



# Agenda Item 8: Communication and capacity building needs for Implementing the Ramsar Convention

**2013 Asia Regional Workshop  
on Scientific and Technical Support for  
Implementation of the Ramsar Convention  
7-11 October 2013, Changwon, Republic of Korea**

# 1. Aims of the workshop



- Yesterday we explored your understanding of your role in the Ramsar Implementation Team.
- Along the way we Identified issues or situations that represent barriers and obstacles.
- In this session we hope to use your combined brain power and experience to identify new ways to support your work.
- Today 's session showcases what comes out of Ramsar **NOW** to support your work.
- On FRIDAY we will come back to show what we have collected and explore potential products and tools we can aim for.

Christine Prietto, Hiromi Yamashita  
Sandra Hails, CEPA Programme Officer

Communication

Education

Participation

Awareness

- Communication tools from the Secretariat
- World Wetlands Day Materials
- Ramsar Guidance
- CEPA working Group and High Priority Task for this triennium
- Identifying Barriers and Obstacles
- Assignment for the rest of the week

## **Capacity Building definition**

Activities or products which strengthen the knowledge, skills and behaviours of individuals; and improve institutional structures and processes in ways that improve an organisations ability to meet its goals.

**LOOKING FOR GAPS**\_ Gaps can include opportunities to improve knowledge extend skills, identifying limiting factors that constrain or prevent delivery, identifying strategies that strengthen communication and collaboration processes.

Marcela Bonells to present

2014 is the UN International Year of Family Farming

Ramsar Convention chose Wetlands & Agriculture as the World Wetlands Day theme for 2014.

*Wetlands and Agriculture: Partners for Growth*

\_focus on the need for the wetland and agricultural sectors to work together for the best shared outcomes.



# ΤΟΥΡΙΣΜΟΣ ΣΕ ΥΓΡΟΤΟΠΟΥΣ: ΜΙΑ ΑΞΕΧΑΣΤΗ ΕΜΠΕΙΡΙΑ

Ο υπεύθυνος τουρισμός στηρίζει  
τους υγρότοπους και τους ανθρώπους



ΦΟΡΕΑΣ ΔΙΑΧΕΙΡΙΣΗΣ  
ΕΘΝΙΚΟΥ ΠΑΡΚΟΥ  
ΔΕΛΤΑ ΕΒΡΟΥ

Με τη συνεργασία του Υπεύθυνου Σοφιστών Αρχαιολογικών  
της Διεύθυνσης Προϊστορίας και Αρχαιολογίας Έθνους



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης

## ΤΕΤΑΡΤΗ 22 ΦΕΒΡΟΥΑΡΙΟΥ ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΥΓΡΟΤΟΠΩΝ

ΚΑΠΠΑΔΟΚΙΚΗ ΕΣΤΙΑ, 8:30-15:00

ΜΗΤΡΟΠΟΛΙΤΑΥ 1 (ΑΠΕΝΑΝΤΙ ΑΠΟ ΤΟΝ Σ. Ν. ΜΕΤΑΜΟΡΦΩΣΗΣ ΤΟΥ ΣΥΣΤΗΡΑ)

Συνδιοργανωτές:

ΦΟΡΕΑΣ ΔΙΑΧΕΙΡΙΣΗΣ ΕΘΝΙΚΟΥ ΠΑΡΚΟΥ ΔΕΛΤΑ ΕΒΡΟΥ  
ΣΥΛΛΟΓΟΣ ΚΑΠΠΑΔΟΚΩΝ Ν. Έβρου «Οι τρεις Ιεράρχες»



# TURISMO DE HUMEDALES: UNA GRAN EXPERIENCIA

El turismo responsable apoya los humedales y a la gente



En 1971 se adoptó la Convención sobre los Humedales (Ramsar) y por ello se celebra el Día Mundial de los Humedales. Su finalidad es sensibilizarnos acerca de los valores de estos ecosistemas y los beneficios que aportan al ser humano. Este año Ramsar promueve el lema "Turismo de humedales: una gran experiencia", para recordarnos que estos sitios son uno de los principales destinos turísticos a nivel mundial.

En Baja California contamos con varios humedales, algunos de ellos considerados importantes a nivel internacional (estero de Punta Banda, bahía de San Quintín y delta del río Colorado, entre otros). Estos lugares son utilizados como sitios turísticos para observación de aves, paseos, fotografía de naturaleza, etc.

Si te interesa conocer más acerca de los humedales de Baja California, los beneficios que nos aportan y cómo organizar una visita para disfrutarlos, comunícate a la oficina de Pro Esteros.

Calle 4a, 210, Zona Centro. Ensenada, Baja California.  
Tel. (646) 178 - 6050 y 178 - 0162  
[www.pro-esteros.org](http://www.pro-esteros.org)

2 de febrero

## DÍA MUNDIAL DE LOS HUMEDALES

[www.ramsar.org](http://www.ramsar.org)





## *Wetlands and Agriculture: Partners for Growth*



The term "Ramsar Guidance" covers everything the Convention produces.

[http://www.ramsar.org/cda/en/ramsar-pubs/main/ramsar/1-30\\_4000\\_0](http://www.ramsar.org/cda/en/ramsar-pubs/main/ramsar/1-30_4000_0)

## **Ramsar Publications**

All of these publications are available for download, usually in PDF format, and many of them can also be obtained on CD-ROM from the Ramsar Secretariat ([ramsar@ramsar.org](mailto:ramsar@ramsar.org)).

Please note some of these documents are also available in other languages (Spanish, French, Arabic and Russian).

*Ramsar  
Handbooks  
4<sup>th</sup> edition*

## Handbook 1

# Wise use of wetlands

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Identify effective ways of providing training and capacity-building for relevant stakeholders in Contracting Parties to assist with the interpretation and implementation of the Convention, including scientific, technical guidance and other materials that have been adopted by the Convention

RATIONALE\_Widely recognized (from National Reports and surveys) that the guidance is under-utilized and that many of those responsible are either unaware of these support tools or are not clear as to how to utilize them, and would benefit from training in how to do so.

**OUTPUT\_Scoping study to identify the optimum capacity-building approaches that are already in use which would assist Contracting Parties to use Ramsar guidance more effectively to deliver Ramsar objectives.**

TARGET AUDIENCE\_Administrative authority focal Points and Wetland Site Managers

- **AREAS for CB work**
  - Improving links among individuals organisations and institutions
  - Knowledge,
  - Skills
- **LEVELS for CB Work**
  - **Individual** focuses on the knowledge and skills and the network assets of individuals operating within OR being affected by organisational and institutional levels
  - **Organisational** Focuses on organisational structures and processes that support delivery
  - **Institutional** Focuses on policies and strategies as well as coordination across all sectors.

- During the week as you are listening to the other speakers we are asking you to jot down any ideas you get for new tools or strategies or note any topics that you may need more information on.
- On Friday we will
  - Report back on what we have collected through the week from your notes and from discussion on the floor.
  - Workshop ideas for new products and tools.
  - Workshop strategies to get around big stumbling blocks
  - Showcase some of the new ideas being developed by the Secretariat and the STRP