



CAMPAIGN TOOLKIT

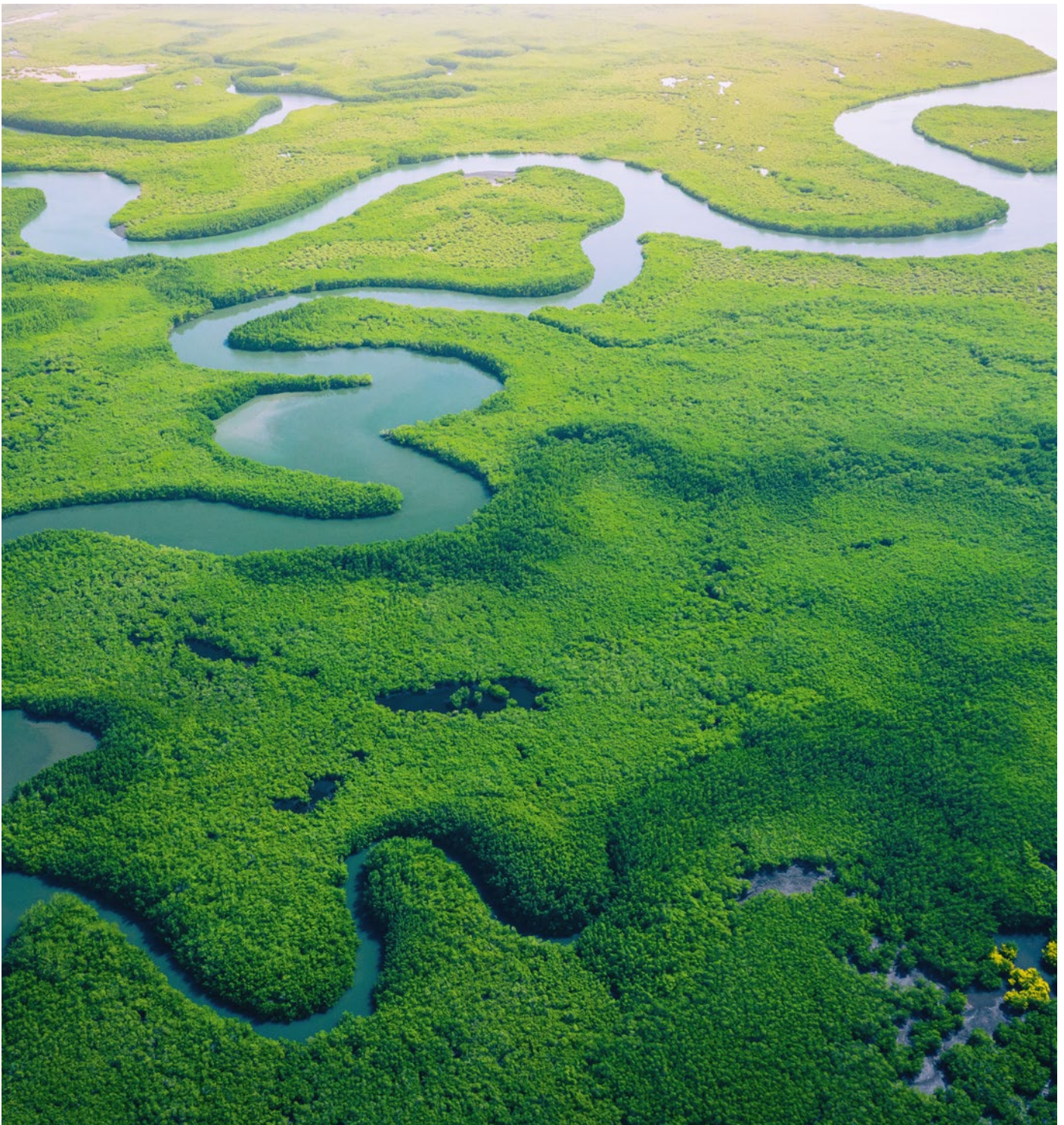
for partners, event organizers and educators

**World
Wetlands Day**
2 February 2022



Wetlands Action for People and Nature

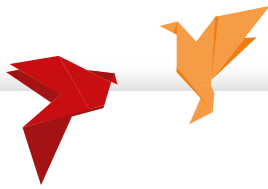
#WorldWetlandsDay
#ActForWetlands
www.worldwetlandsday.org



This **Campaign Toolkit** is made available to support Contracting Parties, organizations and individuals to raise awareness on World Wetlands Day 2022. It has been developed to facilitate a coordinated global communications campaign.

