

# **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 15<sup>th</sup> workshop, these 26 groups were 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

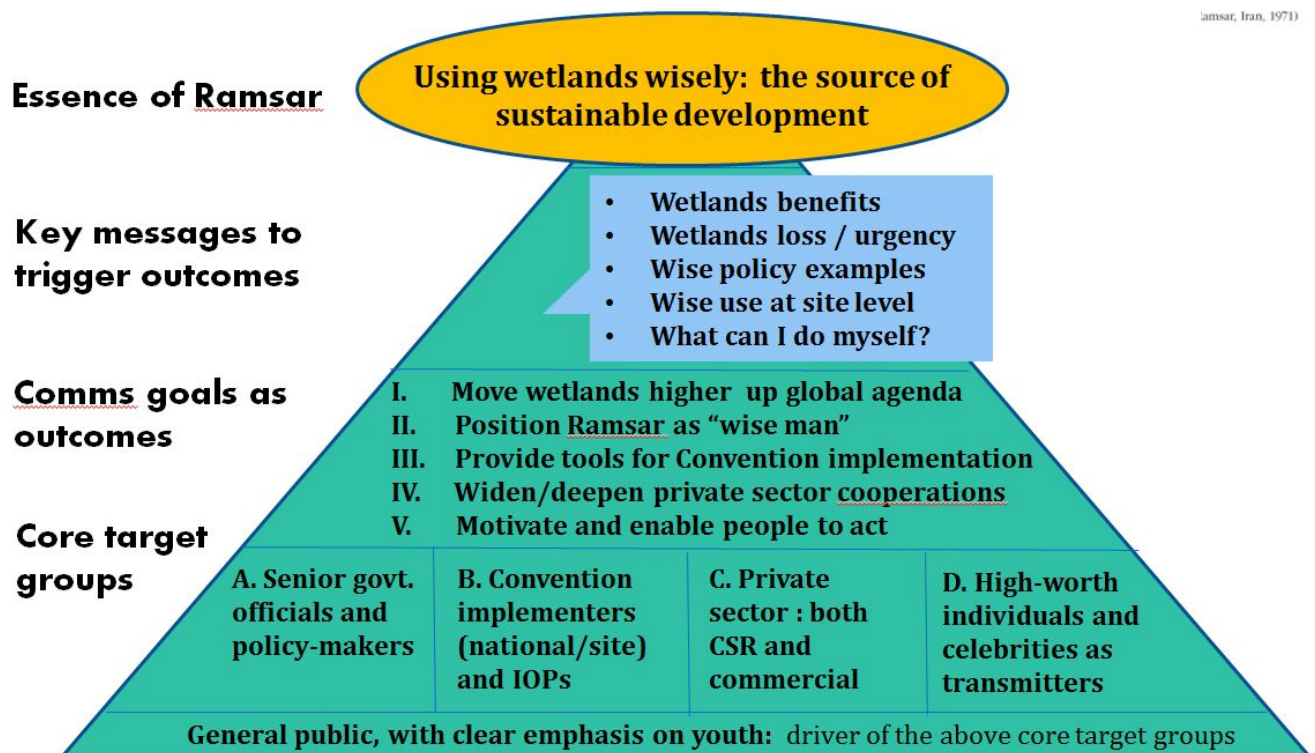
## 6. Key messages

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:



## **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:
  - Create Ramsar strapline to express positioning
  - 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
  - Q&A for staff in giving consistent answers to common questions
  - Create database of photos for use on all materials
- Online:
  - Website: benefits of wetlands, pace of loss and what can I do messages placed at top level of website
  - Google grant: ensure Ramsar returns at top of wetlands-related searches
  - 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
  - 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:
  - 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
  - Matching PowerPoint presentations
- Press engagement:
  - 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
  - Press release Super COP Day
  - Press release Geneva water hub event
- Cooperations:
  - 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*

Convention 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
  - 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:
  - Website: top-level access to private sector partnership activities
- Publications:
  - Fact sheet: what can I do?
  - Fact sheet: wetlands benefits
  - Fact sheet: wetlands loss and urgency
  - Matching PowerPoint presentations
- Press engagement:
  - 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:
  - Identify and approach a celebrity who could act as voice of Ramsar
  - Jointly develop a plan for using their awareness as transmitter
    - E.g. Richard Branson and Necker Island site designation
- Online:
  - Website:
    - benefits of wetlands, pace of loss and what can I do messages placed at top level of Ramsar website
  - 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
  - Google grant: ensure Ramsar returns at top of wetlands-related searches

