



MINISTRY OF ECOLOGY, SUSTAINABLE DEVELOPMENT,
TRANSPORT AND HOUSING

**Communication, Education, Participation and Awareness (CEPA)
Planning Tool for Wetlands
2012 – 2014**



CONVENTION ON WETLANDS

(Ramsar, Iran, 1971)

CONTENTS

1	Expected Outcomes of the Ramsar Convention CEPA Tool.....	3
2	CEPA Wetlands Strategy.....	4
3	Pilot Study and Implementation.....	8
4	2012-2014 Plan of Action.....	10

The Ramsar Convention on Wetlands of International Importance is encouraging its Contracting Parties to adopt a CEPA tool for the conservation of wetlands:

- **C is for ‘communication’**: this includes exchange of information. It involves dialogue between stakeholders and Parties to the Convention and is intended to facilitate understanding of current challenges and to support planning and implementation of measures in favour of the environment.
- **E is for ‘education’**: this is intended to raise awareness, define values, stimulate interest in the environment and facilitate the acquisition of skills needed for action on behalf of the environment. In the context of the Ramsar Convention, education is meant in its widest sense and includes training (initial and continuing).
- **P is for ‘participation’**: this is about facilitating sharing of differentiated knowledge as part of the education process. This knowledge strengthens the capacity of the different stakeholders and gives them the means to assimilate their responsibilities and implement their own activities aimed at effecting environmentally-positive change. It is intended to both promote ownership of action among the public and stimulate the development of partnerships.
- **A is for ‘awareness’**: this is the first step towards developing the understanding and interest necessary to assist people to become aware of existing challenges and to ensure that these challenges then become an integral part of the public discourse.

This tool was developed by the National Wetlands Group established in 2008 by the Ministry of the Environment.

It constitutes one of the activities under the National Plan of Action for Wetlands, launched on 1 February 2010 by the Ministry.

It is intended to contribute towards improving the conservation and sustainable management of wetlands by strengthening efforts deployed by state services, public authorities and different stakeholders.

It feeds into the implementation of the National Biodiversity Strategy (NBS) and in particular its strategic objectives A: Encourage action for biodiversity and F: Develop, share and enhance knowledge.

Established for a 3-year cycle, the following document describes the expected outcomes of the CEPA tool in the context of the Ramsar Convention; it then goes on to propose a strategy and lay the groundwork for the conduct of a pilot study and its implementation; finally, it concludes with a multi-point Plan of Action.

1. Expected outcomes of Ramsar Convention CEPA Tool

Mechanisms like the CEPA tool are common to other international environmental conventions (climate, biodiversity) and are central to the formulation and implementation of policies.

The CEPA Tool, as understood at the international level, is more than a simple communications or training plan. Indeed, its aim is to create momentum (a knock-on effect) for wetlands conservation among all sectors of society (public and socio-professional actors, civil society) and, using all available means, to ensure the protection of wetlands.

Elements of a CEPA Tool		Factors for success
Content	Communication / Awareness-raising	<p>Existence of clear and shared messages (defined at the national level and communicated at the local level)</p> <p>Implementation of awareness-raising activities and diverse and adapted platforms</p> <p>Differentiation of the different audiences and good coverage of different target publics</p>
	Education / training	<p>Skills required to enhance the professional capacity of the different actors are provided</p> <p>Coherence of professional training programme</p> <p>Interest of training programme (based on demand)</p> <p>Integration of challenges in the curricula of schools and institutions of higher education</p>
	Participation	<p>Existence of partnerships (public-public; public-private; civil society; among different populations)</p> <p>Consultation on projects</p>
Organization		<p>Existence of a shared vision and principles which unite the actors</p> <p>Clear definition of roles among CEPA actors</p> <p>Methods adapted to the desired objectives</p> <p>Cross-cutting approach to ensure that the CEPA addresses all the objectives of the 'Wetlands' policy</p> <p>The 'Wetlands' CEPA tool goes beyond the National Wetlands Policy (NPA) and other environmental policies</p>
Outcomes		<p>Recognition at all levels of the effectiveness of CEPA processes</p> <p>Increased mobilization of networks</p> <p>Transfer of knowledge and sharing of information among networks</p>

