

Vision for the Secretariat of the Convention on Wetlands

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Secretary General of Ramsar Convention

Agenda item: #9

Wetland Facts



\$70
BILLION

The estimated
annual global
economic value
of wetlands

About **HALF**
of the value of all
ecosystems



Wetlands are some
of the most
biologically diverse
areas in the world

\$2,761
PER HECTARE

The amount per year of
the estimated value of
food from wetlands
including fish, wild plants
and crops

Wetland Facts



Wetlands play a critical role in water management and treatment

Wise use is central to provision of water for the planet

Wetlands are the main source of water and many other services

Healthy wetlands help in poverty reduction

Wetlands increase resilience to climate change and conserve biodiversity



So why do we destroy them?

Why people should care?



What do people dream about?

Where do they want to spend their holidays?

Where do they want to live?

What is happening to our wetlands?



Intense development pressures

Increasing demand for water

Knowledge of wetland benefits & values is low

Awareness about using green infrastructure is low

Old habits and apathy degrade wetlands

Invasive species degrade and damage wetlands

What are we learning?



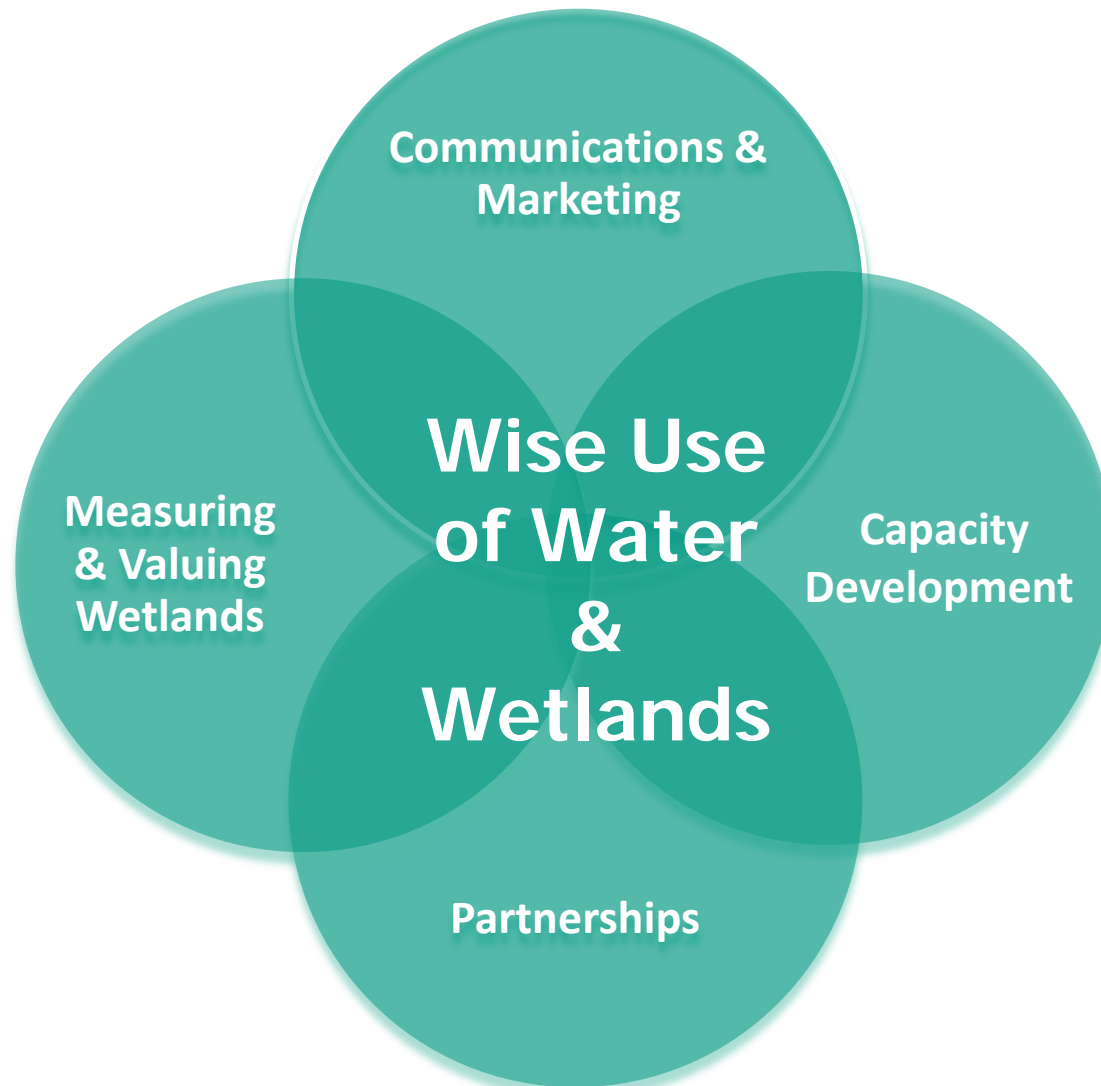
Over 40 years of service to Parties

We know wetlands are being lost and degraded

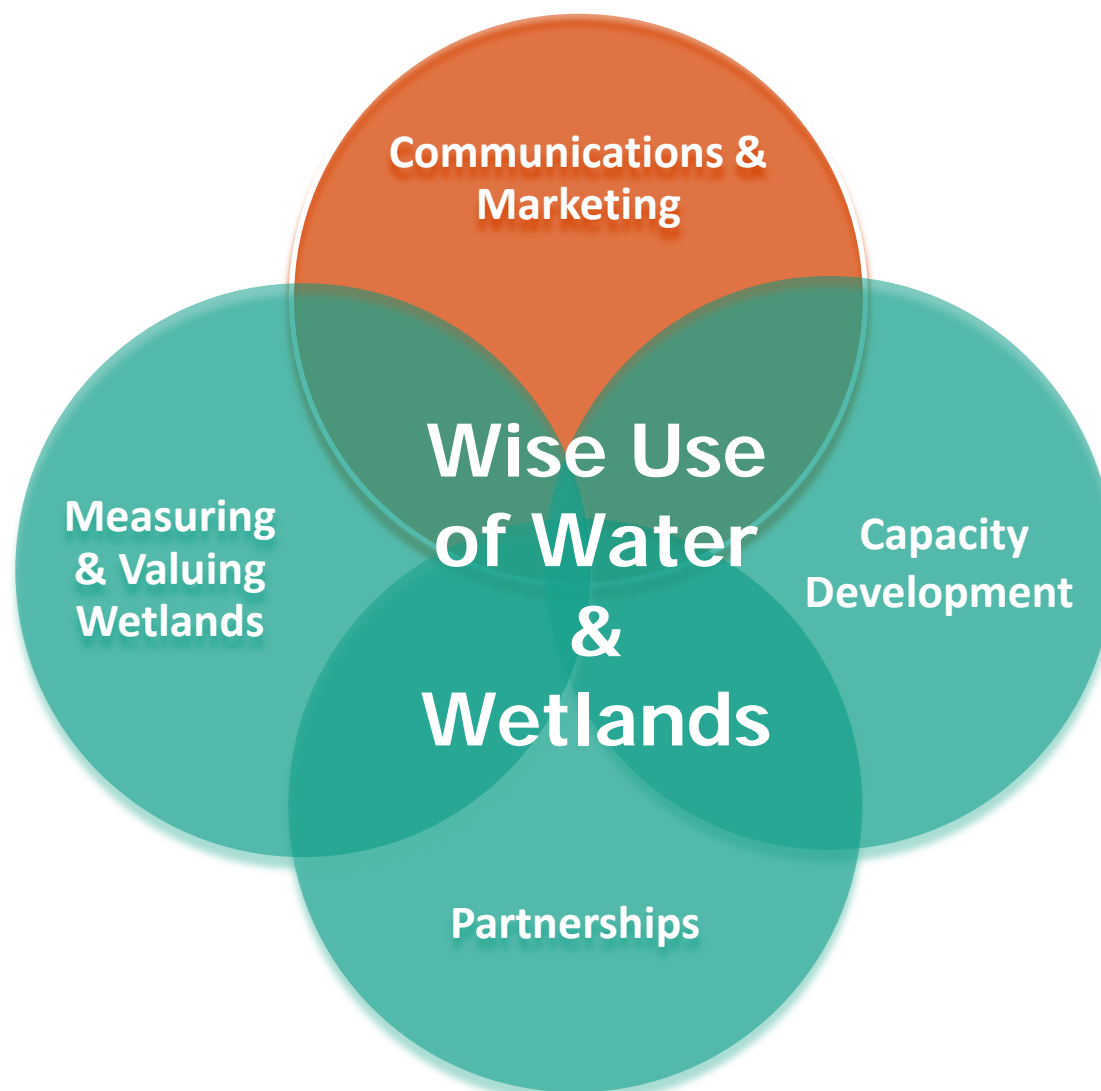
We do not know the real status of our wetlands

We do not know if our Ramsar Sites are healthy

Areas for change



Areas for change



How to change the image of wetlands?



