Ramsar Communications Plan 2014-2015
Final proposal
31 July 2014
1. Ramsar mission
"the conservation and wise use of all wetlands through local and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world."

2. Ramsar SWOT analysis
In the course of a workshop to help define Ramsar's target groups and messaging on 15 May 2014, the full Secretariat staff put together a comprehensive SWOT analysis for the organization.

The detailed findings of this SWOT analysis are attached as Annex A to this plan. The key findings can be summarised as follows:

**Strengths**
- **Brains** – dedicated, diverse and skilled staff, level of experience/expertise
- **Extensive network** – 168 Parties, global network, 2,181 Ramsar sites
- **Single issue focus** – key, universal issue, flexible approach
- **Engagement** – passionate members and governments directly involved
- **Sound organisation** – clear structure, good governance

**Weaknesses**
- **Limited budget and capacity** – small Secretariat, many tasks, broad plan, perceived dispersion of efforts
- **Lack of visibility** – little public recognition, no clear message
- **Commitment** – changing government representatives, "soft" decision-making, guidelines not always followed by implementation
- **Lack of dynamism** – slow to act, missing opportunities to influence and cooperate

**Opportunities**
- **Organization changes** - new team, clarified strategy; clear differentiation
- **Increased visibility** - prioritized target groups, outcomes, messages
- **Water issues gaining importance** - potential for MDG/SDG goal, influence
- **Improved implementation** – engage senior level in governments, increase NFP effectiveness
- **Increased partnership activity** – stronger links to other organizations and sectors
- **Fundraising** - Private sector potential via both CSR and commercial interests

**Threats**
- **Negative global trends** – overall wetlands loss, increasing population and water use
- **Lack of wetlands awareness** – benefits not widely known or valued
- **Waning of political will** – dropping in priority list, Parties indifferent
- **Other organizations** – biodiversity and water conservation space is crowded
Implications of this analysis
This SWOT analysis already points out several factors that are instrumental for shaping the communications strategy:

a. Wetland issues have slipped down the international agenda in recent times, but at the same time, there is a once-in-a-generation opportunity to upshift radically by viewing Ramsar’s work in the context of water issues, which are absolutely central to the next generation SDGs.

b. The benefits of wetlands are essentially unknown to the wider public, and need to be phrased in ways that capture the public imagination – and more importantly the policy-maker’s attention. This is a fundamentally different task to capturing a wetlands expert’s imagination.

c. Ramsar is not legally binding. Successful implementation is therefore totally dependent on winning over hearts and minds at all levels. Implementation could be improved by considering exactly what communications support the National Focal Points actually need, and what materials could assist actual policy-makers and decision makers in framing wise policies. To date, all materials have been highly technical and detailed in nature, and aimed purely at an expert audience.

3. Ramsar collaborator/competitor mapping
Ramsar is competing for both attention and funding in a very crowded space. A detailed list of the most active organizations in global wetlands, biodiversity, water and environmental space is included as Annex B.

These collaborator/competitors can be grouped into several clusters:
• IOPs – core organizations that assist in implementation of Ramsar
• International organizations
• Biodiversity, water and environmental conventions
• Biodiversity-related charities and NGOs
• Water-related charities and NGOs

The crowded collaborative space is both a challenge and an opportunity. Given the emerging water focus in the SDGs, Ramsar has the opportunity to position itself as an organization with a dual focus on water and biodiversity issues; and in so doing can position itself at the literal “source” of sustainable development.

4. Prioritized target groups
The 2009-2015 CEPA Strategy enumerates some 26 specific target groups, but does not weight their importance. To date, a de facto priority has been placed on technical implementation experts at the country level, with items such as the Wise Use Handbooks.

In the May 15th workshop, these 26 groups where clustered into broad categories according to how the groups actually relate to or contribute to Ramsar and its work. These new broad groupings of possible target groups were classified as follows:
Those who fund Ramsar: Government ministers, their advisors; senior policy-makers; Danone-Evian, Biosphere Connections

Those who actually implement: implementing experts, local NGOs; site managers/ local communities; IOPs and other international orgs

Those who’ll implement in future: future wetlands managers, policy-makers; sites seeking Ramsar designation

Those who could fund Ramsar: Private sector in key industries; High net worth individuals/publically prominent individuals (celebrities)

Those who could be transmitters: Media; youth generally; general public; women; children; educational institutes

From this, the Secretariat staff selected more specific priority target groups in order of perceived importance to achieving Ramsar’s overall mission:

1. Government ministers and their advisors, senior policy-makers
2. Convention implementers (NFPs, site) and IOPs
3. Private sector partners - current and potential
4. High net worth individuals/celebrities

5. Communications objectives
Given the SWOT analysis and the situation as outlined, the following objectives/outcomes for communication are proposed for the 2014-2015 period:

I. Signal a turning point: move wetlands higher on the international agenda
   - Exploit link between wetlands and clean water in context of the emerging SDGs; publically underlining wetlands as "kidneys of the world"
   - Position wetlands as (literally) the wellspring/source of sustainable development

II. Position Ramsar as the “wise man” at the source of sustainable development
   - Use weakness as a strength: people and nations voluntarily take advice
   - Act as convener and commentator straddling both biodiversity and water spaces

III. Provide support tools for effective Convention implementation
   - Aligns with overall CEPA Goals 1 & 2, specifically to support Strategy 2.2.5.:
     - CEPA Goal 1: Communication, education, participation and awareness are used effectively at all levels of the Convention to promote the value of wetlands.
     - CEPA Goal 2: Support and tools have been provided for the effective implementation of national and local wetland-related CEPA activities.
       - Strategy 2.2.5 “Resource materials to support wetland CEPA actions continue to be produced.”

