

CONVENTION ON WETLANDS (Ramsar, Iran, 1971)

53<sup>rd</sup> Meeting of the Standing Committee

Gland, Switzerland, 29 May – 2 June 2017

**SC53-03**

## **Progress in the implementation of the CEPA Action Plan 2016 – 2018**

### **Actions requested:**

Standing Committee is invited to:

- i. take note of progress in the implementation of the CEPA Action Plan;
- ii. provide comments and further suggestions on activities and priorities.

### **Background**

1. The Contracting Parties approved a new CEPA Programme for 2016-21 at their 12<sup>th</sup> meeting (COP12) in 2015, through Resolution XII.9. The Programme outlines nine CEPA Strategies and 42 underlying strategic objectives.
2. Resolution XII.9 requested that the Standing Committee establish a mechanism to guide the communication activities of the Secretariat, including setting priorities and guiding the design of the Secretariat's CEPA Action Plan, monitoring the effectiveness of the Plan, and reporting to the Management Working Group at each of its meetings. Accordingly the Standing Committee, at its 50<sup>th</sup> meeting (SC50), agreed the establishment of a working group to oversee the implementation of CEPA, through Decision SC50-8.
3. The CEPA Implementation Working Group works in parallel with the CEPA Oversight Panel, whose role is also defined in Resolution XII.9, to continue to monitor and report on CEPA issues at the national level within the Convention; to monitor and report on progress of implementation of the CEPA programme established in COP12; and to advise Standing Committee and the Secretariat on the CEPA work priorities at the national and international levels.
4. At SC51, the Standing Committee instructed the Secretariat to present for consideration at SC52 a shorter, more focused Secretariat CEPA Action Plan that was more clearly aligned to Resolutions and the Strategic Plan. The plan which resulted, after further inputs by the CEPA Implementation Working Group, was published as Document SC52-23.
5. The CEPA Oversight Panel developed its own triennial plan following SC52, with tasks including to:
  - a. oversee implementation of the CEPA Programme and Secretariat Action Plan (through information and reports from the Secretariat, the CEPA Working Group, Contracting

- Parties, Ramsar Regional Initiatives and CEPA NFPs) and identify and report to SC on any emerging issues;
- b. develop and provide advice to the CEPA Working Group to assist them in identifying a possible new approach to supporting CEPA in the Convention;
  - c. investigate and provide advice on how the Ramsar Convention could integrate messages and collaborate on CEPA activities with other Conventions and initiatives;
  - d. identify a representative to participate in the Independent Advisory Committee for Wetland City Accreditation; and
  - e. advise on priorities within the CEPA Programme for the next triennium (2019-2021).
6. This report provides an update of progress in the implementation of the CEPA Action Plan.

#### **Progress in the implementation of the CEPA Action Plan**

7. The annexed table shows the progress by the Secretariat in the implementation of the CEPA Action Plan agreed at SC52. Since SC52 the Secretariat reviewed the Action Plan in order to:
  - take a “whole-of-Secretariat” approach to its implementation to ensure that it is mainstreamed in the different functions of the Secretariat;
  - integrate the CEPA Action Plan into the Secretariat’s work plan (Document SC53-09); and
  - check the feasibility of achieving the activities and making adjustments as necessary.
8. The tasks identified are organized according to the CEPA Programme Targets. However there are areas of grouped activity which respond to numerous targets. These include:
  - a. activities to ensure that outputs of the Scientific and Technical Review Panel are communicated effectively to appropriate audiences, including through CEPA representation in STRP processes;
  - b. web site developments, in particular to publish documents by Contracting Parties including plans and policies, inventories, and translations into national languages;
  - c. further development of the Ramsar Sites Information Service as the depository of Sites information;
  - d. development of a global contacts database;
  - e. development of partnerships, including with International Organization Partners and Ramsar Regional Initiatives, in order to increase the visibility and impact of the Convention;
  - f. publication of identified information and training resources (e.g. factsheets, handbooks, teaching kits) on agreed topics;
  - g. communication of the contribution of the Convention and the implementation of its Strategic Plan to the achievement of the Sustainable Development Goals;
  - h. development and communication of a range of materials for Ramsar Site managers;

- i. delivery of materials and support for national and regional capacity building; and
  - j. awareness-raising campaigns and projects including World Wetlands Day.
9. The Standing Committee is invited to provide comments and suggestions as appropriate.