Redefine the language and open new doors

Develop messages and taglines to reach a wider audience

Define targets for outreach and build a campaign

Seek out support and champions

Build on past success (WWD)

How to communicate about wetlands?



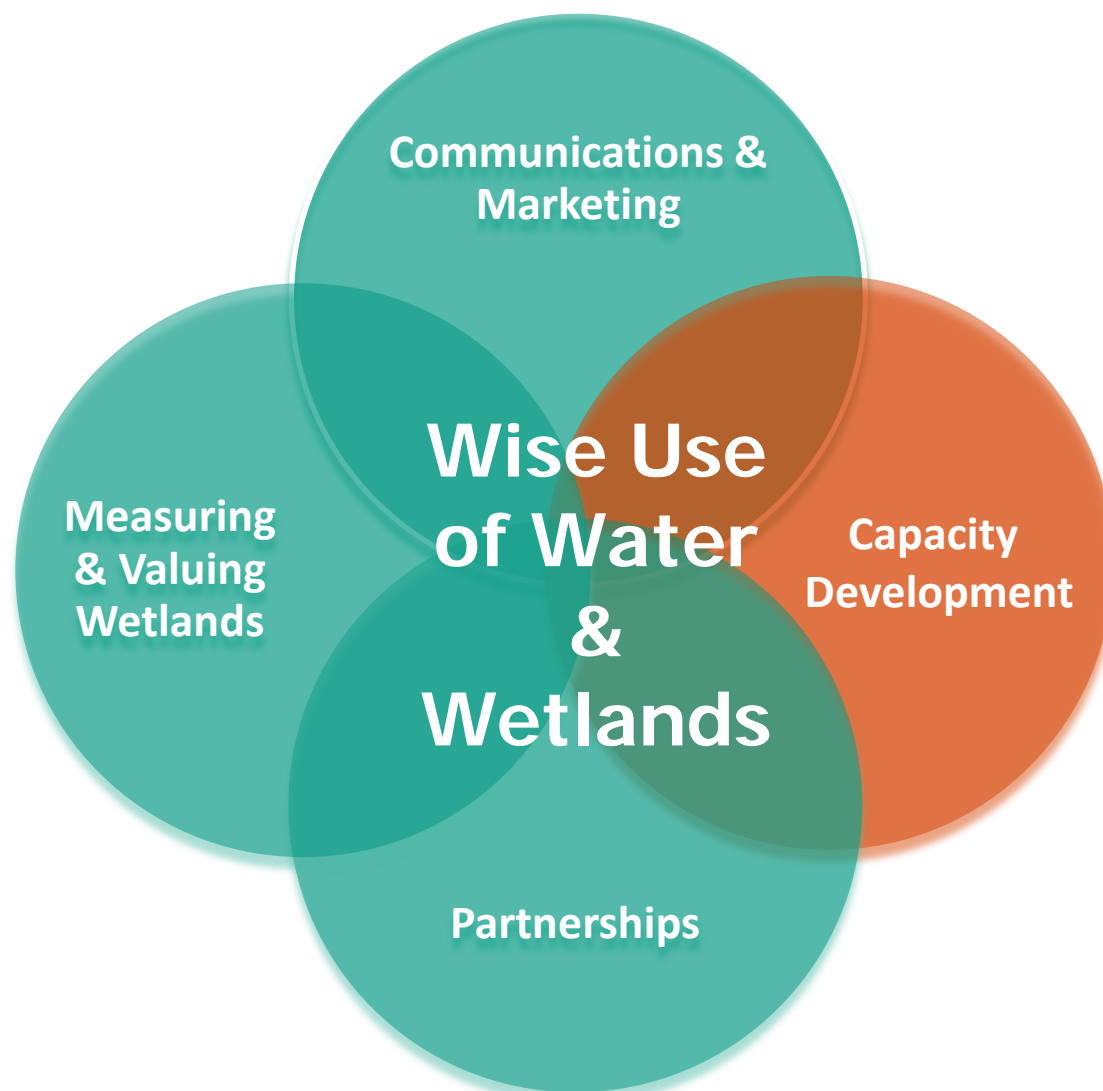
Engage with the majority that know little of wetlands