IV. Widen/deepen private sector cooperation
   - Get more from existing partnerships
   - Identify a major new partner; encourage both CSR and commercial activities
V. Motivate and enable people to act for the wise use of wetlands
- Corresponds with CEPA Goal 3: People are motivated and enabled to act for the wise use of wetlands.
- Focus specifically on youth as element of the public with greatest potential for influencing future developments
- Use World Wetlands Day to create awareness of wetlands issues and willingness to engage amongst that youth target
- Use the power of celebrity to reach youth and to create awareness of wetlands and their benefits more generally
- Provide clear to-dos for acting locally

6. Key messages

The five broad messages that will support the defined objectives are:
- Wetlands and their benefits – why should I care?
- Wetlands loss and its urgency
- Examples of successful wise use policies
- Examples of wise use at site level
- What can I do to take action on wetlands myself?

7. Ramsar Brand Pyramid

Summarizing the target groups, outcomes, messaging and Ramsar proposed essence or positioning in the SDG environment:

[Diagram of Ramsar Brand Pyramid]

- Essence of Ramsar: Using wetlands wisely: the source of sustainable development
- Key messages to trigger outcomes:
  - Wetlands benefits
  - Wetlands loss / urgency
  - Wise policy examples
  - Wise use at site level
  - What can I do myself?
- Comms goals as outcomes:
  I. Move wetlands higher up global agenda
  II. Position Ramsar as “wise man”
  III. Provide tools for Convention implementation
  IV. Widen/deepen private sector cooperations
  V. Motivate and enable people to act
- Core target groups:
  A. Senior govt. officials and policy-makers
  B. Convention implementers (national/site) and IOPs
  C. Private sector: both CSR and commercial
  D. High-worth individuals and celebrities as transmitters
- General public, with clear emphasis on youth: driver of the above core target groups
7.1 Action Plan Objective I:
Signal a turning point: move wetlands higher on the international agenda

**Target**
Government ministers and their advisors, senior policy-makers
Senior management at international organizations

**Key messages**
Wetlands benefits
Urgency of wetlands loss
What can I do?
  - Successful national and regional policy examples
  - Advantages of Ramsar site designation
  - Ramsar value in transboundary and catchment area water issues

**Channels/Activities**
- **Online:**
  - Website: top-level access to successful policy examples
- **Events:**
  - Super COP Day: added day on COP to which IOPs and other international organizations are invited
  - Geneva water hub event: work with Swiss government to co-host conference on sustainability and water issues
- **Publications:**
  - Fact sheet: wetlands benefits
  - Fact sheet: wetlands loss and urgency
  - Fact sheet: wise use policy
  - Matching PowerPoint presentations
- **Press engagement:**
  - Press release Super COP Day
  - Press release Geneva water hub event

7.2 Action Plan Objective II:
Position Ramsar as the “wise man” at the source of sustainable development

**Target**
Government ministers and their advisors, senior policy-makers
International organizations and IOPs

**Key messages**
Wetlands benefits
Urgency of wetlands loss
What can I do?
  - Successful national and regional policy examples
  - Advantages of Ramsar site designation
  - Ramsar value in transboundary and catchment area water issues
Channels/Activities

• General:
  o Create Ramsar strapline to express positioning
  o Visual identity
    ▪ Develop clean, business-like visual identity including design for
      • Website
      • Powerpoint presentation
      • Stationery
      • Ramsar Site and visitor centre signage
    ▪ Revised Ramsar logo that echoes brand essence
    ▪ Develop mascot that could become associated with the Convention
  o Q&A for staff in giving consistent answers to common questions
  o Create database of photos for use on all materials

• Online:
  o Website: benefits of wetlands, pace of loss and what can I do messages placed at top level of website
  o Google grant: ensure Ramsar returns at top of wetlands-related searches
  o E-newsletter: issue quarterly newsletter targeting decision-makers at key international organizations and policy-makers; framed as a senior level “eye-to-eye” message from SG
  o Social media
    ▪ Twitter account in SG name; “insider” in sustainable development
    ▪ Facebook page offering compelling wetlands stories that people will want to share in their feeds

• Events:
  o Super COP Day: added day on COP to which IOPs and other international organizations are invited
  o Geneva water hub event: work with Swiss government to co-host conference on sustainability and water issues

• Publications:
  o Fact sheet: wetlands benefits
  o Fact sheet: wetlands loss and urgency
  o Matching Powerpoint presentations

• Press engagement:
  o Develop PR strategy:
    ▪ position SG as expert in sustainable development relating to water and biodiversity matters; place interviews
    ▪ assemble press list of contacts at trade title in water, biodiversity and sustainable development space, plus major senior decision-maker titles (e.g. Economist)
    ▪ develop relationships with key global decision-maker titles and major environmental correspondents worldwide
  o Press release Super COP Day
  o Press release Geneva water hub event

