Report to SC51 on Draft CEPA Action Plan

Camilla Chalmers
Head of Communications, Ramsar Convention
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CEPA Oversight Panel: History

- Resolution IX.18 adopted at COP9 in 2005, requested the Standing Committee establish a CEPA Oversight Panel

- SC34 established the Panel in 2006, its membership and modus operandi as detailed in SC 34.11.

- A new Panel is appointed at the start of each triennium (Resolution IX.18 Establishment of an Oversight Panel for the CEPA activities of the Convention, Doc. SC31-11 Establishment of an Oversight Panel for CEPA activities and adoption of a *modus operandi*)

- Following COP12, on 24 July 2015, the Panel for 2013-2015 was disbanded and informed about the start of the process of appointing the new Panel for 2016-2018

CEPA Oversight Panel: Members

- The Panel's membership, as established by SC34-11 and modified by SC36 in February 2008, includes the following positions:

  o **Chair or Vice Chair of SC (Chair of the Oversight Panel)**: automatic nomination
  o **Vice-Chair of the STRP**: automatic nomination
  o **Chair of the SC Subgroup on Finance**: automatic nomination
  o **STRP CEPA Expert**: Ramsar Secretariat Head of Communications (nominated in accordance with Resolution XII.5, Annex 1, Paragraph 6)
  o **CEPA Government NFP (2 to be appointed each triennium)**: Call for Nomination
  o **CEPA NGO NFP (2 to be appointed each triennium)**: Call for Nomination
  o **IOP representative:** Nomination by IOPs
  o **Regional Ramsar Centre (RRC) representative**: Nomination by RRCs
  o **Ex officio**: Secretary General
  o Additional expert for Capacity Building: to be decided after formation of the core CEPA Oversight Panel

CEPA Oversight Panel:
Process 2016-2018

- The Secretariat issued a call for nominations for CEPA Government NFP and CEPA NGO NFP on 31 July 2015, with a deadline of 18 September 2015

- The Secretariat received 12 nominations

- The Secretariat provided the information to Vice-Chair of SC (Chair of the Oversight Panel), the Vice-Chair of the STRP and Chair of the SC Subgroup on Finance for selection

- The new members were notified of their appointments on 5 Nov 2015

- IOPs and RRCs agreed on their representatives in the Panel and notified the Secretariat on the 25 September 2015.

CEPA Oversight Panel:
Members 2016-2018

The composition of the CEPA Panel for the period 2016-2018 is:

- Chair of the CEPA Oversight Panel (as Vice Chair of Standing Committee): **Mr David Papps** (Australia)
- Vice-Chair of the STRP: **Mr Channa Bambaradeniya** (Sri Lanka)
- Chair of the Standing Committee Subgroup on Finance: **Mr Abdou Salam Kane** (Senegal)
- STRP CEPA Expert: **Ms Camilla Chalmers** (UK), Ramsar Secretariat Head of Communications (nominated in accordance with Resolution XII.5, Annex 1, Paragraph 6)
- CEPA Government NFP: **Mr Molefe Mokhatla** (Lesotho)
- CEPA Government NFP: **Ms Sari Airas** (Finland)
- CEPA NGO NFP: **Ms Christine Prietto** (Australia)
- CEPA NGO NFP: **Mr Pyae Phyo Aung Phyolay** (Myanmar)
- IOP representative: **Mr Chris Rostron** (UK), Wildfowl and Wetlands Trust (WWT)
- Regional Ramsar Centre representative: **Mr Arturo Dominici** (Panama), Ramsar Regional Centre for Training and Research in the Western Hemisphere (CREHO)
- Additional Expert for Capacity Building: to be decided

Draft CEPA Action Plan

CEPA Programme 2016-21

- New CEPA Programme for 2016-21 agreed by Parties at COP12
  - Resolution XII.9
  - Outlines nine CEPA Strategies and 42 underlying strategic objectives

- SC48 added 9th strategy to align with SP4: 'Ensure that the guidance and information provided by STRP is developed in close collaboration with the CEPA programme'
  - Delivery of packaged information to identified target audiences

Draft CEPA Action Plan

Process to date:

- Submitted to COP12 as Inf. Doc. 26
- Passed on from SC49 for consideration by SC51
- Working Group on CEPA derived from SC50 decision

Content:

- Outlines proposed Secretariat CEPA efforts
- Aligns with proposed 4th Strategic Plan and CEPA Programme 2016-21
- Suggests actions derived from the 9 CEPA Goals for the triennium

Questions the 9 CEPA Goals ask:

1. How we can we improve co-operation with CEPA focal points and government
2. How can we mainstream CEPA into policy for wise use of wetlands
3. How can we support better site management by wetlands professionals
4. How can we build the capacity of wetland professionals
5. How to increase and broaden stakeholder involvement in management of wetlands
6. How can we increase awareness of benefits and services of wetlands across society
7. How can we better use wetlands centres to carry messages of wise use to the public
8. How can we spread training materials on wetlands through educational systems
9. How can we work better with STRP to develop and disseminate the right materials to the target audiences

Top level Ramsar messaging

Designed to support 4th Strategic Plan and CEPA Strategy:

1) Wetlands and their services and benefits to humanity
2) Wetlands loss and the urgency to tackle loss and degradation
3) Best practices and case studies of successful policies for promoting the wise use of wetlands
4) Best practices and sharing knowledge about wise use in wetlands
5) What can I do to take action on wetlands?

These messages should run as "threads" through all measures.

