



RAPPORT

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CEPA-action plan for wetlands 2011-2014



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Summary:

The objective of this Communication, Education, Participation and Awareness (CEPA) action plan for wetlands is to contribute to strengthening awareness of the value of wetlands and the Ramsar Convention in Norway. The concept is adapted from the CEPA program of the Ramsar Convention on wetlands. The aim of the action plan is to improve the conservation and wise use of wetlands in Norway by increasing knowledge of the value of wetlands for humans and biodiversity.

The CEPA group has defined ten targets comprising activities that will contribute to the implementation of the action plan during a four year period, from 2011 until 2014. Each target is substantiated and includes a range of definite actions with corresponding target groups and actors, estimated costs and timeline for implementation.

A central part of the action plan consists of a proposed authorization system for wetland information centres in Norway. The intention is for the information centres to contribute to increased understanding of the value of Norwegian wetlands and to communicate knowledge on the conservation and wise use of wetlands, including Ramsar sites. The group has proposed a set of key requirements for the design and management of the centres, and suggests a system for financing that includes basic support and the possibility to apply for additional funding for CEPA activities.

Foreword

In 2011 the Ministry of the Environment gave the Norwegian Environment Agency the task of: "Completing an action plan for communication, education, awareness and information on wetlands/the Ramsar Convention (CEPA Action Plan)".

In 2009 the Norwegian Environment Agency nominated a broad-based work group to prepare the basis for a CEPA (Communication, Education, Participation and Awareness) action plan.

The group's mandate changed during the process, but the following elements are to be assessed by the group:

- The group shall prepare proposals for criteria for authorising a wetland centre in Norway (completed 2010).
- The group shall prepare a proposal for the Norwegian CEPA action plan in accordance with the Ramsar Convention's recommendations for initiatives and activities. The Norwegian Environment Agency uses the action plan as a starting point for its recommendations to the Ministry of the Environment.
- The group shall present an action plan for how increased awareness can be created around the value of wetlands nationally, regionally and locally.
- The group shall prepare an overview of possible activities including relevant target groups and executors and how this can be implemented in Norway.
- It is natural that the group deals with other ongoing initiatives such as the value-creating programmes "Natural Heritage as a Value Creator" and "The Sustainable Backpack program" in its work.

The CEPA group consisted of:

- Heidi Marie Gabler, County Governor in Troms
- Brita Homleid Lohne, the Norwegian Nature Inspectorate
- Jon A. Markussen, County Governor in Oslo and Akershus
- Jon Erling Skåtan, the Norwegian Nature Inspectorate
- Trude Starholm, Nordre Øyeren nature information centre
- Rune Aanderaa, Sabima

The secretariat for the group comprised: Bjørn Arne Næss, Magnus Voje and Maja Stade Aarønæs, all of the Norwegian Environment Agency. In addition Janne Teigen Braseth and Jan-Petter Huberth-Hansen from the Norwegian Environment Agency were observers in the group.

The review is a product of the group's work. The Norwegian Environment Agency has not made its own assessments or considerations connected to the proposals that the group has come up with.

The review; "CEPA action plan for wetlands" must be seen in connection with another task in the Norwegian Environment Agency's award of contract letter from the Ministry of the Environment in 2011: "Prepare a draft for a joint strategy and action plan for a national park centre, nature information centre, world heritage centre, administration hub and nature guidance, cf. Miljø 365". The proposals in the review will be considered to be used as a basis for the Norwegian Environment Agency's suggestions for the budget for the coming year.

The Norwegian Environment Agency thanks the members of the CEPA group for a job well done!

Trondheim, August 2011



*Nature has the ability to fascinate children and adults alike. A girl has caught two small salamanders (*Triturus vulgaris*) which are listed as close to being endangered on the Red List from 2010. Photo: Bård Bredesen (naturarkivet.no)*

Contents

Summary	6
Part 1 Introduction.....	7
1.1 Background.....	7
1.2 Status for wetlands	7
1.3 Connections to other initiatives.....	7
Part 2 Target groups and actors	9
2.1 Selected target groups.....	9
2.2 Key players.....	10
Part 3 Aims.....	11
Aim 1: Authorise a number of well-functioning wetland centres as central arenas for communicating knowledge on wetlands in Norway	11
Aim 2: Design an information package on wetlands and the Ramsar Convention that can be used by various bodies to communicate the value of wetlands.	11
Aim 3: Nominate national CEPA contacts from the Ramsar Authority and from a voluntary organisation	12
Aim 4: Mark World Wetlands Days 2 February and 2 September.....	13
Aim 5: Strengthen the cooperation with the Sustainable Backpack program and the Norwegian Centre .. for Science Education on the development of learning resources with the topic wetlands	13
Aim 6: Strengthen knowledge and understanding of the value of wetlands with those involved in water management.....	13
Aim 7: Increase knowledge on wetlands in environment protection and area management at national level, county level and municipal level.....	14
Aim 8: Cooperate with relevant stakeholders within agricultural management with the aim of increasing an understanding of the value of sustainable use of wetlands.....	15
Aim 9: Ensure that all new administration plans for Norwegian Ramsar areas (and other protected wetlands) include the communication perspective	16
Aim 10: Map good examples of communication connected to wetlands in other countries and recommend initiatives based on these	16
Part 4 Authorisation of wetland centres.....	16
4.1 Background.....	16
4.2 Aims	17
4.2.1 Aim.....	17
4.2.2 Target groups	17
4.3 Authorisation terms	17
4.3.1 Application and reporting.....	18
4.4 Authorisation requirements.....	18
4.4.1 Requirements for operation	18
4.4.2 Requirements for buildings/premises	18
4.5 General guidelines for support for information initiatives.....	18
4.5.1 A wetland centre shall offer nature experiences.....	18
4.5.2 A wetland centre shall communicate knowledge.....	19
4.5.3 A wetland centre shall be available to many.....	19
Part 5 Implementation and revising.....	20
Part 6 Relevant CEPA literature.....	20

Summary

Wetlands comprise a number of different types of nature that make up the border area between land and water. These areas are of great importance for taking care of biodiversity, for human society, financial development and life quality. Knowledge of the importance of wetlands and sustainable use of wetlands is however not very widespread in the population and globally wetlands are diminishing quicker than any other type of nature.

The wetlands convention, called the Ramsar Convention, is an international agreement for the preservation and sustainable use of wetlands. The Ramsar Convention uses the CEPA concept in its communications work, which stands for Communication, Education, Participation and Awareness. A group nominated by the Norwegian Environment Agency has prepared an action plan for how the communication of the value of wetlands can be strengthened in Norway, and has used the CEPA approach in its work.

