

Ramsar Website Update and Status

Ramsar Convention Secretariat 17 June 2016





Contents

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





Situation overview



Overall context: old website



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- 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



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





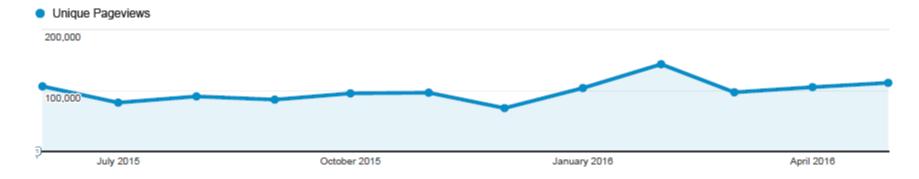
Website usage



Website overall usage statistics Since COP12



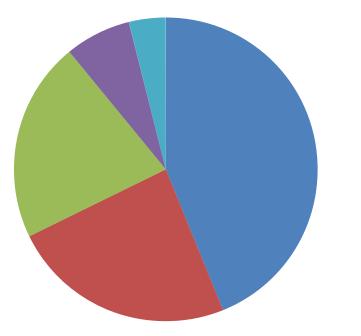
- Over 1.5 million pageviews since COP12
- Average 100,000 pageviews per month
- Most traffic one month before and during the World Wetlands Day





Website visits per Region Since COP12



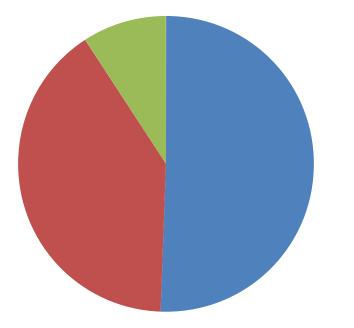


- Americas 43.66%
- Europe 23.78%
- Asia 21.25%
- Africa 6.98%
- Oceania 3.9%



Website visits per language Since COP12





- English 44%
- Spanish 35%
- French 8%



Most visited website pages Since COP12



5 most visited English pages	5 most visited French pages	5 most visited Spanish pages
1. The Ramsar Convention and its Mission	1. La convention de Ramsar et sa mission	1. La importancia de los humedales
		2. La Convención de Ramsar y
2. The Ramsar Sites	2. Journée mondiale des zones humides	sumisión
3. Documents		3. Historia de la Convención de
5. Documents	3. L'importance des zones humides	Ramsar
4. Country Profiles	4. Histoire de la Convention de	4. Día mundial de los humedales
5. World Wetlands Day	Ramsar	
5. WOLL WELIALUS DAY		5. Los Sitios Ramsar
	5. Les sites 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 60 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





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



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RESOURCES World Wetlands Day reports (sol) Work one resources (cm) Planning documents (cm) Other documents (as)	1st Workshop of STRP National Focal Points in Africa: Presentation - An overview of the Ramsar Convention 30 Neventer 2010
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	10 Manual and 1000

- 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



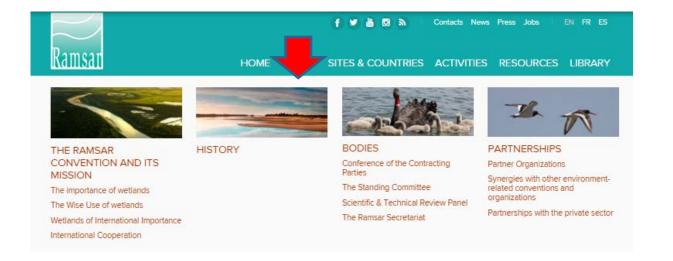


- Main menu developed and menus added on each page;
- **"Home**" button added in the main menu;
- **Events section displayed** by default for greater accessibility;
- **Format of hyperlinks** altered making them more visible within web pages, easier navigation for users;
- Consistency across all 3 websites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





Main menu developed





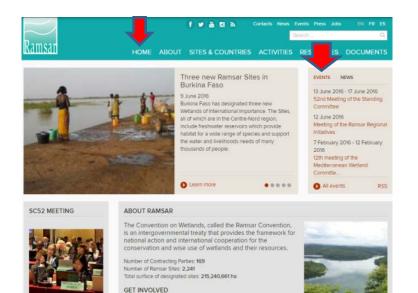


• Left side and rollover menus added to all pages for easier navigation









Add or join World Wetlands Day celebrations in your country

Small Grants Fund

C52 Document

- "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







- 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



lamsar Culture Network

Welcome to the Ramsar Culture Network, RCN



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



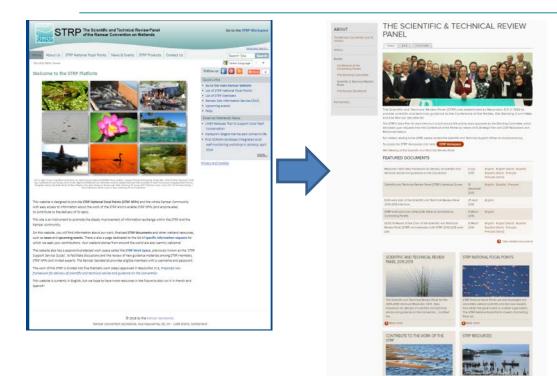
HOME ABOUT SITES & COUNTRIES ACTIVITIES RESOURCE

CULTURE AND WETLANDS

FEATURED DOCUMEN



 Old website "STRP" website integrated into the Ramsar's global brand - new pages created on the new website







