

Report on preparations for World Wetlands Day 2016 & Proposed themes for 2017 and 2018

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World Wetlands Day

Introduction



- 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



World Wetlands Day

Introduction



Resolution X11.9.20

“RECOGNIZES the growing celebration of World Wetlands Day in a large number of countries, and URGES Contracting Parties to continue, or to begin, to use this occasion to bring attention to their achievements and continuing challenges in wetland conservation and wise use.”



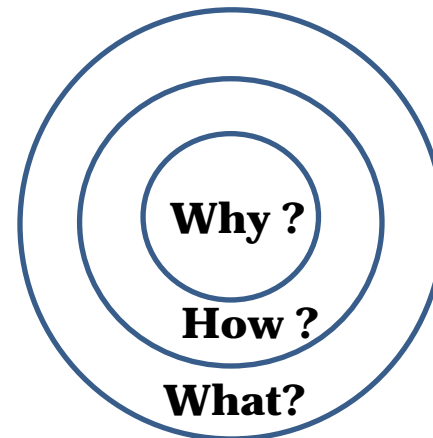
Review of 2015



Futerra study to assess World Wetlands Day 2014

Recommendations to improve

1. Redefine the “why” or core purpose of WWD
 - take broad purpose of raising public awareness and translate into action
2. Develop a ‘theory of change’:
 - identify desired outcomes
 - define groups that aid outcomes
 - need strategy for barrier removal
 - engage with groups both rationally and emotionally to provoke action

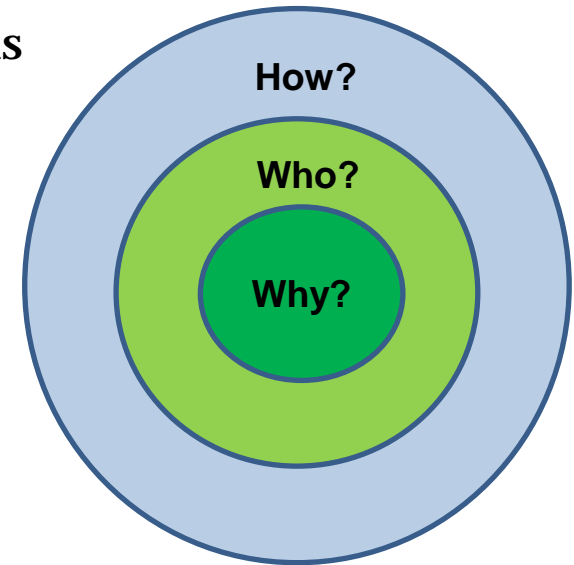


World Wetlands Day 2015

New focus



- **TARGET:** youth 15-24 – savvy, extrovert
- **The how:** give them a reason to encounter wetlands
 - Wetlands Youth Photo Contest
 - Educate about importance of wetlands and urgency of loss
 - Trigger a next step for taking action: pledges
- **Launched World Wetlands Day website**
 - Education & publicity materials for download
 - Upload and rate photos in contest from 2 Feb to 2 Mar
 - Register pledges for all to take action for wetlands



World Wetlands Day 2015

The how



- Materials to download in 3 languages included:
 - WWD posters
 - Teacher and organizer's guide
 - 4 Hand-outs targeting youth audience
- Supported with extensive social media campaign
 - All materials linked to Ramsar Convention pages on Facebook, Twitter and Instagram
- Secretary General invited to Uganda for WWD 2015 and launches Youth Photo Contest

