

Ramsar
Handbooks
4th edition

Handbook 6

Wetland CEPA





About the Convention on Wetlands

The Convention on Wetlands (Ramsar, Iran, 1971) is an intergovernmental treaty whose mission is “the conservation and wise use of all wetlands through local, regional and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world”. As of October 2010, 160 nations have joined the Convention as Contracting Parties, and more than 1900 wetlands around the world, covering over 186 million hectares, have been designated for inclusion in the Ramsar List of Wetlands of International Importance.

What are wetlands?

As defined by the Convention, wetlands include a wide variety of habitats such as marshes, peatlands, floodplains, rivers and lakes, and coastal areas such as saltmarshes, mangroves, and seagrass beds, but also coral reefs and other marine areas no deeper than six metres at low tide, as well as human-made wetlands such as waste-water treatment ponds and reservoirs.

About this series of handbooks

This series has been prepared by the Secretariat of the Convention following the 7th, 8th, 9th, and 10th meetings of the Conference of the Contracting Parties (COP7, COP8, COP9 and COP10) held, respectively, in San José, Costa Rica, in May 1999, Valencia, Spain, in November 2002, Kampala, Uganda, in November 2005, and Changwon, Republic of Korea, October-November 2008. The guidelines on various matters adopted by the Parties at those and earlier COPs have been prepared as a series of handbooks to assist those with an interest in, or directly involved with, implementation of the Convention at the international, regional, national, subnational or local levels. Each handbook brings together, subject by subject, the various relevant guidances adopted by Parties, supplemented by additional material from COP information papers, case studies and other relevant publications so as to illustrate key aspects of the guidelines. The handbooks are available in the three working languages of the Convention (English, French, and Spanish).

The table on the inside back cover lists the full scope of the subjects covered by this handbook series at present. Additional handbooks will be prepared to include any further guidance adopted by future meetings of the Conference of the Contracting Parties. The Ramsar Convention promotes an integrated package of actions to ensure the conservation and wise use of wetlands. In recognition of these integrated approaches, the reader will find that within each handbook there are numerous cross-references to others in the series.

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Cover photo: Participants at a CEPA Focal point workshop for central Asian and eastern European countries held in 2010 in Iran (S. Hails / Ramsar)

Handbook 6

Wetland CEPA

The Convention's
Programme on
communication,
education, participation
and awareness (CEPA)
2009-2015



This 4th edition of the Ramsar Handbooks replaces the series published in 2007. It includes relevant guidance adopted by several meetings of the Conference of the Parties, in particular COP7 (1999), COP8 (2002), COP9 (2005), and COP10 (2008), as well as selected background documents presented at these COPs.

Acknowledgements

To secure the continuation of the Ramsar CEPA programme, a new draft Resolution and programme of work was adopted at the 8th meeting of the Conference of the Parties (COP8, November 2002) to replace the first CEPA programme (Resolution VII.9), which covered the period 1999-2002. The Ramsar Secretariat invited a number of CEPA experts to take part in an e-mail discussion from November 2001 to March 2002 to draft this new Resolution, and a subgroup of these experts subsequently contributed to the final drafting process in June 2002. The Secretariat is very grateful to the members of the e-mail group.

The second programme of work covered the period 2003-2008 and has now in turn been replaced by a third programme for 2009-2015, adopted by Resolution X.8 of COP10 (2008) and contained in the present Handbook. As before, the work to undertake this update benefited from the input of a range of experts, and the Secretariat is very grateful for their assistance. Among others, guidance was provided by members of the CEPA Oversight Panel, including input from the Advisory Board on Capacity Building for the Ramsar Convention. Christine Prietto, a member of the Oversight Panel, also acted as the thematic lead expert on CEPA matters in the Convention's Scientific & Technical Review Panel (STRP) and assisted in linking the contributions of these different bodies. Consultancy studies have also made a contribution, including a review of the use and utility of Ramsar guidance undertaken in 2007-2008 by Gwen van Boven of SPAN Consultants and an assessment of the effectiveness of World Wetlands Day activities from 2003 to 2007 by Meg Gawler of Artemis Services (available at www.ramsar.org/pdf/wwd/wwd_assessment_2009.pdf).

All Resolutions of the Ramsar COPs are available from the Convention's Web site at www.ramsar.org/resolutions. Background documents referred to in these handbooks are available at www.ramsar.org/cop7-docs, www.ramsar.org/cop8-docs, www.ramsar.org/cop9-docs, and www.ramsar.org/cop10-docs.



Street theatre is a valuable CEPA tool used in many countries to deliver the wetland conservation message to local communities. *Photo: Najam Khurshid/Ramsar.*

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Getting the most out of this Handbook

The Handbooks in general

The purpose of the Ramsar Handbooks is to organize guidance material from relevant decisions adopted by the Contracting Parties over the years, according to subject themes. This helps practitioners to implement the internationally-agreed best practice in a way that is convenient to handle and more naturally matches their own everyday working environment.

The intended readership includes national and local staff of the government departments, ministries and agencies that act as Administrative Authorities for the Ramsar Convention in each country. Equally important users in many cases are managers of individual wetland areas, as some aspects of the guidance relate specifically to site management.

The Ramsar guidance has been adopted by member governments as a whole, and increasingly it addresses itself to the crucial roles of other sectors beyond the “environment” or “water” sectors. It is thus very important that these Handbooks should be used by **all** whose actions may benefit from or impact upon the wise use of wetlands.

A vital first step in each country therefore is to ensure adequate **dissemination** of these Handbooks to all who need or can benefit from them. Copies are freely available in PDF format from the Ramsar Secretariat in three languages on CD-ROM or by download from the Convention website (www.ramsar.org).

Other early steps would be, in each particular context, to **clarify** lines of responsibility and **actively check** how to align the terms used and approaches described with the reader’s own jurisdiction, operating circumstances, and organizational structures.

Much of the text can be used in a **proactive sense**, as a basis for framing policies, plans and activities, sometimes by simply importing relevant sections into national and local materials. It can also be used in a **reactive sense** as a source of help and ideas for responding to problems and opportunities, navigating subjects by the need of the user.

Cross-references, original sources, and further reading are liberally cited: the Handbooks will often not be the “last word”, but they provide a helpful “route-map” to further sources of information and support.

Strategic direction in the Ramsar Convention is provided by the Strategic Plan, the latest version of which was adopted by COP10 in 2008 for the period 2009-2015. All thematic implementation frameworks, including the Handbooks, sit within the context of the goals and strategies of this Plan and the priorities it highlights for the period covered.

In this fourth edition of the Handbooks, additions to and omissions from the text of the original guidelines, required by the results of COP8, COP9 and COP10, are shown in square brackets [...].

The Handbook series is updated after each meeting of the Conference of the Parties, and feedback on user experience is always appreciated in helping to refine each new edition.

This Handbook (Wetland CEPA)

CEPA issues pervade much of the Strategic Plan's implementation agenda in a cross-cutting way, but they are also the subject of Strategy 4.1, which is to "Support, and assist in implementing at all levels, where appropriate, the Convention's Communication, Education, Participation and Awareness Programme (Resolution X.8) for promoting the conservation and wise use of wetlands through communication, education, participation, and awareness (CEPA) and work towards wider awareness of the Convention's goals, mechanisms, and key findings".

The Key Result Areas (to be achieved by 2015) under this Strategy include, amongst others, the following:

- 4.1.i All Parties to have established national (or subnational, catchment or local level, as appropriate) Ramsar CEPA action plans.
- 4.1.ii All Parties to have established at least one wetland education centre at a Ramsar Site.
- 4.1.iii All Parties to have established practices that ensure the participation in the development and implementation of wetland management plans of stakeholder groups with cultural or economic links to wetlands or those communities that depend on the wetlands for their livelihoods.
- 4.1.iv At least half of the Parties to have assessed their national and local training needs with respect to the conservation and wise use of wetlands.
- 4.1.vii The Convention's products reaching and adopted by a wide range of target groups, including such products as decision-making frameworks, networks, and technical documents.

In addition, other Strategies/KRAs in the Plan are relevant, in particular:

Strategy 4.3 on "Convention bodies' effectiveness" includes KRA 4.3.i: "All Contracting Parties to have designated CEPA and STRP National Focal Points (by COP11) (...);

Strategy 1.5 on "Recognition of (the) role of the Convention" is to "Raise the profile of the Convention by highlighting its capacity as a unique mechanism for wetland ecosystem management at all levels (...); and

Strategy 1.10 on the "Private sector" includes KRA 1.10.iii: "Awareness-raising material made available to the public to enable wetlandfriendly consumer choices".

The text in this Handbook is drawn mainly from Resolution X.8 and its Annex, and the substance of it thus reflects formal decisions adopted by the Conference of Contracting Parties. The Handbook also brings together additional information relevant to this issue. The views expressed in this additional information do not necessarily reflect the views of the Ramsar Secretariat or the Contracting Parties, and such materials have not been endorsed by the Conference of the Parties.

Foreword

The role of CEPA (communication, education, participation and awareness) in wetland conservation and wise use is not new to the Convention. The need for wetland CEPA was first recognized in the wise use guidelines adopted at the 4th meeting of the Conference of the Parties (COP4) in 1990, and the first CEPA Resolution, VI.19, *Education and public awareness*, was adopted at COP6 in 1996. Resolution VII.9, *The Convention's Outreach Programme 1999-2002: Actions to promote communication, education and public awareness to support implementation of the Convention on Wetlands (Ramsar, Iran, 1971)*, adopted at COP7, emphasized the role of CEPA as a central element in implementing the Convention, and its annexed guidelines assisted the Parties in developing a strategic approach to wetland CEPA during the triennium.

Using information submitted by Parties on their national implementation activities, an ad hoc group of CEPA experts, convened in November 2001 by the Ramsar Secretariat, assisted in drafting a new CEPA Resolution VIII.31, which was adopted at COP8. The broad range of CEPA experts in the group included CEPA Government and NGO Focal Points, representatives from Ramsar International Organization Partners (IOPs) and other NGOs, and representatives from the CBD and UNESCO's Man and the Biosphere programme. The COP8 Resolution represented a major step forward in identifying wetland CEPA as a cross-cutting issue within the Convention.

Although the COP8 Resolution called for the development of a Working Group on CEPA to undertake a comprehensive programme of work, lack of funding precluded this. Instead, a CEPA Specialist Group was set up within the Wetlands International Specialist Group system to deliver the CEPA objectives of both the Ramsar Convention and Wetlands International. In addition, following the adoption at COP9 of Resolution IX.11 on the revised modus operandi of the Scientific and Technical Review Panel (STRP), a CEPA expert has been appointed as a member of the STRP and provides the working link between the Specialist Group and the STRP Working Groups.

COP10 in 2008 duly adopted a revised and updated CEPA work programme for 2009-2012 as the Annex to Resolution X.8, and this is presented in this 4th edition Handbook. The content of the programme reflects the increasing recognition that CEPA cuts across all of the Convention's areas of activity, and it is also more apparent than ever that most of these areas of activity, and ultimately the overall goal of achieving the conservation and wise use of wetlands, depends fundamentally at every step on the four components of CEPA.

