

Ramsar Website Update and Status

Ramsar Convention Secretariat
17 June 2016



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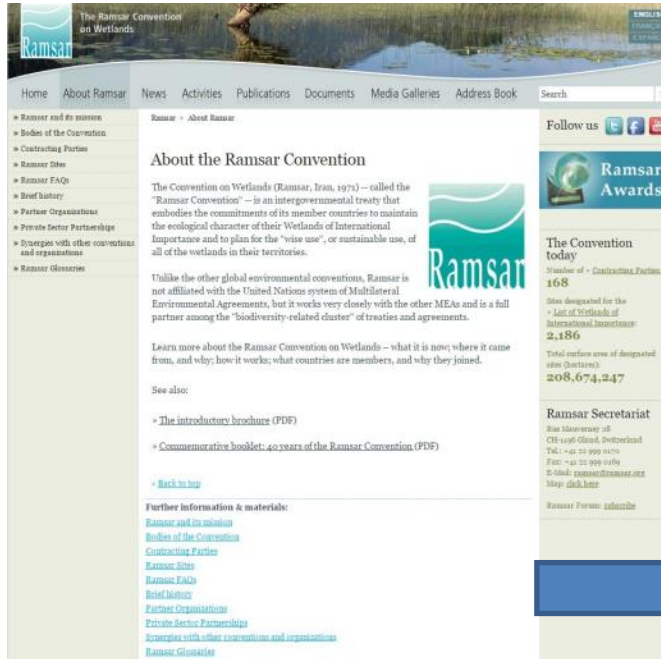
- Situation overview
- Website usage
- Progress since COP12
- Future developments



Situation overview



Overall context: old website



- Organic growth;
- Static pages, manual updating;
- Duplication;
- “Old school” style;
- Limited archive capacity;
- Content Management System (CMS) unsupported, unusable with new PCs and platforms;

No choice to continue with the old CMS

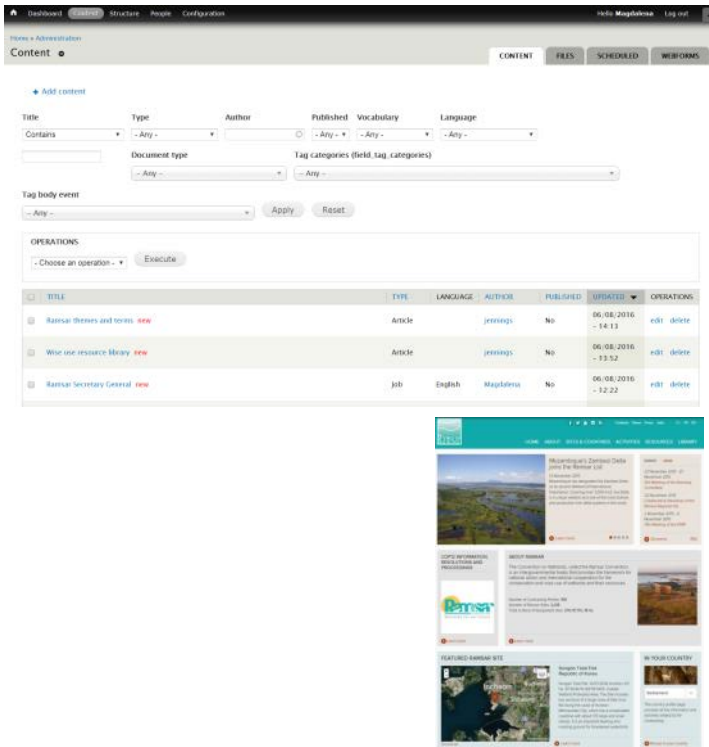


Timeline

- July 2012: COP11 parties approve core budget for website
- October 2014: Launch of the new website
- 2014-2015: Priority baseline improvements
- 2016: Further updates and configuration
- 2016 onwards: continuing use, optimization and development



Ramsar website today - new CMS and design



- Content Management System (CMS) – change to Drupal
- CMS adapted for complex tasks and dynamic content
- Aesthetic and functional design



