

# Campaign Toolkit

WORLD WETLANDS DAY 2023



World  
Wetlands Day  
2 February 2023



It's time for wetland restoration

CONSCIOUS CHOICES PERSUASIVE VOICES BOLD ACTIONS

#GenerationRestoration  
#ForWetlands

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

# World Wetlands Day

## What is World Wetlands Day?

World Wetlands Day is a global awareness campaign celebrated every year on 2 February to highlight the value of wetlands. This day also marks the anniversary of the Convention on Wetlands, an intergovernmental treaty adopted in 1971 and which now has a global membership of 172 countries, officially known as Contracting Parties.

## Who is behind World Wetlands Day?

The Secretariat of the Convention on Wetlands is the main organizer. Contracting Parties of the Convention on Wetlands have been celebrating World Wetlands Day since 1997.



## What is a wetland?



A wetland is a land area that is saturated or flooded with water either permanently or seasonally. Inland wetlands include marshes, peatlands, lakes, rivers, floodplains, and swamps. Coastal wetlands include saltwater marshes, estuaries, mangroves, lagoons and even coral reefs. Fish ponds, rice paddies and salt pans are human-made wetlands.

## United Nations International Day

In 2021, World Wetlands Day was designated a United Nations International Day by the UN General Assembly, which invited all 193 UN member states, observer organizations and stakeholders to observe it.

## Why do wetlands need an awareness day?

Wetlands deliver essential services for humans, from filtering our water supply and providing water, to protecting us from storms and floods, sustaining biodiversity and storing carbon. More than 35% of wetlands have been degraded or lost since 1970, and this loss is accelerating.

World Wetlands Day aims to increase public awareness of how much wetlands do for humanity and the planet, to promote actions that will lead to their conservation, wise use, and restoration.



# Theme for 2023: Wetland Restoration

This year's theme highlights the urgent need to prioritize wetland restoration, and calls on an entire generation to take steps to revive and restore degraded wetlands.

Wetlands are disappearing three times faster than forests, and more than 35% of wetlands have been degraded or lost since 1970. Reversing this trend is critical.

The theme builds on - and contributes to the efforts to heal the planet as championed by the UN Decade on Ecosystem Restoration. This global initiative which runs from 2021-2030 is leading and providing inspiration for restoring ecosystems around the world.

## Campaign Visual: The Ripple Effect

**Our actions have an impact. One small action can trigger a ripple effect.**

This is the core idea behind the key campaign visual, which shows a person actively restoring a wetland through the action of re-planting. The outward “**ripple effect**” suggests the spread of ideas and the far-reaching impact that a single decision can inspire. The poster headline “**It's Time for Wetland Restoration**” hits the nail on the head with a direct call to action.



**It's time**  
for wetland restoration

# Key messages



## It's time for wetland restoration

Wetlands deliver unrivalled benefits to humanity. Yet, more than 35% of the world's wetlands have disappeared in the last 50 years. The trend of loss and degradation must be reversed.

### 7 best practices in wetland restoration

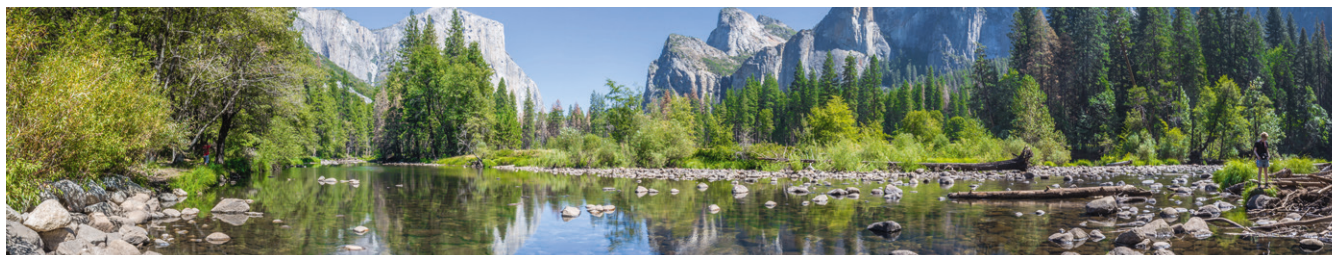
- Consider the multitude of services the natural wetland provided, and aim to recapture a wide range of those benefits, not just one or two.
- Aim to recreate a wetland ecosystem that can maintain itself.
- Integrate local communities and industries during planning and implementation.
- Identify the causes of degradation and limit or eliminate them.
- Clean up the degraded area.
- Restore native vegetation and wildlife, and remove invasive species.
- Restrict site access, creating specific places for people and animals.

### 7 key benefits from restored wetlands

- Increased biodiversity.
- Replenished and filtered water supply.
- Enhanced protection against floods and storms.
- More local and sustainable livelihoods, less poverty.
- Increased tourism, higher quality leisure time.
- Increased carbon storage and avoided emissions.
- Inner satisfaction of achieving a transformation.

### 7 key players with an outsized role in wetland restoration

- **#GenerationRestoration:** Enthusiastic individuals who support ecosystem restoration.
- **Public sector:** local and national governments and public organizations who can lead wetland restoration projects and make trade-offs with input from many stakeholders.
- **Funders:** governments, financing institutions, foundations and individuals who provide the financial resources to make restoration projects a reality.
- **Community leaders:** people who represent local residents, and who understand which ecosystem benefits are important to them.
- **Private sector:** local businesses and entrepreneurs who depend on wetland benefits.
- **Educators:** teachers and lecturers who can raise awareness, build capacity and provide advice.
- **Scientists and wetland practitioners:** experts who can provide in-depth knowledge, and harness technology and innovation.