• Cooperations:
  o Create “super-league” category of sites that have combined Ramsar/IUCN/UNESCO designation with
    ▪ Super-league logo and signage
    ▪ Single application process?
7.3 Action Plan Objective III:
Provide support tools for effective Convention implementation

**Target**
Conventions implementers (NFPs, site) and IOPs

**Key messages**
Examples of wise management at site level

**Channels/Activities**
- Online:
  - Website: quick access to
    - Case studies on wise use at site level
    - Existing detailed CEPA resources on wise use
- Publications:
  - Fact sheet: wise management at site level
  - Fact sheet: wetlands benefits
  - Fact sheet: wetlands loss and urgency
  - Matching PowerPoint presentations
  - Wise Use Handbooks: review for overlap, level of detail and consider consolidating in next update
- Press engagement:
  - Press release on Ramsar Site designations
- Ramsar Site and visitor centre signage
  - Develop layout and guidelines for consistent site signage (as part of visual identity review)

7.4 Action Plan Objective IV:
Widen/deepen private sector cooperation

**Target**
Existing partners in Danone, Star Alliance; evaluate candidates for a third major private sector cooperation drawn from a priority industry with wetlands interests

**Key messages**
Wetlands benefits
Urgency of wetlands loss
What can I do?
What can $1 million achieve for wetlands

**Channels/Activities**
- Expand Danone/Evian cooperation
  - Common “pure source” messaging across all joint activities to support Ramsar positioning and Evian’s purity/balance
  - Strengthen cooperation on three main pillars
    - Pre-Curieux Ramsar site as unique purity credential – make into a “super-site” with coordinated branding and activities in the catchment area
    - Ramsar Awards with Youth Award coverage
    - World Wetlands Day (detailed in concept presentation)
• Expand Biosphere Connections cooperation
  o Take advantage of all channels in agreement:
    ▪ Editorial and advertising in in-flight magazines
    ▪ Use of Ramsar video
    ▪ Promotion of WWD photo contest
• Evaluate options for third major partnership drawn from one of priority industries (e.g. tourism, water sports)
• Online:
  o Website: top-level access to private sector partnership activities
• Publications:
  o Fact sheet: what can I do?
  o Fact sheet: wetlands benefits
  o Fact sheet: wetlands loss and urgency
  o Matching PowerPoint presentations
• Press engagement:
  o Press release on new partnership agreements

7.5. Action Plan Objective V:
Enhance public awareness of benefits of wetlands and willingness to act

Target
Focus on youth (ages 14-25) as future leaders and decision-makers, and who form a priority target group for Danone, who are funding World Wetlands Day, the key activity on this front.
More broadly, acquire a celebrity who could act as transmitter to wider public and magnet for press coverage.

Key messages
Wetlands benefits
Urgency of wetlands loss
What can I do?

Channels/Activities
• Celebrity engagement:
  o Identify and approach a celebrity who could act as voice of Ramsar
  o Jointly develop a plan for using their awareness as transmitter
    ▪ E.g. Richard Branson and Necker Island site designation
• Online:
  o Website:
    ▪ benefits of wetlands, pace of loss and what can I do messages placed at top level of Ramsar website
  o World Wetlands Day micro-site with key functionalities for
    ▪ materials distribution,
    ▪ photo contest entry and voting
    ▪ reporting of local events
    ▪ summary reporting of key metrics
  o Google grant: ensure Ramsar returns at top of wetlands-related searches
• Events:
  o World Wetlands Day: the key annual event for engaging with public: create single event to encourage direct engagement with wetlands in a 24-hour period (*full concept detailed in WWD presentation*)
    ▪ Photo contest as focus for worldwide events
    ▪ Prominent Ramsar site designation
    ▪ Optional focal event in Geneva or Evian
    ▪ Support materials for organizers and for teachers
  
• Publications:
  o Organizers guide to WWD
  o Teacher guide: field trip guide and Powerpoint
  o Logos and use guidelines
  o Poster and flyer (with locally-adaptable versions)
  o Fact sheet: wetlands benefits
  o Fact sheet: wetlands loss and urgency
  o Fact sheet: what can I do?

• Video
  o Wetlands: why should I care and what can I do?

• Press engagement:
  o Press release on WWD photo contest
  o Press release on prominent Ramsar site designation
Annex A: Results of SWOT Analysis
From workshop on 15 May 2014

**Strengths**

**Brains**
- Dedicated, passionate Secretariat staff
- Diversity, experience, skill and competence of staff
- 40 years of experience and knowledge

**Extensive network**
- Broad convention – 168 Parties
- Global network presence on the ground
- 2,181 Ramsar sites and growing

**Single issue focus**
- Key and universal development subject
- Water issue of vital importance
- Flexible approach fits varied situations

**Engagement**
- Many passionate members
- Partners are engaged
- Governments are directly involved

**Sound organisation**
- Clear Convention structure
- Cross-sectoral and integrative approach
- Strong governance structure
- Decision-making by consensus
- Excellent technical guidelines