Website usage

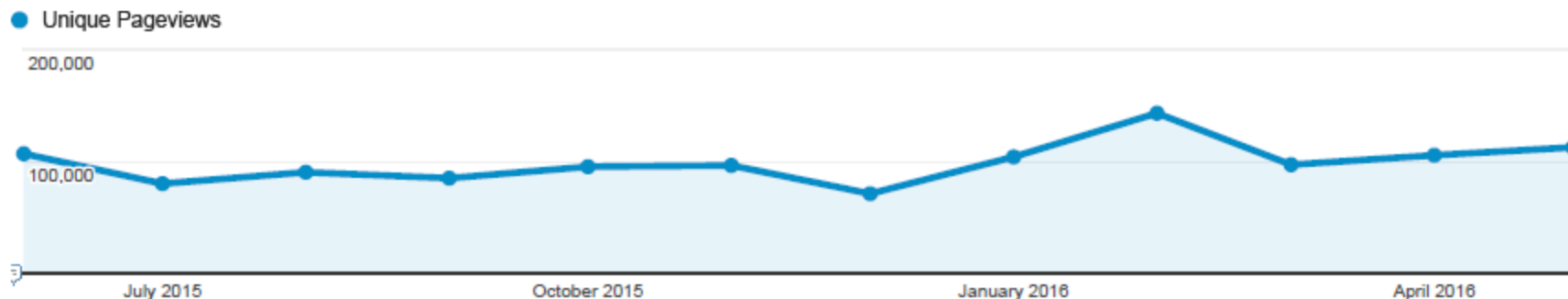


Website overall usage statistics

Since COP12

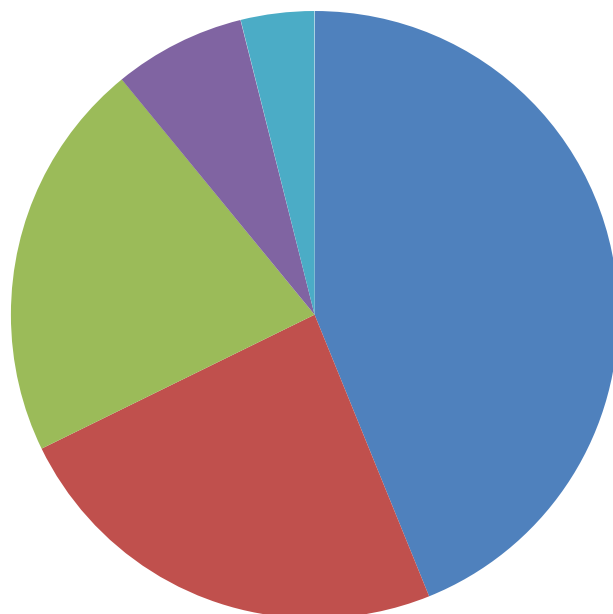


- Over 1.5 million pageviews since COP12
- Average 100,000 pageviews per month
- Most traffic one month before and during the World Wetlands Day



Website visits per Region

Since COP12



■ Americas - 43.66%

■ Europe - 23.78%

■ Asia - 21.25%

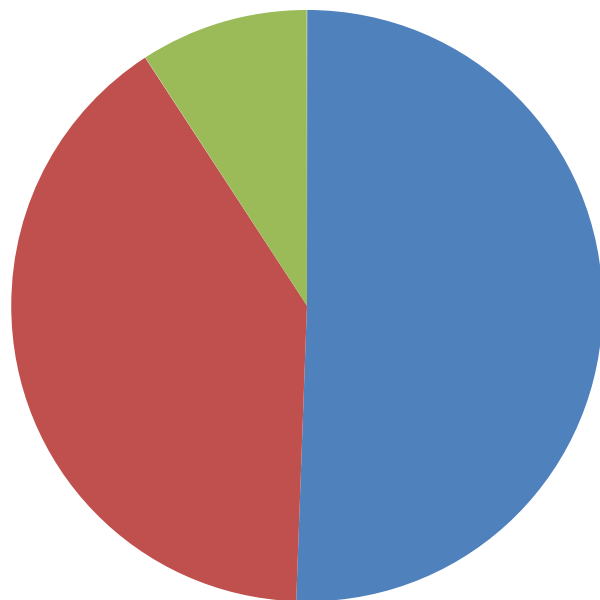
■ Africa - 6.98%

■ Oceania - 3.9%



Website visits per language

Since COP12



■ English 44%

■ Spanish 35%

■ French 8%



Most visited website pages

Since COP12



5 most visited English pages

1. The Ramsar Convention and its Mission
2. The Ramsar Sites
3. Documents
4. Country Profiles
5. World Wetlands Day

5 most visited French pages

1. La convention de Ramsar et sa mission
2. Journée mondiale des zones humides
3. L'importance des zones humides
4. Histoire de la Convention de Ramsar
5. Les sites Ramsar

5 most visited Spanish pages

1. La importancia de los humedales
2. La Convención de Ramsar y sumisión
3. Historia de la Convención de Ramsar
4. Día mundial de los humedales
5. Los Sitios Ramsar



Most read news

Since COP12



5 Top News - English website

1. 2016 World Wetlands Day theme- Wetlands for our Future: Sustainable Livelihoods
2. A brief analysis of Ramsar COP12
3. The “Garden of Eden” in Iraq now internationally protected as Wetlands of International Importance
4. Declaration of Punta del Este affirms wetlands as essential for sustainable development
5. 12th Meeting of the Conference of the Parties

5 Top News - French website

1. Thème de la Journée mondiale des zones humides 2016
2. La France désigne son 44e Site Ramsar
3. Le Brésil inscrit la Réserve biologique de l'Atol das Rocas
4. Le « jardin d'Éden » est désormais protégé comme zone humide d'importance internationale
5. Témoignage de la lauréate du Concours de photos pour les jeunes de la Journée mondiale des zones humides 2015 qui a visité le Sanctuaire de faune sauvage de Ras Al Khor à Dubaï

5 Top News - Spanish website

1. Colombia designa su 6o Sitio Ramsar
2. Tema del Día Mundial de los Humedales 2016 – Humedales para nuestro futuro: Medios de vida sostenibles
3. ¡Ya están disponibles los materiales para el Día Mundial de los Humedales 2016!
4. Delta del Paraná en Argentina ha sido designado como Sitio Ramsar
5. Se necesitan medidas mundiales para restaurar y proteger los humedales naturales del planeta (COP12)



Progress since COP12



June 2015 - COP12, Punta del Este



■ Parties request website improvements

Resolution XII.9

The Ramsar Convention's Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024

- 26. REQUESTS the Secretary General to improve the current Ramsar official website in cooperation with Standing Committee and other interested Parties and bodies of the Convention to serve the purpose of the different targeted audiences including, for example, the bodies of the Convention, the Regional Centres, Site managers and donor organizations; and
- 27. REQUESTS the Secretary General to report on the progress of improving the Ramsar website to the Standing Committee and to COP13.



