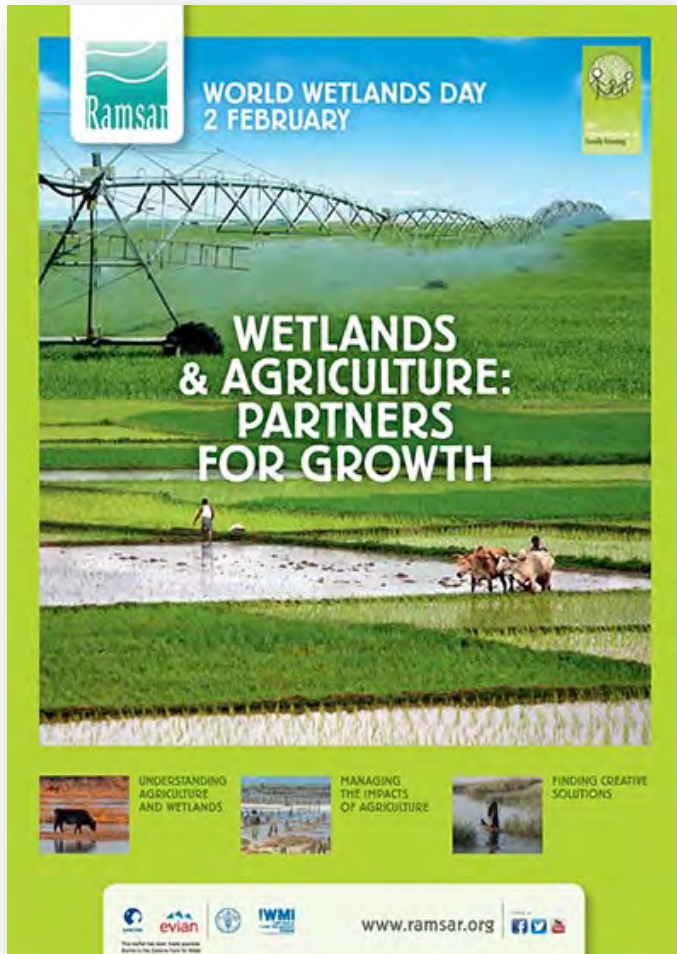


World Wetlands Day 2014 Outreach



822 activities were reported for World Wetlands Day this year, with **over 100,000 participants** in **77 countries**.

Major **media outlets**, including El País, The Guardian and La Repubblica, mentioned the event.

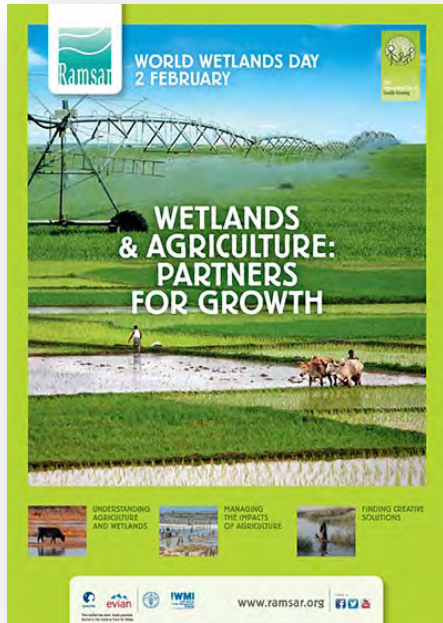
16 partner organizations participated with statements, infographics, blog posts and a website in support of the event.

Contents:

- Materials
- Countries/Regions
- Participants/Target groups
- Organisers
- Downloads of materials
- Printed materials

- Adaptations
- Online map
- Media
- Partner organizations
- Social media
- Photo highlights