In response to a request in Resolution X.8 to develop "a short advisory document which shows the relationships between Resolutions VII.9 and VIII.31 and the current Resolution X.8 to assist CEPA Focal Points in the ongoing implementation of the CEPA Programme", in 2010 the CEPA Oversight Panel prepared such a document, which is included here as Appendix 5.

Programme on communication, education, participation and awareness (CEPA) 2009-2015 of the Convention on Wetlands (Ramsar, Iran, 1971)

(adopted as the Annex to Resolution X.8 by the 10th meeting of the Conference of the Contracting Parties, Changwon, Republic of Korea, 2008)

Relevant implementation commitments made by Contracting Parties in COP Resolutions

Resolution X.8: The Convention's Programme on communication, education, participation and awareness (CEPA) 2009-2015

THE CONFERENCE OF THE CONTRACTING PARTIES

8. ADOPTS the Convention's *Programme on communication, education, participation, and awareness (CEPA) 2009-2015*, contained in the Annex to this Resolution, as an instrument to provide guidance to Contracting Parties, the Ramsar Secretariat, the Convention's International Organization Partners (IOPs), other NGOs, community-based organizations, local stakeholders and others in the development of appropriate actions to support the implementation of the Convention at the international, regional, national and local levels;
12. REAFFIRMS the call made in Resolutions VII.9 and VIII.31 for all Contracting Parties that have yet to do so to nominate as a matter of priority suitably qualified Government and Non-governmental Organization Focal Points for wetland CEPA and to inform the Ramsar Secretariat accordingly, and URGES Parties to ensure that the CEPA Focal Points are members of the National Ramsar/Wetlands Committee where these exist;
13. URGES all Contracting Parties (...) to establish appropriately constituted Task Forces, where no mechanism exists for this purpose currently, to undertake a review of needs, capacities and opportunities in the field of wetland CEPA, and based upon the results of that review to formulate their Wetland CEPA Action Plans (at national, subnational, catchment, or local levels) for priority activities that address international, regional, national, and local needs (...);
14. STRONGLY URGES all Contracting Parties to seek to develop and implement their Wetland CEPA Action Plans as integrated components of their broader environment, biodiversity, wetland and water management, education, health, and poverty reduction policy instruments and mainstreamed in relevant programmes, at decentralized level where appropriate, and to ensure that CEPA is recognized as underpinning the effective delivery of these activities;
19. ENCOURAGES those Contracting Parties with established, or proposed, wetland education centres and related facilities to support the development of those centres as key places of learning and training about wetlands and wetland-related CEPA and to support their participation in the global (...) network of such centres under the Wetland Link International programme of the Wildfowl and Wetlands Trust, WWT (UK).

Background

1. This third CEPA Programme, as presented below, is intended to operate for a six-year period (2009-2015) in conjunction with the third Strategic Plan of the Convention adopted at COP10, and it has been formulated to be consistent with the structure of the Strategic Plan and Work Plan. It replaces the annexes to Resolutions VII.9 and VIII.31. An explanation of the terms 'communication', 'education', 'participation' and 'awareness' are available in Appendix 1.

2. There is considerable evidence of a continuing interest in and increasing commitment to wetland CEPA within the Convention:
 - a) CEPA was formally recognized as a high priority, cross-cutting area of work for the Convention at the 29th meeting of the Standing Committee in February 2003, and, through Resolution IX.11, a CEPA expert has been appointed to the Convention's Scientific and Technical Review Panel (STRP) with the role of providing expert input to all stages of the STRP's work in developing new guidance on wetland issues. This expert will draw *inter alia* on the Convention's CEPA networks and those of the Convention's International Organization Partners (IOPs).
 - b) Although [as at 2008] only five Contracting Parties (Australia, Germany, Hungary, Spain and the United Kingdom) have forwarded their National CEPA Action Plans to the Ramsar Secretariat, there are many other Parties that are currently working towards that goal or implementing CEPA action plans at other scales. There is growing evidence that Parties are recognizing CEPA as an integral part of site and basin-level management planning and incorporating appropriate CEPA activities into such plans.
 - c) There is administrative and other support within the Ramsar Secretariat dedicated to CEPA, and a modest budget to support the Programme was included as part of the Convention's core budget for 2006-2008.
 - d) There is an evolving approach within the Convention to wetland management planning that includes community participation and education, as well as considerable evidence of rapidly growing knowledge at all levels within the Convention of participatory techniques and the CEPA skills that underlie them.
 - e) The relationship between the Convention and the Wetland Link International (WLI) programme of the Wildfowl & Wetlands Trust (WWT) has been strengthened through the signing of a Memorandum of Cooperation in November 2005. The WLI network continues to grow and has evolved to include national and regional networks within the global network.

Vision and guiding principles

Vision

3. The vision of the Ramsar Convention's CEPA Programme is:

"People taking action for the wise use of wetlands"

Guiding principles

4. The guiding principles that underpin the Ramsar CEPA Programme are:
 - a) The CEPA Programme offers tools to help people understand the values of wetlands so that they are motivated to become advocates for

wetland conservation and wise use and may act to become involved in relevant policy formulation, planning and management. Key target groups and stakeholders of this CEPA Programme are identified in Appendix 4.

- b) The CEPA Programme fosters the production of effective CEPA tools and expertise to engage major stakeholders' participation in the wise use of wetlands and to convey appropriate messages in order to promote the wise use principle throughout society.
- c) The Ramsar Convention believes that CEPA should form a central part of implementing the Convention by each Contracting Party. Investment in CEPA will increase the number of informed advocates, actors and networks involved in wetland issues and build an informed decision-making and public constituency.

Goals and strategies to pursue the Vision

- 5. The Programme identifies what needs to be achieved (the Goals), how these goals can be realized (the Strategies), and what results should be achieved (Key Results Areas). An overview of the Goals and Strategies is provided in Box 1.

Box 1: Overview of the Programme's Goals and Strategies

Goal 1: Communication, education, participation and awareness are used effectively at all levels of the Convention to promote the value of wetlands.

This goal includes recommendations that relate to using CEPA to enhance awareness of wetland values, promotion of CEPA as a valuable process, and integration of CEPA into policies and planning at multi-scalar levels from global and national to basin to site level.

Strategy 1.1 Foster sustained national and subnational campaigns, programmes and projects to raise community awareness of the important ecosystem services provided by wetlands, including their social, economic, and cultural values.

Strategy 1.2 Demonstrate that CEPA processes are effective in achieving Ramsar's wetland wise use objectives at the global, national and local levels.

Strategy 1.3 Integrate CEPA processes into all levels of policy development, planning and implementation of the Convention.

Strategy 1.4 Support and develop mechanisms to ensure that CEPA processes are incorporated into wetland site management plans.

Goal 2: Support and tools have been provided for the effective implementation of national and local wetland-related CEPA activities.

This goal is focused on establishing the enabling environment for the effective implementation of CEPA. This includes mechanisms such as frameworks and action plans, the establishment of CEPA focal points, including individuals, organizations and centres, and mechanisms such as networks for information exchange and access to resources, experts and training.

Strategy 2.1 Ensure that national and local leadership, networks and cohesive frameworks are developed to support and catalyse CEPA for the wise use of wetlands.

Strategy 2.2 Transfer, exchange and share CEPA information and expertise that promotes and results in the wise use of wetlands.

Strategy 2.3 Recognize and support the role of wetland centres and other environment centres as catalysts and key actors for CEPA activities that promote Ramsar objectives.

Goal 3: People are motivated and enabled to act for the wise use of wetlands.

This goal is focused on using the CEPA framework and its tools and products to motivate and enable new actors to be actively involved for the wise use of wetlands.

Strategy 3.1 Improve the individual and collective capacity and opportunities of people to participate in and contribute to using wetlands wisely.

Strategy 3.2 Support and develop mechanisms to ensure multi-stakeholder participation in wetland management.

6. To be effective, implementation of this Programme must be undertaken by the following responsible bodies and collaborative partners of the Convention:

AA:	The Administrative Authority in each country
CEPA:	The Convention's CEPA National Focal Points
NRC:	National Ramsar Committees / National Wetlands Committees (or equivalent bodies), where they exist
STRP:	The Scientific and Technical Review Panel, its CEPA Expert, and its network of National Focal Points
Secretariat:	The Ramsar Convention Secretariat
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) International
RRCs:	The Ramsar Regional Centres endorsed by the Convention as Ramsar Regional Initiatives
OCs:	Other collaborators, such as national non-governmental organizations (NGOs) and community-based organizations, including organizations with which Ramsar has agreements in place.

7. Those responsible for implementing the Programme, or who are urged to assist in implementing it, as shown in paragraph 6, constitute the Programme's key list of actors, but this should be considered as indicative and may change during the life of the Programme. All involved in delivering the outcomes of the Ramsar Convention clearly need to be involved in this Programme in some way, at some time. To assist Parties in monitoring implementation, Annex 3 collates in a table the Key Result Areas to be found in subsequent paragraphs, indicates the potential implementing actors, and provides a means of tracking implementation.

Goal 1: Communication, education, participation and awareness are used effectively at all levels of the Convention to promote the value of wetlands.

Strategy 1.1 Foster sustained national and subnational campaigns, programmes and projects to raise community awareness of the important ecosystem services provided by wetlands, including their social, economic, and cultural values.

Key Result Areas:

- 1.1.1 Campaign, programmes or projects have been undertaken with key partners to raise awareness, build community support, and promote stewardship approaches and attitudes towards wetlands.
- 1.1.2 World Wetlands Day has been celebrated with appropriate national and local events and promotions and resource materials have been distributed, in order to raise awareness of wetland values and functions.
- 1.1.3 Collaboration with the media has helped to inform decision-makers, key wetland users, and the broader society about the values and benefits of wetlands.
- 1.1.4 Appropriate Wetlands of International Importance have been promoted as 'demonstration sites' for Ramsar's wise use principle, and these sites are suitably equipped in terms of capacity, signage, and interpretive materials.

Strategy 1.2 Demonstrate that CEPA processes are effective in achieving Ramsar's wetland wise use objectives at the global, national and local levels.

Key Result Areas:

- 1.2.1 Pilot projects are developed and evaluated for a range of approaches for applying CEPA in promoting the wise use of wetlands, in particular involving those who make a direct use of wetland resources.
- 1.2.2 Existing CEPA programmes and case studies have been reviewed and the lessons learned from these experiences regarding effective approaches have been documented.
- 1.2.3 The findings and conclusions drawn from Actions 1.2.1 and 1.2.2 have been made available to Parties and the broader community through appropriate mechanisms (see Strategies 2.1, 2.2, and 2.3).

Strategy 1.3 Integrate CEPA processes into all levels of policy development, planning and implementation of the Convention.

