



## 12<sup>th</sup> Meeting of the Conference of the Parties to the Convention on Wetlands (Ramsar, Iran, 1971)

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### Report on the implementation of the Convention's CEPA Programme 2009-2015

#### Introduction

1. A 'Communication, Education, and Public Awareness' (CEPA) Programme was first adopted in 1999 at the 7<sup>th</sup> meeting of the Conference of the Contracting Parties (COP7) through Resolution VII.9, and then superseded by Resolution VIII.31 at COP8. The Parties adopted the current CEPA Programme 2009-2015 through Resolution X.8 at COP10 in 2008. This provided a six-year programme of work that recognizes the importance of communication, education, participation and awareness as central and cross-cutting elements for implementing the Ramsar Convention.
2. This overview of the implementation of the Programme covers the period from the closing of COP 11 on 13 July 2012 until 1 March 2015. It is based partly on the 131 completed COP12 National Reports submitted to the Secretariat by mid-October 2014. It includes the key CEPA indicators under Strategy 4.1 on supporting and assisting the implementation of the CEPA Programme, but also makes reference to other relevant indicators, reflecting CEPA as a cross-cutting area of work within the Convention.
3. The Programme identifies other 'responsible bodies and collaborative partners' as implementers, and this report also reflects upon key elements of CEPA implementation by such bodies, including the Secretariat, the CEPA Oversight Panel, and the Ramsar Regional Centres endorsed by the Convention as Ramsar Regional Initiatives.

#### Main achievements since COP 11

4. In identifying the most successful aspects of implementation during the triennium in Section B of their National Reports, Parties often produced long and detailed lists. Some repeated highlights included:
  - celebrating World Wetlands Day and supporting this event with activities at national and local levels;
  - incorporating CEPA expertise and tools into river basin planning and management;
  - setting up practitioner networks, including twinning arrangements at national and international levels, for knowledge sharing and training;
  - activities by the Ramsar Regional Centres (RRCs) in Central and West Asia (I.R. Iran), East Asia (R.O.Korea), East Africa (Uganda), and the RRC for Training and Research in the Western Hemisphere (Panama);
  - encouraging greater involvement of national governments, municipalities, local communities, indigenous people, and NGOs in site designation and management; and

- actions within the context of Regional initiatives such as the East Asian – Australasian Flyway Partnership, the Mediterranean Wetlands Initiative, and the Caribbean Wetlands Regional Initiative
5. The Secretariat's contribution to CEPA implementation has continued over the three-year period. In particular, World Wetlands Day activities grew year on year, and for 2015, a new approach for the day was adopted, specifically targeting the youth audience as transmitters to a wider public. This saw the Secretariat create a dedicated multi-lingual WWD website ([www.worldwetlandsday.org](http://www.worldwetlandsday.org)) and a wetlands photo contest that attracted over 2,200 entries from 80 countries. The campaign was supported enthusiastically by Parties and IOPs, and was accompanied by a greatly increased use of social media: Facebook, YouTube, the Ramsar twitter account and a new Instagram account.

### **Priorities for the next triennium and formulation of CEPA programme for 2016-21**

6. A range of key CEPA priorities for future implementation were identified by the Parties in the National Reports. A number of Parties asked the Secretariat to establish capacity development mechanisms, such as international workshops, experience sharing, exchange visits and training, especially on the governance and sustainable management of wetlands for wetland site managers. Other frequently mentioned CEPA priorities included:
- creating greater awareness about wetland values and ecosystem services
  - better integration of local communities and stakeholders into wetland conservation and management efforts
  - increased cooperation with implementing partner organizations
7. In line with these priorities, a new CEPA Programme for 2016-21 entitled 'The Wetlands and People Programme' was drafted for consideration by the Parties at COP12 (Draft Resolution XII.9). The Programme defines as concepts underpinning the CEPA acronym 'communication, capacity development, education, participation and awareness' to reflect more broadly the areas that the CEPA Programme is intended to cover.
8. It outlines nine CEPA strategies and 42 underlying strategic objectives for mobilizing people to take action for wetlands. Notable is the addition of the ninth strategy, which is to 'ensure that the guidance and information provided by the STRP is developed in close collaboration with the CEPA programme and dissemination is ensured to the identified target audiences through the most effective communications channels'. This is a direct response to previous calls for a better alignment between STRP and CEPA processes by the Secretariat and the Parties.

