

Assessment of World Wetlands Day

Final Report

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Executive Summary

Purpose

This assessment focuses on the relevance and effectiveness World Wetland Day (WWD) activities from 2003 to 2007. This review of WWD assesses: the effectiveness of the Secretariat in identifying themes and in preparing and disseminating appropriate materials; the diversity of WWD actors and their targets; the needs and expectations of WWD actors; and the potential for further development of WWD to reach out effectively to a broader range of actors and targets.

Methodology

The assessment is based on two exercises: an initial analysis of the extensive database of World Wetlands Day reports available on the website of the Ramsar Convention, and a web survey of some of the key actors carrying out WWD activities. The initial analysis was meant to answer three questions: 1) Who are the WWD actors? 2) Who are the key targets of the actors? 3) What are the key activities at WWD events? The initial analysis involved analysing all the reports posted on the Ramsar website from 2003 to 2007 inclusive – a total of 1,304 reports, from 125 countries and 14 multi-country groups, were studied and analysed, yielding a database with over 33,000 cells. The web survey (in English, French and Spanish) targeted those people with the most first-hand knowledge of World Wetlands Day. The response to the survey was robust and diverse: 155 WWD actors from all over the world answered the survey. The response rate was phenomenal, clearly demonstrating the genuine enthusiasm of the Ramsar Convention's partners for World Wetlands Day.

Findings – Initial Analysis

During the five-year period of study, a total of 904 specific actors, categorised into 15 major types of actor groups, carried out World Wetlands Day activities. Surprisingly, in France alone, the number of WWD actors exceeded that of all other regions in the world, with the exception of the rest of Europe.

The initial analysis yielded an astonishing richness of WWD activities. The most popular types of WWD activities were: educational activities, site visits, conferences and workshops, distribution of communications materials, and creative or performance activities.

Probably the single most telling result of the initial analysis is overall reliance on just a few target groups. Of all the WWD activities carried out during these five years, 9% did not define a target group, and 65% aimed at the active general public (interested people and visitors), children, the passive general public (TV viewers, radio listeners, “civil society”), and local communities.

Findings – Web Survey

In terms of the usefulness of the WWD materials produced by the Secretariat, WWD actors found the posters and fact sheets to be the most useful. The web survey demonstrated that most of the materials produced by the Secretariat were considered to be extremely useful or very useful by most WWD

Actors. For slightly more than half the respondents, if the Secretariat made WWD materials available only on the internet (rather than mailing out hard copies), this would have no effect on the likelihood of their organising a WWD event. Survey respondents contributed suggestions of other types of materials that would be useful for WWD events, particularly videos, hard copy materials, banners and photographs, information and documents related to the WWD theme, etc.

Respondents' overall ratings for all of the different WWD slogans for the last five years ranged from relevant to very relevant, with the theme "Healthy Wetlands, Healthy People" given the highest rating, and the theme "In the face of poverty... wetlands are lifelines" to be the least useful.

The web survey revealed contradictions with the initial analysis with respect to the identification of target groups for WWD: 82% of respondents claimed to identify target groups for their WWD activities; however, in the WWD reports online, these target groups are either vague or not mentioned at all. A number of interesting suggestions emerged from the survey on how to best diversify target groups in order to strengthen the impact of WWD, for example: preparing a clear communications strategy for WWD; improving selection criteria for target groups and designing different materials for different groups; assessing the demographics of a specific community and then designing a programme to reach the various community groups; involving decision-makers; liaising more strongly with the media; combining WWD with cultural events that would bring in new audiences.

Survey respondents use the following types of indicators for measuring the impact of WWD: number of activities; changes in behaviour / practices; number of follow-up activities; reactions of target groups; changes in awareness, etc. When assessments of WWD were made, written feedback (questionnaires, feedback forms, etc.) was by far the most common methodology used.

Survey participants made a large number of very useful and creative suggestions on how the Secretariat could enhance the impact of World Wetlands Day.

There was strong agreement among most of the survey respondents about the importance to them of having their reports posted on the Ramsar website. However, it should be noted that the survey was sent to the most active WWD actors – those who do produce reports.

Overall, the web survey demonstrated the effectiveness of the Secretariat in meeting the needs and expectations of WWD Actors.

Recommendations

The report concludes with 33 specific recommendations: 14 for WWD Actors and 19 for the Ramsar Secretariat.

Acronyms

ASLO	Advancing the Science of Limnology and Oceanography
CBD	Convention on Biological Diversity
CBO	Community Based Organisation
CEPA	Communication, Education, Participation and public Awareness
Comms	Communications
COP	Conference of the Parties
EC	European Commission
GEF	Global Environment Facility
gov	government
IOP	International Organisational Partner
IUCN	The World Conservation Union
IWMI	International Water Management Institute
KAP	Knowledge, Attitudes, Practice
NABS	North American Benthological Society
NGO	Non-Governmental Organisation
PA	Protected Area
PRA	Participatory Rural Appraisal
SIL	International Society of Limnology
UNDP	United Nations Development Programme
WWD	World Wetlands Day
WWF	World Wide Fund for Nature

Assessment of World Wetlands Day

1. Context, Purpose and Objectives of the Assessment

1.1 Context

February 2nd each year is World Wetlands Day (WWD), marking the date of the adoption of the Convention on Wetlands on 2 February 1971, in the Iranian city of Ramsar. Each year since 1997, government agencies, non-governmental organisations, and groups of citizens at all levels have taken advantage of the opportunity provided by World Wetlands Day to undertake actions aimed at raising public awareness of wetland values and benefits in general, and the Ramsar Convention in particular.

The decision to recognise this day as World Wetlands Day was taken by Standing Committee's 19th meeting in 1996; in recent years, the Committee has endorsed the theme for each year. Since its inception the materials produced by the Secretariat for WWD have been funded through the Danone/Evian Fund for Water: there has never been any core budget allocation for this activity.

In the Annex to Resolution X.8, the Convention's Programme on Communication, Education, Participation and public Awareness encouraged the Parties, the Secretariat, Ramsar's International Organisational Partners (IOPs) and other collaborators to celebrate World Wetlands Day with appropriate national and local events and promotions and the distribution of resource materials, in order to raise awareness of wetland values and functions.

Almost since its inception the Secretariat has played the key role in identifying and proposing a theme, in preparing and disseminating materials to assist Parties and others in launching their own campaign for WWD, and in compiling on the Convention's web site the WWD activity reports sent in by WWD actors (http://www.ramsar.org/wwd/wwd_index.htm).

1.2 Purpose

Since its early beginnings, WWD has grown to be a key point of focus for the Convention each year, the only point in the year that unites the whole extended Ramsar family. In response to the evident enthusiasm by the Ramsar family over the years, the Secretariat staff have invested progressively more time in terms of performing its identified role. After 11 years of this investment of time and resources by both the Secretariat and the WWD actors, it is appropriate to have an objective assessment of WWD and its overall impact for three key reasons:

1. From simple beginnings in 1997, the Secretariat quickly moved to: identifying themes and producing a package of materials intended to encourage WWD actors to plan for WWD; to bring them up-to-date with the Convention's thinking on the particular theme; to provide materials that might be of use for their WWD events; and to encourage and record event reporting. With increasing demands being made on staff time in many other areas of

Convention work, it becomes essential to assess the value to WWD actors of the materials produced and to assess their needs and expectations in order to assist the Secretariat, Standing Committee, and the COP in making decisions on the future of WWD and the support for it from the Convention.

2. A quantitative and qualitative assessment would allow the Secretariat to identify any gaps in their contact list of WWD actors and their target groups and activities, and assist in the expansion of the sphere of influence of WWD, if the latter is identified as appropriate.
3. An assessment after 11 years of operation would allow the Secretariat to demonstrate and publicise the growing success and outcomes of WWD as **the** campaign day in the year for the Ramsar family at the local, national and global level to recognise the value of wetlands, draw attention to wetland issues, and stimulate action for wetland wise use.

1.3 Objectives

This assessment focuses on the relevance and effectiveness WWD activities from 2003 to 2007. In line with its purpose, this review assesses:

- the efficiency and effectiveness of the Secretariat in identifying themes, preparing and disseminating appropriate materials, and reporting on WWD activities, within the limitations of the current budget from the Danone/Evian Fund which is the sole source of funding.
- the diversity of WWD actors and their targets, and, if possible, the apparent impact of their WWD actions.
- the needs and expectations of WWD actors in terms of WWD materials from the Secretariat.
- in the light of the above, the need and potential for further development of WWD to reach out effectively to a broader range of WWD actors and targets on key wetland issues, and to assess the financial implications of this.

2. Methodology and Limitations

The assessment is based on two exercises: an initial analysis of the extensive database of World Wetlands Day reports available on the website of the Ramsar Convention on Wetlands, at http://www.ramsar.org/wwd/wwd_index.htm, and a web survey in English, French and Spanish of those carrying out WWD activities (WWD actors). The design of the overall assessment is summarised in the Assessment Matrix in Annex 1.

The assessment was carried out by an independent consultant, Meg Gawler, supervised by Sandra Hails, CEPA Programme Officer at the Ramsar Secretariat.

2.1 Initial Analysis

The initial analysis was an enormous task – far bigger than anticipated. It involved analysing all the reports posted on the Ramsar website from 2003 to 2007 inclusive. For this five-year period, a total of 1,304 reports, from 125 countries and 14 multi-country groups, were studied and analysed. As illustrated in the graph below, there were 878 reports on the website; however from 2004 to 2007, the French national protected area system submitted a total of 426 reports from all over the country within a single report “Pôle Relais” report. Thus in 2006, for example, France provided more reports than all other countries in Europe combined!

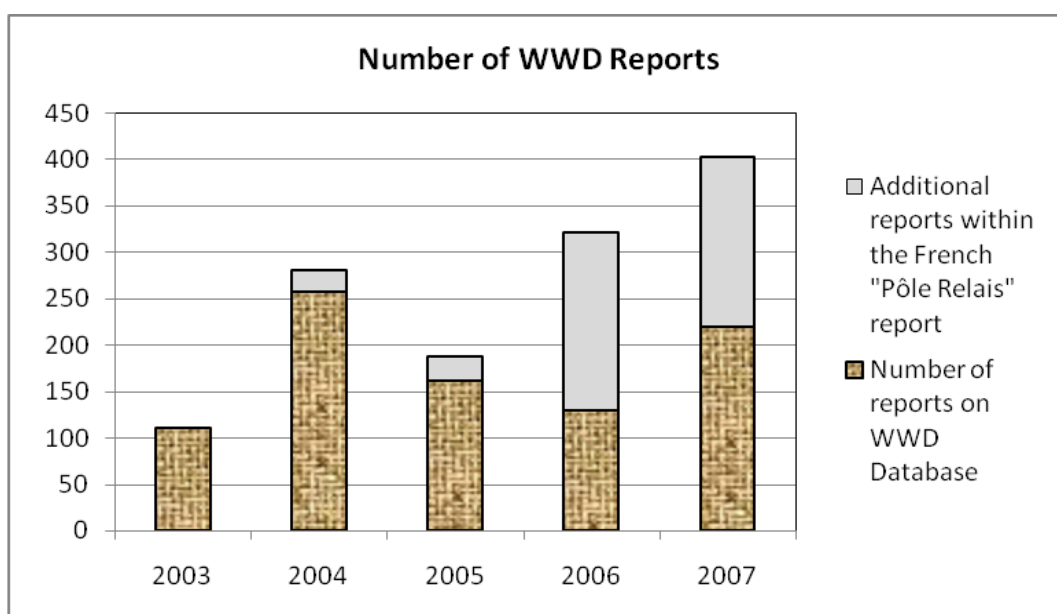


Figure 1. Number of WWD Reports per Year

To create a WWD database (using Excel) each report was analysed, and the results were recorded in the following analysis columns: report number, year, country, region, specific WWD actor, actor group code, specific targets, target group code, specific activities, activity group code, and comments including locations of WWD events. The structure of the database for the initial analysis is illustrated in Annex 2. With 11 columns and 3,012 rows of data, the database contains over **33,000 cells**, which were sorted according to different criteria, in order to synthesise the findings of the initial analysis.

The classification of the specific actors, targets and activities into group codes was done very systematically, but inevitably some specific elements of a WWD event were difficult to classify, or overlap was sometimes a problem. These limitations were minimised by triple-checking the entire database once it was completed to ensure consistency of the group codes. The tables of actor groups, target groups and activity groups in the following section on the results of the initial analysis provide documentation of exactly how the specific elements of each WWD event were categorised.

For the sake of creating a manageable data set, for each WWD event, only one actor group was assigned, even though WWD events are often carried out by several specific actors in collaboration.

In the case of collaborations, the principal specific actor was listed; this was often the actor who had prepared and submitted the WWD report.

Thus every WWD event has one main actor. However, if the event included more than one activity group, additional rows were added in to capture the wealth of all the different types of activities.

Regrettably, in many cases the WWD reports do not specify the specific, or even general, targets for the WWD events. However, where multiple target groups are given in the report, the richness of the targets was captured by adding extra rows, as needed, for the different targets of each different activity. Thus, a report with only one activity and one (or no) target required only one row on the database. On the other hand, when a report described several activities and targets, then extra rows were added to the database for that report. For example a WWD event that included three different activity groups and two target groups for each activity would have six lines in the database for that report.

When no information was given on the target – which was often the case – the researcher, in filling in the database, would sometimes assign a general target, making an educated guess – as long as this was possible to do systematically. For example all activities involving television shows, radio shows and newspapers were considered to target the “passive general public”. In addition another grouping was created for “active general public”, and was assigned when the activity was a site visit, a site improvement by volunteers, a visit to a museum or exhibit, participation in a conference, visitors to a church, etc. The “active general public” came and participated of their own accord.

The output of the initial analysis is presented in a series of qualitative tables and quantitative graphs in Section 3.

2.2 Web Survey

Survey Design

The respondents targeted for the web survey were those people with the most first-hand knowledge of World Wetlands Day all over the world: the WWD actors from the Secretariat’s database. Thus the sample population is biased towards those WWD actors who do submit reports – by definition we did not have contact information for those who may carry out WWD activities, but who do not inform the Secretariat.

The key questions for the web survey were developed in close collaboration with Sandra Hails at the Ramsar Secretariat. In order to make it easy for the WWD actors to fill out, the number of questions was limited to 12, including 8 quantitative and 4 qualitative questions. Of the eight quantitative questions in the survey, four were in the form of Lickert scales, in which the respondents’ answers were given a number, and sorted quantitatively into bar charts, where the higher the number, the more favourable the response. Lickert scales were used in Questions 4, 5, 7 and 12. The tri-lingual text of the survey is attached as Annex 3.

The survey was then designed by the consultant online using SurveyMonkey, and piloted with two helpful WWD actors, to ensure its user-friendliness.

Despite the piloting, however, there was one qualitative question that was not well formulated, and thus not sufficiently clear to some respondents: Question 9 - *How do you assess the impact of your WWD activities on the target groups?* We were looking for indicators and methodologies for assessing impacts, whereas some respondents interpreted the question as asking what their assessment was in terms of impact.

When the survey was ready online, the Secretariat sent out email invitations with the link to the survey to 335 WWD actors all over the world; of these, 30 emails bounced. Thus we estimate that 305 WWD actors received the invitation to participate in the survey; 155 completed the survey, resulting in a **response rate of 51%**. Web survey response rates depend primarily on respondent interest and instrument design. According to the 2008 archives of the listserv of the American Evaluation Association, web survey response rates usually range from less than 5% (poor) to over 20% (excellent). Thus the 51% response rate for the present survey can be considered phenomenal, and it clearly demonstrates the genuine enthusiasm of the Ramsar Convention’s partners for World Wetlands Day. The individuals who kindly responded to the survey, contributing their time, feedback and ideas are listed in Annex 4.

Respondent Population

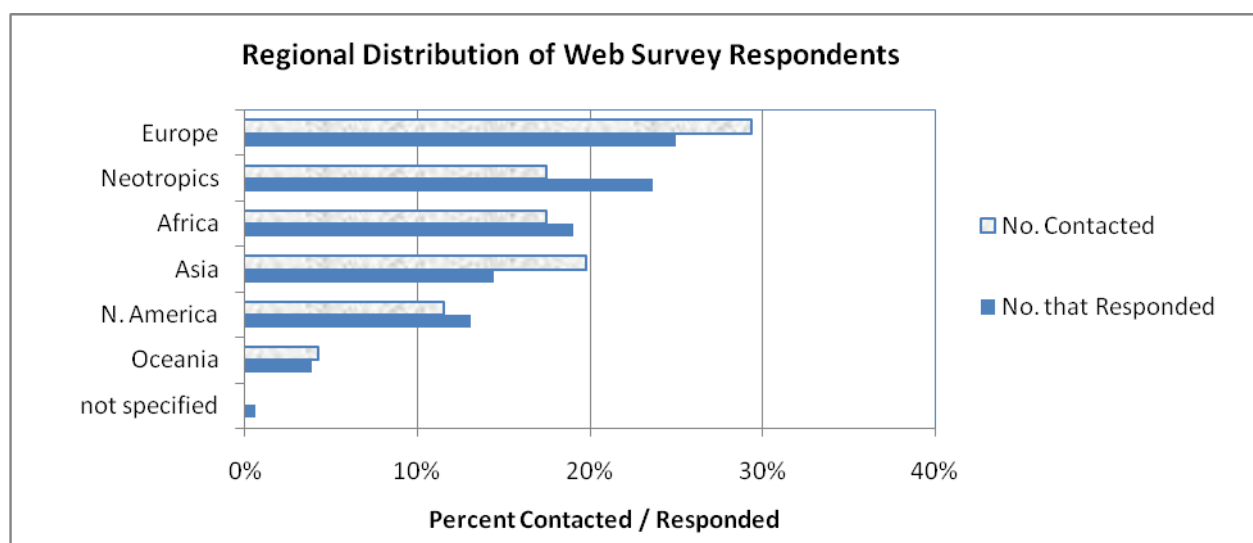


Figure 2. Regional Distribution of Web Survey Respondents

Respondents came from 60 different countries worldwide. The distribution by country of the survey respondents is given in Annex 5, and the distribution by region is shown in Figure 2. The regional distribution of responses was not dissimilar from the regional distribution of WWD actors contacted.

In addition, the population of the survey respondents was – as hoped – highly diverse, contributing greatly to the representativeness of the respondents and thus the credibility of the results. Of the surveys completed, 85% of the respondents preferred English, 28% preferred Spanish, and 15% French. Of the 155 surveys received, 152 respondents answered the respondent identification question: 151 indicated their region, and 149 specified their country.

The survey population was also diverse in the types of organisations that the respondents worked for (see graph below). By far, the largest numbers of survey respondents came from NGOs.

