support and encourage the wise use of wetlands produced for use at Ramsar Sites and other wetlands and by wetland networks	<ul style="list-style-type: none"> <li>• Secretariat to develop a proposal how to better reach Ramsar Site managers as the target group. (Coordination group for Ramsar Sites managers)                             <ul style="list-style-type: none"> <li>○ The Coordination group conduct a needs based analysis of Site Managers.</li> </ul> </li> <li>• In conjunction with target 9.3, the updated Ramsar Handbooks and the additional communications flowing from them (target 1.6) to provide useful guidance materials.                             <ul style="list-style-type: none"> <li>• Promote Ramsar Management Effectiveness Tracking Tool (R-METT) in a user-friendly format to encourage uptake, develop training materials</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Site managers, NFP, STRP network, RRI</li> </ul>	<ul style="list-style-type: none"> <li>• A proposal presented at SC53</li> <li>• 21 Ramsar Handbooks to be published in a new series with updated material</li> <li>• One additional Ramsar handbook to produce for R-METT for use in the field</li> <li>• A tool kit of materials (<i>inter alia</i>, resource guide, flashcards, posters) has been developed to assist programme and field</li> </ul>

<sup>2</sup> Other languages could be developed if funds available

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator/ Outcomes (by 2018 unless otherwise indicated)
			staff involved in the design, implementation and/or evaluation of community based Ramsar sites and/or wetlands, sanitation and hygiene (WASH) programmes to work effectively with both women and men.
3.3 Websites including the Conventions website to be further developed to be fit for purpose and be a useful platform for the sharing of information and resources, including the sharing of information and experiences among the CEPA NFPs	<ul style="list-style-type: none"> <li>• Completed website-related tasks<sup>3</sup></li> <li>• Online Library of national wetland inventories also including peatlands (Res. XII.11 para.24)</li> <li>• Online library of official and non-official government translated Ramsar documents (Res. XII.3 para 30)</li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>• 238 website development/ improvement tasks completed by 2016</li> <li>• 300 further tasks to be completed</li> <li>• An easily accessible web-based metadata base on all national wetland inventories created and 100 national wetland inventories to be uploaded</li> <li>• Global wetland distribution and status data made available through web-portal</li> <li>• 100 documents accessible on the Ramsar website (given that Parties provide such documents to Secretariat)</li> </ul>
	<ul style="list-style-type: none"> <li>• Ensure that the Ramsar Site Information Service works to its maximum potential in acting as the depository for all Site information</li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>• The Ramsar website is developed as an information-sharing platform to serve as a channel for official and unofficial communication to facilitate top-down, bottom-up, and lateral communication; and the deployment of information-sharing systems consider issues on development, accessibility, usage policies, and legal considerations.</li> <li>• 173 development tasks resolved by 2016</li> <li>• Further refinements and optimisation to be completed</li> </ul>

<sup>3</sup> Improve Website Library search function, upload missing materials (WWD materials, CEPA materials, STRP items, wise use resources); Integrate the STRP Working Space into the website; Develop CEPA website presence; Develop further country profiles; Continuous Website Monitoring

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator/ Outcomes (by 2018 unless otherwise indicated)
			<ul style="list-style-type: none"> <li>• RSIS more closely integrated with the main Ramsar Site</li> <li>• 500-800 Sites are expected to be completed with missing data</li> <li>• The current training manual has been widely disseminated</li> <li>• 6 new live demo videos produced by in 3 languages</li> </ul>
<p>3.4 Appropriate Ramsar sites and other wetlands to be celebrated as ‘demonstration sites’ for the wise use principle and these sites suitably equipped in terms of capacity, signage and interpretive materials</p>	<ul style="list-style-type: none"> <li>• Develop a series of best practice case studies<sup>4</sup></li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPS</li> </ul>	<ul style="list-style-type: none"> <li>• 5 Demonstration Sites identified for each region</li> <li>• Making the identified Demonstration Site information available as downloadable pdfs from the Country Profiles section of the website</li> </ul>
<p>3.5 Secretariat requested to share CEPA stories which illustrate how integration of CEPA can improve wetland management</p>	<ul style="list-style-type: none"> <li>• Examples of best practice to be captured through CEPA network</li> </ul>	<ul style="list-style-type: none"> <li>• Site managers, CEPA network, NFP, AA, IOPS, RRI, STRP</li> </ul>	<ul style="list-style-type: none"> <li>• At least 4 best practices streamlined in wetland management within regions</li> <li>• 10 CEPA Stories disseminated on the CEPA pages of the Ramsar website and through the appropriate email networks</li> </ul>
<p>3.6 Collaboration on CEPA with other Conventions, Ramsar IOPS, other NGOS, UN agencies and others ensured through sharing of CEPA experiences and the encouragement of synergies</p>	<ul style="list-style-type: none"> <li>• Establish integration with the InforMEA platform</li> <li>• Develop closer links between the World Heritage Protected Areas database and the RSIS</li> </ul>	<ul style="list-style-type: none"> <li>• IOPS, MEAS, NGOs, UN agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Ramsar is collaborating with InforMEA on linking platforms and the Ramsar training module</li> <li>• 6 Ramsar training modules to be made available on InforMEA</li> <li>• Maintain an updated list of Ramsar Sites that have also been listed as World Heritage Sites and Man and Biosphere Sites</li> </ul>