## CEPA Action Plan for the Secretariat 2016 – 2018 triennium

**Goal 1: Ensure leadership to support effective implementation of the Programme by providing institutional mechanisms and establishing and supporting relevant networks.**

**Supports Goal 4 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/Comments	Time
1.4 Email networks that connect and support Administrative Authorities, National Focal Points, Site Managers and other Ramsar implementers established and supported at global and national levels	<ul style="list-style-type: none"> <li>Develop the Global Ramsar Database<sup>1</sup></li> </ul>	AA, NFP, Site Managers and other Ramsar implementers e.g.: RRI,IOPs	<ul style="list-style-type: none"> <li>All AAs, NFP, Site Managers and RRIs included in global database</li> <li>Six databases integrated into one</li> </ul>	Design, build and initial population of database by end of 2017	By end of 2017
	<ul style="list-style-type: none"> <li>Develop media lists for global media outreach</li> </ul>			Secretariat uses media lists via Meltwater media tool; new media contacts added on a regular basis.	Ongoing
1.5 Relationships developed and maintained with those organisations that can support Ramsar objectives through their expertise, their traditional knowledge, their human resources or through funding established and fostered	<ul style="list-style-type: none"> <li>Build on existing relationships to increase outreach</li> <li>Support Ramsar Culture Network</li> </ul>	Global media and regional media, UN family, Ramsar partners, AA, NFP	<ul style="list-style-type: none"> <li>Joint outreach actions with MEAs and IOPs</li> <li>Strengthen existing partnerships through joint actions</li> </ul>	2016 / early 2017 campaigns included WWD 2017, Flight of the Swans, UNFCCC COP22, CBD COP13. Review MOUs including Danone. <i>Ramsar Culture Network outputs published</i>	Ongoing  By COP13
	<ul style="list-style-type: none"> <li>Develop new partnerships with clearly identified and agreed organizations</li> </ul>		<ul style="list-style-type: none"> <li>Number of strategic partnerships increased by 15% of the current status with priority key players</li> </ul>		2018
	<ul style="list-style-type: none"> <li>Secretariat to develop general communications guidelines for Parties and Regional Initiatives</li> </ul>			Shared brand guidelines, use of the Ramsar flag, Ramsar logo etc	By end of 2017

<sup>1</sup>Create a comprehensive database of contacts including Administrative Authorities, STRP CEPA and general National Focal Points, National Ramsar Committees, managers of Ramsar Sites, wetland organizations, past STRP members and other relevant contacts and other relevant organizations and conventions and disseminate to them Ramsar decisions, Resolutions and Recommendations of the COP and the Standing Committee.

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/Comments	Time
	<ul style="list-style-type: none"> <li>Secretariat to consult Parties, Regional Initiatives and stakeholders as appropriate in development of communications materials</li> </ul>			CPs and RIs consulted for WWD	Ongoing
	<ul style="list-style-type: none"> <li>Collaborate with plans of the CEPA Oversight Panel</li> </ul>		<ul style="list-style-type: none"> <li>Secretariat's representation in the Oversight Panel</li> </ul>		
	<ul style="list-style-type: none"> <li>Prepare a quarterly newsletter highlighting the work of the Convention, including updates on CEPA</li> </ul>		<ul style="list-style-type: none"> <li>10 newsletters produced and disseminated</li> </ul>	2 newsletters produced in 2016, 4 to be produced in 2017	By COP13 2018
1.6 Effectiveness of strategies, especially regarding development and distribution of materials on wetland education and management, the success of campaigns under WWD evaluated	<ul style="list-style-type: none"> <li>Full evaluation report on WWD2016 to be developed</li> <li>Monitor and evaluate the impact of increased collaboration with key Partners with a view to continuing the harmonization of themes.</li> </ul>	N/A (this is a monitoring task)	<ul style="list-style-type: none"> <li>WWD report to be delivered at each SC meeting</li> <li>16 million people reached through website and social media in 2016</li> <li>20 million people reached</li> <li>By 2018 the number of events held and the number of reports received on WWD increased by 20% of the current status</li> <li>Inputs from CEPA NFP about WWD received through survey monkey questionnaire and incorporated into WWD report</li> </ul>	<p>WWD report delivered for 2016  <i>WWD2017 report to complete</i>  <i>Over 1,400 WWD events reported by 3 Feb 2017 (2015 or 2016 figures?)</i></p> <p>Survey completed</p>	By COP13 2018

