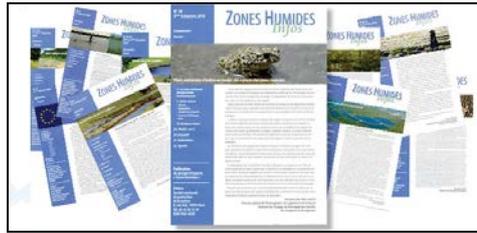
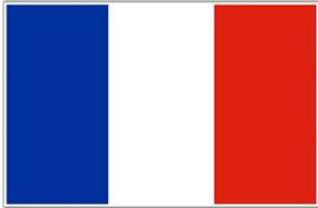




# What has been your most successful CEPA activity during the last triennial period?

Grégoire MACQUERON, CEPA NGO Focal Point, France



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| Position/Job title and country  | Head of wetlands activities at the SNPN (National Society for the Protection of Nature; CEPA non-governmental representative), France  |
| Activity/CEPA product   | Free publication <i>Zones Humides Infos</i> (Wetlands News)<br><a href="http://www.snpn.com/spip.php?rubrique23">http://www.snpn.com/spip.php?rubrique23</a>   |
| Other collaborators – please list the organizations/individuals who have assisted or partnered with you   | “Wetlands” expert group<br><a href="http://www.snpn.com/spip.php?article48">http://www.snpn.com/spip.php?article48</a><br>Several volunteer contributors   |
| Primary stakeholder audience for your product/activity  | Elected officials, managers, technicians, scientists, administrations, NGOs, socio-professionals.  |
| What was your key message?  | Facts, opinions and reflections on wetlands  |
| When did this event take place/when was your product launched?  | The journal was launched in 1993 and has gone from strength to strength.<br>It is published 4 times a year.<br>This summer will see the publication of a special section on sustainable wetlands tourism.  |
| Give a brief description of your product/activity   | <i>Zones Humides Infos</i> is: <ul style="list-style-type: none"> <li>– A cross-cutting forum which allows authors from different backgrounds to exchange ideas on subjects ranging from land-based approaches and actors to questions about the future of management policies, and at the same time to share lessons learned and scientific knowledge, in France and beyond.</li> <li>– A participatory initiative which offers field-based actors and researchers a space for exchange and collective reflection where they can share their experiences, knowledge and findings.</li> <li>– A multi-faceted and practical platform which combines research, testimonies, strategic analyses, and local experiences as part of efforts to contribute to the conservation and sustainable use of wetlands.</li> <li>– Anchored in reality, and uses an empirical approach and critical feedback based on lessons learned from experiences, scientific knowledge and local initiatives.</li> <li>– All these elements find expression in thematic dossiers and special sections (News in brief, Publications, Agenda) made up of voluntary contributions from wetlands actors. An Editorial Committee is responsible for overseeing the content and format of the articles, ensuring that as many points of view and opinions as possible are presented, and ensuring their relevance to wetlands-specific challenges.</li> </ul> |
| What results were you hoping to achieve with this product/activity? (e.g. behavioural change among the target group; encourage volunteer participation in a wetland project; fundraising, etc.) | Provide information on wetlands to the different actors, facilitate exchanges of experience and lessons learned, and disseminate expert opinions.<br>Raise awareness of the importance of conserving these landscapes.   |
| What impact has been observed among the target audience as a result of this activity/product?   | The publication is clearly satisfying a need for information since the number of subscribers has been rising by a steady 155 individuals per year since 1998, while feedback from readers is generally positive. The special sections, legal information and focus on local initiatives are especially appreciated.<br>The publication is used as a platform to offer clarity surrounding various issues, explain provisions of international law and for networking.  |
| Are you planning a follow-up activity/product? If yes, please provide a brief description   | Subscriptions are the primary tool through which the impact of the publication is monitored. The Editorial Committee’s 20 <sup>th</sup> anniversary commemorative issue provided an opportunity to hear back from readers. See <a href="http://www.snpn.com/spip.php?article1415#72">http://www.snpn.com/spip.php?article1415#72</a>   |
| Why do you believe that this was your most successful activity? What sets it apart from other activities?   | This initiative reaches a wide audience, at a national level, and thanks to the range of different actors among the contributors and Editorial Committee, presents a far-reaching range of topics.   |
| How was your activity/project funded?   | Fifty-four percent of funding for the publication is provided by the French Ministry of Ecology, Sustainable Development, Transport and Housing, while 46% is financed from the SNPN’s own funds.  |