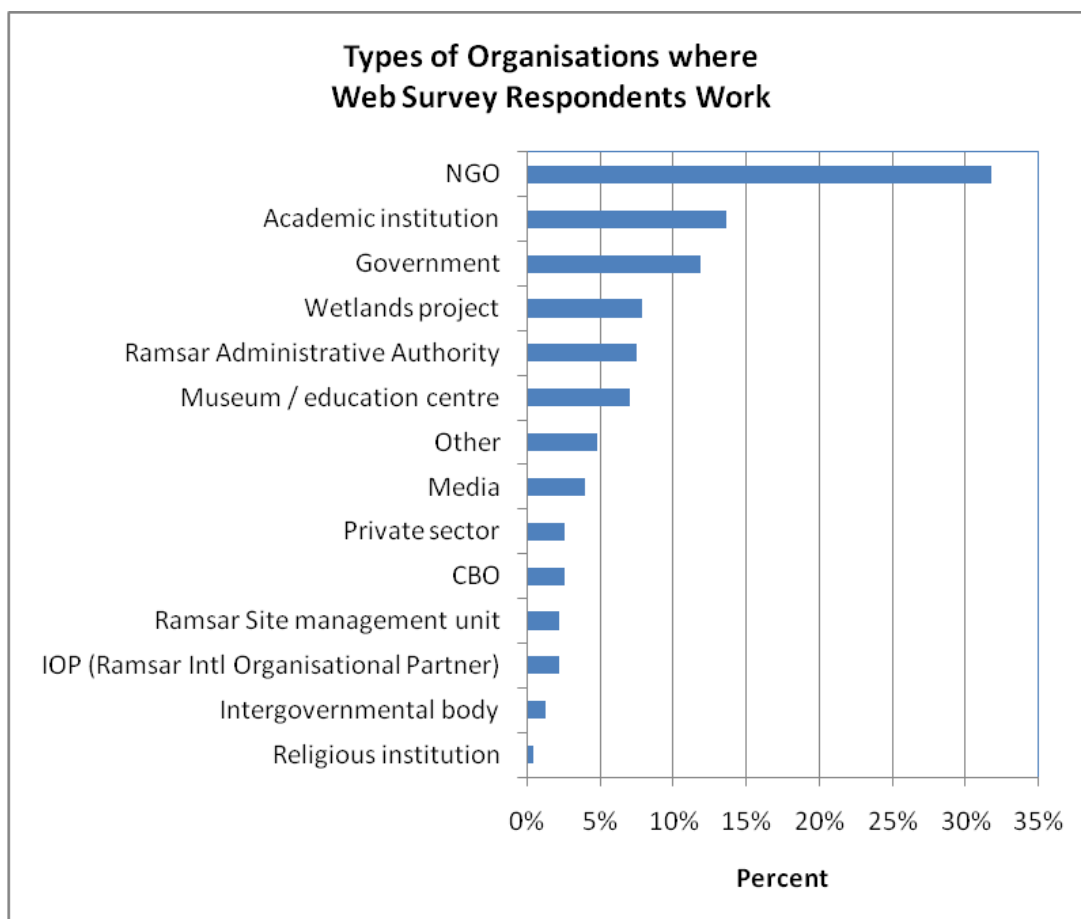


Figure 3. Types of Organisations where Web Survey Respondents Work

We also learned from the survey how many years the respondents had been involved in organising WWD events. Fully 41% of the survey respondents had been involved in planning World Wetlands Day activities for over four years – by far the largest category (see results in Annex 6). This again points to the respondents’ strong interest in WWD.

Finally, we learned a bit more about our respondent population by asking them how they found out about World Wetlands Day:

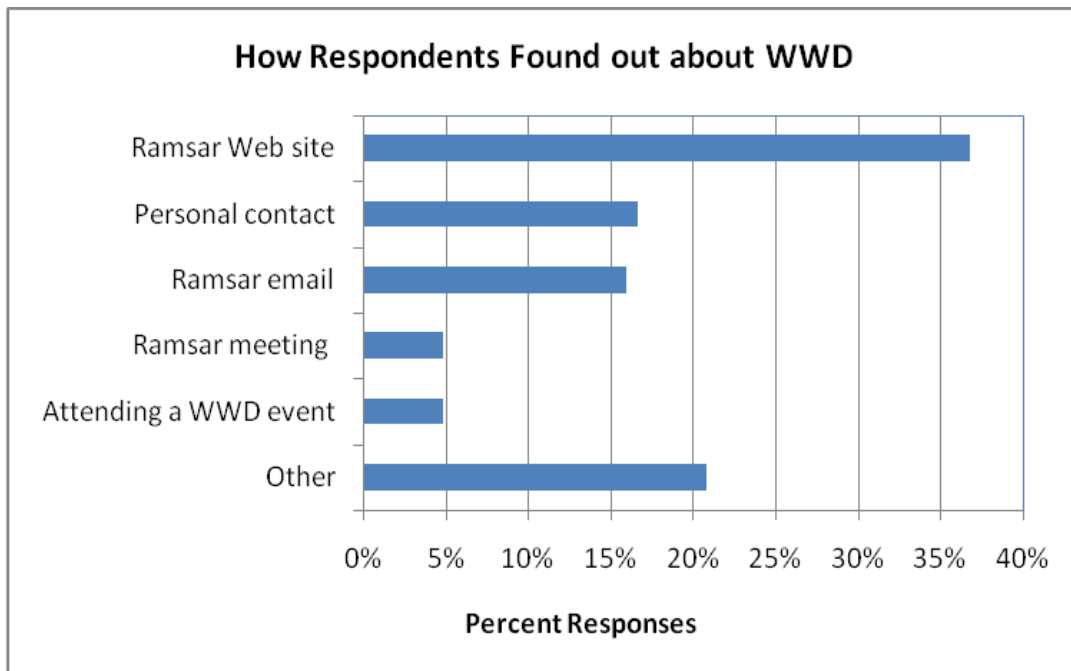


Figure 4. How Respondents Found out about WWD

3. Findings - Initial Analysis

The initial analysis was meant to answer three questions:

1. Who are the WWD actors?
2. Who are the key targets of the actors?
3. What are the key activities at WWD events?

Actors

The table below presents the 15 major types of WWD **actor groups**, and gives examples of the types of actors in each group.

Table 1. WWD Actor Groups

Actor Group	Examples of Actors			
Academia	institute	university	research centre	field research centre
	library	school	"pôle relais"	scientists
Children	0-18 years	school students		
Government	national	federal	regional	state
	provincial	municipal	local	
Intergovernmental	intergovernmental body	international convention		
Volunteers	volunteers			
IOP	Wetlands Intl.	WWF	BirdLife Intl.	IUCN
	IWMI			
Journalists	journalists	press	newspapers	media
Museums	museum	environmental education centre	nature centre	wetlands centre
	marine ecology centre	aquarium	botanical garden	information centre
NGOs	NGOs	CBOs	local development group	conservation committees
	trusts	foundations		
Protected Areas	PA administration	Ramsar sites	parks	reserves
Religious	religious institutions	churches	temples	
TV	television			
Univ. Students	university students	college students		
Wetlands Project	wetlands project			
Wetland Stakeholders	stakeholders	hunters' federations		
Unspecified				

Within these types of actors, there were a total of 904 specific WWD actors worldwide during the five years studied in the initial analysis. The specific actors are those actual organisations that planned, carried out, and reported on a World Wetlands Day event. As shown in Figure 5, NGOs and government were the actor groups that organised the most WWD activities.

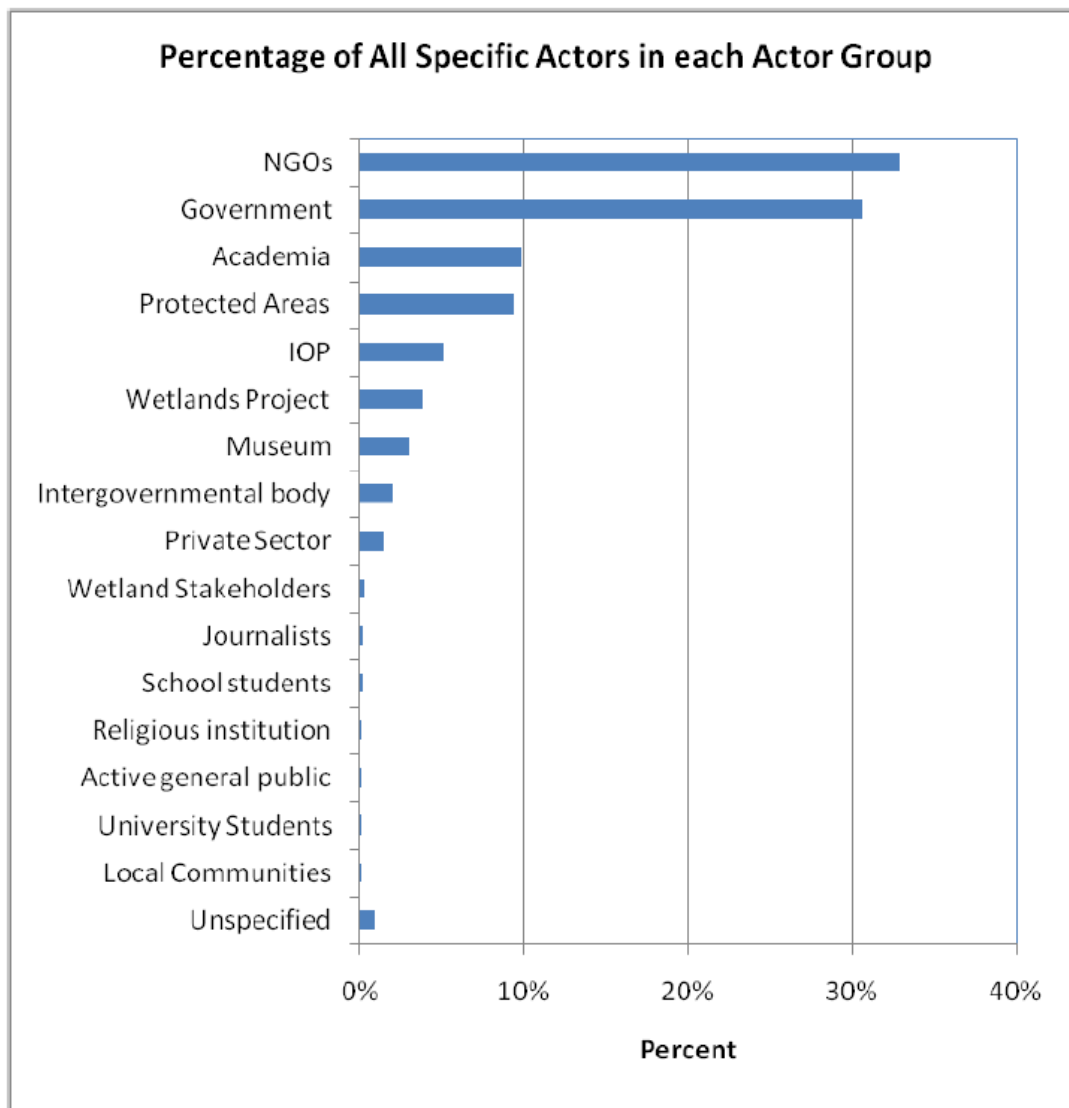


Figure 5. Percentage of Specific Actors in each Actor Group

The table and graph below show the differences between regions. Surprisingly, in France alone, the number of WWD actors exceeded that of all other regions in the world, with the exception of the rest of Europe.

Table 2. Regional Distribution of WWD Actors

Region	N° Specific WWD Actors 2003-2007	Percentage of Total	Percentage without France
Africa	106	12%	15%
Asia	153	17%	21%
Rest of Europe + France	197 + 178 = 375	41%	27%
North America	73	8%	10%

Neotropics	151	17%	21%
Oceania	35	4%	5%
International	11	1%	2%
Total	904	100%	100%

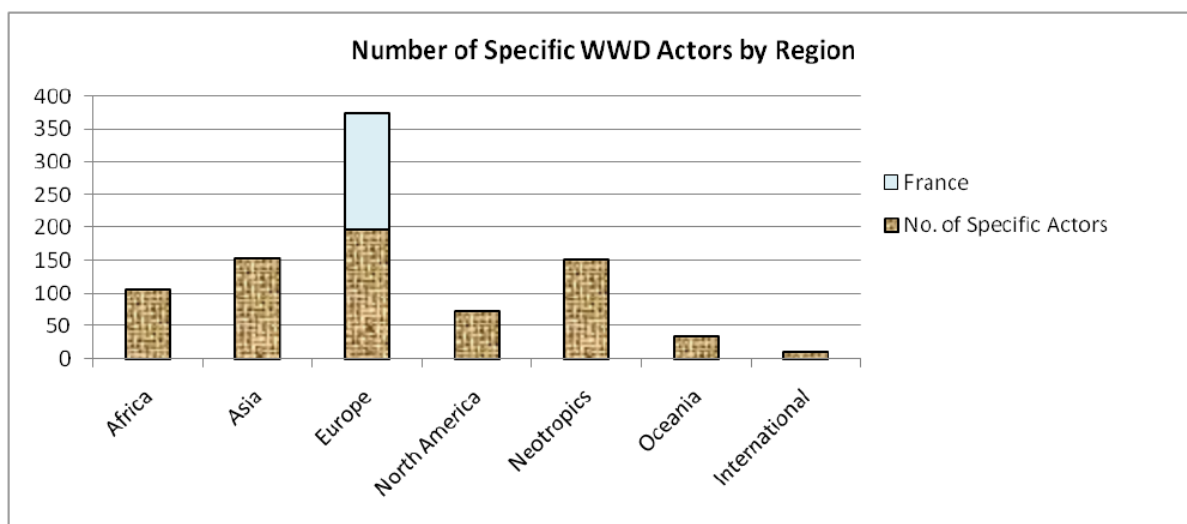


Figure 6. Number of Specific WWD Actors by Region

Targets

Every serious communications plan begins with the identification of the issue to be solved, and then a study of potential target audiences. Ideally target audiences are not only identified, but are also prioritised, and then selected on the basis of which targets will have the most impact in achieving the communications objectives of a given campaign like WWD. In principle, once the key target audiences have been identified, then a communications strategy is developed, together with means and messages carefully designed to reach those specific targets. The results of the initial analysis were quite revealing with respect to the identification of target audiences.

The analysis showed that – when targets are identified – WWD actors gear their activities to nine major target groups, given in the table below, in order of how many activities have been targeted to these groups worldwide.

Table 3. Target Groups

Target Group	N° Activities	%	Examples of Targets
Active General Public	1,138	34%	interested people and organisations visitors to parks and museums volunteers visitors to churches
Children	631	19%	pre-school primary school secondary school youth groups

Local Communities	202	6%	indigenous peoples rural people	community members rural workers	women's self help groups	ethnic minorities
Passive General Public	187	6%	“general public”	TV viewers, radio listeners	newspaper readers	“civil society”
Government	173	5%	national provincial heritage and environment officers	federal municipal water management authorities	regional local	State
Media	143	4%	journalists	press	radio stations	Media
NGOs	138	4%	NGOs	CBOs	cooperatives	
Univ. Students	94	3%	university students	college students		
Teachers	82	2%	teachers	school boards		
Wetland Stakeholders	72	2%	stakeholders pastoralists wetland managers	water users farmers, agricultural workers wetlands protectors	fisherfolk, artisanal fishers landowners employees	hunters, hunters' federations water guides, river guides
Academia	62	2%	university faculty scientists	professors	wetland experts	Ornithologists
Private Sector	39	1%	businesses	companies	unions	
Intergovernmental	18	0.5%	intergovernmental organisations and institutions	EC	UNDP	GEF
Decision Makers	15	0.5%	decision makers	opinion makers	village chiefs	
Protected Areas	15	0.5%	PA administration	park administrators	park educators	
Religious	7	0.2%	religious institutions religious community centres	churches church NGOs	monks	spiritual groups
IOP	6	0.2%	Wetlands Intl. IWMI	WWF	BirdLife Intl	IUCN

Military, Police	3	0.1%	military police
Wetlands Project	2	0.1%	wetlands project
Donors	1	0.03%	donors
Not Defined	289	9%	

Probably the single most telling result of the initial analysis is that 49% of all WWD activities were in fact targeted at the active general public, the passive general public or the targets were not defined.

The figure below well illustrates both the diversity of WWD targets worldwide, and also the heavy concentration on the easiest ones to reach: the active general public and children.

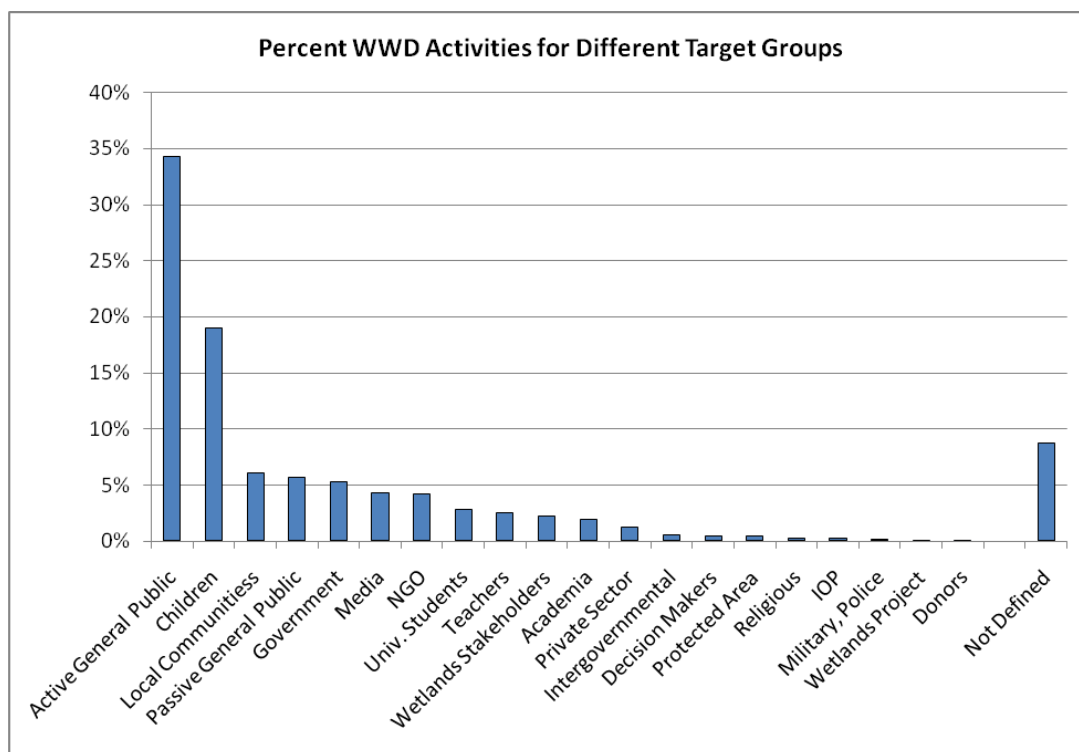


Figure 7. Percent WWD for Different Target Groups

As shown in the figures below there were differences between regions with respect to both the diversity of WWD targets, and the number of WWD activities with specific targets. The regions most rigorous in defining target groups for their activities were Asia and Europe.

