

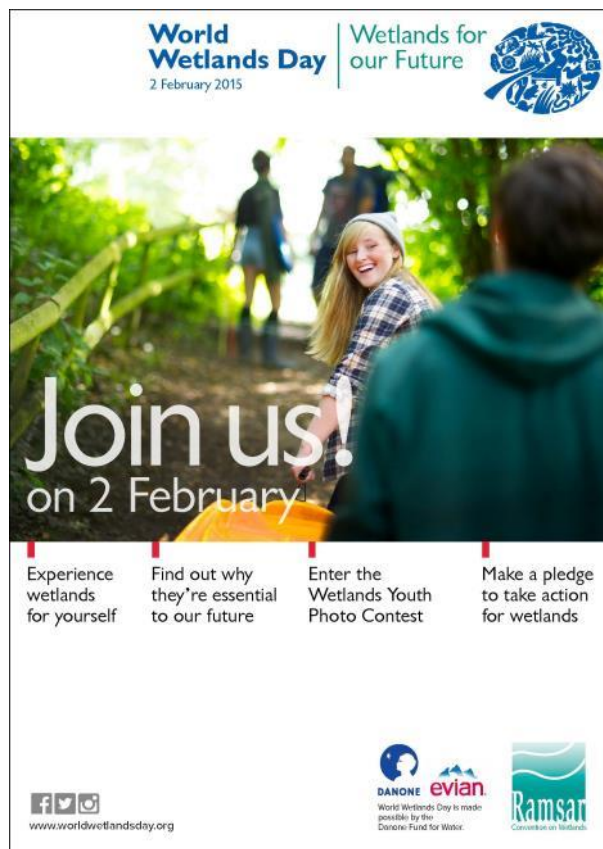
World Wetlands Day 2015

Outreach Report

Wetlands For our Future



World Wetlands Day 2015



World Wetlands Day
2 February 2015

Wetlands for
our Future




Join us!
on 2 February

Experience wetlands for yourself



Find out why they're essential to our future


Enter the Wetlands Youth Photo Contest

Make a pledge to take action for wetlands

www.worldwetlandsday.org

 
World Wetlands Day is made possible by the Danone Fund for Water


Convention on Wetlands

- **3 key activities**

1. Encourage public to visit a wetland
2. Invite youth to enter the youth Photo Contest open to 15-24 year olds
3. Invite the public to make a PLEDGE for wetlands. An action to save wetlands for the future.

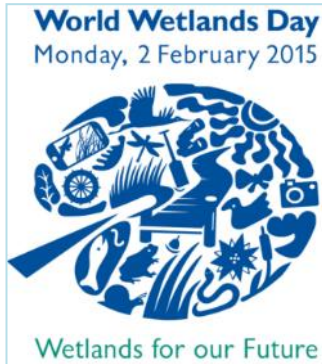
Outreach Materials & Channels



Outreach Materials developed



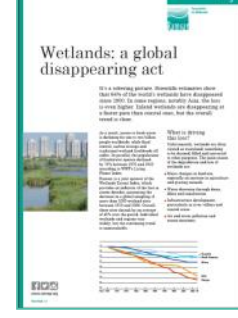
Logo



Posters and Guides



Handouts and Factsheets



Videos - Press Release- Statement

World Wetlands Day 2015



Día Mundial de los Humedales: declaración ...
by RamsarConvention
197 views • 3 months ago



Journée Mondiale des Zones Humides - un ...
by RamsarConvention
85 views • 3 months ago



World Wetlands Day 2015: A video message from the...
by RamsarConvention
508 views • 3 months ago



PRESS RELEASE

Wetlands for our Future: Act now to prevent, stop, and reverse wetland loss

Gland, Switzerland, 30th January 2015

Latest research shows that 64% of wetlands worldwide have been lost since 1900, and that 70% of populations of freshwater plants and animals have disappeared in the last 40 years alone (according to the WWF's Living Planet report), which is worse than any other ecosystem. To combat the downward global trends in loss and degradation of wetlands, Ramsar works with governments and conservation organisations as well as bringing in private sector and scientific expertise.

"Wetlands for our future" – this year's theme for World Wetlands Day – seeks to highlight the varieties of ways in which wetlands provide for us all, and the many ways that we can all contribute to their conservation and restoration.

Too few people realize the numerous services and benefits wetlands provide and their importance for humans and the planet. Most importantly, wetlands are the source of our daily water.

Additionally wetlands feed humanity: rice, grown in wetland paddies, is the staple diet of nearly three billion people. The average human consumes 29 kg of fish each year. And most of the fish sold, bred and raised their young in coastal waters and estuaries. Moreover, 70% of all fresh water extracted globally is used for crop irrigation.

Wetlands purify and filter harmful waste from water, helping to absorb harmful fertilizers and pesticides, as well as heavy metals and toxins from industry. As an example, the Nakasongola Swamp in Kampala, Uganda filters sewage and industrial effluents for free, a treatment plant to do the same job would cost \$2 million per year.

Wetlands act as nature's shock absorbers: peatlands and wet grasslands in river basins act as natural sponges, absorbing rainfall, creating wide surface pools that ease any flooding in rivers. The same storage capacity will also safeguard against the impact of drought.

Wetlands provide sustainable livelihoods and products: 61.8 million people depend directly on fishing and fisheries for a living. Timber for building, vegetable oil, medicinal plants, animal fodder, and stems and leaves for weaving also comes from our wetlands.



World Wetlands Day Statement from Dr. Christopher Briggs, Secretary General of the Ramsar Convention

29 January 2015

I am delighted to be joining you to celebrate World Wetlands Day! This year I will be seeing again how Uganda, which is a key Party to the Ramsar Convention, makes this day special and makes wetlands come alive and leap into people's imaginations....