- Events:
  - 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:
  - Organizers guide to WWD
  - Teacher guide: field trip guide and Powerpoint
  - Logos and use guidelines
  - Poster and flyer (with locally-adaptable versions)
  - Fact sheet: wetlands benefits
  - Fact sheet: wetlands loss and urgency
  - Fact sheet: what can I do?
- Video
  - Wetlands: why should I care and what can I do?
- Press engagement:
  - Press release on WWD photo contest
  - 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” consensus-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 1

Name	Website	Description	Type	Mission	Budget	Funded by	Structure
IUCN	<a href="http://www.iucn.org">www.iucn.org</a>	International Union for Conservation of Nature is the world's oldest and largest global environmental organisation; High content overlap and administrative host organization to Ramsar	IOP: Network of governments, NGOs, and scientific experts	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.	\$ 101 million; of which \$17 million for Secretariat in 2012	Funded by governments, bilateral and multilateral agencies, foundations, member organisations and corporations	1,000 staff in 45 offices and hundreds of partners in public, NGO and private sectors around the world; headquarters in Gland, Switzerland
BirdLife International	<a href="http://www.birdlife.org">www.birdlife.org</a>	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 Partners in 2012. Birdlife Partners managed or owned 1,553 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	IOP: Partnership of NGOs	To conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources.	\$ 539 million in 2012	Private patrons, GET/UNDP/UNEP, bilateral aid orgs, foundations and developed country Partner members. 3 major business partnerships: CEMEX, Rio Tinto, Heidelberg Cement	6 Regional BirdLife Coordination Offices around the world; headquarters in Cambridge, UK
International Water Management Institute IWMI	<a href="http://www.iwmi.cgiar.org">www.iwmi.cgiar.org</a>	One of 15 international research centers in the CGIAR - Consultative Group on International Agricultural Research	IOP: Non-profit scientific research org	To improve the management of land and water resources for food, livelihoods and nature.	\$ 47 million in 2012	Supported by the CGIAR: network of 60 governments, private foundations and international orgs; bilateral aid agencies	350 staff and offices in over 10 countries across Asia and Africa; headquarters in Colombo, Sri Lanka
Wetlands International	<a href="http://www.wetlands.org">www.wetlands.org</a>	Wetlands International is the only global non-governmental organisation (NGO) dedicated to wetlands.	IOP: NGO	To sustain and restore wetlands and their resources for people and biodiversity	\$ 12 million in 2012	National governments, international bodies and conventions and other NGOs; hosting agreement with Netherlands	150 staff in 20 regional, national or project offices in all continents and a head office in Ede, the Netherlands
Worldwide Fund for Nature - WWF	<a href="http://wwf.panda.org">wwf.panda.org</a>	WWF has grown up to be one of the largest environmental organizations in the world; Huge support base of 5 million; extremely prominent supporters including HRH Duke of Edinburgh; extensive private sector engagement, totally media savvy	IOP: NGO	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	CHF 170 million in 2012	57% of funding from individuals and bequests, 17% from government sources (such as the World Bank, DFID, USAID) and 11% from corporations	5,000 staff in offices in more than 80 countries around the world