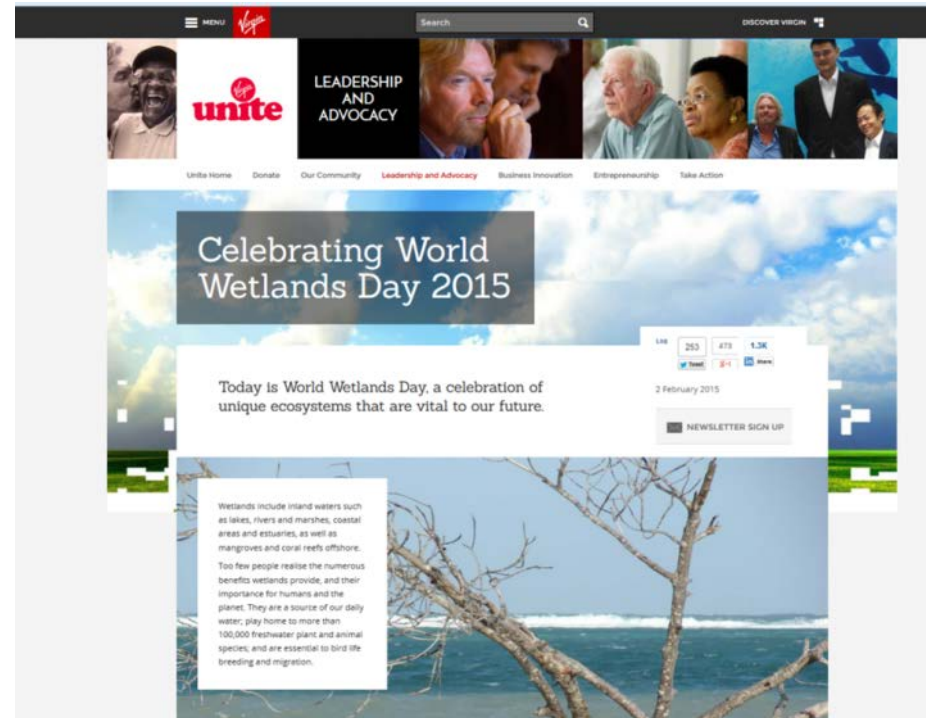


World Wetlands Day 2015

Event results

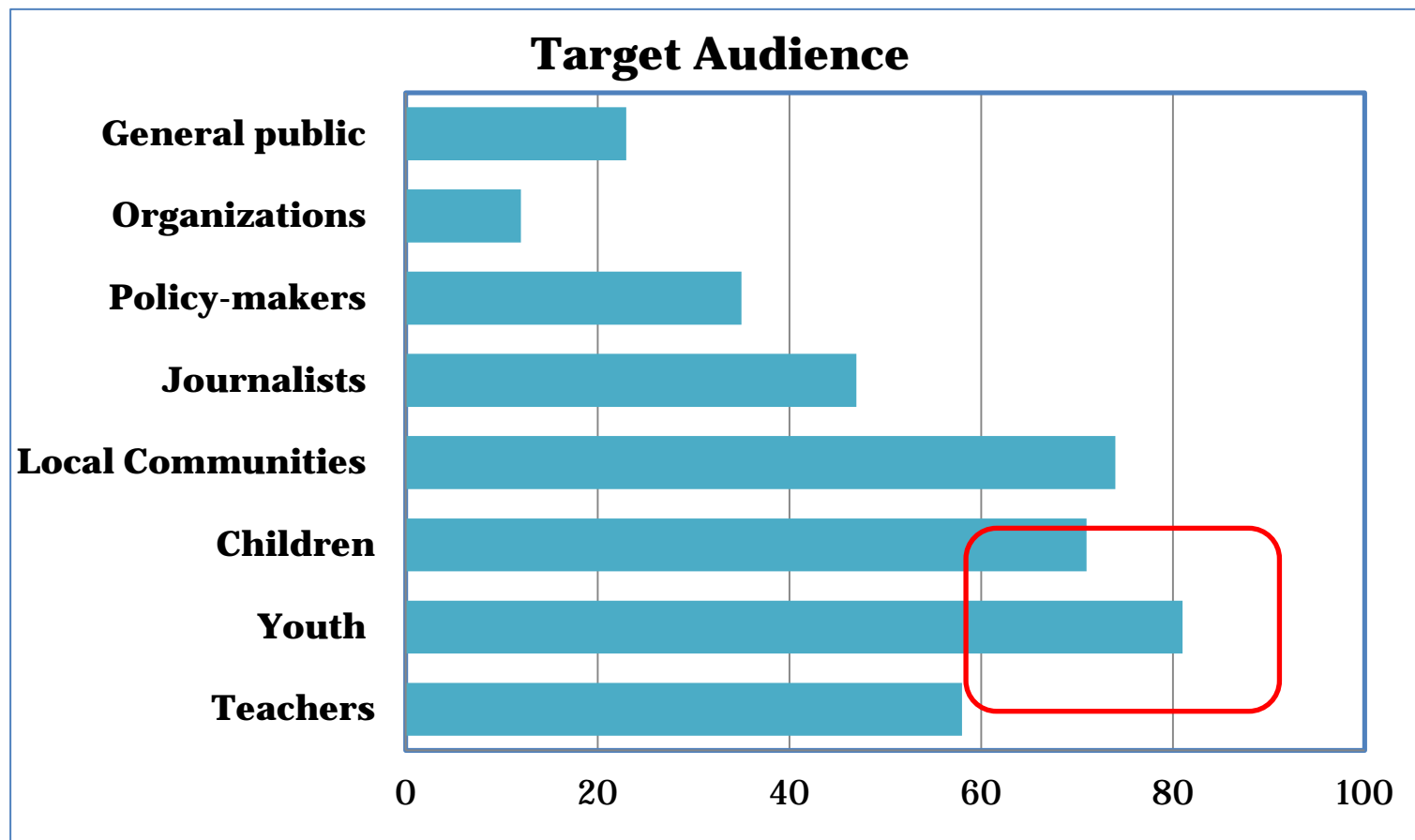


- Rise in reported activities
- 2200 photo entries from 80 nations
- Quadrupling in downloads
 - Top item 2014: 9,000 (video)
 - Top item 2015: 26,000 (logo)
- Over 56,600 website visitors
- Facebook Reach:
 - 2015 : 16,135,974
 - 2014:2,266,348
- Prominent supporters
 - Mentioned by Virgin Unite



World Wetlands Day 2015

Overview of target audience



Source: Country reports

World Wetlands Day 2015

Photo contest winners



Francesca Negrini, 17 from Italy

- Stunning photo of trees reflected in a river in Padule di Fucecchio, Northern Tuscany
- She won the free flight, courtesy of Star Alliance to visit a wetland of her choice



Helder Andre, 23 from Brazil

- Incredible image of a horse and its rider rising out of a river near his hometown of Passira in Pernambuco state
- Self-taught photographer and musician



World Wetlands 2015

Country adaptations



World Wetlands Day 2015

Observations



- Photo contest successfully engaged youth and public
- Extending World Wetlands Day over **one month** as opposed to **one day** encourages more participation, visibility and engagement
- Having a dedicated website facilitates wide dissemination of materials, better tracking of users and focuses attention on the theme and the day
- Materials online should be complimented by distribution of printed materials to areas with slow internet connection or other resource problems
- Social media is an increasingly vital channel to reach key audiences
- Facilitate reporting for countries
- In addition to Ramsar channels, partner networks are critical to reach other audiences (IOPs, Regional Initiatives, etc.)
- Event organizers in the countries are vital to success of WWD