Understanding Parties needs

- Survey sent to 17 interested Parties in summer 2015
- Feedback received from 5 countries
- Website feedback – main topics
 - Positive feedback on visual design / Comments: “Colourful, sharp, attractive “
 - Concerns:
 - Library/Documents search
 - Missing documents
 - Broken links



Website Action Group (WAG)

- Website Action Group established
- The Group includes staff with communications, technical, and documentation competencies
 - **238** website development/ improvement tasks completed since COP12
 - **17** ongoing tasks
 - Continuation of improving and updating the website



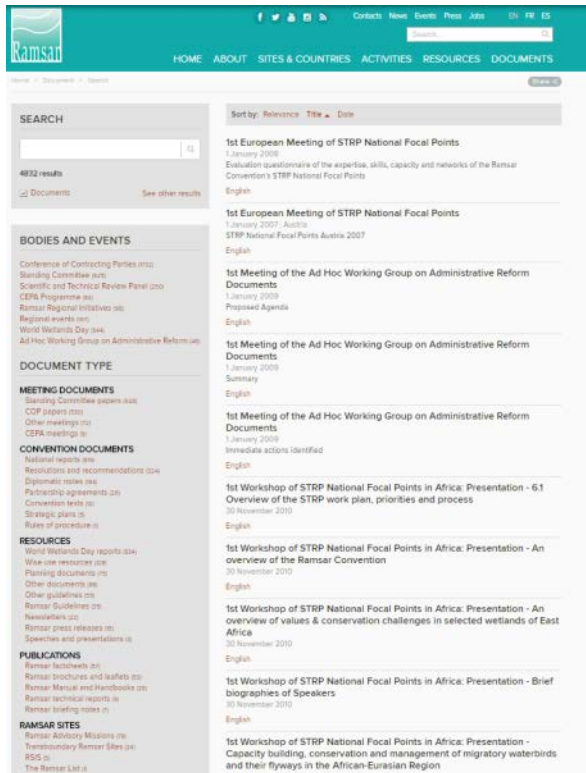
Summary of key website actions

Since COP12

1. Improvement to the Library / Documents search;
2. Improvement to website navigation;
3. Ramsar Culture Network and the STRP old websites including the STRP Workspace integrated;
4. Country profiles re-designed;
5. Resources section added (photos, videos, publications);
6. News section updated;
7. InforMEA data integration;
8. General developments



1. Improvement of the Library / Documents search



- Global search activated (documents can be searched directly on the home page) - 21,888 website items indexed for the global search;
- Search engine expert optimized search performance at no extra cost;
- “Library” re-named as “Documents”;
- Categories on the left side menu updated – fewer levels to explore;
- General categories added for easier navigation: Meeting documents, Convention documents, Resources, Publications, Ramsar Sites;
- Missing documents uploaded (incl. wise resources, 100 STRP docs);
- Added sort titles to library documents for 549 diplomatic notes, over 500 resolutions, over 600 COP and SC documents for more effective search



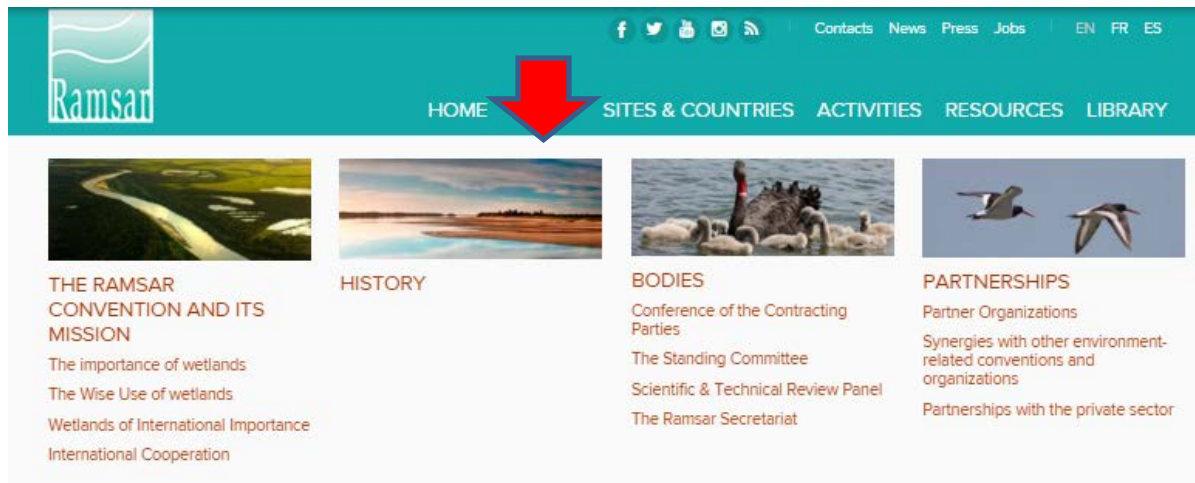
2. Improvement of website navigation

- **Main menu** developed and **menus** added on each page;
- **“Home”** button added in the main menu;
- **Events section displayed** by default for greater accessibility;
- **Format of hyperlinks** altered making them more visible within web pages, easier navigation for users;
- **Consistency across all 3 websites** – English, French and Spanish