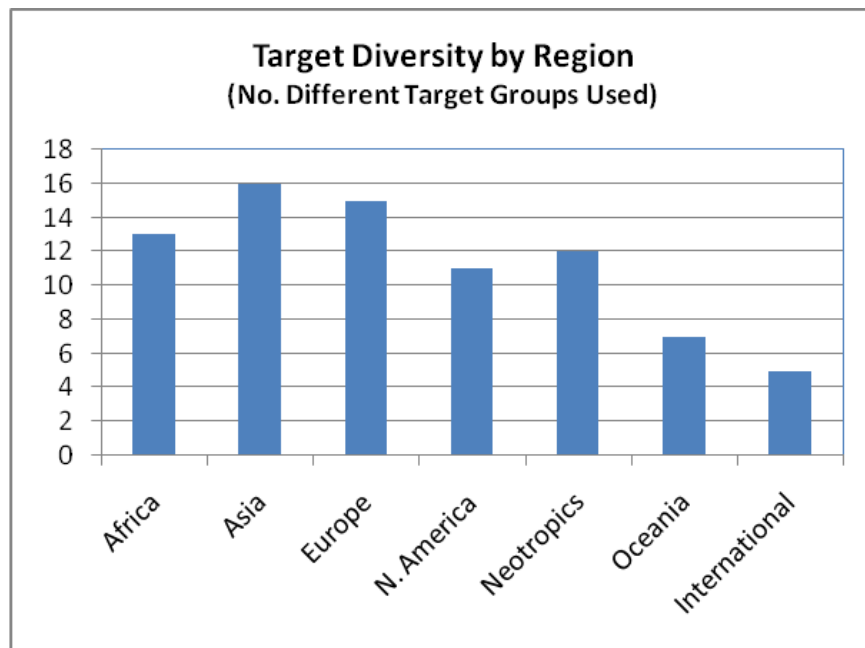


Figure 8. Target Diversity by Region

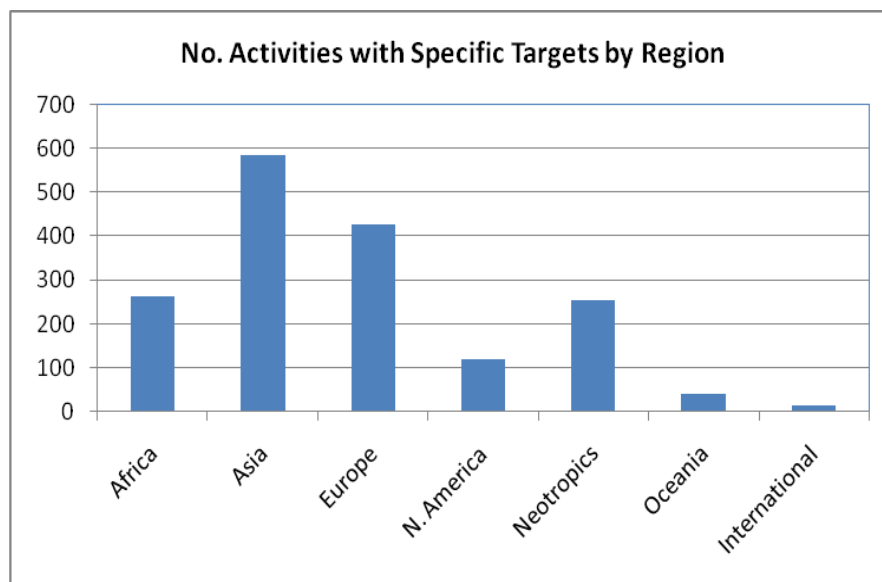


Figure 9. Number of Activities with Specific Targets by Region

Activities

The initial analysis set out to determine what the key activities are at WWD events, and categorised the specific activities into 23 different activity groups. This yielded an astonishing richness of WWD activities, as shown in the two tables below in the most frequent types of activities, and other interesting types of activities used less often. The most popular types of WWD activities were:

educational activities, site visits, conferences and workshops, distribution of communications materials, and creative or performance activities.

Table 4. Activity Groups

Activity Group	N°	%	Examples of WWD Activities			
Educational Activities	648	21%	<p>museum visit / tour, visit to marine education centre, free admission to wetlands centre</p> <p>training</p> <p>workshops for children, interactive water workshop</p> <p>field demonstration to identify wetland species, pond dipping</p> <p>village-initiated event on local environmental knowledge</p>	<p>exhibits, posters as part of an exhibit, photographic exhibits, tent exhibitions, information booths, blow-up exhibit, interactive catchment models</p> <p>CEPA launch, launch of new environmental education programme</p> <p>advice on local planting</p> <p>seaweed and shark characters</p>	<p>films, videos, slide shows, multi-media shows, trailers for documentaries</p> <p>educational story telling</p> <p>lectures, presentations, address by local leader, question and answer sessions</p> <p>nature camps, nature orientation camp</p> <p>educational puppet shows, magic shows</p>	<p>practical demonstrations, fertilizer making demonstrations, water filtration demonstration, water quality test demonstration, mussel fishing demonstration</p> <p>activities from booklets, colouring books</p> <p>interactive programme to sensitise NGOs</p>
Site Visit	513	17%	<p>site visit, site discovery, guided walks</p> <p>boat tours, kayak tours, rowing excursion</p>	<p>birdwatching, swan feeds, flamingo watching events</p> <p>horseback tours</p>	<p>plant identification day, outing to identify orchid species</p> <p>participatory field exercises</p>	<p>geology safaris</p>
Conference / Workshop	392	13%	<p>conference, forum, seminar, colloquium, symposium</p> <p>debate, round table</p>	<p>workshop, discussions, brainstorming sessions, panel discussion</p> <p>updates on fishing</p>	<p>presentation of plans for wetlands conservation</p> <p>stakeholder consultation</p>	<p>feedback meeting to share thoughts</p>

Communi- cations	321	10%	distribution of Ramsar materials booklets, leaflets, brochures banners / streamers for roadside or buildings story telling contest / performance resource books, book launch comics, mini-comics T-shirts	information campaigns, launch of Wetlands Status Report stickers articles, op-ed article, exchange of cooking recipes with wetland ingredients special message from the Ramsar Secretary General colouring books blankets	launch of communication strategy CD, interactive CD postcards, greeting card face painting statement issued by CBD Executive Secretary bulletin boards publicity	website launch / publication / update, blogs newspapers, magazines calendars construction of giant heron costume that held sign reading " <i>You will not die if you don't eat a natural bird</i> "
Creativity / Performance	214	7%	art, drawings, origami, poster-making, contest to illustrate "what's in water", bird outlines where children made feathers out of coloured paper, wetland -themed brass rubbing, colouring sheets sand sculpture contest, scale modelling, paper maché classes	drama, theatre, skits, comedy performance, street play, theatrical thematic performance, puppet making dance, ballet design competition for eco-tourism site	essays, poetry, slogan writing, slogan writing contest photography wetland wildlife masks	crafts, nature crafts, basket weaving.), design of blankets, costume show representing birds, making wetland scenes from paper plates, jewellery design music, songs, folk songs Guruguru Art--writing thank you messages to the wetlands on cloth which then reveals swan picture (Japan)
Site Designation	168	5%	site designation, site launch	work to gain site designation	publication of proposed Ramsar site boundaries for consultation	proposal to designate a PA as a Ramsar site

Celebration	146	5%	festivals, jamborees, fairs, bird festivals, children's water festivals, film festivals, wetland fun fair, fair of local products recitals parade, procession, rally around the village chanting conservation slogans, rally around lake displaying banners, "March for Fish" dawn ceremony	building launch field station launch / opening reception, meal, barbeque, oyster tasting, wetland themed food in restaurants, wine tasting, evening wine reception, cocktail party valedictory function	project launch billboard / garden inauguration donation of equipment bonfires	management initiative launch opening ceremony, official ceremony, commemorative plaque recognising traditional fishing culture celebration of cultural diversity
Site Improvement	145	5%	site improvement, wetland rehabilitation, habitat protection, nature restoration project sod turning creation of bog garden	tree planting, mangrove planting, reforestation, reforestation with native seedlings, plant-a-thon, planting of commemorative trees adopt-a-wetland programme fence repair, re-sowing and irrigation of live barriers	improvement of water sources, river re-engineering release of turtles installation of amphibian passage	exotic weed removal, invasive species cleanup waste collection, clean up
Games, Sports	108	3%	Ramsar games smart games frog games wildlife Pictionary	treasure hunts, scavenger hunts, wetland treasure chest game water pollution games kite-flying contests role playing	rope pulling, tug of war, blind walking, sac hopping <i>Who Am I?</i> game word searches surfing lessons	competition to guess the food miles of a shopping basket <i>Migration Game</i> interactive games canoe demonstrations

			boat races / rallies, wind-surfing regattas, rafting races swimming	cycle rallies, bicycle race, marathons, nature hike race, "Pedestrian competition", walking race, running race	orientation and spelunking fishing, fishing contests, fishing racing games	volleyball game / tournament, baseball game
Press Release	98	3%	press conference	press release		
Awareness Raising	62	2%	awareness raising (general) stakeholder consultation	address by government official selling wetlands themed jewellery	announcement by government bracelet campaigns / launch	speeches, keynote address blood donations
Radio Programme	55	2%	radio programme			
Competition (other, non-sport)	51	2%	quiz, science contests, treasure hunt quiz, peatland knowledge contest debate competition	beauty contest, Miss Wetlands Contest, Queen of the Wetlands pageant bird-watching race	mangrove race: searching for clues in a mangrove forest crossword competition	cooking contest using ingredients from the wetland, competition of traditional foods from wetlands fisheries quiz circulated in local newspapers
TV	47	2%	television programmes			
Awards	26	1%	awards	presentation of credentials		
Agreement Signing	20	1%	agreement signing			
Wetland Research	20	1%	wetland research	bird counting	biodiversity monitoring	species identification
Address to Government / private sector	17	1%	petition for Ramsar designation Children's Parliament presents draft legislation to the European Parliament on water management	rally/protest against private sector political rally post card writing campaign	rally/protest against government speeches/pleas to government	protest of destruction of wetlands memorandum
Policy	16	1%	policy launch	resolution	status report	preparation to join

Launch			adoption	launch	the Ramsar Convention
Religious Service	13	0.4 %	religious service	traditional ceremony	pilgrimage, ritual walk, Parikrama circumambulation
Postage Stamp Issued	5	0.2 %	postage stamp issued	official pre-stamped envelopes with wetland visuals	
Fundraising	1	0.03 %	fundraising		
Grants	1	0.03 %	offer of grants	requests for proposals	

The figure below traces the frequency of the most popular WWD activities, broken down by region.

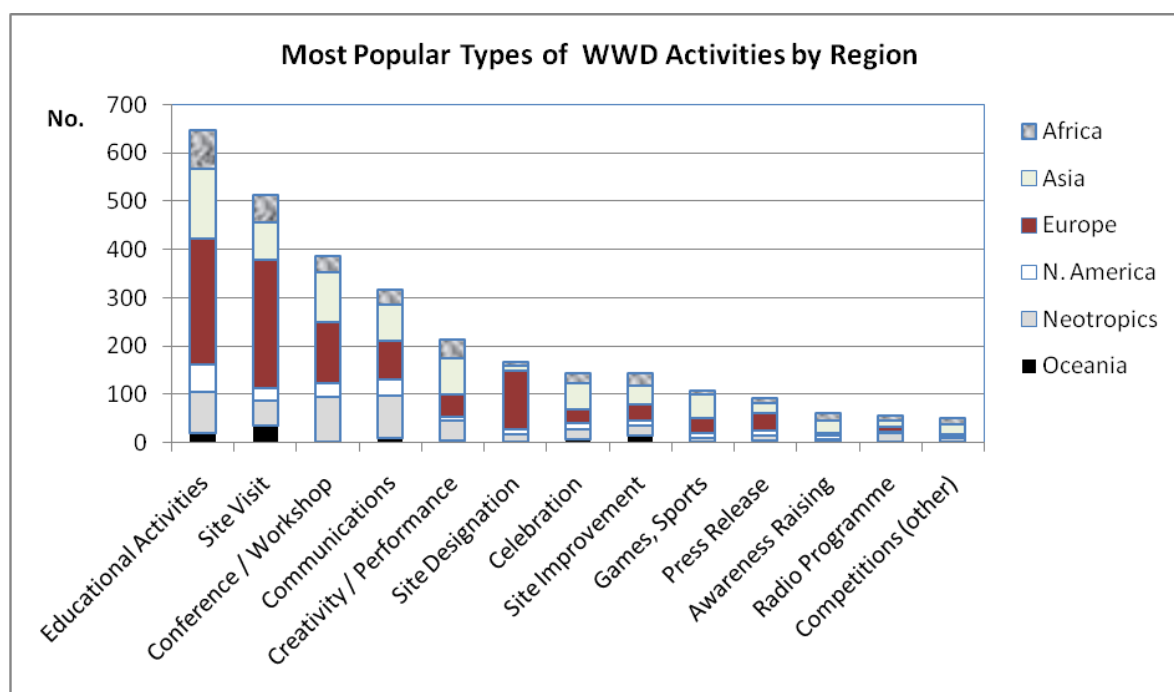


Figure 11. Most Popular Types of WWD Activities by Region

The most active countries within each region over this 5-year period were:

Europe	France	386 activities
Asia	India	216 activities
North America	Mexico	92 activities
Africa	Kenya	86 activities

Neotropics	Peru	81 activities
Oceania	Australia	55 activities

Using the two most active countries, France and India, as case studies, it is interesting to compare the diversity of their activities in WWD events, as shown in the figures below. France, with a total of 386 activities distributed over 14 activity groups, concentrated heavily on site visits, educational activities and conferences /workshops. India, on the other hand, carried out 216 activities, but these were spread out over 19 different activity categories, with more diversity in the most popular types of activities selected.

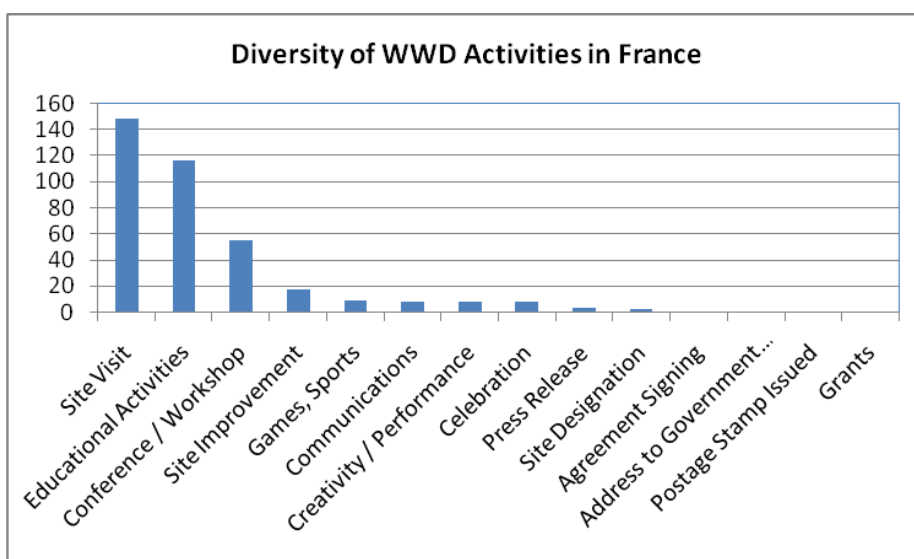


Figure 12. Diversity of WWD Activities in France

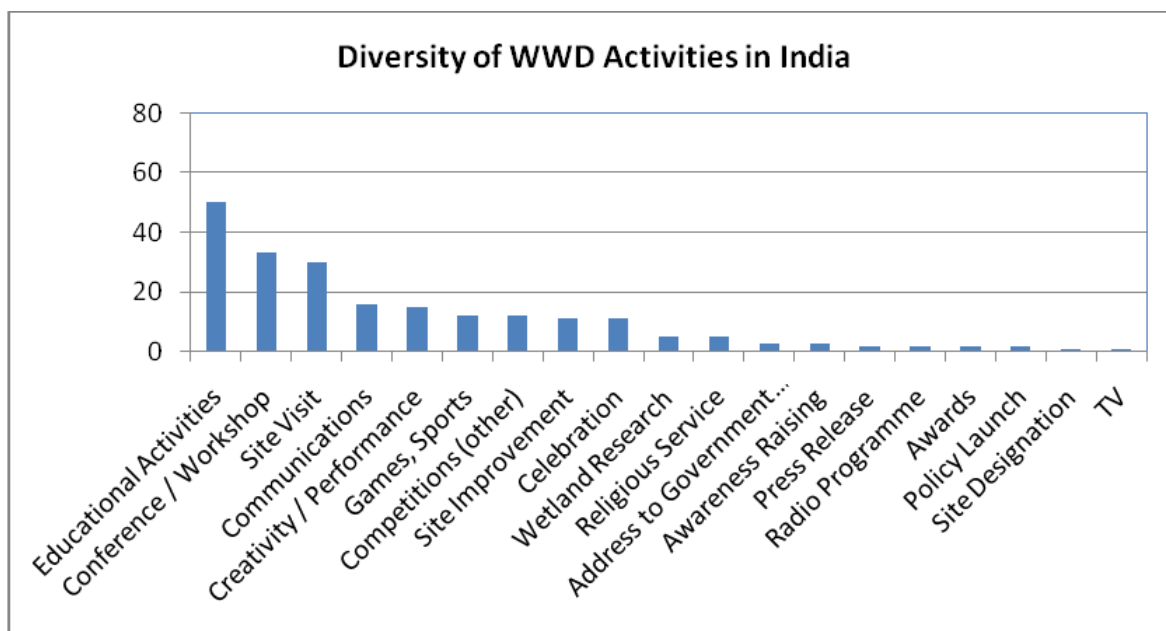


Figure 13. Diversity of WWD Activities in India

4. Web Survey Findings

4.1 Usefulness of the Secretariat Materials

Survey respondents were asked to rate Ramsar materials (fact sheets and briefing notes, do-it-yourself give-aways, stickers and posters) on a scale of 1 to 5, where: 1 = not at all useful; 2 = slightly useful; 3 = useful; 4 = very useful; and 5 = extremely useful. The feedback on the comparative usefulness of the materials provided by the Ramsar Secretariat is illustrated in the graph below, and the distribution of scores for the different types of materials in the subsequent figure.

