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WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

Grégoire MACQUERON
CEPA NGO Focal Point, France



What was your key message?

Facts, opinions and reflections
on wetlands

Your Position/Role and Country:

Head of wetlands activities at the SNPN (National Society for the Protection of Nature; CEPA non-governmental representative), France

Title of your CEPA activity/product

Free publication Zones Humides Infos (Wetlands News)
<http://www.snpn.com/spip.php?rubrique23>

Other collaborators – please identify other organizations that assisted you or were your partners

“Wetlands” expert group
<http://www.snpn.com/spip.php?article48>
Several volunteer contributors

Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)

Elected officials, managers, technicians, scientists, administrations, NGOs, socio-professionals.

When did this event take place/when was your product launched?

The journal was launched in 1993 and has gone from strength to strength.

It is published 4 times a year. This summer will see the publication of a special section on sustainable wetlands tourism.

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Brief description of your product/ activity / material you used

Zones Humides Infos is:

- A cross-cutting forum which allows authors from different backgrounds to exchange ideas on subjects ranging from land-based approaches and actors to questions about the future of management policies, and at the same time to share lessons learned and scientific knowledge, in France and beyond.
- A participatory initiative which offers field-based actors and researchers a space for exchange and collective reflection where they can share their experiences, knowledge and findings.
- A multi-faceted and practical platform which combines research, testimonies, strategic analyses, and local experiences as part of efforts to contribute to the conservation and sustainable use of wetlands.
- Anchored in reality, and uses an empirical approach and critical feedback based on lessons learned from experiences, scientific knowledge and local initiatives.
- All these elements find expression in thematic dossiers and special sections (News in brief, Publications, Agenda) made up of voluntary contributions from wetlands actors. An Editorial Committee is responsible for overseeing the content and format of the articles, ensuring that as many points of view and opinions as possible are presented, and ensuring their relevance to wetlands-specific challenges.

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)

Provide information on wetlands to the different actors, facilitate exchanges of experience and lessons learned, and disseminate expert opinions.

Raise awareness of the importance of conserving these landscapes.

What kind of impact did this activity/product have on the target audience?

The publication is clearly satisfying a need for information since the number of subscribers has been rising by a steady 155 individuals per year since 1998, while feedback from readers is generally positive. The special sections, legal information and focus on local initiatives are especially appreciated. The publication is used as a platform to offer clarity surrounding various issues, explain provisions of international law and for networking.

Is there a follow-up activity/product planned, if yes briefly describe

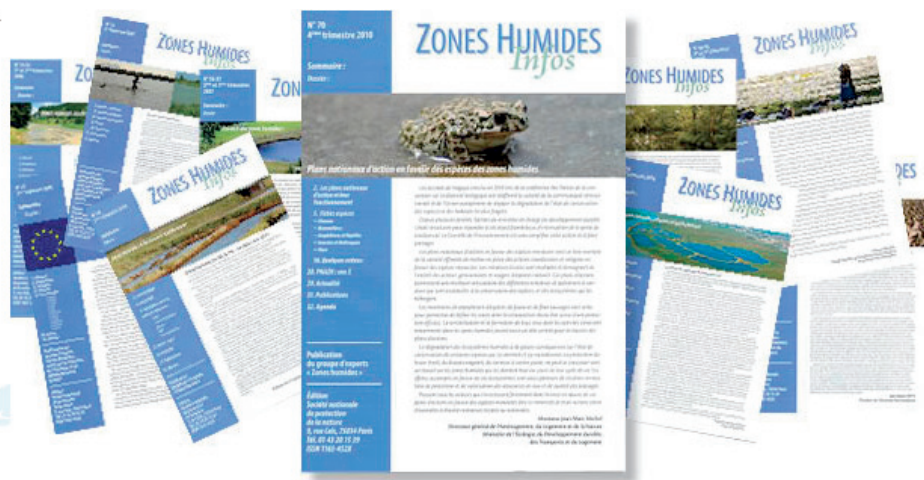
Subscriptions are the primary tool through which the impact of the publication is monitored. The Editorial Committee's 20th anniversary commemorative issue provided an opportunity to hear back from readers. See <http://www.snpn.com/spip.php?article1415#72>

Why do you identify this as your best CEPA intervention? What makes it stand out?

This initiative reaches a wide audience, at a national level, and thanks to the range of different actors among the contributors and Editorial Committee, presents a far-reaching range of topics.

What was the source of your funding?

Fifty-four percent of funding for the publication is provided by the French Ministry of Ecology, Sustainable Development, Transport and Housing, while 46% is financed from the SNPN's own funds.



CONVENTION ON WETLANDS
(Ramsar, Iran, 1971)