The vision for the CEPA action plan is to contribute to better care of wetlands in Norway by increasing knowledge of wetlands' value for people and biodiversity. The CEPA group has seen it expedient to concentrate the focus on a few selected target groups and actors who are central for reaching them. The target groups are defined by their potential important role in contributing to the good or bad management of wetlands. The actors who are defined as central will have a role as executor, or will in another way be directly involved in the implementation of the action plan and communication with the selected target groups. The group has also named selected existing initiatives that would be relevant to cooperate with in connection with the implementation of the action plan.

The CEPA group has defined ten aims that comprise activities that shall contribute to the implementation of the action plan. Each aim is justified and includes a selection of concrete initiatives with the accompanying target groups and actors, and a cost estimate and schedule for implementation. The ten aims are as follows:

- Aim 1: Authorise a number of well-functioning wetland centres as central arenas for communicating knowledge of wetlands in Norway
- Aim 2: Design an information package on wetlands and the Ramsar Convention that can be used by various bodies to communicate the value of wetlands
- Aim 3: Nominate national CEPA contacts from the Ramsar Authority and from a voluntary organisation
- Aim 4: Mark World Wetlands Days 2 February and 2 September
- Aim 5: Strengthen the cooperation with the Sustainable Backpack program and the Norwegian Centre for Science Education on the development of learning resources with the topic of wetlands
- Aim 6: Strengthen knowledge and understanding of the value of wetlands by those involved in water management
- Aim 7: Increase knowledge of wetlands in environment protection and area management at national level, county level and municipal level
- Aim 8: Cooperate with relevant stakeholders within agricultural management with the aim of increasing understanding of the value of sustainable use of wetlands
- Aim 9: Ensure that all new administration plans for Norwegian Ramsar areas (and other protected wetlands) include the communication perspective
- Aim 10: Map good examples of communication connected to wetlands in other countries and recommend initiatives based on these

A central part of the action plan comprises a proposal for an authorisation scheme for wetland centres in Norway. In recent years a number of initiatives have appeared that use the name wetland centre or similar, and a need has been expressed to regulate and quality assure the centres' activities to a greater degree. The CEPA group proposes a set of requirements and guidelines for the establishment of an authorised wetland centre. The aim is that the centres shall contribute to creating an understanding of the value of the Norwegian wetland heritage and communicate knowledge of the use and protection of wetland areas, including Ramsar areas. The group has proposed minimum requirements for operation and for buildings/premises, and prepares a financial scheme that covers basic support, and the option to apply for extra resources for information initiatives.

Part I Introduction

1.1 Background

The wetlands convention, called the Ramsar Convention, is a global agreement that was established in the town of Ramsar in Iran on 2 February 1971. In 1974 Norway was one of the first countries to ratify the Convention. The aim of the Convention is to reduce the loss of wetlands and slow down the increasing pressure on wetland areas through local, regional and national initiatives, as well as international cooperation. The Convention originally aimed to protect wetlands as living areas for waterbirds in particular. The aims have gradually been extended to also include protecting wetlands as living areas for flora and fauna, and not least as living areas that ensure the basis of existence for many people. The Convention shall communicate knowledge of the wetlands' ecological importance for ensuring biodiversity, and their importance for research, recreation and society development. 160 countries have signed the Convention and each country is obligated to establish so-called Ramsar Sites, which are to be included in the Convention's List of Wetlands of International Importance.

CEPA (Communication, Education, Participation and Awareness) for wetlands is a tool developed by the Ramsar Convention in order to contribute to increasing the understanding of the value of wetlands and thereby motivating preservation and sustainable use of wetland areas. The Convention's 160 countries have been encouraged to draw up a plan for implementing CEPA work for wetlands.

The overall vision for the CEPA action plan is to contribute to better protection of wetlands in Norway by increasing knowledge of wetland values for people and biodiversity. The main aim of the action plan is to create increased understanding of sustainable use of wetlands. It particularly focussed on groups that, by their actions, are deemed to have great influence on the preservation of wetlands. The action plan shall contribute to strengthening communication on the value of wetlands, and through its implementation, allow for coordination of the CEPA work in Norway.

1.2 Status for wetlands

Wetlands have been called "biological super systems" due to their high production ability, which forms the basis for a very high level of biodiversity. Wetlands comprise a number of various types of nature that make up the border area between land and water. Nationally and internationally, the Ramsar Convention's definition of wetlands is often used when categorizing different types of wetlands. The Convention includes wetlands from mountains to the sea – including inland: swamps, lakes, peat moors, forest covered wetlands, caves and rivers; -on the coast and in areas near the coast: coral reefs, mangrove forests, lagoons (down to 6 metres deep at low tide), as well as human-created wetlands; reservoirs, dams, fish dams, rice fields etc.

It is necessary to understand the values of the world's wetlands both in an environmental, social and economic connection. The importance of wetlands is currently not sufficiently recognised, and this means that this type of nature is among the world's most threatened ecosystems and is diminishing quicker than any other type of nature. Wetlands contribute to many ecosystem services of great importance to human society, economy and life quality. In order that the wetlands continue to provide us with these services, sensible management is required, without over consumption or overload.

Wetlands in Norway

In Norway several of the most threatened types of nature are connected to wetlands, and a large number of species on the Norwegian Red List live in wetland areas. Among the most important threats to Norwegian wetlands are cultivation, dismantling, draining, forest planting, pollution, acidification, filling in, water level regulation influences, litter and the spread of foreign species.

Protection of wetlands has been a prioritised area in Norwegian management for a long time. More than 600 of Norway's approx. 2 700 protected areas were established with the aim of protecting different types of wetland. However evaluation of this protection in Norway shows that several types of wetland are missing or are underrepresented in the national network of protected areas. Norway has 51 areas on the List of Wetlands of International Importance (June 2011), and a further 12 new areas are proposed. The Norwegian Environment Agency is the Norwegian management authority for the Ramsar Convention.

1.3 Connections to other relevant initiatives

With the implementation of the CEPA (Communication, Education, Participation and Awareness) action plan for wetlands, it will be relevant to cooperate with several initiatives that already exist. A selection of relevant initiatives, and their topicality for CEPA work on wetlands are described in more detail below:

The Sustainable Backpack program

The Sustainable Backpack program is a national initiative to contribute to developing curiosity and knowledge of nature, consciousness of sustainable development and increased environmental engagement in all pupils and teachers in basic education. The website natursekken.no is a resource bank for teachers and functions as a guide to learning resources, courses, organisations, institutions and resource persons who can contribute within various themes connected to the Sustainable Backpack program. The initiative is a cooperation between the Ministry of Education and Research and the Ministry of the Environment, and the project manager is connected to the Norwegian Directorate of Education and Training and the Norwegian Environment Agency. The Norwegian Centre for Science Education has a secretariat function and is responsible for the daily operation.

Relevance for CEPA in wetlands

The Sustainable Backpack program can be a channel for communicating knowledge of wetlands to teachers and pupils, and for contributing to putting wetlands on the agenda in more schools. The website is an important information source for teachers, but it is also an important arena for making the offer more visible in schools.