**Weaknesses**

**Limited budget and capacity**
- Strategic plan too broad in scope
- Small secretariat with many tasks
- Priorities not always clear
- Perceived dispersion of efforts

**Lack of visibility**
- Very little public recognition
- No clear message

**Unclear levels of commitment**
- Government representatives changing
- Lack of engagement from Parties
- Convention with “soft” concensus-based enforcement
- Lack of data about sites
- Just another government Convention
- Guidelines often not followed up with implementation

**Lack of dynamism**
- Reporting to governments
- Slow to act; not agile or open to change
- Missing opportunities to influence
- Not reaching out to related sectors
- Too many languages leading to misinterpretations
Annex A: Results of SWOT Analysis

**Opportunities**

**Organization changes**
New team, clarified strategy
Clear differentiation/role for Ramsar

**Increased visibility**
Prioritized target groups, outcomes
Clear messages to trigger outcomes
Engage public via Ramsar sites

**Water issues moving up the agenda**
Potential for MDG/SDG goal
Exploit global trends in env. policy
Exert influence on national policies

**Improved implementation**
Engage with governments at senior level
Increase effectiveness of NFPs
More teamwork across regions/themes
Strengthen NGO support in countries

**Increased partnership activity**
Stronger links to other organizations and industry sectors
Attention-grabbing water partnership

**Fundraising**
Private sector potential (CSR and profit)
Forge strong link to tourism

**Threats**

**Negative global mega-trends**
Current loss of wetlands is exceeding capacity to conserve
World population growth and related increasing demand on water
Short term gain seen as more important than long-term sustainability

**Lack of wetlands awareness**
No widespread knowledge of ecosystem benefits; thus wetlands are not valued

**Waning of political will**
Indifference of many Parties
Wetlands has slipped down the global priority list
Growing demands on Ramsar without financial and human resources

**Other organizations**
Crowded biodiversity conservation space
Many organizations with similar aims
Many of those better resourced and perceived as more valuable by clients
## Annex B: Collaborator/competitor overview

