

Update on business partnership activities Danone-Evian



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41st Meeting of the Standing Committee Kobuleti,
Georgia, 26 April – 1 May 2010

- 2009-2010 Danone – Evian partnership's activities
 - Fund for Water (1998)
 - Fund « Ecoles de protection de l'eau » (2007)
 - Fund for Nature- DFN (2008)
- Strengths and weaknesses
- Conclusion



- Based on a 3 years' agreement (actual: 2007-2010)
- 250'000.- Euros per year
- Budget and program developed on a 1 year basis with the regional teams and follows 3 axes
- Currently negotiating 2011-2014 MoU



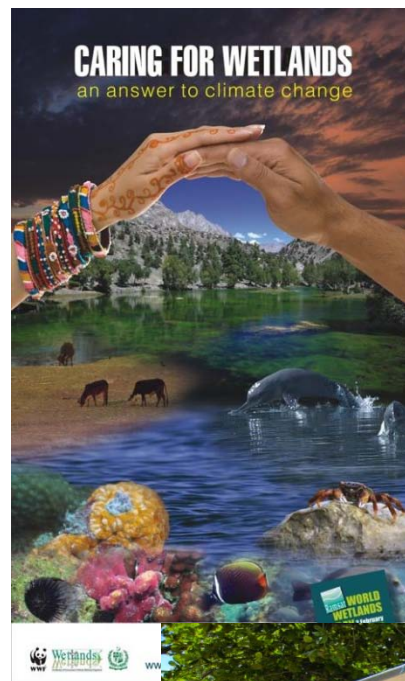
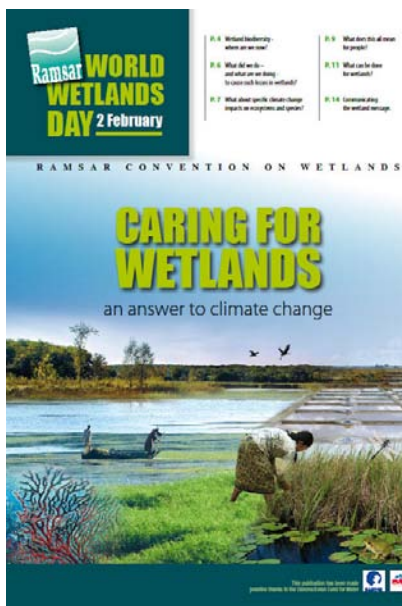


Fund for Water



Axis 1: Communication and raising awareness on wise use of water around the world

➤ World wetlands day and week



➤ New Website on line...



Axis 2: Promote regional initiative and Ramsar mission

- Regional Meeting on the implementation of the Ramsar Convention in the Arab Region (22-25 June 2009)
- High Andies workshop (21-24 September 2009)
- Caribbean regional initiative (3-7 February 2010)
- Black sea Wet regional initiative (October 2010)
- Meeting for non contracting parties from Arabian peninsula (7-9 June 2010)
- CEPA workshops (Asia/April 2010-Austria/ September 2010)



Axis 3: Develop networks for experts and decision makers to improve Ramsar implementation

➤ Wetcarbon workshop (November 2009)

- Develop Wetcarbon project idea note (PIN) and guidance (www.wetcarbon.com)

- Develop mangrove carbon storage methodology

- Review all types of wetlands and importance on roles in carbon storage



➤ UN-HABITAT – jointly developing policy paper and guidance for management of urban wetlands (with STRP)

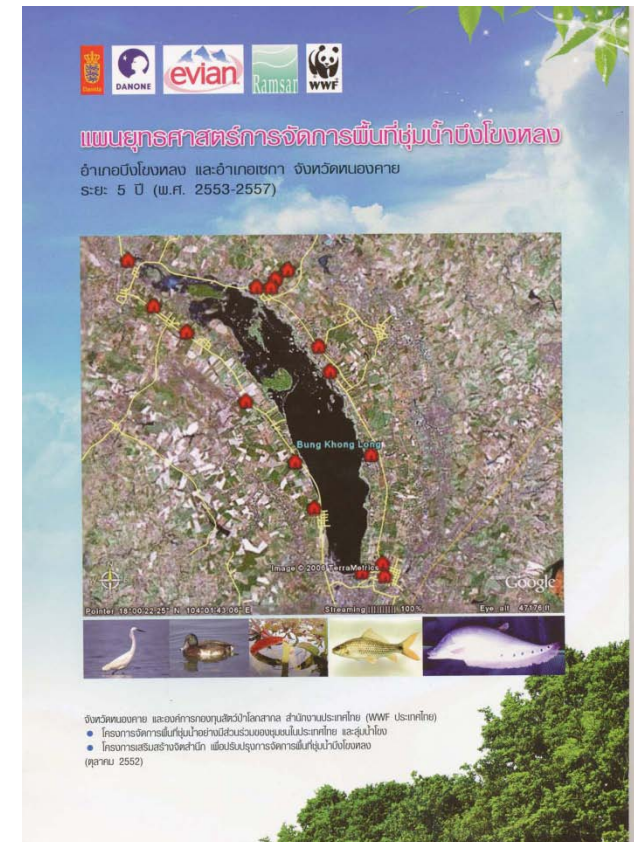
➤ Uruguay project- Remove site from Montreux record

- A project based international programme with local partners
- A total amount of 620'000.- Euros until June 2011
- 3 current projects in the world: Argentina, Thailand, Nepal



Outputs:

- To work with the local players to protect and restore the wetlands resource:
 - **Capacity building** in management
 - **Management plan** involving all stakeholders



Outputs:

➤ To reduce poverty and improve communities' living conditions

- Capacity building
- **Cooperative** for farmers, women, fishermen
- **Marketing** of local products



Outputs:

- To work in communication, education and public awareness
- Education programmes, nature trails, medias ect...



➡ To promote local communities participation in water management
To influence public policies

Objective:

- Capitalize on the essential role of wetlands in carbon capture-mangroves.
- Support programs to store carbon by restoring wetlands.

Main work of Ramsar:

- Facilitating the development of a wetland carbon measurement and offset methodology
- Inform and get the agreement of the involved countries for new projects

2009: Wetcarbon workshop
Danone Senegal project

2010: Continue methodology research
Develop 1 or 2 new projects





- **Regional dynamic** with Evian-Danone offices (Japan, Thailand, Argentina, United Arab Emirates)
- **Participation and involvement** of the Ramsar regional teams (budget and activities, workshops)
- **Coordination and more visibility** of the partnership in meetings, etc.
- **Communication** on the website and for the public



- Not the same « **rythm** » of work
- Need to have a focal point on both side, **time demanding**
- Develop **exchanges of competences** when possible
- Decisions and engagements must be **in a long term** and respected
- Reflexion on how to continue to influence the private sector for **behaviour's change**

- In 2009 about the 50% of our annual voluntary contributions come from business partnership!

Learn more on
www.ramsar.org



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

Kofi Annan, 2001

Thank you!
Merci!
Gracias!