2. CEPA Wetlands Strategy

The strategy seeks to create momentum among society as a whole for the protection of wetlands. It is articulated around the following three pillars:

Pillars	1. Committed public actors	2. Informed citizens become the driving force for wetlands conservation	3. Empowered and valued socio-professional users
Sub-objectives	1.1 Elected officials with the capacity to act in favour of the preservation of wetlands	2.1. Mechanisms for the promotion and enhancement of wetlands reinforced and developed (tourism, culture, etc.)	3.1. Professional communities are supported (town planners, farmers, foresters, quarry men, etc.)
	1.2. Strong national support for field-based initiatives	2.2 Increased awareness among citizens	3.2 Strong links with the leisure sector
	1.3 Strengthened administrations equipped with the necessary tools		

Pillar 1, entitled ‘Committed public actors’, is intended to ensure the integration of wetlands protection in all relevant public policies.

Pillar 2, entitled ‘Informed citizens become the driving force for the preservation of wetlands’, focuses on raising awareness of the public at large about the value of wetlands to encourage their conservation.

Pillar 3, entitled ‘Empowered and valued socio-professional users’, is aimed at professional and leisure communities who have a direct link to wetlands to encourage them to adapt their practices in favour of the preservation of these same wetlands.

Pillar 1: Committed public actors

1.1 Elected officials with the capacity to act in favour of the preservation of wetlands

Elected officials are at the forefront of efforts to both raise awareness among the general public about the importance of wetlands and to take concrete action to protect them. They are a primary target of the CEPA Wetlands Strategy. Given that elected officials are much solicited to deal with environmental issues, the intention is not to add to their workload through the CEPA Wetlands Strategy. Rather, the chosen approach seeks to give greater visibility to wetlands within the different issues that they are called upon to address.

Over the forthcoming 3-year period those items in the CEPA Wetlands tool which address elected officials, will be promoted through existing mechanisms (for example, World Wetlands Day, the *'trame verte et bleue'*, Ramsar sites, etc.), with a primary focus on highlighting the ecosystem services provided by wetlands and promoting links with public institutions for river basin management (EPTB)*, regional natural parks (PNR) and national associations of elected officials.

1.2 Strong national support for field-based initiatives

Wetlands communication, awareness-raising and training must be based upon strategies, plans and programmes that go beyond the remit of the National Wetlands Plan: National Strategy for Sustainable Development, national and regional strategies for biodiversity, national perspectives on State-Region Project Contracts, contractual arrangements with public institutions such as the French National Agency for Water and Aquatic Environments (ONEMA) or the National Office for Hunting and Wild Fauna (ONCFS), the *Programme de développement rural hexagonal* – Hexagonal rural Development Programme (co-funded by the European Agricultural Fund for Rural Development), the SDAGE (Blueprint for Planning and Management of Water Resources), Water Management Agency Programmes, etc. From an institutional perspective, this signifies that the issue must be addressed by the Directorate for Water and Development within the Ministry for Ecology, Sustainable Development, Transport and Housing (MEDDTL), but also by bodies external to the latter: coordination within the MEDDTL and inter-ministerial coordination are crucial for an issue as cross-cutting as wetlands. All potential CEPA tool government networks must be mobilized. Furthermore, the quality and engagement of national networks are key levers to effect the mobilization of stakeholders, thanks to the visibility and coherence afforded by national coordination. The national CEPA tool therefore needs strong national networks able to contribute towards facilitating and scaling-up of initiatives implemented at all levels (national, regional, departmental and local). To this end, at the field level, leveraging networks of stakeholders represented within the National Group on Wetlands (GNZH) – collectives, decision-makers, land-use planning managers, socio-professional actors, national wetlands protected areas managers, and nature protection bodies – is key, and requires both the creation of a resource centre with information adapted to the different stakeholders (dissemination of knowledge and practices) and the creation of a national plan of implementation for the wetlands CEPA.