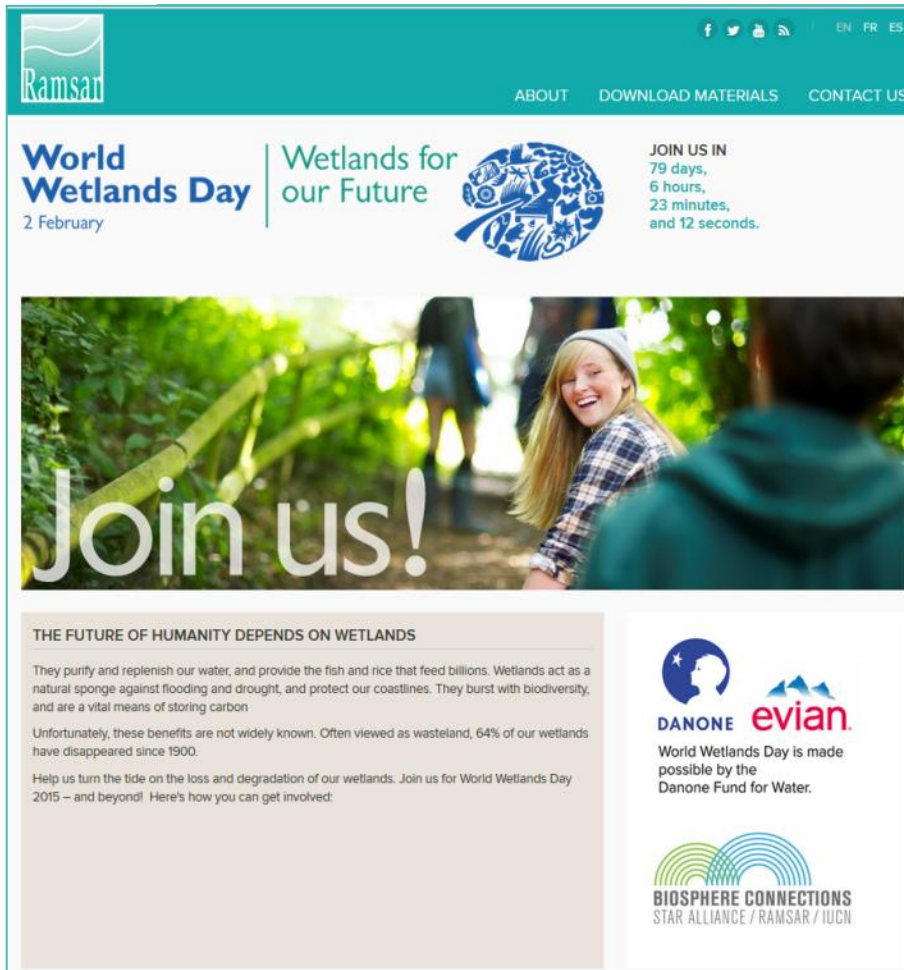
Main Outreach channels



- WWD Micro site and Ramsar Website
 - www.worldwetlandsday.org
 - www.ramsar.org
- Social media platforms
- Key Partners
 - Teachers
 - Wetland site managers
 - Youth societies, university clubs associations
 - Ramsar partners – international and national
 - Media
- Ramsar Mailing Lists
- Meltwater – Press and media platform



Microsite launched 5 November



The screenshot shows the homepage of the World Wetlands Day microsite. At the top is a teal header with the Ramsar logo on the left and navigation links for 'ABOUT', 'DOWNLOAD MATERIALS', and 'CONTACT US' on the right. Below the header, the main content area features the 'World Wetlands Day' logo with the date '2 February' and the tagline 'Wetlands for our Future'. A large image of a smiling woman in a plaid shirt is overlaid with the text 'Join us!'. To the right of the image, a countdown timer reads: 'JOIN US IN 79 days, 6 hours, 23 minutes, and 12 seconds.' Below the main image, there is a section titled 'THE FUTURE OF HUMANITY DEPENDS ON WETLANDS' with text explaining the importance of wetlands and the loss since 1900. To the right of this text are logos for 'DANONE evian' and 'BIOSPHERE CONNECTIONS STAR ALLIANCE / RAMSAR / IUCN'.

DOWNLOAD MATERIALS



For teachers, organizers, or any wetland enthusiast!
Everything you need to get your World Wetlands Day activity rolling - logos, hand-outs, posters and more.

MAKE A PLEDGE FOR WETLANDS



Make a personal commitment to take action for wetlands. Starting on 2 February 2015, you'll be able to register your pledge here.

ENTER THE PHOTO CONTEST



Take a picture in a wetland location between 2 February and 2 March 2015. Upload it here starting 2 February 2015 for a chance to win a free flight to a wetland location anywhere in the world.
Open to 15-24 year olds.