<sup>4</sup> The case studies are aimed at key stakeholders and policy-makers who face similar challenges and need positive examples – either in that region or in comparable ones. Package best practices into a digestible, actionable format that is useful to stakeholders in helping demonstrate the wise use principle in practice. Ideally the ‘Demonstration Sites’ would include: A x-section of countries/wetland types , How the Ramsar Convention has contributed to wise use, What sorts of specific actions that have proved to be effective in a given region, with particular attention to both the geographic and cultural contexts, How communities and stakeholders can be integrated into the sustainable, wise use of wetlands, How local traditions and knowledge can inform sustainable wetlands use



**Goal 4: Build the individual, institutional and collective capacity of people with a direct responsibility for Ramsar implementation**

Supports Goal 2 of the fourth Strategic Plan 2016-2024

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
4.1 Site managers supported to build communication, education, participation and awareness into their management plans	<ul style="list-style-type: none"> <li>• Assess whether CEPA is incorporated into the management plans</li> <li>• The Ramsar updated Handbooks to provide useful tools for Site Managers and the use of CEPA in planning</li> <li>• Similarly by showing other examples of CEPA Plans more widely (target 3.5) there will be more visibility of the steps and benefits</li> <li>• Promote Ramsar Management Effectiveness Tracking Tool (R-METT) in a user-friendly format to encourage uptake, develop training materials</li> <li>• Develop technology friendly and traditional means to update Ramsar branding for the sites                             <ul style="list-style-type: none"> <li>○ Ensure appropriate signage especially for multi-internationally designated sites (QR codes, mobile technology friendly)<sup>5</sup></li> <li>○ Develop a tool kit for site managers</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Site managers and NFP</li> </ul>	<ul style="list-style-type: none"> <li>• CEPA incorporated into site management plans; updated information provided and used</li> <li>• 10 management plans for Ramsar Sites that include communication, education, participation and awareness actions</li> <li>• 30 management plans to include CEPA</li> </ul>
4.2 Current needs and capacity of wetland site managers and National Focal Points assessed and the results used to define training and capacity building priorities at regional and national levels	<ul style="list-style-type: none"> <li>• Use the improved email networks (target 1.4) to facilitate closer communications with the site managers and NFPs and conduct a survey on CEPA needs and resources that can be shared</li> </ul>	<ul style="list-style-type: none"> <li>• Site managers, NFP, RRI, CEPA, STRP</li> </ul>	<ul style="list-style-type: none"> <li>• One survey conducted with site managers</li> <li>• Feedback compiled and needs identified</li> <li>• A comprehensive capacity building plan is available per region</li> </ul>

<sup>5</sup> Signage templates available on the website <http://www.ramsar.org/news/guidance-on-signs-for-ramsar-sites>