Excite with global challenges and local solutions

Get people involved with real *relevant* issues

Reach out to their dreams for a better life

Areas for change



We must develop human capacity



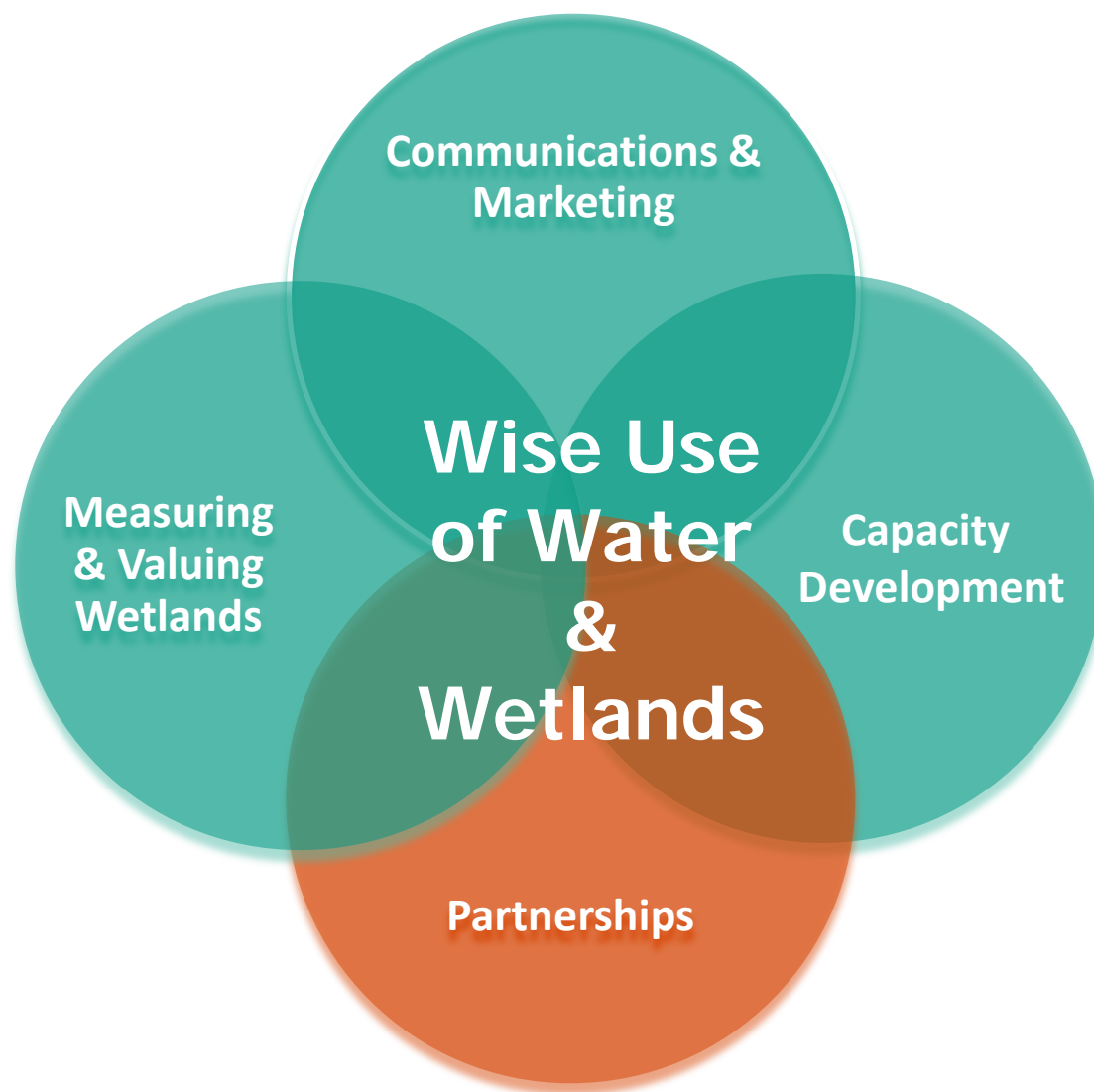
Create links with wetlands managers, ensure practical training and learn about their issues and challenges

Find global and regional solutions to develop their capacity and share experiences

Help build local, regional, national support and political capital

Adapt materials and techniques for particular audiences (e.g. young people)