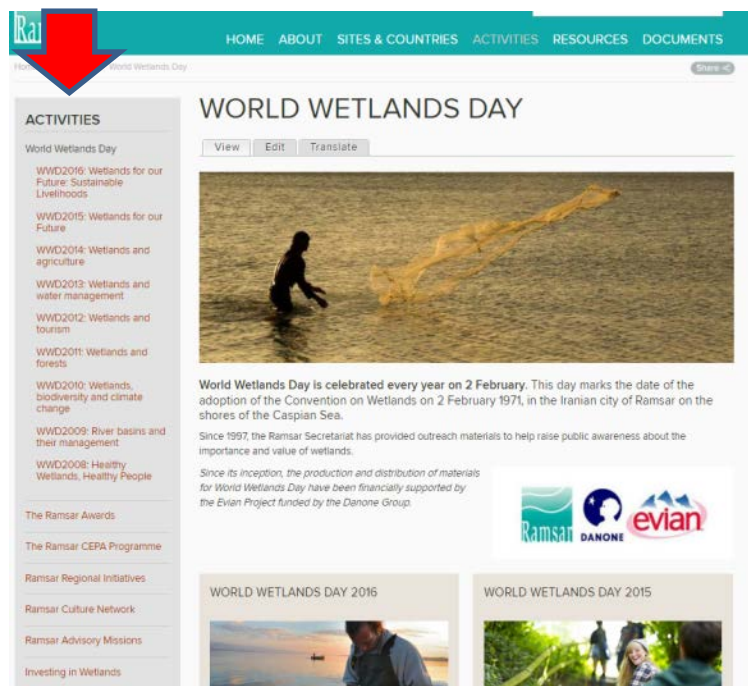
2. Improvement of website navigation

- Main menu developed

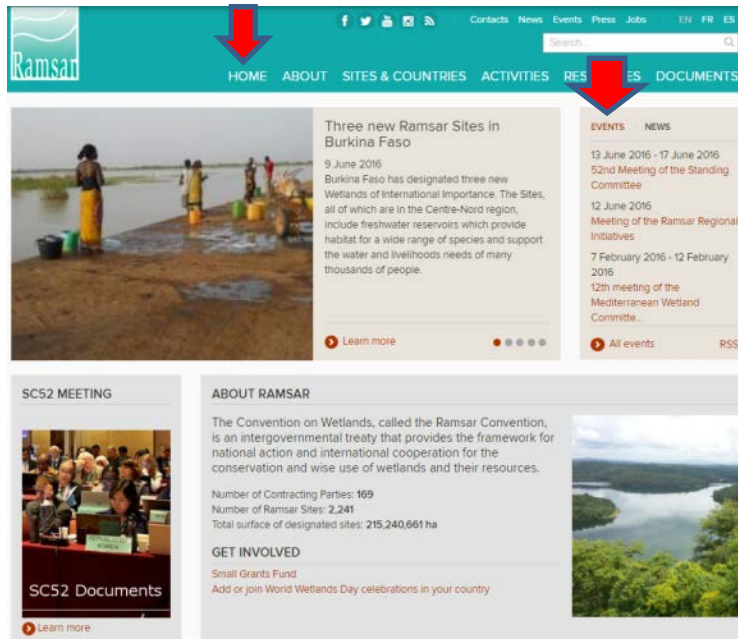


2. Improvement of website navigation

- Left side and rollover menus added to all pages for easier navigation



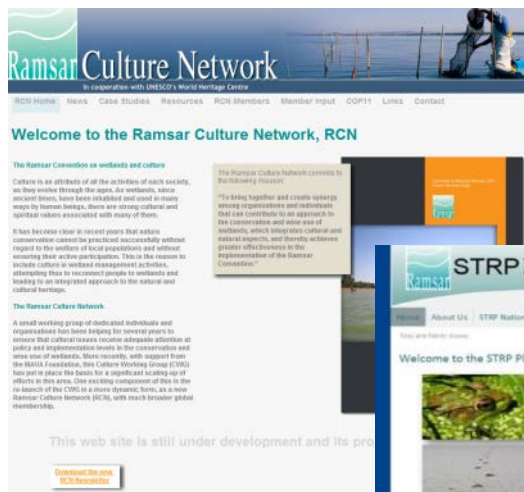
2. Improvement of website navigation



- **“Home”** button added in the main menu
- **Events** section displayed by defaults for greater accessibility
 - Events pages display a list of relevant documents
- **Format of hyperlinks** altered making them more visible within web pages, easier navigation for users



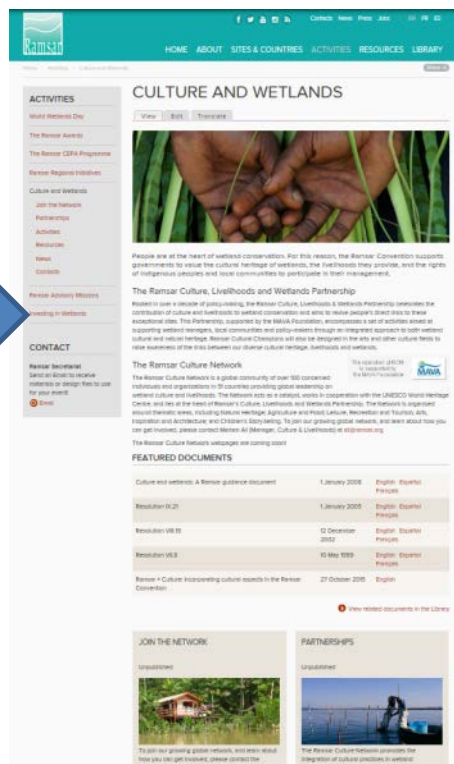
3. Ramsar Culture network and the STRP Work Space integrated



- Separate hosting companies;
- Different content management systems;
- Different design styles not conforming with the Ramsar brand guidelines creating a sense of separate organizations;
- Connection between the STRP and Culture platforms and the Ramsar website not fluid and constant;
- External consultants had to be hired to maintain the platforms and therefore additional costs for hosting and maintenance;
- Since the launch of the new Ramsar website there was a risk of duplicate documents