UNDP	<a href="http://www.undp.org">www.undp.org</a>	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 Haakon Magnus of Norway, Nadine Gordimer, Ronaldo, Zinedine Zidane	International organization	Focuses primarily on five developmental challenges: poverty reduction, HIV/AIDS, democratic governance, energy and environment, social development, and crisis prevention and recovery	\$540 million in 2014, increasing to \$600 million by 2017	Voluntary contributions from member nations	6474 staff in 177 countries, headquarters in New York
UNEP	<a href="http://www.unep.org">www.unep.org</a>	An agency of the United Nations that coordinates its environmental activities, assisting developing countries in implementing environmentally sound policies and practices	International organization	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.	\$218 million in 2010	Voluntary contributions from nations; principally Netherlands, Germany, UK, USA, France, Sweden and Belgium	845 staff, six Regional offices, headquarters in Nairobi, Kenya
UN Water	<a href="http://www.unwater.org">www.unwater.org</a>	The UN inter-agency coordination mechanism for all freshwater and sanitation related matters. Formalized in 2003 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.	International organization	To complement and add value to existing programmes and projects by facilitating synergies and joint efforts in the water arena	Est. \$20 mil for the four programs directly under UN Water	UN Water members plus specific programs financed by European bilateral aid agencies	31 Members- UN entities housing major programmes 34 Partners - non-UN organizations with close working ties on water topic; Secretariat hosted by UN DESA in New York
Convention on Biological Diversity (CBD)	<a href="http://www.cbd.int">www.cbd.int</a>	Biodiversity-related Convention that came out of 1992 Rio Earth Summit	International Convention Biodiversity	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	\$13.58 million in 2013	Parties	194 Parties; 70 staff in Secretariat in Montreal, Canada
Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)	<a href="http://www.cites.org">www.cites.org</a>	International agreement on trade in animals	International Convention Bioersity	To ensure that international trade in specimens of wild animals and plants does not threaten their survival	\$15 million in 2009	Parties	180 Parties, Secretariat administered by UNEP in Geneva
Convention on Migratory Species (CMS)	<a href="http://www.cms.int">www.cms.int</a>	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	International Convention Bioersity	To bring together the States through which migratory animals pass (Range States), and lay the legal foundation for internationally coordinated conservation measures throughout a migratory range	\$323,000 in 2013, \$518,000 in 2014	Parties	120 Parties plus "Range States" allowing migration areas, offices in Abu Dhabi, Bangkok, Washington DC, with Secretariat hosted by UNEP in Bonn alongside UNFCCC
UN Watercourses Convention (UNWC)	<a href="http://www.unwatercourseconvention.org">www.unwatercourseconvention.org</a>	Emerging governing normative framework within which states sharing fresh water can organize their relationships	International Convention Water	To become the global framework for sound management of fresh water resource management and cooperation	no figure published	Parties	35 Parties - Vietnam's ratification brings it into force starting 17 Aug 2014