Materials



Poster and Sticker



Leaflet produced in collaboration with IWMI and FAO



SG video statement



Cartoon



PowerPoint and Prezi presentations



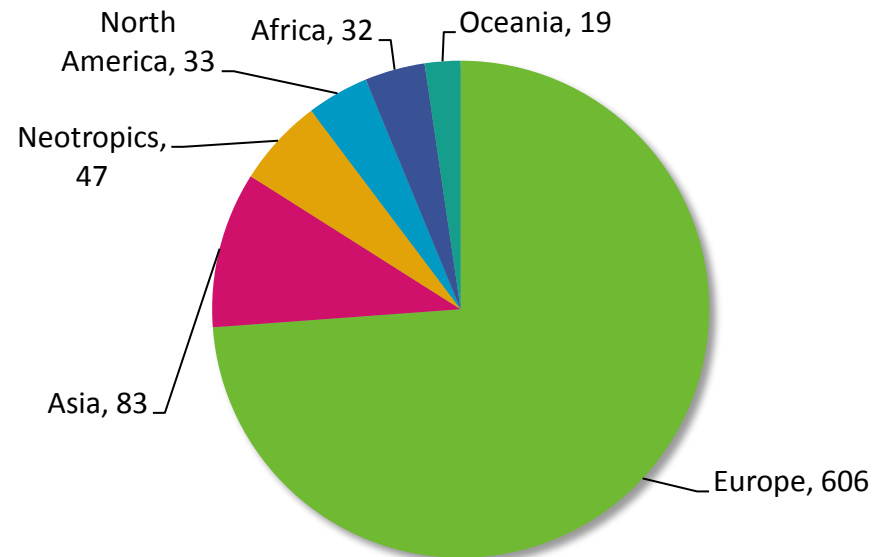
Game

Countries/Regions



Activities were reported from 77 countries, across all regions. L'Office National de l'Eau, under the French Government, reported the largest number of activities.

Top 10 countries	N. of reported activities
France	481
Spain	64
Japan	27
Mexico	21
Australia	18
India	18
Romania	12
China	9
Argentina	8
Colombia	8