# How to get involved in the campaign

## Conscious Choices

Make choices that minimize the loss and degradation of wetlands, and maximize awareness of how urgent their restoration is.

- **Learn more about wetlands**, their value for people and the planet, and become aware of the major threats to this valuable ecosystem such as drainage, pollution from waste and chemicals, and invasive species.
- **Make water-friendly and ecosystem conscious decisions.** Use water sparingly. Adopt a diet with less environmental impact. Avoid using toxic products that could flow into wetlands. Don't dump waste or rubbish in wetlands.
- **Pledge to Act for Wetland Restoration.** The "Wall of Pledges" is a great place to post your Conscious Choices, Persuasive Voices and Bold Actions for Wetland Restoration. Invite your audience to make a pledge to preserve and restore wetlands.

## Persuasive Voices

Encourage others to directly support local wetland restoration efforts.

- **Become a wetland champion** who advocates for protecting local wetlands, and for restoring degraded ones.
- **Maximize awareness of wetlands and the urgency of their restoration. Use your social media outreach** to highlight wetlands and World Wetlands Day on Twitter, Instagram, Facebook and other social media platforms. Use the hashtags #GenerationRestoration #ForWetlands or #WorldWetlandsDay. Social media cards can support your message.
- **Take a wetlands field trip to see where restoration is needed.** Most localities have a wetland — maybe even a Wetland of International Importance (Ramsar Site). Consult the list of Ramsar Sites by country at <https://rsis Ramsar.org/>. Once on site, consider what the wetland does for the area, and whether it is degraded.
- **Host a talk to support wetland restoration:** An educational event can help build support for a restoring a local wetland. Call on wetland experts, local people who make their livings in wetlands to underline why restoration is important.
- **Show a documentary on wetland benefits:** A gathering to watch a film on wetlands can help build wider understanding of the services that wetlands provide.

## Bold Actions

Use your own power to create change and support wetland restoration, locally, regionally or nationally.

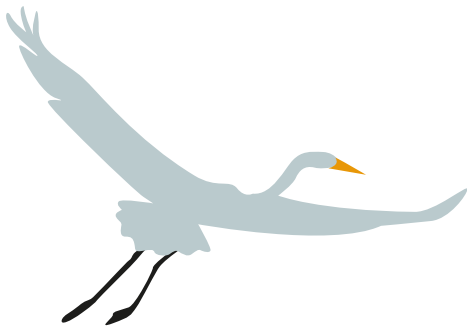
- **Create an advocacy effort** that encourages local, state and national governments to protect local wetlands and restore degraded ones.
- **Hold or join a public wetlands cleanup day:** Immediate action is among the best ways to honor these stressed but hard-working ecosystems.
- **Get directly involved in a local wetland restoration project.** Get input and help ensure that the restoration efforts reflect the needs of local residents.
- **Add your event to the global map and search directory.** This online interactive map shows what events are taking place and where around the world for World Wetlands Day.
- **Share a photo of your bold actions on the Restoration Photo Gallery.** This photo gallery aims to show where restoration is happening around the world to motivate and inspire more restoration efforts.
- **Set national targets that prioritize wetland restoration.** Formally announce and communicate these targets so they can inspire national and international actions and commitments. Share your national commitments with the Secretariat for publication.



## Educate the next generation

Encourage schools to mark World Wetlands Day and underline the benefits of wetlands, why restoration is complex, and who can do what:

- Ask students to describe why wetlands are such a valuable natural resource, and what benefits their restoration can bring.
- Discuss how human activity threatens wetlands and what can be done to reverse the trend of wetland degradation and loss. Talk about who can actually make restoration happen on the ground.
- Encourage young people to think about how wetlands actually make our planet more livable.
- Visit a local wetland and ask the students to reflect on how it benefits local people, the region, and the planet.
- Organize a coloring competition for children using our color-in poster. Invite them to talk about their creations and restoration actions.



# Campaign Materials

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

This is the global campaign platform for World Wetlands Day and its related events – and your source for materials to download and adapt.

## Downloadable campaign materials

A set of materials is available to support your outreach, events and educational efforts. They are available for download in English, French and Spanish.

Download and share these campaign materials. Use the InDesign files to create and adapt materials for your activities and language.

## Editable templates

Allow you to tailor messages and facts to your local wetlands, events and restoration initiatives.

- 1 **Campaign poster**  
This is the key visual for World Wetlands Day 2023, expressing wetland restoration and how our actions have a wide impact.
- 2 **Infographics**  
These 4 infographic style fact sheets work as a set with the campaign poster.
  - Wetland restoration: Why is it time?
  - 7 best practices in wetland restoration
  - 7 benefits of restoring wetlands
  - 7 key players in restoring wetlands
- 3 **PowerPoint Presentation**  
Helps you spread the word on the value of wetlands, their alarming loss, and how to support their restoration.
- 4 **Color-in poster**  
To help educate and nurture love of wetlands in children and to engage them.
- 5 **Campaign toolkit**  
A summary resource for people and organizations interested in promoting wetlands.
- 6 **Graphic guidelines**  
Graphic and logo guidelines and a template page for creating your own materials for World Wetlands Day.
- 7 **Branding materials**  
For creating your own promotional items
  - Logos
  - T-shirt
  - Email signature
- 8 **Video**