<table>
<thead>
<tr>
<th>Name</th>
<th>Website</th>
<th>Description</th>
<th>Type</th>
<th>Mission</th>
<th>Budget</th>
<th>Funded by</th>
<th>Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>IUCN</td>
<td><a href="http://www.iucn.org">www.iucn.org</a></td>
<td>International Union for Conservation of Nature is the world’s oldest and largest global environmental organisation; high content overlap and administrative host organisation to Ramsar</td>
<td>IOP: Network of governments, NGOs, and scientific experts</td>
<td>Conserving biodiversity is central to the mission of IUCN; to demonstrate how biodiversity is fundamental to addressing some of the world’s greatest challenges such as climate change, sustainable development and food security.</td>
<td>$ 101 million; of which $17 million for Secretariat in 2012</td>
<td>Funded by governments, bilateral and multilateral agencies, foundations, member organisations and corporations</td>
<td>1,000 staff in 40 offices and hundreds of partners in public, NGO and private sectors around the world; headquarters in Gland, Switzerland</td>
</tr>
<tr>
<td>BirdLife International</td>
<td><a href="http://www.birdlife.org">www.birdlife.org</a></td>
<td>World’s largest nature conservation Partnership comprised of 120 bird-related NGOs (Audubon Society etc.) with 2.77 million members, and 10.8 million people who supported BirdLife-Pawners in 2012. BirdLife Partners managed or owned 3,535 reserves or protected areas covering 4.3 million ha of natural areas globally; High content overlap; High-powered board inc Queen Noor of Jordan, Princess Takamado of Japan</td>
<td>IOP: Partnership of NGOs</td>
<td>To conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources.</td>
<td>$ 559 million in 2012</td>
<td>Private patrons, IET/UNDP/UNEP, bilateral aid orgs, foundations and developed country Partner members; 3 major business partnerships: CEMEX, Rio Tinto, Heidelberg Cement</td>
<td>6 Regional BirdLife Coordination Offices around the world: headquarters in Cambridge, UK</td>
</tr>
<tr>
<td>International Water Management Institute (IWMI)</td>
<td><a href="http://www.iwmi.cgiar.org">www.iwmi.cgiar.org</a></td>
<td>One of 15 international research centers in the CGIAR – Consultative Group on International Agricultural Research</td>
<td>IOP: Non-profit scientific research organisation</td>
<td>To improve the management of land and water resources for food, livelihoods and nature.</td>
<td>$ 47 million in 2012</td>
<td>Supported by the CGIAR: network of 60 governments, private foundations and international orgs; bilateral aid agencies</td>
<td>150 staff and offices in over 10 countries across Asia and Africa; headquarters in Colombo, Sri Lanka</td>
</tr>
<tr>
<td>Wetlands International</td>
<td><a href="http://www.wetlands.org">www.wetlands.org</a></td>
<td>Wetlands International is the only global non-governmental organisation (NGO) dedicated to wetlands.</td>
<td>IOP: NGO</td>
<td>To sustain and restore wetlands and their resources for people and biodiversity</td>
<td>$ 12 million in 2012</td>
<td>National governments, international bodies and conventions and other NGOs; hosting agreement with Netherland</td>
<td>150 staff in 20 regional, national or project offices in all continents and a head office in Ede, the Netherlands</td>
</tr>
<tr>
<td>Worldwide Fund for Nature - WWF</td>
<td><a href="http://www.wwf.org">www.wwf.org</a></td>
<td>WWF has grown up to be one of the largest environmental organisations in the world; Huge support base of 5 million; extremely prominent supporters including HRH Duke of Edinburgh; extensive private sector engagement, totally media savvy</td>
<td>IOP: NGO</td>
<td>To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature by: conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption</td>
<td>CHF 170 million in 2012</td>
<td>5% of funding from foundations and bequests, 1% from government sources (such as the World Bank, DFID, USAID) and 13% from corporations</td>
<td>5,000 staff in offices in more than 100 countries around the world</td>
</tr>
<tr>
<td>UNDP</td>
<td><a href="http://www.undp.org">www.undp.org</a></td>
<td>Plays a significant co-ordination role for the UN’s activities in the field of development. Provides expert advice, training, and grant support. Publishes an annual Human Development Report. High profile global ambassadors: Antonio Banderas, Crown Prince Hakon Magnus of Norway, Nadine Gordimer, Ronaldo, Zinedine Zidane</td>
<td>International organization</td>
<td>Focuses primarily on five developmental challenges: poverty reduction, HIV/AIDS, democratic governance, energy and environment, social development, and crisis prevention and recovery</td>
<td>$540 million in 2014, increasing to $600 million by 2017</td>
<td>Voluntary contributions from member nations</td>
<td>647 staff in 177 countries, headquarters in New York</td>
</tr>
<tr>
<td>UNEP</td>
<td><a href="http://www.unep.org">www.unep.org</a></td>
<td>An agency of the United Nations that coordinates its environmental activities, assisting developing countries in implementing environmentally sound policies and practices</td>
<td>International organization</td>
<td>To provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.</td>
<td>$128 million in 2010</td>
<td>Voluntary contributions from nations; principally Netherlands, Germany, UK, USA, France, Sweden and Belgium</td>
<td>845 staff, six Regional offices, headquarters in Nairobi, Kenya</td>
</tr>
<tr>
<td>UN Water</td>
<td><a href="http://www.unwater.org">www.unwater.org</a></td>
<td>The UN inter-agency coordination mechanism for all freshwater and sanitation related matters. Formalised in 2000 by the United Nations High Level Committee on Programmes. It provides the platform to address the cross-cutting nature of water and maximize system-wide coordinated action and coherence</td>
<td>International organization</td>
<td>To complement and add value to existing programmes and projects by facilitating synergies and joint efforts in the water arena</td>
<td>Ext. $20 mil for the four programs directly under UN Water</td>
<td>UN Water members plus specific programs financed by European bilateral aid agencies</td>
<td>11 Members- UN entities housing major programmes or UN organizations with close working ties on water topics; Secretariat hosted by UN DESA in New York</td>
</tr>
<tr>
<td>Convention on Biological Diversity (CBD)</td>
<td><a href="http://www.cbd.int">www.cbd.int</a></td>
<td>Biodiversity-related Convention that came out of 1992 Rio Earth Summit</td>
<td>International Convention Biodiversity</td>
<td>The conservation of biological diversity; the sustainable use of the components of biological diversity; the fair and equitable sharing of the benefits arising out of the utilization of genetic resources</td>
<td>$33.58 million in 2013</td>
<td>Parties</td>
<td>194 Parties; 70 staff in Secretariat in Montreal, Canada</td>
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<tr>
<td>Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)</td>
<td><a href="http://www.cites.org">www.cites.org</a></td>
<td>International agreement on trade in animals</td>
<td>International Convention Biodiversity</td>
<td>To ensure that international trade in specimens of wild animals and plants does not threaten their survival</td>
<td>$15 million in 2009</td>
<td>Parties</td>
<td>180 Parties, Secretariat administered by UNEP in Geneva</td>
</tr>
<tr>
<td>Convention on Migratory Species (CMS)</td>
<td><a href="http://www.cms.int">www.cms.int</a></td>
<td>Environmental treaty under the aegis of UNEP, the CMS provides a global platform for the conservation and sustainable use of migratory animals and their habitats</td>
<td>International Convention Biodiversity</td>
<td>To bring together the States through which migratory animals pass (Range States), and lay the legal foundation for internationally coordinated conservation measures across a migratory range</td>
<td>$323,000 in 2013, $178,000 in 2014</td>
<td>Parties</td>
<td>120 Parties plus “Range States” allowing migration areas, offices in Abu Dhabi, Bangkok, Washington DC, with Secretariat hosted by UNEP in Bonn alongside UNFCCC</td>
</tr>
<tr>
<td>UN Watercourses Convention (UNWCC)</td>
<td><a href="http://www.unwatercourses.org">www.unwatercourses.org</a></td>
<td>Emerging governing normative framework within which states sharing fresh water can organize their relationships</td>
<td>International Convention Water</td>
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## Annex B: Collaborator/competitor overview 2