The environment journalists

The environment journalists is an interdisciplinary teaching scheme in secondary schools and the 1st year of sixth form. The aim of the project is to increase pupils' knowledge of environmental challenges. The pupils use journalistic methods to investigate and write about the environmental conditions in their municipality. The project is developed by State of the Environment Norway in cooperation with Newspapers in Schools and the Sustainable Backpack program and is managed by the Climate and Pollution Agency.

Relevance for CEPA in wetlands

The Norwegian Environment Agency has an option to bring problems with a wetland theme into play, which pupils can choose as a case study for their work.

Nature guidance in the Norwegian Nature Inspectorate

The Norwegian Nature Inspectorate defines nature guidance as the communication of knowledge of nature and its connections, with the view to strengthening insight, respect, engagement and care for the natural and cultural environment. The main target groups for the nature guidance project in the Norwegian Nature Inspectorate are children, youth and teachers in schools, visitors to the national park centres and other nature information centres, teams, organisations and business life.

Nature guidance started as a separate project in the Norwegian Nature Inspectorate in 2007 and it is in a growth phase. There are currently eight people who are employed to work as nature guides, but all the employees in the Norwegian Nature Inspectorate are involved in nature guidance and are offered training in this. It is desirable to further develop the number of nature guides as well as establish a separate post-education training in nature guidance in cooperation with a higher education institution.

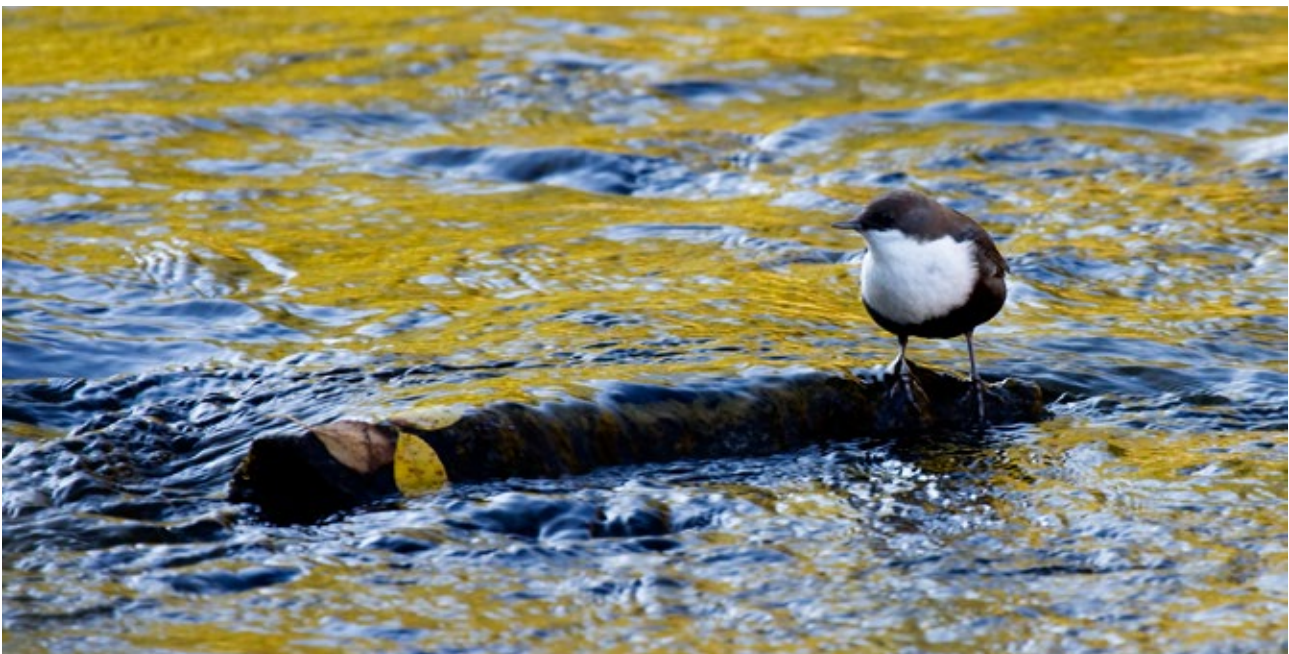
Relevance for CEPA in wetlands

The Norwegian Nature Inspectorate works with the general public in order to create conscious attitudes to nature and environment protection in the population. Wetlands are areas that are used in this work and that have the potential to be used more widely in line with the increasing initiative on nature guidance in the Norwegian Nature Inspectorate.

Natural heritage as a value creator and the Value Creation Programme

Natural heritage as a value creator is a value creation programme of the Ministry of the Environment in cooperation with the Ministry of Local Government and Regional Development, with the aim of increasing the value of protected areas and other nature areas with special qualities. The programme shall allow such areas to become an important resource for social, cultural, environmental and economic development and it shall provide the basis for employment and value creation based on natural heritage, at the same time as the areas are managed so that the biodiversity is kept.

The value creation programme (2005-2010) was a cooperation on cultural monuments between the Ministry of



The dipper is Norway's national bird and it lives by running water. Photo: Kim Abel (naturarkivet.no)

the Environment and the Directorate for Cultural Heritage. As part of the value creation programme mandate, knowledge should be spread on how sustainable use of cultural monuments and cultural environments can promote business development and strengthen local society and regions.

Relevance for CEPA in wetlands

Natural heritage as a value creator can be a relevant cooperation partner in communication projects within the theme of wetlands, and it has resources that can be sought for concrete projects. The value creation programme's first cycle is completed, but it could be involved for future periods.

The Economics of Ecosystems and Biodiversity (TEEB)

TEEB is a UN study that assesses the global costs of damaging ecosystems and the loss of biodiversity. The TEEB study is seeking to communicate the value of nature by using economic thought processes and economic means and has assessed methods, studies and management tools from all over the world.

Several of the examples of the TEEB reports, where economic valuation of nature has been used in decision processes and management, deal with wetlands. Norway shall follow up the study nationally with a public review that will map the economic value of the services nature gives us.

Relevance for CEPA in wetlands

The approach that TEEB uses can be used for communicating the value of wetlands to different target groups. This approach will be important in the communication of the values of nature in the future through the public review. Furthermore work can be done towards the public committee in order to ensure that wetlands get a central place in their work.

Part 2 Target groups and actors

2.1 Selected target groups

Knowledge of the importance of wetlands and sustainable use of wetlands is less widespread in the population. CEPA work within wetlands is therefore relevant for the general population, and a number of target groups can advantageously be included in the work. Communication measures that are aimed at a broader defined target group, or many different target groups, will have a role in a major communication initiative. The CEPA group has however considered

It's appropriate to concentrate work on some selected target groups, which are considered to be particularly central to the maintenance and sustainable use of wetlands. The target groups are defined from their potentially important role to directly, or indirectly contribute to the good or

bad management of wetlands. The action plan shall seek to increase knowledge and understanding of the value of wetlands in these defined target groups and through this contribute to a better condition for Norwegian wetlands.