**Goal 2: Integrate CEPA processes, where appropriate, into all levels of policy development, planning and implementation of the Convention**  
**Supports Goal 4 of the Fourth Strategic Plan 2016-24**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
2.1 CEPA expertise involved in the development of guidance by the Convention's bodies including the Scientific and Technical Review Panel (STRP) and Standing Committee (SC)	<ul style="list-style-type: none"> <li>• <b>Secretariat CEPA representative involved in all STRP and SC meetings</b> to help increase collaboration and ensure that analysis of target audiences and the most effective channels to reach them are incorporated into the development of STRP guidance.</li> </ul>	AA, STRP, NFP	<ul style="list-style-type: none"> <li>• 10 CEPA focal points involved in developing STRP guidance and other materials</li> </ul>	14 STRP Focal Points are also CEPA Government Focal Points, and so review drafts and participate in workshops. Drafts to be circulated to CEPA FPs before / after STRP 20	By COP13 2018
			<ul style="list-style-type: none"> <li>• 2 STRP thematic area guidelines on best practices developed</li> </ul>	CEPA inputs to the STRP tasks 1.1 (Technical Report on Earth Observation), 1.2 (Briefing Note on tropical peatland inventories) and 5.1 (BN and Policy Brief on best practices in wetland restoration)	
			<ul style="list-style-type: none"> <li>• A substantive knowledge and critical analysis in peatland degradation and restoration by region is developed</li> </ul>	Lower priority task - no Secretariat action.	Reassess in 2018
			<ul style="list-style-type: none"> <li>• A guidance on wetlands and human rights is developed</li> </ul>	Secretariat to sign MOU with WaterLex; explore collaboration with Special Rapporteur on human rights and the environment; publish guidance; hold training workshop on wetlands and human rights for African NFPs.	By COP13 2018
	<ul style="list-style-type: none"> <li>• Making the CEPA plans more accessible, evaluating effectiveness and distributing learnings and case studies will contribute to deeper integration.</li> </ul>		<ul style="list-style-type: none"> <li>• 10 National CEPA Plans evaluated and case studies shared with the Ramsar Global network</li> </ul>	Secretariat to seek national CEPA plans from CPs to publish online with accompanying news article (see also task 3.5).	By end of 2017
<ul style="list-style-type: none"> <li>• Organize side events at each SC meeting to highlight the work of Convention (example STRP side event).</li> </ul>		<ul style="list-style-type: none"> <li>• Side events organized at SC meetings</li> </ul>	Explore the possibility of organizing a side event at SC53 early evening reception on WWD	SC53	

**Goal 3: Provide support to implementers of wise use principles, especially those with a direct role in site management**

**Supports Goal 3 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
3.1 The Strategic Plan 2016-2024 adopted by COP12 disseminated and promoted	<ul style="list-style-type: none"> <li>Develop the Strategic Plan as a poster as an easy accessible summary. Produce the poster in 3 languages<sup>2</sup></li> </ul>	AA, NFP, Site Managers and other Ramsar implementers ex: RRI,IOPs	<ul style="list-style-type: none"> <li>By 2016 A1 poster produced in the 3 working languages of the Convention and where funding allows, into other UN languages as well where possible and available for download on the website</li> <li>200 hardcopies printed and disseminated by 2016</li> <li>Evaluation of the poster usage (website statistics)</li> <li>Annual campaigns on Ramsar Strategic Plan are conducted</li> </ul>	Completed	
	<ul style="list-style-type: none"> <li>Develop infographics and a brochure to show how the Ramsar Strategic Plan supports the Sustainable Development Goals</li> </ul>		<ul style="list-style-type: none"> <li>3 Infographics and a brochure produced and disseminated</li> </ul>	Infographics and poster developed. Brochure to be developed	By end of 2017
3.2 Appropriate guidance materials that support and encourage the wise use of wetlands produced for use at Ramsar Sites and other wetlands and by wetland networks	<ul style="list-style-type: none"> <li>Secretariat to develop a proposal how to better reach Ramsar Site managers as the target group. (Coordination group for Ramsar Site managers)                             <ul style="list-style-type: none"> <li>The Coordination group conduct a needs based analysis of Site Managers</li> </ul> </li> </ul>	Site managers, NFP, STRP network, RRI	<ul style="list-style-type: none"> <li>A proposal presented at SC53</li> </ul>	Online toolkit being developed by STRP for Site Managers. Devise smart channels to reach Site managers (contacts of Site managers to be within unified contacts database). Evaluate how the materials are used.	By COP13 2018
	<ul style="list-style-type: none"> <li>In conjunction with target 9.3, the updated Ramsar Handbooks and the additional</li> </ul>		<ul style="list-style-type: none"> <li>21 Ramsar Handbooks to be published in a new series with updated material</li> </ul>	New edition of Handbooks 1 and 2 published in 2016 - Task Force to select most important	By COP13 2018