Key Result Areas:

- 1.3.1 CEPA is integrated into all relevant Convention work programmes, including joint work plans with other conventions and organizations, and included in the development of all further Ramsar guidance for Parties through the CEPA expertise included in the Convention's Scientific and Technical Review Panel.
- 1.3.2 Where appropriate, wetland CEPA has been integrated into the business of national and regional wetland, biodiversity, forestry, agriculture, irrigation,

Additional information

World Wetlands Day

Launched in 1997, World Wetlands Day – 2nd of February - celebrates the signing of the Ramsar Convention in February 1971, in the Iranian city of Ramsar. Each year, government agencies, NGOs, and groups of citizens at all levels of the community undertake actions to communicate the range of ecosystem services which wetlands deliver to people, and to raise awareness about the Ramsar Convention among a broad range of target audiences.

The success of WWD as a campaign tool is demonstrated by the number and diversity of reports sent to the Secretariat each year. Reports on WWD activities from 1997 to the present are available here www.ramsar.org/WWD/. World Wetlands Day activities come in all shapes and sizes, from lectures and seminars, nature walks, children's art contests, sampan races, and community clean-up days, to radio and television interviews and letters to newspapers, to the launch of new wetland policies, new Ramsar Sites, and new programmes at the national level.

Each year, the Ramsar Secretariat provides WWD materials (posters, stickers, leaflets, videos, etc.) with a different wetland theme for event organizers. A major thrust in recent years has been to encourage event organizers to customize and translate these materials into local languages by also providing the design files on CD-ROM. Reports on the successes each year are available [at the same web-page given above].



Celebrating WWD2010 at the Parque Nacional Huatulco, an event supported by the Comisión Nacional de Áreas Naturales Protegidas, Mexico (Photo: Parque Nacional Huatulco)

power generation, mining, tourism, and fisheries committees and other relevant policy and planning committees where they exist.

See also Handbook 20, International cooperation

1.3.3 Through collaboration globally and nationally, synergy has been encouraged with the CEPA activities under other international conventions and programmes.

See also Handbook 2, National Wetland Policies

1.3.4 Major stakeholders have collaborated to integrate wetland CEPA into all relevant regional (where applicable), national, catchment and local wetland and other appropriate sectoral policies, strategies, plans and programmes, such as those for biodiversity conservation, water management, fisheries, poverty reduction, educational policies and curricula, etc.

Additional Information

Assessing World Wetlands Day

In 2008 a consultant was engaged to carry out a review and assessment of World Wetlands Day in light of

- the effectiveness of the Secretariat in identifying themes, preparing and disseminating appropriate materials, and reporting on WWD activities;
- the diversity of WWD actors and their targets, and, wherever possible, the apparent impact of their WWD actions;
- the needs and expectations of WWD actors in terms of WWD materials from the Secretariat; and
- the need and potential for further development of WWD, in the light of the above, to reach out effectively to a broader range of WWD actors and targets on key wetland issues.

The assessment analysed WWD reports sent to the Secretariat over the period 2003-2007 and conducted an online survey in English, French, and Spanish directed at 335 wetland actors who reported their WWD activities to the Secretariat in 2006 and 2007. A very good survey response rate of 51% was achieved.

The analysis provided many interesting results. For example, although predictably most WWD actors are NGOs, they were only slightly more numerous than government personnel. The main target audiences for WWD activities were the 'active' general public (those willing to attend a WWD event) and children. Together these constituted 53% of all targets. Government officials, specific stakeholder groups (such as fishermen, wetland managers, etc.) collectively formed less than 10% of the targets, although in many cases these groups often have a significant impact on wetlands. Over 80% of respondents recorded that the publication of the WWD reports on the Convention's website was "important", thus reinforcing the value of the significant time investment made by the Secretariat in doing so.

The assessment covers many other areas of interest for those preparing WWD events, and in addition provides valuable feedback to the Secretariat on preparing WWD materials. The full report of the assessment is available on the Ramsar website at www.ramsar.org/pdf/wwd/wwd_assessment_2009.pdf and a brief summary is available at www.ramsar.org/pdf/sc/40/key_sc40_doc20.pdf

Strategy 1.4 Support and develop mechanisms to ensure that CEPA processes are incorporated into wetland management plans at basin and site level.

Key Result Areas:

1.4.1 Case studies have been documented that show the positive role of CEPA in local management activities and the critical role of CEPA tools and skills in effective participatory wetland management, and these case studies have been made available to the Ramsar Secretariat for distribution to Contracting Parties and other interested bodies.

*See also Handbook 7,
Participatory skills*

1.4.2 Multi-stakeholder bodies are in place to guide and inform catchment/river basin and local wetland-related planning and management, and these bodies include appropriate expertise in CEPA.

See also Handbook 9, River basin management

1.4.3 Catchment/river basin planning and management documents include communication, education, participation, awareness, and capacity building as central processes in the delivery of overall water and wetland management objectives.

See also Handbook 18, Managing wetlands

1.4.4 Where they do not already exist, the appropriate strategies and actions for communication, education, participation, and awareness have been introduced into site management plans.

Additional information

CEPA Advisory Groups

The CEPA Oversight Panel

A CEPA Oversight Panel was established by Ramsar's Standing Committee in 2006 to monitor and report on the implementation of the Convention's CEPA Programme and to examine and set priorities for communication, education and capacity building. The Panel works in collaboration with the Advisory Board on Capacity Building. Following a decision at COP9, a CEPA expert is now appointed as a member of the Convention's Scientific and Technical Review Panel (STRP) and this person is now a member of the CEPA Panel, thereby providing a practical working link between the two Panels and with the Convention's other technical work. Full information on the membership, functions, meeting reports and current work plan of the Panel is available on the Ramsar website at www.ramsar.org/CEPA-Panel/.

The Panel has among other tasks reviewed the roles of the CEPA Focal Points, provided input to the CEPA questions in the draft National Reporting Forms for COPs10 and 11, and assisted in the re-drafting of the CEPA Programme prior to its adoption at COP10 in 2008.

The Advisory Board on Capacity Building for the Ramsar Convention

The CEPA Oversight Panel includes a member of the Advisory Board for Capacity Building for the Ramsar Convention. This Board was set up in 2005 with funding from the Netherlands Government to replace the RIZA Advisory Board. Its mandate is to continue the active support of capacity building developments within Ramsar. The Board is preparing a capacity building framework for wetland management, which will be finalized in 2011 and made available at the web page below.

The Convention's Secretary General is the Chair of the Board; full details of its membership and activities are available on the Convention's website at www.ramsar.org/Advisory-Board/. The structure and relationship of the Oversight Panel and the Advisory Board are to be reviewed in 2011, however, and some of the details above may change -- for an up-to-date picture, refer to the website pages mentioned.

Goal 2: Support and tools have been provided for the effective implementation of national and local wetland-related communication, education, participation and awareness (CEPA) activities.

Strategy 2.1 Ensure that leadership, coordination and cohesive frameworks are developed at all levels to support and catalyse CEPA for the wise use of wetlands.

Key Result Areas:

- 2.1.1 Contracting Parties have appointed suitably qualified persons to fulfil the roles of national Government and Non-governmental Organization (NGO) Focal Points for wetland CEPA, and have advised the Ramsar Secretariat of the persons fulfilling these roles and their contact details (further information on nominating National Focal Points and their roles and responsibilities is available in Appendix 2); the CEPA Focal Points should be members of National Ramsar or Wetland Committees where these bodies exist. Where appropriate, Parties have appointed more than one NGO Focal Point.
- 2.1.2 A national Wetland CEPA Task Force has been established (if no other mechanisms exist for this purpose), including CEPA Focal Points, key stakeholder and NGO participation, and a review of needs, skills, expertise and options has been undertaken and priorities set for the co-development and implementation of this programme of work.
- 2.1.3 National CEPA Focal Points have been encouraged to collaborate with wetland and other environmental education centres and, as appropriate, a representative of such centres has been included on the Wetland CEPA Task Force or other planning bodies.
- 2.1.4 A national (or, as appropriate, a subnational, catchment or local) CEPA Action Plan has been formulated, drawing upon the CEPA toolkit developed for this purpose [see Box below] and the Convention's guidelines on participatory management, and the conclusions emerging from Key Result Area 2.1.2 above have been incorporated into it. A copy of the Action Plan has been sent to the Ramsar Convention Secretariat so that it can be made available to other Parties and interested organizations and individuals. (The participatory management guidelines, adopted by Resolution VII.8 (1999), are incorporated in Handbook [7 of the 4th] edition of the Ramsar Handbook series.)

Strategy 2.2 Transfer, exchange and share CEPA information and expertise that promotes and results in the wise use of wetlands.

Key Result Areas:

- 2.2.1 Attention has been given to the effectiveness of communication and information-sharing systems among relevant government ministries, departments and agencies, such as education, land and water management, and agriculture, and where necessary mechanisms have been developed to address any shortcomings.
- 2.2.2 The regular updating of the Convention's Website with appropriate materials, including key easily accessible CEPA pages and other resource

Additional information

The Ramsar CEPA e-lists

The Secretariat manages three CEPA e-mail lists, in English, French and Spanish. Launched in April 2001, the lists include the Ramsar CEPA Focal Points but are also open to all persons interested in wetland CEPA. Messages are unmoderated and list members are encouraged to share **news** (events, initiatives, campaigns, resource materials, etc.); **announcements** (upcoming events, meetings, training courses, employment opportunities, funding opportunities, etc.); **requests** for information or advice on wetland CEPA activities; **replies** to such requests; and **opinions** on issues under development within Ramsar's CEPA Programme and the broader wetland community (training needs, development and implementation of CEPA national action plans, community-based CEPA activities, etc.).

For further information, see www.ramsar.org/CEPA-News/.

materials, ensures that these remain an information source for the CEPA Programme globally.

- 2.2.3 Ramsar's International Organization Partners (IOPs), especially IUCN's Commission on Education and Communication (CEC), and other organizations with which collaborative agreements are in place have been encouraged to make suitable resource materials available to assist the global CEPA Programme and provide information on effective CEPA approaches.
 - 2.2.4 Increased engagement with international organizations involved in education, particularly UNESCO, and UNESCO's Man and the Biosphere Programme encouraged to invite Biosphere Reserve site managers to carry out relevant actions of the CEPA Programme, where appropriate;
 - 2.2.5 Resource materials to support wetland CEPA actions continue to be produced, distributed and shared.
 - 2.2.6 The Ramsar global e-mail networks include Ramsar Administrative Authorities, Ramsar National CEPA Focal Points, CEPA professionals, Ramsar Site managers, local stakeholders, and those facilities dedicated to environmental education and awareness raising, and these have been maintained and expanded. Similar national e-groups and the linking of these with the global networks have been established and supported.
 - 2.2.7 An on-line searchable listing of expertise in CEPA and of the CEPA Focal Points has been established and maintained to assist CEPA at national and international levels, and this service has been promoted to assist CEPA programmes and activities.
 - 2.2.8 A Ramsar electronic photolibrary has been established, resources permitting, to support global, national and local efforts to raise awareness and appreciation of wetland resources and how these can be used wisely.
- Strategy 2.3 Recognize and support the role of wetland education centres and other environment centres as catalysts and key actors for CEPA activities that promote Ramsar objectives.**

Additional information

Developing CEPA Action Plans – a tool for CEPA Focal Points and other planners

A Guide to Participatory Action Planning and Techniques for Facilitating Groups

Whether developing a national, subnational, or local site action plan, it is important to begin with well-designed and well-run participatory action planning *processes* that employ a range of effective techniques for facilitating what may be diverse multi-stakeholder groups. What are the advantages of such an approach? By using these facilitation techniques during the action planning process, people will be more likely to participate effectively, feel ownership of the plan, and build better attitudes and skills for communicating, learning and collaborating into the future as the plan is implemented.