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<td>Convention on the Protection and Use of Transboundary Watercourses and International Lakes (UN ECE)</td>
<td><a href="http://www.unescoc.org">www.unescoc.org</a></td>
<td>Initially negotiated as a European instrument to protect transboundary waters, the Convention was amended in 2003 to allow accession by all UN members.</td>
<td>International Convention Water</td>
<td>To strengthen national measures for the protection and ecologically sound management of transboundary surface waters and groundwater</td>
<td>no figure published</td>
<td>Parties</td>
<td>30 Parties, (mostly European countries) headquarters in Geneva</td>
</tr>
<tr>
<td>UN Framework Convention on Climate Change (UNFCCC)</td>
<td><a href="http://www.unfccc.int">www.unfccc.int</a></td>
<td>The major international environmental treaty negotiated at the Rio Earth Summit; global focus for efforts to mitigate and adapt to effects of climate change. Includes Kyoto Protocol.</td>
<td>International Convention Climate</td>
<td>To stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system</td>
<td>$65 million in 2020</td>
<td>Parties</td>
<td>196 Parties, Secretariat in Bonn, Germany</td>
</tr>
<tr>
<td>United Nations Convention to Combat Desertification (UNCCD)</td>
<td><a href="http://www.unccd.int">www.unccd.int</a></td>
<td>The sole legally binding international agreement linking environment and development to sustainable land management. The Convention addresses specifically the arid, semi-arid and dry sub-humid areas.</td>
<td>International Convention Climate</td>
<td>To improve the living conditions of people in drylands, to maintain and restore land and soil productivity, and to mitigate the effects of drought</td>
<td>$80 million per year under GEF</td>
<td>Parties</td>
<td>190 Parties, headquarters in Bonn alongside UNFCCC</td>
</tr>
<tr>
<td>World Heritage Convention Concerning the Protection of the World Cultural and Natural Heritage</td>
<td><a href="http://whc.unesco.org">whc.unesco.org</a></td>
<td>International convention linking together in a single document the concepts of nature conservation and the preservation of cultural properties.</td>
<td>International Convention Biodiversity and Heritage</td>
<td>To identify, protect, conserve, present and transmit cultural and natural heritage of outstanding universal value to future generations</td>
<td>$6.83 billion from 2012</td>
<td>Parties; plus income from Heritage Fund publications and items</td>
<td>113 Parties, Convention organisation is incorporated into UNESCO, headquartered in Paris</td>
</tr>
<tr>
<td>Global Biodiversity Information Facility (GBIF)</td>
<td><a href="http://www.gbif.org">www.gbif.org</a></td>
<td>International open data infrastructure, funded by governments; provides a single point of access to information (through this portal and its web services); to more than 400 million records, shared freely by hundreds of institutions worldwide, making it the biggest biodiversity database on the Internet</td>
<td>International organization Biodiversity</td>
<td>To enable anyone, anywhere to access data about all types of life on Earth, shared across national boundaries via the internet by encouraging and helping institutions to publish data according to common standards</td>
<td>3.4 million</td>
<td>33 countries, EU, several foundations, University of Copenhagen</td>
<td>Office at University of Copenhagen</td>
</tr>
<tr>
<td>Center for Biological Diversity</td>
<td><a href="http://www.biologicaldiversity.org">www.biologicaldiversity.org</a></td>
<td>Large activist-type biodiversity NGO with origins in southwestern US, outreach internationally; much of their success is in working to get species declared endangered; a top-rated non-profit 2013.</td>
<td>NGO Biodiversity</td>
<td>To secure a future for all species, great and small, hovering on the brink of extinction, with a focus on protecting the lands, waters and climate that species need to survive.</td>
<td>no figure published from 779,000 members</td>
<td>85 staff in offices in southwestern US</td>
<td></td>
</tr>
<tr>
<td>Scientific Committee on Problems of the Environment (SCOPE)</td>
<td><a href="http://www.insu%E2%80%90cime.org">www.insu‐cime.org</a></td>
<td>Interdisciplinary body of natural and social scientists focussed on global and environmental issues; operating at interface between scientific and decision-making instances</td>
<td>International scientific org</td>
<td>To provide scientific analyses of environmental issues caused by or impacting on humans and the environment; review the current scientific understanding; address policy needs and development</td>
<td>no figure published</td>
<td>Membership fees from NGO, scientific and educational organisations</td>
<td>General Assembly meets every three years, office in Paris</td>
</tr>
<tr>
<td>Endangered Species International</td>
<td><a href="http://www.endangeredspeciesinternational.org">www.endangeredspeciesinternational.org</a></td>
<td>Team of local and international scientists and conservation leaders who put together projects targeting the most endangered and neglected species; a top-rated non-profit 2013.</td>
<td>NGO Biodiversity</td>
<td>To reverse the trend of human‐induced species extinction, saving endangered animals, and preserving wild places</td>
<td>no figure published</td>
<td>Individual contributions, 1% for the Planet and Art for Conservation programs, high tech and environmental businesses</td>
<td>15 staff</td>
</tr>
<tr>
<td>Fauna &amp; Flora International</td>
<td><a href="http://www.fauna%E2%80%90flora.org">www.fauna‐flora.org</a></td>
<td>UK‐based now global conservation charity founded 1995 - patrons are HRH Queen Elizabeth II, with plenty of prominent ambassadors including Stephen Fry</td>
<td>NGO Biodiversity</td>
<td>To act to conserve threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science and take into account human needs.</td>
<td>£16.3m ($20.6m) in 2012</td>
<td>Individual and corporate contributions; though not specified in any detail</td>
<td>100 members, headquartered in London, charitable subsidiaries registered in US (Massachusetts), Australia and Singapore</td>
</tr>
<tr>
<td>Durrell Wildlife Conservation Trust</td>
<td><a href="http://www.durrellwildlife.org">www.durrellwildlife.org</a></td>
<td>UK‐based wildlife conservation NGO with very high profile supporters such as the Princess Anne, Sir David Attenborough, wildlife parks, field programmes and academy come together to deliver a unique approach to tackling today’s conservation problems.</td>
<td>NGO Biodiversity</td>
<td>To save the most threatened species in the most threatened places around the world.</td>
<td>£7.26 million</td>
<td>Individual and corporate contributions</td>
<td>Charitable Trust with many members - mostly other charities and wildlife-related organisations</td>
</tr>
<tr>
<td>International Fund for Animal Welfare (IFAW)</td>
<td><a href="http://www.ifaw.org">www.ifaw.org</a></td>
<td>Saws individual animals, animal populations and habitats all over the world. Projects in more than 40 countries, providing hands-on assistance to animals in need, whether it’s dogs and cats, wildlife and livestock, or rescuing animals in the wake of disasters.</td>
<td>Fund Biodiversity</td>
<td>Our vision is a world where animals are respected and protected. Our mission: IFAW rescues and protects animals around the world.</td>
<td>$94 million</td>
<td>More than one million individual donors</td>
<td>Headquartered in Yarmouth, Massachusetts, 26 offices around the world.</td>
</tr>
<tr>
<td>Ocean Conservancy</td>
<td><a href="http://www.oceanconservancy.org">www.oceanconservancy.org</a></td>
<td>Educates and empowers citizens to take action on behalf of the ocean. Leader in the environmental community for 40 years with many legal accomplishments. (e.g. winning a federal mandate for the use of turtle exclusion devices (TEDs) on shrimp trawls to creating the International Coastal Cleanup).</td>
<td>Foundation Water</td>
<td>To bring people together to find solutions for our water planet. We educate and empower people to defend not only the ocean and its wildlife, but also the millions who earn their living from the ocean</td>
<td>$10.5 million</td>
<td>Individual and corporate donations</td>
<td>Based in Washington DC</td>
</tr>
<tr>
<td>Save Our Seas Foundation</td>
<td><a href="http://www.saveourseas.com">www.saveourseas.com</a></td>
<td>Funds and supports research, conservation and education projects worldwide, focusing primarily on charismatic threatened wildlife and their habitats; in less than 10 years, the Save Our Seas Foundation (SOSF) has grown to become a major player in this sector.</td>
<td>Foundation Water</td>
<td>To fund projects in the fight to save the world’s oceans and the wealth of marine life they contain.</td>
<td>no figure published</td>
<td>Presumably private donations</td>
<td>Registered in Switzerland but seems to be operationally based near Cape Town</td>
</tr>
</tbody>
</table>
### Annex B: Collaborator/competitor overview