<sup>2</sup> Other languages could be developed if funds available

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
	communications flowing from them (target 1.6) to provide useful guidance materials. <ul style="list-style-type: none"> <li>Promote Ramsar Management Effectiveness Tracking Tool (R-METT) in a user-friendly format to encourage uptake, develop training materials</li> </ul>		<ul style="list-style-type: none"> <li>One additional Ramsar handbook to produce for R-METT for use in the field</li> <li>A tool kit of materials (inter alia, resource guide, flashcards, posters) has been developed to assist programme and field staff involved in the design, implementation and/or evaluation of community based Ramsar Sites and/or wetlands, sanitation and hygiene (WASH) programmes to work effectively with both women and men.</li> </ul>	Handbooks to update.  STRP is working on online toolkit, WASH is not feasible to include.	
3.3 Websites including the Conventions website to be further developed to be fit for purpose and be a useful platform for the sharing of information and resources, including the sharing of information and experiences among the CEPA NFPs	<ul style="list-style-type: none"> <li>Complete website-related tasks<sup>3</sup></li> </ul>	AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs	<ul style="list-style-type: none"> <li>198 website development/ improvement tasks completed by 2016</li> <li>300 further tasks to be completed</li> </ul>	Web Action Group continues web development tasks. 2016 Website Report published in the newsletter in October 2016. <i>Global Web usage increased by 33% from 2015 to 2016.</i>	By COP13 2018
	<ul style="list-style-type: none"> <li>Online library of national wetland inventories also including peatlands (Res. XII.11 para.24)</li> </ul>		<ul style="list-style-type: none"> <li>An easily accessible web-based metadata base on all national wetland inventories created and 100 national wetland inventories to be uploaded</li> <li>Global wetland distribution and status data made available through web-portal</li> </ul>	<i>Wise use resource library section of the new web site to be developed and published.</i>  <i>Communication of STRP SOWWs project</i>	By end of 2017  2018
	<ul style="list-style-type: none"> <li>Online library of official and</li> </ul>		<ul style="list-style-type: none"> <li>100 documents accessible on the</li> </ul>	<i>Ongoing, 180 documents currently in</i>	

<sup>3</sup> Improve Website Library search function, upload missing materials (WWD materials, CEPA materials, STRP items, wise use resources); Integrate the STRP Working Space into the website; Develop CEPA website presence; Develop further country profiles; Continuous Website Monitoring



Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
	<p>non-official government translated Ramsar documents (Res. XII.3 para 30)</p> <ul style="list-style-type: none"> <li>Ensure that the Ramsar Sites Information Service works to its maximum potential in acting as the depository for all Site information</li> </ul>		<p>Ramsar website (given that Parties provide such documents to Secretariat)</p> <ul style="list-style-type: none"> <li>149 development tasks resolved by 2016</li> <li>Further refinements and optimization to be completed</li> <li>RSIS more closely integrated with the main Ramsar Site</li> <li>1,000+ Sites are expected to be completed with missing data in 2017</li> <li>The current training manual has been widely disseminated</li> <li>6 new live demo videos produced in 3 languages</li> </ul>	<p><i>web library in languages other than English, French and Spanish.</i></p> <p>Ongoing</p> <p><i>e.g. live links to RSIS through web site country pages and news articles on new and updated Ramsar Sites. 936 Sites completed or awaiting validation by Feb. 2017</i></p>	By COP13 2018
3.4 Appropriate Ramsar Sites and other wetlands to be celebrated as 'demonstration sites' for the wise use principle and these sites suitably equipped in terms of capacity, signage and interpretive materials	<ul style="list-style-type: none"> <li>Develop a series of best practice case studies<sup>4</sup></li> </ul>	AA, NFP, Site managers and other Ramsar implementers, media, general public e.g.: RRI, IOPs	<ul style="list-style-type: none"> <li>5 Demonstration Sites identified for each region</li> <li>Making the identified Demonstration Site information available as downloadable pdfs from the Country Profiles section of the website</li> </ul>	Secretariat to define criteria based on SDGs and ongoing work (eg. by UNEP / UNDP)	By COP13 2018
3.5 Secretariat requested to share CEPA stories which illustrate how integration of CEPA can improve wetland	<ul style="list-style-type: none"> <li>Examples of best practice to be captured through CEPA network</li> </ul>	Site managers, CEPA network, NFP, AA, IOPs, RRI, STRP	<ul style="list-style-type: none"> <li>At least 4 best practices streamlined in wetland management within regions</li> <li>10 CEPA Stories disseminated on</li> </ul>	Report on old stories published Call to CEPA FPs to submit stories CEPA Plans to be uploaded on the website	By end of 2017

<sup>4</sup> The case studies are aimed at key stakeholders and policy-makers who face similar challenges and need positive examples – either in that region or in comparable ones. Package best practices into a digestible, actionable format that is useful to stakeholders in helping demonstrate the wise use principle in practice. Ideally the 'Demonstration Sites' would include: A x-section of countries/wetland types, How the Ramsar Convention has contributed to wise use, What sorts of specific actions that have proved to be effective in a given region, with particular attention to both the geographic and cultural contexts, How communities and stakeholders can be integrated into the sustainable, wise use of wetlands, How local traditions and knowledge can inform sustainable wetlands use