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
4.3 Resources provided to produce appropriate wetland management training and capacity building materials and carry out the prioritised training and capacity building as identified in	<ul style="list-style-type: none"> <li>• Development of a Ramsar website section for all educational and training material (linked to target 8.1)</li> <li>• Regional ‘training of trainers’ workshops to be developed based on the STRP priority themes</li> <li>• Provide a series of Ramsar webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Site managers, NFP, RRI, CEPA, STRP, AA</li> </ul>	<ul style="list-style-type: none"> <li>• Website section developed</li> <li>• At least 30% of the resources needed for training and capacity development is mobilised</li> <li>• 2 ToT workshops held</li> <li>• 10 webinars held</li> </ul>
4.4 A network of Ramsar Regional Centres working to agreed standards (such as peer reviewed materials) supported to deliver capacity building training to site managers, NFP and other relevant Stakeholders	<ul style="list-style-type: none"> <li>• Evaluate the various types of training channels available: on site; on line; webinars etc.</li> <li>• Support to various partners to develop MOOCs and ensure that Ramsar logo appears on these to raise visibility of the Convention with online students</li> </ul>	<ul style="list-style-type: none"> <li>• RRI, Site managers, NFP</li> </ul>	<ul style="list-style-type: none"> <li>• Standards on governance (including Administrative and financial manual; capacity development plan; resource mobilisation plan) of regional centres are developed</li> <li>• 4 Ramsar Regional Centres using training material</li> <li>• 4 MOOCs developed</li> </ul>
4.5 Partnerships with tertiary education institutions and other relevant organisations are developed to support the production and delivery of wetland management training and capacity building materials and programmes	<ul style="list-style-type: none"> <li>• Develop network of universities and other institutions to support the development of training material</li> </ul>	<ul style="list-style-type: none"> <li>• Universities, UN agencies, IOPs, CEPA, capacity building network</li> </ul>	<ul style="list-style-type: none"> <li>• 5 tertiary education institutions working together with Secretariat and developing shared materials</li> </ul>

**Goal 5: Develop and support mechanisms to ensure multi-stakeholder participation in wetland management**

Supports Goal 2 of the fourth Strategic Plan

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p>5.5 Relationships with the private sector are sought and developed, including non-traditional sectors and those sectors whose activities have a major impact on wise use of wetlands</p>	<ul style="list-style-type: none"> <li>• Further developing existing co-operation with Danone Evian and Star Alliance and exploring broader partnerships                             <ul style="list-style-type: none"> <li>○ Ensure that the CEPA content is an integral part of private sector partnerships</li> </ul> </li> <li>• RAMS (target 3.2 activities)</li> </ul>	<ul style="list-style-type: none"> <li>• The private sector audience needs to be defined</li> </ul>	<ul style="list-style-type: none"> <li>• MOU 2017-2021 negotiated with Danone and annual Danone work plan and budget approved, work plan fully implemented</li> <li>• Number of MoU with private sector, business sector increase by 20%</li> <li>• 4 Ramsar experts supported to attend RAMS and meeting on wetlands with increased Star Alliance help</li> </ul>

**Goal 6: Implement programmes, projects and campaigns targeting diverse sectors of society to increase awareness, appreciation and understanding of wetlands and the ecosystem services they provide**

Supports Goal 3 of the fourth Strategic Plan 2016-2024

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
6.1 Wide-reaching programmes, projects and campaigns, including World Wetlands Day, undertaken with diverse partners to raise awareness, build community support, and promote stewardship approaches and attitudes towards wetlands, in particular through the use of social media.	<ul style="list-style-type: none"> <li>Build on WWD activities, incorporating learnings from the Parties<sup>6</sup>, stakeholders and activity reports. Working with Star Alliance, target specific airline carriers to more deeply engage with the event.</li> <li>Develop Template for planning communications activities for COP13.</li> </ul>	<ul style="list-style-type: none"> <li>AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>6 programmes, projects and campaigns organized</li> <li>1 campaign for COP13</li> </ul>
6.2 Awareness enhanced on the monetary and economic values of wetlands and their ecosystem services to improve understanding of the benefits which wetlands provide.	<ul style="list-style-type: none"> <li>A Factsheet on the economic values of wetlands to be produced<sup>7</sup></li> <li>Develop Natural Solutions factsheets targeted at each of the different sectors including : water, energy, agriculture, urban development, infrastructure, tourism, aquaculture etc. as set out in the Ramsar Strategic Plan</li> </ul>	<ul style="list-style-type: none"> <li>AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>Factsheet produced on the monetary value of wetlands</li> <li>3 factsheets developed on Natural Solutions</li> </ul>
6.3 Photo libraries, promotional videos and other similar tools developed and/or maintained to support awareness raising and appreciation of wetlands and their ecosystem services	<ul style="list-style-type: none"> <li>Create a WWD2016 photo gallery on the website</li> <li>Create a video section on the website providing an easy access to all the videos produced by the Convention</li> </ul>	<ul style="list-style-type: none"> <li>AA, NFP, Site Managers and other Ramsar implementers, media, general public RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>500 photos uploaded and tagged, gallery promoted on social media by 2016</li> <li>Video section on the website created by 2016</li> <li>Awareness of the resources available and their use (website statistics) – 5,000 pageviews per month</li> </ul>

<sup>6</sup> Seek reports and evaluations from CEPA NFPs on initiatives and effectiveness

<sup>7</sup> Alongside target 9.1, the development of the Ramsar Factsheet series is targeted at a broad diverse audience as a means of raising awareness on wetland values.