A Guide to Participatory Action Planning and Techniques for Facilitating Groups has been developed for the Convention by IUCN's Learning and Leadership Unit, with valuable input from the Commission on Education and Communication (CEC), the Ramsar Secretariat, and a number of Ramsar's CEPA Focal Points. The guide is available in English, French and Spanish in PDF format.

In brief, the guide is divided into four parts:

- Part 1: Getting Started – Clarifying the Action Planning Context
- Part 2: Multi-Stakeholder Workshop – Charting Change
- Part 3: Validating with Focus Groups and Stakeholder Surveys
- Part 4: Workshop Two – Moving From Ideas to Action

This broadly includes: Training techniques; Techniques for facilitating groups; Suggested timetables for workshops; Step-by-step guides for the workshop itself; and Tips on how to customize the guide for your context.

In terms of its practical design, the guide includes many simple diagrams to illustrate techniques, a number of cross-referencing links to help users move around easily within the guide, and links to useful online resources. The guide can be downloaded from www.ramsar.org/pdf/outreach_actionplanning_guide.pdf.

This new guide complements the *CEPA toolkit* produced by IUCN's CEC for the Convention on Biological Diversity, which provides tools for determining where, when and how to use a range of education and communication interventions (available from www.cbd.int/cepa/toolkit/2008/doc/CBD-Toolkit-Complete.pdf). Together, these guides provide powerful tools for planning and delivering CEPA.

During the 2009-2011 period a number of CEPA workshops for the CEPA Focal Points have been held across the Ramsar regions to provide an opportunity for exchanging information and experiences and most valuably for providing hands-on experience in CEPA action planning, a key task for the CEPA Focal Points.



Participants at a CEPA Focal Point workshop in Namibia in 2010 for southern Africa countries. The CEPA workshops use hands-on activities to explore the tools for CEPA action planning. (Photo: S. Hails / Ramsar)

Key Result Areas:

- 2.3.1 Education centres have been established at Ramsar and other wetland sites to provide focal points for local and national CEPA activities.
- 2.3.2 The capacity of existing centres at wetlands and the development of new centres to deliver high quality CEPA programmes has been supported and enhanced.
- 2.3.3 Where wetland education centres exist, the information they present has been reviewed to ensure that it is helping to promote the Ramsar Convention and its wise use principle in suitable ways. The centres have helped to foster communication and, where appropriate, participation among local wetland management 'actors' and stakeholders.
- 2.3.4 Wetland education centres have been encouraged to participate in the Wetland Link International network of WWT (the Wildfowl & Wetlands Trust, UK) as a mechanism for gaining access to global and national expertise in CEPA and sharing of experience.

Additional information

The Guidelines for Global Action on Peatlands (GGAP)

The **Guidelines for Global Action on Peatlands (GGAP)**, adopted as the Annex to Resolution VIII.17 by the 8th Conference of the Contracting Parties, Valencia, Spain, 2002, have not been included as a separate volume in this 4th Edition of the Handbooks. The text below, taken from these guidelines, provides the actions relevant to the CEPA Programme included in the GGAP.

B. Education and public awareness on peatlands

Guidelines for Action

- B1. National or sub-national agencies responsible for environmental education should incorporate peatlands as an environmental theme in education programmes targeted at formal, continuing and outreach education, business and industry, as an important element of their implementation of the Ramsar Convention's Communication, Education, and Public Awareness Programme.
- B2. Teaching, learning and training resources on peatlands should be developed and promoted, which should explore the associated values of peatlands as well. The materials developed should include a broad base of understanding, experience and skills, with contributions from local communities, women and indigenous people, particularly in areas where peatlands form a significant component of the landscape and culture.
- B3. Programmes focusing on peatlands should be developed and promoted for professional and in-service training of wetland planners and managers, at both practitioner and trainer levels, including through the development of training modules in the Ramsar Wetland Training Service, once established.
- B4. Citizens should be provided with information and educational materials that will enable them to make informed choices concerning lifestyle and consumer behavior compatible with the wise use of peatlands.

2.3.5 Efforts have been made to promote and resource the twinning of wetland education centres to encourage the exchange and transfer of information and expertise among centres in developed countries and those in developing countries and countries in transition.

Additional information

WLI – Wetland Link International

Networking for wetland CEPA

The Wetland Link International (WLI) programme is a global network of wetland education centres. It is coordinated by the Wildfowl & Wetlands Trust (WWT), the premier UK-based international wetland conservation charity, and endorsed by Ramsar's CEPA programme, which recognizes wetland centres as key locations for learning and training about wetlands and wetland-related CEPA. A Memorandum of Cooperation between Ramsar and WLI was signed in 2005 in further recognition of the importance of the collaboration.



What WLI does

WLI is designed to:

- Encourage and support the exchange of information and expertise among those involved in wetland education programmes, especially those operating from wetland education centres.
- Advocate for, and assist in, the development of new wetland education centres and programmes worldwide.
- Improve the effectiveness of operations at wetland education centres through sharing, training and expertise exchange.
- Lobby for the greater inclusion of CEPA programmes within wetland and related conservation initiatives, and support for the development of frameworks for subsequent implementation at national, regional and global levels.

WLI membership

The WLI network includes wetland nature reserves with a wide range of visitor facilities, environmental education centres, field studies centres, zoos and botanical gardens, many interactive natural history museums, etc.

WLI website

The WLI website (www.wwt.org.uk/wli) includes a global directory of wetland education centres with details of their CEPA programmes and resources. When additional funding is secured, the site will also contain training and support materials for all aspects of CEPA from visitor centre design to formal and informal learning programmes. Regular news updates are sent to members by e-mail. The most recent development on the website is the Virtual Wetland Visit, where visitors can take a virtual tour around a wetland and visitor centre.

Contacting WLI

Further information can be obtained from: Chris Rostron, Head of WLI, WWT London Wetland Centre (wli@wwt.org.uk)

Goal 3: People are motivated and enabled to act for the wise use of wetlands.

Strategy 3.1 Improve the individual and collective capacity and opportunities of people to participate in and contribute to using wetlands wisely.

Key Result Areas:

- 3.1.1 A review has been carried out on current national needs and capacities in the areas of wetland CEPA, including in relation to the establishment and operations of wetland education centres (see strategies 2.1. and 2.3.), and this has been used to define training and capacity-building priorities within the national wetland CEPA action plan, including training for the CEPA NFPs.
- 3.1.2 In collaboration with the Advisory Board on Capacity Building for the Ramsar Convention and Ramsar's International Organization Partners, sources of expert wetland information and training opportunities have been identified to facilitate the sharing of expertise and knowledge at the local, national, regional and global levels.
- 3.1.3 Resources have been sought through appropriate mechanisms to support the training and capacity building identified as priorities through Key Result Areas 3.1.1 and 3.1.2, ensuring that key groups such as women and indigenous and rural communities have not been overlooked.

Strategy 3.2 Support and develop mechanisms to ensure multistakeholder participation in wetland management.

Key Result Areas:

- 3.2.1 Active participation as an effective process for building skills for wetland management is nationally recognized.
- 3.2.2 Participation of stakeholder groups with cultural or economic links to wetlands or those communities who depend on the wetlands for their livelihoods is given a high priority and is promoted at the national level, drawing upon the guidance available in Resolution VII.8 *Guidelines for establishing and strengthening local communities' and indigenous people's participation in the management of wetlands*, incorporated in Handbook [7] of the Ramsar Handbooks for the Wise Use of Wetlands.
- 3.2.3 Where local wetland knowledge is held by indigenous and local communities, this knowledge is respected and integrated into site management plans.

Appendix 1

Understanding what is meant by the terms “communication, education, participation, awareness, capacity-building and training”

1. In applying this Programme, it is important that Contracting Parties and other interest groups share a common understanding of what is meant by the acronym CEPA, “Communication, education, participation, and awareness” and by the terms “training” and “capacity-building”. The advice presented below is based, in part, on the *Mainstreaming Biological Diversity* publication (produced by UNESCO, the Convention on Biological Diversity, and IUCN). The definitions are intended to give a sense of what practitioners in this field commonly mean by these terms, as well as the perspectives which have been used in formulating this programme.
2. **Communication** is a two-way exchange of information leading to mutual and enhanced understanding. It can be used to gain the involvement of ‘actors’ and stakeholders and is a means to encourage cooperation of groups in society by listening to them first and clarifying why and how decisions are made. In an instrumental approach, communication is used with other instruments to support wetland conservation, to address economic constraints, and to motivate action.
3. **Awareness** brings the issues relating to wetlands to the attention of individuals and key groups who have the power to influence outcomes. Awareness is an agenda-setting and advocacy exercise that helps people to know what and why this is an important issue, the aspirations for the targets, and what is being and can be done to achieve these.
4. **Education** is a process that can inform, motivate, and empower people to support wetland conservation, not only by fostering changes in the way that individuals, institutions, business and governments operate, but also by inducing lifestyle changes. It may take place in both formal and informal settings. Education in the broadest sense is a life-long process.
5. **Training** is the process of increasing or strengthening specific knowledge, skills, attitudes and behaviours that can be taken back to the workplace. It may take place in both formal and informal settings.
6. **Capacity-building** includes a range of processes by which individuals, organizations and institutions develop abilities for effective implementation of wise use of wetlands. Abilities include *inter alia* facilities, funding and resources, infrastructure, enabling environments, etc
7. **Participation** is the active involvement of “stakeholders” in the common development, implementation and evaluation of strategies and actions for the wise use of wetlands. Levels and kinds of participation can be highly variable, depending upon both the specific context and the decisions of the individuals and institutions leading the process. An indicative list of the range of possible levels and kinds of participation is shown in Box 2.

Box 2. Levels of participation

1. Manipulative Participation

At this extreme, participation is simply a pretence, with 'people's' representatives on official boards but who are unelected and have no power.

2. Passive Participation

People participate by being kept up to date on what has been decided or has already happened. It tends more to involve announcements by an administration or project management than to reflect active attention to people's responses. The information being shared tends to belong only to project professionals.

3. Participation by Consultation

People participate by being consulted or by answering questions. Project authorities define problems and information-gathering processes, and thus tend to control analysis of the responses. Such a consultative process need not typically imply a share in decision making, and professionals are not under an obligation to take people's views on board.

4. Participation for Material Incentives

People can participate by contributing resources, for example labor, in return for food, cash or other material incentives. Farmers may provide the fields and labor, for example, whilst not being directly involved in experimentation or the process of learning. It is not uncommon to see this called 'participation' in a full sense, but in this case people typically have no stake in prolonging technologies or practices when the incentives end.