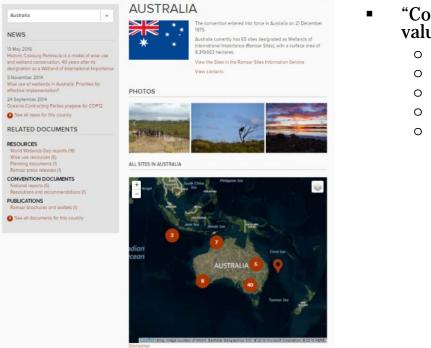
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Welcome to the STRP	Forum Top	ics	Posts	Last	post
Workspace! Here, you will find a number of Forums, listed by Category. There is a General Matters. Category, dedicated to	Announcements & Requests 4		122		an Waliczky@birdlife.org Nay 2016 16:52
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- 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



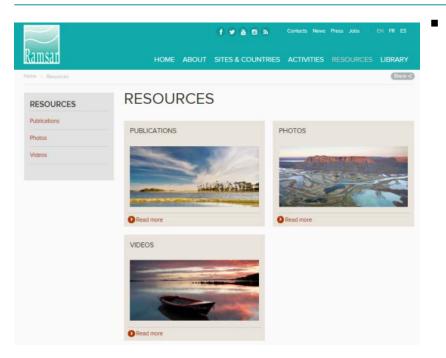


- "Country profiles" pages re-designed to bring more value and "life" into each country page
 - o Introduction text,
 - Country flag,
 - o Photos,
 - All related news and documents,
 - o **RSIS map**



5. Resources section





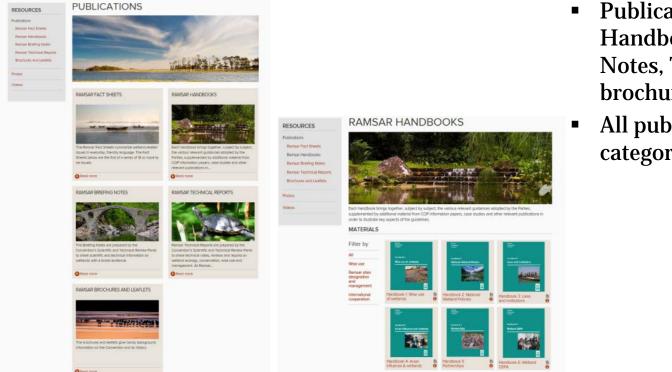
- This is a new section which is being further developed to give a greater accessibility and visibility to the Ramsar tools and products
 - Ramsar publications added
 - Photos galleries added, 800 images categorized to facilitate the search
 - Videos added clearly categorized (new functionality to download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

Three new Ramsar Sites in Burkina Faso Burkina Faso has designated three new Wetlands of International Importance. The Sites, all of which are in the

A delegation of Senators from the House of

Regional Representatives of the Republic of Indonesia visited the Ramsar Secretariat to

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liscuss wise use of wetlands 30 May 2016, a delegation of Senetors from legional Representatives of Indonesia, header nator Haripinto Tahuwidjaja, and coordinated h

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- News section updated:
 - 1,300 news items imported from the old 0 website
 - News articles are now available in a 0 printable format and in a pdf format