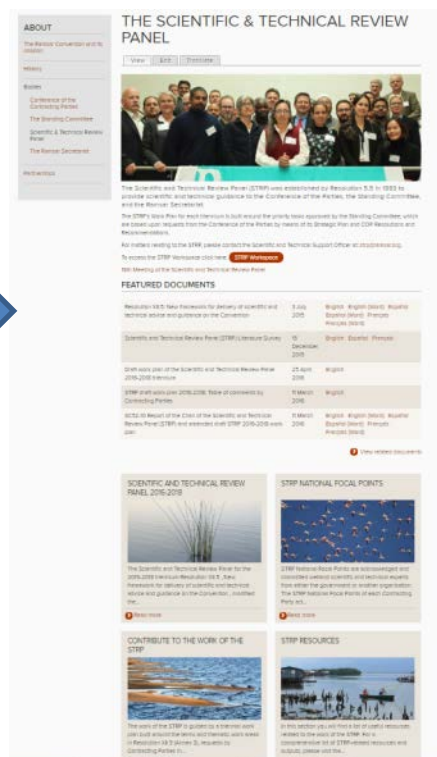
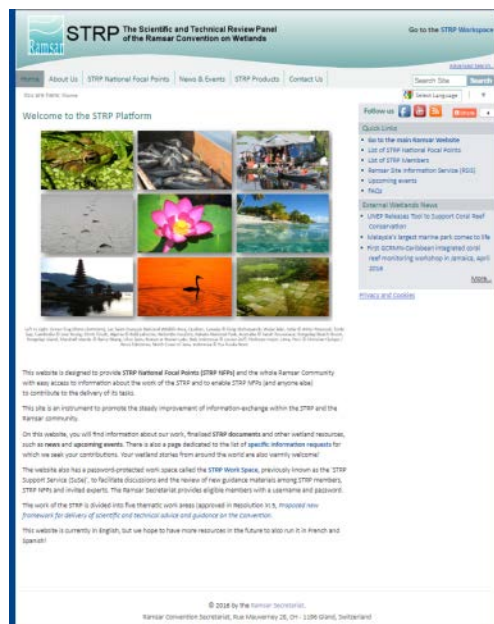
3. Ramsar Culture network and the STRP Work Space integrated



- Old website “Ramsar Culture Network” closed down
- Culture and Wetlands network integrated into the Ramsar’s global brand - new pages created on the new website



3. Ramsar Culture network and the STRP Work Space integrated



- Old website “STRP” website integrated into the Ramsar’s global brand - new pages created on the new website



3. Ramsar Culture network and the STRP Work Space integrated

Home Forums My profile Log out

SEARCH FORUM

ANNOUNCEMENT

Welcome to the STRP Workspace! Here, you will find a number of forums, listed by Category. There is a General Matters Category, dedicated to general announcements, and Categories for each of the Thematic Work Areas in the STRP Work Plan. Each Category contains Forums, Topics and comments, as well as Forum Libraries of files/attachments that have been added to Topics.

Archives 2013-2015
Archives 2003-2012
About the STRP
STRP National Focal Points
Useful Resources
STRP Work Plan (2016-2018)

LATEST POSTS

2 weeks 2 days ago
Dear Marcela, I can confirm
by Zoltan.Walickzy@birdlife.org

2 weeks 3 days ago
Dear Workspace members, We
by BonelliM

1 month 3 weeks ago
Dear last! Thank you very much
by gueladio.cisse@unibas.ch

FORUMS

General Matters

Welcome to the General Matters: Announcements & Requests Forum. Here, you can find and initiate Discussions about wetland-related information and organisations (e.g., publications, meetings/workshops, on-the ground projects, etc.), as well as information requests (e.g., case studies, articles, etc.) and a Forum library containing files/attachments added to Discussions or directly uploaded to the Forum.

Forum	Topics	Posts	Last post
Announcements & Requests	46 1 new	122	by Zoltan.Walickzy@birdlife.org 24 May 2016 16:52
STRP and Ramsar Meetings	7	12	by BonelliM 16 February 2015 00:00
Topics of Regional Interest	2	2	by Ian Harrison 12 May 2014 00:00

Ad-hoc Advisory Functions and collaboration with other international bodies and processes

These ad-hoc advisory functions include, inter alia: responding to requests for advice or input from the Secretariat (including on the CEPA Programme and the Fourth Strategic Plan indicators) and Standing Committee; drafting (at the request of Contracting Parties) or providing input on Draft Resolutions submitted by Contracting Parties; responding to specific requests for advice from Contracting Parties; participating in Ramsar Advisory Missions when requested; advising on requests to remove Ramsar Sites from the Montreux Record; serving on the Wetland City Accreditation Independent Advisory Committee; and providing advice on emerging issues.

Forum	Topics	Posts	Last post
General	0	0	n/a
Core ad-hoc functions	0	0	n/a
Other international processes of relevance to the Convention and that contribute to implementation of the Convention's Strategic Plan	1 1 new	1	by BonelliM 6 June 2016 09:38

Thematic Work Area 1 (TWA 1)

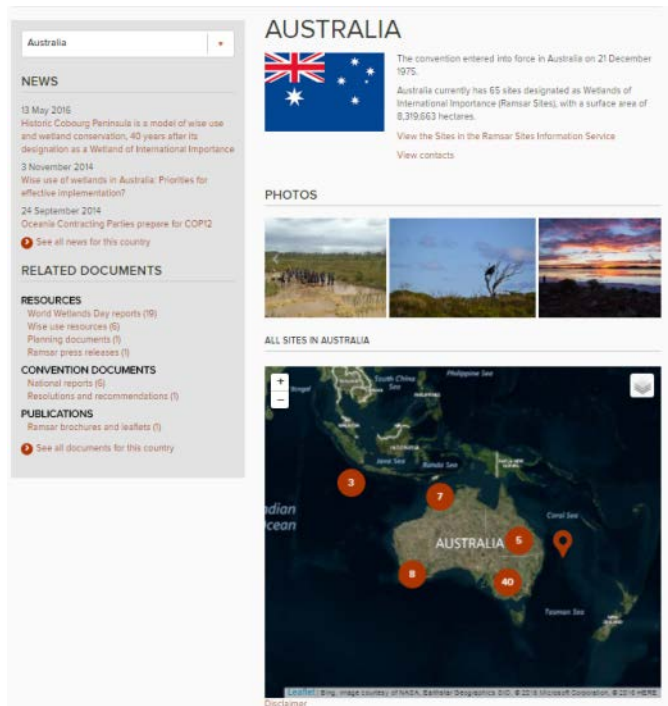
Best practice methodologies/tools to monitor Ramsar Sites, including surveying, mapping, and inventorying recognizing traditional practices of indigenous peoples and local communities