## Annex B: Collaborator/competitor overview 2

Name	Website	Description	Type	Mission	Budget	Funded by	Structure
Convention on the Protection and Use of Transboundary Watercourses and International Lakes (UN ECE)	<a href="http://www.unece.org/env/water">www.unece.org/env/water</a>	Initially negotiated as a European instrument to protect transboundary waters, the Convention was amended in 2003 to allow accession by all UN members	International Convention Water	To strengthen national measures for the protection and ecologically sound management of transboundary surface waters and groundwaters	no figure published	Parties	39 Parties, (mostly European countries) headquarters in Geneva
UN Framework Convention on Climate Change (UNFCCC)	<a href="http://www.unfccc.int">www.unfccc.int</a>	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	International Convention Climate	To stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system	\$65 million in 2010	Parties	196 Parties, Secretariat in Bonn, Germany
United Nations Convention to Combat Desertification (UNCCD)	<a href="http://www.unccd.int/en">www.unccd.int/en</a>	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	International Convention Climate	To improve the living conditions for people in drylands, to maintain and restore land and soil productivity, and to mitigate the effects of drought	\$80 million per year under GEF	Parties	190 Parties, headquarters in Bonn alongside UNFCCC
World Heritage Convention Concerning the Protection of the World Cultural and Natural Heritage	<a href="http://whc.unesco.org">whc.unesco.org</a>	International convention linking together in a single document the concepts of nature conservation and the preservation of cultural properties	International Convention Biodiversity and Heritage	To identify, protect, conserve, present and transmit cultural and natural heritage of outstanding universal value to future generations	\$6.818 million in 2012	Parties; plus income from Heritage Fund publications and items	191 Parties, Convention organisation is incorporated into UNESCO, headquartered in Paris
Global Biodiversity Information Facility (GBIF)	<a href="http://www.gbif.org">www.gbif.org</a>	International open data infrastructure, funded by governments; provides a single point of access (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	International organization Biodiversity	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	€3.4million	33 countries, EU, several foundations, University of Copenhagen	Office at University of Copenhagen
Center for Biological Diversity	<a href="http://www.biologicaldiversity.org">www.biologicaldiversity.org</a>	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	NGO Biodiversity	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.	no figure published	from 775,000 members	85 staff in offices in southwestern US
Scientific Committee on Problems of the Environment (SCOPE)	<a href="http://www.icsu-scope.org">www.icsu-scope.org</a>	Interdisciplinary body of natural and social scientists focussed on global and environmental issues; operating at interface between scientific and decision-making instances	International scientific org	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	no figure published	Membership fees from NGO, scientific and educational organisations	General Assembly meets every three years, office in Paris
Endangered Species International	<a href="http://www.endangeredspeciesinternational.org">www.endangeredspeciesinternational.org</a>	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	NGO Biodiversity	To reverse the trend of human-induced species extinction, saving endangered animals, and preserving wild places	no figure published	individual contributions, 1% for the Planet and Art for Conservation programs, high tech and environmental businesses	15 staff
Fauna & Flora International	<a href="http://www.fauna-flora.org/">www.fauna-flora.org/</a>	UK-based now global conservation charity founded 1903 - patron is HM Queen Elizabeth II, with plenty of prominent ambassadors including Stephen Fry	NGO Biodiversity	To act to conserve threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science and take into account human needs.	£18.3m (\$29.6m) in 2012	individual and corporate contributions; though not specified in any detail	headquarters in London, charitable subsidiaries registered in US (Massachusetts), Australia and Singapore
Durrell Wildlife Conservation Trust	<a href="http://www.durrellwildlife.org">www.durrellwildlife.org</a>	UK-based wildlife conservation NGO with very high-profile supporters such as the Princess Anne, Sir David Attenborough; wildlife park, field programmes and academy come together to deliver a unique approach to tackling today's conservation problems	NGO Biodiversity	To save the most threatened species in the most threatened places around the world.	£7.026 million	Individual and corporate contributions	Charitable Trust with many members - mostly other charities and wildlife-related organizations
International Fund for Animal Welfare (IFAW)	<a href="http://www.ifaw.org">www.ifaw.org</a>	Saves 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.	Fund Biodiversity	Our vision is a world where animals are respected and protected. Our mission: IFAW rescues and protects animals around the world.	\$94 million	More than one million individual donors	Headquartered in Yarmouth, Massachusetts; 26 offices around the world.
Ocean Conservancy	<a href="http://www.oceanconservancy.org">www.oceanconservancy.org</a>	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 excluder devices (TEDs) on shrimp trawls to creating the International Coastal Cleanup)	Foundation Water	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	\$19.3 million	Individual and corporate donations	Based in Washington DC
Save Our Seas Foundation	<a href="http://www.saveourseas.com">www.saveourseas.com</a>	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.	Foundation Water	To fund projects in the fight to save the world's oceans and the wealth of marine life they contain.	no figure published	Presumably private donations	Registered in Switzerland but seems to be operationally based near Cape Town

