

**WILDLIFE CONSERVATION SOCIETY OF TANZANIA
(WCST)**



**Report
Commemoration of World Wetlands Day (WWD) 2007**

Prepared by
Mrs. Victoria Ferdinand

WORLD WETLANDS DAY 2007

The Wetlands Awareness Campaign 11/2/2007

1.0 INTRODUCTION

As in the past, a Commemoration programme for World Wetlands Day (WWD) 2007 has been prepared and organized by WCST under the auspices of the Ministry of Natural Resources and Tourism – Wildlife Division. It is hoped that this report will provide useful information and material with which to evaluate and/or review the efforts for World Wetlands Day awareness campaigns especially among majorities in the country.

The WWD is an annual International event, in which Government's departments, non-governmental organizations, schools and academic institutions, individuals and groups of people all around the world undertake actions to raise awareness of the values and benefits of Wetlands as well as the important role they play in sustainable marine or freshwater use. WWD is therefore used as a principal vehicle for communicating Wetlands information and promoting National actions and International co-operation for the conservation and wise use of wetlands and their resources. WWD is celebrated on the second day of February each year which is the anniversary of the signing of the Ramsar Convention for protection of Wetlands of global importance that took place in 1971 in the Iranian City of Ramsar.

The Wildlife Conservation Society of Tanzania (WCST) in collaboration with the Ministry of Natural Resources and Tourism – Wildlife Division is pleased to have participated in the Commemorations of the World Wetlands Day (WWD) 2007.

ACTIVITIES AND EVENTS FOR CELEBRATING WWD 2007

Activities and events for WWD 2007 were geared to promoting public awareness on wise management of available wetland resources particularly fisheries in order to raise a sustainable life support system and improved fisheries livelihood.

Specific training was given to targeted groups of people in order to provide them with information and skills for guiding fisheries ethics, methods, responsibilities, marketing skills, conservation, and livelihoods improvements. Other awareness events were designed to educate people and stimulate their consciousness on general aspects of Wetlands management as a component of our valuable environment. Various groups of people and individuals were involved in water bird excursions and learning about salt pans exploitations.

Production and circulation of Printed Materials.

Posters and Stickers.

1000 full colour posters and 500 full colour stickers were printed to be used on marking the World Wetlands Day commemoration ceremony. Both type of materials carried the message from this years' theme.

The theme however was print-written in Kiswahili in order to be able to deliver the message in the National language. The message in Swahili read as *"Tunza ardhioevu ili kuboresha uvuvi"*

The features of fishing activities in the poster and stickers were derived from a Tanzanian fishing village in western part of the Country where Lake Tanganyika is located. Livelihoods of communities around the Lake largely depend on Wetlands fisheries resources.

The Wording in the poster and sticker are warning the concerned user groups and other stakeholders to consider the balance between today's harvest and tomorrow's. A pocket of Mangrove vegetation and couple of flamingos in the poster is a reflection of wetlands natural resources that also need to be protected.

Awareness T-Shirts and banners

As part of awareness materials, four hundred (400) white T-shirts with printed messages on Wetlands were produced.

Five banners size 1/5 meters long were printed with the slogan of *"Fish for tomorrow."* and *"keep Wetlands healthy"*

Posters, Stickers and T- Shirts were used in the campaigning activities. Some of the materials were circulated to various stakeholders particularly fishermen groups, schools, Media houses, Wetlands communities and project offices. Fair circulation of materials was considered to all regions of Tanzania through their Regional Administrative secretaries (RAS).

Publicity in News papers

As a way of raising public-awareness on issues of Wetlands, information was facilitated for publication in newspapers in form of Feature articles in Daily news papers:

Television and radio Programme on Wetlands.

In the effort to increase the scope of our outreach two Radio interview programme were arranged with Radio One Station. The kind of interviews

held made it possible for audiences to get opportunity to dialogue with the presenter by telephoning. Audiences could lively comment or ask questions to the presenter who is an expert on wetlands and conservation by telephoning the radio station.

The Television programmes on Wednesday 21st February 2007 and repeated on 22nd Feb. was used to increase up the understanding of Wetlands concepts and resources management through visual aids.

Many individuals including journalists have asked to be linked with wetlands news and information whenever possible. This is encouraging to see our targeted audiences have started to receive the contents of wetlands information, a positive step towards acquiring knowledge.



A study tour to Marine Institute of Marine Fisheries.

A group of 40 individuals was tailored to an Excursion trip to Kunduchi Institute of Marine fisheries on 10th February 2007. Included in the group were:

- Eleven Fisher folks from two Fishermen organizations in Dar es Salaam; UWAWADA and VUSHA.
- Thirteen primary and secondary school teachers among the Wildlife club matrons and Patrons in schools.
- 6 members from two university wildlife clubs (Mlimani and DUCE).

- Journalists and Newsmen from seven media houses (Business times, Daily news, Guardian(2) and Majira,)
- Official from Ministry of education, Environment desk and Fisheries Department were also invited)
- Five officials from WCST accompanied the group for facilitation and logistics.
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No.	Subject	Objectives
1	Ecosystem	Ecosystem well-being
2	Fish stocks	Conservation
3	Fisheries	Responsible fisheries, Sustainable dvlpt.
4	Fishers	Safety on board, freedom, well-being & access of Fish community Eradication of poverty & Cultural heritage
5	Other stake-holders	Cross-sectoral equity & society efficiency
6	Customers	Right food and food safety
7	Politician	Transparent public deliberation

More studies were focused on learning the different types of fishing methods as far as environmental conservation is concerned.



Feedback meeting for Fisher folks at Kivukoni area.

After the study tour to Kunduchi with eleven participants from Fishermen organizations, WCST found a need to organize a feedback meeting for the benefits of majority of fisherfolks in the field in order to share the observations and what was learnt at Kunduchi. The meeting was conducted on Saturday 17th February 2007

Bird Watching at Bagamoyo Saltpans.

Special birdwatching excursion was organized on the 24th of February for visiting Bagamoyo saltpans site. The event started at 7.00 am at the WCST offices, Garden Avenue No. 39, with more than 30 individuals attending the campaign.

The Birdwatching exercise was very exciting as there were many species of birds around the wetlands areas. They identified different types of birds and learn about their habitats and behaviors. Seeing birds in their natural wetland habitats was a good way of recreation and promoting love for nature conservation. At least 9 species of Birds were seen on the Bagamoyo wetlands. Included in the observed list are groups of Lesser and Greater Flamingos, Carmine bee eaters, African fish eagles, Sacred Ibis, Ringed plover and Prey plover etc.







Remarks and lesson learnt

The Wildlife Conservation Society of Tanzania in collaboration with the Wildlife Division of the Ministry of Natural Resource and Tourism strives to achieve one major objective; that is public awareness on wise use of wetland resources. It has been noted that a lot more people tend to identify the “Wetland day” these days than it had been in the past years. Wide distribution of information and materials is another tool that could help to increase the scope of outreach. Proper use of media can also increase support on public awareness. However more interactive events need to be taken into consideration particularly the events that involve local communities in Wetlands areas.

Acknowledgement

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