Children and young people

Children and young people make up the next generation who will take care of the environment, and can be influenced at an early age to understand the importance of wetlands and sustainable use of wetland areas. A foundation can be laid for future good wetland ambassadors through fascination and basic information. Much of the work aimed at children and young people takes place in the local environment, in the form of interactive communication processes, with the experience being an important part of the learning. It is important to reach the local population living near wetland areas with information on the values of nature in their surroundings, and with initiatives which are aimed at children and young people that can also indirectly reach people from a broad selection of other target groups. Children can also transfer their knowledge to those nearest to them (e.g. parents and grandparents).

Environmental protection management

An important target group for CEPA work are those involved in environmental protection management, from government level via the country governor and the counties to the municipal level. These officials protect the environment and values of nature at different levels in the Norwegian civil service. Through their professional roles, employees in environmental protection have an important influence on area use and area planning. They are also important actors in touch with other professional groups who have a role in area use within public administration or private entities. By defining environmental protection officials as a central target group for raising knowledge and increasing understanding, the knowledge can be widely disseminated. The aim is that this will lead to good initiatives for maintaining wetlands, and the prevention of wetlands being damaged or lost due to a lack of knowledge.

Area managers

All sectors that are involved in area management on Norwegian land and in the coastal zone will affect wetlands directly or indirectly through their decisions and actions. Wetlands are often complex ecological systems, where activities separated from the area by time and space can have wide-reaching consequences for the condition of the wetlands. Sectors with a potentially large influence on wetlands include water and sewage, agriculture, mining, forestry, fishing, tourism, waste and energy production. Communication of the value of wetlands to central sectors can lead to increased understanding and have effects in the form of actions that protect wetlands.

Landowners

Landowners have a potentially important role as their actions can have a direct effect on wetland areas. Increasing landowners' knowledge of the value of wetlands, and the

possibilities there are to protect or restore them, can prevent wetlands from being damaged and can give incentives for the restoration of damaged wetland areas. There would also be access to financing mechanisms through a national environment programme in agriculture, a regional environment programme, special environment initiatives in agriculture (SMIL) and other relevant grant schemes for agriculture.

Decision makers

Decision makers at different levels, from municipality to government level, are central to protecting wetlands. It is necessary to provide decision makers with relevant information and research results, to give them an understanding of the importance of wetland areas and make decisions about these based on knowledge. When a decision is to be made where there can be conflict between short term economic gain and long term protection of nature, it is important that the values that nature provides us with are known and used as a basis for the decision.

Other target groups

A number of target groups that are not defined as particularly central are, however, relevant to involve in individual initiatives, and can be relevant for future definitions of selected target groups. This could be trade and investors as potential supporters, or with connections to area planning and area use. Furthermore, the media has an important task in bringing cases that are thought relevant into the spotlight. News, placards and articles in printed or electronic format are important tools to reach more people. If the media's understanding of the importance of wetlands is increased, it can have an effect on the extent and quality of the presentation. The university and university college sector are important trendsetters for competence on wetlands in future professionals and landowners, and these institutions can be motivated to strengthen their teaching in the field.

2.2 Central actors

A number of players are active in communicating the values of nature to the population. The actors defined below will be either implementers or will be directly involved in another way in the implementation of the action plan and communication with the selected target groups.

The wetland centres

An important actor for CEPA work in Norway is the wetland centre. The group recognises this and has prepared a proposal for authorisation terms for wetland centres. A more detailed report on the wetland centre's role is in part 4.

Environmental protection management

Environmental protection management is an important actor due to its role as a party in a number of cases that deal with land disposal at a municipal, county and government level. It has a particular responsibility to defend the nature and environment perspective at the respective levels in management. The county governor's task is to prepare

management plans for Ramsar Sites and other protected areas, in which the communication aspect ought to be included in the action plan.

The Norwegian Centre for Science Education

The Norwegian Centre for Science Education was established in spring 2003 at the University of Oslo, following an initiative from the Ministry of Education and Research. The centre will contribute to strengthening the teaching of science in basic education and nurseries. The centre will work with communication, mainly internet-based, to support schools and school owners with knowledge-based materials on good practice. Furthermore, the centre will develop and implement quality initiatives connected to didactic activity in cooperation with school owners and the university and university college sector/teacher education. The centre shall also provide national education authorities with advice and services in the work of realising the national education policy within its area of responsibility.

Voluntary organisations

Voluntary organisations have an important role within environmental protection work in Norway. Because of their independent position and their work form, voluntary organisations can play a different role, use other methods and other networks to promote the communication of wetland values than those used by the environmental protection management.

Other actors

Other actors that can have an important role in wetland communication include persons and organisations that work with the public in communicating the values of nature, including wetlands. These actors can be appropriate cooperation partners for individual initiatives and can be relevant for future definitions of central actors. The actors include, amongst others:

- Norwegian Ornithological Society in its communication of the importance of protecting bird species and their habitats
- Norwegian Society for the Conservation of Nature and its members for communication of the value of nature and responsible use of nature
- Persons employed in the Norwegian Nature Inspectorate in their work with nature guidance
- Researchers in their communication of research
- Norwegian Hunting and Fishing Society and their local groups in their communication of the value of harvesting fish and game
- University and university college sector with this topic portfolio and teaching within the sciences
- Norwegian Scouting Association and their local groups in the communication of outdoor life and love of nature to children and young people
- The Association of Intermunicipal Outdoor Recreation Boards in its work with outdoor areas and activity initiatives with schools

- The Norwegian Trekking Association in its work with outdoor areas and its approach to creating work with the population
- Outdoor life joint organisation (FRIFO), 4H, Norwegian Botanical Society and the museums can also be possible cooperation partners for the communication the value of wetlands.

Part 3 Aims

The CEPA group has defined 10 aims that comprise actions that shall contribute to the implementation of the CEPA action plan in Norway. Each aim is justified and includes a selection of concrete initiatives, defined target groups and actors as well as cost estimates and a schedule for implementation.

Aim 1: Authorise a number of well functioning wetland centres as central areas for communicating knowledge of wetlands in Norway

Reason: The wetland centre shall be a spearhead for communicating the value of wetlands to target groups, especially children and young people and local populations. See the authorisation scheme, part 4 in the report, for further information.

Initiatives:

- Prepare an authorisation scheme for wetland centres
- Authorise a number of wetland centres
- Establish a permanent financing scheme that ensures framework terms for development, further development and operation, cf. the National Park Centres
- Pursue a network for wetland centres by, amongst other things, annual gatherings for training, exchanging experiences and information
- Establish a "closed" network forum/discussion forum in order to ensure communication between the wetland centres in Norway.

