

# Business partnership activities



SC 40-2009  
N. Rizzotti



# Presentation plan

## 1. Why partnerships with the private sector?

## 2. Danone – Evian partnership and activities

- Fund « Danone Evian pour l'eau » (1998)
- Fund « Ecoles de protection de l'eau » (2007)
- Fund « pour la Nature » (2008)

## 3. Star Alliance Partnership

## 4. Conclusion

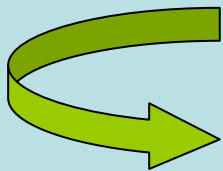


# 1 . Why a partnership with the private sector?



## ➤ Implement the objectives of the strategic plan of the Ramsar Convention

- *Better management and wise use of water and wetlands*
- *Raising awareness at all levels* from local to international including the private sector!
- *Increase communication* on water issues and wetlands
- *Enhance international cooperation;*  
*training and network for supporting regional initiatives*
- **To have the Convention better known**



**Resolution X.12 (COP 10)**



## 2. Danone/Evian partnership

### 1 Partnership, 3 Memoranda of Understanding



## 2.1: Fund « Danone Evian pour l'eau » (since 1998)



- Started in 1998 (signature of an agreement)
- Based on a 3 years' agreement (actual: 2007-2010)
- The agreement is linked to the programme « Danone-Evian pour l'eau »
- **250'000.-** Euros per year (since 2002).



## 2.1: Fund « Danone Evian pour l'eau » (since 1998)



### ➤ Objectives:

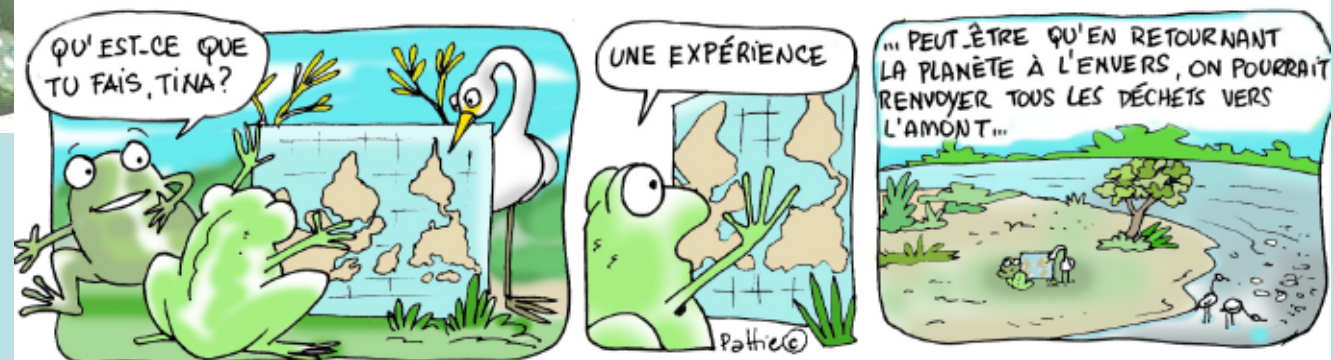
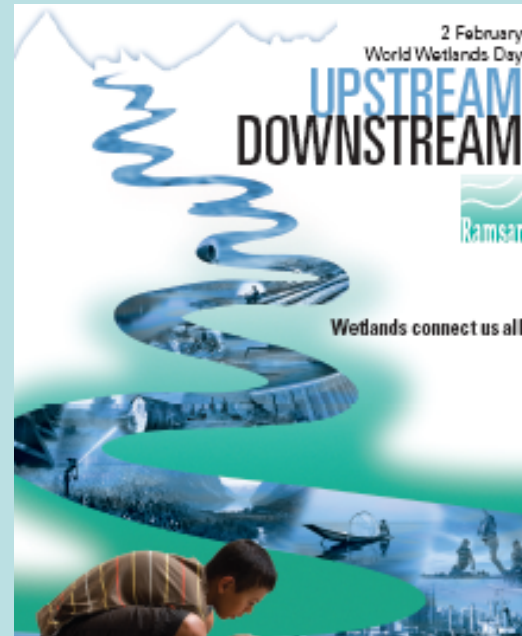
- **To promote the Ramsar convention around the world**  
Support for the Ramsar communication (world wetland day, website)
- **To promote concrete actions in the field**  
Technical exchanges on know-how and best practices  
(wetlands managers network through workshops, High Andes workshop, High Himalayan workshop, helping to designate new Ramsar sites.)
- **To develop a network of experts for water management**  
Raising awareness and exchange among decision makers (Evian's encounters), Ramsar Wetland Conservation Award