### **CEPA Programme implementation since COP11**

#### **The CEPA Oversight Panel**

9. Through Resolution IX.18 (2005) and Standing Committee Decision SC34-12 (2006), the Parties established a CEPA Oversight Panel to monitor and report on the Implementation of the CEPA Programme. The Panel operates largely through e-mail but has met twice during the triennium and will meet again during COP12. The Panel has also reported to Standing Committee meetings 44, 45, 46, 47 and 48 on delivery of the Panel's work plan. All of the Panel's meeting reports are available at [www.ramsar.org/activity/the-cepa-oversight-panel](http://www.ramsar.org/activity/the-cepa-oversight-panel).

10. During this triennium, the Panel completed certain tasks and will continue with some unfinished tasks into the next triennium, as follows:
- The Panel advised the Secretariat on the CEPA indicators for the draft National Reporting Form for COP12 that aim to assess the implementation of the CEPA component of the Strategic Plan.
  - It met with the four Ramsar Regional Centres to discuss their capacity building challenges and needs and agreed together with the Centres a list of key training materials that can be readily translated for broad use.
  - It met the STRP to discuss strategies to improve and support capacity building at the national and local level. The panels agreed to cooperate and work to develop a set of common guiding principles.
  - It reviewed the understanding of the CEPA terms and definitions, concluding that there was some common understanding, but also major differences which called for a revision of the terms to reflect the breadth of the programme. The Panel proposed a new name – the Wetlands and People Programme – to replace the CEPA Programme following agreement that ‘CEPA’ was not well understood outside the Ramsar Community.
  - It discussed and identified priorities for the new Programme for the next triennium, all of which have been included in the COP12 documents.
11. The CEPA Panel made progress but did not conclude on the review of two resolutions relevant to participation in management (Resolutions VII.8 on Guidelines for establishing and strengthening local communities and indigenous people’s participation in the management of wetlands and VIII.36 On participatory Environment Management (PEM) as a tool for management and wise use of wetlands) to advise on the need for consolidation and updating of this guidance. Work on advising on the future of these two resolutions will continue into the next triennium.

#### **Increasing CEPA expertise in the Convention’s scientific and technical guidance**

12. Resolution XI.16 on ensuring efficient delivery of scientific and technical advice and support to the Convention mandated ‘ensuring efficient delivery of scientific and technical advice and support to the Convention,’ and during the course of the triennium, a Review of Ramsar Scientific and Technical Guidance was commissioned, consisting of a final summary report and four specific analyses:
- Review of existing Ramsar scientific and technical guidance and processes, their utility, use, application and conversion into practical tools
  - Review of the ROLES of Ramsar bodies and processes providing scientific support and delivery
  - Review of scientific guidance and tools in other Multilateral Environmental Agreements and lessons learnt for Ramsar
  - Best practices and lessons learned on the provisioning of scientific and technical guidance: perspectives from international organisations and NGOs
13. The consultant’s findings and recommendations have been incorporated into Draft Resolution XII.5 which outlines a new modus operandi for the STRP, including:

- Focussing guidance specifically on policy-makers and on wetland practitioners; and
- Fostering closer cooperation between CEPA and the STRP (while the new CEPA Programme adds Strategy 9 with this end in mind).