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management			the CEPA pages of the Ramsar website and through the appropriate email networks	Secretariat to add a story to each plan (See also task 2.1)	
3.6 Collaboration on CEPA with other Conventions, Ramsar IOPS, other NGOS, UN agencies and others ensured through sharing of CEPA experiences and the encouragement of synergies	• Establish integration with the InforMEA platform	IOPs, MEAS, NGOs, UN agencies	<ul style="list-style-type: none"> <li>• Ramsar is collaborating with InforMEA on: <ul style="list-style-type: none"> <li>○ Sharing of documents and contact info</li> <li>○ Contribute to a pilot for Thematic / SDG / Aichi / LEO tagging and mapping</li> </ul> </li> </ul>	<i>Ongoing</i>	By end of 2017
			<ul style="list-style-type: none"> <li>• 6 Ramsar training modules to be made available on InforMEA</li> </ul>	Regional teams to submit existing training modules (e.g. UN e-learning platform on wetlands and climate change, peatlands). Modules to be evaluated and standardized before uploading them on InforMEA	By COP13 2018
	• Develop closer links between the World Heritage Protected Areas database and the RSIS.		<ul style="list-style-type: none"> <li>• Maintain an updated list of Ramsar Sites that have also been listed as World Heritage Sites and Man and Biosphere Sites</li> </ul>	To review following data completion exercise.	By end of 2017

**Goal 4: Build the individual, institutional and collective capacity of people with a direct responsibility for Ramsar implementation**

**Supports Goal 2 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
4.1 Site managers supported to build communication, education, participation and awareness into their management plans	<ul style="list-style-type: none"> <li>Assess whether CEPA is incorporated into the management plans</li> <li>The Ramsar updated Handbooks to provide useful tools for Site Managers and the use of CEPA in planning</li> <li>Similarly by showing other examples of CEPA Plans more widely (target 3.5) there will be more visibility of the steps and benefits</li> <li>Promote Ramsar Management Effectiveness Tracking Tool (R-METT) in a user-friendly format to encourage uptake, develop training materials</li> </ul>	Site managers and NFP	<ul style="list-style-type: none"> <li>CEPA incorporated into site management plans; updated information provided and used</li> <li>10 management plans for Ramsar Sites that include communication, education, participation and awareness actions</li> <li>30 management plans to include CEPA</li> </ul>	<p>See also tasks 2.1 / 3.2 / 3.5 / 4.2 / 4.3</p> <p>Regional Teams to support training for Ramsar Sites management staff, with RRI support as appropriate.</p>	By COP13 2018
	<ul style="list-style-type: none"> <li>Develop technology friendly and traditional means to update Ramsar branding for the sites                             <ul style="list-style-type: none"> <li>Ensure appropriate signage especially for multi-internationally designated sites (QR codes, mobile technology friendly)<sup>5</sup></li> <li>Develop a tool kit for site managers</li> </ul> </li> </ul>			Initial design of Ramsar Signs available on the website <a href="http://www.ramsar.org/news/guidance-on-signs-for-ramsar-sites">http://www.ramsar.org/news/guidance-on-signs-for-ramsar-sites</a>	By end of 2017

<sup>5</sup> Signage templates available on the website <http://www.ramsar.org/news/guidance-on-signs-for-ramsar-sites>