5. Functional Participation

Participation is sometimes seen by the relevant authorities chiefly as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet predetermined objectives related to the project. Such involvement may be interactive and involve shared decision making, but it frequently tends to arise only after the most important decisions have already been made by the authorities.

6. Interactive Participation

People participate in joint analysis, development of action plans, and formation or strengthening of local institutions. Participation may be seen as an inherent right, not just as a means to achieve project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systemic and structured learning processes. As groups take control over local decisions and determine how available resources should be used, they often feel an increasing stake in maintaining structures or practices.

7. Self-Mobilization

In this model, people participate by taking initiatives to change systems independently of external institutions. They develop contacts with external institutions for the resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization may or may not challenge existing distributions of wealth and power, but they do tend to foster the most long-lasting sense of "ownership" in the outcomes.

Adapted from: *Participation in Strategies for Sustainable Development*, Environmental Planning Issues No. 7, May 1995 by Stephen Bass, Barry Dalal-Clayton and Jules Pretty, Environmental Planning Group, International Institute for Environment and Development.

Appendix 2

Roles and responsibilities of the CEPA National Focal Points

1. In Resolution IX.18 adopted at COP9 in November 2005, the Parties instructed the Standing Committee at its 34th meeting (SC34) to establish a CEPA Oversight Panel, one of the key tasks of which would be to clarify the broad roles of the two Government and Non-governmental CEPA National Focal Points (NFPs) nominated by each Party. (Full details on the task of the CEPA Oversight Panel are available at www.ramsar.org/CEPA-Panel/).
2. The roles and responsibilities of the CEPA NFPs were discussed at the first meeting of the CEPA Panel in May 2006 and recorded in the Meeting Report (available at the above URL), and this report was endorsed by SC35. The text below reflects their deliberations and should be used by Parties to guide their decisions on the nomination, roles, and responsibilities of their CEPA NFPs.
3. The rationale for the nomination of CEPA NFPs and key factors to be taken into consideration by Contracting Parties:
 - It is important that both CEPA NFPs be nominated since they bring different skills to the CEPA Programme, with the NGO NFP in many cases more actively engaged at the grass roots level.
 - Nominating a representative of an active NGO engages the NGO members in the CEPA Programme, gives recognition to their work, and can often bring additional funding to a CEPA programme.
 - While it is preferable that the Government NFP should be a CEPA expert, it is recognized that many Parties may not be willing to nominate a person outside of their Administrative Authority, which frequently means that the nominated person will not be a CEPA expert per se.
 - It is unfortunate that the Government NFP changes rather frequently in some Parties, since this does not support continuity in the national CEPA programme. Frequently, in some Parties, the NGO NFP is the longer-term representative.
 - It is important that the two NFPs should agree and collaborate on their country's CEPA programme.
 - It is important that the NFPs should be key members of the National Ramsar/ Wetland Committee, where these exist, and that they should be in contact with other key Administrative Authority personnel (such as the Daily Contact and the STRP NFP).
 - It is important that the CEPA NFPs be consulted by the Administrative Authority when completing the CEPA questions in the National Reports to the COPs.
 - While the previous CEPA Programme (2003-2008) required the nomination of a Non-governmental rather than NGO (Non-governmental organization) NFP, this current guidance specifies NGO because of the critical role NGOs play as CEPA actors.
4. It is ultimately the task of each Contracting Party to agree precise roles and responsibilities for their nominated CEPA National Focal Points (NFPs). These roles and expectations must reflect the capacity to operate at different levels and the resourcing of the individuals filling the positions. The Contracting Parties should provide some information to potential NFPs of the expected time required to fulfill their role and responsibilities.

5. **Suggested major roles and responsibilities of the CEPA NFPs.** In providing a supportive environment in which wetland CEPA planners and practitioners can develop their work, NFPs should:
- provide leadership for the development and implementation of a wetland CEPA Action Plan at an appropriate level (national, subnational, local) as described in this Resolution and annexed Programme;
 - be the main points of contact on CEPA matters between a) the Secretariat and the Contracting Party and b) between Contracting Parties;
 - be key members of the National Ramsar/Wetland Committees (if such a body exists) or similar national structures;
 - assist in the practical CEPA implementation at the national level and in national reporting on CEPA activities to the Ramsar Conference of the Parties;
 - ensure a high, positive public profile for the Ramsar Convention and its conservation and wise use goals;
 - be active spokespersons for wetland CEPA; and
 - establish and maintain any contacts, networks, structures and mechanisms necessary to ensure the effective communication of information between relevant actors at all levels and in all sectors.



Participants at a CEPA Focal point workshop for central Asian and eastern European countries held in 2010 in Iran – here practicing their stakeholder interview techniques by interviewing the State Governor (facing camera) on the management of an important wetland in the State. (Photo: S. Hails / Ramsar)

Appendix 3

Tracking key actors and implementation of the CEPA Programme

The indicative list of key actors in the Convention's CEPA Programme from paragraph 6 of the CEPA Programme is reproduced below. To assist Parties in identifying actors and monitoring implementation, the table below collates a summary of the Key Result Areas in the Programme and indicates suggested actors from the indicative list (•). Additional columns are provided for other key implementers that may be identified. For each actor, two columns are provided, the first to identify their involvement in a particular Key Result Area, and the second to be used to track implementation. If desired, the level of implementation, whether national (N), catchment (C), or local (L) could be noted in this column.

- AA: The Administrative Authority in each country
- CEPA: The Convention's CEPA National Focal Points
- NRC: National Ramsar Committees / National Wetlands Committees (or equivalent bodies) where they exist
- STRP: The Scientific and Technical Review Panel, its CEPA Expert and its network of National Focal Points Secretariat: The Ramsar Convention Secretariat
- 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) International
- RRCs: The Ramsar Regional Centres endorsed by the Convention as Ramsar Regional Initiatives
- OCs: Other collaborators, such as national non-governmental organizations (NGOs) and community-based organizations, including organizations with which Ramsar has agreements in place

	Key Result Areas	AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secret	Other
1.1.1	Campaigns, programmes or projects have been undertaken with key partners to raise awareness, build community support, & promote stewardship approaches towards wetlands.	•		•				•		
1.1.2	WWD has been celebrated with national & local events & promotions, & awareness-raising resource materials have been distributed.	•		•		•			•	
1.1.3	Collaboration with the media has helped to inform decision-makers, key wetland users, & the broader society about the values & benefits of wetlands.	•				•		•		
1.1.4	Appropriate Ramsar Sites have been promoted as 'demonstration sites' for the wise use principle, & these sites are suitably equipped in terms of capacity, signage, and interpretive materials.	•		•						

Key Result Areas		AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secr't	Other
1.2.1	Pilot projects have been developed & evaluated for a range of approaches for applying CEPA in promoting wise use, in particular involving those who make a direct use of wetland resources.	•		•	•	•				
1.2.2	Existing CEPA programmes and case studies have been reviewed & the lessons learned have been documented.	•		•					•	
1.2.3	The findings & conclusions drawn from Actions 1.2.1 & 1.2.2 have been made available to Parties & the broader community through appropriate mechanisms.	•		•					•	
1.3.1	CEPA is integrated into all relevant Convention work programmes, including joint work plans with other conventions & organizations, & included in the development of all further Ramsar guidance for Parties.	•	•		•				•	
1.3.2	Where appropriate, wetland CEPA has been integrated into the business of national & regional wetland, biodiversity, forestry, agriculture, irrigation, power generation, mining, tourism, and fisheries committees & other relevant policy and planning committees where they exist.	•	•							
1.3.3	Through collaboration globally & nationally, synergy has been encouraged with the CEPA activities of other international conventions & programmes.	•	•			•			•	
1.3.4	Major stakeholders have collaborated to integrate wetland CEPA into relevant regional, national, catchment & local wetland & other appropriate sectoral policies, strategies, plans & programmes, such as those for biodiversity conservation, water management, fisheries, poverty reduction, etc.	•	•			•				

Key Result Areas		AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secret	Other
1.4.1	Case studies have been documented that show the positive role of CEPA in local management activities & the critical role of CEPA tools and skills in participatory wetland management; these have been made available to the Ramsar Secretariat for distribution to Parties and others.	•	•	•		•				
1.4.2	Multi-stakeholder bodies are in place to guide & inform catchment/river basin & local wetland-related planning & management, & these bodies include appropriate expertise in CEPA.	•	•							
1.4.3	Catchment/river basin planning & management documents include CEPA & capacity building as central processes in the delivery of overall water & wetland management objectives.	•	•	•						
1.4.4	Where they do not already exist, the appropriate strategies & actions for CEPA have been introduced into site management plans.	•	•	•						
2.1.1	Parties have appointed suitably qualified persons as Government & NGO CEPA NFPs & advised the Secretariat of the persons; the CEPA NFPs should be members of National Wetland Committees where these exist. Where appropriate, Parties have appointed more than one NGO Focal Point.	•	•							
2.1.2	A national Wetland CEPA Task Force has been established (if no other mechanisms exist for this purpose), including key stakeholder & NGO participation, & a review of needs, skills, expertise & options has been undertaken & priorities set for the co-development and implementation of this programme of work.	•	•							
2.1.3	National CEPA Focal Points have been encouraged to collaborate with wetland & other education centres and, as appropriate, a representative of such centres has been included on Wetland CEPA Task Force or other planning bodies.	•	•							

Key Result Areas	AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secret	Other
2.1.4 A national (or subnational, catchment or local) CEPA Action Plan has been formulated, drawing upon the <i>CEPA toolkit</i> & the Convention's guidelines on participatory management, & the conclusions to emerge from 2.1.2 above have been incorporated. A copy of the Plan has been sent to the Secretariat.	•	•	•						
2.2.1 Attention has been given to the effectiveness of communication & information-sharing systems among relevant government ministries, departments and agencies, & key stakeholders, & mechanisms have been developed to address any shortcomings.	•	•	•						
2.2.2 Regular updating of the Convention's Website with appropriate materials, including key CEPA pages and other resource materials, ensure that these remain an information source for the CEPA Programme globally.								•	
2.2.3 Ramsar's IOPs, especially IUCN's CEC, and others have been encouraged to make suitable resource materials & information available on effective CEPA approaches.	•	•	•						
2.2.4 Increased engagement with international organizations involved in education, particularly UNESCO, and UNESCO's Man and the Biosphere Programme encouraged to invite Biosphere Reserve site managers to carry out relevant actions of the CEPA Programme, where appropriate.	•	•	•				•	•	
2.2.5 Resource materials to support wetland CEPA actions continue to be produced, distributed & shared.	•	•	•					•	