1.3 Strengthened administrations equipped with the necessary tools

Greater competencies among state and local collectives on the subject of wetlands are indispensable to communicate the commitment by public authorities to other society stakeholders. Continually enhancing and improving the quality of the training offered to state officials and public authorities, as well as to members of local collectives, is therefore one of the key objectives of the CEPA strategy; along with efforts to raise awareness among elected officials (see 1.1.). Sectors concerned include: planning, town planning and development, both within local collectives, but also within decentralized state services. In addition, particular efforts must be deployed to prevent negative impacts arising from decentralization of state and public services responsible for policing the environment.

* Note about acronyms: where official translations for the names of French institutions exist, these have been used. Where there are no official translations, an unofficial English translation has been used; such translations are followed by the French acronym.

Pillar 2: Informed citizens become the driving force for wetlands conservation

2.1 Mechanisms for the promotion and enhancement of wetlands reinforced and developed (tourism, culture, etc.)

Policies which seek to enhance the value of the natural heritage for the promotion of wetlands are important levers to effect changes in perceptions of wetlands among the public at large. Wetlands are remarkable features whose heritage and tourist potential must be brought to the attention of actors in the tourism sector. These natural environments already attract many nature lovers, for whom a more integrated offering could be better developed and rendered more visible: this implies offering tools to tourists to make it easier for them to visit wetlands in France (maps of wetlands, accommodation close to wetlands, information centres devoted to nature, observation points, events, etc.). Obviously, such developments must not be done to the detriment of wetlands protection. They must be supervised by the public authorities, through provision of information, advice and monitoring, to avoid damaging the environment. This, in turn, demands greater training for farmers, foresters, collectives seeking to develop tourism facilities, tourist offices and guildhalls, so as to ensure that they fully understand wetlands-related challenges. It is also important to supplement this with training in ecotourism, biodiversity and the natural environment for these same stakeholders.

2.2 Greater coherence and visibility of wetlands-related environmental education for sustainable development (EESD)

One of the foremost mechanisms to promote EESD on wetlands is without a doubt World Wetlands Day; however, it is also important to support and enhance initiatives throughout the year and not simply on that one day. This plan will seek to strengthen the visibility and profile of wetlands CEPA activities

- through greater mobilization of the leaders of networks represented within the National Group on Wetlands
- through the establishment of a mechanism to coordinate communications events during World Wetlands Day
- by promoting contacts between conservation actors and members of national media
- by strengthening and developing, at the field level, synergies and complementary activities among networks of protected areas managers, wetlands conservation actors, and environmental education for sustainable development (EESD) actors.

These activities, part of efforts to strengthen exchanges among these networks of actors, are intended to add value to experiences acquired in the field and already-existing activities, to facilitate their implementation in the field, and to facilitate the implementation of other initiatives whose objectives coincide with those of the wetlands CEPA.

This value-added can also draw on cross-cutting exchanges, at the national level, between the National Group on Wetlands (GNZH) and the National Space for Consultation on Environmental Education for Sustainable Development.

Pillar 3: Empowered and valued socio-professional users

3.1 Professional communities (town planners, farmers, foresters, quarry men, etc.) are supported in the implementation of their activities in favour of wetlands conservation

Growing demands on professional communities for greater respect for natural equilibria, in particular the conservation of wetlands, must be backed by voluntary plans of action addressing information, awareness-raising and support, especially in the areas of application of legislation and environmental management decisions.

These communities must also be supported and assisted in their efforts to create partnerships for the implementation of CEPA activities. Tools which should be prioritized as part of efforts to achieve this include involving these sectors in the National Group on Wetlands (GNZH) at the national level, strengthening their relations in the field with public actors responsible for environmental policy (Water Utility Agencies, public institutions for river basin management, etc.), and professional training, especially agricultural training.

3.2 Strong links with the leisure sector (hunters, fishers, nature)

Efforts deployed by the leaders of networks of federations of hunters and fishers to raise the awareness of their members of the need to adapt their behaviour to ensure the protection of wetlands can also help contribute to the adoption of best practice throughout France by a process of scaling-up. New networks of associations for the promotion of nature leisure activities should also be created.