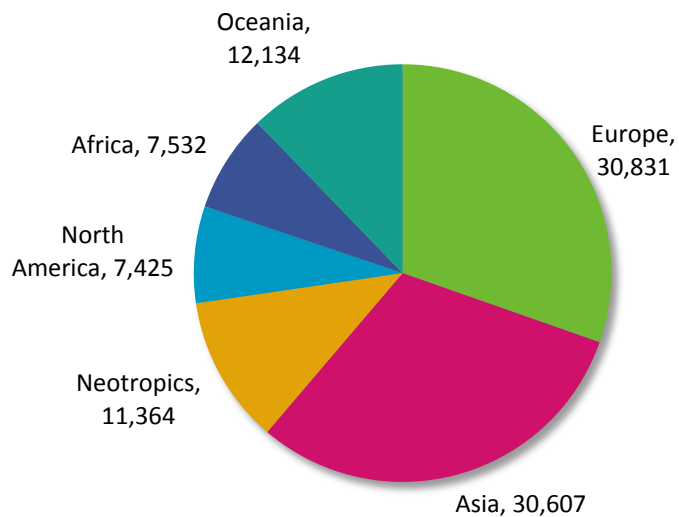
Number of activities per region

Participants/Target groups

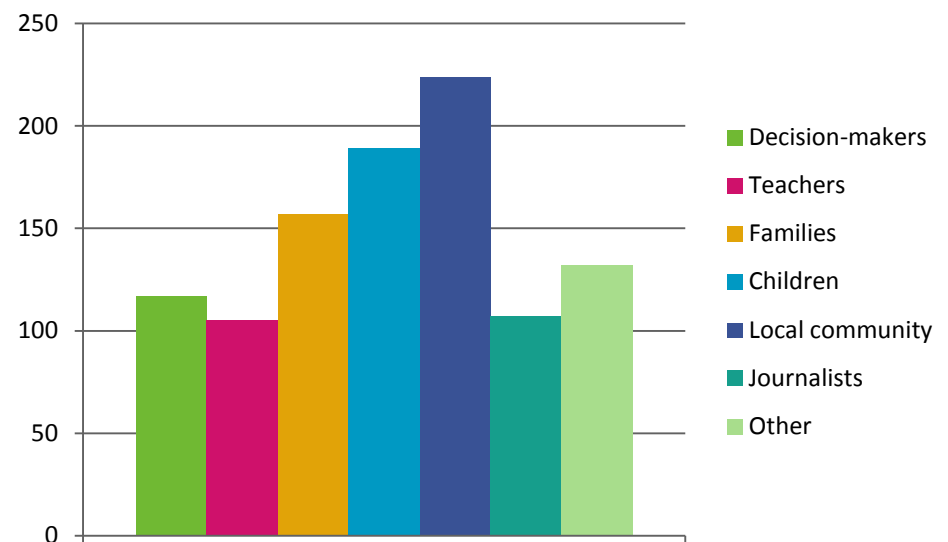


100,393 participants were reported.

62% of activities targeted the local community; 52% children and 32% decision-makers.