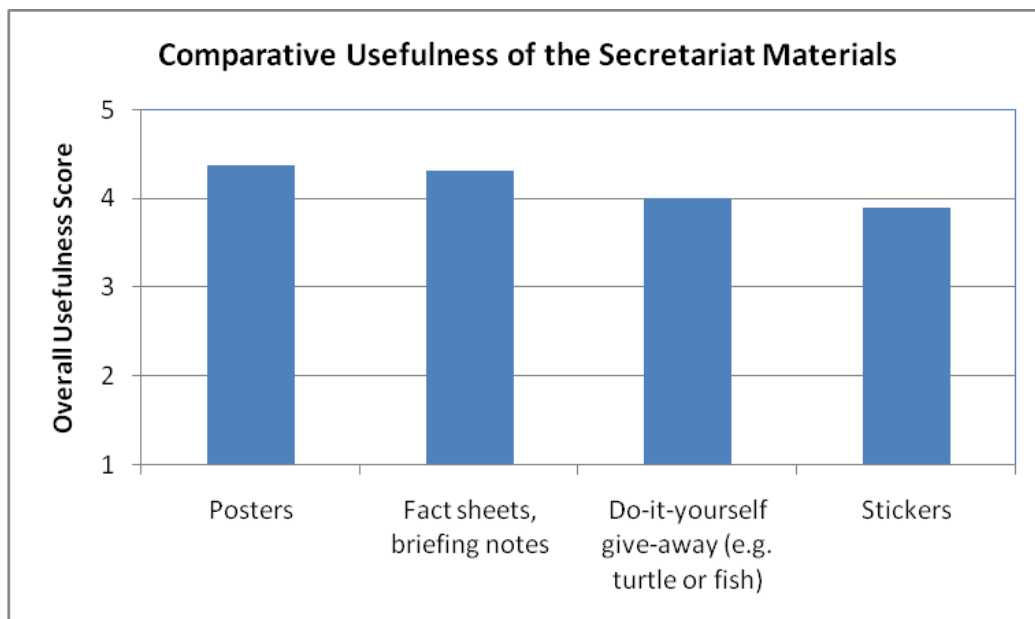


Figure 14. Comparative Usefulness of the Secretariat Materials

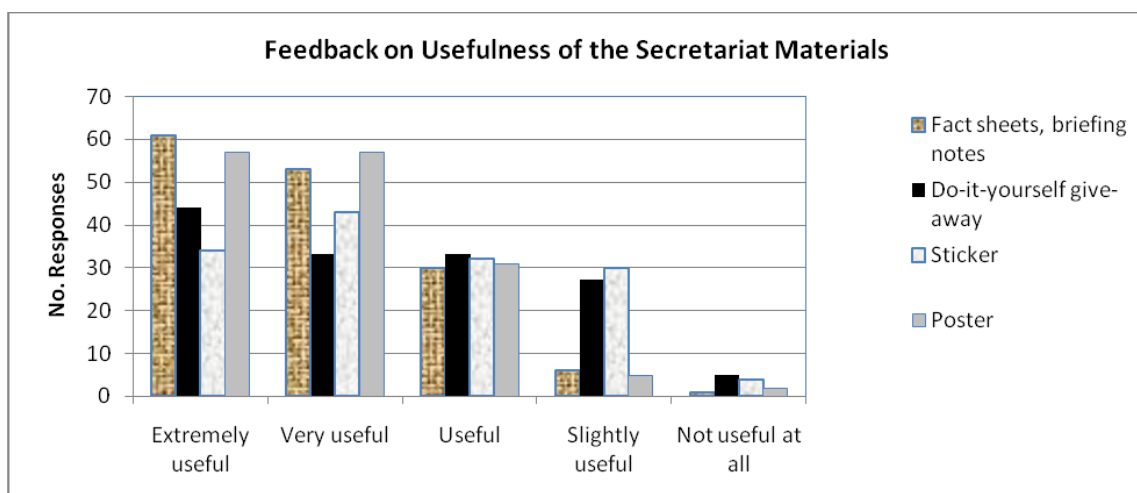


Figure 15. Feedback on Usefulness of the Secretariat Materials

4.2 Reaction to making WWD Materials Available Only through the Internet

To find out what WWD actors thought about making WWD materials available only through the internet rather than mailing out hard copies, the survey question was formulated as follows:

*The Ramsar Secretariat always sends out hard copy of the poster and stickers, and the other materials are sent on CD to WWD actors. Other Conventions only make their posters and other materials available for download from their web sites. **If Ramsar only made its materials available for download, would this:***

- *Make you more likely to organise a WWD event*
- *Have no effect on your decision to organise a WWD event*
- *Make you less likely to organise a WWD event*
- *Make you decide not to organise a WWD event at all*

As shown in the figure below, for slightly more than half the respondents this decision would have no effect on the likelihood of their organising a WWD event. However, it would have a negative effect on some 28% of WWD actors – of these actors, 25.5% would be less likely to organise a WWD event, and 2.6% would decide not to organise an event at all.

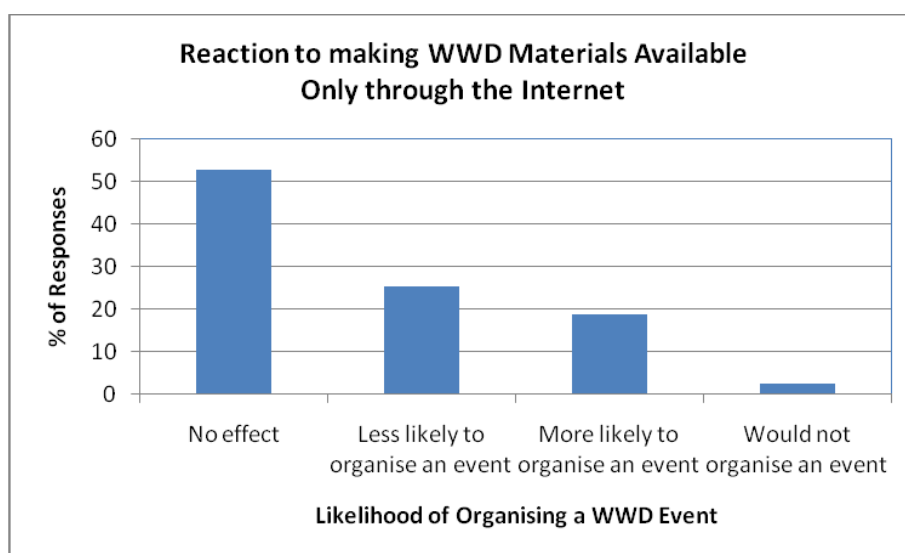


Figure 16. Reaction to Making WWD Materials Available only through the Internet

4.3 Other Useful Types of WWD Materials

The graph below summarises the types of additional materials respondents would find useful for WWD events.

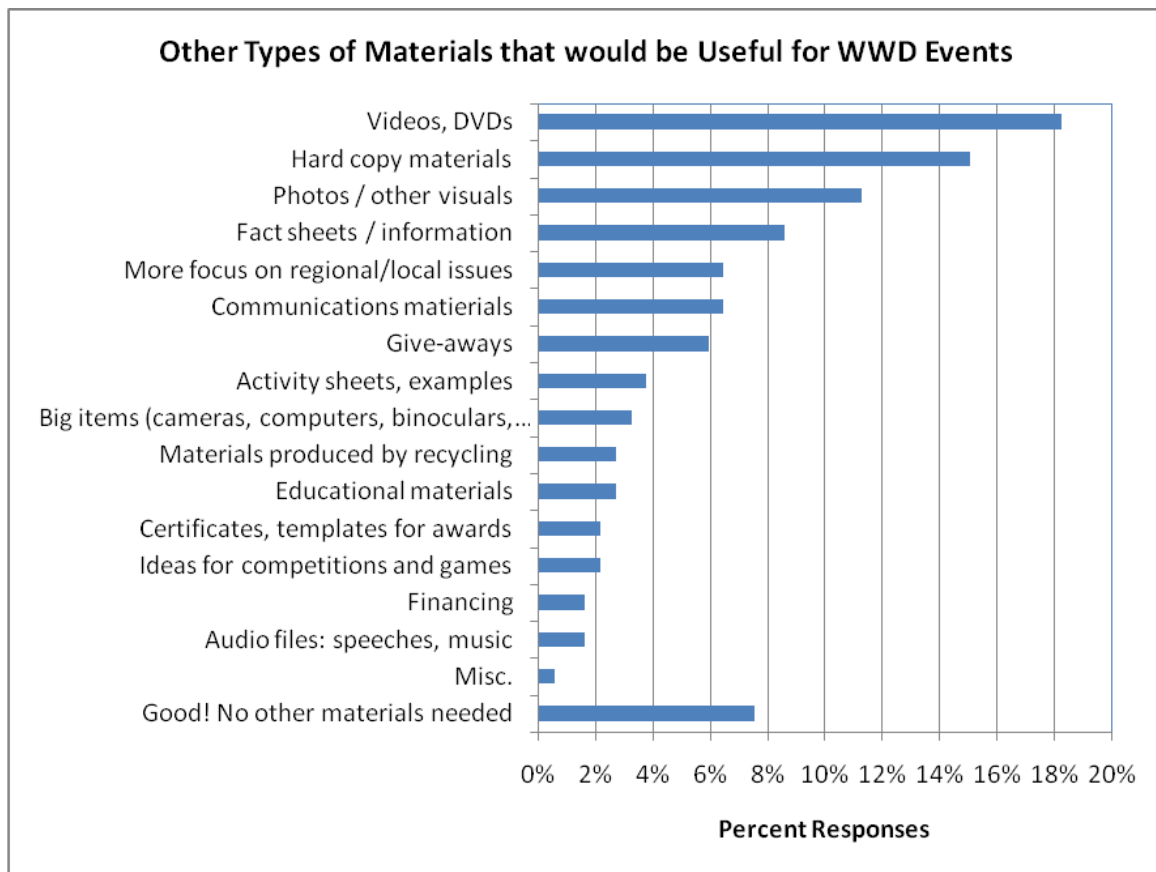


Figure 17. Other Types of Materials that would be Useful for WWD Events

The most frequently requested materials were videos. Suggestions included: videos on the WWD theme, on wetlands in general, to illustrate fact sheets, and videos specially created for children. One respondent suggested videos with images only, without words or text, so that the verbal messages can be added with more attention to issues that are especially important regionally or locally.

Hard copy materials requested included: handbooks, pamphlets, brochures, flyers, books, A4 leaflets folded in 3, calendars, colouring books, more posters, and more stickers. For some WWD actors, printing hard copies from digital files is too expensive.

The most frequently requested visual materials were banners, and in second place photographs and PowerPoint presentations. Other suggestions included: pictures of different types of wetlands, visual messages for the printed press, slide shows, graphics in A1 format, and screensavers.

Requests for more information included: information and documents related to the WWD theme, case studies on how to protect wetlands in different countries, a brief write-up of the WWD theme and its relevance, research articles and publications, general information on wetlands (their uses, threats, importance, and the role of wetlands in climate), COP decisions, fact sheets for children, lists of things people can do to help. Some requested that this be made available in CD format.

A number of respondents requested materials more specific to local and regional issues and conditions, or in their local language. Two specific suggestions might be helpful in making a global World Wetlands Day more relevant to regional and local issues:

- Posters in which WWD actors can write in the name of their Ramsar site
- Pre-printed with the Ramsar WWD logo, but without mention of the theme for the year, which is not always appropriate everywhere.

Suggestions for communications materials included:

- short videos for use on television
- humour, jokes and caricatures
- jingles, advertisements and billboards
- feature articles and press releases
- media tools for awareness raising.

In terms of give-aways, by far the most popular items suggested were WWD T-shirts, caps and pens/pencils. Other suggestions included WWD arm-bands, notebooks, squeeze bottles, umbrellas, necklaces, pins, bags, tattoos, curtains and kites! There were also suggestions for big items such as computers, internet access, cameras, binoculars, night vision apparatus, field materials and tools for wetland restoration work.

Another category was for help with designing activities: books with information on WWD activities, activity sheets, recommendations for activities relative to the theme of the year, and activities appropriate for adults as well as for children.

4.4 Relevance of WWD Slogans

Every year the Ramsar Secretariat decides on a new theme for World Wetlands Day, and develops a slogan and communications materials to communicate the essential issues of that theme. In this question of the survey, respondents were asked:

How relevant have the WWD slogans been to your country's / region's situation?

Using the same scoring system as above, respondents rated the WWD slogans for the last five years, where: 5 = extremely relevant; 4 = very relevant; 3 = relevant; 2 = slightly relevant, and 1 = not at all relevant. As shown in the figure below, the overall ratings for all of the different slogans for the last five years ranged from relevant to very relevant.

The slogan that was rated as the least relevant was that of 2006 on poverty. This slogan, while relevant in developing countries, had less resonance in developed countries. This underscores the need to have slogans that have a more universal appeal, in both the developed and under-developed world.

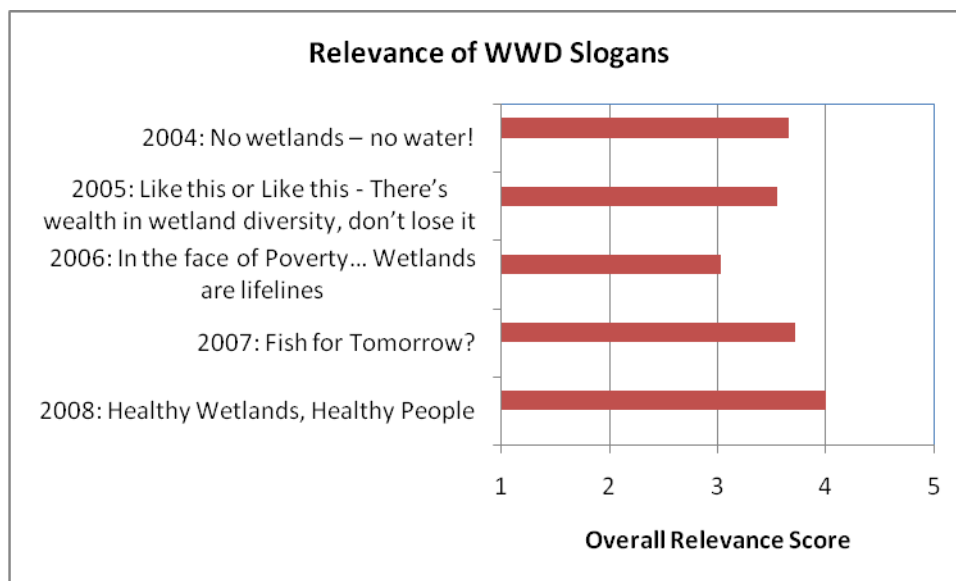


Figure 18. Relevance of WWD Slogans

4.5 Identification of Target Groups

In this question respondents were simply asked a Yes or No question:

Do you systematically identify your target groups before designing your WWD activities?

In answer to this, 82% of the respondents said yes, and only 18% said no.

4.6 Assessing Impact

There were two major limitations concerning the data collected on the question:

How do you assess the impact of your WWD activities on the target groups?

As discussed above in the methodology section, although we pilot-tested the survey, this question was unclear to some respondents. Many respondents answered as intended by providing the indicators and/or methodologies they use to assess the impact of WWD on target groups. However, some interpreted the question as “What was the impact of your WWD activities on the target groups?” and answered, for example: “very good”, “very positive”, “increased knowledge”, etc. Furthermore, when answered this way, there were often problems of attribution. For example, some respondents reported increased awareness, but it was not clear that this could be directly attributed to WWD activities.

Respondents answered this question in three different ways, by providing: 1) indicators for assessing impact; 2) methodologies; and 3) actually giving their assessment of the impact of WWD in their area. We were looking for information on indicators and methodologies, and will report on those two types of answers.

Indicators

The graph below summarises the types of indicators for assessing the impact of World Wetlands Day events used by the WWD actors responding to the survey. Within some of these indicator types, more specific indicators were reported.

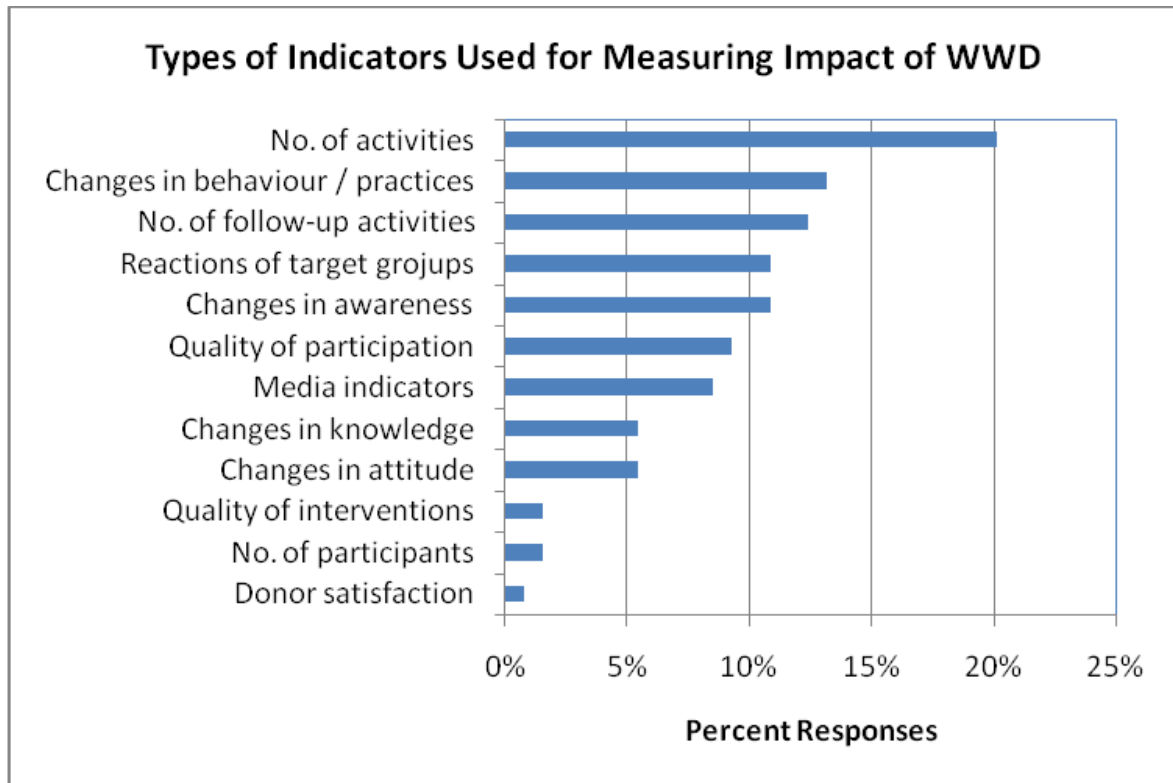


Figure 19. Types of Indicators Used for Measuring Impact of WWD

Many respondents used changes in awareness as an indicator. Change in awareness is a bit of a grab-bag; it would be usefully separated into changes in knowledge and changes in attitudes.

Methodologies

The types of assessment methodologies used by survey respondents are summarised in the following figure.