Areas for change



We can only succeed with partnerships

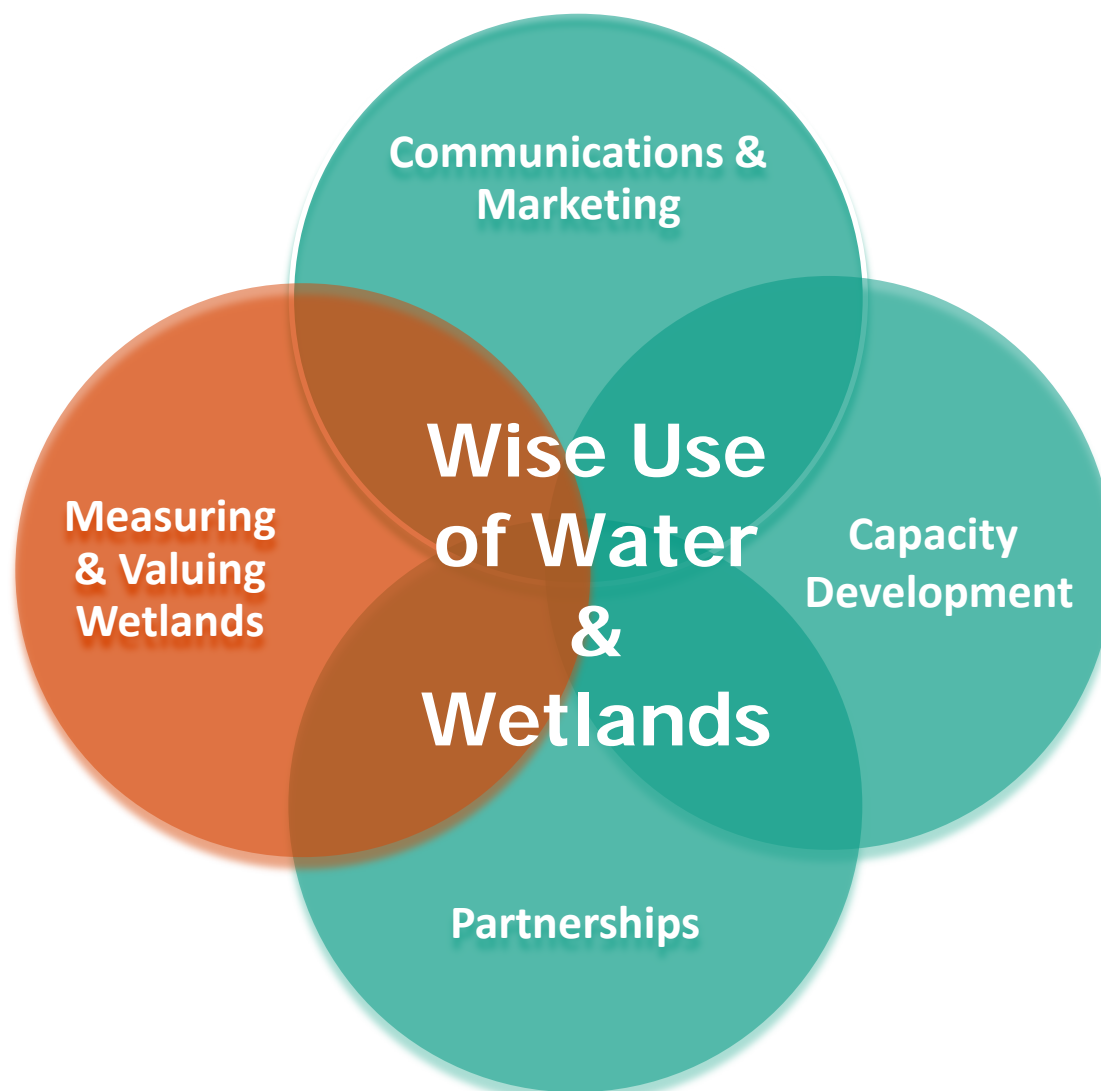


To bring in a diversity of skills and practices
and increase the areas of influence

To multiply the investments, increase the
impact and reduce the risks

eg UN Agencies and Institutions, Banks, Foundations,
International Organization Partners, Conventions, Donor
Agencies, Private and Public Sector, Civil Society, etc.

