



# Guide for teachers and organizers

World Wetlands Day is celebrated every year on 2<sup>nd</sup> February to raise awareness about the value of wetlands for humanity and the planet. Each year, a theme is selected to focus attention on a vital function of wetlands.

The theme for 2016, under the banner “Wetlands for our Future” is: **Sustainable Livelihoods** and is selected to demonstrate the vital role of wetlands for the current and future wellbeing of humanity and to promote the wise use of all sorts of wetlands.

All of us depend on wetlands to supply freshwater for our daily needs, but more than **one billion** people around the world depend directly on wetlands to earn an income through activities such as; fishing, rice growing, selling water, construction, weaving, medicine, transport and tourism etc. For these people, healthy wetlands are essential for their livelihoods and vital for their wellbeing.

Yet coastal, marine and inland wetlands are declining fast. Approximately 40% have been degraded in just over 40 years according to the Wetland Extent Trend and this decline is continuing at an accelerated rate of 1.5% annually.



# Target audience

Youth are the primary target audience for World Wetlands Day. These young adults are the decision-makers of the future and are showing a growing interest in environment issues and finding solutions.

- They act as “transmitters” of ideas and are now using social media platforms to raise awareness beyond their physical location about issues that they care about.
- Other equally important audiences are policy-makers, wetland practitioners, children, local communities and the general public.



## World Wetlands Day 2016: Four actions are being promoted

**Visit a wetland**

**Find out how wetlands are essential for livelihoods**

**Learn how communities use wetlands wisely**

**Enter the Youth Photo Contest – open to anyone aged 15 to 24**

## What you can do

Teachers and event organizers are important partners and have a vital role to help raise awareness and increasing the active participation.

- As a Teacher, you can draw attention to the value of wetlands for livelihoods within a classroom environment.
- As an Organizer, you can provide an opportunity for the target audiences to visit a wetland, and take part in an outdoor or indoor activity.

## Ideas for how you can help promote World Wetlands Day

### **Bringing to life our World Wetlands Day**

Help create awareness about the day;

- Use the logos, posters, handouts provided online or create your own materials such as posters, T-shirts, caps or banners. Indesign files are available and can be downloaded directly from the World Wetlands Day website at:  
[www.worldwetlandsday.org](http://www.worldwetlandsday.org)
- Promote World Wetlands Day on your website, on social media platforms, in newsletters or bulletin boards etc.
- Inform journalists and other media about why Wetlands are important for “Sustainable Livelihoods”.

### **Organize a wetlands site visit between 2 February to 2 March 2016**

This action will help in several ways;

- Give youth and the general public the opportunity to visit a wetland.
- If there’s a famous wetland or a designated Wetland of International Importance (Ramsar Site) in your area, contact the site manager and plan a site visit. Get to know why it is an important site. Ramsar Sites in each country can be found at:  
[www.ramsar.org/sites-countries/the-ramsar-sites](http://www.ramsar.org/sites-countries/the-ramsar-sites).
- Help people to learn about how communities use wetlands and how they can use wetlands sustainably.



### Encourage youth to participate in the Photo Contest

In order to get youth to relate more closely to wetlands, a photo contest has been organized and will run from 2 February to 2 March 2016 for young people between 15 to 24 years.

The winner of the photo contest will win a free flight to a famous wetland of their choice courtesy of Star Alliance Biosphere Connections, and other prizes will be given to runners up.

#### To enter the competition

- Young people are invited to take a photo that shows “people making a living from wetlands”
- Upload up to 3 photos on the World Wetlands Day website [www.worldwetlandsday.org](http://www.worldwetlandsday.org)
- Other members of the public can participate by voting for their favourite photo and help contribute to the selection process.

### Organize an event to celebrate World Wetlands Day

World Wetlands Day is a wonderful occasion to bring people together to meet, learn and celebrate wetlands. Below is a list of examples:

- A field trip for people to do bird-watching, hiking, boat ride, swim, etc.
- A conference or a talk featuring wetland experts, local communities.
- An exhibition to present and showcase the arts or photographs or products from wetlands etc.
- A wetland clean-up exercise.
- A press conference to make an important announcement
- A play, game, music or cultural dance

### Sign up to register and report your event around the world

Event organizers are invited to sign up and register their World Wetlands Day event on the World Wetlands Day Website. These events will be presented on a global map of events, featuring activities from all participating countries.

- Sign up at [www.worldwetlandsday.org](http://www.worldwetlandsday.org)
- Register your event by completing the online form on the World Wetlands Day website [www.worldwetlandsday.org](http://www.worldwetlandsday.org)
- After the event, upload a report, pictures, video and publicity material including links to a website.

#### Attract more press coverage

- Find out who covers environment, livelihoods or cultural topics in your local newspaper, radio or TV station.
- Send them a simple notice of your event, and follow up with a personal invitation by phone or e-mail.
- Give journalists an interesting angle such as an expert who is speaking, a visually exciting event or fun facts that they can mention.
- Reach out to bloggers in your area who are interested in environmental and sustainable development issues.



# World Wetlands Day publicity materials

To help support World Wetlands Day activities around the world, the Ramsar Secretariat has produced a wide assortment of information materials that you can download and adapt from [www.worldwetlandsday.org](http://www.worldwetlandsday.org). These materials are designed to serve as inspiration and can be adapted to make them more relevant to your national or local context.

**World Wetlands Day**  
Tuesday, 2 February 2016



Wetlands for our Future  
Sustainable Livelihoods

## Logo

Logo for 2016 World Wetland Day

## Posters

Five World Wetlands Day posters

- “Join us” call to action poster
- Photo Contest Poster
- Example of a version for adaptation

## Handouts

Three information-packed handouts

## A Fact Sheet

All about Sustainable Livelihoods

## Case studies

Showcasing different sort of sustainable livelihoods from around the world

## Support materials

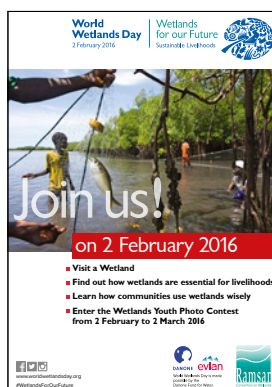
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Social media hashtags.

Please promote and use the hashtag

#WetlandsForOurFuture

#WorldWetlandsDay



Contact us:

[ramsar@ramsar.org](mailto:ramsar@ramsar.org)

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