Frameworks for existing partnerships between the MEDDTL and large federations of national associations are also useful to better understand the formulation of information, awareness-raising and training policies at different levels, as part of efforts to enhance their results and support scaling-up of awareness throughout the territory.

3 Pilot Study and Implementation

The **Directorate for Water and Biodiversity** within the **MEDDTL** is responsible for piloting the CEPA tool and its implementation: it ensures strong national support for the wetlands policy and oversees inter-ministerial coordination of the issue. The CEPA tool is articulated at two levels: national and field level.

3.1 National level

There are three national level functions:

1. **General steering of the CEPA and leadership of the network**

This involves:

- Supporting, piloting and evaluating the national CEPA strategy,
- Ensuring inter-ministerial coordination on wetlands.

These activities are carried out by the **Directorate for Water and Biodiversity**, the government focal point for the CEPA, with the support of the **National Group on Wetlands (GNZH)**.

2. **Public leadership on wetlands**

This involves:

- Production of a regular publication on the subject (at minimum biannual),
- Coordinating communications events and press relations on wetlands, in particular aimed at raising the profile of World Wetlands Day.

These activities are carried out by the **Directorate for Water and Biodiversity** in partnership with an association acting as the non-governmental focal point for the CEPA, to be designated by the Ministry of Ecology for a duration of 3 years.

3. **Resource centre**

The resource centre is responsible for:

- Providing information, raising awareness and making available knowledge on wetlands to those responsible for implementing actions and projects designed as part of wetlands conservation efforts,
- Raising awareness of wetlands trends on French territory: identifying, measuring, formalizing and publishing them,
- Coordinating, adapting and making easily accessible wetland training.

These activities are undertaken by the following organizations:

- The French National Agency for Water and Aquatic Environments (ONEMA) which is responsible for:
 - Managing the National Portal on wetlands to highlight the importance of these environments, monitoring actions implemented for wetlands preservation, overseeing the actors involved to ensure recognition of their efforts and value-added (through testimonies, lessons learned, events for World Wetlands Day, technical and legal documentation, etc.), and ensuring that this information is included in the “technical documents on water” section of the portal and on the Carteau website (overview of actors involved in research on water and aquatic environments).
 - Leading research on water and aquatic environments,
 - Coordinating a network of specialist thematic groups on the principal types of wetlands whose objectives include:
 - Gathering, analysing and making easily accessible reliable knowledge on wetlands,
 - Informing, raising awareness and providing leadership to all actors involved in

- the management of wetlands,
- Producing in a timely manner useful operational technical references that can be used by those responsible for implementation.

- An **organization to be defined**, that will be the delegated focal point responsible for
 - Managing a national observatory on wetlands.
- A **training representative**, to be defined, whose mission will include:
 - Monitoring and providing information about available training,
 - Encouraging adaptation of the training programmes being offered.

3.2 Sub-national level

There are two field-level functions:

1. Offering professional and technical leadership at the river basin level

Objectives include:

- Facilitating the acquisition of professional skills among field-based actors involved in wetlands management through the organization of specially tailored workshops (sources of existing information on wetlands, presentation of good practice, sharing of experience).
- Encouraging innovation and local production (for example, through project appeals to encourage implementation of pilot projects, especially for World Wetlands Day, in collaboration with the association responsible for organizing activities on wetlands aimed at the general public).
- Appealing to national actors: enhance field experiences and organize sharing of experiences.

These activities are carried out by **Water Management Agencies**, which provide financial assistance, where necessary, to organizations already engaged in wetlands activities (networks of specialist thematic groups, technical assistance cells, networks of associations, etc.).

2. Strengthening information-sharing at the sub-basin level

This involves strengthening relations between actors to:

- Stimulate the activities of local networks (sharing of practice and tools),
- Develop synergies and complementary activities between networks of wetland conservation actors and networks of environmental education and sustainable development actors to encourage concerted action at the field level,
- Assess field-level needs and bring these to the attention of the GNZH.