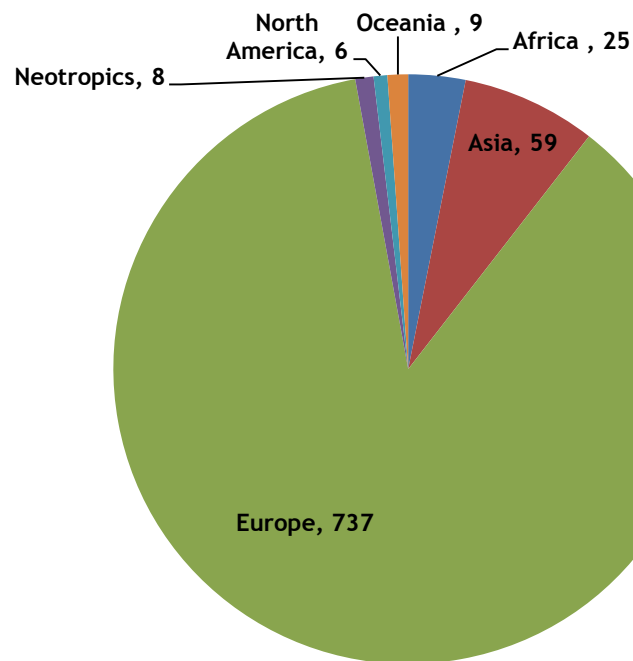
RESULTS

Country Reports

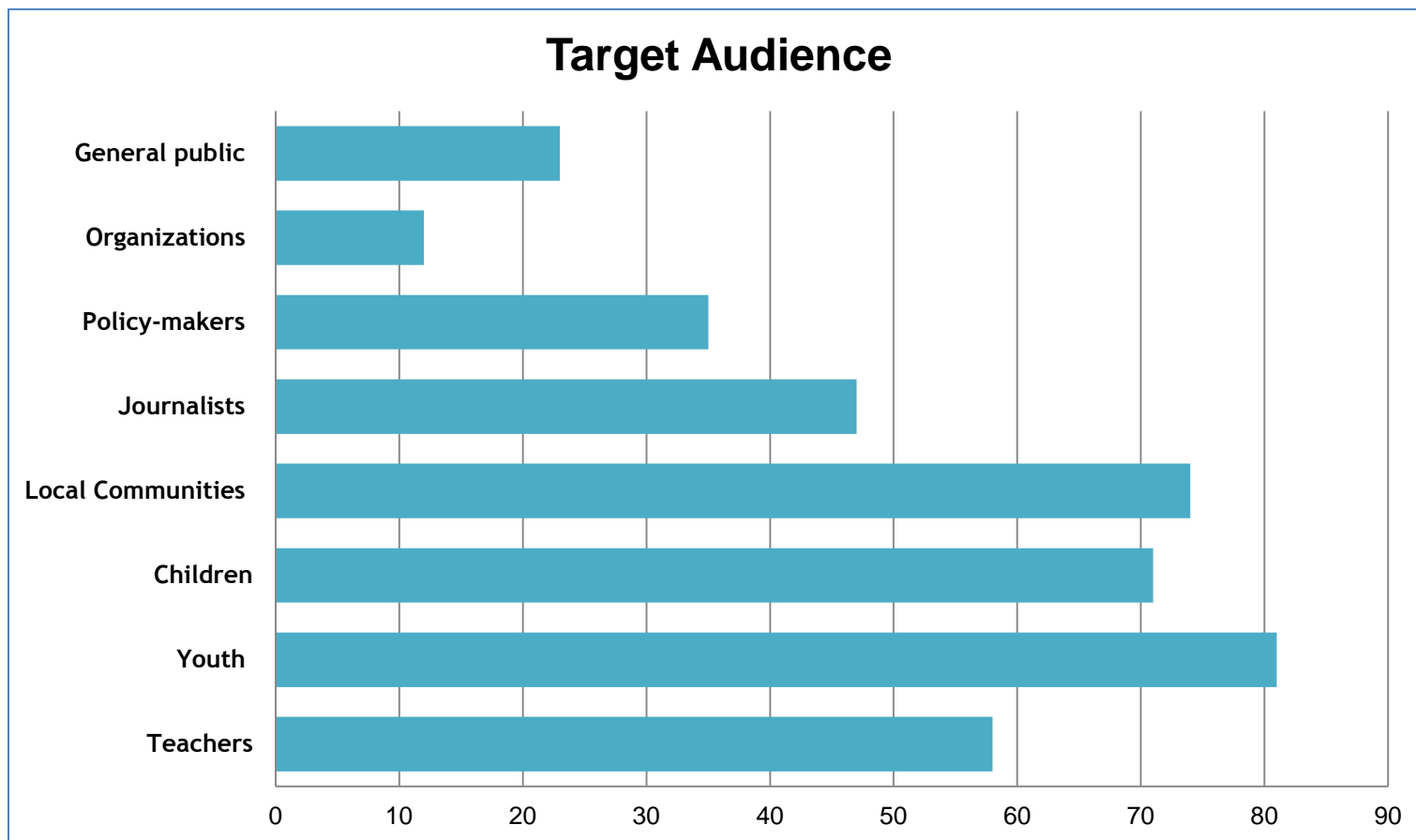


Results: Total Number of Reported Activities

Top 10 Countries	Number of Activities Reported
France	692
Japan	21
Romania	14
China	13
Australia	7
Philippines	7
Slovakia	7
Brazil	6
Congo	5
India	4
South Africa	4
USA	4



Results: Overview of Target Audience

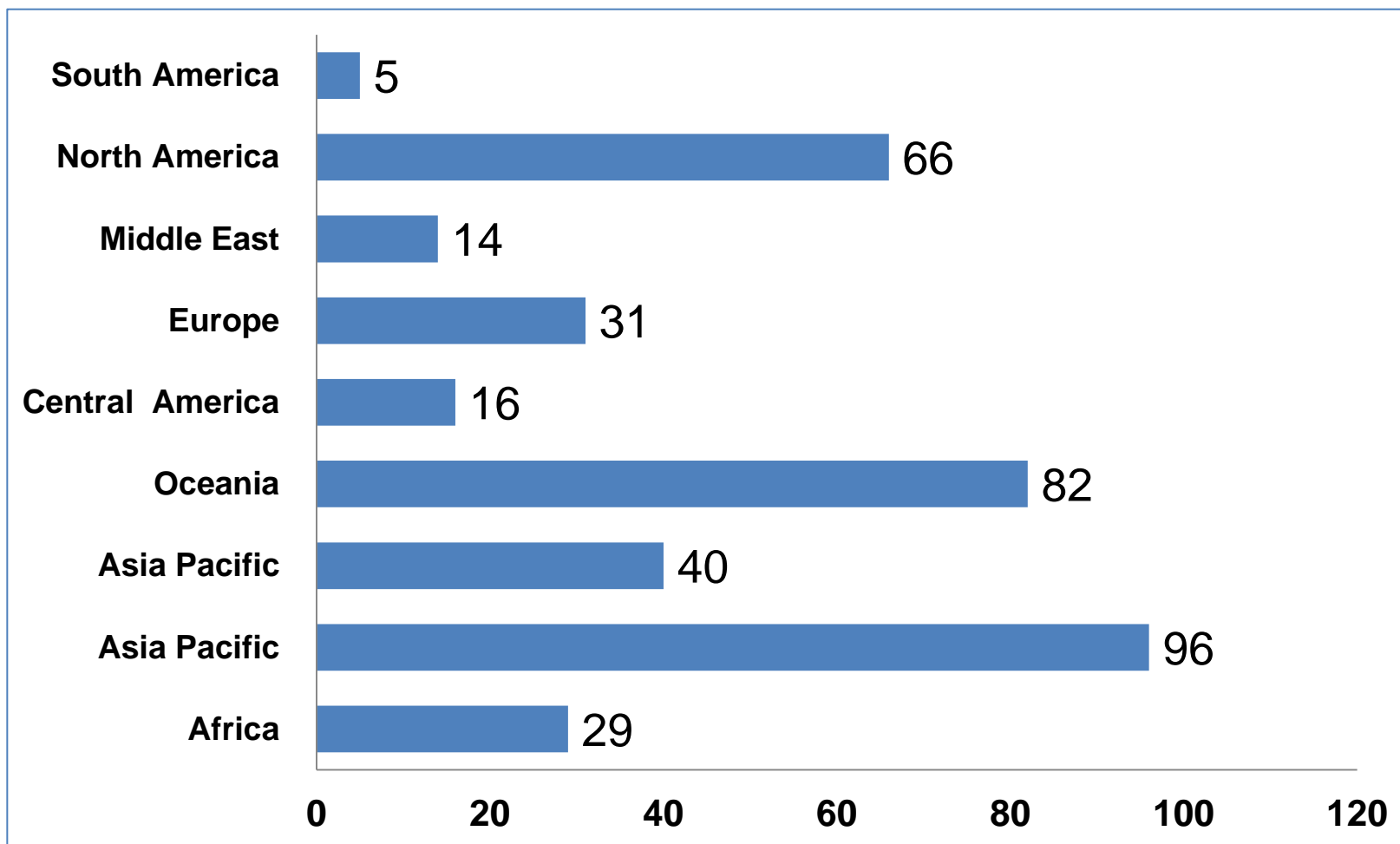


RESULTS

Media and Press



Results: Online Press Articles



Source: Meltwater

Virgin United features World Wetlands Day



A screenshot of the Virgin Unite website. The top navigation bar includes a menu icon, the Virgin Unite logo, a search bar, and a "DISCOVER VIRGIN" link. Below the navigation bar is a hero section with a large image of a cloudy sky. The main headline reads "Celebrating World Wetlands Day 2015". Below the headline is a paragraph: "Today is World Wetlands Day, a celebration of unique ecosystems that are vital to our future." To the right of this paragraph are social media share buttons for Facebook (253), Twitter (473), and LinkedIn (1.3K), along with a "2 February 2015" date stamp and a "NEWSLETTER SIGN UP" button. At the bottom of the hero section is a smaller image of a coastal landscape with a tree branch in the foreground. A text box on the left side of this image contains the following text: "Wetlands include inland waters such as lakes, rivers and marshes, coastal areas and estuaries, as well as mangroves and coral reefs offshore. Too few people realise the numerous benefits wetlands provide, and their importance for humans and the planet. They are a source of our daily water; play home to more than 100,000 freshwater plant and animal species; and are essential to bird life breeding and migration."