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
4.2 Current needs and capacity of wetland site managers and National Focal Points assessed and the results used to define training and capacity building priorities at regional and national levels	<ul style="list-style-type: none"> <li>Use the improved email networks (target 1.4) to facilitate closer communications with the Site managers and NFPs and conduct a survey on CEPA needs and resources that can be shared</li> </ul>	Site managers, NFP, RRI, CEPA, STRP	<ul style="list-style-type: none"> <li>One survey conducted with Site managers</li> <li>Feedback compiled and needs identified</li> <li>A comprehensive capacity building plan is available per region</li> </ul>	Capacity building plan to be developed in 2017	By COP13 2018
4.3 Resources provided to produce appropriate wetland management training and capacity building materials and carry out the prioritised training and capacity building as identified in 4.2	<ul style="list-style-type: none"> <li>Development of a Ramsar website section for all educational and training material (linked to target 8.1)</li> </ul>	Site managers, NFP, RRI, CEPA, STRP, AA	<ul style="list-style-type: none"> <li>At least 30% of the resources needed for training and capacity development is mobilised</li> <li>Website section developed</li> </ul>		By COP13 2018
	<ul style="list-style-type: none"> <li>Regional 'training of trainers' workshops to be developed based on the STRP priority themes</li> </ul>		<ul style="list-style-type: none"> <li>2 ToT workshops held</li> </ul>		By COP13 2018
	<ul style="list-style-type: none"> <li>Provide a series of Ramsar webinars</li> </ul>		<ul style="list-style-type: none"> <li>10 webinars held</li> </ul>	4 webinars in STRP work plan, on cultural inventories (STRP task 1.2), Guidelines for Global Action on Peatlands (2.3), Montreux Record (2.6), and (to be confirmed) on RAMs (4.2)	By COP13 2018
4.4 A network of Ramsar Regional Centres working to agreed standards (such as peer reviewed materials) supported to deliver capacity building training to site managers, NFP and other relevant Stakeholders	<ul style="list-style-type: none"> <li>Evaluate the various types of training channels available: on site; on line; webinars etc.</li> </ul>	RRI, Site managers, NFP	<ul style="list-style-type: none"> <li>Standards on governance (including Administrative and financial manual; capacity development plan; resource mobilisation plan) of regional centres are developed</li> </ul>	Secretariat working on certification of modules	By COP13 2018
			<ul style="list-style-type: none"> <li>4 Ramsar Regional Centres using training material</li> </ul>		By COP13 2018
	<ul style="list-style-type: none"> <li>Support to various partners to develop MOOCs and ensure that Ramsar logo appears on these to raise visibility of the</li> </ul>		<ul style="list-style-type: none"> <li>4 MOOCs developed</li> </ul>	Secretariat contributed to two MOOCs, on protected areas and climate change, and on Sustainable development	By COP13 2018

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
	Convention with online students				
4.5 Partnerships with tertiary education institutions and other relevant organisations are developed to support the production and delivery of wetland management training and capacity building materials and programmes	<ul style="list-style-type: none"> <li>Develop network of universities and other institutions to support the development of training material</li> </ul>	Universities, UN agencies, IOPs, CEPA, capacity building network	<ul style="list-style-type: none"> <li>5 tertiary education institutions working together with Secretariat and developing shared materials</li> </ul>	To incorporate into the capacity building plan - lower priority	

**Goal 5: Develop and support mechanisms to ensure multi-stakeholder participation in wetland management**  
**Supports Goal 2 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
5.5 Relationships with the private sector are sought and developed, including non-traditional sectors and those sectors whose activities have a major impact on wise use of wetlands	<ul style="list-style-type: none"> <li>• Further developing existing co-operation with Danone Evian and Star Alliance and exploring broader partnerships               <ul style="list-style-type: none"> <li>○ Ensure that the CEPA content is an integral part of private sector partnerships</li> </ul> </li> </ul>	The private sector audience needs to be defined	<ul style="list-style-type: none"> <li>• MOU 2017-2021 negotiated with Danone and annual Danone work plan and budget approved, work plan fully implemented</li> <li>• Number of MoU with private sector, business sector increase by 20%</li> </ul>	Activities with Danone ongoing, new MOU being finalized	By end of 2017
	<ul style="list-style-type: none"> <li>• RAMS (target 3.2 activities)</li> </ul>		<ul style="list-style-type: none"> <li>• 4 Ramsar experts supported to attend RAMs and meeting on wetlands with increased Star Alliance help</li> </ul>		By COP13 2018

**Goal 6: Implement programmes, projects and campaigns targeting diverse sectors of society to increase awareness, appreciation and understanding of wetlands and the ecosystem services they provide**

**Supports Goal 3 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
6.1 Wide-reaching programmes, projects and campaigns, including World Wetlands Day, undertaken with diverse partners to raise awareness, build community support, and promote stewardship approaches and attitudes towards wetlands, in particular through the use of social media.	<ul style="list-style-type: none"> <li>Build on WWD activities, incorporating learnings from the Parties<sup>6</sup>, stakeholders and activity reports. Working with Star Alliance, target specific airline carriers to more deeply engage with the event.</li> </ul>	AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs	<ul style="list-style-type: none"> <li>6 programmes, projects and campaigns organized</li> </ul>	WWD campaign; Round the World campaign	By COP13 2018
	<ul style="list-style-type: none"> <li>Develop Template for planning communications activities for COP13.</li> </ul>		<ul style="list-style-type: none"> <li>1 campaign for COP13</li> </ul>	MOU with host country being finalized, with extended comms. content	By COP13 2018
6.2 Awareness enhanced on the monetary and economic values of wetlands and their ecosystem services to improve understanding of the benefits which wetlands provide.	<ul style="list-style-type: none"> <li>A Factsheet on the economic values of wetlands to be produced<sup>7</sup></li> <li>Develop Natural Solutions factsheets targeted at each of the different sectors including: water, energy, agriculture, urban development, infrastructure, tourism, aquaculture etc. as set out in the Ramsar Strategic Plan</li> </ul>	AA, NFP, Site Managers and other Ramsar implementers, media, general public ex: RRI,IOPs	<ul style="list-style-type: none"> <li>Factsheet produced on the monetary value of wetlands</li> <li>3 factsheets developed on Natural Solutions</li> </ul>	To follow STRP work plan	By COP13 2018
6.3 Photo libraries, promotional videos and other	<ul style="list-style-type: none"> <li>Create a WWD2016 photo gallery on the website</li> </ul>	AA, NFP, Site Managers and	<ul style="list-style-type: none"> <li>500 photos uploaded and tagged, gallery promoted on social media</li> </ul>	Completed	

