



## WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

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**Sandra Hails**  
CEPA Programme Officer, Switzerland



### Your Position/Role and Country:

Ramsar Convention Secretariat,  
Sandra Hails, CEPA Programme  
Officer

### Title of your CEPA activity/ product

World Wetlands Day (WWD)  
Material  
WWD Children's activities  
WWD Cartoons  
WWD 2013 leaflet

### Key stakeholder group(s) targeted by your product/ activity (e.g. decision- makers, teachers, families, journalists etc.)

The WWD material is targeted at the general public, from kids with the do-it yourself activities, cartoons and stickers, to well-informed readers or wetland education centres with the leaflet.

### When did this event take place/when was your product launched?

Every 2 February worldwide

### Other collaborators – please identify other organizations that assisted you or were your partners

The Secretariat of the Ramsar Convention and depending on the annual theme, members of the Ramsar STRP.

## What was your key message?

Wetlands are full of wildlife  
and give us water, food,  
protection from storms and  
much more – help us look  
after them.

Sandra Hails  
CEPA Programme Officer, Switzerland

## Brief description of your product/ activity / material you used

2 February each year is World Wetlands Day. This day marks the date of the 'birth' of the Convention on Wetlands on 2 February 1971, in the Iranian city of Ramsar on the shores of the Caspian Sea. Each year since 1997, the Ramsar Secretariat has provided materials so that government agencies, non-governmental organizations, conservation organizations, and groups of citizens can help raise public awareness about the importance and value of wetlands. The materials provided include, for example:

- A leaflet
- Sticker
- Cartoon
- Video and DVD adaptation
- Do-it-yourself activity

## What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; newspaper article)

The material is designed to support the annual theme chosen by the Convention and to focus attention on a particular issue or specific topic related to wetlands.

## What kind of impact did this activity/product have on the target audience?

The WWD materials package is sent free of charge to Ramsar partners and associations upon request. Free download is also available on our website. In many cases these supporting documents are translated and adapted to local needs, thus spreading the Ramsar message to many, many more people. Some examples of the WWD adaptations over the years can be seen at: <http://www.ramsar.org/WWD-adaptations/>

## Is there a follow-up activity/product planned, if yes briefly describe

Every year the Ramsar Convention Secretariat reports on the many WWD activities organised worldwide, from lectures and seminars, nature walks, children's art contests,

sampan races, and community clean-up days, to radio and television interviews and letters to newspapers, to the launch of new wetland policies, new Ramsar Sites, and new programmes at the national level.

Reports for WWD 2013 are available here:  
[http://www.ramsar.org/WWD\\_Reports2013/](http://www.ramsar.org/WWD_Reports2013/)

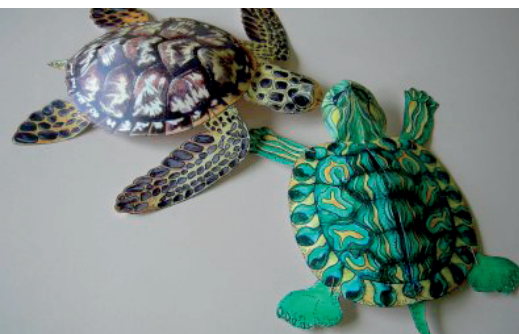
## Why do you identify this as your best CEPA intervention? What makes it stand out?

Based on all that we received from government agencies to private citizens from all over the world, we are sure that our WWD material helps people to celebrate wetlands and to focus on the importance of protecting and sustainably managing wetlands.

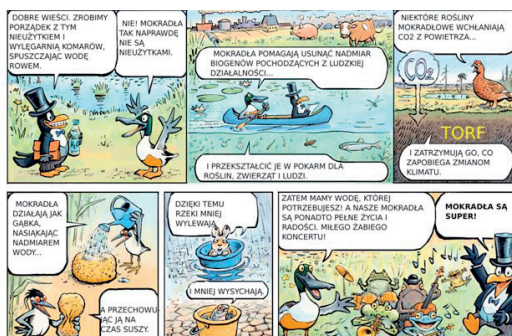
## What was the source of your funding?

The "Danone-Evian Fund for Water" generously supports WWD materials as part of the collaborative partnership the Ramsar Convention has since with the Danone Group. More info on :

[http://www.ramsar.org/cda/en/ramsar-activities-partnershipindex-private-danone/main/ramsar/1-63-506-98-398\\_4000\\_0\\_\\_](http://www.ramsar.org/cda/en/ramsar-activities-partnershipindex-private-danone/main/ramsar/1-63-506-98-398_4000_0__)



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CONVENTION ON WETLANDS  
(Ramsar, Iran, 1971)