What was your key message?

That Wetland tourism is truly an amazing experience. Feedback presentations focused on how particular wetland tourism activities support people and wetlands.
Brief description of your product/ activity / material you used

Tourist operators at the coast who have activities based on the Walvis Bay wetlands – one of our Ramsar sites, were invited to offer their activity to a group of scholars and students. Five half-day activities were offered, Kayaking in the lagoon with seals, Boating with the Mola mola boat across the lagoon and returning by 4x4 along the coast watching birds, A visit to the salt works followed by an exploration of the inter-tidal rock pools on the rocky shore, A bird walk along the lagoon followed by a harbour tour by NamPort, a trip across the lagoon in a Catamaran. Tour operators agreed and gave their service free or at drastically reduced rates, allowing 99 students and scholars to experience wetland tourism directly. At the Swakopmund youth centre students were briefed, given presentations on Ramsar and the Walvis Bay wetland by the Polytechnic students, a talk on upwelling along the Namib coast by Dr Kreiner from Fisheries, and a video by Nacoma on the natural resources and conservation value of our coast. The next morning all went out to enjoy their wetland tourism experience in groups of 20 students and scholars. After lunch the students and scholars together prepared presentations on the activity they had participated in, linking it to the slogan of tourism supporting people and wetlands. The school children gave their powerpoint presentations on wetlands and tourism to 99 students and learners and their teachers, and indirectly national awareness of the day and value of wetland tourism via the radio coverage and newspaper articles. An article by the students has been submitted to Roan News for publication – it is the journal of the Namibian Environment and Wildlife society so will reach the conservation community too. Hopefully the children will pass on the message to their schools, environment clubs, parents and friends too.

What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; newspaper article)

Direct awareness of values of wetlands and tourism to 99 students and learners and their teachers, and indirectly national awareness of the day and value of wetland tourism via the radio coverage and newspaper articles. An article by the students has been submitted to Roan News for publication – it is the journal of the Namibian Environment and Wildlife society so will reach the conservation community too. Hopefully the children will pass on the message to their schools, environment clubs, parents and friends too.

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

It was a great success. Their enthusiastic feedback and sheer joy in the activities showed how much all had enjoyed the wetland experience – truly a Great experience.

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

The article for Roan News, the press releases. The 35 students and the 5 teachers all gave written evaluations on the event under the headings, Communication, Education, Participation and Awareness with most ranking all activities as either a 4 or 5 out of 5. The committee who co-operated from a diverse range of Govt depts and NGO and Academic inst and River Basin Mgt Committees as well as private sector tour operators have learnt how well CEPA techniques can be applied to arrange a successful national event, that is FUN.

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

It was learning by doing and by having FUN. It worked and the cooperation of all was amazing.

What was the source of your funding?

Funding was shared with contributions from Dept of Water Affairs, Ministry Environment & Tourism, NACOMA, Polytechnic of Namibia, with voluntary services by the Tour operators, media, teachers, river basin management committees, lecturers, scientists from Fisheries, individuals from the Coastal Environmental Trust of Namibia.