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Now is the time for action and greater investment in the world's wetlands

Dear friends,

I am eager to reach out to you about World Wetlands Day 2022.

For the very first time, this important and far-reaching event will be officially observed within the context of the United Nations — as the UN General Assembly recently adopted it as an international day.

The UN's decision to recognize 2 February as World Wetlands Day comes at a critical moment. We have reached an inflection point in the crises of biodiversity loss and climate change — and immediate and enduring global action has become imperative.

As champions of wetlands, we must do all we can to raise universal awareness of the vital contributions they make to biodiversity, climate mitigation and adaptation, freshwater availability, world economies — and thereby, to our prosperity, well-being and existence.

It is fitting that the theme for this year's campaign is "**Wetlands Action for People and Nature.**" Appropriately, the call to action is to scale up efforts and to invest in the conservation, management and restoration of wetlands as an efficient solution for achieving the level of ambition needed to stem the biodiversity and climate crises.

For this year's campaign, we stress that conservation, wise use and restoration of wetlands are possible — but we must act responsibly now. We encourage all of society to take immediate action and to invest in the very solutions that will accelerate a transition towards a world that is more sustainable and resilient.

Our ability to save the world's wetlands rests on our capacity to foster greater consciousness and understanding of the multiple benefits that these momentous, life-supporting ecosystems provide — from every vantage point. The health and well-being of the world's wetlands are central to planetary — and human — health.

Simply put, wetlands sustain life. When we destroy wetlands, we destroy life.

I thank you for joining me this World Wetlands Day to celebrate these precious ecosystems — that we all should value, manage, restore and love.

It is time for greater investment in the world's wetlands. Together, we can inspire the kind of action that will make a meaningful and lasting difference.

Kind regards,

Martha Rojas Urrego

Secretary General Convention on Wetlands



OVERVIEW

Background on World Wetlands Day

What is World Wetlands Day?

World Wetlands Day is celebrated each year on 2 February to raise awareness about wetlands. This day also marks the anniversary of the Convention on Wetlands, which was adopted as an international treaty in 1971.

Why World Wetlands Day?

Nearly 90% of the world's wetlands have been degraded since the 1700s, and we are losing wetlands three times faster than forests. Yet, wetlands are critically important ecosystems that contribute to biodiversity, climate mitigation and adaptation, freshwater availability, world economies and more.

It is urgent that we raise national and global awareness about wetlands in order to reverse their rapid loss and encourage actions to conserve and restore them. World Wetlands Day is the ideal time to increase people's understanding of these critically important ecosystems.

A United Nations International Day

This year's celebration of World Wetlands Day is especially significant — as on 30 August 2021 the UN General Assembly adopted a resolution that established 2 February as World Wetlands Day — inviting all 193 UN member states to observe the day, opening the door for greater global visibility for wetlands.

Who is behind World Wetlands Day?

The World Wetlands Day awareness campaign is organized by the Secretariat of the Convention on Wetlands. Contracting Parties of the Convention on Wetlands have been celebrating World Wetlands Day since 1997, when it was first established.

Intended Audience: Who can join?

World Wetlands Day is open to everyone — from international organizations, governments, wetland practitioners, to children, youth, media, community groups, decision-makers, to all individuals — as these ecosystems are important for us all.



Types of Wetlands

The Convention uses a broad definition of wetlands that includes both freshwater and marine and coastal ecosystems such as all lakes and rivers, underground aquifers, swamps and marshes, wet grasslands, peatlands, oases, estuaries, deltas and tidal flats, mangroves and other coastal areas, coral reefs, and all human-made sites such as fishponds, rice paddies, reservoirs and salt pans.



