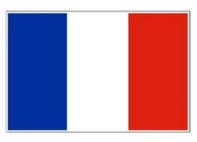


## What has been your most successful CEPA activity during the last triennial period?

## **Emmanuel THIRY, Government CEPA Focal Point, France**



Position/Job title and country	Ramsar France Focal Point and French Government CEPA Focal Point
Activity/CEPA product	Development of a National CEPA Strategy
Other collaborators – please list the organizations/individuals who have assisted or partnered with you	Members of the National Wetlands Group
Primary stakeholder audience for your product/activity (e.g. decision-makers, teachers, families, journalists, etc.)	State institutions, public authorities, non-governmental organizations and other stakeholders.
What was your key message?	This strategy is intended to create momentum among all sectors of society for the protection of wetlands.
When did this event take place/when was your product launched?	Announced by the Minister for the Environment on 15 November 2011 during a mission to the Camargue.
Give a brief description of your product/activity	The project includes the development of a strategy, a pilot test and its implementation, and a Plan of Action for the 2012-2014 period.
What results were you hoping to achieve with this product/activity? (e.g. behavioural change among the target group; press coverage; fundraising, etc.)	<ul> <li>The strategy is articulated at two levels:         <ul> <li>The national level is responsible for three functions: overall management (Ministry for Sustainable Development), resource centre (Bureau for Water and Marine Environments, through its wetlands portal (<a href="www.zones-humides.eaufrance.fr">www.zones-humides.eaufrance.fr</a>), and with support from the network of the special thematic groups on wetlands), public campaigns (National Society for the Protection of Nature/Société nationale pour la protection de la nature; <a href="www.snpn.com">www.snpn.com</a>)</li> </ul> </li> <li>The territorial level is responsible for two functions: professional and technical activities at water-basin level (water agencies) and strengthening exchanges at the sub-basin level (carried out by volunteers).</li> <li>Among the most important activities, it is worth highlighting the following:         <ul> <li>Establishment of a wetlands observatory</li> <li>Reviving the network of special thematic groups on wetlands <a href="www.zones-humides.eaufrance.fr/?q=node/52">www.zones-humides.eaufrance.fr/?q=node/52</a></li> <li>Promoting the national wetlands portal.</li> </ul> </li> <li>Alignment and strengthening of the many CEPA tools for the benefit of wetlands</li> </ul>
What impact has been observed among the target audience as a result of this activity/product?	The three pillars of the strategy include:  ♦ Pillar 1, "Exemplary public actors", seeks to ensure the integration of wetlands conservation in all relevant public policies.  ♦ Pillar 2, "Concerned citizens drive interest in preserving wetlands", focuses on promoting the importance of wetlands among the public at large.  ♦ Pillar 3, "Empowered and committed users", targets the professional and leisure sectors with a direct link to wetlands to encourage them to adapt their practices in favour of wetlands conservation.
Are you planning a follow-up activity/product? If yes, please provide a brief description	There are plans to establish a system to monitor and evaluate the success of this strategy. It is currently being developed and should be ready for implementation by the end of 2012.
Why do you believe that this was your most successful activity?	This is a national plan, developed through a multi-stakeholder process, with clear objectives articulated around concrete actions.
How was your activity/product funded?	Ministry for Ecology, Sustainable Development, Transport and Housing