Target groups: The target groups for the centres will depend on the centre's location and organisation. Parts of the centre's activities ought to be aimed especially at children and young people and the local population. Some can also have tourists as an important target group. See part 4.

Central actors: Central environment authorities for developing and running the authorisation scheme and holding annual gatherings. The wetland centres as the involved and executive party.

Cost estimate: 40 mill NOK per annum in the establishment phase, 10 mill NOK per annum for operation after the establishment phase.

Implementation:

- Establish a permanent financing scheme for development, further development and operation. This must be in place before the application round for authorisation is carried out: 2012
- Carry out an application round and authorise a selection of wetland centres: 2012
- Annual gatherings of the wetland centres: 2012-2014.

Aim 2: Design an information package on wetlands and the Ramsar Convention that can be used by various bodies in the work of communicating the value of wetlands

Reason: Knowledge of the importance of wetlands and the Ramsar Convention is currently low in the population. In order to achieve target orientated and efficient communication, it is important that actors that work with communicating the value of wetlands have access to high quality information material. The information package ought to include material of varied character that is aimed at different target groups. At first the group believes the priority ought to be to invest in material that can be used by several actors, independent of geographical placement. Social media will be the arena that more people relate to and can be useful in the information work.

Initiatives:

- Prepare a brochure that explains what wetlands/the Ramsar Convention are, and briefly list all of Norway's Ramsar areas (inspiration can be got from similar brochures from Japan and the brochure "Protection of seabirds in inner Oslo fjord")
- Prepare an animation film on wetlands in accordance with the nature index model
- Investigate a graphical profile programme for the wetland centres, inspired by the profile for Norwegian protection areas and the national park centres. Such a profile will then include, for example, a logo and general profile, exhibition material, brochure material and presentation template
- Prepare an interactive map with information from Norwegian Ramsar areas that can be used by the wetland centres
- Prepare transportable exhibition modules on wetlands (rollups)
- Prepare learning resources in cooperation with relevant parties for communicating the value of wetlands to children and young people
- Increase the use of already existing information platforms such as, amongst others, dirnat.no, miljøstatus.no
- Use social media such as Facebook in order to reach new target groups.



Catching crabs along the coast is an exciting activity for small children on hot summer days. Photo: Kim Abel (naturarkivet.no)

Target groups: The information package ought, as a whole, to be aimed at reaching a wide selection of target groups, and the different parts of the information package should be adapted to each target group.

Central actors: The work ought to be led by the CEPA contacts. Other involved actors are the environment protection authorities, the wetland centres as well as organisations and persons who are involved in CEPA work within wetlands.

Cost estimate:

- Total 675,000 NOK for the start-up and 200 000 NOK in annual costs divided between:
 - Brochure on wetlands: 100,000 NOK
 - Animation/film on wetlands: 200,000 NOK
 - Graphical profile for wetland centres: 200,000 NOK in start-up costs and 200 000 NOK for annual operation
 - Interactive map: 25,000 NOK
 - Exhibition modules: 50,000 NOK
 - Learning resources: 100,000 NOK

Implementation: 2011-2013.

Aim 3: Nominate national CEPA-contacts from the Ramsar Authority and from a voluntary organisation

Reason: CEPA work is in high focus at the international Ramsar Convention. All the countries involved are expected to nominate two dedicated CEPA contacts who can lead the development and implementation of the work. The contact persons will be in charge of coordinating and implementing the CEPA work nationally and for marking World Wetlands Day, both the international version on 2 February and the Nordic-Baltic version on 2 September. The group believes this is a priority initiative in order to ensure the implementation of the CEPA work in general and the implementation of the action plan in particular.

The Nordic-Baltic wetlands initiative, which is a regional initiative under the Ramsar Convention, will arrange two workshops for persons who are responsible for CEPA follow-up at a national level. These will be an actual arena for raising competence and exchanging experience that can contribute to the work of implementing the action plan in Norway.

Initiatives:

- Nominate national CEPA contacts
- Ensure that the nominated persons have sufficient resources to implement the initiative

- Ensure capacity of authority employee and compensation for the CEPA contact in a voluntary organisation for the work effort

Target groups: Other actors involved in CEPA for wetlands.

Central actors: National environment protection authorities for adapting the CEPA contacts' work. Nominated CEPA contacts for implementation.

Estimated cost: Resources to compensate the NGO contact: 250 000 NOK per annum. Resources for and implementation of CEPA projects and initiatives comes from other sources.

Implementation:

- Nomination of national CEPA contacts from the Ramsar authority and from a voluntary organisation: 2011/2012
- Participation in CEPA courses arranged under the Nordic-Baltic wetlands initiative spring 2012

Aim 4: Marking World Wetlands Day 2 February and 2 September

Reason: World Wetlands Day is marked internationally on 2 February, the date of the establishment of the Ramsar Convention in 1971. The Nordic-Baltic countries have chosen a regional version on 2 September, when the wetlands in the region are more accessible to the public. World Wetlands Day has been used as an arena to bring attention to wetlands and the Ramsar Convention with placards and events. In 2011, World Wetlands Day was marked with press coverage nationally and regionally, as well as some local events.

Initiatives:

- Mark the international version of World Wetlands Day on 2 February, with a focus on the Ramsar Convention by, amongst other things, internet coverage
- Mark the regional version of World Wetlands Day on 2 September with focus on experiences in wetlands at a local level
- To the degree that the regional marking of World Wetlands Day coincides with the outdoor life week, cooperation ought to be sought with relevant outdoor organisations on holding events.

Target groups: The marking ought to try to reach a wide number of target groups. These must be defined for each initiative and event.

Central actors: CEPA contacts coordinate the marking. Voluntary organisations, wetland centres, county governors and others are involved in the implementation of local marking and events.

Cost estimate: Cost of 200 000 NOK for the implementation of events from 2012.

Implementation:

- Annual marking of World Wetlands Day 2 February and 2 September: 2011-2014.

Aim 5: Strengthen the cooperation with the Sustainable Backpack program and the Norwegian Centre for Science Education on the development of learning resources with the topic wetlands

Reason: An important channel to reach children and young people in schools. So that the topics shall be reinforced, or increased focus is achieved in schools, they ought to be anchored in the teaching plan. The Norwegian Centre for Science Education constitutes an already established commitment to science in schools. The Sustainable Backpack program is an established commitment to science and education for sustainable development. Cooperation with these is seen as appropriate in order to ensure coordinated and channelled commitment towards schools.

Initiatives:

- Further develop dialogue and cooperation with the Sustainable Backpack program and the Norwegian Centre for Science Education
- Develop learning resources with the wetlands topic in different classes in schools in cooperation with relevant actors
- Establish contact with school owners (municipality and county) and inform them of teaching resources at headteacher meetings at each school
- General teaching plans with local problems can be developed for different ages in cooperation with schools. At the same time, a plan ought to be prepared for before and after work in cooperation with the schools.