WORLD WETLANDS DAY - 2 FEB 2022

KEY CAMPAIGN MESSAGES

This Year's Theme

"Wetlands Action for People and Nature" is the theme for 2022 highlighting the importance of actions to ensure the conservation and sustainable use of wetlands for human and planetary health.

An urgent call to act is the focus of this year's campaign. It is an appeal to take action and to invest financial, human and political capital in order to save the world's wetlands from disappearing altogether — and to restore those we have already lost.

The Campaign Messages

The overriding message behind this year's campaign is to **Value, Manage, Restore, and of course — Love — Wetlands**, because if we are to inspire action, we also must ignite greater empathy for these rapidly disappearing ecosystems.

This year's campaign highlights three main messages, and we invite you to adapt and share them widely.

- **Value wetlands** for the multiple benefits and nature-based solutions they provide for human well-being and a healthy planet.
- **Manage** wetlands wisely and use them sustainably so we can conserve them and maintain the health of these critically important ecosystems.
- **Restore** lost and degraded wetlands to revive the rich biodiversity and life found in these life-sustaining ecosystems.

The world has lost 85% of its wetlands since the 1700s, and they are disappearing three times faster than forests. During this United Nations Decade on Restoration — and by 2030 — reverse the decline of natural wetlands.



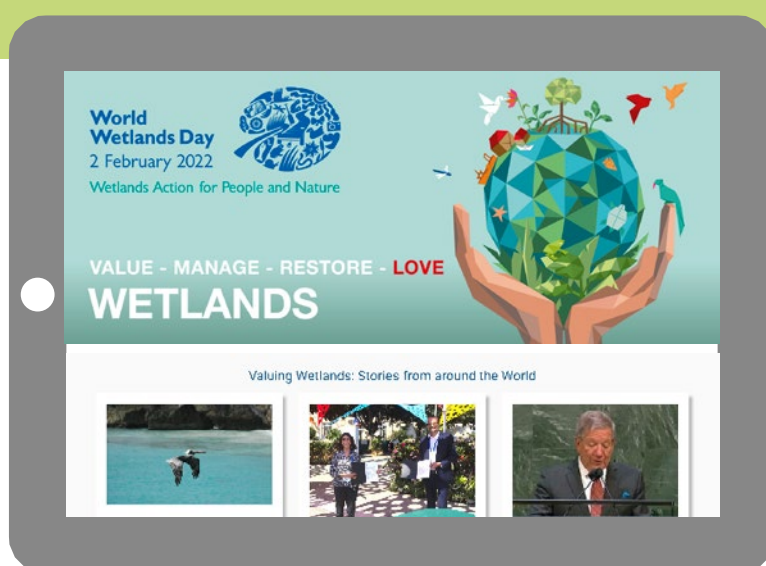
**VALUE
MANAGE
RESTORE
LOVE
WETLANDS**

GET INVOLVED – JOIN US!

World Wetlands Day is an opportunity to coordinate global, national and local efforts to raise awareness about wetlands.

A core set of materials have been created to support outreach campaigns, events and nature activities. The Secretariat of the Convention on Wetlands and Partners of the 2022 campaign have developed these materials that are available to download in English, French and Spanish from the World Wetlands Day website.

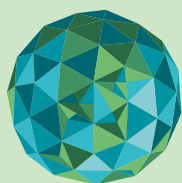
World Wetlands Day Website



worldwetlandsday.org

Map of Events

Add your event or search. This online interactive map shows what events are taking place around the world — and where.



All Campaign Materials

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



Pledge to Act for Wetlands

The “Wall of Pledges” is a great place to post your “Actions for Wetlands.” Invite your audience to make a pledge to act for wetlands.