Forum	Topics	Posts	Last post
TWA 1: General	0	0	n/a
TWA 1: Tasks	0	0	n/a

- **New STRP Workspace** platform integrated into the Ramsar website
- 300 users received their log-ins
- The new platform provides easier navigation, a clear structure, better connectivity between users



4. Country profiles re-designed



The screenshot shows the Australia country profile page. At the top, it says "AUSTRALIA" with the Australian flag. Below the flag, it states: "The convention entered into force in Australia on 21 December 1975. Australia currently has 65 sites designated as Wetlands of International Importance (Ramsar Sites), with a surface area of 8,319,663 hectares." There are links to "View the Sites in the Ramsar Sites Information Service" and "View contacts".

PHOTOS

Below the photos, it says "ALL SITES IN AUSTRALIA" and shows a map of Australia with 65 sites marked by orange circles. The map is labeled with "AUSTRALIA" and "Indian Ocean".

NEWS

- 13 May 2016: Historic Cobourg Peninsula is a model of wise use and wetland conservation, 40 years after its designation as a Wetland of International Importance
- 3 November 2014: Wise use of wetlands in Australia: Priorities for effective implementation?
- 24 September 2014: Oceania Contracting Parties prepare for COP12

RELATED DOCUMENTS

RESOURCES

- World Wetlands Day reports (19)
- Wise use resources (8)
- Planning documents (1)
- Ramsar press releases (1)

CONVENTION DOCUMENTS

- National reports (6)
- Resolutions and recommendations (1)

PUBLICATIONS

- Ramsar brochures and leaflets (1)

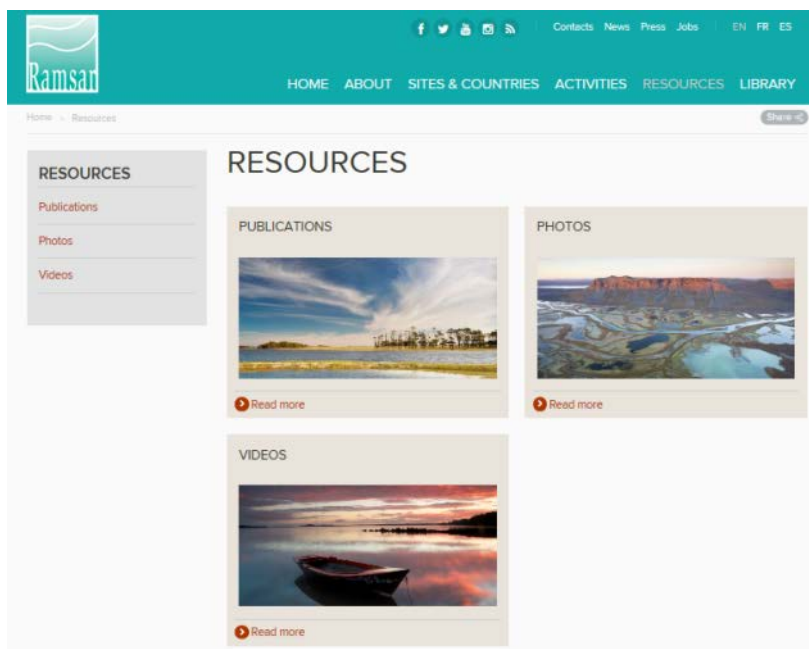
See all news for this country

See all documents for this country

- “Country profiles” pages re-designed to bring more value and “life” into each country page
 - Introduction text,
 - Country flag,
 - Photos,
 - All related news and documents,
 - RSIS map