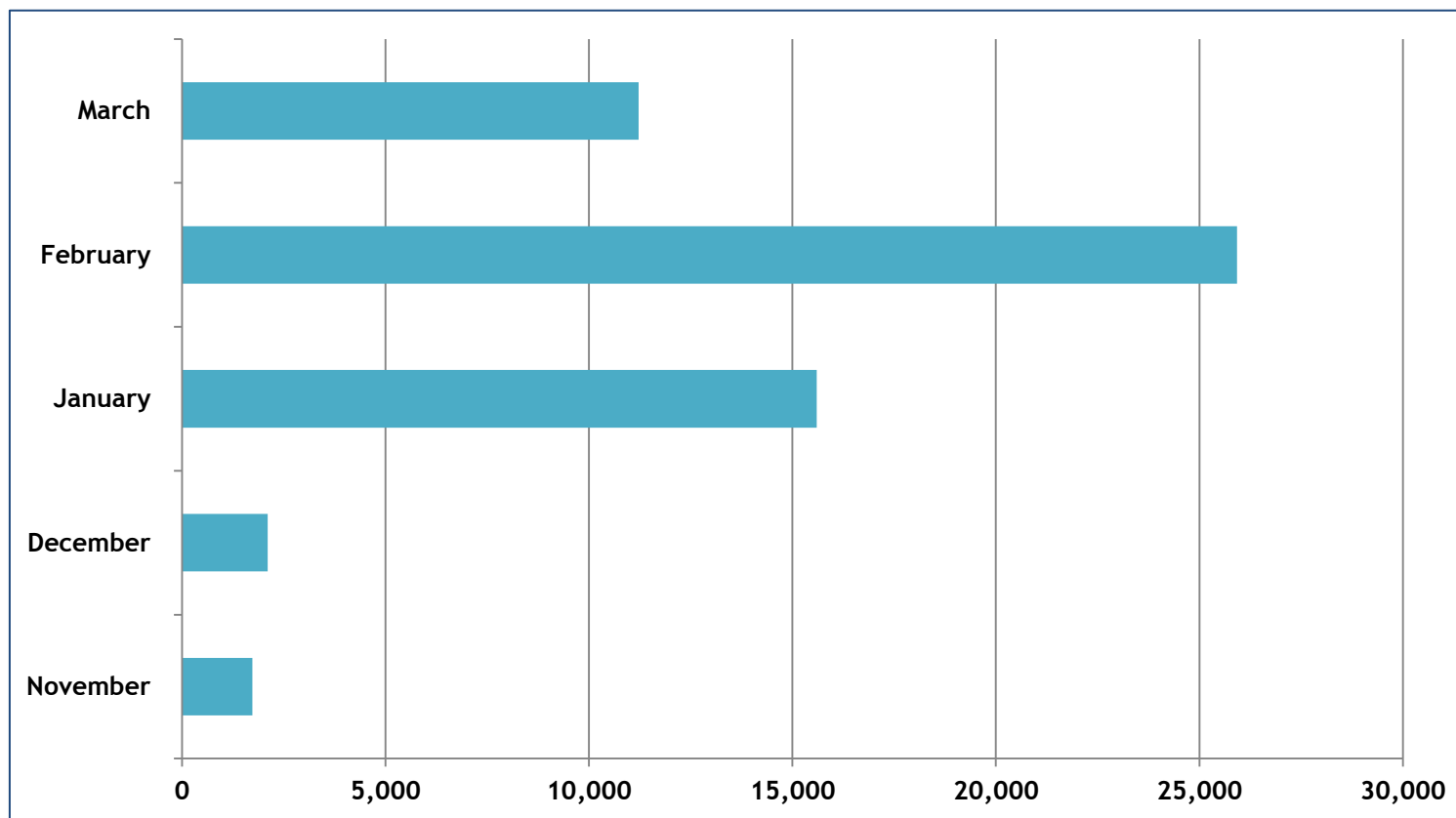
RESULTS

Website visits and downloads



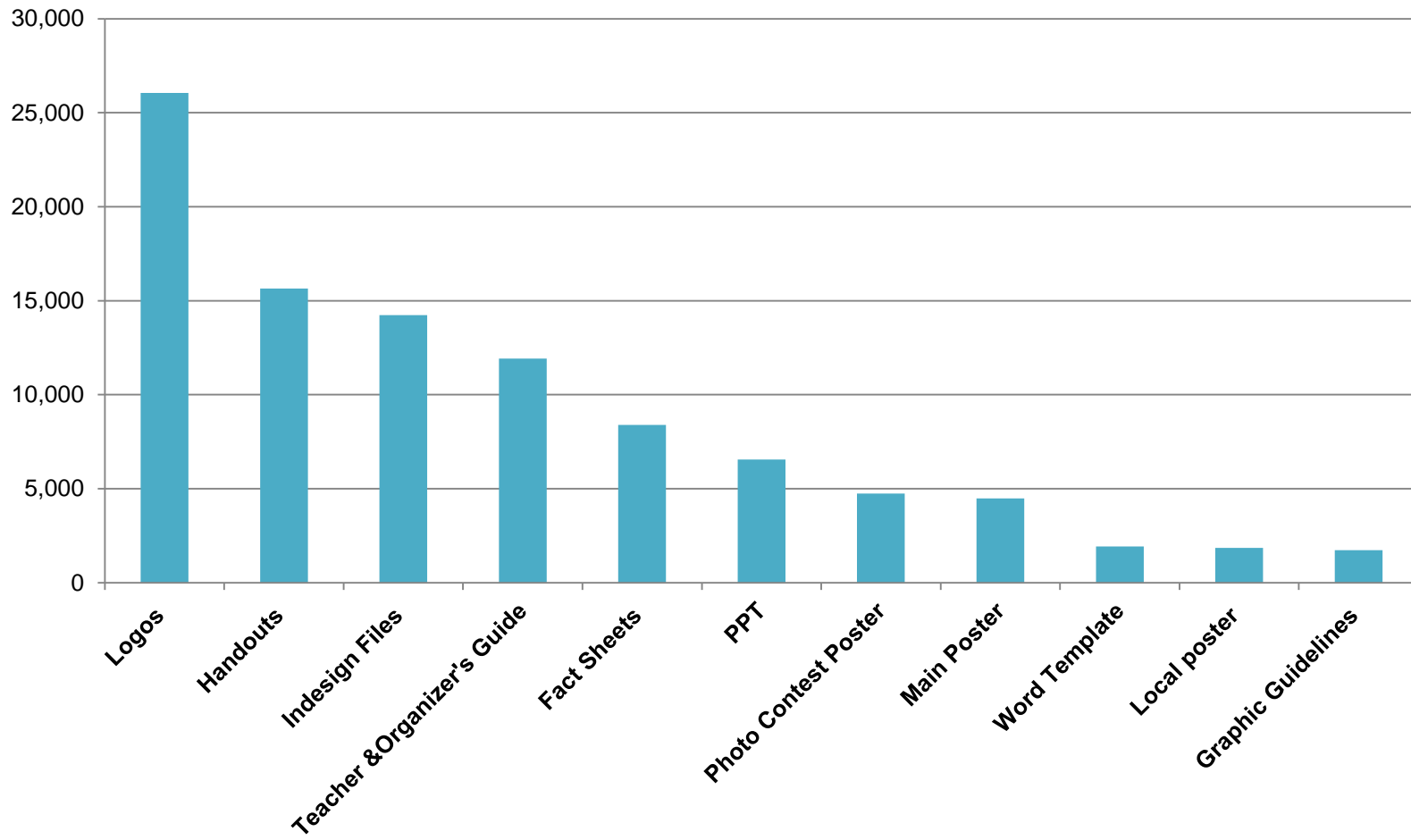
Results: Total visits to WWD Website

56,566 visits

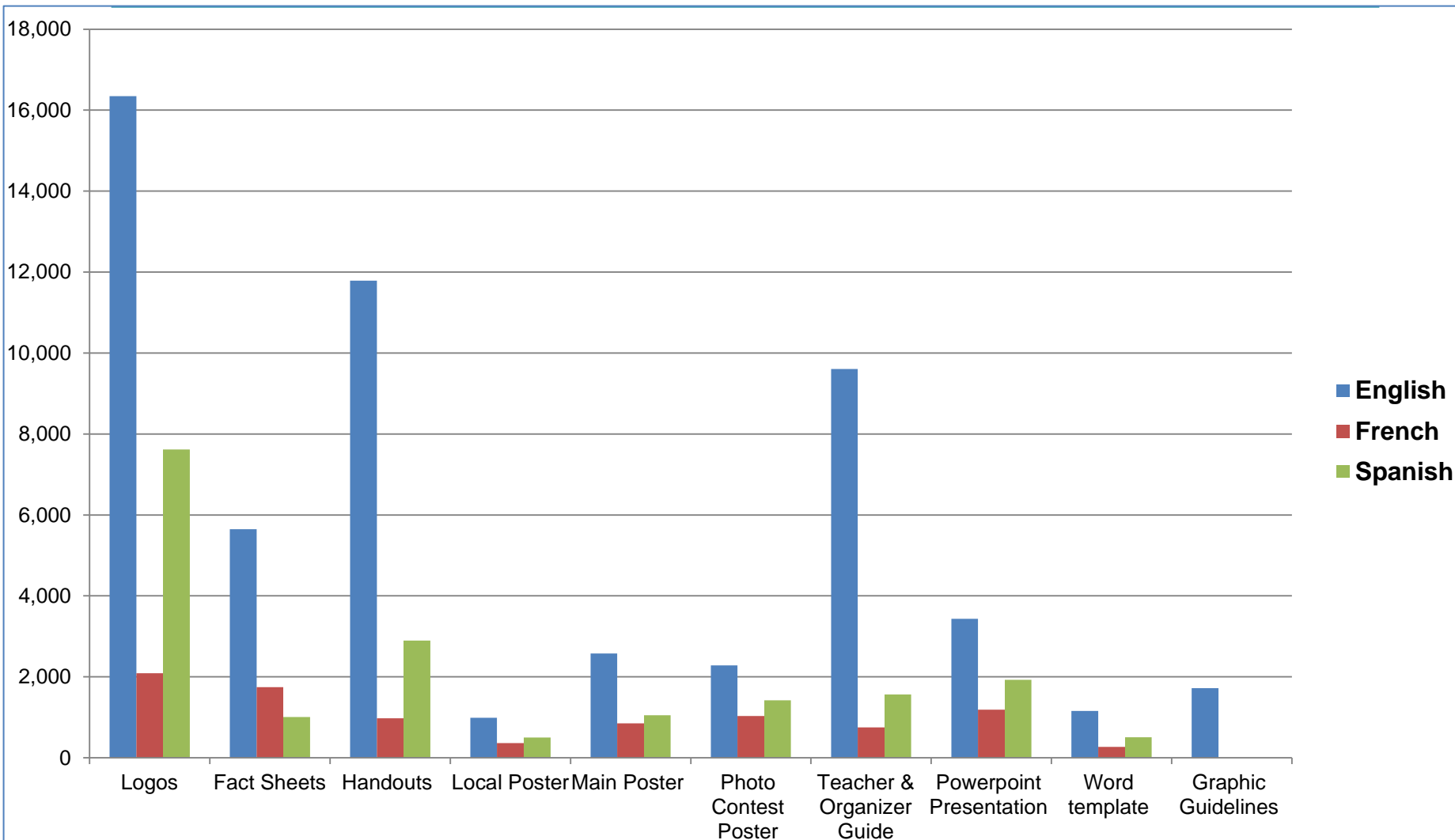


Source: www.worldwetlandsday.org

Results :Total Downloads online -113,464



Results: Download of Outreach Materials by Languages



Source: www.worldwetlandsday.org

RESULTS

Social Media



Face Book Reach

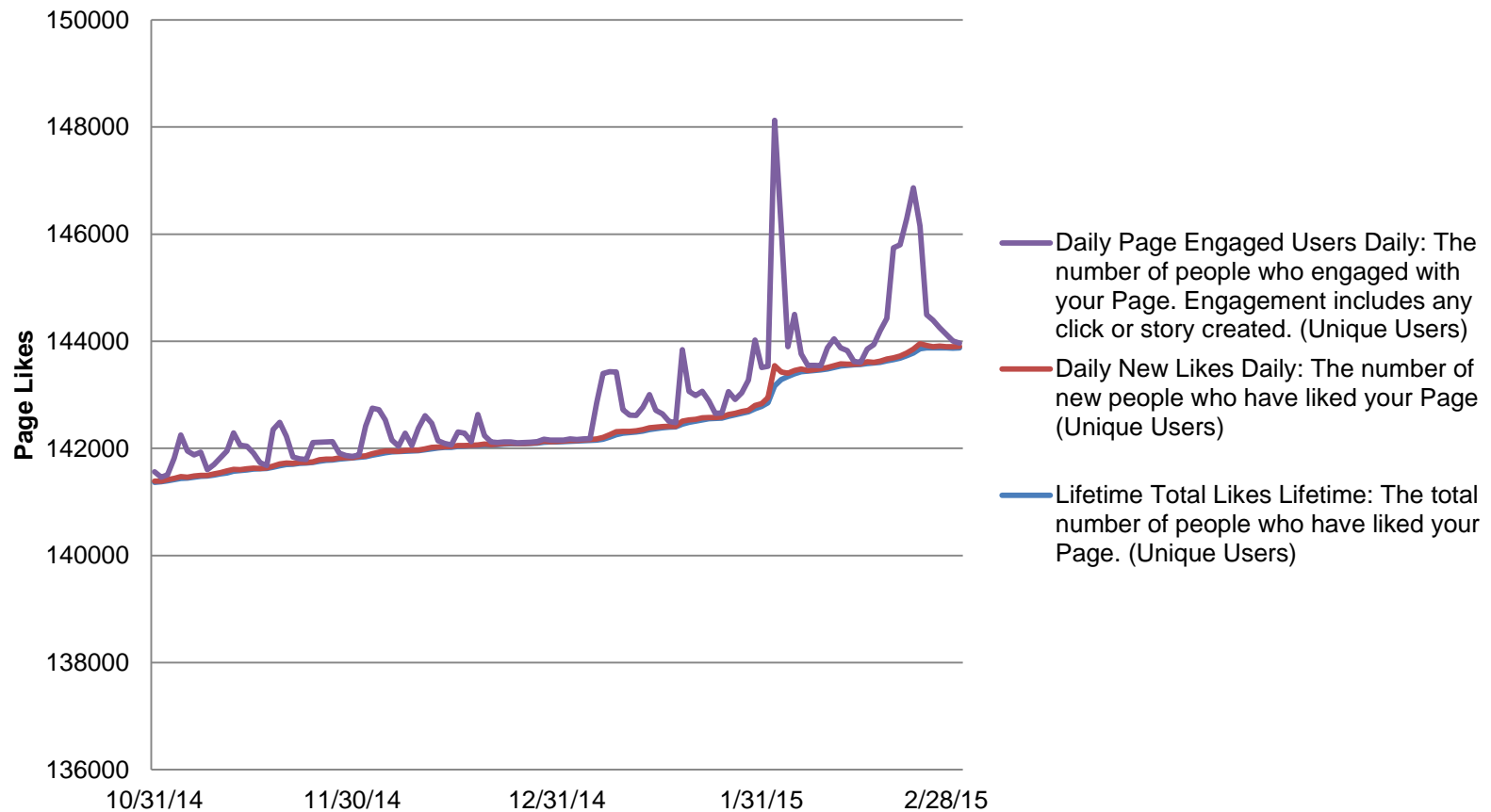


Start date	End date	Type of Reach	Reach	Total Consumers
10/31/2014	3/3/2015	Organic	15,023,220	628,683
02/19/2015	3/2/2015	Paid	1,112,754	
			16,135,974	

Start date	End date	Type of Reach	Reach	Total Consumers
01/11/2013	04/2/2014	Organic	2,049,589	44,372
01/11/2013	04/2/2014	Paid	216,759	
			2,266,348	

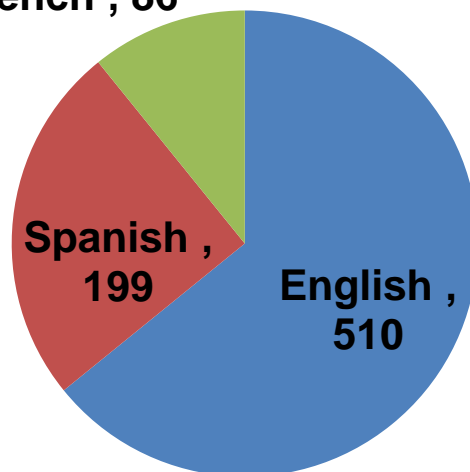
Results: Evolution of Social Media Outreach