### **Regional CEPA activities**

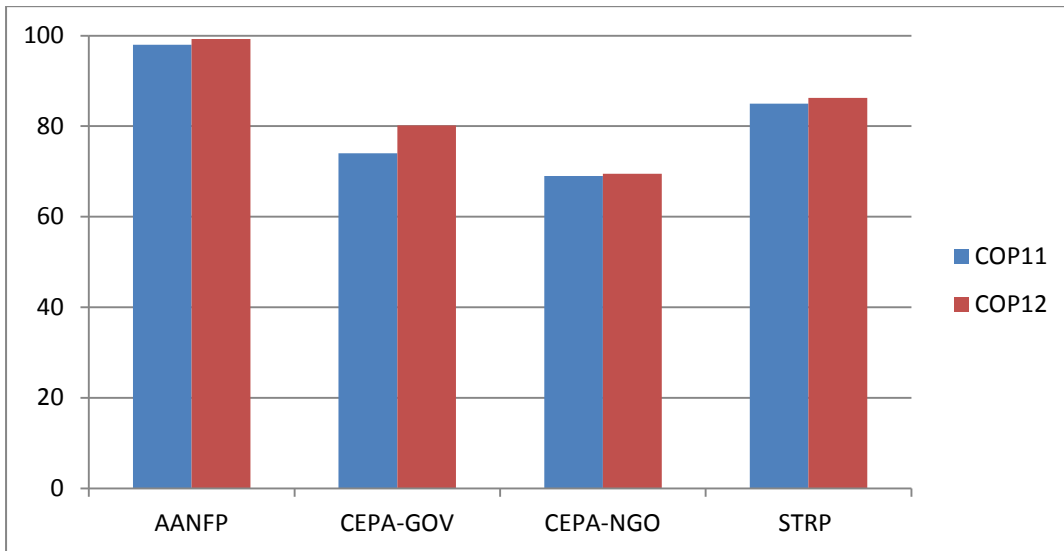
14. Examples of regional CEPA activities and basin-level CEPA initiatives include:
- The Africa Workshop on Mainstreaming the values of Water and Wetlands into Decision-Making for Africa (November 2013), Kampala, Uganda, based on the TEEB for Water and Wetlands Report and organized by UNESCO–IHE, Institute for Water and Education, Ramsar Centre for East Africa (RAMCEA), UNEP-TEEB Office.
  - The International Forum 'Wetlands: Wise Use, Smart Plans' was held in Kigali, Rwanda, organized in partnership with the Government of Rwanda, UNESCO-IHE .
  - The Asia Workshop on mainstreaming the values of water and Wetlands into decision-making 31 (August 2013), Bali Indonesia, based on the TEEB for Water and Wetlands Report, and organized by the UNEP-TEEB Office.
  - Provision by Japan of international training at the Biwa-ko (2012) and Kushiro Ramsar Sites (2012, 2013).
  - The second CEPA planning workshop was held in Finland 4-6 September 2012 for CEPA Focal Points of the NorBalWet Ramsar Regional Initiative, funded largely by the Nordic Council of Ministers.
  - Lebanon has a project to develop an Arabic language wetland training programme for the MedWetCoast.
15. Activities to share knowledge on wetland information and expertise included:
- Five twinning agreements between Ramsar Sites in Japan and Australia;
  - A network between Iran and Pakistan;
  - A project for the 'Sustainable Use and Protection of Peatlands' in Indonesia, Malaysia, Viet Nam and the Philippines;
  - The Coral Triangle Initiative including Indonesia, Malaysia, Papua New Guinea, Solomon Islands, the Philippines and Timor-Leste
  - The University Network for Wetland Research and Training of Mekong Region in Thailand
  - The International Network for Water and Ecosystem in Paddy Fields in Thailand
  - Under the bilateral agreement between Colombia and Ecuador activities are focused in the Mira and Santiago Cayapas Mataje watersheds.
  - Chile and Mexico have a bilateral agreement to exchange experiences and Ramsar Site information.

### **Implementation reported in National Reports**

#### **Mechanisms for ensuring capacity for CEPA activities**

16. The Convention has identified the Parties' key contacts at the national level as the Administrative Authority's National Focal Point (NFP), CEPA NFPs (Government and NGO), and STRP NFP. Their roles have been well articulated, documented, and shared with Parties, and they are vital as contacts for interactions between the Secretariat and each Party as well as within and between Parties.
17. Figure 1 below shows the percentage of the various Focal Points who are in place globally. The results remain similar to COP11, but with a slight improvement of CEPA Government

designations which increased from 74% to 80%. However, overall, the CEPA designations continue to lag behind the STRP and NFP designations, perhaps reflecting both the Convention’s focus on scientific and technical issues and the related expertise with the Administrative Authorities (AAs).