World Wetlands Day

Proposed 5 year Strategy



Wetlands for our Future

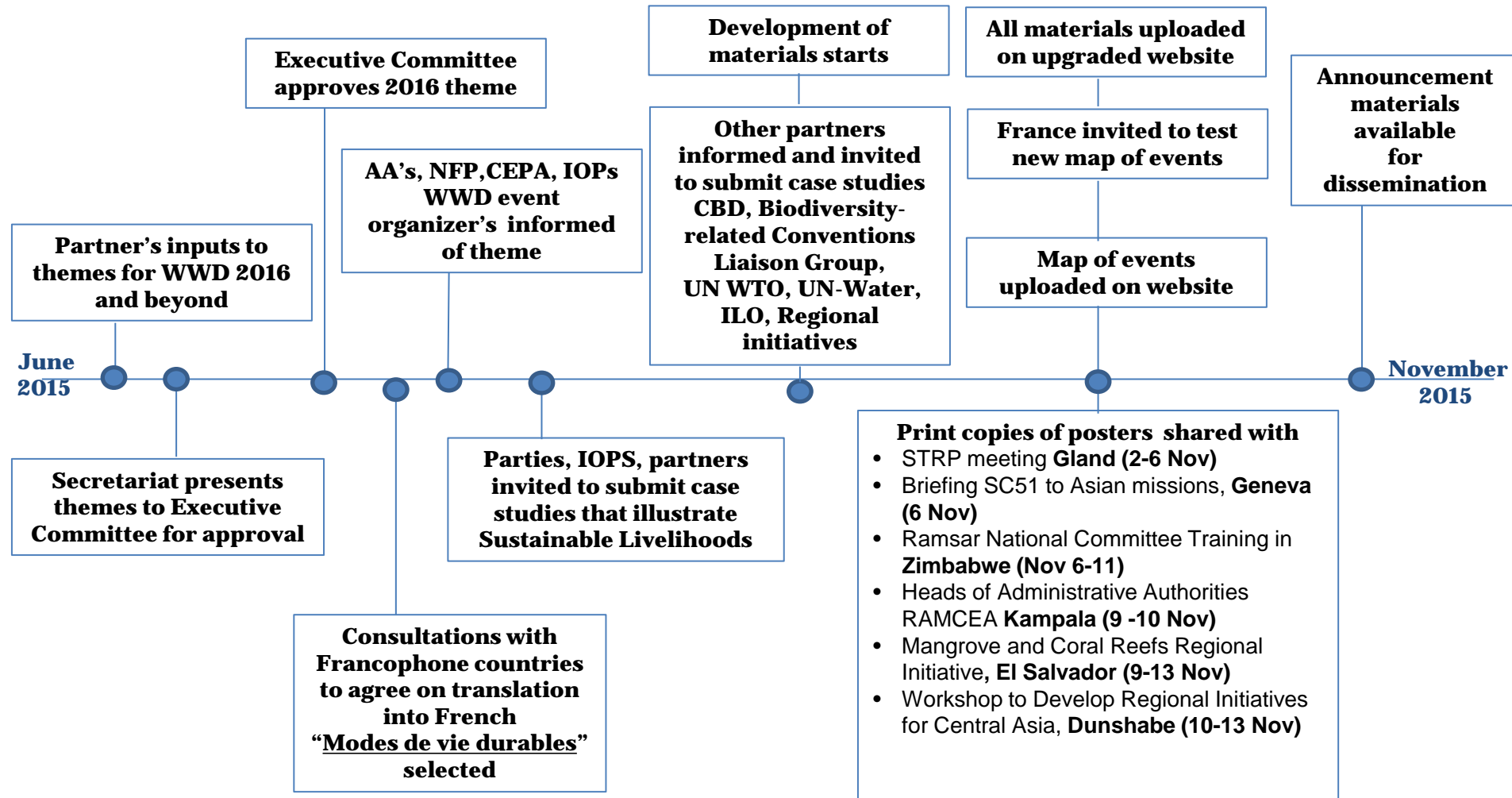
2016	2017	2018	2018	2019
Sustainable Livelihoods	Waste Water	Nature Based Solutions for Water	Disaster Risk Reduction	Caring for Urban Wetlands
	UN-Water	UN-Water	Wetlands International	WWF

Wetlands why should I care ?

- **Support sustainable livelihoods**
- **Provide fresh water**
- **Feed humanity**
- **Filter harmful waste**
- **Fight climate change**

World Wetlands Day

The Process



World Wetlands Day 2016 Materials



2016 Outreach materials to support country activities.



World Wetlands Day 2016



Four Key Activities

- Visit a wetland
- Find out how wetlands are essential for livelihoods
- Support communities that wisely use wetlands
- Enter the Wetlands Youth Photo Contest from 2 February to 2 March

A promotional poster for World Wetlands Day 2016. The top section features the text "World Wetlands Day 2 February 2016" and "Wetlands for our Future Sustainable Livelihoods" next to a circular logo with a globe and water. The main image is a photograph of a terraced wetland with a person in the water. Below the photo, the text "Join us!" is written in large white letters, followed by "on 2 February 2016" in a red banner. A list of activities is provided: "Visit a Wetland", "Find out how wetlands are essential for livelihoods", "Learn how communities use wetlands wisely", and "Enter the Wetlands Youth Photo Contest from 2 February to 2 March 2016". The bottom section includes social media icons, the website "www.worldwetlandsday.org", the hashtag "#WetlandsForOurFuture", and logos for Danone, Evian, and the Ramsar Convention on Wetlands.

World Wetlands Day
2 February 2016

Wetlands
for our Future
Sustainable Livelihoods

Join us!

on 2 February 2016

- Visit a Wetland
- Find out how wetlands are essential for livelihoods
- Learn how communities use wetlands wisely
- Enter the Wetlands Youth Photo Contest from 2 February to 2 March 2016

www.worldwetlandsday.org
#WetlandsForOurFuture

DANONE evian
World Wetlands Day is made possible by the Danone Fund for Water.