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p>6.4 Collaboration with the media, including social media, carried out to promote the conservation and wise use of wetlands and recognition of their ecosystem services to decision-makers, key wetland users and the broad public.</p>	<ul style="list-style-type: none"> <li>• Media: develop the Convention’s media outreach</li> <li>• Conduct press briefings and conferences as appropriate including the following: World Wetlands Day, State of Wetlands release, Annual showcase of Ramsar sites, Partnership with Danone and others, etc.</li> <li>• Prepare frequent news releases</li> <li>• Utilising RAMs and Demonstration Sites (target 3.4) as means of capturing media attention</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> </ul>	<ul style="list-style-type: none"> <li>• Media pack developed and translated into the 3 working languages of the Convention and if funding is available, other UN languages where possible. Disseminated to NFP and CEPA contacts (website, Ramsar Forum, Ramsar Exchange, CEPA List)</li> <li>• 150 news stories produced and published on the website</li> </ul>

**Goal 7: Recognize and support the role of wetland centres and other environmental centres as catalysts and key actors for activities that promote Ramsar objectives**

Supports Goal 3 of the fourth Strategic Plan 2-16-2024

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p><b>Target 7.5</b> A comprehensive database of wetland education centres set up, to be managed through the WLI network. Contracting parties to be encouraged to provide information on wetlands centres as part of their national reporting</p>	<ul style="list-style-type: none"> <li>Collaborate with WLI on updates</li> <li>Work with all Parties to gather latest information about wetland education centres already launched, in the construction phase, or in the planning phase</li> </ul>	<ul style="list-style-type: none"> <li>AA, NFP, Site Managers and other Ramsar implementers, CEPA, media, general public ex: RRI,IOPs</li> </ul>	<ul style="list-style-type: none"> <li>Database of wetlands education centres developed in conjunction with WLI</li> <li>5 new wetland education centres added to database</li> <li>The Clearing-House Mechanism (CHM) for the Ramsar Convention is initiated</li> </ul>
	<ul style="list-style-type: none"> <li>Review and improve questions in the National Report in line with goal 7</li> </ul>		<ul style="list-style-type: none"> <li>Questions in the National Report reviewed and improved to indicate wetlands centres and other environmental centres as catalysts for Ramsar activities</li> </ul>

**Goal 8: Support the development and distribution of education materials that build awareness of ecosystem values and services and the value of wetlands for use in formal education settings, at Ramsar sites and by all Ramsar actors**

Supports Goal 3 of the fourth Strategic Plan

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p>8.1 Wetland education materials that build awareness of the values of wetlands and their ecosystem services developed, promoted and distributed among relevant target audiences</p> <p>8.4 Key messages about wetlands and their ecosystem services regularly reviewed through dialogue and feedback with all Ramsar actors</p>	<ul style="list-style-type: none"> <li>• Assess current activities taking place to promote the Convention</li> <li>• Identify key organizations working on wetland issues around the world</li> <li>• Website home page items to focus on:               <ul style="list-style-type: none"> <li>○ Wetlands and their services and benefits to humanity</li> <li>○ Wetlands loss and the urgency to tackle loss and degradation</li> <li>○ Best practices and case studies of successful policies for the wise use of wetlands</li> <li>○ Best practices and exchange of experiences of wise use in wetlands</li> <li>○ What can I do to take action on wetlands?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• General public, key organizations working on wetlands issues, youth, media</li> </ul>	<ul style="list-style-type: none"> <li>• A wetland education materials including teaching resource kit, education kit, interactive websites, information resources, YouTube videos is operational (link to target 4.2)</li> <li>• 5 wetland education materials for 5 different audiences promoted and distributed globally</li> <li>• 50 website news stories incorporating these messages published each year</li> <li>• Factsheets with key messages promoted on social media</li> </ul>

**Goal 9: Ensure that the guidance and information provided by the STRP is developed in line with adopted Resolution XII.5<sup>8</sup> and in close collaboration with the CEPA programme and dissemination to the identified target audiences is ensured through the most effective communications channels**