With support of Water Management Agencies, responsibility for these activities falls under the remit of the SAGE (Roadmap for Planning and Management of Water Resources), public institutions for river basin management, networks of specialist thematic groups, or any actors committed to wetlands preservation and willing to share information (National Regional Parks, for example).

Plan of Action 2012-2014

The activities presented below have been chosen because they coalesce directly or indirectly with the objectives outlined in the Strategy. The Plan of Action has been designed for a 3-year period (2012-2014).

The following activities are intended as part of efforts to complete the design of the CEPA and should be finalized within a one-year timeframe:

- Action 1 Establish a follow-up evaluation of the CEPA strategy
- Action 2 Strengthen the networks of specialist thematic groups
- Action 3 Establish a national observatory on wetlands
- Action 4 Establish a code of conduct for activities aimed at the general public in partnership with an association
- Action 5 Strengthen awareness among elected officials
- Action 6 Organize activities of field-level networks and encourage synergies between wetland conservation actors and environmental education and sustainable development actors
- Action 7 Organize and develop training on wetlands

The following activities are intended to effect permanent improvements in the activities implemented by the different stakeholders:

- Action 8 Oversee effective inter-ministerial coordination to ensure that wetlands are properly integrated into relevant strategies
- Action 9 In partnership with other stakeholders, work to improve access to the National Portal on wetlands and enrich/improve its content
- Action 10 Re-affirm the importance of wetlands in consultations organized by land-planning and water management plans (SAGE) and by the Inter-Administrative National Water Services (MISE(N))
- Action 11 Make available knowledge and information derived from research and development activities
- Action 12 Mobilize members of the tourism sector to develop tourism activities around wetland sites and promote them at the national level
- Action 13 Use existing studies to draft messages targeting the general public

Action 1	Establish a follow-up evaluation of the CEPA strategy						
Contents	Establish some key indicators to evaluate the results of the CEPA strategy, based on an annual meeting of a core group on wetlands and results published by members of the National Group on Wetlands; publish a CEPA annual report.						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Regional Wetlands Group (GRZH)						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X	X	X	X	X	X	X

Action 2	Strengthen the network of specialist thematic groups						
Contents	<p>Create networks of specialist thematic groups for all types of wetlands on the French mainland and in French overseas territories. Strengthen the capacity of networks of specialist thematic groups in the following areas:</p> <ul style="list-style-type: none"> • cataloguing available documentary evidence, organizing stakeholder events (symposia, seminars, technical information days, etc.), organizing events as part of World Wetlands Day, supporting the organization of events • disseminating information to concerned local and national actors (e-letters, web tools), publication of articles in the media and drafting of press releases • provision of operational technical expertise on the different types of wetlands (characterization, impact assessment of management techniques, preservation activities and restoration). 						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Organizations supporting the networks of specialist thematic groups, ONEMA, Water Management Authorities, Regional Directorate for the Environment, Physical Planning and Housing (DREAL)						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
				X	X		

Action 3	Establish a national observatory on wetlands						
Contents	Define and draft its mission and position using as a starting point work carried out by the Museum of Natural History						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Museum of Natural History, Tour du Valat, Observation and Statistical Service						
Contribution to the objectives of the CEPA strategy	Pillar1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X				X		

Action 4	Establish a code of conduct for activities aimed at the general public in partnership with an association						
Contents	Define the roles and responsibilities and the resources available for the accomplishment of this mission, in particular in relation to the following tasks: <ul style="list-style-type: none"> • Dissemination of a regular publication on wetlands (at least twice a year) • Coordination of communications events and press relations on wetlands, in particular for the promotion of World Wetlands Day 						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	An association: the non-governmental focal point for CEPA						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X	X	X	X	X	X	X

Action 5	Strengthen awareness among elected officials						
Contents	Use existing mechanisms (Meetings of Mayors, meetings of elected officials, World Wetlands Day, Ramsar Sites, etc.), with a view to drawing attention to the value of ecosystem services provided by these environments						
Responsible	National Society for the Protection of Nature (SNPN), network of public institutions for river basin management and Regional National Parks, French Ramsar Association						
Partners	Associations of elected officials						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X						