Ramsar
Convention on Wetlands

World Wetlands Day 2016

Youth Photo Contest



World Wetlands Day
2 February 2016

Wetlands
for our Future
Sustainable Livelihoods

Wetlands are essential for sustainable livelihoods...
Capture this in a photo!

**Wetlands Youth Photo Contest
starts on 2 February 2016**

- Take a picture of how people make a living from wetlands between 2 February and 2 March 2016
- Upload it to the World Wetlands Day website for a chance to win a free flight to a famous wetland of your choice, courtesy of Star Alliance Biosphere Connections
- Open to anyone aged 15-24*

Find out more at www.worldwetlandsday.org

#WetlandsForOurFuture

BIOSPHERE CONNECTIONS
STAR ALLIANCE / RAMSAR / IUCN

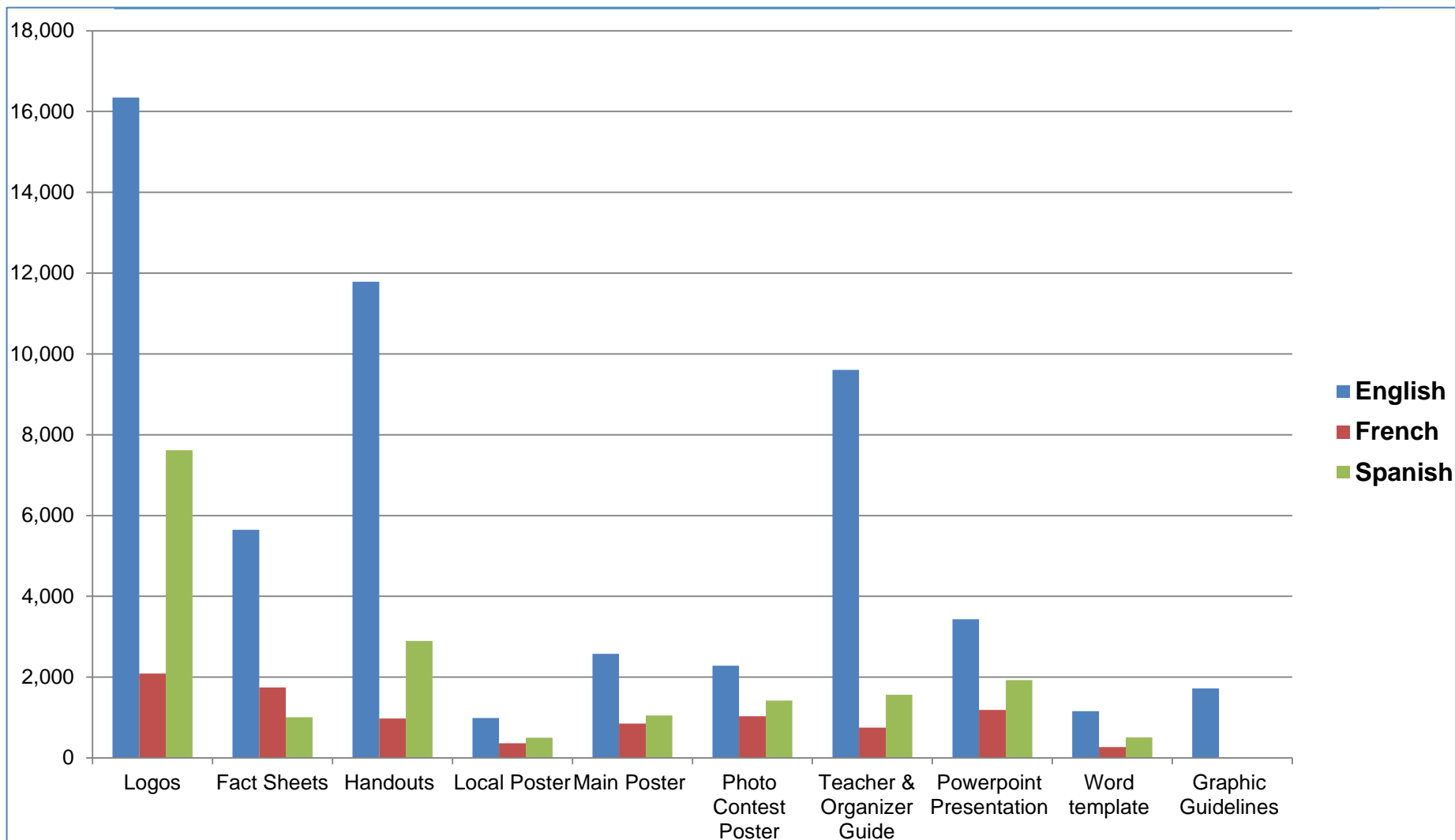
DANONE evian
World Wetlands Day is made possible by the Danone Foundation

