



**Memorandum of Cooperation between the
Secretariat of the Convention on Wetlands
(Ramsar, Iran 1971) and the Wildfowl &
Wetlands Trust (WWT)**



The Acting Secretary General of the Ramsar Convention on Wetlands and the Chief Executive of the Wildfowl & Wetlands Trust (WWT),

CONSCIOUS of the commitment of both the Secretariat of the Ramsar Convention and the WWT – hereafter the Parties to this Memorandum of Cooperation – to the conservation and wise use of wetlands and the wetland ecosystem services they provide, through local and national actions and international cooperation, as a contribution to achieving sustainable development throughout the world,

RECOGNISING the opportunities the Ramsar Strategic Plan 2016-2024 offers for increased collaboration,

ACKNOWLEDGING WWT's past and present support to the Ramsar Convention Secretariat, the Scientific & Technical Review Panel and the Contracting Parties,

RECOGNIZING WWT's status as an International Organization Partner (IOP) of the Ramsar Convention, and CONSCIOUS of the need to review agreements between the Ramsar Convention Secretariat and all the IOPs,

COMMITTED to broadening their collaboration to bring WWT's technical and capacity building expertise to the improved implementation of the Convention,

HEREBY AGREE a framework for future collaboration between the Parties to this Memorandum to support the implementation of the Ramsar Convention.

Article 1 – Purpose

The purpose of this Memorandum of Cooperation is to provide a flexible framework for collaboration between the Parties, mobilizing WWT's technical and capacity-building expertise for an improved implementation of the Ramsar Convention.

Article 2 – Areas of collaboration

The collaboration of the Parties will focus in particular, but not exclusively, on the areas listed in the Annex to this Memorandum of Cooperation.

Article 3 – Implementation agreements

Both Parties commit to develop implementation agreements under the areas of common interest mentioned in Article 2 and other areas as needs arise. These implementation agreements will define the nature and details of the tasks to be carried out.

Article 4 – Status of the partners and their personnel

The Parties acknowledge and agree that both Parties are separate and distinct entities. The employees, personnel, representatives, agents or contractors of one Party including the personnel engaged for carrying out any of the project activities pursuant to this agreement shall not be considered in any respect or for any purpose whatsoever as being employees, personnel, representatives, agents, contractors or other affiliates of the other Party.

Article 5 – Intellectual property, names and logos

The Parties will respect each other's intellectual property at all times and shall consult with one another and agree in advance, under a separate legal instrument pursuant to this Agreement, on the Intellectual Property Rights relating to any project or benefits derived thereof in respect of activities carried out. Nothing in this Agreement shall give either Party any rights in respect of any names or logos used by the other Party, or of the goodwill associated with such names and logos.

Article 6 – Term, amendment and termination

This Agreement shall be effective for up to 3 years from the date of signature but may be superseded by a subsequent agreement reflecting WWT's status as a Ramsar International Organization Partner (IOP). Otherwise, it may be extended either modified or unmodified in substance as mutually agreed for further periods of 3 years. The Parties may, by written agreement, amend the goals of this Agreement at any time and either Party may terminate this Agreement by giving not less than 30 days written notification.

Article 7 – Dispute settlement

Any dispute between the Parties arising out of the interpretation or execution of this memorandum of cooperation shall be settled amicably through consultation and negotiation. If the Parties are unable to reach agreement through such negotiation, the dispute shall be settled through arbitration in accordance with the Arbitration Rules of the United Nations Commission on International Trade Law (UNCITRAL) as at present force.

Signed on 15 June 2016, at Gland, Switzerland

Ania Grobicki
Acting Secretary General
Ramsar Convention on Wetlands

Martin Spray
Chief Executive
WWT

Annex to the Memorandum of Cooperation between the Secretariat of the Ramsar Convention and the Wildfowl & Wetlands Trust (WWT)

WWT engages in activities relevant to the implementation of the Ramsar Convention across the world under the following general themes:

- Monitoring - especially wetland quality and wetland species
- Identifying and countering threats to wetlands
- Wetland creation, restoration and management
- Developing and demonstrating best practice in wetland conservation
- Wetlands and poverty alleviation
- Wetland benefits (ecosystem services)
- Communication, Education, Participation and Awareness
- Global advocacy
- Capacity-building

The following list includes areas of cooperation between the Secretariat of the Ramsar Convention and WWT, in its new role as a Ramsar IOP. This list is not exclusive and cooperation could be developed within the areas described above at any time.

- Expanding the Wetland Link International (WLI) network of wetland centres and their promotion as key places of learning and training about wetlands and wetland-related CEPA. This may include a close collaboration on the Wetland Education Centres Handbook, developed to feature a geographically diverse selection of Centres.
- WLI could aid Ramsar Contracting Parties and partners understand the training and educational needs of wetland education centres, both in terms of the development of World Wetlands Day events and materials, and in terms of general awareness raising throughout the year (for example the role of Ramsar Factsheets; promotional materials and videos; site branding and signage etc.). The Secretariat could capture these best practices and make them available to the global community.
- WLI could also play a role in convening CEPA related workshops working with Ramsar National Focal Points to bring together participants into a wetland related environment.
- Cooperation for the 2016 *Flight of the Swans* project of WWT. The Ramsar Secretariat provides support through its global network of Ramsar Sites managing authorities, with outreach, and in helping identify potential sponsors.
- Collaborating in preparation for, and at INTECOL 10.
- Collaborating in preparation for, and at the 2016 IUCN World Conservation Congress.
- Aiding in the harmonisation of wetland conservation policies across Multilateral Environmental Agreements (Ramsar, CMS, AEW, CBD), the UN and other international partners, especially those relating to disease threats to wetlands.
- Aiding in the development of policy and technical/scientific instruments largely through the Scientific and Technical Review Panel (STRP) process. WWT is an invited Observer Organization (2006-2018), and for the 2016-2018 cycle a WWT staff member has been appointed a Technical Expert STRP member.

The Secretariat of the Ramsar Convention and WWT have the opportunity to play a significant role in mutually supporting efforts within the communications arena. Such activities could include but are not exclusive to:

General brand awareness: joint promotion through identified communications channels would increase overall brand exposure and raise awareness. Brand guidelines have been developed to provide a framework for logo usage etc.

Website: the Ramsar Convention and the WWT's websites should each support the awareness raising and outreach of the other, with dedicated click to hyperlinks and clear positioning within the Partners section. The critical components of the web content might include: a map with highlighted countries where activities occur, introduction text, description of operations & activities, calendar of activities, contact details, logo, links to key documents and photos.

News: WWT and Ramsar newsletters could be distributed through networks and social media.

World Wetlands Day: WWT could support the organization of WWD events particularly within their social media channels and potentially promote their own events and activities on the WWD website itself.

Contacts: where and when appropriate the sharing of contacts (or the regular provision of content) such as media outreach, Ramsar Forum/CEPA lists etc. could be brought into the communications channel mix to help generate broader awareness.