8.Jane 2015: Indonesia On 30 May 2016, is delegation of Senators from the House of Regional Representatives of Indonesia, headed by Senator Haripinto Terriver(gigs, and coordinated by	🖸 🛩 🎍 😒 🖎 Contects. News Levens Press Jobs EN FB E3 20070- C3	Ramon
Ramsar Sites Information Service (RSIS) workshop in Malaysia 8 June 2010 Malaysia The Malaysian government organized its first Ramsar Sites	Kamisan Home About Sites & Countries Activities resources documents	Brazil designates Atol das Rocas Biological Reserve
Information Service (RSIS) workshop which took place on the 3rd of May at the Ministry of .	Brazil designates Atol das Rocas Biological Reserve	Instit has designated Atta cas Roce linespect Native parater lists in 2020 (a str. 10 ⁴ Metaleo el Viterratorial troparater la historia tel any stati historia tel any stati historia. Having conserve and this historia tel any stati historia. Having and historia.
Liquid assets – converting wetland ecosystem services values to investment propositions	18 February 2016. Brezil Brazil has descanated Atel das Rocas Biological Reserve (Ramsar Steine, 2259) as its 15 th Wetland of	toward personname by provide algoe induce transmission of the tran
3 June 2016 Netherlands The fact that vestication are driving amidst rapid development is common knowledge, and also that the world is more climate insecure than ever as the.	britaal inside used paired in a stranger of the stranger of th	And data Facus Biological Reasons Revents (February 2014) Real data Records Biological Reasons Revents (February 2014) Electronic III (February 2014) Electronic IIII (February 2014) Electronic IIIII (February 2014) Electronic IIIII (February 2014) Electronic IIIII (February 2014) Electronic IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII
RAMCEA and BirdLife join forces to promote the sustainable management of wellands in East Africa 11 May 2016 (Japada The Ramar) Center for Eastern Africa (RAMCEA) and BirdLife International have joined hands to promote the conservation, sustainable management and wise use.	Abi dias Rocas hoats a greati verlety of endemic and migratory species, of which some are endorgered and many of economic interest. It is an important reproductive safe for great number (Defendent mydati, and also hoats Heavical) fundie (Fernancohea) ambricate) and loggerhead utrite (Carekta carebit, all categorized as undargreated contrally indemained on the IDCN Heal List. It also marinaria and test 14 encoded in neighbouring areas and probably new to science. Therefore providenedly considered encoder to Add des Roces; and 15 species of coreas endemic to Brazil. It accommodates the largest.	profiled years to solve concern, feeredres provisioned years and the enders on the state an Kingson and the specific concentration of the Basel at a concernment in the specific concentration of the Basel at a concernment in the specific concentration of the State at a concernment of the Basel at a concernment of the specific concernment of the baseling, and including affect the specific concentration of the baseling, and including affect the specific concentration of the baseling and including affect the specific concentration of the baseling and including a the specific concentration of the baseling and the specific concentration of the specific concentration of the decision of the specific concentration of the specific concentration of the and specific concentration of the specific concentra
Ramsar Convention builds its work in Central Asia 26 May 2006 Telemenistan	Adol das Rocas Biological Reserve Ramser Stee 29 species. It is abo en important tweeding, endering, and runsing site for lemon sherk (Wegaprion brevinositis) end hosts five endemic species of fish.	inoudiga konstanti and providence and a second second and a second secon
ab may action instrumentation The Inter-State Commission on Sustainable Development (ICSD) met in Asrigabiat, Turkmenistran from 24 to 26 May and approved a number of decisions including one	Recreation and loaining are not permitted, and only research and monitoring are conducted. The main threats to the Site's ecological charactar include liegal filtiving, introduction of investive species, disturbances caused by visitors, and commercial and military overlights.	



7. INFORMEA data integration



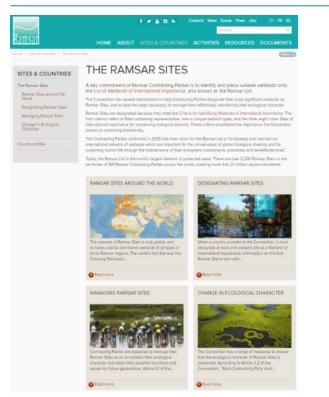
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- InforMEA harvests COP decisions and
 resolutions, news, events, MEA membership,
 national focal points, national reports and
 implementation plans from MEA secretariats
 and organizes this information around a set
 of agreed terms
- The objective 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



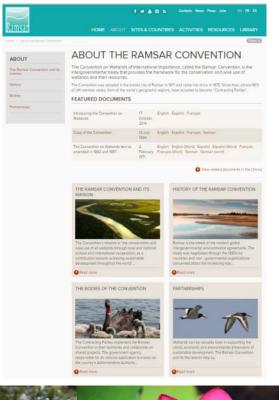


- Pages being refreshed with new content and photos
- "Ramsar Sites" pages



8. General developments



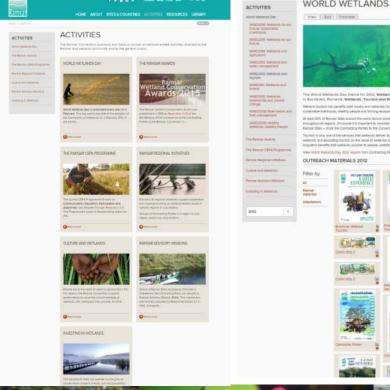


- Pages being refreshed with new content and photos
- "About" page
 - Post-COP12 information and proceedings added (including new SC and STRP information for new triennium)
 - Ramsar and its Mission pages
 - o History



8. General developments





WORLD WETLANDS DAY 2012



Pages being updated with refreshed content and photos

- "Activities" pages
 - All WWD archive materials 0 uploaded for each year (2008 -2016) and across all 3 language sites
 - RAM missions listed, link to 0 all RAM reports
 - CEPA pages re-arranged and 0 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