Ramsar
Convention on Wetlands

*By entering, you agree that the Ramsar Convention Secretariat can use your photo for publicity purposes worldwide with no restrictions. Full terms and conditions can be found on the World Wetlands Day website.

- Starts 2 February and lasts till 2 March 2016
- Open to all youth aged 15 to 24
- Theme “Wetlands are essential for Sustainable Livelihoods”
 - Invite youth to take a picture of “people making a living from wetlands.”
- Upload up to 3 pictures to www.worldwetlandsday.org
- Main prize free flight to Wetland of choice courtesy of Star Alliance, Biosphere connections.

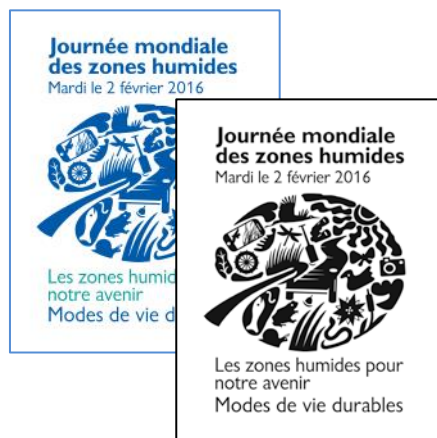
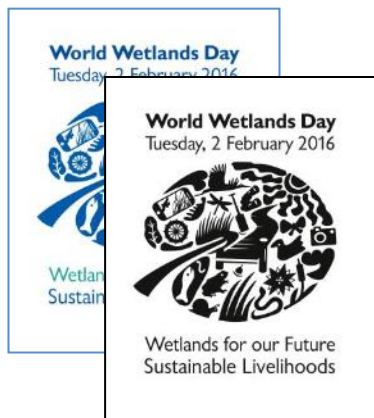
Results 2015: Download of Outreach Materials by Languages



Source: www.worldwetlandsday.org

Materials 2016

Logos



Materials 2016

Posters







Materials 2016

Guides



Teacher and Organizer's Guide








Guide for teachers and organizers

World Wetlands Day is celebrated every year on 2nd February to raise awareness about the value of wetlands for humanity and the planet. Each year, a theme is selected to focus attention on a vital function of wetlands.




The theme for 2016, under the banner "Wetlands for our Future" is: **Sustainable Livelihoods** and is selected to demonstrate the vital role of wetlands for the current and future wellbeing of humanity and to promote the wise use of all sorts of wetlands.

All of us depend on wetlands to supply freshwater for our daily needs, but more than **one billion** people around the world depend directly on wetlands to earn an income through activities such as; fishing, rice growing, selling water, construction, weaving, medicine, transport and tourism etc. For these people, healthy wetlands are essential for their livelihoods and vital for their wellbeing.

Yet coastal, marine and inland wetlands are declining fast. Approximately 40% have been degraded in just over 40 years according to the Wetland Extent Trend and this decline is continuing at an accelerated rate of 1.5% annually.



www.worldwetlandsday.org



World Wetlands Day is made possible by the Danone Fund for Water.

Graphic Guidelines





Graphic design guide

Engaging and readable support materials are a vital part of World Wetlands Day. Two logo versions, three posters, four hand-outs and a guide for teachers and organizers are all available in English, French and Spanish. These can be downloaded from www.worldwetlandsday.org in a variety of resolutions and formats. Template posters and hand-outs are also available in open, language-neutral InDesign files.

Use these guidelines to adapt materials to your own language or format, or to create materials in the same look using any common graphic software. All images contained are free for non-commercial use in promoting World Wetlands Day 2015. Logos can be reproduced on virtually anything!