Key Result Areas		AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secr't	Other
2.2.6	The Ramsar global e-mail networks include Ramsar AAs, CEPA NFPs, CEPA professionals, Ramsar Site managers, facilities dedicated to environmental education & awareness raising, & local stakeholders have been maintained and expanded. Similar national e-groups & the linking of these with the global network, have been established & supported.	•	•	•		•			•	
2.2.7	An on-line searchable listing of CEPA expertise & CEPA Focal Points has been established & maintained to assist CEPA at national & international levels, & this service has been promoted to assist CEPA programmes and activities.	•				•			•	
2.2.8	Ramsar electronic photolibrary has been established, resources permitting, to support global, national & local efforts to raise awareness & appreciation of wetland resources & how these can be used wisely								•	
2.3.1	Education centres have been established at Ramsar & other wetland sites to provide focal points for local & national CEPA activities.	•	•							
2.3.2	The capacity of existing centres at wetlands & the development of new centres to deliver high quality CEPA programmes has been supported & enhanced.	•	•	•		•				
2.3.3	Where wetland education centres exist, the information they present has been reviewed to ensure that it is helping to promote the Convention; the centres have helped to foster communication &, where appropriate, participation among local wetland management 'actors' & stakeholders.	•	•	•		•		•		
2.3.4	Wetland education centres have been encouraged to participate in the WLI network of WWT, UK.	•	•	•		•		•		

Key Result Areas		AA	NWC	CEPA NFPs	STRP	IOPs	RRCs	OCs	Secr't	Other
2.3.5	Efforts have been made to promote & resource the twinning of wetland education centres to encourage the exchange & transfer of information & expertise among centres in developed countries & those in developing countries & countries in transition.	•	•			•				
3.1.1	A review has been carried out of current national needs & capacities in wetland CEPA, including in relation to the establishment & operations of wetland education centres, & this has been used to define training & capacity-building priorities within the national wetland CEPA action plan, including training for the CEPA NFPs.	•	•	•						
3.1.2	In collaboration with the Advisory Board on Capacity Building & Ramsar's IOPs, sources of expert wetland information & training opportunities have been identified.	•	•	•		•			•	
3.1.3	Resources have been sought to support the training & capacity building identified as priorities, ensuring that key groups such as women, indigenous & rural communities have not been overlooked.	•	•	•		•	•			
3.2.1	Active participation as an effective process for building skills for wetland management is nationally recognized.	•	•							
3.2.2	Participation of stakeholder groups with cultural or economic links to wetlands or those communities who depend on the wetlands for their livelihoods is given a high priority & is promoted at the national level.	•	•	•						
3.2.3	Where local wetland knowledge is held by indigenous & local communities, this knowledge is respected & integrated into site management plans.	•	•	•		•		•		

Appendix 4

Possible target groups and stakeholders of the CEPA Programme of the Convention on Wetlands

1. There are a large number of possible target groups for this CEPA Programme which fall within the broadest category of the general community or civil society. To assist Contracting Parties and others using this Programme to decide on the actions they will take, this Appendix describes 27 subgroups of civil society which have been identified as those people who can make a significant and immediate difference in the status and long-term sustainability of wetlands.
2. In developing national or local programmes of action based on this CEPA Programme, Contracting Parties and others are urged to take this Appendix into consideration for their own situations in determining which of these are their highest priority target groups.
3. A fundamental assumption of the CEPA Programme is that, as a consequence of the actions taken in response to it, there will be an increasing number of “actors” who become agents, ambassadors or advocates for the Convention on Wetlands and the principles it seeks to encourage. Support for the CEPA Programme should therefore be seen as an investment which aims to help decision-makers and mobilise local-scale actions directed at achieving the conservation and wise use of wetlands.

A) PEOPLE IN GENERAL

Target Group/Individuals

Landowners (especially those who are responsible for managing wetlands)

Indigenous people and local communities

Women

Children

Rationale

These are the people who are making decisions which impact directly upon wetlands. Parties and Ramsar must inform them and provide them with access to expert information and expertise.

Many indigenous people and local communities associated with wetlands have great knowledge of managing these ecosystems in a sustainable way, and in some instances have an ongoing cultural association with wetlands. Ramsar should aim to encourage the sharing of this experience with other wetland managers and acknowledge indigenous peoples’ stewardship of wetlands.

Engaging more women in wetland management is a priority, as in many cultures they tend to be more entrepreneurial in the family unit and more amenable to changing lifestyle habits. They may also tend to communicate more often with the children within the family.

Children are the next generation of environmental managers and caretakers, and Ramsar must ensure that they are aware of the importance of wetlands and how to use them wisely. Children can also become teachers of their parents through their own education.

National and local non-government organizations	In many countries local NGOs are vital for achieving action. They need to have expert information and expertise available to them.
Those responsible for electronic and print media	Conveying positive and informative messages about wetlands to the general community can be accelerated through news and other stories in the electronic and print media.
Community leaders and prominent people – athletes, sports people, religious leaders, artists, royalty, teachers, opinion leaders, etc.	Community leaders can use their public profile to draw attention to issues, and those who have empathy for wetland conservation may be ideal ambassadors to promote the Ramsar message.

B) GOVERNMENTS AT ALL LEVELS

Target Group/Individuals

Environmental policy makers and planners within local administrations, provincial/ state and national government administrations.

Wetland site managers (wardens, rangers, etc.) within local, provincial/ state and national government administrations.

National Administrative Authorities of the Ramsar Convention

National Administrative Authorities and Focal Points for other environment-related conventions

National consultative and advisory committees for the Ramsar Convention and other environment-related conventions (such as National Ramsar Committees).

The Ministers responsible for all sustainable development and education portfolios and environment-related conventions as well as Members of Parliament - National, State/Provincial and local.

Rationale

These officials are key decision-makers at the local level and subregional and national scales. Their actions can impact directly on wetlands, positively or negatively, either at the local level or catchment/river basin scale.

These people have a special need to receive advice on the best practices in managing wetland ecosystems, and on gaining public support and participation for their work, especially where they are responsible for managing a Ramsar Site. Site managers also have valuable first-hand experience with wetland management, and finding ways to allow these experiences to be shared between them and with others is a priority.

They should have the best information at their disposal for efficient application and dissemination.

If there is to be a more integrated approach to managing land and water resources, including wetlands, there is a need to create greater understanding of and empathy for the Ramsar Convention among those implementing the other conventions.

Similarly, there is a need to create greater understanding of and empathy for the Ramsar Convention among those who are advising governments on implementation of Ramsar and the other conventions.

Ramsar needs to gain the support of these Ministers and all government members, for they have direct input to policy setting, budget allocation, etc. Those Members of Parliament in the opposition parties may be in this position in the future.

National aid agencies, bilateral donors	The Convention needs to ensure that there is a good general understanding about what it does within those organizations that are dealing with governments on a range of sustainable development issues. Ramsar must ensure that the relevant officials are well briefed and able to support Ramsar principles through on-ground projects in the Contracting Parties.
Ambassadors and the staff of overseas missions.	It is important that these officials fully understand the Ramsar Convention and its <i>modus operandi</i> so that national governments can be better informed.

C) INTERNATIONAL AND REGIONAL ORGANIZATIONS

Target Group/Individuals	Rationale
Global organizations – World Bank, Global Environment Facility, United Nations Development Programme, United Nations Environment Programme, Global Water Partnership, etc.	The Convention needs to ensure that there is a good general understanding about what it does within those organizations that are dealing with governments on range of sustainable development issues. Where the organizations have funding programmes, Ramsar must ensure that the relevant officials are well briefed and able to support Ramsar principles through on-ground projects in the Contracting Parties.
Regional organizations – South Pacific Regional Environment Program, European Commission, Southern Africa Development Community, Regional Development Banks, ASEAN Environmental Programme, etc.	As above.
Global NGO partners and other international and regional NGOs	Ramsar’s four official NGO partners (IUCN, WWF, Wetlands International, and BirdLife) are all active and effective in promoting the Ramsar Convention. There is a need to involve more of these regional and international NGOs in communicating the Ramsar message.
The secretariats of other environment-related instruments (CBD, CCD, CMS, FCCC, CITES, World Heritage, MAB)	This is essential if there is to be increasing synergy among the conventions at the global and national scales.

D) THE BUSINESS SECTOR

Target Group/Individuals	Rationale
Potential sponsors, supporters	Ramsar promotes sustainable use of wetlands and must therefore engage with the business sectors to ensure that the activities being undertaken by them are not acting contrary to the objectives of the Convention.

Key business sectors

- Water and sanitation
- Irrigation and water supply
- Agriculture
- Mining
- Forestry
- Fishing
- Environmental managers
- Tourism
- Waste disposal
- Energy

Within the business sectors these, and some others, are the industries which have the potential for major negative impacts on wetlands. Ramsar must promote practices within these industries to ensure that their activities are not resulting in wetland loss.

Professional Associations

Ramsar should encourage the application of Ramsar wise use practices through these professional associations.

E) THE EDUCATION SECTOR AND LEARNING INSTITUTIONS

Target Group/Individuals

Education ministries, curriculum development authorities, examination boards and universities, in-service trainers, etc.

National and international teachers' associations

National and international networks, associations and councils of environmental education

Wetland/ Environment Centres, Zoos, Aquaria, Botanic Gardens, etc.

National and international networks of libraries.

Rationale

All of these can assist in gaining the inclusion of wetland conservation and wise use issues in school and other formal curricula.

The incorporation of Ramsar principles into curricula and learning programmes generally can be accelerated through working collaboratively with teacher associations.

Wetlands and water issues can be incorporated into the curricula and other materials being developed by these organizations.

These are ideal venues for promoting the Ramsar message and efforts should be intensified, in order to have suitable information and materials and programmes available within them.

The library networks provide an excellent avenue for making information on Ramsar and wetlands more accessible to the general community.

Appendix 5

The relationships between the current Ramsar CEPA Resolution X.8 and the superseded CEPA Resolutions VII.9 and VIII.31

An Advisory Document prepared by the CEPA Oversight Panel

1. Why this document? This Advisory Document has been produced in response to Operative Paragraph 10 of Resolution X.8 adopted at the 10th meeting of the Conference of the Parties (COP10), in which the Convention “REQUESTS the CEPA Oversight Panel to give priority in its work plan to developing a short advisory document which shows the relationships between Resolutions VII.9 and VIII.31 and the current Resolution X.8 to assist CEPA Focal Points in the ongoing implementation of the CEPA Programme”.
 2. The intent of this request was to assess and compare contents of the three Resolutions so as to confirm and reassure Ramsar’s Contracting Parties that this latest Resolution represents an evolving CEPA Programme of Work for the Convention which does not compromise implementation steps already taken to date by the Parties in implementing the previous CEPA Programmes, notably under Resolutions VII.9 (1999-2002) and VIII.31 (2003-2008).
 3. From a broad analysis, the Panel concludes that:
 - i) Resolution VIII.31 aimed to build on the perceived utility of Resolution VII.9;
 - ii) Resolution X.8 was able to build upon the implementation assessed through the National Reports to COP9 in 2005 and COP10 in 2008; and
 - iii) Resolutions VIII.31 and X.8 are very similar and more concise than Resolution VII.9.
 4. From a more detailed analysis of the operative paragraphs in the three Resolutions (see Annex), the similarities/contrasts include:
 - Recognizing CEPA/EPA as cross-cutting tools that support the implementation of the Convention. (All 3 Resolutions)
 - Requiring Parties to nominate CEPA Government and NGO Focal Points who will play a key role in implementing the programmes. (All 3 Resolutions)
 - Urging Parties to establish CEPA Task Forces, where no other mechanism exists, to undertake a review of needs, capacities, and opportunities in the field of wetland CEPA and, based on this, to formulate a National CEPA Action Plan. (All 3 Resolutions)
 - Encouraging Parties to establish such plans at national, subnational, catchment or local levels, as appropriate. (Resolutions VIII.31 & X.8)
 - Recognizing the need to carry out evaluations of the effectiveness of the CEPA action plans. (Resolutions VIII.31 & X.8)
 - Urging Parties to consider these CEPA action plans as integrated components of biodiversity, wetland and water management, education, health and poverty reduction policy instruments and programmes and ensure that CEPA is recognized as underpinning the effective delivery of these broader policies and programmes. (All 3 Resolutions)
 - Recognizing the important role of the International Organization Partners (IOPs) in implementing the Resolution. (All 3 Resolutions)
-