Action 6	Organize activities of field-level networks and encourage synergies between wetland conservation actors and environmental education and sustainable development actors						
Contents	In collaboration with Water Management Agencies, establish the modalities of their leadership of the field-level networks. Establish ground rules for information-sharing between the national and field levels						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Water Management Agencies, ONEMA, specialist group thematic networks, networks of wetlands conservation actors and networks of environmental education for sustainable development actors						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X	X	X	X	X	X	X

Action 7	Organize and develop training on wetlands						
Contents	<ul style="list-style-type: none"> • Monitor and ensure continued information on available training • Undertake a gap analysis between available training and the objectives of the Action Plan on Wetlands • Conduct an annual review of knowledge and new technology that should be integrated in training • Encourage the development and implementation of new training. 						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Ministry of Agriculture, Institute for Environmental Education (IFORE), Technical Workshop on Natural Areas (ATEN), ONEMA, National Centre for the Management of Territorial Services (CNFPT), etc.						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
			X			X	X

Action 8	In partnership with other stakeholders, work to improve access to the National Portal on wetlands and enrich/improve its content						
Contents	<p>Request that internet links to the National Portal be given greater visibility on the sites of members of the National Wetlands Group (GNZH) to make them available within the network.</p> <p>Hold an annual meeting to discuss the Portal with the core group and/or the GNZH with a view to ensuring the inclusive and participatory improvement of the Portal (with the support of the Steering Committee for the Portal)</p>						
Responsible	MEDDTL–Directorate for Water and Biodiversity–ONEMA						
Partners	National Group on Wetlands (GNZH)						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X	X	X	X	X	X	X

Action 9	Oversee effective inter-ministerial coordination to ensure that wetlands are properly integrated into relevant strategies						
Contents	Identify wetlands focal points in the different ministries to ensure that wetlands are properly integrated in policy decisions. Organize an annual meeting to coincide, among others, with training activities						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Other ministries						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
		X	X				

Action 10	Re-affirm the importance of wetlands in consultations organized by land-planning and water management plans (SAGE) and by the Inter-Administrative National Water Services (MISE(N))						
Contents	Identify wetland issues in roadmaps of the Directorate for Water and Biodiversity designed for state services, and in the instructions targeting land-planning and water management plans (SAGE), ensuring their compatibility with SAGE blueprints.						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Watershed-level Regional Directorate for the Environment, Physical Planning and Housing (DREAL) / DREAL / Territorial Departmental Directorates (DDT)						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
	X						

Action 11	Make available knowledge and information derived from research and development activities						
Contents	Carry out a survey among research teams in France about work undertaken over the last 10 years, ongoing programmes (descriptions and expected outcomes, including Europe-wide collaboration), and perspectives over the next 3 years.						
Responsible	ONEMA and Museum of Natural History						
Partners	Research bodies						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
			X				

Action 12	Mobilize members of the tourism sector to develop tourism activities around wetland sites and promote them at the national level						
Contents	Integrate members of the tourism sector within the National Wetlands Group (GNZH). Carry out a survey of Nature Centres specialized in wetlands. Define sustainable conditions for access and value-added. Encourage visits to wetlands during World Heritage days						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	Ministry of Tourism, Tourism Observation, Development and Engineers (ODIT), Ramsar Association for France, etc.						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
				X	X		

Action 13	Use existing studies to draft messages targeting the general public						
Contents	Use the results of the ongoing “Social Representations of Wetlands” study and adapt the messages: <ul style="list-style-type: none"> • On the National Wetlands Portal and thematic network sites • On the sites of public ministries and establishments (Water Management Agencies, Conservatory for Coastal and Riparian Areas (CELRL), National Forestry Office (ONF), ONEMA, National Office for Hunting and Wild Fauna (ONCFS), etc. • On the sites of National Wetlands Group members 						
Responsible	MEDDTL–Directorate for Water and Biodiversity						
Partners	National Wetlands Group (GNZH)						
Contribution to the objectives of the CEPA strategy	Pillar 1			Pillar 2		Pillar 3	
	1.1	1.2	1.3	2.1	2.2	3.1	3.2
				X	X		