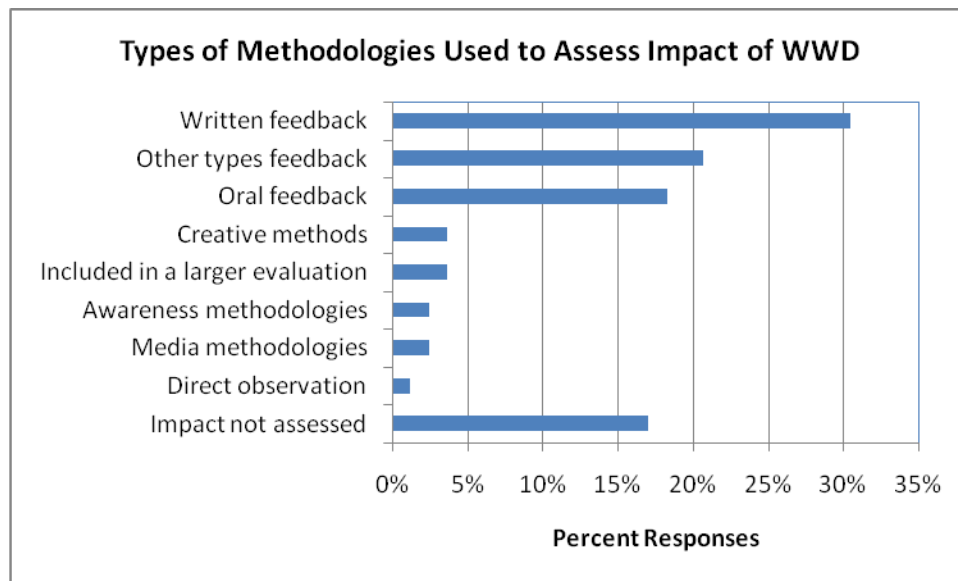


Figure 20. Types of Methodologies Used to Assess Impact of WWD

Written feedback – the most common type of methodology among the respondents – was overwhelmingly based on questionnaires and feedback forms, but surveys are also used. Other specific methods include teachers’ reports, emails, post-programme reports, and letters of gratitude.

The category “other types of feedback” included: unspecified feedback methods; feedback from organisations, from visitors and participants, from activity leaders, after conferences, after activities; visits to schools and communities; follow-up with target groups, etc. One respondent cited the method of the Greek philosophers (Tales de Mileto) to start dialogue and create awareness.

Oral feedback included: interviews; verbal evaluations; comments; testimonies; and informal and spontaneous feedback.

Creative assessment methodologies included poems, stories, drawings, and essays.

Following are some direct quotes from the survey participants.

"Our target group started becoming aware of the wetlands and its importance when we started a general awareness on the wise use of wetlands during the WWD celebration. Through this we have been able to solve numerous emerging farmer/grazier conflicts and has created wetlands multiple users platform for conflict resolution. Many partner organisations are to assist in this area because of the problems that are usually highlighted during the WWD celebration."

"Ten years ago, the term "wetlands" was not known in my country. Now, articles are published in regional and national newspapers. Nevertheless, more importance has to be given to the wise use principle."

"The impact has been gradual... Nowadays, the term 'wetlands' is understood and used by most of the authorities and citizens."

"Our ongoing wetland conservation program... has a very systematic impact assessment program. We assess WWD activities along with this. We do surveys among various stakeholders and target groups for this."

"February is a dreadful time of year in Norway; we use the day for positive publicity."

"A video made by students on WWD served as the basis for discussion with local elected officials on the management of the Ramsar site, resulting in increased motivation of elected officials to act."

"The impact is positive, but one flower does not bring the springtime. The adults need a permanent education; it seems that they forget very soon last day's actions. Children do not forget so easily."

"There is a need to formulate follow up activities so that WWD is not seen as a one-off."

"Evaluation has always been a concern, as there is no real parameter to measure the impact on the population. The survey is not enough, and I consider that other means should be used."

"One way, might be to follow up with another activity mid-year or the following year and ask questions related to the previous activity."

"A long term impact is missing because of lack of continuity. The materials you provide are only enough for the activities undertaken during the week of WWD celebrations"

4.7 Diversifying Target Groups and Specific Activities

This survey question, "How could you best diversify target groups and the specific activities for those groups in order to strengthen the impact of your WWD actions?" produced a number of interesting suggestions, for example:

- Involve decision-makers, government authorities, elected officials, local government, and local community leaders using wetlands, and develop activities specifically for them. Involve different ministries to celebrate WWD.
- Create a global and regional campaign like "An Inconvenient Truth".
- Develop more activities that are not age-specific.
- Target groups online through websites and e-groups.
- Prepare a clear communications strategy for WWD. Improve the selection criteria for target groups and their affinities. Design different materials for different targets.

- It would help to know each year's theme far in advance.
- Enhance participation through more interactive activities.
- Look for multiplier effects, using the WWD slogan for other wetland campaigns during the year.
- Combine WWD with cultural events that would bring in new audiences.
- Establish wetland volunteer groups all over the country.
- Tailor the information distributed to all strata in society. For example, obtain the demographics of a specific community and then design a programme to match the various levels of understanding within that community.
- Liaise more strongly with the media; provide them with more specific background information.

Direct quotes from respondents:

"In my view outreach activities should be either very specific to a community (for instance) and target driven with local efforts, but intensive, or a full national campaign, which would be very costly. Something in between doesn't seem very effective. Before deciding on diversifying target groups, we should think of the needs of specific groups, the issues that should be dealt with and then decide on which groups works should be developed."

"A PRA done at the initial phase gives some base to find out the diversity within the target groups. The more diverse the target groups, the more difficult is designing activities. Activities are based on the knowledge and needs of the target groups - these should be meaningful and practical."

4.8 How the Secretariat could Strengthen the Impact of WWD

In response to the web survey question "What could the Ramsar Secretariat do (given its limited resources) to strengthen the impact of WWD?" respondents provided many very useful suggestions. Responses were grouped into categories, as illustrated in the following graph. Details of the responses are provided in Annex 8.

Nine respondents said that the Secretariat was already doing enough. Following is an extract of the other respondents' suggestions.

Media / Publicity

- Involve the media. WWD activities should be broadcast through the media and the internet.
- Networks such as Facebook could be useful to publicise WWD.
- Provide sample press releases and more international media releases.
- Provide short and accurate information that impacts everybody and that WWD actors can send to the press.
- Provide videos.
- Develop a 15-20 minute (National Geographic type) video.
- Provide interviews about WWD which could be played on local community radio stations.
- Make WWD more known via international TV stations such as BBC, CNN and Aljazeera.
- Create a short TV sport to be sent to the government and to the media.

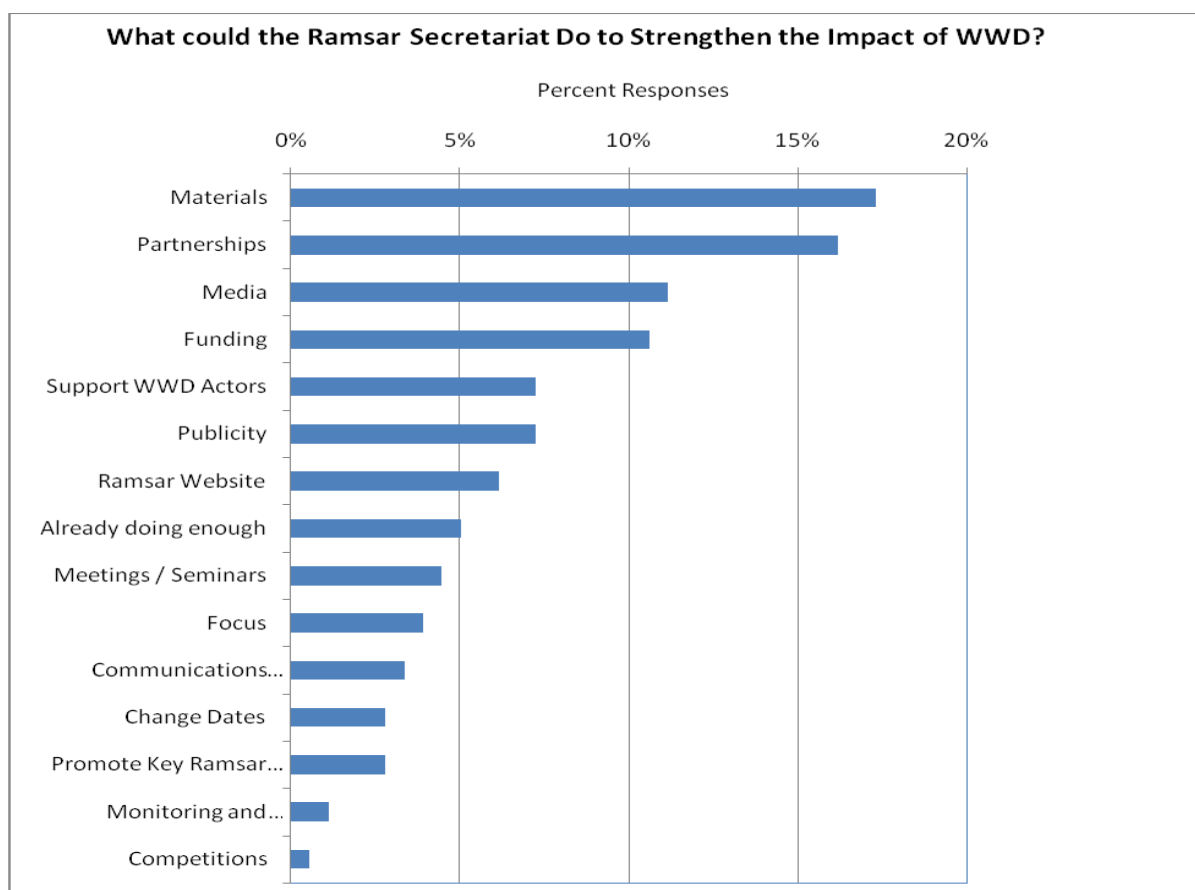


Figure 21. What could the Ramsar Secretariat Do to Strengthen the Impact of WWD?

- Do more publicity. Promote WWD more widely. More advertisement on both global and local levels.
- Get some free advertising.
- Carry out publicity campaigns in massive communications media.
- Create a special advert like WWF's advert on endangered species.
- Appoint a global ambassador for wetlands protection and conservation, using celebrities like Roger Federer or Raphael Nadal.
- Announce events through scientific societies (often free) e.g. SIL, ASLO, NABS etc.

Materials

- Enhance the lifespan of materials by leaving out the date.
- Enhance the relevance of materials by leaving space to add references to local Ramsar sites, issues, etc.
- Provide better background materials / fact sheets / briefing notes regarding the respective themes: figures, facts, scenarios, etc. – not just having an emotional appeal.
- Provide games for the general public (internet games, videos, giant puzzles, etc.)
- Send out a brief summary of global WWD activities of the last year to WWD actors and Contracting Parties, together with materials for WWD of the coming year.

- Create materials for different social actors, for example easy-to-read materials (with less text), for communities who have low education levels and cannot understand the terms used.
- Rely primarily on providing materials solely online, but continue offering hard copy materials to developing countries upon request.
- Provide suggestions for competitions around WWD.

Support to and Communications with WWD Actors

- Provide certificates / souvenirs to the WWD actors.
- Provide awards / prizes to WWD actors (regionally).
- Provide recommendation letters from Ramsar to WWD actors.
- Hold stakeholder workshops to train people on how to hold WWD events for increased impact.
- Send a representative of Ramsar Secretariat to the most important events in each region, giving priority to the new and to the most active Contracting Parties.
- Maintain personal contact and the spirit of helping out all the time. Fluent contacts by e-mail.
- Early announcement of the theme for the next year, i.e., July to August.
- Maintain the network.
- Organise regional workshops and seminars.

Partnerships

- Get more commitment from national governments to support and undertake WWD activities.
- Communicate with governments worldwide so that each country's highest governing authority can pass down information to all of its sectors of local government.
- The focal point alone cannot fulfil national needs; there needs to be contacts at the grass-root level.
- Strongly recommend to the focal points in the different countries to ensure a genuine collaboration with local NGOs and civil society.

Funding

- Mobilise more resources to support WWD. Create a specific fund for WWD. Get sponsorships.
- Provide funding to WWD actors especially in developing countries; small grants.

Make Better Use of the Ramsar Website

- Ramsar should make its website the ultimate vehicle for reaching out to a maximum number of people.
- Make available more specific information on the theme on the Ramsar website.
- Provide a space for publishing research papers presented at the seminars organised on the WWD theme.
- Propose a blog for students who have questions (with volunteer scientists to answer).
- Create a forum to exchange experiences and publish news about WWD. Enabling WWD actors to e-mail/penpal with participants from other areas of the globe. Facilitate connections among interested groups.
- Organise and publish on the website an International WWD Quiz competition every year.

Focus / Promote Key Ramsar Sites

- Highlight best practice examples. Reward exemplary activities to give ideas to others and incite innovation.
- An online survey could be done to decide on the theme of the year for WWD, so that WWD actors have a sense of ownership.

- Identify important wetlands and concentrate efforts and resources on them: 5 in each region.
- Concentrate limited resources for WWD celebrations around key or new RAMSAR sites.
- Promote new and potential Ramsar site protection and management.
- Give stricter follow-up to the Contracting Parties for them to comply with the Ramsar Convention.

Change the Date of WWD

- Recommendations came from both the Southern and Northern hemispheres to change the date of WWD (school holiday in the South; freezing winter in the North).
- Extend the activities for WWD to a longer period of time.

Monitoring and Evaluation

- Ensure that participating organisations state how the materials given to them are distributed, and ask them to get feedback from target groups.
- Organise an evaluation session of activities where all actors are represented.

4.9 Importance of Posting WWD Reports on the Ramsar Website

The following graph shows there was strong agreement among most of the survey respondents about the importance to them of having their reports posted on the Ramsar website. As noted above, however, the respondent population was made up of those who sent in WWD reports to the Secretariat.

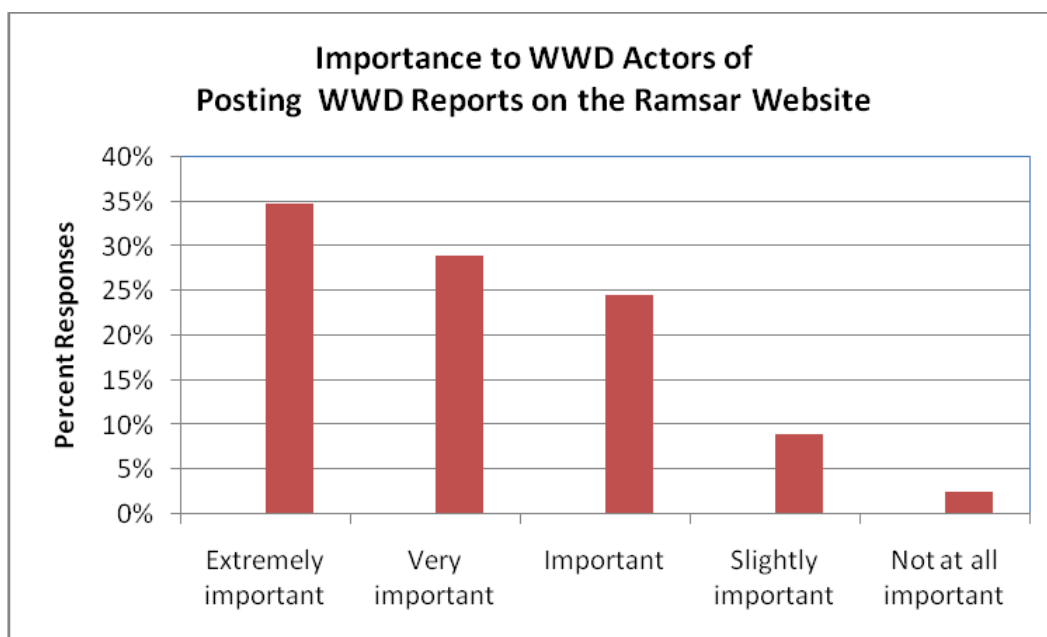


Figure 22. Importance to WWD Actors of Posting WWD Reports on the Ramsar Website

5. Conclusions

5.1 Effectiveness of the Secretariat

Given the evidence in this review, the amount of enthusiasm for World Wetlands Day is truly astounding. This is largely due to the excellent work of the Ramsar Secretariat in their concerted efforts to select, research, and prepare a different and exciting WWD theme each year. The enthusiasm among WWD Actors did seem to vary from year to year depending on the relevance of the WWD theme to the situation in their country or their particular wetland.

Overall, the web survey demonstrated the effectiveness of the Secretariat in meeting the needs and expectations of WWD Actors.

As shown in Chapter 4.1, the web survey demonstrated that most of the materials produced by the Secretariat were considered to be very useful or extremely useful by most WWD Actors. Likewise, as shown in Chapter 4.4, the overall ratings for all of the different WWD slogans for the last five years ranged from relevant to very relevant.

There was strong agreement among most of the survey respondents about the importance to them of having their reports posted on the Ramsar website managed by the Secretariat.

5.2 Diversity of WWD Targets, Actors and Activities

We noted that frequently little attention was paid to thinking about target audiences in preparing a WWD programme. Also there has sometimes been a tendency to focus WWD activities on the easiest groups to reach: children, captive audiences, volunteers who love nature, and generally those who are already interested in wetlands, for example, visitors to Ramsar sites and wetland centres, those participating in wetland conferences, etc. More often than not, target groups are not used strategically enough. Much could be done by many WWD Actors to improve the selection of those targets who are likely to have the greatest influence in ensuring the long-term conservation and ecological integrity of the Ramsar sites relevant to each WWD Actor.

The initial analysis revealed an astonishing richness of WWD activities carried out in 125 countries worldwide. By documenting a wealth of examples of activities, this report allows WWD actors to learn from one another and to gain new ideas for their own WWD programmes.

By the sheer quantity of WWD celebrations each year, France provides a striking example of a system which has greatly enhanced the geographic diversity of WWD Actors in the country. Recognising that over half the country's wetlands had been lost since 1960, the government adopted in 1995 a National Wetland Action Plan, which aims to: 1) inventory and strengthen wetland monitoring and evaluation tools; 2) ensure a supportive policy environment; 3) re-conquer lost wetlands; 4) launch an information and awareness programme. First a national wetlands observatory was created at the French Institute of the Environment. Then six "pôle-relais" were created: one for each major wetland

type. The mission of a “pôle-relais” is three-fold: A) to gather and make available knowledge on the many aspects of wetland management and development; B) to promote sustainable management by supporting favourable local policies; C) to evaluate the results of actions taken in the context of the National Wetland Action Plan and propose solutions to problems encountered. The “pôle-relais” for inland wetlands is managed by the Federation of Natural Regional Parks of France, and has long been very active in coordinating WWD activities in France. In 2007, for example, it provided a report of some 190 WWD celebrations all over the country. However, since WWD activities were coordinated by the park federation, the types of WWD Actors were not diverse: they were essentially park managers. Although geographically diverse, the types of WWD activities in France were considerably less diverse than in other countries like India, as shown above in Chapter 3.

5.3 Reaching Out to a Broader Range of Actors and Targets

Clearly, the impact of WWD could be enhanced by reaching out to a broader range of WWD Actors and Targets. Specific recommendations for diversifying WWD Actors and Targets are given in the following chapter.

6. Recommendations

Some of the recommendations herein are made as a result of the analysis; others draw on some of the many excellent suggestions received through the web survey.