**Figure 1: Percentage of parties with National Focal Points in place**

18. Multiple role-sharing – where individuals hold more than one NFP role – continues at similar levels as reported for COP11. For 15 Parties, the CEPA Government NFP is also either the AA NFP or STRP NFP. This multiple role-sharing may compromise the amount of time available to implement CEPA activities.
19. Indicator 4.1.6 assesses whether Parties have an operational National Ramsar/ Wetland Committee in place. This is the primary mechanism by which CEPA NFPs might mainstream CEPA guidance and be informed of issues requiring CEPA actions. From the analysis of the National Reports, 63% of Parties responded that they have such committees in place, a slight improvement from the 54% reported for COP11.
20. Apart from National Ramsar Committees there are other means of effective information sharing and cross-sectoral planning mechanisms. Indicator 4.1.7 investigated whether mechanisms are in place to share Ramsar implementation guidelines and other information between the Ramsar Administrative Authority and a) site managers, b) other MEAs, and c) relevant ministries, departments and agencies. These results are summarized in Table 1 below.

	COP12 Yes	COP11 Yes	COP12 No	COP11 No
a) Site managers	55%	56%	19%	22%
b) Other MEA Focal points	44%	45%	19%	21%
c) Relevant ministries, departments and agencies	48%	54%	17%	13%

**Table 1: Are other communication mechanisms apart from National Wetland Committees in place to share Ramsar implementation guidelines between the Ramsar Administrative Authority and stakeholders?**

21. Ramsar Site managers need regular updates from their national Administrative Authority on Ramsar guidance materials with particular reference to site management. Responses on Indicator 4.1.7.a showed that 55 % of parties reported the existence of such communications mechanisms, similar to the 56% reported for COP11. 19% of parties reported that no communication mechanism existed, an improvement compared to the 31% which reported this for COP11.
22. Indicator 4.1.7.c questions if there are communication mechanisms in place for sharing information on Ramsar implementation with relevant ministries, departments. The existence of this mechanism shows whether national structures for managing wetlands or more broadly biodiversity conservation already exist within a country and therefore a specific Ramsar mechanism may be unnecessary or simply impractical. 48% of parties reported having such a mechanism in place, slightly less than the 54% reported for COP11.
23. Of most concern, however, are those countries that have neither mechanism in place: no National Ramsar Committee and no other communication mechanism that functions across ministries, departments and agencies. The analysis of this shows that on average 19% of Parties submitting National Reports have neither mechanism.

#### **Plans and section plans for wetland CEPA**

24. Indicator 4.1.1 in the COP12 National Reports asks Parties to report whether they have an action plan(s) for Wetland CEPA established at national, subnational, catchment and local/site level. 27% of parties reported having a plan at national level and 16 % at subnational level. At the catchment level 15% reported having plans, while 37% stated they had a plan at the local/site level. Overall these figures are an improvement and show progress compared to the figures reported for COP11. At site level it is worth mentioning that the major CEPA work was carried out by wetland centres at the sites.
25. An example of basin-level CEPA initiatives is in China, the Yangtze River Water Resources Commission is building public understanding of watershed governance and planning by preparing a mid- and long-term environmental education plans for the Yangtze River, organizing the Yangtze River Conservation Forum, and establishing the Yangtze River Media Award.
26. Examples of site level CEPA activities include:
  - Developing local and site volunteer groups, and developing a CEPA kit for the Lower Kinabatangan – Segama Wetlands Ramsar Site in Malaysia; and
  - Wetland manager workshops and training in Lao PDR, Lebanon, Thailand, the UAE, and Viet Nam.
27. Many Parties in East and South-east Asia mentioned that training opportunities for site managers have been provided by the Ramsar Regional Centre. In Japan, the Hokkaido Ramsar Network of Site managers held lectures, workshops and excursions as wetland site manager trainings on the occasion of its annual general meeting. In Kazakhstan, five training courses were organized for site staff as part of the routine procedure of qualification improvement for protected area staff in general management and conservation questions. National level training was also provided in Thailand.