<table>
<thead>
<tr>
<th>Name</th>
<th>Website</th>
<th>Description</th>
<th>Type</th>
<th>Mission</th>
<th>Budget</th>
<th>Funded by</th>
<th>Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water.org</td>
<td><a href="water.org">water.org</a></td>
<td>Award-winning charity that works with local partner organisations on the ground to dig wells. Matt Damon is an ambassador.</td>
<td>NGO Water</td>
<td>To provide clean water to the 780 million people lack access to an improved water source: approximately one in nine people on the planet</td>
<td>$9.3 million</td>
<td>Individuals, foundations, corporate employee donations, in-kind contributions</td>
<td>70 staff members based in the U.S. [39], India, and Kenya</td>
</tr>
<tr>
<td>The Water Project</td>
<td><a href="thewaterproject.org">thewaterproject.org</a></td>
<td>Non-profit org focussing on sub-Saharan Africa. Invests in proven partners who are drilling fresh water wells, providing sanitation and hygiene training and constructing other sustainable water projects. Donors see impact of their gifts through photos, short stories and GPS map coordinates of every project.</td>
<td>NGO Water</td>
<td>To bring relief to communities around the world who suffer needlessly from a lack of access to clean water and proper sanitation</td>
<td>$1.7 million</td>
<td>Individual and corporate donations</td>
<td>9 staff</td>
</tr>
<tr>
<td>Water for People</td>
<td><a href="waterforpeople.org">waterforpeople.org</a></td>
<td>Water access development non-profit, Creating scalable momentum and solutions in 30 districts across 10 countries: Honduras, Guatemala, Nicaragua, Bolivia, Peru, Ecuador, Malawi, Rwanda, Uganda, and India.</td>
<td>NGO Water</td>
<td>To ensure complete water coverage for every family, every school, and every clinic.</td>
<td>$8.3 million</td>
<td>Individual contributions, grants, sponsorships</td>
<td>34 staff, mostly based in Denver headquarters</td>
</tr>
<tr>
<td>Waterislife</td>
<td><a href="waterislife.com">waterislife.com</a></td>
<td>Works closely with non profit partners, local governments and community organizations to focus on an integrated approach to ensure access to safe, proper sanitation and hygiene programs. Founder developed a filter straw for kids to drink through. Projects running in Haiti, Ghana and Kenya.</td>
<td>NGO Water</td>
<td>To provide clean water, sanitation and hygiene programs. Saving Lives. Transforming communities.</td>
<td>$700,000</td>
<td>Individual contributions</td>
<td>2 staff, offices in Oklahoma and Arizona</td>
</tr>
<tr>
<td>Charity/Water</td>
<td><a href="www.charitywater.org">www.charitywater.org</a></td>
<td>Feel-gooding water charity focusing on simple things that work: freshwater wells, rainwater catchments and sand filters. 100% of donations go directly to the field to fund water projects. Operating expenses financed through angel investors.</td>
<td>NGO Water</td>
<td>To bring clean and safe drinking water to people in developing nations</td>
<td>$15 million</td>
<td>Foundations, individuals, corporate sponsorships</td>
<td>67 staff, based in New York</td>
</tr>
<tr>
<td>Blood/Water</td>
<td><a href="www.bloodwater.org">www.bloodwater.org</a></td>
<td>Equipping agency that partners with African grassroots organizations to address the HIV/AIDS and water crises - founded by the band Jam of Clay. Focus on Ethiopia, Uganda, Kenya, Rwanda.</td>
<td>NGO Water</td>
<td>To expand the reach and effectiveness of African civil society organizations and the communities they serve, battling the HIV and water crises.</td>
<td>$1.5 million</td>
<td>Individual contributions</td>
<td>Office in Nashville, Tennessee, with partnerships with 7 local community orgs</td>
</tr>
<tr>
<td>Greenpeace</td>
<td><a href="www.greenpeace.org">www.greenpeace.org</a></td>
<td>The single most visible environmental organization in the world, known for its direct actions. The leading independent campaigning organisation that uses peaceful direct action and creative communication to expose global environmental problems.</td>
<td>NGO Environment</td>
<td>To ensure the ability of the Earth to nurture life in all its diversity. Focusses its campaigning on world wide issues such as global warming, deforestation, overfishing, commercial whaling, genetic engineering, and anti-nuclear issues</td>
<td>$236 million in 2021</td>
<td>Does not accept funding from governments, corporations or political parties, relying on 2.9 million individual supporters and foundations.</td>
<td>28 regional offices operating in 45 countries with an international coordinating body in Amsterdam</td>
</tr>
</tbody>
</table>