6.1 Recommendations for the WWD Actors

Designing a WWD Event

1. **Theory of Change:** To get the most out of WWD events and celebrations, they should be intentionally designed for a strategic outcome, i.e., a behavioural change in those people, groups or organisations who are likely to have the greatest influence on the health of the wetlands targeted. To make the Theory of Change explicit, four questions need to be answered at the outset:
 - **Why?** What is the vision to which WWD Actors want to contribute?
 - **Who?** What target groups or individuals are likely to have the greatest influence?
 - **What?** What are the specific changes being sought?
 - **How?** How will WWD activities contribute to the changes sought?
2. **KAP Survey:** Know and understand your target group(s). As a prerequisite to designing a WWD event, carry out a survey to document the baseline situation of your target group(s) in terms of their Knowledge, Attitudes and Practice (KAP).
3. **Design WWD Activities** based on the specific KAP changes sought. Design practical and meaningful activities based on the knowledge and needs of the target groups. Generally to change behaviour (Practice), one must first change Attitudes, and to Attitudes, Knowledge must first be transmitted and assimilated. For each specific target group, identify the problem

to be solved, the main message or learning to be delivered, and the most suitable vehicle(s) to convey it.

4. **Coordination:** Set up a nation-wide coordination system based on a National Wetlands Action Plan, such as the “Pôle-Relais” in France, and be sure that it is representative of a wide variety of WWD Actors.
5. **Follow-up:** Design follow-up activities so that WWD is not just a one-off event. More continuity will enhance the long-term impact of WWD events.
6. **Set Indicators and Benchmarks** for how progress toward KAP outcomes will be measured.
7. **M&E:** Prepare a monitoring and evaluation plan for how and when to measure progress towards the KAP outcomes sought.

WWD Targets

8. The most important change that many WWD Actors need to make is to systematically identify their target audiences well in advance. WWD Actors are encouraged to put the emphasis on target groups who are likely to have the greatest impact on the health of wetlands, for example: the media, decision-makers (government, opinion makers, village chiefs...), the private sector, polluters, wetland stakeholders, competitors for water allocations, etc.
9. Liaise more strongly with the media. Provide them with specific background information, and materials produced by the Secretariat specifically for the media.

WWD Activities

10. In addition to WWD programmes based on the most common types of activities (educational activities, site visits, conferences and workshops, distribution of communications materials, and creative or performance activities), Actors could enrich their programmes, and perhaps make them more strategic, by considering activities such as: a policy launch, memoranda to the government, protests against destructive practices, television programmes, religious services, etc. Locally made videos targeting decision-makers have produced good results in motivating local officials to take action.
11. Emphasise interactive activities, which are known to enhance KAP outcomes.

Follow-up

12. Establish wetland volunteer groups in key areas all over the country.
13. New audiences could be engaged by combining WWD with important cultural events.
14. Look for multiplier effects, using the WWD slogan for other wetland campaigns during the year.

6.2 Recommendations for the Ramsar Secretariat

Support to WWD Actors

15. Announce the theme for the next year as early as possible.
16. The focal point alone cannot always fulfil national needs; recommend to the focal points in each country to ensure an effective collaboration with local NGOs and civil society.
17. Produce a handbook on identifying target groups, carrying out baseline KAP surveys, designing WWD activities, identifying indicators, and monitoring and evaluation methods. Include illustrated case studies of exemplary WWD events in each region, and examples of different types of activities that have been effective with different target groups.
18. In the interest of strengthening both the impact of WWD activities as well as strengthening the quality of WWD reports, it is strongly recommended that the Secretariat request WWD actors to follow a standard outline for all WWD reports. WWD reports should be as brief as possible and include the following:
 - A. Organisation(s) carrying out the WWD activities
 - B. Author of the WWD report (with contact information)
 - C. Theme (if any)
 - D. Theory of Change (Why? Who? What? How?)
 - E. Specific target groups and explanation of the strategic importance of these specific groups
 - F. Results of the baseline KAP Survey of the target groups
 - G. WWD activities and how these were tailored to the target groups
 - H. National coordination mechanism
 - I. Follow-up activities throughout the year
 - J. Indicators used for assessing the outcomes of WWD activities (changes in practice) within the target groups
 - K. Types of assessment methodologies used to measure outcomes; limitations of assessment methodologies
 - L. Results of monitoring and evaluation of the outcomes sought
 - M. Recommendations on how to strengthen the impact of WWD.

Materials

19. In general, provide WWD materials by posting them on the internet rather than mailing out hard copies, but produce and send hard copies to those WWD Actors who request them.
20. To enhance the reach and impact of WWD worldwide, in addition to providing materials posted on the internet in English, French and Spanish, translate them into the other three official UN languages as well: Arabic, Chinese and Russian.

21. Help WWD Actors to engage the media by providing substantive videos on the annual theme, short TV and radio spots or public service announcements, feature articles, photos, press releases and jingles.
22. Dedicate more resources to producing fact sheets and briefing notes.
23. Create two versions of each poster – one with and one without writing – to allow WWD Actors to add their own, locally-specific text.
24. Produce a brief summary of global WWD activities of the last year to WWD Actors and Contracting Parties, together with materials for WWD of the coming year.
25. Create materials for different social actors, for example easy-to-read materials (with less text), for communities who have low education levels and cannot understand the terms used.
26. Provide suggestions for games, puzzles and competitions around WWD.

Media

27. Make the Ramsar website the ultimate vehicle for reaching out to people. Make more specific information on the theme available on the Ramsar website. Create a forum to exchange experiences and publish news about WWD. Organise and publish on the website an International WWD Quiz competition every year.
28. Promote wetlands in general and WWD specifically more widely. Carry out publicity campaigns in massive communications media. Run more advertisements at the global level.
29. Get free advertising.
30. Facebook has 150 million users worldwide. Use it to spread the word by creating a Facebook page for the Ramsar convention that members can become fans of. As a fan, they will then receive an update on wetland issues every time the Secretariat chooses to send one out.
31. Appoint celebrity (such as Raphael Nadal or Angelina Jolie) as a global ambassador for wetlands protection and conservation.

Funding

32. Mobilise more resources to support WWD: get sponsorships, and create a specific fund for WWD.
33. Provide funding to WWD actors, especially in developing countries, using small grants.

Annexes

Annex 1. Assessment Matrix

Issues	Key Questions	Specific Research Questions	Data Sources	Methods / Tools
R E L E V A N C E	To what extent does the project respond to priority issues?	<ol style="list-style-type: none"> 1. For 2003 to 2007, who is doing what and who are the targets? * 2. Are there 'gaps' in the kinds of actors we work? 3. To what extent is WWD is a valuable exercise in increasing awareness of the Ramsar Convention, wetland issues and promoting wetland values? 4. From 2006-2008 how relevant was the WWD focus to the needs of each country and to the key areas of interest of the WWD actors? 5. How important is it for the WWD actors to have their WWD reports on the Ramsar website, and why? 	<ol style="list-style-type: none"> 1. WWD Reports on Ramsar web site 2. as above 3: WWD Actors 4. as above 5. as above 	<ol style="list-style-type: none"> 1: Initial analysis 2. Assessment of the initial analysis results 3. Web survey (Survey Monkey) 4. as above 5. as above
E F F E C T I V E N E S S	Is the project achieving the intended results?	<ol style="list-style-type: none"> 1. How has the number of WWD actors and targets evolved from 2003 to 2007? 2. Is there any evidence that from 2005-2007 WWD has increased awareness of the Ramsar Convention and wetland issues and promoted wetland values? 3. Did WWD make actors aware of Ramsar or vice-versa? 4. How useful are the WWD materials provided to the actors by the Secretariat in terms of raising the actors' awareness of the WWD issue? 5. How useful are the WWD materials provided to the actors by the Secretariat in terms of raising the targets' awareness of the WWD issue, and does the national language (E,F,S countries vs. non E, F, S countries) have an impact on this? 6. What other materials would WWD actors find useful? 	<ol style="list-style-type: none"> 1. WWD Reports on Ramsar web site 2. WWD Actors 3. as above 4. as above 5. as above 6. as above 	<ol style="list-style-type: none"> 1. Initial analysis 2. Web survey 3. as above 4. as above 5. as above 6. as above

Annex 3. Web Survey

World Wetlands Day Survey / Enquête Web sur JMZ / Encuesta sobre el DMH

Introduction / Introducción

The text and each of the 12 questions in this survey are given in English, then French, then Spanish.
Le texte et chacune des 12 questions dans cette enquête sont en anglais, puis en français et ensuite en espagnol.
El texto y cada una de las 12 preguntas en esta encuesta se encuentran en Inglés, Frances y Español.

**Which is your preferred language?
Quelle est votre langue préférée ?
Cual es el lenguaje de su preferencia?**

- English
- Français
- Español

Purpose

Since its early beginnings, World Wetlands Day (WWD) has grown to be a key point of focus for the Ramsar Convention each year. In response to the evident enthusiasm by the Ramsar family, the Secretariat staff have invested progressively more and more time in performing their identified role. After 11 years of this investment of time and resources by both the Secretariat and the WWD actors, it is appropriate to have an independent assessment of WWD and its overall impact - for three key reasons:

1. To assess the value to WWD actors of the materials produced by the Secretariat, and to assess the actors' needs and expectations.
2. To identify any gaps in the Secretariat's contact list of WWD actors and their target groups and activities, and assist in the expansion of the sphere of influence of WWD as appropriate.
3. To objectively demonstrate the growing success and outcomes of WWD.

This brief web survey (only 12 questions) is part of the broader assessment of WWD that is being carried out by an independent consultant for the Ramsar Secretariat. You are welcome to contact her should you wish to convey additional information:

Meg Gawler, ARTEMIS Services, meg@artemis-services.com; +33 4 5040 7870.

We ask you to identify yourself, so that we can describe the respondent population. The personal information collected will only be used for the questionnaire survey on World Wetlands Day, and will be treated in the strictest confidence by the consultant. All survey responses will be kept confidential as well. They will not be passed on to anyone. Information will be aggregated by stakeholder group, synthesised, and presented in a report to the Ramsar Secretariat. The identity of the respondent will be kept anonymous in all cases.

The survey will close at midnight GMT on 30 September 2008. After this time no further input will be possible.

Your views are extremely valuable for this exercise. We realise that your time is precious, and we thank you very much for your input to the survey. All respondents will receive a copy of the WWD evaluation report.

Objet

Depuis ses débuts, la Journée mondiale des zones humides (JMZ) est devenue un événement essentiel sur le calendrier annuel de la Convention de Ramsar. Fort de l'enthousiasme de la famille Ramsar, le personnel du Secrétariat n'a pas hésité à investir de plus en plus de temps pour assumer le rôle qui lui incombe à cet égard. Au terme des 11 années d'investissement en temps et en ressources consenti par le Secrétariat et les acteurs de la JMZ, il nous a semblé opportun de procéder à une évaluation indépendante de la JMZ et de son impact global et ce, pour 3 raisons essentielles :

1. Apprécier la valeur accordée par les acteurs de la JMZ au matériel produit par le Secrétariat, et évaluer leurs besoins et attentes.
2. Identifier toute lacune éventuelle dans la liste de contacts dressée par le Secrétariat (acteurs de la JMZ + leurs groupes cibles et activités), et le cas échéant aider à élargir la sphère d'influence de la JMZ.
3. Démontrer objectivement les succès et les résultats grandissants de la JMZ.

Ce bref sondage (12 questions seulement) s'inscrit dans l'évaluation plus large de la JMZ que mène actuellement une consultante indépendante pour le Secrétariat de Ramsar. N'hésitez pas la contacter si vous souhaitez lui transmettre un complément d'information :
Meg Gawler, ARTEMIS Services, meg@artemis-services.com ; +33 4 5040 7870.

Si nous vous demandons de vous identifier, c'est pour pouvoir définir la population qui répond à cette enquête. Cette information personnelle sera utilisée uniquement pour ce questionnaire sur la JMZ. Sachez toutefois que toutes les réponses à l'enquête seront traitées de manière strictement confidentielle par la consultante. Elles ne seront transmises à personne. Les informations seront rassemblées par groupe d'acteurs qui répondent, synthétisées et présentées dans un rapport au Secrétariat de Ramsar. L'identité des personnes ayant répondu au sondage restera dans tous les cas anonyme.

Cette enquête web sera close à minuit, heure de Greenwich, le 30 septembre 2008. Après, il sera impossible de répondre aux questions.

Votre point de vue a une valeur inestimable pour cet exercice. Sachant combien votre temps est précieux, nous vous remercions sincèrement par avance de votre contribution. Le rapport d'évaluation sur la JMZ sera envoyé à toutes les personnes qui auront rempli l'enquête.

Finalidad

Desde sus inicios, el Día Mundial de los Humedales ha evolucionado hasta el punto de convertirse en un acto de gran importancia para la Convención de Ramsar todos los años. Ante el patente entusiasmo de la familia de Ramsar, el personal de la Secretaría ha dedicado cada vez más tiempo al papel que le corresponde en esa conmemoración. Después de 11 años de esa inversión de tiempo y de recursos por la Secretaría y los agentes del Día Mundial, conviene tener una evaluación independiente del Día Mundial y de sus efectos generales, y ello por tres motivos principales:

1. Para conocer el valor que tienen para los agentes del Día Mundial los materiales producidos por la Secretaría y saber cuáles son sus necesidades y expectativas.
2. Para detectar las lagunas que pueda haber en la lista de contactos de la Secretaría de agentes del Día Mundial y sus grupos destinatarios y actividades y para contribuir a ampliar adecuadamente la esfera de influencia del Día Mundial.
3. Para demostrar objetivamente el éxito y los resultados cada vez más importantes del Día Mundial.

Esta breve encuesta por medios electrónicos (de sólo 12 preguntas) forma parte de la evaluación más general del Día Mundial que está realizando una consultora independiente para la Secretaría de Ramsar. Tiene usted plena libertad para ponerse en contacto con ella si desea facilitarle más datos:
Meg Gawler, ARTEMIS Services, meg@artemis-services.com. Tel.: +33 4 5040 7870.

Le pedimos que se identifique, para que podamos describir la población que ha respondido. La información personal recolectada será utilizada únicamente para el análisis de la encuesta sobre el Día Mundial de los Humedales, y será tratada con la mayor confidencialidad por la consultora. Todas las respuestas también serán totalmente confidenciales y no se comunicarán a otras personas. La información será consolidada por grupos de interesados, sintetizada y presentada en un informe destinado a la Secretaría de Ramsar, manteniendo siempre anónima la identidad de los encuestados.

La encuesta cerrará a medianoche GTM el día 30 de Septiembre de 2008. Después de esto, no será posible aportar mayor información.

Sus opiniones son extremadamente valiosas para este ejercicio. Sabemos que su tiempo es precioso y le agradecemos profundamente su aportación a la encuesta. Todas las personas que respondan recibirán un ejemplar del informe de evaluación del Día Mundial de los Humedales.

Respondent Identification / Vos coordonnées / Identificación del encuestado

Your FAMILY name / votre NOM de famille / APELLIDOS

Your First Name / votre prénom / nombre

Position / poste / cargo

Organisation / organización

Country / pays / país

Relevant Ramsar site(s) if any / site(s) Ramsar concerné(s), le cas échéant / sitio(s) Ramsar pertinente, de haberlo(s)

Telephone (with country code) / téléphone (avec code du pays) / teléfono (con código de país)

Email / courriel / correo-e

Survey / Enquête / Encuesta

Please select by clicking on the appropriate button or text box.
Choisissez svp en cliquant sur le bouton ou la boîte de texte approprié.
Por favor seleccione marcando el círculo o casilla apropiada.

1. What type of organisation do you work for? Pour quel type d'organisation travaillez-vous ? ¿Para qué tipo de organización trabaja usted?

- Ramsar Administrative Authority / Autorité administrative Ramsar / Autoridad Administrativa de Ramsar
- Other Government section; department; organisation (at any level) / Autre service, département ou organisation du gouvernement (à n'importe quel niveau) / Otra sección, otro departamento/otra organización oficial (en cualquier nivel)
- IOP (Ramsar International Organisational Partner / OIP (Organisation internationale partenaire de Ramsar / OIA (Organización Internacional Asociada de Ramsar: Wetlands Int, WWF, BirdLife, IUCN/UIICN, IWMI)
- NGO / ONG
- CBO (Community-based organisation) / OCB (Organisation communautaire de base) / OBC (organización de base comunitaria)
- Academic institution (school, university, college, library, field research centre, etc) / Institution académique (école, université, collège, bibliothèque, centre de recherche sur le terrain, etc.) / Institución académica (escuela, universidad, escuela superior, biblioteca, centro de investigaciones de campo, etc.)
- Intergovernmental body, international convention / Organisme intergouvernemental, convention internationale / Órgano intergubernamental, convención internacional
- Media, journalist, radio, television / Médias, presse écrite, radio, télévision / Medio de comunicación, periodista, radio, televisión
- Wetland education centre, museum, botanical garden / Centre d'éducation aux zones humides, muséum, jardin botanique / Centro de educación sobre humedales, museo, jardín botánico
- Ramsar Site management unit, protected area / Unité de gestion d'un site Ramsar, aire protégée / Unidad de gestión de un sitio Ramsar, área protegida
- Private sector / Secteur privé / Sector privado
- Religious institution, church / Institution religieuse, église / Institución religiosa, iglesia
- Wetlands project / Projet zones humides / Proyecto relativo a humedales
- Other / Autres / Otro
- Other (please specify) / Autre (spécifier svp) / Otro (especifique por favor)
-

2. How did you find out about WWD? Comment avez-vous entendu parler de la JMZ ? ¿Para qué tipo de organización trabaja usted?