Target groups: Children and young people in basic education.

Central actors: The environmental protection at government level ought to take the initiative to establish cooperation with the Sustainable Backpack program and the Norwegian Centre for Science Education.

Cost estimate: Mainly in the form of work effort at the involved parties.

Implementation: 2012-2014.

Aim 6: Strengthen knowledge and understanding of the value of wetlands for actors within water management

Reason: In order to protect wetlands and improve the condition of wetlands that are currently degraded, there must be an understanding of the importance of wetlands across sectors. Some sectors are particularly central to their potential major influence on the condition of wetlands by their activities, and with major possibilities for synergy for sustainable use. Water management depends on services contributed by wetlands, including supplying the population

with clean water, contributing to reducing the effect of heavy precipitation and for energy production.

Initiatives:

- Prepare information material especially adapted to this target group
- Strengthen cooperation and contribute to a greater degree to programme design and the implementation of events for actors within water management, including a national water environment conference and events managed by the water association
- Strengthen cooperation between persons who work with wetlands and persons who work with the water directive to promote synergy.

Target groups: Sectors and actors who work with water, including the Water and Sewage Department and others with responsibility for water and sewage at a municipal level, the water system management at government level, county level and municipal level as well as research institutions and consultancy companies that work in the area of water.

Central actors: Government environment protection authorities and other relevant resource persons.

Cost estimate: Work effort of the involved persons.

Implementation: 2011-2014.

Aim 7: Increase knowledge of wetlands in environment protection and area management at national level, county level and municipal level

Reason: The environmental protection and land management have a central role in ensuring the protection and sustainable use of wetlands in and outside protected areas. It is important that persons who work with land use in public management have sufficient knowledge to carry out their meaningful role. The group believes therefore that it is appropriate to invest in strengthening their knowledge basis on wetlands.



In Norway we are lucky and can drink clean water from streams and lakes when we are outside. Photo: Bård Bredesen (naturarkivet.no)

Initiatives:

- Arrange meeting places, in the form of seminars and/or workshops on environmental protection with a wetlands theme at a national and/or regional level
- Arrange meeting places, in the form of seminars and/or workshops for land managers with a wetlands theme at a national and/or regional level

Target groups: Persons with great influence on land use and land planning in public administration, nationally, regionally and locally.

Central actors: Central environmental protection authorities such as implementers and public administration as participants.

Cost estimate: 2 mill NOK over two years.

Implementation: 2012-2013.

Aim 8: Cooperate with relevant actors within agricultural management with the aim of increasing an understanding of the value of sustainable use of wetlands

Reason: Modern agriculture has affected wetlands through, amongst other things, drainage and cultivation, refilling and eutrophication, which has had negative effects on the condition of the nature. In recent years there has, however, been a positive development, with restoration projects

and interest to preserve the remaining wetlands. Today a number of programmes have been established within agriculture to increase the commitment to the environment in each landowner. By increasing agriculture management's knowledge of wetlands and their importance, as well as agriculture's possibilities for value creation by investing in good management and restoration, the group believes that the management of wetlands in the cultural landscape can be improved:

Initiatives:

- Further develop the cooperation between the environmental protection and the agricultural authorities at various levels in order to strengthen the focus on wetlands in agriculture's environmental commitments
- Arrange seminars for the agricultural management sector on the value of wetlands and the possibilities that lie in an increased commitment to wetlands from landowners in agriculture
- Obtain inspiration from the experiences of the Norwegian Ornithological Society, section Hedmark – Wetlands Group, and other initiatives that have given good results, for implementation of the initiatives mentioned above and other relevant initiatives.

Target groups: Agricultural management at national level, county level and municipal level and each landowner.

Central actors: Environmental protection management at a national level, county level and municipal level.



Frozen water can provide great experiences on ice-skates in the winter. Photograph: Kim Abel (naturarkivet.no)

Cost estimate: Seminar for agricultural management over two days: 400 000 NOK.

Implementation:

- Increased investment in cooperation: 2013
- Seminar: 2014

Aim 9: Ensure that all new administration plans for Norwegian Ramsar Sites (and other protected wetlands) include the communication perspective

Reason: The Ramsar Convention would like all Ramsar Sites to be included in management plans. In recent years there has been increased commitment to management plans in protected areas in Norway in order to ensure preservation of the values of nature in the protected areas. Concrete preservation aims are defined in the management plans and guidelines that are given for use, information, care, monitoring, any adaptations etc. The group deems it important that the communication perspective is strengthened in the management plans. This will contribute to increased understanding of the value of wetlands and thereby to improved, long-term preservation of the areas. A considerable number of the Ramsar Sites on the mainland currently have management plans, but it is still important that the remaining areas are covered by plans so as to ensure good management of Norway's internationally important wetland areas.

Initiative:

- Contribute to strengthening the communication perspective by preparing management plans

Target groups: Users of Ramsar Sites and the management authorities for these areas (county governors).

Central actors: Government environmental protection authorities for encouragement and possible assistance to include communication in the management plans. The relevant county governors are responsible for preparing management plans.

Cost estimate: Costs for preparing management plans are covered by other budget items.

Implementation: 2011 – 2014.

Aim 10: Map good examples of communication connected to wetlands in other countries and recommend initiatives based on these

Reason: Initiatives within communication of the value of wetlands have been carried out at national, sub national and local level over the whole world. Initiatives that have had good effect ought to be considered for their relevance for implementation in Norway. The group recommends a mapping of initiatives that have been carried out in other countries, when the implementation of the initiatives that are proposed in the CEPA action plan for 2011-2014 are

well under way, and there is a need for new initiatives for a revised edition of the action plan (2015).

Initiatives:

- Map various initiatives for communicating the value of wetlands internationally and identify initiatives that have had a good effect and that can be transferred to Norway
- Propose initiatives that can be implemented in Norway and be included in a revised edition of the CEPA action plan, possibly with adaptations to Norwegian conditions
- As a part of the work, successful communication initiatives in biodiversity ought to be considered at local, regional and national levels

Target groups: Environment protection, wetland centres and other actors in wetland communication.

Central actors: The national CEPA contacts will be relevant for such an exercise.

Cost estimate: Work effort of the CEPA contacts. Implementation: 2014.

Part 4 Authorisation of wetland centres

4.1 Background

During recent years a number of initiatives have popped up that use names like wetland centre, Ramsar centre, etc., and several are being planned. The term wetland centre is not currently a protected title, and this makes it difficult for the public to know what they shall expect when they come into contact with the initiatives. It is not very appropriate for the Norwegian Environment Agency to provide information on wetland centres when their content and role is not more defined. A need has been expressed to regulate and quality assure the centres' activities to a greater degree. The centres have different levels of ambition and different sizes, capacity, infrastructure and organisation. It is desirable to keep the diversity, but at the same time set criteria as to what defines wetland centres, and which can be used to communicate a more uniform message on what they amount to.