## Annex B: Collaborator/competitor overview 3

Name	Website	Description	Type	Mission	Budget	Funded by	Structure
Water.org	<a href="http://water.org">water.org</a>	Award-winning charity that works with local partner organisations on the ground to dig wells. Matt Damon is an ambassador.	NGO Water	To provide clean water to the 780 million people lack access to an improved water source; approximately one in nine people on the planet	\$9.3 million	Individuals, foundations, corporate employee donations, in-kind contributions	70 staff members based in the U.S.(39), India, and Kenya
The Water Project	<a href="http://thewaterproject.org">thewaterproject.org</a>	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.	NGO Water	To bring relief to communities around the world who suffer needlessly from a lack of access to clean water and proper sanitation.	\$1.7 million	Individual and corporate donations	9 staff
Water for People	<a href="http://waterforpeople.org">waterforpeople.org</a>	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.	NGO Water	To ensure complete water coverage for every family, every school, and every clinic.	\$8.3 million but running at deficit	Individual contributions, grants, sponsorships	34 staff, mostly based in Denver headquarters
WaterisLife	<a href="http://waterislife.com">waterislife.com</a>	Works closely with non profit partners, local governments and community organizations to focus on an integrated approach to ensure access to safe water, proper sanitation and hygiene programs. Founder developed a filter straw for kids to drink through. Projects running in Haiti, Ghana and Kenya.	NGO Water	To provide clean water, sanitation and hygiene programs. Saving Lives. Transforming communities.	\$700,000	Individual contributions	2 staff, offices in Oklahoma and Arizona
Charity:Water	<a href="http://www.charitywater.org">www.charitywater.org</a>	Fast-growing water charity focussing 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.	NGO Water	To bring clean and safe drinking water to people in developing nations	\$33 million	Foundations, individuals, corporate sponsorships	67 staff, based in New York
Blood:Water	<a href="http://www.bloodwater.org">www.bloodwater.org</a>	Equipping agency that partners with African grassroots organizations to address the HIV/AIDS and water crises - founded by the band Jars of Clay. Focus on Ethiopia, Uganda, Kenya, Zambia, Rwanda	NGO Water	To expand the reach and effectiveness of African civil society organizations and the communities they serve, battling the HIV and water crises.	\$3.5 million	Individual contributions	Office in Nashville, Tennessee, with partnerships with 7 local community orgs
Greenpeace	<a href="http://www.greenpeace.org">www.greenpeace.org</a>	The single most visible environmental organization in the world, known for its direct actions. The leading independent campaigning organization that uses peaceful direct action and creative communication to expose global environmental problems.	NGO Environment	To ensure the ability of the Earth to nurture life in all its diversity. Focuses its campaigning on world wide issues such as global warming, deforestation, overfishing, commercial whaling, genetic engineering, and anti-nuclear issues	\$236 million in 2011	Does not accept funding from governments, corporations or political parties, relying on 2.9 million individual supporters and foundations.	28 regional offices operating in 45 countries with an international coordinating body in Amsterdam

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

	I	II	III	IV	V
<b>Comms goal/outcome:</b>	<b>Move wetlands back up the international agenda</b>	<b>Position Ramsar as "wise man" at source of sustainable development</b>	<b>Provide support tools for effective Convention implementation</b>	<b>Widen and deepen private sector engagement</b>	<b>Motivate and enable people to act for wise use of wetlands</b>
			CEPA Goals 1&2; Strategy 2.2.5		CEPA Goal 3
<b>Target group</b>	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
<b>Messages</b>	Wetlands: why should I care? Urgency of wetlands loss WcId? Successful national and regional policy examples	Wetlands: why should I care? Urgency of wetlands loss WcId? Successful national and regional policy examples	WcId? Wise management at site level: overview, cases WcId? Advantages of Ramsar site designation	Wetlands: why should I care? Urgency of wetlands loss WcId? Wise management at site level: overview, cases WcId? How to take positive action locally	Wetlands: why should I care? Urgency of wetlands loss WcId? How to take positive action locally World Wetlands Day: wetlands for our future
	Ramsar value in transboundary and catchment water issues	Ramsar value in transboundary and catchment water issues		What can \$1 million achieve for wetlands?	
<b>Channels/activities</b>					
<b>Online</b>					
Ramsar website messaging					
Google grant					
Quarterly SG e-newsletter					
Twitter SG page					
Facebook page (stories)					
WWD-specific micro-site					
Video on wetland benefits					
<b>Events</b>					
WWD					
Extra Super-COP day					
Geneva water hub event					
<b>Partner activities</b>					
Strengthen existing partnerships				Danone, Biosphere Connections	
Assess/ approach potential new partners				Potential partners in priority industries	
Develop Superleague site designation					
<b>Publications</b>					
FS: Wetlands benefits					
FS: Wetlands loss/ urgency					
FS: Wise use policy examples					
FS: Wise use at site level					
FS: What can I do myself?					
FS Powerpoint versions					
WWD organizer guide					
WWD teacher materials					
WWD logo, flyer, poster					
Wise use handbook update					
<b>Press engagement</b>					
Develop strategy					
Develop press list					
Press releases	Geneva water hub	Geneva water hub	Site designation	New cooperation partner	WWD prominent site designation
<i>possible topics as noted</i>	Super COP	Youth Award		Evian super-site	WWD photo contest announce Youth Award
<b>Corporate and visual identity</b>					
Ramsar logo revision					
Ramsar strapline					
Ramsar mascot					
Stationery					
PowerPoint template					
Ramsar Site and visitor centre signage design and guidelines					
Photo database					