Proposed CEPA Actions

1. Online actions

Website

- Recent overhaul has improved the look and feel, and ongoing refinements are being undertaken to:
  - Improve data search and improve document accessibility
  - Migrate the Ramsar Sites Information System and Ramsar Culture Network into the main Ramsar website
  - Potentially allow for more "citizen scientist" input across the board
- Make 'Resources' such as guidance materials & photos available

Databases

- Create one single master contacts database, filterable by function/topic
- Create internal photo database with system for managing usage rights

1. Online actions

Quarterly Convention newsletter
- Specifically target senior level policy-makers, top-level management
- Senior level "eye-to-eye" form raises the profile of wetland issues
- Regional versions to be available; engage Regional Centres

Video on wetland benefits
- Dramatic video on vital importance of wetlands – designed to share

Social media
- Facebook: RamsarConventiononWetlands
- Twitter: RamsarConv
- Instagram: ramsar_convention_on_wetlands

2. Events - World Wetlands Day

- **Single most important awareness-raising event for Convention**
  - Funded by Danone-Evian since its inception
- **Enthusiastically promoted by Parties year after year**
  - 89% have carried out WWD activities since COP11
- **France is by far the biggest supporter of the day**
  - 2014: 481 events
  - 2015: 692 events
- **Other prominent examples of country support:**
  - 2013: Estonia – country-wide support for WWD with government officials and guides giving educational tours at multiple wetland locations
  - 2015: Uganda – Ministry of Environment event at Lutembe Bay Ramsar Site

B3. Increase Partnership activities

Conventions, UN Agencies, IOPs

- Combined efforts will already raise profile and engage policy-makers in debate on key wetlands issues:
  - Wetlands International: Peatlands Factsheet
  - UNCCD, WI, CBD: Peatlands Hot Spot Mapping
  - Birdlife: pending Factsheet
  - UN-Water: collaboration on SDG indicators and WWD 2016 (plus ILO and UN Tourism)
  - Study of multiply designated sites with help of WHC, MAB, IUCN, UNESCO, ROK
  - InforMEA to help increase linkage to other Conventions and inform public better
  - UK Embassy in Uruguay to support eco-tourism and education on Ramsar Sites

B4. Press engagement

Public relations strategy

- Position Ramsar Staff as prominent expert and spokesperson for wetland issues
- Assemble press contacts list in water, biodiversity and sustainable development space, cultivate relationships
- Create media packs

Staff FAQs

- Consistent answers to all commonly-asked questions for use with any audience including private or social settings

B5.Range of Targeted Publications

- **Ramsar Briefing Notes (RBNs)**
  - Pragmatic, working advice documents targeting either policy-makers or wetland practitioners

- **Ramsar Policy Briefs (RPBs)**
  - Concise summaries of pertinent wetland issues for senior decision-makers

- **Ramsar Technical Reports (RTRs)**
  - Provide in-depth scientific rationale where basic research is not available
  - Geared toward serious wetland specialist/expert

- **Ramsar Fact Sheets (RFSs)**
  - Provides initial hook to engage audience in 2-sided info sheets in accessible language

B6. Capacity-building activities

- **Wise Use Handbooks**
  - Revise Handbooks in line with COP11 and COP12 Resolutions
  - Use material contained to create topic-based training units
  - Powerpoint available for each unit
- **Regional workshops**
  - Build on successful initiatives of Regional Centres
  - Train-the-trainer style events in English and other languages
  - Host and source the logistics together with local partner organizations
  - Workshops for CEPA focal points and local orgs to broaden base of stakeholder involvement on site management
- **Webinars**
  - Cost-effective way of training large numbers
  - Hold in three languages
  - Topics to align with STRP planning

B7. Corporate identity review

- Clean and consistent visual identity that includes website plus:
    - Powerpoint presentation template
    - Publications, stationery, labelling and file management
    - Ramsar Site and visitor centre signage guidelines
    - Initiate a review of Ramsar logo
    - Develop a mascot that could become associated with the Convention
- Review corporate identity to underline positioning of wetlands as "the source of sustainable development" and consider:
- Ramsar strapline to express positioning

B8. Display materials

- New Ramsar family look
- Clear messaging about wetlands benefits and services
- Positions Ramsar at heart of water and development issues
- Display materials for use at international events and within Secretariat HQ to raise awareness

B9. Increasing CEPA expertise in STRP

- **Resolution XI.16 - Review of Scientific and Technical Guidance**
  - Broad view that guidance, while brilliant, is not always in the form and language most useful for the Parties' needs

- **Range of steps designed to address this:**
  - Core audience for guidance defined: Policy-makers and Wetland Practitioners
  - Produce all guidance in 3 languages
  - Mandate action-oriented summaries and page/word limits on publications
  - Create Guidance section on the new Ramsar website; migrate STRP content
  - Map actual process for defining, writing and approving guidance outputs

Create a STRP Publications Committee

- Reviews final list of guidance deliverables, endorsed by SC at outset of triennium
- Prepares a costed delivery plan
- Reviews the need for any changes to that list or shift in priorities
- Ensures final sign-off by scientific experts on publications
- Acts as clearinghouse for ad hoc requests from Parties, IOPs, etc. with external funds.

- Proposed membership for balance of perspectives: SG, Deputy SG, STRP Chair and Vice-Chair, Head of Communications
- Day-to-day implementation by Deputy SG and Head of Comms and STRP Chair
- Support from Scientific & Technical Officer at all times

Thank you!