- Recognizing the importance of World Wetlands Day as the key Ramsar campaign day/week for the Convention, presenting the opportunity to Parties and other to celebrate achievements and continuing challenges in wetland conservation and wise use. (All 3 Resolutions)
 - Urging multilateral and bilateral donors and private sector sponsors to recognize the importance of CEPA interventions and to support CEPA initiatives. (All 3 Resolutions)
 - Recognizing the value of wetland education centres in delivering wetland CEPA, recognizing the important role of the Wetland Link International network of centres and urging Parties to support the participation of their centres in the network. (All 3 Resolutions)
 - Calling for the establishment of a voluntary fund for CEPA and encouraging contributions to this Fund. (Resolution VII.9 & Resolution VIII.31) Note that Resolution X.8 did not refer to this Fund, since no funds had ever been submitted for this purpose in the preceding nine years.
 - Calling for the Scientific and Technical Review Panel (STRP) to set up an expert working group on CEPA. (Resolution VIII.31) As a result of this, a CEPA expert was appointed to STRP from the 2006-2008 triennium onwards and the current STRP composition reflects this. This expert leads the CEPA Thematic Work Area and brings in additional CEPA expertise when needed.
 - Concerning key actors for implementing the CEPA Programme, these are identified as: Contracting Parties (CPs), Secretariat, IOPs, other NGOs and collaborators, and local stakeholders. (All 3 Resolutions)
 - Resolution VIII.31 took a step forward from VII.9 by identifying which actor groups were most relevant in implementing each of the suggested activities in the annexed Programme of Work; then
 - Resolution X.8 took yet another step forward by creating a tracking list for Parties in its Appendix 3 in terms of which actors could/should deliver the Key Result Areas in the Programme of Work.
5. A broad tabular comparison of key aspects of the operative paragraphs and the Programme of Work of the three Resolutions is shown in Annex I. A more detailed tabular comparison of the annexed Programmes of Work and their Appendices in Resolutions VIII.31 and X.8 is summarized in Annex II. Note that for practical reasons this latter comparison has not included the annex to Resolution VII.9.
6. Other relevant points that emerge from comparison of all three Programmes of Work are that:
- Through Resolution IX.18 (adopted at COP9 in November 2005), the Standing Committee set up a CEPA Oversight Panel with a number of key tasks in taking forward the implementation of the CEPA Programme. In response to requests from Parties, the Panel produced a paper defining the roles and responsibilities of the CEPA National Focal Points (CEPA NFPs). This was adopted as Appendix 2 of Resolution X.8 and represents another step in assisting the Parties in implementing the CEPA Programme.
 - Resolutions VII.9 and VIII.31 identified the need for national CEPA programmes to consider broad training needs. While X.8 continues this, it also specifically identifies a need for CEPA NFP capacity building with the Secretariat to take the lead in this.

- Originally called “the Convention’s Outreach Programme: actions to promote **communication, education, and public awareness**” in Resolution VII.9, Resolution VIII.31 went on to identify the programme using the acronym **CEPA** for the first time for **communication, education, and public awareness**. Resolution X.8 continued with the CEPA acronym but with a rather subtle but important recognition of the critical role of *participation* in wetland wise use and thus its importance in the processes covered by the CEPA Programme, with the acronym now standing for **communication, education, participation and awareness**.
 - While the meaning of the acronym has changed in a meaningful way, the operative paragraphs and the goals and actions/key results areas of Resolutions VIII.31 and X.8 remained remarkably similar. This reflected a key objective of the CEPA Panel which was largely responsible for the development of Resolution X.8: that it should NOT significantly change the CEPA Programme and its intentions, since the National Reporting on implementation to COP9 indicated that Parties were already successfully building work programmes to implement Resolution VII.31 and so it would be counterproductive to introduce significant changes in the next iteration. Thus, as shown in the annexed comparative table:
 - the Goals are not significantly different in intent from the General Objectives of VIII.31 but are perhaps better explained to readers so that a flow is articulated in Resolution X.8 from Goal 1, aimed at enhancing awareness, through Goal 2 aimed at establishing an enabling environment, to Goal 3, aimed at motivating and enabling people to act; and
 - the Strategies and Key Result Areas in Resolution X.8 are remarkably similar to the Operational Objectives and Actions of Resolution VIII.31.
7. In conclusion, this analysis by the CEPA Panel indicates that the current version of the CEPA Programme represents a clear and more concise Programme of Work, but does not deviate significantly from the CEPA Programmes previously adopted and implemented at various levels by the Contracting Parties, viz. Resolution VII.9 adopted in 1999 for the period 1999-2002 and Resolution VIII.31 adopted in 2002 for the period 2003-2008.



Children playing the floor version of the Ramsar game at the Ramsar Regional Center for Central and Western Asia in Ramsar, Islamic Republic of Iran (Photo courtesy Ms Yasaman Rajabkhah and Bachehaye Ab)

Annex I. A broad comparison of key aspects of the operative paragraphs and the Programme of Work of the three CEPA Resolutions

		Resolution VII.9	Resolution VIII.31	Resolution X.8
Operative Paragraphs	Recognizing CEPA/EPA as cross-cutting tools that support the implementation of the Convention			
	Requiring Parties (CPs) to nominate CEPA Government and NGO Focal Points who will play a key role in implementing the respective programmes			
	Urging CPs to establish CEPA Task Forces, where no other mechanism exists, to undertake a review of needs and capacities and opportunities in the field of wetland CEPA and based on this to formulate a National CEPA Action Plan			
	CPs are encouraged to establish such plans at national, sub-national, catchment or local levels, as appropriate			
	Recognizing in Resolutions VIII.31 and X.8 the need to carry out evaluations of the effectiveness of the CEPA plans			
	Urging CPs to consider these CEPA action plans as integrated components of biodiversity, wetland and water management, education, health and poverty reduction policy instruments and programmes and ensure that CEPA is recognized as underpinning the effective delivery of these broader policies and programmes			
	Recognizing the important role of the IOPs in implementing the Resolution			
	Recognizing the importance of WWD as the key Ramsar campaign day/week for the Convention, presenting the opportunity to CPs and other to celebrate achievements and continuing challenges in wetlands conservation and wise use			
	Urging multilateral and bilateral donors and private sector sponsors to recognize the importance of CEPA interventions and to support CEPA initiatives			
	Recognizing the value of wetland education centres in delivering wetland CEPA, recognize the important role of the Wetland Link International network of centres and urge CPs to support the participation of their centres in the network			
	Calling for the establishment of a voluntary fund for CEPA in Resolution VII.9 and in Resolution VIII.31 encouraging contributions to this Fund			
	Calling in Resolution VIII.31 for the STRP to have an expert working group on CEPA. A CEPA expert was appointed to STRP as a result of this and the current STRP structure reflects this. This expert leads the CEPA Thematic Area and brings in additional CEPA expertise when needed.			

Annexed Programme of Work and Appendices	Key actors in implementing the CEPA Programme are identified as: CPs, Secretariat, IOPs, other NGOs and collaborators, and local stakeholders.			
	Identifies which actor groups were most relevant in implementing each of the suggested activities in the annexed Programme of Work			
	Created a tracking list in Appendix 3 for CPs in terms of which actors could/should deliver the Key Result Areas in the Programme of Work			
	Through Resolution IX.18 adopted at COP9 in November 2005, Standing Committee set up a CEPA Oversight Panel with a number of key tasks in taking forward the implementation of the CEPA Programme. In response to requests from CPs, the Panel produced a paper defining the roles and responsibilities of the CEPA National Focal Points. This was reproduced in Appendix 2 of Resolution X.8 and represents another step in assisting the Parties in implementing the CEPA Programme.			
	Identify the need for national CEPA programmes to consider broad training needs			
	Specifically identifies a need for CEPA NFP capacity building with the Secretariat to take the lead in this.			
	Originally called the Convention's Outreach Programme: actions to promote communication, education, and public awareness			
	Went on to identify the programme using the acronym CEPA for the first time			
	Resolution X.8 continued with the CEPA acronym but with a rather subtle but important recognition of the critical role of <i>participation</i> in wetland wise use and thus its importance in the processes covered the CEPA Programme, with the acronym now standing for communication, education, participation and awareness .			

Annex II. Comparison between the Annexed Programmes of work in CEPA Resolution X.8, adopted at COP10 in 2008, and Resolution VIII.31 adopted at COP8 in 2002

Editor's Note. Annex II provides the full texts of text paragraphs of the Strategic Plan 2009-2015 and COP CEPA Resolutions. It has not been reproduced here, but can be downloaded as part of the full CEPA Oversight Panel document from www.ramsar.org/pdf/cepa/CEPA_Panel_AdvisoryDocument_AnnexII.pdf.