World Wetlands Day is made possible by the Danone Fund for Water, the evian brand, and the Ramsar Convention on Wetlands. Please use the combined sponsors logo on anything you adapt or create.



www.worldwetlandsday.org



World Wetlands Day is made possible by the Danone Fund for Water.

Materials 2016



All materials available

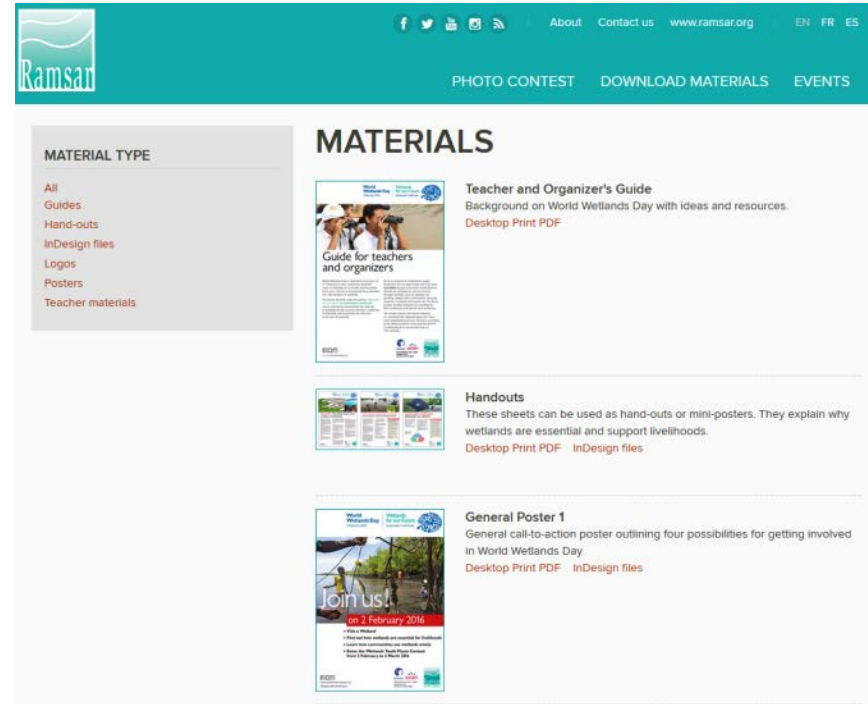
www.worldwetlandsday.org

In-design files available

www.worldwetlandsday.org

Limited print materials

Riera@ramsar.org



Reporting Events

www.worldwetlandsday.org/map



Reporting Events 2016

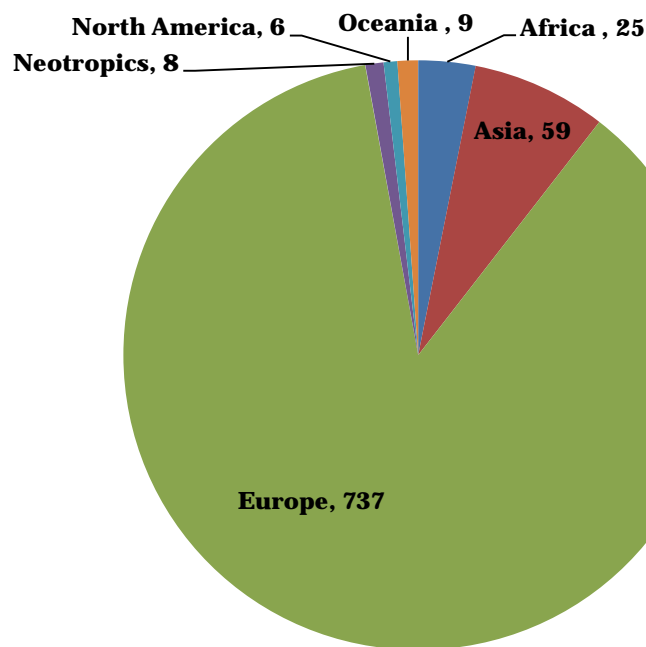
Success of World Wetlands Day depends on the event organizers

- Goal
 - Capture the global celebration
 - Inspire and share event ideas
 - Facilitate public participation
 - Promote WWD events around the world



Results: Total Number of Reported Activities 2015

Top 10 Countries	Number of Activities Reported
France	692
Japan	21
Romania	14
China	13
Australia	7
Philippines	7
Slovakia	7
Brazil	6
Congo	5
India	4
South Africa	4
USA	4