Campaign Materials

Campaign Poster

Captures the theme and overriding message of World Wetlands Day 2022

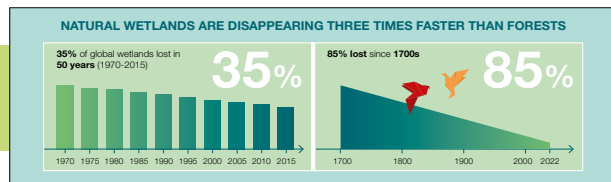


PowerPoint Presentation

To help you spread the word on the value and critical importance of wetlands — and to inspire action

Infographic

Highlights the need to act for wetlands



Color-in poster

To help educate and nurture love of wetlands in children and to engage them

Three Social Media Cards

For use on social media, and elsewhere, to highlight the campaign messages

Branding Materials

Logos – T-shirt – Email signature



Graphic Guidelines

Graphic and logo guidelines and a template page for creating your own materials for World Wetlands Day



HOW TO GET INVOLVED

- ◆ **Use social media** to give a shout-out to wetlands and World Wetlands Day on Twitter, Instagram, Facebook and other social media platforms. Use the hashtags #WorldWetlandsDay and #ActforWetlands.
- ◆ **Use the posters and materials provided** on WorldWetlandsDay.org on bulletin boards, or create your own materials, such as T-shirts, caps and banners, using the designs provided.
- ◆ **Translate the World Wetlands Day 2022 materials** into your own language.

Organize an event

World Wetlands Day provides a focal point for bringing people together to help them better understand why we must keep our wetlands healthy. Event ideas include:

- ◆ **Wetlands field trip:** 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. Enjoy birdwatching, hiking, a boat ride or swim.
- ◆ **Conference or a talk:** This educational venue could feature wetland experts, local people who make their livings in wetlands, or an exhibit showcasing artwork or photos related to wetlands.
- ◆ **Community walk, bike or run for wetlands:** Experiencing the beauty and serenity of wetlands through physical activity out in nature is one of the best ways to inspire a greater appreciation of the value of these magnificent ecosystems.
- ◆ **Public wetlands cleanup day:** Immediate action — by cleaning up a local wetland — is among the best ways to honor these hard-working ecosystems.
- ◆ **Press conference** to make an important announcement: Using World Wetlands Day as a news hook for sharing important information about the value, management or restoration of these ecosystems is an effective way to amplify our messages.
- ◆ **Show a documentary:** Gathering people together to watch a film on wetlands is a good way to promote greater appreciation and understanding of these undervalued ecosystems.
- ◆ **Organize a photo or essay competition:** These creative outlets are inspiring ways to celebrate the beauty and value of wetlands.

Inspire the public to take action for healthy wetlands

Partners and organizers can help extend the impact of World Wetlands Day. Encourage your greater community to act now to value, manage, restore — and love — local wetlands.

- ◆ Become a **wetland's champion** who advocates for protecting local wetlands.
- ◆ Use water sparingly and avoid toxic products that could flow into area wetlands.
- ◆ Support actions and local officials who seek to restore degraded wetlands.
- ◆ Create an advocacy effort that encourages local, state and national governments to prioritize wetlands as part of their sustainable development and climate action efforts.

Take it into the classroom

Encourage local schools to mark the day and use it as an opportunity to educate students about wetlands and the role they play in planetary and human health. Teachers can direct classroom discussions in several ways:

- ◆ Ask students to describe why wetlands are such a valuable natural resource.
- ◆ Encourage them to think about how wetlands actually make our planet livable.
- ◆ Discuss how human activity threatens wetlands and what can be done about it.
- ◆ Visit a local wetland and ask the students to reflect on how it benefits people and the planet. Ask them to consider the services it provides and what they can do to protect it.
- ◆ Organize a coloring competition for children using our color-in poster. Invite them to talk about their creations and wetlands wildlife.