5. Resources section

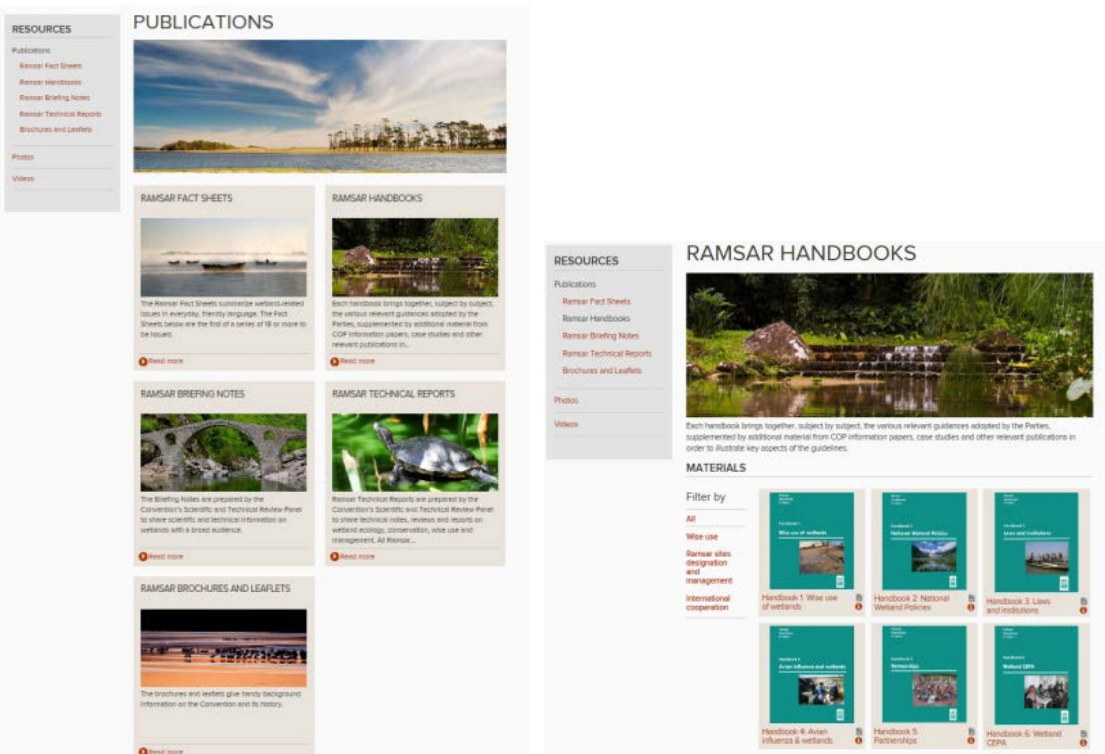


- This is a new section which is being further developed to give a greater accessibility and visibility to the Ramsar tools and products
 - Ramsar publications added
 - Photos galleries added, 800 images categorized to facilitate the search
 - Videos added – clearly categorized (new functionality to download videos is being currently developed)

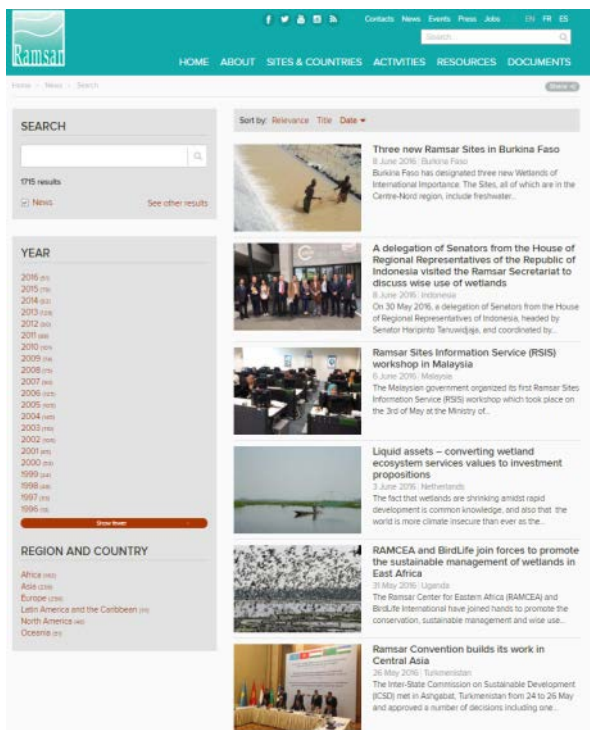


5. Resources section

- Publications: Fact Sheets, Handbooks, Briefing Notes, Technical Reports, brochures and leaflets
- All publications clearly categorized and displayed



6. News section

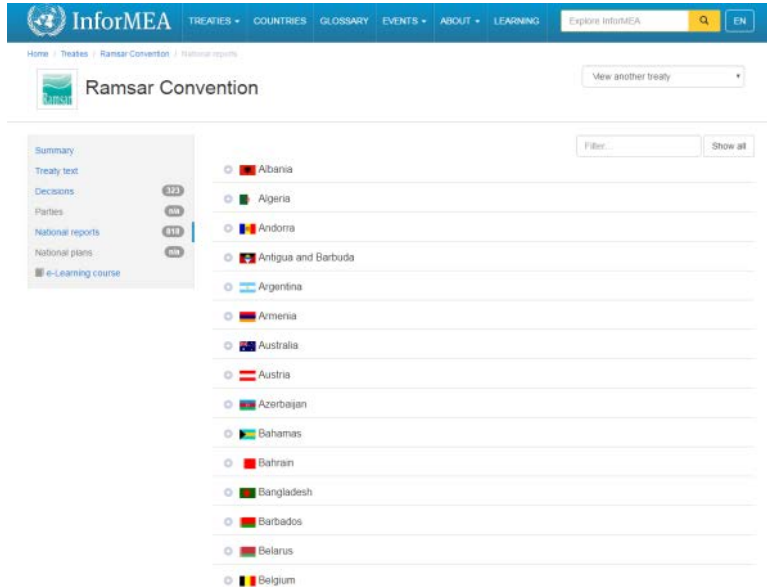


■ News section updated:

- 1,300 news items imported from the old website
- News articles are now available in a printable format and in a pdf format



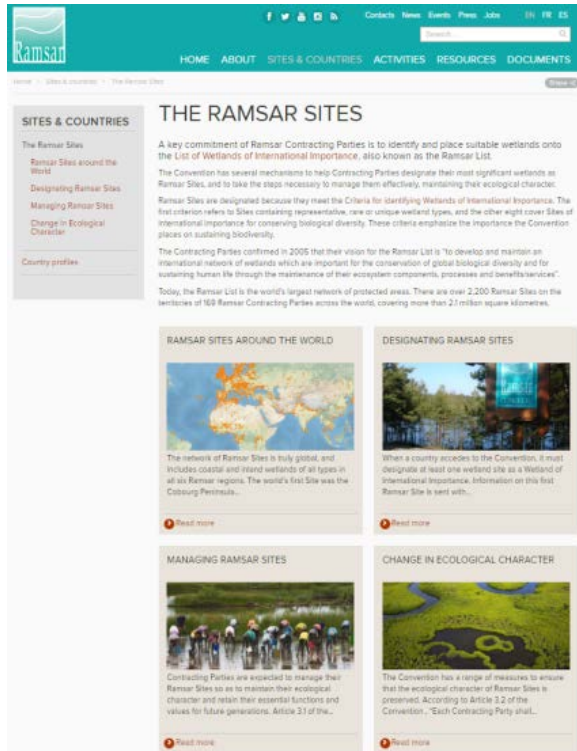
7. INFORMEA data integration



- InforMEA harvests COP decisions and resolutions, news, events, MEA membership, national focal points, national reports and implementation plans from MEA secretariats and organizes this information around a set of agreed terms
- The objective of InforMEA is to harmonize information systems for the benefit of Parties and the environment community at large
- Ramsar website information about the Convention is now available on the InforMEA platform