By making the title protected, the centres will be able to use this to a greater degree in their marketing. An authorisation will also be seen in connection with the distribution of resources for wetland related work in the future, cf. the national park centres.

Earmarked resources were put aside for the first time in 2010 for the wetland centres in Norway. The Norwegian Environment Agency distributed the resources upon application, a total of approx. 7.3 mill NOK (of which 3 mill NOK went directly to the Trondheim fjord Wetland Centre). By August 2011, 4.5 mill NOK had been distributed for the

same purposes for the year. The Norwegian Environment Agency has, in total in recent years (2008-2011), distributed approx. 18 mill NOK to wetland and seabird centres in Norway.

Mapping the centres' needs

On 12-13 May 2011, the Norwegian Environment Agency, in cooperation with the County Governor in Rogaland, arranged the third gathering for wetlands initiatives in Stavanger. Two such gatherings had been previously held in Fetsund/Nordre Øyeren autumn 2009 and in Trondheim 2008. At these gatherings initiative takers had the chance to meet each other and report on what they have done and plan to do in the future. As a part of the Stavanger seminar a discussion was held, after which the centres were asked to fill in a questionnaire in order to map needs and prioritise wishes amongst the centres for future commitments. 12 of the wetland initiatives were represented in Stavanger and 13 out of 14 centres filled in the questionnaire.

The measures that were particularly highly prioritised by the centres were interactive maps with information from the different wetland centres and/or the different Ramsar Sites. There was also a lot of interest in a film about wetlands and teaching material. Brochure material had a lower priority, partly due to the experience that shows that brochures and information campaigns usually have little impact.

Through the discussion and questionnaire it emerged that the centres get great benefit as meeting places for formal and informal communication and for exchanging information. Particular emphasis was put on the gatherings' function as a meeting place to get ideas for new activities and to get input on new developments. Development of closer network cooperation between the centres was highly prioritised amongst the participants, also in the form of cooperation organised independently from the Norwegian Environment Agency.

The CEPA group's recommendations

In autumn 2010 the CEPA group submitted a review to the Norwegian Environment Agency with a set of guidelines for the establishment of authorised information centres. The aim is that the centres, under their own management and with the help of resources from the environment protection, can function as an official information channel for the use and preservation of wetlands. In the long term it can be relevant to expand with more centres and more initiatives that can benefit from these pioneer projects. In the following pages the group proposes minimum requirements and guidelines that ought to be in place for the first authorised wetland centres in Norway.

4.2 Aims

Based on the definition of wetlands, there are many areas in Norway that are not in the Ramsar Convention's list. A national information centre on wetlands, hereafter called wetlands centre, ought therefore first and foremost to

provide information on wetlands and thereby on the Ramsar Convention and the Ramsar Sites. The wetland centres also ought to have a geographical spread and represent the scope of wetland types over the whole of Norway. The Norwegian Environment Agency, as the administrative authority, shall have the overall responsibility for such centres and shall have a guiding role in how the supplied resources shall be used.

4.2.1 Aim

The aim of the establishment of official wetland centres is to create an understanding of the value of the Norwegian wetland heritage and to communicate knowledge of the use and preservation of wetland areas, including Ramsar Sites.

The CEPA group has established three sub aims that shall function as guidelines for reaching this main aim:

- A wetland centre shall provide information on wetlands and the Ramsar Convention, i.e. offer information on natural science
- A wetland centre shall offer nature experiences
- A wetlands centre shall be available for many

4.2.2 Target groups

Based on the aim of creating an understanding for the importance of wetlands and reaching many, it is important that the target groups consist of a broad spectrum of the general public. The wetland centres will have the main responsibility for their own operations. A primary target group will therefore be the local population, those who live in immediate proximity. This will also be a natural group to target as they will also be the simplest to reach.

An important part of the main aim is to work with attitudes, and it can then be of great importance to reach young people. A wetland centre shall therefore also actively provide offers to school pupils.

The main target groups shall therefore be the local population and school pupils. But work can willingly be targeted at other relevant groups, such as those interested in birds. This will be up to each centre.

4.3 Authorisation terms

In order to receive resources as an authorised wetland centre, there are both guidelines that must be fulfilled and general guidelines that ought to be followed. The minimum requirements, which are described below in chapter 4.4, shall be seen as absolute and these deal with both general operations and requirements for the building. These requirements shall be documented in an application for authorisation. In addition it shall be possible to apply for extra support to follow the general guidelines in a good and creative way.

As at first authorised wetland centres in Norway will be in a start up phase, the resources shall be concentrated on a few centres (4-5), so that they can build a good basis for continued operation Even though many centres will depend

on public resources, it is desirable that the centre also works towards obtaining its own income. The authorisation requirements can be changed over time.

4.3.1 Application and reporting

Applications shall be sent each year for basic support for the operation of a wetland centre and in order to achieve authorisation. In addition an application can be sent for support for extra information initiatives. Examples of such initiatives can be support for the development of extra exhibitions, or possibly other creative initiatives that promote the main aim. The chapter for general guidelines lists examples of information initiatives that qualify for extra resources in addition to the basic support. The application shall include detailed documentation that describes what the resources are for.

A requirement for receiving future support will be reporting the result of previously received resources. Separate forms shall be prepared for this reporting.

4.4 Authorisation requirement

In order to achieve status as an authorised wetland centre, all the requirements in chapter 4.4.1 and 4.4.2 shall be fulfilled and documented in the application.

4.4.1 Requirement for operation

- There shall be at least one permanent employee, preferably full time, who has competence in communicating about wetlands. Working with wetland communication shall be a prioritised part of the work description
- The centre shall have fixed opening times, but the opening times can vary according to the season
- The local population shall be offered nature experiences and activity days out in the wetlands
- The Centre shall actively reach out with offers to nurseries and schools at different levels
- Red-letter days shall be marked, for example, World Wetlands Day
- The centre shall have its own website, possibly a website with basic information on the operation and opening times
- Employees and managers at the centre shall participate in courses and national network gatherings arranged by the Norwegian Environment Agency.

4.4.2 Requirements for buildings/premises

- The wetland centre can be integrated in an already existing nature information centre
- It can stand as an independent nature information centre with its own building, or with clearly separated premises if the centre is a part of an established building, for example, a museum, arts centre, business park etc.
- The building shall be available for many and it shall be located close to a population centre or tourist road with heavy traffic

- The centre shall have a permanent exhibition with information on wetlands in general, but it shall also promote local areas and values
- Ramsar and information on Ramsar Sites shall be a part of the exhibition, even if the centre is not located in immediate proximity to a Ramsar Site
- Nature experience must also be allowed outside ordinary opening hours, such as a nature trail in the local area, walk ideas in the wetlands, trip ideas in wetlands, or other offers that do not require manned personnel
- The centre shall follow the central graphical profile that will be designed by the Norwegian Environment Agency.