#### **Establishing wetland education centres at Ramsar Sites and other wetlands**

28. The CEPA Programme places some importance on wetland centres and encourages Parties to support the role of wetland centres as catalysts and key actors for CEPA activities that support Ramsar objectives. It also suggests that Parties should encourage their development as key places for learning and training about wetlands and wetland related CEPA and to support their participation in Wetland Link International.
29. The Wetland Link International network of wetland centres is a support network for wetland education centres within the Wetlands & Wildfowl Trust (WWT) based in the UK. A Memorandum of Cooperation between the Ramsar Secretariat and the WLI network was signed in 2005 to reinforce the working relationship, and this was extended in 2011 by an MOC with WWT reflecting a broader relationship on wetland conservation including through WLI. The collaboration with WWT represents an important platform for capacity building and the network continued to grow since COP11. An overview of the activities undertaken can be viewed at [wli.wwt.org.uk](http://wli.wwt.org.uk).
30. Indicator 4.1.2 looked at numbers of wetlands centres that have been established at Ramsar Sites and other wetlands, and it is evident from the textual answers that some Parties reported only on centres at Ramsar Sites, while others reported more broadly on centres at all wetlands, making a common overview difficult. In addition a few Parties reported the existence of many centres in the text field but without providing any numerical data.
31. A significant number of Parties reported in the text fields that many centres are located at National Parks and that while some of these are Ramsar Sites the centres are built and maintained by the National Park system. There remains a challenge for Parties and CEPA National Focal Points in particular to support and encourage centres to produce relevant materials and activities supporting wetland wise use, delivering key wetland messages relevant to visitors, and making the Ramsar brand better known.
32. In China, Ramsar Sites are expected to establish an education centre as indicated in their master plan or management planning. In the country's 12<sup>th</sup> Five-Year Plan for 'Implementing National Wetland Conservation Programme (2011-2015)', wetland education centres will be established or upgraded at ten wetland sites. Apart from government sponsored centres, NGOs have also established centres at some wetlands and Ramsar Sites.

#### **Public participation in wetland decision-making**

33. The importance of participation as a process in many matters related to implementing the Convention is explicitly reflected in the acronym CEPA. Globally, 75% of Parties responded that they had promoted participation in wetland planning and management, but with Asia significantly lower at 43% and the Americas rather higher than the average at 84%. A significant 20% of Parties globally responded 'partly' to this question. This is indeed a largely positive response, although some caution has to be exercised since 'participation' can be interpreted rather broadly.
34. Indicator 4.1.3b inquired whether Parties specifically involve local stakeholders in the selection of new Ramsar Sites and in Ramsar Site management. 54% replied in the affirmative and a further 21% noted 'partly'. Examples of participative management include:
  - In Australia, the management planning process for the preparation of national park management plans involved a formal public comment period as well as consultation with key stakeholders and local communities.

- In New Zealand, local stakeholder involvement is one of the criteria for selection of new Ramsar Sites.

### **Assessing national and local training needs and the opportunities for wetland site manager training**

35. Training and capacity building are an integral part of successful wetland management, and Parties frequently cite the need for training and capacity building in their reports. The current CEPA Programme identifies the need for countries to review the needs and capacities for CEPA and identify the training and capacity-building priorities, and also to consider national and local training needs at a broader level.
36. The National Reports investigated whether Parties had carried out an assessment of national and local training needs for implementing the Convention (Indicator 4.1.4). The results show that 20% of Parties have done so, while 47% of Parties responded 'No'. More effort is needed to investigate training needs in order to facilitate the development of appropriate training opportunities.
37. Indicator 4.1.5 shows how many training opportunities for wetland site managers have been provided either at a Ramsar Sites or other wetland sites. Globally parties reported more training opportunities taking place at Ramsar Sites than at other wetland sites in general. The text responses indicated a similar mixture of approaches with single training events, regular events at the national and local level, and collaborative training events with neighbouring countries. Many Parties note training events are often not specifically focused on Ramsar but are more wide-scale training events for managers of national parks and/or protected areas.
38. During this triennium, the Convention has continued to benefit from the four Ramsar Regional Centres (RRCs), located in Panama for the Americas, Uganda for East Africa, and I.R. Iran and the Republic of Korea for Central & West Asia and East Asia respectively. These centres are frequently mentioned in the text responses regarding training and capacity building in the National Reports.
39. It should also be recorded that the Convention benefits from the diverse wetland training activities carried out by Ramsar's five International Organization Partners, many of them associated with ongoing wetland management projects and programmes.