Facebook Engagement



Youtube Channel views

French , 86



World Wetlands Day 2015



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by RamsarConvention
199 views • 3 months ago



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Example of Facebook Post Reach



The Ramsar Convention on Wetlands
November 4, 2014 · 🌐

The Lily pad leaf served as inspiration for the World Wetlands Day logo. If you look closely the individual elements in the mosaic hint at the planned activities.
www.worldwetlandsday.org

World Wetlands Day
Monday, 2 February 2015



Wetlands for our Future

21,008 people reached

Like · Comment · Share · 🍷 288 🗨 8 ➦ 166

[Boost Post](#)

21,008 People Reached

915 Likes, Comments & Shares

694 Likes	288 On Post	406 On Shares
53 Comments	8 On Post	46 On Shares
168 Shares	166 On Post	2 On Shares

866 Post Clicks


243 Photo Views	37 Link Clicks	586 Other Clicks
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NEGATIVE FEEDBACK

4 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

The Ramsar Convention on Wetlands
February 2 · 🌐

Good morning - it's today! Happy World Wetlands Day! What will your pledge be? Visit our website <http://bit.ly/1Jwj9W> to make your commitment and help secure #WetlandsForOurFuture



42,912 people reached

Like · Comment · Share · 🍷 535 🗨 15 ➦ 258

[Boost Post](#)

42,912 People Reached

1,806 Likes, Comments & Shares

1,455 Likes	535 On Post	920 On Shares
75 Comments	16 On Post	59 On Shares
276 Shares	258 On Post	18 On Shares

1,563 Post Clicks

393 Photo Views	53 Link Clicks	1,117 Other Clicks
---------------------------	--------------------------	------------------------------