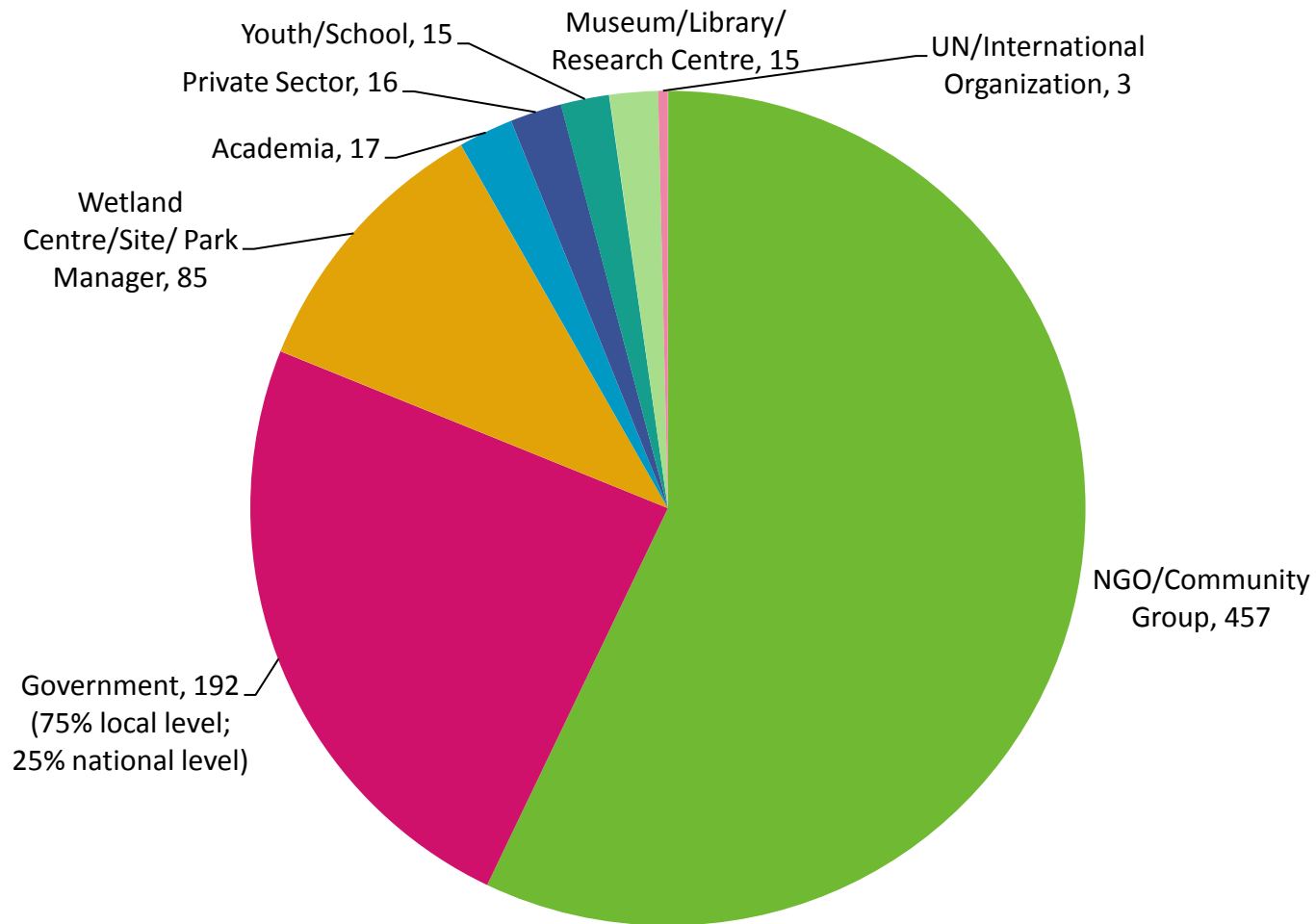
Regional distribution of participants



Target groups*

*Users could select more than one option in the online form
Target groups information does not include activities reported from France.

Main actors

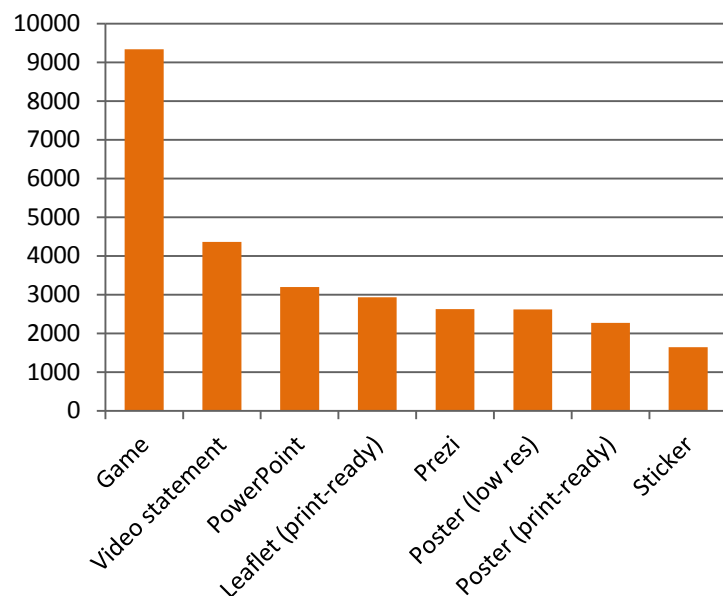


Downloads of materials

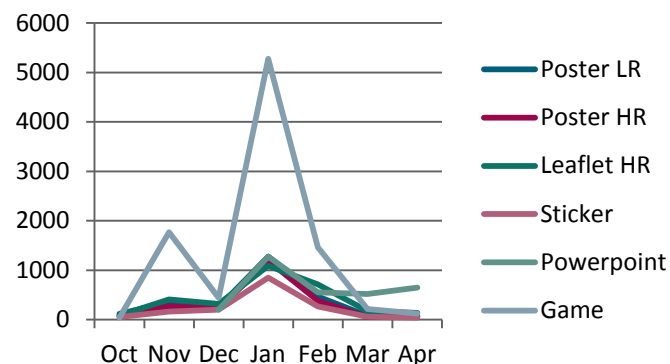


The most downloaded files were **new** types of materials introduced this year: **the game**, the video statement and the PowerPoint presentation.

It is interesting to note that, after peaks of downloads in November and January, the materials are still being downloaded (650 PowerPoint downloads and 137 leaflet downloads in April).



Total downloads*



Downloads by month

	EN	FR	SP	Total
Game	1619	5006	2711	9336
Video statement	1746	672	1946	4364
PowerPoint	1501	666	1032	3199
Leaflet (print)	1341	963	2932	2932
Prezi	1137	394	1095	2626
Poster (low res)	1305	596	719	2620
Poster (print)	1181	392	702	2275
Sticker	911	261	468	1640