### **Celebrating World Wetlands Day**

40. World Wetlands Day is the single most important awareness-raising event for the Convention, and the Secretariat-produced publications and electronic support for this event are kindly funded by the Danone-Evian Fund for Water. Parties have enthusiastically embraced World Wetlands Day (Indicator 4.1.8) during the observed timeframe; with 89% Parties reporting that they have carried out WWD activities since COP11. Analyses of WWD by Futerra (2013) and Artemis Services (2009) both highlighted the need to define the purpose and target audience of World Wetlands Day more precisely. They also recommended shifting towards electronic media, and defining how to trigger change.
41. For 2015 the WWD audience was narrowed to youth aged 15-24, focussing on this tech-savvy and idealistic group who act as transmitters to their families and the wider population. In parallel, a WWD website ([www.worldwetlandsday.org](http://www.worldwetlandsday.org)) was established to serve as the global focal point for the day. A wetlands photo contest was held to encourage youth to encounter



wetlands for themselves, drawing more than 2200 entries from 80 countries. A library of materials for teachers and organizers was made available to download.

42. This triennium witnessed an increase in the breadth and depth of events, once again underscoring that Parties see this campaign day as a valuable tool for raising awareness of wetland issues. The frequent mentions of WWD in the textual answers in the National Reports are a further indicator of this. The Convention’s website annually records the reports that are received for WWD. The totals reported below are an underestimate, since many other activities take place but go unreported.

**Table 2: World Wetlands Day indicators**

	<b>2013</b>	<b>2014</b>	<b>2015</b>
Number of reported WWD activities	904	820	under compilation
Number of participating countries	48	77	under compilation
Number of WWD material downloads	N/A	N/A	113,464

43. During this triennium the Secretariat made specific efforts to develop WWD themes and messaging in coordination with other major partners, and echoing wider international issues:
- In 2013 the Secretariat collaborated with UNESCO for the UN International Year of Water Cooperation, with the corresponding WWD theme of ‘Wetlands Take Care of Water.’
  - In 2014, to commemorate the International Year of Family Farming, the Secretariat cooperated with the International Water Management Institute and the Food and Agriculture Organization of the UN to underscore the theme of ‘Wetlands and Agriculture: Partners for Growth.’
  - For 2015, the theme ‘Wetlands for Our Future’ was adopted in conjunction with the theme for COP12. This year also brought a major shift in the mechanics of the day, outlined in more detail below.
44. Over the triennium 89% Parties have adapted WWD materials for local use. Many other activities over the course of the triennium are worthy of mention. Here is a selection that exemplifies the breadth of WWD activities:
- The highly-evolved WWD system in France yielded some 481 WWD activities in 2014 alone, ranging from school field trips to informational events.
  - In 2013, Estonia supported WWD with range of events. Representatives of its Environmental Board, State Forest Management Centre, the Estonian University of Life Sciences and local nature guides teamed up to give educational tours at multiple locations including the Silma Nature Reserve, the Soomaa National Park and Käina Bay in Hiiumaa.
  - The 2014 WWD materials on agriculture and wetlands were adapted and translated by a wide range of countries including China, Colombia, France, Grenada, Greece, India, Iran, Iraq, Japan, Lao PDR, Madagascar, Myanmar and Spain.
  - Bangladesh echoed the 2013 WWD water theme with posters produced by Wetland Biodiversity Rehabilitation Project (WBRP) and by the World Peace Mission in Dhaka.

- The Australian Government published the 22<sup>nd</sup> issue of the publication, Wetlands Australia with the theme Wetlands and Water Management to support WWD 2013.
- China’s Office of Wetland Conservation and Management at the State Forestry Administration, the Institute of Wetland Research at the Chinese Academy of Forestry, and the Hong Kong Wetland Park all got behind WWD 2013 with a range of posters and adapted leaflets.
- In 2015, the Ramsar Secretary General was invited to attend WWD celebrations in Uganda organized by the Ministry of Environment of Uganda, the Ramsar Centre for Eastern Africa at Lutembe Bay Site on the shores of Lake Victoria. The event was attended by over 500 people that included local communities, youth, media and wetland site managers and practitioners.