- Personal contact / Un contact personnel / Contactos personales

- Ramsar Web site / Le site web de Ramsar / El sitio web de Ramsar
- Ramsar email / Un courriel de Ramsar / El correo-e de Ramsar
- Ramsar meeting / Une réunion Ramsar / Una reunión de Ramsar
- Attending a WWD event / La participation à une manifestation de la JMZ / La asistencia a un acto del Día Mundial
- Other / Autres / Otro
- Other (please specify) / Autre (spécifier svp) / Otro (especifique por favor)
-

**3. For how many years have you been involved in preparing WWD activities?
Depuis combien d'années participez-vous à la préparation des activités de la JMZ ?
¿Durante cuántos años ha participado usted en la preparación de actividades del Día Mundial?**

- 1
- 2
- 3
- 4
- more than 4 / plus de 4 / más de 4

4. How useful do you find the Secretariat materials (poster, stickers, fact sheets, do-it-yourself give-away)?

**Comment évaluez-vous l'utilité du matériel fourni par le Secrétariat (affiches, autocollants, fiches thématiques, objets à monter soi-même) ?
¿Qué útiles le parecen los materiales de la Secretaría (el cartel, las pegatinas, las hojas informativas, los materiales para montar uno mismo)?**

Poster / Affiche / Cartel	<input type="radio"/> Extremely useful / Extrêmement utile / Enormemente útil	<input type="radio"/> Very useful / Très utile / Muy útil	<input type="radio"/> Useful / Utile / Util	<input type="radio"/> Slightly useful / Plus ou moins utile / Poco útil	<input type="radio"/> Not at all useful / D'aucune utilité / Nada útil
Sticker / Autocollants / Pegatinas	<input type="radio"/> Extremely useful / Extrêmement utile / Enormemente útil	<input type="radio"/> Very useful / Très utile / Muy útil	<input type="radio"/> Useful / Utile / Util	<input type="radio"/> Slightly useful / Plus ou moins utile / Poco útil	<input type="radio"/> Not at all useful / D'aucune utilité / Nada útil
Fact sheets, briefing notes / Fiches thématiques / Hojas informativas, notas de información	<input type="radio"/> Extremely useful / Extrêmement utile / Enormemente útil	<input type="radio"/> Very useful / Très utile / Muy útil	<input type="radio"/> Useful / Utile / Util	<input type="radio"/> Slightly useful / Plus ou moins utile / Poco útil	<input type="radio"/> Not at all useful / D'aucune utilité / Nada útil
Do-it-yourself give-away (e.g. turtle or fish) / Objet à faire soi-même (par ex., tortue, poisson) / Materiales para montar uno mismo (p. ej., la tortuga o el pez)	<input type="radio"/> Extremely useful / Extrêmement utile / Enormemente útil	<input type="radio"/> Very useful / Très utile / Muy útil	<input type="radio"/> Useful / Utile / Util	<input type="radio"/> Slightly useful / Plus ou moins utile / Poco útil	<input type="radio"/> Not at all useful / D'aucune utilité / Nada útil

**5. The Ramsar Secretariat always sends out hard copy of the poster and stickers, and the other materials are sent on CD to WWD actors. Other Conventions only make their posters and other materials available for download from their web sites. If Ramsar only made its materials available for download, would this:
Le Secrétariat de Ramsar a l'habitude d'envoyer aux acteurs de la JMZ une copie papier de l'affiche et des autocollants, et le reste du matériel sur CD. D'autres conventions proposent uniquement de télécharger leurs affiches et autre matériel sur leur site web. Si Ramsar ne proposait que du matériel à télécharger, cela :**

La Secretaría de Ramsar siempre envía ejemplares en papel del cartel y las pegatinas y los demás materiales se envían en CD a los agentes del Día Mundial. Otras Convenciones sólo idean sus carteles y demás materiales de manera que haya que descargarlos en sus sitios web. Si Ramsar sólo concibiera sus materiales para que fuesen descargados:

- Make you more likely to organise a WWD event / Vous inciterait davantage à organiser une manifestation pour la JMZ / Haría que fuese más probable que usted organizara un acto del Día Mundial
- Have no effect on your decision to organise a WWD event / N'aurait aucun effet sur votre décision d'organiser une manifestation pour la JMZ / No influiría en su decisión de organizar un acto del Día Mundial
- Make you less likely to organise a WWD event / Vous inciterait moins à organiser un une manifestation pour la JMZ / Haría que fuese menos probable que usted organizara un acto del Día Mundial
- Make you decide not to organise a WWD event at all / Vous inciterait à ne pas organiser de manifestation pour la JMZ / Haría que usted decidiera no organizar un acto del Día Mundial

**6. What other materials would you find useful for your WWD preparations and activities?
Quel autre type de matériel estimeriez-vous utile pour vos préparatifs et activités de la JMZ ?
¿Qué otros materiales le serían útiles para sus preparativos y actividades del Día Mundial?**

**7. How relevant have the WWD slogans been to your country's / region's situation?
Dans le contexte de votre pays ou région, comment évaluez-vous la pertinence des slogans de la JMZ ?
Diga qué relevancia han tenido los lemas del Día Mundial en su país / región**

2008: Healthy Wetlands, Healthy People / Notre santé dépend de celle des zones humides / Humedales sanos, gente sana	<input type="radio"/> Extremely relevant / Extrêmement pertinent / Enormemente pertinente	<input type="radio"/> Very relevant / Très pertinent / Muy pertinente	<input type="radio"/> Relevant / Pertinent / Pertinente	<input type="radio"/> Slightly relevant / Plus ou moins pertinent / Poco pertinente	<input type="radio"/> Not at all relevant / Pas du tout pertinent / Nada pertinente
2007: Fish for Tomorrow? / Du poisson pour demain ? / Los humedales y la pesca	<input type="radio"/> Extremely relevant / Extrêmement pertinent / Enormemente pertinente	<input type="radio"/> Very relevant / Très pertinent / Muy pertinente	<input type="radio"/> Relevant / Pertinent / Pertinente	<input type="radio"/> Slightly relevant / Plus ou moins pertinent / Poco pertinente	<input type="radio"/> Not at all relevant / Pas du tout pertinent / Nada pertinente
2006: In the face of Poverty... Wetlands are lifelines / Avenir en danger... Les zones humides : garde-fous contre la pauvreté / Los humedales son herramientas para el alivio de la pobreza	<input type="radio"/> Extremely relevant / Extrêmement pertinent / Enormemente pertinente	<input type="radio"/> Very relevant / Très pertinent / Muy pertinente	<input type="radio"/> Relevant / Pertinent / Pertinente	<input type="radio"/> Slightly relevant / Plus ou moins pertinent / Poco pertinente	<input type="radio"/> Not at all relevant / Pas du tout pertinent / Nada pertinente
2005: Like this or Like this - There's wealth in wetland diversity, don't lose it / Comme ça ? ...ou comme ça ? La diversité des zones humides est un trésor – ne le gaspillons pas ! / Hay riqueza en la diversidad de los humedales, ¡no la perdamos!	<input type="radio"/> Extremely relevant / Extrêmement pertinent / Enormemente pertinente	<input type="radio"/> Very relevant / Très pertinent / Muy pertinente	<input type="radio"/> Relevant / Pertinent / Pertinente	<input type="radio"/> Slightly relevant / Plus ou moins pertinent / Poco pertinente	<input type="radio"/> Not at all relevant / Pas du tout pertinent / Nada pertinente
2004: No wetlands – no water! / Pas de zones humides, pas d'eau ! / Sin humedales, no hay agua	<input type="radio"/> Extremely relevant / Extrêmement pertinent / Enormemente pertinente	<input type="radio"/> Very relevant / Très pertinent / Muy pertinente	<input type="radio"/> Relevant / Pertinent / Pertinente	<input type="radio"/> Slightly relevant / Plus ou moins pertinent / Poco pertinente	<input type="radio"/> Not at all relevant / Pas du tout pertinent / Nada pertinente

**8. Do you systematically identify your target groups before designing your WWD activities?
Identifiez-vous systématiquement vos groupes cibles avant de concevoir vos activités pour la JMZ ?**

¿Determina usted sistemáticamente sus grupos destinatarios antes de concebir actividades para el Día Mundial?

- Yes / Oui / Si
 No / Non / No

9. How do you assess the impact of your WWD activities on the target groups?

Comment évaluez-vous l'impact de vos activités pour la JMZ sur les groupes cibles ?

¿Cómo evaluaría usted el impacto de las actividades del Día Mundial de los Humedales sobre los grupos meta?



10. How could you best diversify your target groups and the specific activities for those groups in order to strengthen the impact of your WWD actions?


Comment pourriez-vous diversifier vos groupes cibles et les activités qui leur sont spécifiques afin de renforcer l'impact de vos actions pour la JMZ ?

¿Cuál sería la mejor manera de diversificar sus grupos destinatarios y las actividades dirigidas específicamente a esos grupos para reforzar el impacto de sus acciones el Día Mundial?



11. What could the Ramsar Secretariat do (given its limited resources) to strengthen the impact of WWD? Que pourrait faire le Secrétariat de Ramsar (compte tenu de ses ressources limitées) pour renforcer l'impact de la JMZ ?

¿Qué podría hacer la Secretaría de Ramsar (teniendo en cuenta lo limitado de sus recursos) para reforzar los efectos del Día Mundial?



12. The Ramsar Secretariat encourages WWD actors to send reports on their targets and activities for posting on the Ramsar web site. Is this web reporting:

Le Secrétariat de Ramsar encourage les acteurs de la JMZ à envoyer des rapports sur leurs groupes cibles et leurs activités pour affichage sur le site Web de Ramsar. Pour vous, ces rapports sur le web sont:

La Secretaría de Ramsar alienta a los agentes del Día Mundial a que envíen informes sobre sus actividades para darlas a conocer en el sitio web de Ramsar. Esos informes en la web le resultan a usted:

- Extremely important to you / Extrêmement importants / Enormemente importantes
 Very important to you / Très importants / Muy importantes
 Important to you / Importants / Importantes
 Slightly important to you / Plus ou moins importants / Poco importantes
 Not at all important to you / Pas du tout importants / Nada importantes

You have completed the survey! If you wish to modify any of your answers you can go back by clicking on the "Back" button. This survey is programmed to accept only one entry per computer. Therefore, once you exit by pressing the "Done" button, you will not be able to come back to modify your responses.

Vous avez terminé l'enquête ! Si vous désirez modifier une réponse, cliquez sur le bouton « En arrière ». Cette enquête est programmée pour accepter seulement un jeu de réponses par ordinateur. Ainsi, une fois que vous quittez l'enquête en cliquant sur « Terminé », il vous sera impossible de revenir pour modifier vos réponses.

Usted ha completado la encuesta! Si desea modificar cualquiera de sus preguntas, puede volver apretando el botón "Vuelva". Esta encuesta está programada para aceptar únicamente una entrada por computador. Por esta razón, una vez apretado el botón de salida "Hecho", no podrá volver para modificar sus respuestas.

The Ramsar Secretariat warmly thanks you for your participation in this survey!

Le Secrétariat Ramsar vous remercie chaleureusement de votre participation dans cette enquête !

La Secretaría de Ramsar le agradece por su participación en esta encuesta!

[Back / En arrière / Vuelva](#) [Done / Terminé / Hecho](#)

Annex 4. Survey Participants by Country

Family Name	First Name	Position	Organisation	Country
Le Bihan	Julie	Programme Assistant	Secretariat de la Convention sur la Biodiversite (Ancienne Point Focal Ramsar à la Federation des Parcs Naturels Regionaux de France)	International
Ngea	Peter	Regional Communication Manager	WWF Central Africa Regional Programme Office /Cameroon, Gabon, DRC, Central Africa Republic, Congo Brazzaville)	Regional
Sorenson	Lisa	Vice President, Project Coordinator, West Indian Whistling-Duck And Wetlands Conservation Project	Society for the Conservation and Study of Caribbean Birds, Caribbean Region	Regional
Bejko	Djana	Segnior Manager	The Regional Environmental Center for Central and Eastern Europe - Country Albania	Albania
Chenchouni	Haroun	Ingénieur De Recherche	Département de Biologie, Université de Batna , Algérie	Algeria
Altolaguirre	Leandro Martín	Presidente	Alihuen	Argentina
Cardielo	Raúl	Profesional Principal	Iib Intech	Argentina
Gonzalez	Laudemiro R.	Perito En Recursos Naturales	Talleres Colectivos Racional Organicos en Cultivos	Argentina
Lemos	Marina Andrea	Presidente	Asociacion Patrimonio Natural	Argentina
Roge De Marzolini	Anna Petra	Presidenta	Asociacion Ambientalista Ecolapaz/Federacion Amigos de la Tierra Argentina	Argentina
Sverlij	Sara Beatriz	Profesional	Secretaria de Ambiente y Desarrollo Sustentable, Jefatura de Gabinete de Ministros de la Nacion	Argentina
Vallarino	Eduardo Alberto	Profesor Universitario	Universidad Nacional de Mar del Plata	Argentina
Bradford	Karyn	Coordinator	Milang Old School House Community Centre	Australia
Carter	Nicci	Finance Manager	Wetlandcare Australia	Australia
Cibilic	Alan	Ceo	Wetlandcare Australia	Australia
Mccoll	Nolani	Cepa, Project Officer, Wetlands Section	Department of the Environment, Water, Heritage and the Arts	Australia
Egger	Gerhard	Projectmanager	WWF	Austria
Woon	Gail	Founder	EARTHCARE	Bahamas
Muhammad Shariful Islam	Shariful	President	Nature And Biodiversity Conservation Society (NBCS)	Bangladesh
Amegankpoe	Claudia	Directrice Exécutive	Eco-Ecolo	Benin
Dossou-Bodjrenou	Sagbo Josea	President	Nature Tropicale ONG	Benin
Jimenez Vila	Oscar	Secretario De Recursos Naturales	FOBOMADE	Bolivia

Morrison	Monica	Senior Librarian	Hoorc, University Of Botswana	Botswana
Hazin	Maria Carolina	Technical Advisor And National Ramsar Daily Contact	Ministry of the Environment	Brazil
Agiamntebom	Jaff Francis	Coordinator	Forest and Agroforestry Promoters FAP NGO Cameroon	Cameroon
Bene Bene	Christophe Lambert	Chef De Projet	WWF/Northern Sudanian Savannahs Project	Cameroon
Chi	Napoleon Forpah	Coordinator And Project Team Leader	Watershed Task Group	Cameroon
Yondjin Ngamy	Alain	Enseignant Et Animateur De Nature Club	Lycee d'Awae	Cameroon
Marty	Jerome	Research Scientist	St Lawrence River Institute	Canada
Pandya	Paresh	Professor And Director	Gujarat Vigyan Parisad India and University of Windsor	Canada
Visser	Teresa	Interpretive Specialist	Oak Hammock Marsh Interpretive Centre	Canada
Alegria Calvo	Maria Angelica	Jefa Iniciativa Nacional De Eficiencia Hidrica	Direccion General de Aguas	Chile
Pössel Miranda	Gustavo	Gerente De Estudios Ambientales	Antofagasta Minerals	Chile
Ma	Ka Wai, Carrie	Wetland Park Manager (Education)	Hong Kong Wetland Park, Agriculture, Fisheries and Conservation Department	China
Ariza Ramirez	Alma Isbel	Docente-Investigadora	Pontificia Universidad Javeriana	Colombia
Galindo Hernández	Germán	Asesor	Fundación Humedal La Conejera	Colombia
Nunez Madrid	Luz Amparo	Profesional Especializado	Corporacion Autonoma Regional del Valle del Cauca	Colombia
Tigeros Herrera	Edinson	Docente	Institución Educativa Pedro Vicente Abadia	Colombia
Valderrama Barco	Jairo	Coordinador Proyectos Cuenca De Fùquene	Fundaciòn Humedales	Colombia
Millan Araujo	Jose	Academico Docente	Priga Universidad Nacional	Costa Rica
Jaramillo Cabo	Alicia	Coordinadora Proyecto Isla Santay	Fundacion Malecon 2000	Ecuador
Quevedo Pinos	Olga	Implementación De Políticas Del Capital Natural	Ministerio Del Ambiente	Ecuador
Yepez Reyes	Veronica	Comunicaciones	C-Condem	Ecuador
Manning-Thomas	Nadia	Researcher/Outreach Coordinator	Iwmi	Ethiopia
?			Aven du Grand-Voyeux	France
Antoine	Aline	Animatrice De Contrats Territoriaux	SIABAVE	France
Figarella	Mauricette	Chargée De Mission Protection De La Nature	DIREN Corse	France
Gauduchon	Véronique	Directrice	Ligue pour la Protection des Oiseaux de la Vienne (LPO)	France

Grignon	Aurélie	Chargée De La Défense Des Côtes	Communauté de Communes de l'Ile de Ré	France
Guilpain	Nicolas	Chargé De Mission Environnement	Mairie de Leucate	France
Mauclert	Virginie	Chef De Projet Du Pole Relais Lagunes Med	Tour du Valat	France
Regnauld	Samuel	Responsable Communication	Syndicat Intercommunal de Chasse au Gibier d'eau de Basse Loire Nord	France
Sorbier	Cécile	Chargée De Mission Gestion Espaces Naturels	Parc Naturel Régional de la Narbonnaise en Méditerranée	France
Wenger	Edith	Bénévole	Fédération d'associations Alsace Nature	France
Maghradze	Giorgi	Director	Union "Green Way"	Georgia
August	Dorothea	Project Manager	WWF Germany	Germany
Zirkenbach	Hans-Christian	Official In Charge	Landkreis Stendal, Umweltamt	Germany
Giannakas	Jamie	Biologist	Management Agency for Kotychi and Strofylia Wetlands	Greece
Makrigianni	Eleni	Co-Ordinator	Evros Delta Management Body	Greece
Spirou	SOFIA	Communications Officer	Medwet	Greece
Dubois Recinos	Karen Aleida	Coordinadora De Acción Social, Desarrollo Comunitario Y Género	FUNDAECO	Guatemala
Schmidt	Andras	Head Of Natura 2000 Unit	Ministry of Environment and Water	Hungary
Deshpande	Laxmikant	Programme Officer	Centre for Environment Education	India
Dey	Dipayan	Chair	South Asian Forum for Environment	India
Dharma Rajan	Priyadarsanan	Fellow	Ashoka Trust for Research in Ecology and the Environment (ATREE)	India
Gangwar	Rashmi	Programme Coordinator	Centre for Environment Education (CEE)	India
Gore	Kedar	Research Associate	Teri	India
Kumarasamy	Sampath	Lecturer	District Institute of Education and Training, Vadalur	India
Prasad	Narendra	Principal Scientist	SACON	India
Quadros	Goldin	Education Officer And Interim State Director	WWF-India, Maharashtra State Office	India
Sharma	Vivek	Project Scientist (Wetlands)	Punjab State Council for Science and Technology	India
Spence	Nadia	Senior Project Coordinator	Jamaica Environment Trust	Jamaica
Kobayashi	Satoshi	Professor	Kushiro Public University	Japan
Mugo	Ephantus	Environmental Education Officer	Laikipia Wildlife Forum	Kenya
Mumbo	John	District Environment Officer	National Environment Management Authority	Kenya
Dagbe	Eunice	Supervisor	Enviromental Protection Agency	Liberia
Hamza	Abdulmaula	Head, Marine And Wildlife Conservation	Environment General Authority	Libya