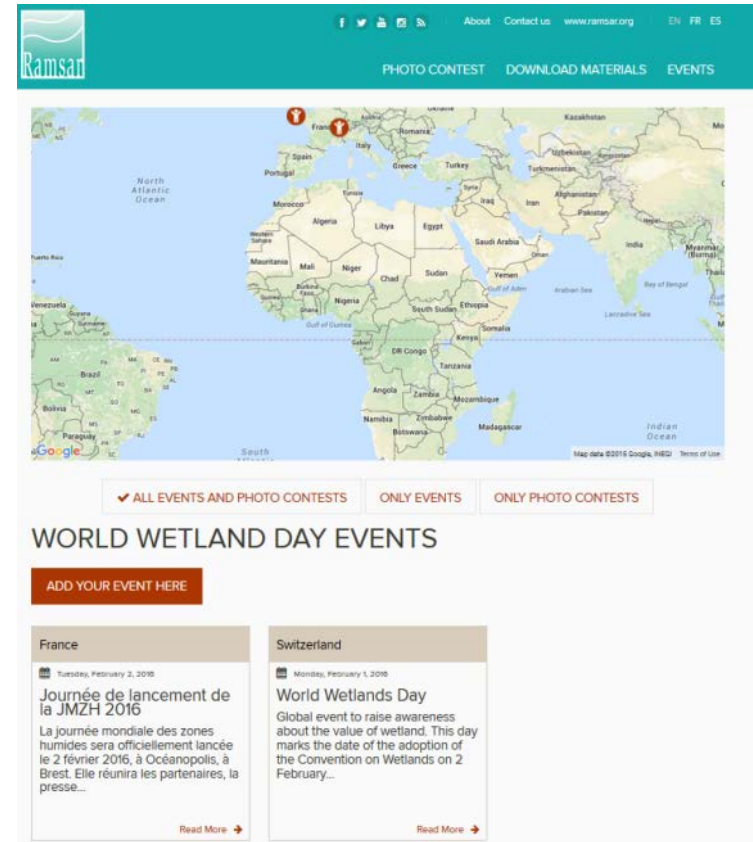


Reporting 2016

New events map



- Visit <http://www.worldwetlandsday.org/map>
- Create an account to:
 - Add your event to global map
 - View WWD events around the world
 - Promote your own event
 - Add your pictures, videos
 - Register your 2016 activities



Reporting 2016

Add your event (s)

1. Create an Account

CREATE ACCOUNT


First Name (Required)

Birth Day
1 1 1970

Last Name

Gender
Male

Email Address (Required)
 Please enter a valid email address.



Text Verification (Required)

Save

[Sign In](#) [Forgot Password](#)

2. Check your e.mail

SIGN IN

Thank you for creating an account. Your password is W00QG. Your password has been sent to carol.liza@yahoo.com.

Email Address

Password

☐ Remember Me

Sign In

3. Add your event details

NEW EVENT


Title (Required)

Description (Required)

Location (Required)

Country (Required)

Geolocation



Start Date (Required)
19 11 2015

End Date
19 11 2015

Partners

Organizer (Required)

Target Audience (Global)
Select

Type of Event (Global)
Select

Website

Nb participants
0

Videos

File
 No files selected.

Please select the files you wish to add to this event (jpeg,pdf,gif,doc,docx, max 3MB)

☐ I agree that the Ramsar Secretariat can use my picture for publicity purposes. (Required)

World Wetlands Day 2016

Main outreach channels



- WWD Micro site and Ramsar Website

- www.worldwetlandsday.org
- www.ramsar.org

- Social media platforms



- Key Partners

- Administrative Authorities
- CEPA Focal Points
- Wetland site managers
- Regional centres
- Teachers
- Youth societies, university clubs associations
- Ramsar partners – international and national
- Media



World Wetlands Day 2016

Join us



- Create awareness
- Encourage youth to participate in the Photo contest
- Organize an event
- Visit a wetland and or Ramsar site
- Register your event at www.worldwetlandsday.org



World Wetlands Day

Proposed 5 year Strategy



Wetlands for our Future

2016	2017	2018	2018	2019
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	UN-Water	UN-Water	Wetlands International	WWF

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Thank you