4.5 General guidelines for support for information initiatives

Running a good information centre with at least one permanent employee is expensive. The basis support is only meant to provide a minimum foundation to run the wetland centre. It is desirable that the centre shall run itself to the greatest possible degree and create its own income.

But we would also like "to reward" the authorised centres that show in a good way initiative and willingness to develop, and which manage to fulfil the main aim and the general guidelines. The guidelines are based on the three sub aims listed in chapter 3.1. In addition to the basic support, it shall, therefore, be possible to apply for further resources for information initiatives. The resources are only meant for the centres that qualify for authorisation, as described in chapter 5.

The initiatives must be documented in the application with a plan for how the resources are planned to be used. Below is a more detailed description of which guidelines it is important to emphasise in order to fulfil the main aim, with examples of good initiatives. Initiatives or activities described here qualify for extra support as long as the application is well founded.

4.5.1 A wetland centre shall offer nature experiences

Wetlands are a type of nature that are very suitable for providing a positive nature experience. There is a lot of light, sound and smell in wetlands, they are easily accessible and can tolerate heavy traffic if it is channelled correctly. A wetland centre shall provide facilities to experience this. If visitors get knowledge of the wetland area through activities and good experiences, it will also create an understanding of why it is important to take care of them.

A wetland centre shall provide a concrete offer of nature experience through initiatives that give physical presence in the wetlands. This offer shall be open and free of charge for all those who wish to participate.

The experience on offer ought to, if possible, be away from roads and noise zones. It can also be used to show contrasts between developed areas and natural areas, something that will promote the importance of an area being protected. The offer shall not have negative consequences for the biodiversity. If the offer leads to traffic and adaptations in the wetlands, a consequence analysis for the biodiversity shall be carried out before the offer is opened. Adaptations shall be gentle and not detract from the nature experience and must, of course, be made in cooperation with both the landowner and the management authority.

Examples of initiatives for nature experiences:

- construction of bird towers or observation platforms for showing the wetlands with the accompanying plant and animal life, with an emphasis on showing species that are characteristic of the wetland area
- marking and adapting paths for walks or cycle paths in the wetland area
- initiatives that will stimulate experiences that can challenge the senses, create curiosity, preferably through interaction between art and culture
- initiatives that show contrasts between natural areas and developed areas
- any initiatives and activities that occur outside ought to be universally designed, as far as possible

4.5.2 A wetland centre shall communicate knowledge

The aim of the communication work shall be to create knowledge of and pride over the values of nature in the wetlands. In order to achieve this, and to contribute to creating attitudes on preserving wetlands, it is important to communicate knowledge of the biology in them.

Examples of initiatives for good knowledge communication:

- designing new and exciting exhibitions
- designing or procuring brochure material for spreading knowledge
- initiatives that can give extra offers to schools and nurseries, such as offers to the "Natural School Bag"
- R&D cooperation that can establish the centre as a research arena, and possibly participate in a network with various actors
- contribute to increased competence in wetland technology
- concrete activities, for example ring marking birds
- possibilities for value creation based on ecotourism (for example bird tourism)
- good personnel resources – employees qualified as nature guides or associated professionals (professional committee)
- initiatives that create a more livable centre with activities and local initiators
- contribute actively in the management of the area
- participate actively in monitoring and care

4.5.3 A wetland centre shall be available to many

One of the most important prerequisites for spreading knowledge is to reach as many people as possible. A wetland centre ought, therefore, to be preferably located by a population centre. Another alternative is if the centre is located by a main road so that it is visible for passersby and can function as a stopping place for people passing by.

It will also be a great advantage if the centre can cooperate with other institutions with concurrent interests, such as museums or other established tourist attractions. Other nature information centres are also obviously cooperation partners.

Examples of initiatives to improve availability:

- designing a master plan that describes the centre's visions, purpose, design and plan for development and financing
- preparing own information brochures with an overview of activities and offers that can be handed out to schools and made available at travel companies and gathering places for the local population
- signs
- updating and further developing the centre's own website
- using social media such as Facebook or Twitter

Part 5 Implementation and revision

Implementation of the CEPA action plan will follow the defined schedules under the different aims. Implementation depends on the necessary resources being set aside for this. It is recommended that the action plan be revised after four years, in 2014 and a new, revised edition be ready for 2015.

Part 6 Relevant CEPA-literature

The Ramsar Convention and CEPA

The Ramsar Convention's homepage: www.ramsar.org

Roles and responsibilities of the CEPA National Focal Points: www.ramsar.org/pdf/outreach_cep_a_nfp_roles.pdf

Presentation of the Ramsar Convention's CEPA- programme: www.ramsar.org/cda/en/ramsar-activities-cep_a/main/ramsar/1-63-69_4000_0

Other CEPA-plans: http://www.ramsar.org/cda/en/ramsar-activities-cep_a-convention-146-s-20252/main/ramsar/1-63-69%5E20252_4000_0

Brochure of Ramsar areas in Japan: http://www.env.go.jp/en/nature/npr/ramsar_wetland/pamph/

Other relevant initiatives

The Sustainable Backpack program: www.natursekken.no/c1187995/om/index.html?&tid=1188266

The environment journalists: www.miljojournalistene.no/-/sandbox/show?ref=mst

Nature as a value creator: www.miljodirektoratet.no/no/Tema/Verneomrader/Naturarven-som-verdiskaper/

Nature guidance in the Norwegian Nature Inspectorate: www.naturoppsyn.no/content/563/Naturveiledning

The Economics of Ecosystems and Biodiversity (TEEB): www.teebweb.org

The value creation programme: <http://verdiskaping.info/>

Other sites

Norwegian Centre for Science Education: www.naturfagsenteret.no

Nature index (film): http://www.youtube.com/watch?v=b_StrvtbKSk

Norwegian Ornithological Society section Hedmark – Wetlands Group: www.dammer.no

Environment programme in agriculture: www.slf.dep.no/no/miljo-og-okologisk/jordbruk-og-miljo/nasjonalt-miljoprogram

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Miljødirektoratet ble opprettet 1. juli 2013 og er en sammenslåing av Direktoratet for naturforvaltning og Klima- og forurensningsdirektoratet. Vi er et direktorat under Miljøverndepartementet med 700 ansatte i Trondheim og Oslo. Statens naturoppsyn er en del av direktoratet med over 60 lokalkontor.

Miljødirektoratet har sentrale oppgaver og ansvar i arbeidet med å redusere klimagassutslipp, forvalte norsk natur og hindre forurensning.

Våre viktigste funksjoner er å overvåke miljøtilstanden og formidle informasjon, være myndighetsutøver, styre og veilede regionalt og kommunalt nivå, samarbeide med berørte sektormyndigheter, være faglig rådgiver og bidra i internasjonalt miljøarbeid.