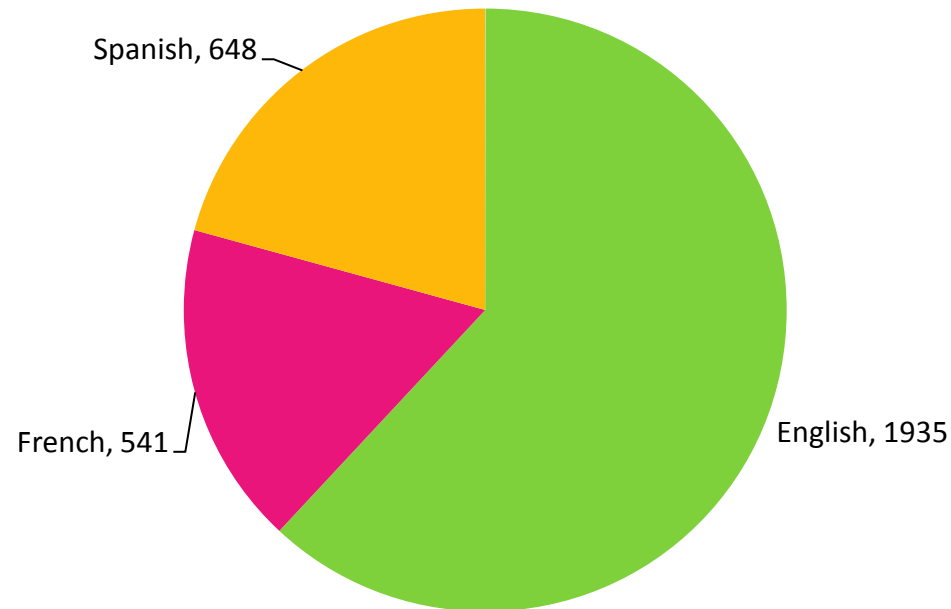
Downloads by materials and language*

* As of 30 April

Printed materials



A total of **3124** WWD packs were mailed in October 2013
(pack = letter on WWD and theme, poster, leaflet, stickers, CD with all print files)



Language distribution of mailed materials

Adaptations



19 countries sent us their adaptations of the World Wetlands Day materials. They are available on the website, and here is a selection:



China



France



Greece



Iran



Madagascar



Postcard from China



Bag from Myanmar



Portugal



Libya



Lao

Online map



For the first time in 2014, reports and media coverage were made available through an online map.



[Green flags: reports] [Orange flags: media]

A selection of **116 online articles, videos and radio coverage** from around the world was made available on the map.

[El País](#) (Spain), [The Guardian](#) (UK), [La Repubblica](#) (Italy) and [RTS](#) (Switzerland) mentioned World Wetlands Day.

National and local media covered the activities organized around the world. Here is a selection:



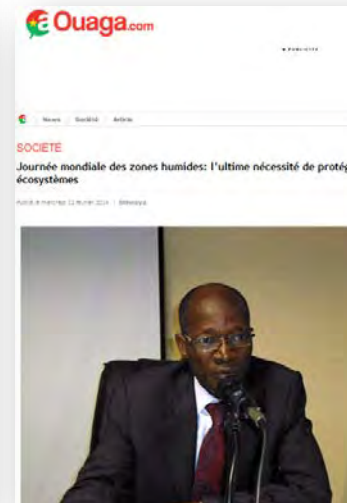
The Times of India
[Experts, eco-scholars conduct annual water bird census](#)
3 February 2014



RCN Radio (Colombia)
[Los humedales y la agricultura, ¡claro que pueden estar juntos!](#)
14 March 2014



France 3 Alsace
[Journée mondiale des zones humides](#)
2 February 2014



Aouaga.com
[Journée mondiale des zones humides: l'ultime nécessité de protéger les écosystèmes](#)
12 February 2014



GulfNews
[Region's first water research centre launched](#)
12 February 2014

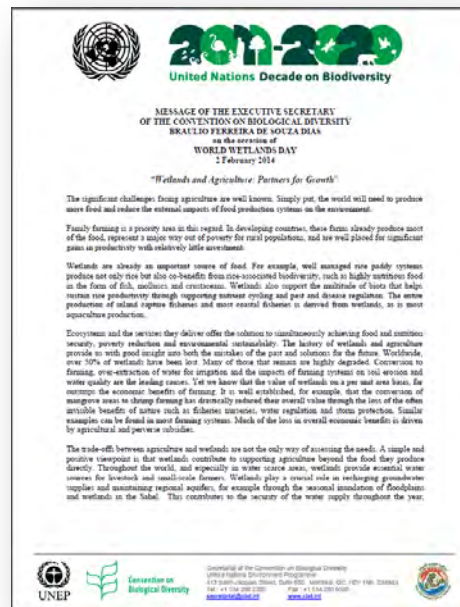
Partner organizations



16 partner organizations participated with statements, infographics, blog posts and a website in support of the event. Links are available on the website.