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**Ramsar Communications Plan**

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### Annex C: Communication Overview: Goals- Target Groups-Messages-Measures

<table>
<thead>
<tr>
<th>Comms goal/outcome:</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
<th>V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Move wetlands back up the international agenda</td>
<td>Position Ramsar as &quot;wise man&quot; at source of sustainable development</td>
<td>Provide support tools for effective Convention implementation</td>
<td>Widen and deepen private sector engagement</td>
<td>Motivate and enable people to act for wise use of wetlands</td>
<td></td>
</tr>
</tbody>
</table>

| Target group | Senior government officials and their advisors; also senior management at international organizations | Senior government officials and their advisors; also senior management at international organizations | Implementers at national and site levels, IOPs | Current and potential private sector partners (e.g. Danone, Star Alliance and new partners) | Focus on youth 15-24; celebrities as transmitters to wider public |

<table>
<thead>
<tr>
<th>Channels/activities</th>
<th>Online</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramsar website messaging</td>
<td>Google grant</td>
<td>Quarterly 5G e-newsletter</td>
<td>Twitter 5G page</td>
<td>Facebook page (stories)</td>
<td>Video on wetland benefits</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WcId? Successful national and regional policy examples</td>
<td>WcId? Successful national and regional policy examples</td>
<td>WcId? Wise management at site level: overview, cases</td>
<td>WcId? Wise management at site level: overview, cases</td>
<td></td>
</tr>
</tbody>
</table>

| Ramsar value in transboundary and catchment water issues | Ramsar value in transboundary and catchment water issues | What can $1 million achieve for wetlands? |

<table>
<thead>
<tr>
<th>Channels/activities</th>
<th>Events</th>
<th>Partner activities</th>
<th>Publications</th>
<th>Press engagement</th>
<th>Corporate and visual identity</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWD Extra Super-COP day</td>
<td>Geneva water hub</td>
<td>Strengthen existing partnerships</td>
<td>FS: Wetlands benefits</td>
<td>Develop strategy</td>
<td>Ramsar logo revision</td>
</tr>
<tr>
<td>Geneva water hub event</td>
<td></td>
<td>Asses/ approach potential new partners</td>
<td>FS: Wetlands loss/ urgency</td>
<td>Develop press list</td>
<td>Ramsar strapline</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Press releases</th>
<th>possible topics as noted</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Geneva water hub</td>
<td>Geneva water hub</td>
<td>Site designation</td>
<td>New cooperation partner</td>
<td>WWD prominent site designation</td>
<td>WWD photo contest announcement</td>
</tr>
<tr>
<td>Super COP</td>
<td>Youth Award</td>
<td>Asian super-site</td>
<td>Youth Award</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>