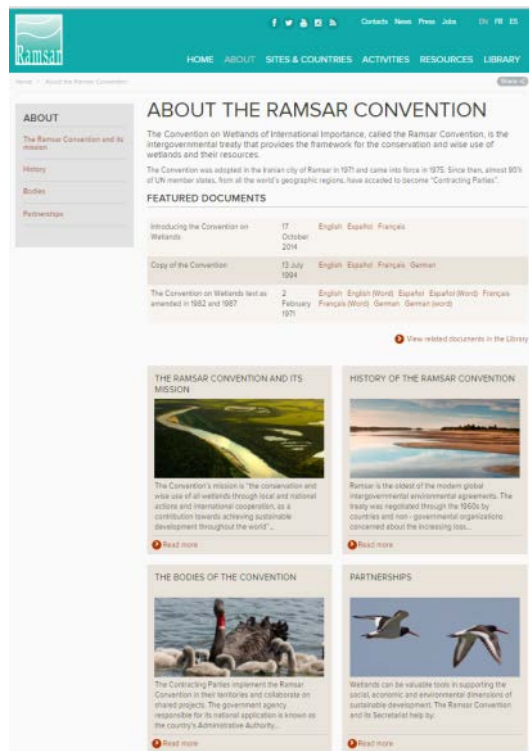
8. General developments



- Pages being refreshed with new content and photos
- “Ramsar Sites” pages



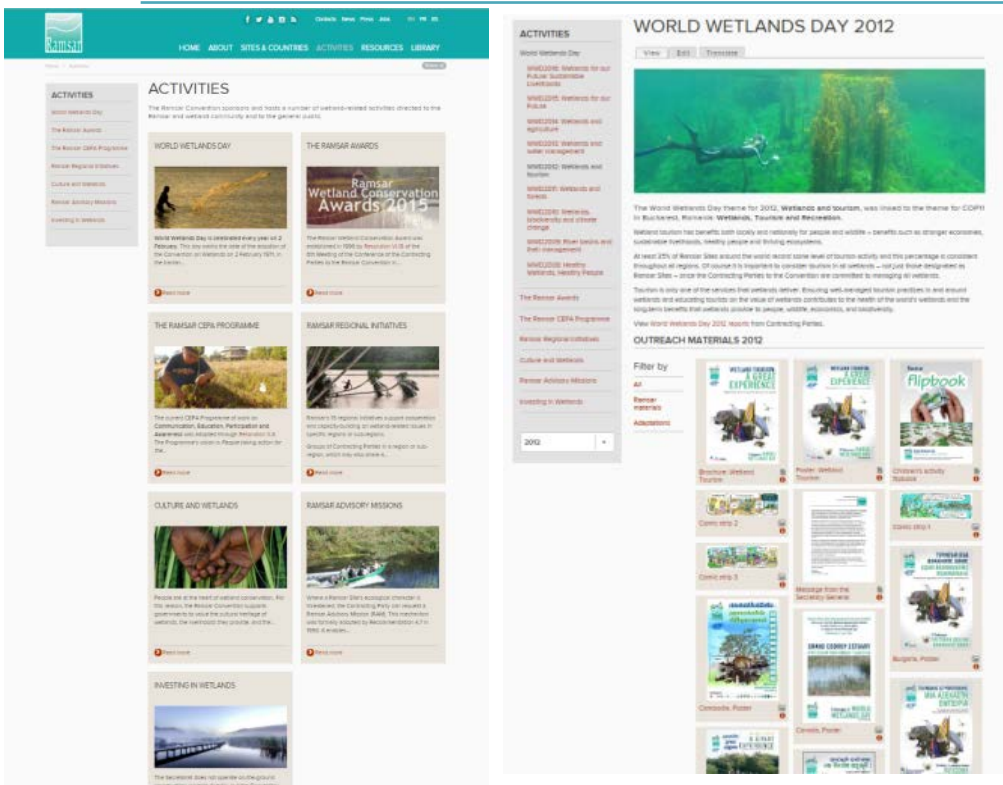
8. General developments



- Pages being refreshed with new content and photos
- “About” page
 - Post-COP12 information and proceedings added (including new SC and STRP information for new triennium)
 - Ramsar and its Mission pages
 - History



8. General developments



- Pages being updated with refreshed content and photos
- “Activities” pages
 - All WWD archive materials uploaded for each year (2008 – 2016) and across all 3 language sites
 - RAM – missions listed, link to all RAM reports
 - CEPA pages re-arranged and updated



Future developments



Future developments

- **Further development of Resources**
 - Wise use resource library
 - Online library of national wetland inventories
 - Educational Center – depository for all educational and training material
- **Development of the Regional Initiatives pages, Partnerships pages**
- **Themes : grouping documents under umbrella areas such: Sustainable Livelihoods, Climate Change, Disaster Risk Reduction**
- **Photo library**
- **Continuing improvement, refinement, updating, tagging of documents etc.**



Thank you