Infographic by IWMI



Statement by
Braulio Ferreira de
Souza Dias,
Executive
Secretary of CBD



Video by LPO
(Ligue pour la
protection des
oiseaux) France

Facebook outreach campaign



Almost 6,000 Facebook fans were secured thanks to World Wetlands Day ads and post engagement campaigns in three languages from 6 November 2013 to 3 February 2014.

Ads and “boosted” posts appeared over 2 million times in Facebook feeds. Users engaged by clicking on links or liking posts over 44,000 times.

Start Date	End Date	Campaign	Reach	Unique Clicks	Resulting Page Likes
01/11/2013	04/02/2014	Advertising campaign ENGLISH	101,517	4,045	3,412
01/11/2013	04/02/2014	Advertising campaign FRENCH	64,842	1,838	1,397
01/11/2013	04/02/2014	Advertising campaign SPANISH	50,400	880	609
01/11/2013	04/02/2014	Post engagement ENGLISH	623,807	19,545	182
01/11/2013	04/02/2014	Post engagement FRENCH	1,008,044	10,638	318
01/11/2013	04/02/2014	Post engagement SPANISH	417,738	7,381	51
		Total	2,266,348	44,327	5,969

Campaign

Advertising campaign: ads appearing in the right-hand side of the Facebook feed
Post engagement campaign/ post “boosting”: posts appearing within the feed; paying for “boosting” posts will ensure they appear more times

Reach

Number of times the ad/boosted post appeared in Facebook feeds

Unique Clicks

Number of times users clicked on the ad or post, includes clicking on links or liking the post

Resulting Page Likes

Number of new page likes, or Facebook fans

Example of post engagement



The Ramsar Convention on Wetlands

20 January · 🌐

Dear members,

World Wetlands Day is only 12 days away but there is still time to download, adapt and print the materials. On our website you will find a video statement by Ramsar's Secretary General, Christopher Briggs, for your World Wetlands Day events. http://www.ramsar.org/cda/en/ramsar-activities-wwds-wwd2014index/main/ramsar/1-63-78%5E26287_4000_0_

And now your chance to be creative through our Vine video competition. From 27 January to 9 February we will seek contrib... See more



Ramsar Convention - World Wetlands Day

2014 is the UN International Year of Family Farming – so the Ramsar Convention chose Wetlands & Agriculture as the World Wetlands Day theme for 2014. And what a great theme for Ramsar, given that wetlands are so...

RAMSAR.ORG | BY 21TORR AGENCY GMBH

21,824 People Reached

837 Likes, Comments & Shares

808 Likes 787 On Post 21 On Shares

0 Comments 0 On Post 0 On Shares

29 Shares 25 On Post 4 On Shares

45 Post Clicks

0 Photo views 45 Link clicks 0 Other Clicks

NEGATIVE FEEDBACK

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

French

1,269 People Reached

27 Likes, Comments & Shares

21 Likes 21 On Post 0 On Shares

4 Comments 2 On Post 2 On Shares

2 Shares 2 On Post 0 On Shares

6 Post Clicks

0 Photo views 1 Link clicks 5 Other Clicks

NEGATIVE FEEDBACK

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

English

Spanish

1,959 People Reached

65 Likes, Comments & Shares

50 Likes 38 On Post 12 On Shares

3 Comments 2 On Post 1 On Shares

12 Shares 12 On Post 0 On Shares

19 Post Clicks

0 Photo views 1 Link clicks 18 Other Clicks

NEGATIVE FEEDBACK

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



Cameroon



India



USA



Mexico



Portugal



Iran



Estonia



Ghana



The Philippines