## 2.1 Fund « Danone Evian pour l'eau »



- World Wetlands Day (2 February)
- Communication and awareness material

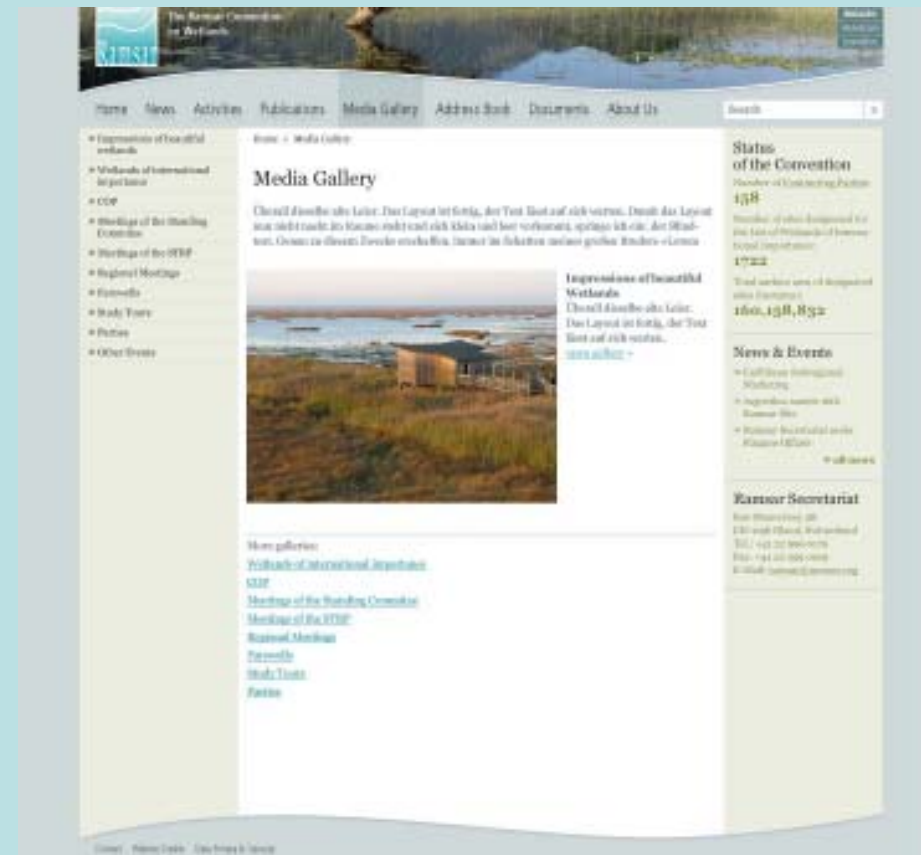


## 2 . 1 Fund « Danone Evian pour l'eau »



### New Website

- Redoing the whole website design
- More user friendly
- Structure nearly completed, migration can start soon
- On line from end of May







*Plaga ait Confestim volubilis hos induco veho*

## What is Ramsar?

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### Conservation and wise use of wetlands

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- Obses te ruo praet

## Wetlands World Map



Wetlands connect us all.

» [Take a closer look](#)

## Status of the Convention

Number of [Contracting Parties](#):

**158**

Number of sites designated for the List of Wetlands of International Importance:

**1722**

Total surface area of designated sites (hectares):

**160,158,832**

## News & Events

- » [Caribbean Subregional Marketing](#)
- » [Argentina names 16th Ramsar Site](#)
- » [Ramsar Secretariat seeks Finance Officer](#)

» [all news](#)

## Ramsar Secretariat

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## Latest News

07/10/08

### Portugal names eleven Ramsar sites in the Azores – Volcanic-based wetlands of great beauty and importance

The government of Portugal has brought its total number of Wetlands of International Importance to 28 by designating eleven new sites in its mid-Atlantic autonomous region of the Azores Archipelago. They include caldera lakes, geothermal springs and pools, mountain peatlands, and other wetland types on many of the nine islands of the group, as well as one of its famous reefs.