SOME FACTS AND FIGURES

When communicating about wetlands, facts and figures provide evidence, offer perspective and give credibility to messages — all of which help spur action. Here are ways to use these facts and figures:

- ◆ as a handout at events or within local communities
- ◆ with the media
- ◆ on social media
- ◆ as a resource of information for articles, speeches or persuasive conversations — whenever and wherever you can

Wetlands and the Urgent Need for Action

- ◆ Wetlands are disappearing three times faster than forests and are Earth's most threatened ecosystem. In just 50 years — since 1970 — 35% of the world's wetlands have been lost.
- ◆ Human activities that lead to loss of wetlands include drainage and infilling for agriculture and construction, pollution, overfishing and overexploitation of resources, invasive species and climate change.
- ◆ In the last five decades, 81% of inland wetland species and 36% of coastal and marine species have declined.
- ◆ Today, one in three freshwater species and 25% of all wetland species face extinction from wetland decline — including water birds, fresh water-dependent mammals, marine turtles and coral-reef-building species.
- ◆ Many threatened plants, amphibians, reptiles, birds and mammals live in wetlands. More than one-third of the threatened and endangered species in the United States live only in wetlands — and nearly half use wetlands at some point in their lives.



Wetlands and Climate Change

Climate Mitigation and Securing Net Zero Carbon Emissions

- ◆ Peatlands, mangroves and seagrasses are effective carbon sinks that naturally store carbon.
- ◆ Peatlands cover 3% of our planet yet store approximately 30% of all land-based carbon.
- ◆ Coastal wetlands sequester and store carbon up to 55 times faster than tropical rain forests.
- ◆ It is estimated that greenhouse gas emissions from drained peatlands and peatland fires are responsible for about 4% of global anthropogenic greenhouse gas emissions.

Climate Adaptation and Disaster Risk Reduction

- ◆ Wetlands help safeguard coastal communities against storm surges, hurricanes and tsunamis.
- ◆ Coastal wetlands such as saltmarshes, mangroves, seagrass beds and coral reefs act as buffers, shielding coastal communities during extreme weather events.
- ◆ Sixty percent of humanity live and work along coastlines, and wetlands shield them from flooding, property damage and loss of life.
- ◆ Coral reefs provide protection worth up to US\$34,000 per hectare every year.
- ◆ Inland wetlands, such floodplains, rivers, lakes and swamps, absorb and store excess rainfall, which reduces flooding — with each acre of inland wetlands absorbing up to 1.5 million gallons of floodwater.
- ◆ Wetlands also store and release water, delaying the onset of droughts.



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Wetlands and Biodiversity

- ◆ Wetlands are rich in nutrients carried by the rivers, streams and water flowing into them. This combination of nutrients, sunlight and water powers the food chain.
- ◆ Roughly, 40% of the world's species live or breed in wetlands.
- ◆ Over 100,000 freshwater species have been identified in wetlands so far.
- ◆ Wetlands are the home to about 30% of known fish species, with 200 new freshwater species discovered each year.

Wetlands and Freshwater

- ◆ Wetlands provide most of our freshwater.
- ◆ Only 2.5% of water on earth is freshwater, mostly stored in glaciers, snowcaps or underground aquifers. Less than 1% is usable, 0,3% is found in wetlands such as rivers and lakes.
- ◆ Wetlands are commonly referred to as the Earth's kidneys because they function as natural filters, absorbing pesticides and chemicals and removing harmful waste from water.
- ◆ Wetlands' silt-rich soil and abundant plants act as filters against harmful toxins, agricultural pesticides and industrial waste, naturally improving water quality.

Wetlands, Sustainable Development and Well-being

- ◆ Wetlands provide ecosystem services worth US\$47 trillion annually.
- ◆ Wetlands provide livelihoods for one billion people — from fishing, aquaculture and tourism, to providing valuable goods to gather and process, often benefiting the poor.
- ◆ They help feed the world — giving us much of the fish we eat, rice for 3.5 billion people, water for food production, and raw materials for lifesaving medicines.
- ◆ Wetlands support human well-being by offering magnificent beauty and opportunities for recreation, cultural engagement and the mental health benefits tied to interacting with nature.
- ◆ Wetlands contribute directly or indirectly to 75 Sustainable Development Goal (SDG) indicators.
- ◆ Conserving and restoring mangroves globally could yield a return on investment of US\$3.7 billion per year, based on their carbon values alone.