<sup>6</sup> Seek reports and evaluations from CEPA NFPs on initiatives and effectiveness

<sup>7</sup> Alongside target 9.1, the development of the Ramsar Factsheet series is targeted at a broad diverse audience as a means of raising awareness on wetland values.

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
similar tools developed and/or maintained to support awareness raising and appreciation of wetlands and their ecosystem services	<ul style="list-style-type: none"> <li>• Create a video section on the website providing an easy access to all the videos produced by the Convention</li> </ul>	other Ramsar implementers, media, general public RRI,IOPs	<ul style="list-style-type: none"> <li>• by 2016</li> <li>• Video section on the website created by 2016</li> <li>• Awareness of the resources available and their use (website statistics) – 5,000 pageviews per month</li> </ul>	Completed	
6.4 Collaboration with the media, including social media, carried out to promote the conservation and wise use of wetlands and recognition of their ecosystem services to decision-makers, key wetland users and the broad public.	<ul style="list-style-type: none"> <li>• Media: develop the Convention’s media outreach</li> <li>• Conduct press briefings and conferences as appropriate including the following: World Wetlands Day, State of Wetlands release, Annual showcase of Ramsar Sites, Partnership with Danone and others, etc.</li> <li>• Prepare frequent news releases</li> <li>• Utilising RAMs and Demonstration Sites (target 3.4) as means of capturing media attention</li> </ul>	Media	<ul style="list-style-type: none"> <li>• Media pack developed and translated into the 3 working languages of the Convention and if funding is available, other UN languages where possible. Disseminated to NFP and CEPA contacts (website, Ramsar Forum, Ramsar Exchange, CEPA List)</li> </ul>	Media pack to be developed for WWD 2017 and updated for COP13	By COP13 2018
			<ul style="list-style-type: none"> <li>• 150 news stories produced and published on the website (triennium)</li> </ul>	News stories produced on regular basis ( <i>134 news stories produced and published in 2016</i> )	



**Goal 7: Recognize and support the role of wetland centres and other environmental centres as catalysts and key actors for activities that promote Ramsar objectives**

**Supports Goal 3 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
7.5 A comprehensive database of wetland education centres set up, to be managed through the WLI network. Contracting parties to be encouraged to provide information on wetlands centres as part of their national reporting	<ul style="list-style-type: none"> <li>Collaborate with WLI on updates</li> <li>Work with all Parties to gather latest information about wetland education centres already launched, in the construction phase, or in the planning phase</li> </ul>	AA, NFP, Site Managers and other Ramsar implementers, CEPA, media, general public ex: RRI,IOPs	<ul style="list-style-type: none"> <li>Database of wetlands education centres developed in conjunction with WLI</li> <li>5 new wetland education centres added to database</li> <li>The Clearing-House Mechanism (CHM) for the Ramsar Convention is initiated</li> </ul>	Secretariat working with WLI; Ramsar website provides the link to the WLI database <a href="http://www.ramsar.org/activity/wetlands-educational-centres">http://www.ramsar.org/activity/wetlands-educational-centres</a>	By end of 2017
	<ul style="list-style-type: none"> <li>Review and improve questions in the National Report in line with goal 7</li> </ul>		<ul style="list-style-type: none"> <li>Questions in the National Report reviewed and improved to indicate wetlands centres and other environmental centres as catalysts for Ramsar activities</li> </ul>	Completed - questions are included in the new format of National Reports	

**Goal 8: Support the development and distribution of education materials that build awareness of ecosystem values and services and the value of wetlands for use in formal education settings, at Ramsar Sites and by all Ramsar actors**