Supports Goals 1 and 4 of the fourth Strategic Plan 2016-2024

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p>9.1 A series of information fact sheets developed based on identified and agreed large scale questions as key awareness raising outreach tools</p>	<ul style="list-style-type: none"> <li>• Factsheet series launched and in place<sup>11</sup></li> <li>• PowerPoint versions of all Ramsar Fact Sheets produced, possibly by combining multiple topics into one presentation for use as additional training tools.<sup>12</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Policymakers and practitioners</li> </ul>	<ul style="list-style-type: none"> <li>• 8 new factsheets produced</li> <li>• 12 PowerPoint presentations produced</li> </ul>
<p>9.2 The Ramsar Briefing Notes<sup>9</sup> and Ramsar Technical Reports developed into policy briefs with recommendations targeting policy makers</p> <p>Ramsar Briefing Notes [, Policy Briefs], and Technical Reports developed into practical materials targeted at wetland practitioners ensuring consistency and Ramsar branding</p>	<ul style="list-style-type: none"> <li>• Working STRP author guidelines have been developed and are in use</li> <li>• Policy Briefs template has been developed and Policy Briefs will be produced by the Secretariat to target policy makers</li> <li>• Media plan for release of STRP publications, and materials, and activities including updates about STRP outputs and meetings</li> <li>• Program periodic STRP webinars</li> <li>• Work with STRP to Identify the needs of potential audiences and thematic priorities in different countries or regions to suggest to the Parties for their consideration</li> <li>• Work with STRP to: monitor that the development of guidance reflects national needs and regional approaches, and that SRAs and STRP NFPs are engaged</li> </ul>	<ul style="list-style-type: none"> <li>• AA, NFP, Site Managers and other Ramsar implementers, CEPA, RRI,IOPs, STRP</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Policy Briefs, targeting policymakers produced and disseminated</li> <li>• 10 Policy Briefs, targeting practitioners produced and disseminated</li> <li>• 5 STRP webinars held each year</li>   <li>• 5 STRP NFPs engaged each year in producing guidance material</li> </ul>

<sup>8</sup> Resolution XII.5, ¶16, requests the Secretariat to:

<sup>9</sup> Short BNs for policy makers likely to be useful – proposed titles need to be identified.



Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
<p>9.3 The content of Ramsar Handbooks reconfigured as training resource materials that summarise wise use site management and effective policy making<sup>10</sup></p>	<ul style="list-style-type: none"> <li>• Ensure STRP materials that are developed for target audiences are clear and readable, and focus on the two types of guidance identified in Res. XII.5 (science-based scientific guidance and science-based technical guidance)</li> <li>• Publish and disseminate the guidance, materials and products of the STRP, ensuring that policy-makers and other identified audiences have timely and accessible clear guidance they need on identified priority issues while monitoring the use and application of the guidance.</li> <li>• Work with STRP to build up a network of wetland practitioners and users, and the Secretariat will maintain regular contact with them.</li> <li>• Monitoring and reporting mechanisms for use and adoption of STRP products that are disseminated including online metrics for Secretariat social media and website channels and report findings periodically to STRP</li> </ul>		<ul style="list-style-type: none"> <li>• 10 Ramsar Handbooks with contents reconfigured as training resource materials</li> <li>• Network of wetland practitioners, users and scientists created</li>   <li>• 11 STRP priority products disseminated and findings shared on social media channels and press releases</li> </ul>

<sup>11</sup> See: <http://www.ramsar.org/resources/ramsar-fact-sheets>.

<sup>12</sup> They would be produced within the Ramsar brand guidelines to ensure consistency.

<sup>10</sup> The Ramsar Handbook Series was developed as a major outreach product of the Convention and the Secretariat is required to update the books following each COP. The Secretariat has been working closely with the STRP to maximise the effectiveness of each handbook, potentially reviewing the existing titles to see if more efficient groupings exist.

Target (as indicated in Resolution XII.9)	Activities	Target Audience(s)	Indicator / Outcomes (by 2018 unless otherwise indicated)
9.4 The current STRP website integrated Into the Ramsar website	<ul style="list-style-type: none"> <li>Promote STRP activities, including meetings and outputs, through press releases</li> </ul>		
	<ul style="list-style-type: none"> <li>STRP website integrated into the main Ramsar Site</li> <li>STRP workspace maintained and administered</li> <li>STRP pages added responding to needs of its users (a sub-page for STRP NFPs added and STRP outputs highlighted through an STRP resources sub-page).</li> </ul>		<ul style="list-style-type: none"> <li>Current STRP website integrated in the Ramsar website by 2016</li> <li>The STRP workspace integrated by 2016</li> <li>The Login to the Working Space to be sent to 300 contacts by 2016</li> </ul>