45. In future, the proposed strategy is to use World Wetlands Day to underline the Ramsar brand message that wetlands are the source of sustainable development. Within that framework, the Secretariat’s intention is to coordinate specific topical themes with other major international organizations relating to major annual initiatives, and to reach agreement on a coordinated calendar for international awareness days to minimize competition and duplication.

**Using campaigns, programmes, and projects to raise awareness of the importance of wetlands to people and wildlife and the ecosystem benefits/services provided by wetlands**

46. Responses to Indicator 4.1.9 suggest an increase in positive responses and an impressive diversity of activities across all regions to raise awareness about wetlands. For all regions the proportion of Parties responding positively to this indicator has increased from 82% at COP11 to 89 % at the global level for COP12, with responses evenly distributed by region. The percentage of negative responses has remained stable at 13%. In the text fields for this indicator, countries noted making use of other international days to raise awareness of wetland issues.
47. Recognizing the critical lack of public awareness about the ecosystem services and benefits that wetlands offer, the Secretariat has made major strides during the triennium in its role as a central exchange for Ramsar Convention communications, with a range of recent enhancements:
- A completely redesigned website ( [www.ramsar.org](http://www.ramsar.org) ) came online in late 2014; this site will be enhanced with improved search and document archiving capabilities
  - An overhauled and more user-friendly version of the Ramsar Sites Information Service (<https://rsis.ramsar.org>) launched in mid-2014. This enables Parties to update Site information more easily, and for the public to view detailed information for each Ramsar Site.
  - A widely expanded use of social media, particularly on the back of World Wetlands Day 2015, as shown in Table 3.

**Table 3: Social media reach, 2013-2015**

	<b>2013</b>	<b>2014</b>	<b>2015 ( to March 1)</b>
Facebook Likes	100,711	142,123	143,873
Twitter Followers	823	3,097	3,851
You Tube views	236	390	453
Instagram	N/A	N/A	84

48. The social media platforms as the figures above indicate continue to grow each year. These platforms as has previously been reported are an ideal channel to engage directly with a more youthful and increasingly digitally connected audience. The growing power and utility of social media is evident from the over 2,200 entries from 80 countries into the WWD 2015 Youth Photo contest which was primarily promoted on social media. These channels offer an opportunity to inform, educate and engage with a larger audience and they highly complement already established traditional channels.
49. The Secretariat continues to maintain a broad range of e-lists to facilitate communication and information sharing within the Convention and with the public:
- Ramsar Wetlands Forum: an open, unmoderated list for news, views and queries on any wetland issue.
  - Ramsar Exchange (three separate lists in English, French and Spanish): closed lists for Heads of the Administrative Authorities and the National Focal Point, with announcements of all new Ramsar Sites and Parties, Standing Committee reports, etc.
  - CEPA e-lists (in English, French and Spanish): open, unmoderated lists that include all the designated CEPA Focal Points as well as many others interested in wetland CEPA.
50. The Secretariat issued a range of publications during the triennium:
- The Economics of Ecosystems and Biodiversity (TEEB)for Water and Wetlands Report (2013)
  - World Wetlands Day materials were prepared and dispatched in 2013 and 2014 to over 4,000 contacts including Parties, NGOs, schools, site managers, and other institutions. For 2015, this shifted to purely electronic distribution.
  - Four STRP newsletters were issued between June 2012 and mid-2013.
51. A revised Communications-CEPA plan for the Ramsar Secretariat is being provided as an information document to COP12. It lays out a full set of proposed CEPA measures for the coming triennium which:
- support Ramsar Strategic Plan 4 and its goals;
  - align with the 9 CEPA Strategies and 42 strategic objectives;
  - follow clearly-defined messaging based on the above; and
  - specify wetland practitioners and policy-makers as the primary target audiences