NEGATIVE FEEDBACK

4 Hide Post	5 Hide All Posts
0 Report as Spam	2 Unlike Page

Twitter Reach

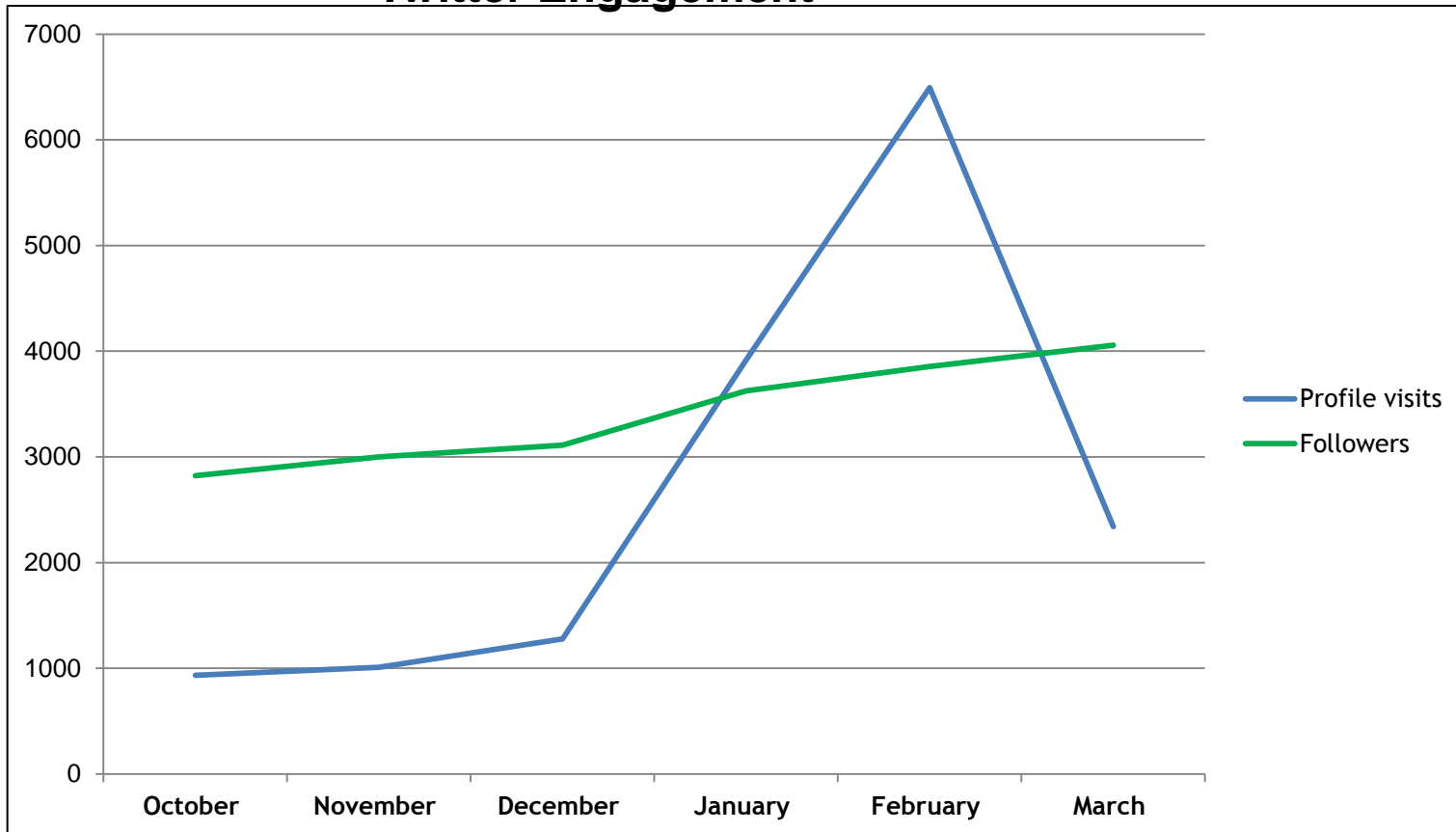


Month	Impressions	Mentions
November 2014	35.5 K	126
December 2014	24.3K	96
January 2015	74K	293
February 2015	113K	743
March 2015	45.3K	280
GRAND TOTAL	292,100	1,538

Doubled number of followers on Twitter from 2000 to 4000

Results: Evolution of Social Media Outreach

Twitter Engagement



Sample of Top Tweets



Retweeted 132 times



Richard Branson @richardbranson · Feb 7

Wetlands fight climate change & provide sustainable products. We need to take care of them: virg.in/7cbeN #WetlandsForOurFuture



133



131



Ramsar Convention
@RamsarConv



Follow

In 2 days 168 countries, parties to the Convention on Wetlands will celebrate #WorldWetlandsDay #WetlandsForOurFuture

3:46 PM - 30 Jan 2015



53



19



IUCN
@IUCN



Following

MT @RamsarConv: 6 reasons why we'll be celebrating #WorldWetlandsDay on 2 Feb bit.ly/1rRXlj



