Standing Committee 47

Vision for the Secretariat of the Convention on Wetlands

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Secretary General of Ramsar Convention

Agenda item: #9
$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
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

Communications & Marketing

Measuring & Valuing Wetlands

Capacity Development

Partnerships

Wise Use of Water & Wetlands
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Capacity Development

Partnerships
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
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Partnerships

Capacity Development
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)
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Capacity Development

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.
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Partnerships

Measuring & Valuing Wetlands
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

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Capacity Development

Partnerships
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