		Section. CEPA NFP		
Chillasse	Lahcen	Enseignant Chercheur	ASSAPNIF 'Association des Amis du Parc National d'Ifrane	Morocco
Mesbah	Hayat	Chef Du Service De La Conservation De La Flore Et De La Faune Sauvages	Haut Commissariat aux Eaux et Forêts et à la Lutte Contre la Désertification	Morocco
Moumni	Mohamed	Vice Président	Association MOBADARA pour le Développement Durable et le Tourisme	Morocco
Zine	Nasser-Eddine	Enseignant Universitaire	Ministère de l'Eseignement Supérieur	Morocco
Bungitak	John	General Manager	Environmental Protection Authority	Marshall Islands
Beeharry Panray	Kheswar	Ceo	Environmental Protection and Conservation Organisation	Mauritius
Hernandez Ancheita	Manuel De Jesus	Prestador De Servicios	Federacion de Pescadores Kay Palenque	Mexico
Nah Rosas	Lina	Profesional Ejecutivo	Conanp/ Reserva de la Biosfera los Petenes	Mexico
Navarro Valenzuela	Manuel De Jesus	Promotor De Cultura Del Agua	Comisión Estatal del Agua, Sonora	Mexico
Peña Jimenez	Arturo	Subdirector De Asuntos Multilaterales	Comision Nacional de Areas Naturales Protegidas	Mexico
Ruiz	Efrain	Vice-Presidente	Salvemos el Lago	Mexico
Sarabia Bueno	Clorinda Del Carmen	Investigadora De La Facultad De Medicina Veterinaria Y Zootecnia De Veracruz, Ver..	Universidad Veracruzana	Mexico
Baral	Hem Sagar	Ceo	Bird Conservation Nepal	Nepal
Chaudhary	Nirmal	Freelancer		Nepal
Joshi	Keshab	Faculty/Environmental Management	Thames College	Nepal
Kafle	Gandhiv	Project Officer	Li-Bird	Nepal
Shah	Deep Narayan	Chairman	Hindu Kush Himalayan Benthological Society	Nepal
Shrestha Pradhan	Neera	Program Manager	WWF Nepal	Nepal
Hoogenstein	Luc	Senior Coordinator Wetlands	Vogelbescherming Nederland, Dutch Partner of Birdlife International	Netherlands
Park	Tim	Biodiversity And Wetlands Policy Advisor	Greater Wellington Regional Council	New Zealand
Akinola	Anuoluwapo	Principal Conservation Officer	Nigerian Conservation Foundation	Nigeria
Eleanya	Kelechi	Researcher	University of Ibadan,Nigera	Nigeria
Oyewole	Oyekunle	Natural Resources Management Specialist	Obajana Cement Plc - Dangote Group	Nigeria
Brown	Alastair	Museums Curator	Randsfjordmuseene Ltd	Norway
Khan	Naimat Ullah	Coordinator	Lincoln Corner Karachi	Pakistan
González Amores	Eunith	Secretaria	GITEC (Grupo para la Investigación Tecnoecológica y la Conservación)	Panama
Calvo Vargas	Coral	Coordinadora Local	Asociación Andes	Peru

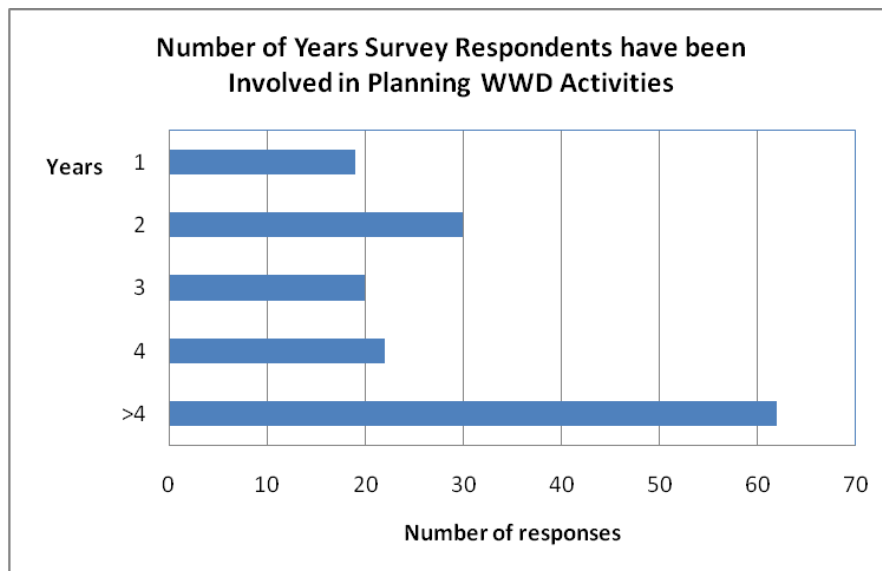
Garcia Gonzales	Erick	Especialista En Teledeetccion Y SIG- Ecologia Aplicada	INRENA	Peru
Rojas Rengifo	Weyder	Profesional	Irh-Inrena	Peru
Tovar Narváez	Antonio	Cecop No Gubernamental Por Perú	Universidad Nacional Agraria la Molina, Facultad de Ciencias Forestales	Peru
Papong	Abegail	Conservation Biologist	Parts, Inc.	Philippines
Caracas	George	Volunteer	Waste Management Information and Education Center, Danube Delta Biosphere Reserve Authority, National Authority for Youths, Tulcea	Romania
Pavel	Vasilica	820200	School Nifon Balasescu	Romania
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Deán Pinedo	Juan Ignacio	Responsable Sección Ornitología	Sociedad de Ciencias Naturales Gorosti	Spain
Pastor	Samantha	Equipo De Promoción, Investigación Y Trabajos Técnicos	Vaersa	Spain
Prunier	Florent	Voluntario	Asociación de Educación Ambiental "El Bosque Animado"	Spain
Wahlstrom	Ann	Acting Head Of Section	Swedish Environmental Protection Agency	Sweden
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Turpin	Patricia	President	Environment TOBAGO	Trinidad & Tobago
Maamouri	Faouzi	Head Of Wwf Tunis Office	WWF	Tunisia
Cagirankaya	Serhan	Ramsar Cepa Focal Point	Mnistry df Environment and Forestry	Turkey
?		Administrator	Caddo Lake Institute	U.S.A.
Brasted	Katie	Executive Director	Woodlands Trail and Park	U.S.A.

Collier	Natalia	President	Environmental Protection in the Caribbean	U.S.A.
England	Laura	Outreach Programs Director	Wisconsin Wetlands Association	U.S.A.
Ervin	Bonnie	Curriculum Coordinator	Discovery Center at Murfree Spring	U.S.A.
Flanagan	Margaret	Director Of Marine Education	South Street Seaport Museum	U.S.A.
Guzmán	Gretchen	Presidente	G Works Inc., Puerto Rico	U.S.A.
Mitchell	Bronwyn	Education Director	Environmental Concern Inc.	U.S.A.
Pittenger-Slear	Suzanne	President	Environmental Concern Inc.	U.S.A.
Sperduto	Molly	Biologist	US Fish and Wildlife Service	U.S.A.
Zdinak	Zackery	Environmental Educator	Life Drawing and Education	U.S.A.
Mafabi	Paul	Commissioner	Wetlands Management Department	Uganda
Andrews	Katy	Acting Chair	Lammas Lands Defence Committee	U.K.
Macri	Alaina	Education Officer	Scotland	U.K.
Taberham	Justin	Director Of Policy	CIWEM	U.K.
Thomas	Aline	Wildlife And Conservation Officer	Isle of Man Government	U.K.
Welters	Ruth	Communications Manager	Pond Conservation	U.K.
Josef	Chernichko	Director	Azov-Black Sea Ornithological Station	Ukraine
Aranguren	Jesús	Presidente	De la Fundación Laboratorio Ecología Humana -Ecohumana, Docente Investigador de la Universidad Pedagógica Experimental Libertador	Venezuela
Crescini	Roberta	Biologa Marina	Universidad de Oriente	Venezuela
Faria Romero	Maria Alejandra	Investigadora	Insopesca y Red Socio Ambiental para el Bienestar de la Fauna Silvestre del Estado Nueva Esparta	Venezuela
Moncada	Jose	Docente Investigador	Universidad Pedagógica Experimental Libertador	Venezuela
Rodriguez Altamiranda	Rafael	Profesor	Universidad De Carabobo, Dpto de Biologia	Venezuela
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Dayanandan	Deepak			unknown
?	IP 189.182.62.246			unknown
?	IP 41.190.252.14			unknown
?	IP 41.222.30.20			unknown

Annex 5. Distribution of Survey Respondents by Country

Number of Survey Respondents per Country					
Country	N°	Country	N°	Country	N°
USA	11	Germany	2	Jamaica	1
France	10	Kenya	2	Japan	1
India	10	Romania	2	Liberia	1
Argentina	7	Seychelles	2	Libya	1
Mexico	6	South Africa	2	Marshall Islands	1
Nepal	6	Trinidad and Tobago	2	Mauritius	1
Spain	6	Albania	1	Netherlands	1
Colombia	5	Algeria	1	New Zealand	1
United Kingdom	5	Austria	1	Norway	1
Venezuela	5	Bahamas	1	Pakistan	1
Australia	4	Bangladesh	1	Panama	1
Cameroon	4	Bolivia	1	Philippines	1
Morocco	4	Botswana	1	Senegal	1
Peru	4	Brazil	1	Serbia	1
Canada	3	China	1	Sweden	1
Ecuador	3	Costa Rica	1	Tunisia	1
Greece	3	Ethiopia	1	Turkey	1
Nigeria	3	Georgia	1	Uganda	1
Benin	2	Guatemala	1	Ukraine	1
Chile	2	Hungary	1	Viet Nam	1

Annex 6. Length of Involvement of Survey Respondents in Planning WWD Activities



Annex 7. What the Secretariat Could Do to Strengthen the Impact of WWD

The following table provides the responses, grouped by category, to the web survey question, *What could the Ramsar Secretariat do (given its limited resources) to strengthen the impact of WWD?*

Materials
Continue to offer developing countries hard copy materials. Provide different materials like posters, stickers etc in hard copy
Help in developing locale specific awareness material
Decentralise production and distribution of materials
Send more dissemination materials
Make the materials for download only
Downloadable icons and graphics, for consistence of the global presentation
Spend more time and money developing materials and getting the word out (via email) and skip producing as many stickers/posters. Just make them available on line.
Educational material for schools, even if downloaded from Internet
More educational materials, workshops, resources to community groups and schools
Provide a simple project that could be done on WWD e.g., water monitoring test, seedling planting materials, etc
Rather than providing different visuals each year, and on supports that are too big, think of posters and brochures that will last over time and remind of the event over time, which one can use all year long, and not just on February 2.
Provide better background materials/ fact sheets/ briefing notes regarding the respective theme: figures, facts, scenarios and so on; not just having a more or less emotional / empathic message from the SG
Assist with translations
Send promotional material in time
Facilitate the banners, slogans in time
Provide documents and other essential WWD tools in time
More information in German language
Provide fun and pedagogical materials and ideas for the general public: internet games, videos, big format Ramsar games (as in Mexico), giant puzzle or giant photo
Send out a brief summary of global WWD activities of the last year to WWD actors and Contracting Parties together with materials for WWD of the coming year
Training materials for primary and secondary school teachers
Do you have a map with all Ramsar Wetland Sites labelled?
More materials for different social actors. Creating easy-to-read materials (with less text), as many times, the communities have low education levels and cannot understand the terms used.
Materials useful for field trips (telescope, thematic guides)
Create a children's book that could be distributed in schools
Get more info from surrounding European countries about their efforts on WWD
We need a Ramsar newsletter let people prescribe
Instructional video or more detailed information sheets for interested persons
Send us the posters and stickers, as our Ramsar Site 1450 never receives them
Partnerships
Facilitate joint activities between Ramsar-related organisations in same countries
Establish agreements with local NGOs
Support active CBOs in activities identified by them or national NGO/INGO working there
Appoint regional coordinators / coordinating NGOs to popularise the WWD concepts and increase the outreach

Increase contact with national authorities - not those Ramsar national focal points, but with congressmen
Get more commitment from national governments to support & undertake WWD activities
Communication with governments worldwide so that each country's highest governing authority can pass down information to all of its sectors of local government. Send letters to the rulers and authorities of the country
Send messages/letters to government authorities in the different regions to inform them on the importance that wetlands
Encourage state / provincial governments departments or officials in charge of environment or forest or wildlife or agriculture or fisheries to separately or jointly (most good initiative) organise events with government participation at state level or even more activities at local levels
Strongly recommend to the focal points in the different countries to ensure a genuine collaboration with local NGOs, civil society
Some groups / organizations working on wetland issues can be identified in each country to nominate them as focal points to arrange and coordinate for celebrating WWD. It will also include translation of materials
Only government authority as focal point cannot fulfil the national needs - basically at grass-root level
Include volunteers for a joint participation. Let persons or institutions in each country or city be the voice of the Ramsar Secretariat
People could work as volunteers to disseminate information, organize events and represent Ramsar
Strengthen contacts with local actors
Institutions like mayor's could help for a long-term effect
Nominate a one or as many representative organisations in each key region
Liaise with other conventions (like CBD) on subjects of common interest
If each organization were required to carry out these activities as part of its work programme, there would be a broader impact among the population
Identify reference groups at local scale
Launch campaigns with similar organizations to promote the WWD
Make alliances with conservation organizations in all countries; the countries should have departments or secretariats in charge of this area making alliances
Use the contacts with other organizations -- governmental or non-governmental -- to cause greater impact
Ask straightforward to the Japanese government to do more on WWD
Initiating a regional exchange initiative whereby actors are opportuned to visit other sites to learn from what they are doing on WWD
Increase the number of contacts in Venezuela
Provide pedagogical and logistic assistance to university coordinators in the fields of conservation and sustainable management of wetlands
Stay in touch with multiple stakeholders such as important NGOs, biodiversity boards, environment agencies of provinces, in addition to the federal government
Urge the Contracting Parties and the private sector to support the CEPA activities in their countries
Media
Make it more known via international TV stations (BBC, CNN, Aljazeera). a short TV spot to be sent to the government and to all media
Resources for media
Provide some interviews about WWD which could be played on local community radio stations
Develop a 30 second public service announcement for TV airing
Video
Develop a 15-20 minute (National Geographic type) video
An article on BBC Country
Short and accurate information that impacts everybody and we can send it to the press

Help us in our communication actions, e.g. participation of the Ramsar Secretariat in radio interviews
Provide sample press releases
WWD should come a week before in international media, like BBC and CNN and other TV5 channels to reach out the global mass
A broader presence in international news agencies. The news could be replicated in local media – press, radio and TV.
More international media releases
Strengthen press releases and emphasise a presentation of WWD that develops more the fundamentals
Networks such as Facebook could be useful to publicize our cause
Involve the media
Intended activities should be broadcasted through the media and Internet
An international media release, especially if it coincided with an announcement about wetlands recovery or repair
Develop if possible more communication tools ready for use on media - an awareness raising message for printed press, spot for TV, script for radio spot
Funding
Small grants to active local groups
Facilitate funding opportunities for WWD events (making list of donors for different countries)
Organise small grants for the celebration of WWD
Provide some funds for the event
Create a specific fund for WWD
Get more funding
Mobilise more resources to support the programme
Obtaining sponsorships of companies that manufacture plastics or other materials that are a danger for wetlands
We can think of starting Ramsar clubs to raise funds and strengthen the impact of our event
Provide financial support to needy NGOs with credibility
Provide some funding, however little
Provide little awareness funds
Provide/help to raise more funds
Use more funds for the WWD campaign – it could be managed as a programme funded through external sources (Evian)
Support WWD Actors
Providing recommendation letters from Ramsar for those organisers who regularly do WWD events
Distribute posters indicating the dates of WWD, the Ramsar logo and the theme, but leaving part free to adapt to each site so as to strengthen publicity locally
Provide certificates to the WWD actors
Provide Award among WWD Actors (Regional wise)
Secretariat can regularly hold stakeholders workshop to train people on how to hold the event for increased impact and various ways to access the impact of the day
Organise training sessions to benefit organisers in order to harmonise and endorse WWD activities
Try to send prizes as incentive, such as books, certificates of participation, updated information on CDs, small things that are inexpensive but significant
Sending a representative of Ramsar Secretariat
Attend the most important events in each region, giving priority to the new and to the most active Contracting Parties
Participate as much as possible to each country every year
A letter of appreciation for the community
Publish souvenir in every year of WWD celebration. Souvenir may contain photograph, articles, messages of WWD actors (Priorities the regular WWD celebration Actors) and providing this

souvenir to WWD actors for strength the impact of WWD
Publicity
Organise promotion fairs
Announce events with scientific societies (often free) e.g. SIL, ASLO, NABS etc.
Carry out more promotional activities with the commitment of country leaders worldwide to issue regulations with regard to the conservation, use and management of wetlands
Common public relations work
More publicity
Promote it more widely
More advertisement on a global and local level
Publicity campaigns in massive communications media
Special advert like WWF's advert on endangered species
Appointing global ambassador for wetlands protection and conservation by celebrities like Roger Federer or Raphael Nadal, etc.
More publicity at the national level
Get some free advertising
Maybe the UN could help make it a bit better known
Make better use of Ramsar Website
Provide separate space for publishing the research papers presented at the seminar/ conference organised on the theme/slogan of WWD
Propose a blog for students who have questions (with volunteer scientists to answer)
More specific information on the theme available on the website
Enabling WWD participants to e-mail/penpal with participants from other areas of the globe -the Secretariat could use its web site to facilitate making connections among interested groups.
Does the secretariat have the ability to assist with translations?
One of the most motivating things about WWD for our museum is the global connection, and personalising that will make the experience more meaningful for participants
Reinforce communications on WWD through the Ramsar website
Ramsar should make their website the ultimate thing for reaching out to the maximum people
Motivate and send via Internet recent texts on the issue and images of other lakes
Create a forum to exchange experiences and publish news about WWD
Create a web page like WWD activities report; this web page may contain the message of Ramsar Administrative authorities in all countries, Messages and Articles of WWD Actors, GO and NGOs representatives, environmentalists and wetland specialists etc.
organize International WWD quiz competition in every year of WWD; this competition may be in Internet base
More promotion to spread the word, ask organisations to post material about WWD and places hosting it
Meetings / Seminars
Sharing meetings for local activists
Organise regional workshops and seminar
Organise a workshop educating different organisations about WWD
Organize meetings or congresses and invite all stakeholders to spread the values and importance of wetlands.
Come to the UK Conference and add some more international content/produce materials
Meetings in every country
Organizing conferences for scientists, educators etc in order to raise more funds to support the day
Elementary teachers should be empowered sustainably by conducting training programmes
Focus
Best practice examples could be highlighted
Reward exemplary activities to give ideas to others and incite innovation

Highlight the work that take place at local level
An increased awareness of the international community
Rural people must get proper awareness
To decide on the theme of the year for WWD, an online survey could be done to decide on the theme so that people will feel the ownership
Special course for children, ending up with international recognition in form of any certificate
Communications between the Secretariat and WWD Actors
Personal contact and helping out all the time
Maintain more fluent contact by e-mail
Facilitating & continuing support to all who wishes to participate and continue the WWD
Early announcement of the theme for the next year, for example, July to August would be best time for preparation of event
Make sure to maintain the network
Publish a periodic electronic and printed bulletin to reach a wider audience
Change Dates
Change the date for the Southern Hemisphere
Change the date for the Northern Hemisphere
WWD is low priority in Sweden, the timing in February makes it unsuitable for activities since wetlands are covered by ice
Enhance the activities for WWD to a longer period of time
Promote Key Ramsar Sites
Make pressure on developing countries to protect wetlands (example from Morocco : a very large part of the Moulouya delta is threatened by mega-tourism projects (7 km of trees have already been exterminated)
Concentrate limited resources for WWD celebrations around key or new RAMSAR sites
Give a stricter follow-up to the contracting parties for them to comply with the Ramsar Convention
Identify important wetlands and concentrate efforts and resources on them: 5 in each region
Promote new and potential Ramsar site protection and management
Monitoring and Evaluation
Organise an evaluation session of activities where all actors will be represented
Ensure that participating organisations state how the material which is given to them are distributed, and ask them to get feedback from target groups
Competitions
Competitions around WWD
Secretariat already doing enough
The Secretariat is already doing enough (5 responses)
Not much
Little
I think you're doing a wonderful job!
I think they do a great job