[read more »](#)



07/10/08

### Now available: COP10 side events schedule

Ramsar's Edgar Kaeslin has been putting together the arrangements for the various side events planned for the 10th meeting of the Conference of the Parties in Changwon, which gets under way just three weeks from now. More than 50 events have been fit into the limited times and rooms available, and the provisional list is now available [here](#).

07/10/08

### Living Lakes conference results

"The consideration of culture and tradition in lake regions can contribute to the rescue of threatened lakes and their catchment areas." The 12th Living Lakes conference, recently concluded at Lake Trasimeno, came to that conclusion in ...

[read more »](#)



07/10/08

### Seabirds now internationally protected across Africa and Eurasia

"A total of twenty migratory waterbird species, including several species of auks, frigate birds, gannets and tropic birds have been added to Annex 2 of the African-Eurasian Migratory Waterbird Agreement (UNEP/AEWA) - an international treaty dedicated to the conservation of migratory waterbirds in Africa and Eurasia.

[read more »](#)

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## Ramsar Secretariat

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## 2.2 Fund « Ecoles de protection de l'eau » (2007)



- Initiated in 2007
- One year renewable agreement (planned for 3 years until July 2011)
- Linked to the « Ecoles de protection de l'eau » programme
- A project based international programme focusing on the wise use of water resources
- A total amount of 680'000.- Euros has been agreed to date



## 2.2 Fund « Ecoles de protection de l'eau » (2007)

### ➤ Objectives and activities:

- **To work with the local players to protect and restore the wetlands resource** (management plans)
- **To reduce poverty and improve communities' living conditions** (alternative activities, ecotourism, promotion of local economy)
- **To work in communication, education and public awareness** (videos, posters, school programmes)
- **To promote local communities participation** in water management (creating conditions for discussions, access to information, strengthening decision-making process)
- **To share experience and knowledge** amongst the actors



## 2.2 Fund « Ecoles de protection de l'eau » (2007)

- In Ramsar sites exposed to water management problems and providing important livelihoods for local communities



3 projects, based on a 2-3 years cycle (started in July 08)

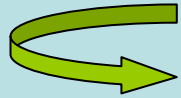
- **Argentina (ONG Proteger):** Jaaukanigas and Humedales Chaco (La Plata river basin)  
Intensive fishing, agricultural and industrial runoffs





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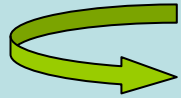
3 projects, based on a 2-3 years cycle (started in July 08)

- **Nepal (Birdlife Nepal):** Jagadishpur freshwater reservoir  
Overfishing, water pollution, conflict of interests



## 2.2 Fund « Ecoles de protection de l'eau » (2007)

- In Ramsar sites exposed to water management problems and providing important livelihoods for local communities



3 projects, based on a 2-3 years cycle (started in July 08)

- **Thailand (WWF Thailand):** Beung Konk Long Lake  
Overfishing, pesticides, forest clearance



## 2.3 Fund « pour la Nature » (2008)



### ➤ A new agreement signed at COP 10 with Danone and IUCN

#### Objective:

- Capitalize on the essential role of wetlands in carbon capture.
- Support programs to store carbon by restoring wetlands.
- Help Danone to claim to be Carbon-neutral by 2011

#### Activities (2009-2010):

- Senegalese Océanium Mangroves' restoration project
- Develop a methodology to measure carbon stocking in mangrove
- Symposium to present first results and concretise the methodology (early October 09)



#### Amount:

- 747'000.- Euros for the project
- Additional budget that pays for the experts for exemple

#### Main role of Ramsar:

- Develop an expert panel with STRP working on the methodology
- Inform and get the agreement of the involved countries

### 3. Biosphere Connections partnership

Launched in May 2007, it brings together the



airline network with:

- Ramsar
- IUCN
- UNESCO-MAB



#### ➤ Benefits for Ramsar:

- Raises Awareness with the public and within airlines
- 25'000.- Euros per annum in tickets (not Secretariat staff)





## 4. Conclusion

- At the moment about the 1/3 of our annual voluntary contributions come from business partnership.
- A win-win partnership that allows to contribute to our cause and enhance the business CSR credentials.

Thank you!  
Merci!  
Gracias!

*“The only way that gives hope of a better future  
is the one of cooperation and partnership”*

Kofi Annan, 2001 .