Relevant Resolution

Resolution X.8

(adopted by the 10th meeting of the Conference of the Contracting Parties, Changwon, Republic of Korea, 2008)

The Convention's Programme on communication, education, participation and awareness (CEPA) 2009-2015

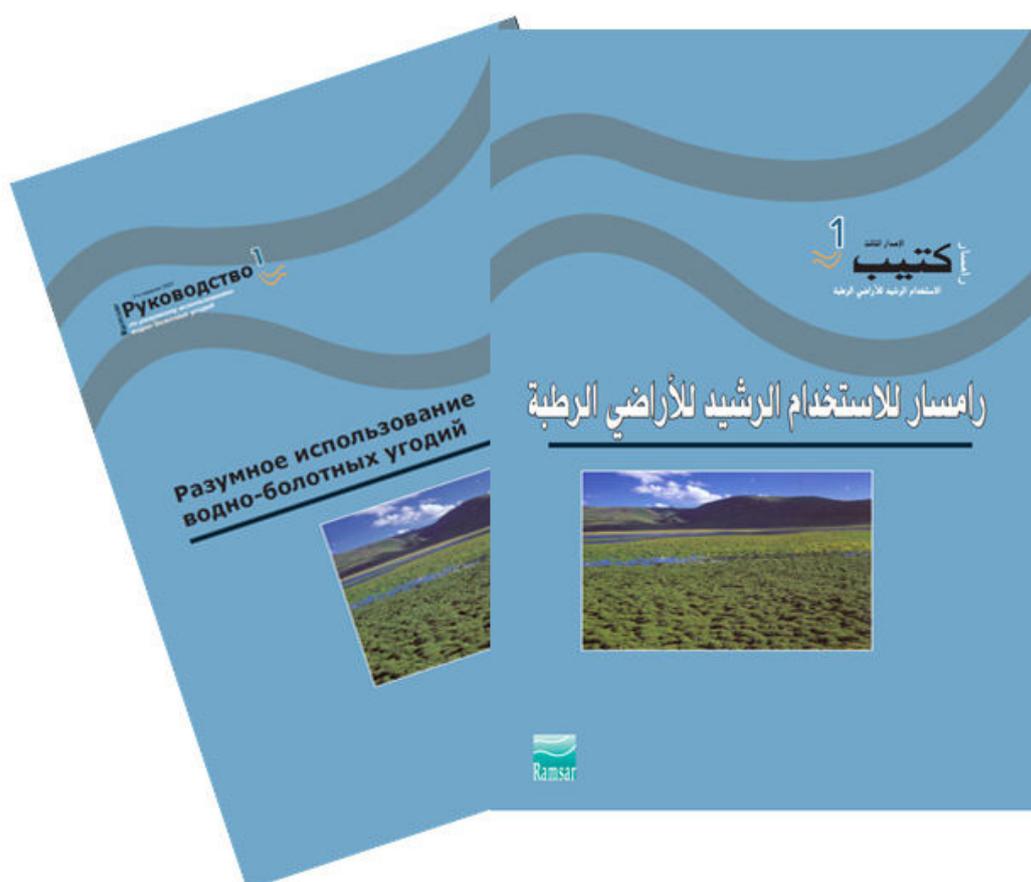
1. RECALLING that Resolution VII.9 adopted the Convention's first Outreach Programme for the period 1999-2002, and that Resolution VIII.31, *The Convention's Programme on communication, education and public awareness (CEPA) 2003-2008*, continued the CEPA programme for the next two triennia;
2. EXPRESSING APPRECIATION for the work done by the Ramsar Secretariat and the CEPA Oversight Panel that was established under Resolution IX.18 (2005);
3. RECOGNIZING that, as requested by Resolutions VII.9 and VIII.31, as of 1 November 2008 129 Contracting Parties (82%) have designated their Government CEPA Focal Points and 106 Parties (67%) their national Non-governmental Organization CEPA Focal Points, but CONCERNED that a significant number of Parties have not yet done so, thus limiting the opportunities for coordinating CEPA delivery under the Convention;
4. CONGRATULATING the 29 Contracting Parties that have reported forming national CEPA Task Forces and in particular Australia, Azerbaijan, Belize, Dominican Republic, France, Germany, Hungary, Mali, Samoa, Spain, St Lucia and the United Kingdom for having reported the development of National Wetland CEPA Action Plans as urged by Resolution VIII.31, as well as the countries that have prepared CEPA plans at site level, but CONCERNED that so few Parties have thus far done likewise;
5. EXPRESSING GRATITUDE to the Ramsar International Organization Partners (IOPs) for their ongoing support to CEPA activities globally and within many Contracting Parties, and also to the Danone Group for its continuing sponsorship of outreach activities under the Convention;
6. RECOGNIZING that, with support from the Netherlands Government, the Advisory Board on Capacity Building for the Ramsar Convention, with input from the CEPA Panel, is developing a framework for capacity building for wetland wise use as a practical guide for Contracting Parties; and
7. RECOGNIZING the contribution that many of the Ramsar Regional Initiatives will make to implementation of the Annex to this Resolution;

THE CONFERENCE OF THE CONTRACTING PARTIES

8. ADOPTS the Convention's *Programme on communication, education, participation, and awareness (CEPA) 2009-2015*, contained in the Annex to this Resolution, as an instrument to provide guidance to Contracting Parties, the Ramsar Secretariat, the Convention's International Organization Partners (IOPs), other NGOs, community-based organizations, local stakeholders and others in the development of appropriate actions to support the implementation of the Convention at the international, regional, national and local levels;
9. CONFIRMS that this Resolution and its Annex incorporates the key recommendations from Resolutions VII.9 and VIII.31 and their Annexes in an expanded framework that reflects the broader approach proposed in this CEPA Programme 2009-2015;

10. REQUESTS the CEPA Oversight Panel to give priority in its work plan to developing a short advisory document which shows the relationships between Resolutions VII.9 and VIII.31 and Resolution X.8 to assist CEPA Focal Points in the ongoing implementation of the CEPA Programme;
11. REQUESTS the CEPA Oversight Panel to monitor and report on CEPA issues within the Convention and the progress of implementation of the CEPA Programme as established by this Resolution, and to advise the Standing Committee and the Secretariat on the CEPA work priorities at the national and international levels, including the CEPA priorities of the Scientific and Technical Review Panel (STRP);
12. REAFFIRMS the call made in Resolutions VII.9 and VIII.31 for all Contracting Parties that have yet to do so to nominate as a matter of priority suitably qualified Government and Non-governmental Organization Focal Points for wetland CEPA and to inform the Ramsar Secretariat accordingly, and URGES Parties to ensure that the CEPA Focal Points are members of the National Ramsar/Wetlands Committee where these exist;
13. URGES all Contracting Parties, as suggested in Resolutions VII.9 and VIII.31 and in the CEPA Programme 2009-2015, to establish appropriately constituted Task Forces, where no mechanism exists for this purpose currently, to undertake a review of needs, capacities and opportunities in the field of wetland CEPA, and based upon the results of that review to formulate their Wetland CEPA Action Plans (at national, subnational, catchment, or local levels) for priority activities that address international, regional, national, and local needs, and to provide copies of these to the Ramsar Secretariat to make available to other Contracting Parties and organizations;
14. STRONGLY URGES all Contracting Parties to seek to develop and implement their Wetland CEPA Action Plans as integrated components of their broader environment, biodiversity, wetland and water management, education, health, and poverty reduction policy instruments and mainstreamed in relevant programmes, at decentralized level where appropriate, and to ensure that CEPA is recognized as underpinning the effective delivery of these activities;
15. CALLS UPON those Contracting Parties with wetland CEPA plans to evaluate the effectiveness of those plans on a regular basis, to amend their priority actions where necessary, and to provide feedback to the CEPA Oversight Panel on such reviews and revisions;
16. REITERATES the call to multilateral and bilateral donors and private sector sponsors to support appropriate actions as set out in the Ramsar *CEPA Programme 2009-2015*;
17. URGES the Ramsar Secretariat to assist in strengthening the capacity of the CEPA Focal Points by the provision of training, toolkits, and templates, e.g., for CEPA action plans and CEPA training aids, possibly with the assistance of the Advisory Board on Capacity Building for the Ramsar Convention;
18. RECOGNIZES the growing celebration of World Wetlands Day in a large number of countries, and URGES Contracting Parties to continue, or to begin, to use this occasion to bring attention to their achievements and continuing challenges in wetland conservation and wise use;
19. ENCOURAGES those Contracting Parties with established, or proposed, wetland education centres and related facilities to support the development of those centres as key places of learning and training about wetlands and wetland-related CEPA and to support their participation in the global (and developing regional and national) network of such centres

- under the Wetland Link International programme of the Wildfowl & Wetlands Trust, WWT (UK);
20. ALSO ENCOURAGES Contracting Parties to utilize the capacity of the Ramsar Regional Centers in wetland training in their respective regions;
 21. INSTRUCTS the Secretary General to strengthen collaboration with the members of the Biodiversity Liaison Group, especially the Executive Secretary of the Convention on Biological Diversity, through the mechanism of the established Joint Work Plan, for harmonising the respective CEPA programmes of the two conventions, including collaboration with the CBD's CEPA Informal Advisory Committee;
 22. INVITES the Ramsar International Organization Partners (IOPs) and other organizations with which the Ramsar Secretariat has collaborative agreements to support the implementation of the Ramsar CEPA Programme at the global, regional, national or local levels, as appropriate, with the expertise, networks, skills and resources they have at their disposal; and
 23. URGES those Parties with other national and local languages different from the three official languages of the Convention to consider translating key Ramsar guidance and guidelines into those languages in order to make them more widely available.



The CEPA Resolution calls for translation of guidance into national languages: during the 2009-2012 triennium a number of Ramsar handbooks have been translated into Arabic and Russian with funding from the Ramsar Regional Centre for Central and West Asia and the Danone Fund for Water with support from the League of Arab States. Translations of World Wetlands Day materials has now become quite common within the Convention, also helping the Ramsar message to be delivered more effectively in many countries. Adaptations of the Secretariat's WWD materials for 2010 can be viewed here <http://www.ramsar.org/WWD-adaptations/>.

The Ramsar Convention 'toolkit' for the conservation and wise use of wetlands, 4th ed. (2010)

Convention pillar 1: Wise Use

Handbook 1	Wise use of wetlands Concepts and approaches for the wise use of wetlands
Handbook 2	National Wetland Policies Developing and implementing National Wetland Policies
Handbook 3	Laws and institutions Reviewing laws and institutions to promote the conservation and wise use of wetlands
Handbook 4	Avian influenza and wetlands Guidance on control of and responses to highly pathogenic avian influenza
Handbook 5	Partnerships Key partnerships for implementation of the Ramsar Convention
Handbook 6	Wetland CEPA The Convention's Programme on communication, education, participation, and public awareness (CEPA) 2009-2015
Handbook 7	Participatory skills Establishing and strengthening local communities' and indigenous people's participation in the management of wetlands
Handbook 8	Water-related guidance An Integrated Framework for the Convention's water-related guidance
Handbook 9	River basin management Integrating wetland conservation and wise use into river basin management
Handbook 10	Water allocation and management Guidelines for the allocation and management of water for maintaining the ecological functions of wetlands
Handbook 11	Managing groundwater Managing groundwater to maintain wetland ecological character
Handbook 12	Coastal management Wetland issues in Integrated Coastal Zone Management
Handbook 13	Inventory, assessment, and monitoring An Integrated Framework for wetland inventory, assessment, and monitoring
Handbook 14	Data and information needs A Framework for Ramsar data and information needs
Handbook 15	Wetland inventory A Ramsar framework for wetland inventory and ecological character description
Handbook 16	Impact assessment Guidelines on biodiversity-inclusive environmental impact assessment and strategic environmental assessment

Convention pillar 2: Ramsar sites designation and management

Handbook 17	Designating Ramsar Sites Strategic Framework and guidelines for the future development of the List of Wetlands of International Importance
Handbook 18	Managing wetlands Frameworks for managing Ramsar Sites and other wetlands
Handbook 19	Addressing change in wetland ecological character

Convention pillar 3: International cooperation

Handbook 20	International cooperation Guidelines and other support for international cooperation under the Ramsar Convention on Wetlands
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Companion document

Handbook 21	The Ramsar Convention Strategic Plan 2009-2015 Goals, strategies, and expectations for the Ramsar Convention's implementation for the period 2009 to 2015
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Handbooks
4th edition

Handbook 6

Wetland CEPA



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