RETWEETS
47

FAVORITES
19



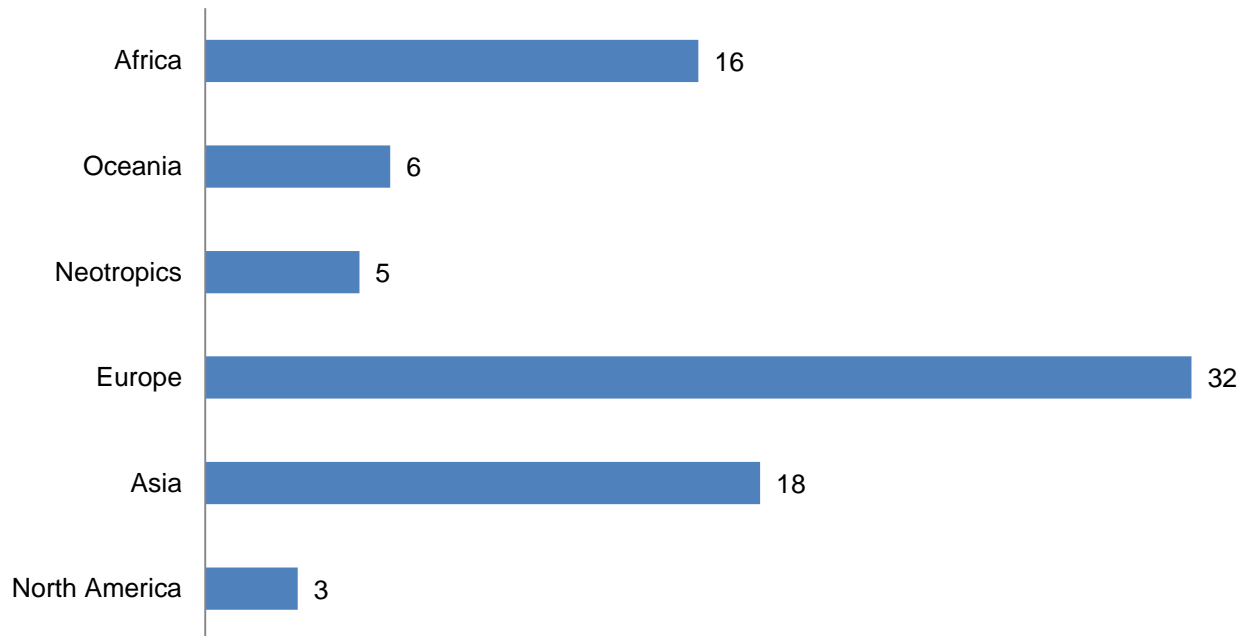
RESULTS

World Wetlands Day Youth Photo Contest



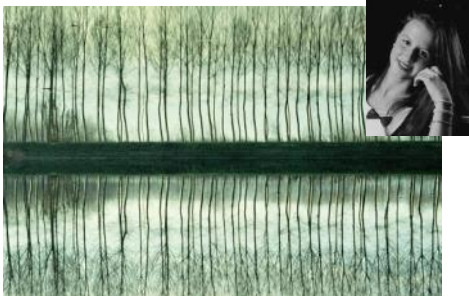
Results: Youth Photo Contest

Number of Countries Participating by Region



2,200 Entries
80 countries

Youth Photo Contest: The Winners



Francesca NEGRINI, 7 from Italy

For her stunning photo of trees reflected in a Riverin Padule di Fucecchio, Northern Tuscany. Visiting this protected area of marshes on a school trip for World Wetlands Day. She won the free flight, courtesy of Star Alliance to visit a wetland of her choice.



Helder ANDRE, 23 from Brazil

wins for his incredible image of a horse and its rider rising out of a river near his hometown of Passira in Pernambuco state. A self-taught photographer and musician. He managed to record the perfect combination of movement and light.

RESULTS

Make a PLEDGE for Wetlands

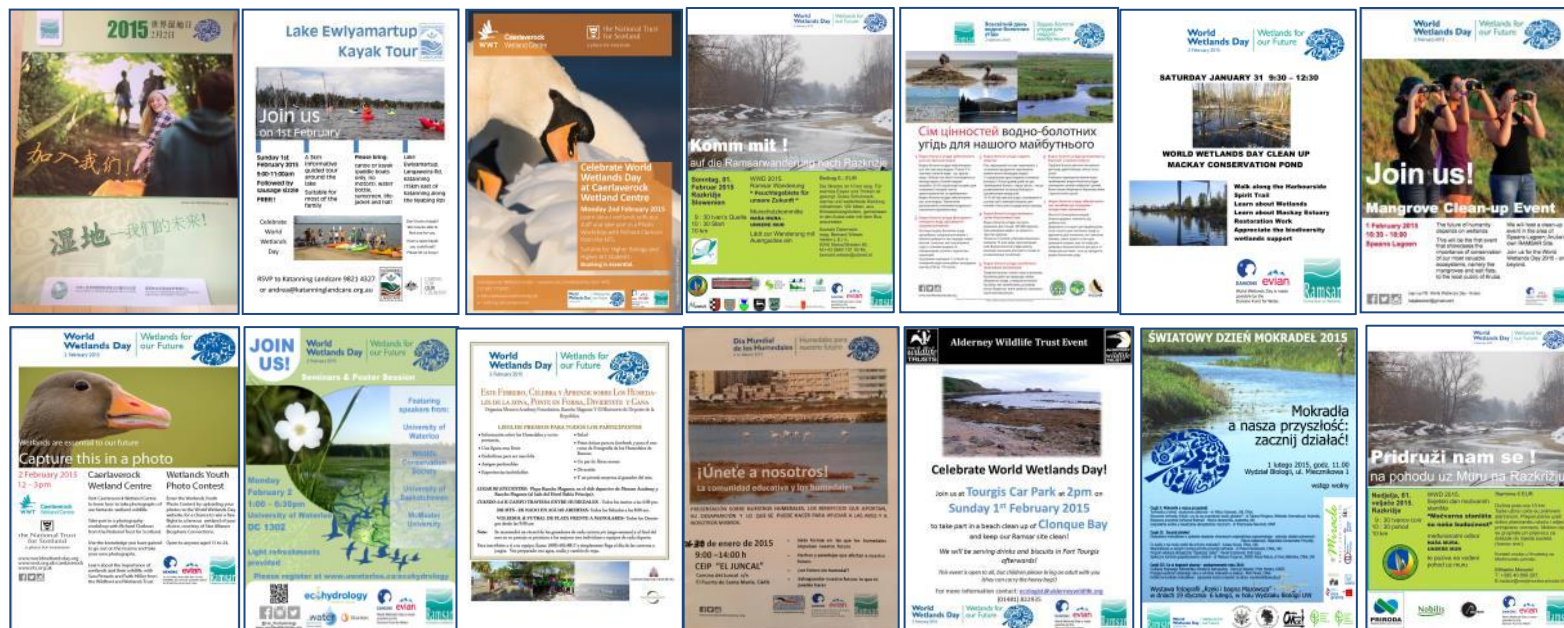


Results: Total PLEDGES for Wetlands

There is a total of **706** Pledges

	EDUCATE YOUR FRIENDS, FAMILY AND COLLEAGUES ABOUT THE IMPORTANCE OF WETLANDS.	202 PLEDGES
	SUPPORT AND JOIN OTHERS WORKING TO MANAGE WETLANDS AND STOP THEIR DEGRADATION AND LOSS.	80 PLEDGES
	VISIT A WETLAND NEAR YOU AND GET TO KNOW THE PLANTS AND WILD LIFE THAT LIVES THERE.	69 PLEDGES
	ORGANIZE THE CLEAN-UP OF A WETLAND IN YOUR AREA.	66 PLEDGES
	RECYCLE HOUSEHOLD TRASH, AND MAKE SURE THAT BATTERIES AND OTHER HARMFUL WASTE DO NOT END UP IN LANDFILLS - OR IN WETLANDS.	63 PLEDGES
	USE REUSABLE BAGS AT THE GROCERY STORE TO REDUCE WASTE.	57 PLEDGES
	TAKE SHORTER SHOWERS TO SAVE ON WATER AND AND DON'T LET THE TAP RUN WHILE BRUSHING YOUR TEETH.	54 PLEDGES
	INVITE OTHERS TO MAKE A PLEDGE TO PRESERVE WETLANDS.	52 PLEDGES
	IF YOU HAVE A GARDEN, SELECT NATIVE PLANTS AND USE ORGANIC FERTILIZER, WHERE POSSIBLE.	36 PLEDGES
	BUY SUSTAINABLY RAISED OR CAUGHT FISH AND MEAT, AND BUY ORGANIC PRODUCTS, WHERE POSSIBLE.	27 PLEDGES

Outreach materials: Country adaptations



Key lessons

- Photo contest activity great way for raising awareness about wetlands and engaging youth and public.
- Extending World Wetlands Day over 1 month as opposed to 1 day encourages more participation, visibility and engagement.
- Having a website dedicated to WWD facilitated wide dissemination of materials, tracking users of the website and focused all attention on theme and day.
- Availing material online should be complimented by distribution of printed materials to areas with slow internet connection or other resource problems.
- Social media increasingly vital channel to reach key audiences