Areas for change



Measuring and valuing wetland services



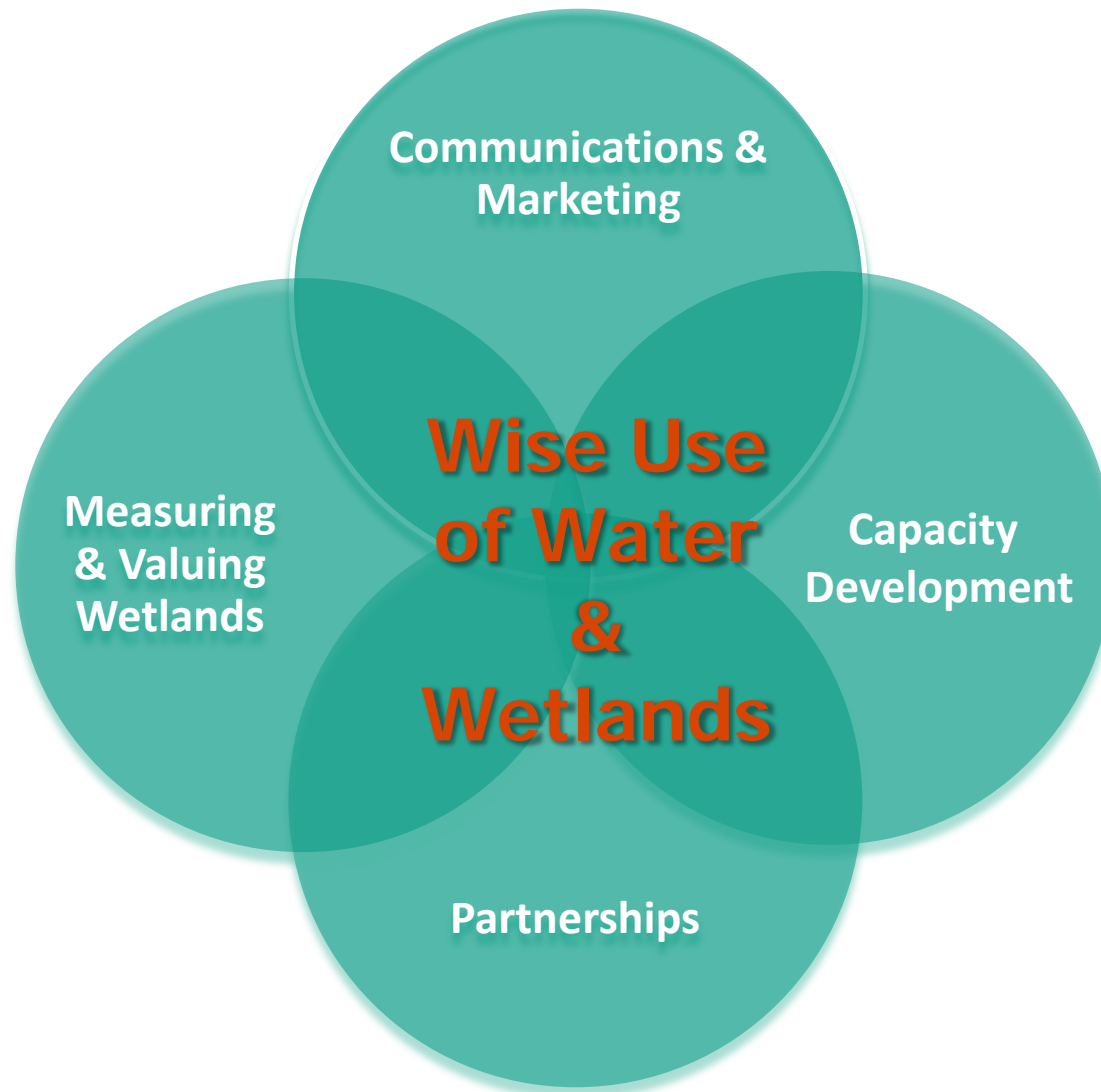
Assess global state of wetlands (SOWWs) and measure changes in ecological character– GIS, etc.

Value wetlands and their services – TEEB ++

Secure payments for upstream providers of water and wetland services such as water funds

Involve private and public sector in partnership

Areas for change



Challenges for wise use of wetlands



Increase water productivity of agriculture

Give focus on aquifers & transboundary basins

Engage with WASH to discuss how to secure the water needed for basic human needs

Engage with waste water treatment operators to increase ambitions and stimulate water re-use

Advocate for wetlands as natural infrastructure

Promote restoration of wetlands, especially in drylands and water-stressed lands

How do we achieve wise use?



Hold on to our vision

Work as a team

Work in partnerships

Collaborate and cooperate

Help others succeed