**Supports Goal 3 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
8.1 Wetland education materials that build awareness of the values of wetlands and their ecosystem services developed, promoted and distributed among relevant target audiences	<ul style="list-style-type: none"> <li>• Assess current activities taking place to promote the Convention</li> <li>• Identify key organizations working on wetland issues around the world</li> </ul>	General public, key organizations working on wetlands issues, youth, media	<ul style="list-style-type: none"> <li>• Wetland education material including teaching resource kit, education kit, interactive websites, information resources, YouTube videos is operational (link to target 4.2)</li> <li>• 5 wetland education materials for 5 different audiences promoted and distributed globally</li> </ul>	Link to existing STRP work	By COP13 2018
8.4 Key messages about wetlands and their ecosystem services regularly reviewed through dialogue and feedback with all Ramsar actors	<ul style="list-style-type: none"> <li>• Website home page items to focus on: <ul style="list-style-type: none"> <li>○ Wetlands and their services and benefits to humanity</li> <li>○ Wetlands loss and the urgency to tackle loss and degradation</li> <li>○ Best practices and case studies of successful policies for the wise use of wetlands</li> <li>○ Best practices and exchange of experiences of wise use in wetlands</li> <li>○ What can I do to take action on wetlands?</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• 50 website news stories incorporating these messages published each year</li> <li>• Factsheets with key messages promoted on social media</li> </ul>	News stories incorporating these messages being produced and published on a regular basis	By COP13 2018

**Goal 9: Ensure that the guidance and information provided by the STRP is developed in line with adopted Resolution XII.5<sup>8</sup> and in close collaboration with the CEPA programme and dissemination to the identified target audiences is ensured through the most effective communications channels**

**Supports Goals 1 and 4 of the fourth Strategic Plan 2016-2024**

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
9.1 A series of information fact sheets developed based on identified and agreed large scale questions as key awareness raising outreach tools	<ul style="list-style-type: none"> <li>Factsheet series launched and in place<sup>9</sup></li> </ul>	Policymakers and practitioners	<ul style="list-style-type: none"> <li>8 new factsheets produced</li> </ul>	In line with planned STRP outputs	By end of 2017
	<ul style="list-style-type: none"> <li>PowerPoint versions of all Ramsar Fact Sheets produced, possibly by combining multiple topics into one presentation for use as additional training tools.<sup>10</sup></li> </ul>		<ul style="list-style-type: none"> <li>12 PowerPoint presentations produced</li> </ul>	Existing PPTs prepared in 2014 to be reviewed	
9.2 The Ramsar Briefing Notes <sup>11</sup> and Ramsar Technical Reports developed into policy briefs with recommendations targeting policy makers  Ramsar Briefing Notes [Policy Briefs], and Technical Reports developed into practical materials targeted at wetland practitioners ensuring consistency and Ramsar branding	<ul style="list-style-type: none"> <li>Working STRP author guidelines have been developed and are in use</li> <li>Policy Briefs template has been developed and Policy Briefs will be produced by the Secretariat to target policy makers</li> </ul>	AA, NFP, Site Managers and other Ramsar implementers, CEPA, RRI,IOPs, STRP	<ul style="list-style-type: none"> <li>10 Policy Briefs, targeting policymakers produced and disseminated</li> <li>10 Policy Briefs, targeting practitioners produced and disseminated</li> <li>5 STRP webinars held each year</li> </ul>	Prioritized STRP tasks include: 3 Briefing Notes, 5 Policy Briefs, 3 Ramsar Technical Reports, 4 webinars.	By COP13 2018
	<ul style="list-style-type: none"> <li>Media plan for release of STRP publications, and materials, and activities including updates about STRP outputs and meetings</li> <li>Program periodic STRP webinars</li> </ul>			News / media activities to accompany publishing of outputs	By COP13 2018

<sup>8</sup> See Resolution XII.5 Annex 1 para.6.

<sup>9</sup> See: <http://www.ramsar.org/resources/ramsar-fact-sheets>.

<sup>10</sup> They would be produced within the Ramsar brand guidelines to ensure consistency.

<sup>11</sup> Short BNs for policy makers likely to be useful – proposed titles need to be identified.

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
	<ul style="list-style-type: none"> <li>Work with STRP to Identify the needs of potential audiences and thematic priorities in different countries or regions to suggest to the Parties for their consideration</li> </ul>		<ul style="list-style-type: none"> <li>5 STRP NFPs engaged each year in producing guidance material</li> </ul>	14 STRP Focal Points are also CEPA Government Focal Points, and so review drafts and participate in workshops.	By COP13 2018
9.3 The content of Ramsar Handbooks reconfigured as training resource materials that summarise wise use site management and effective policy making <sup>12</sup>	<ul style="list-style-type: none"> <li>Work with STRP to: monitor that the development of guidance reflects national needs and regional approaches, and that Regional teams and STRP NFPs are engaged</li> <li>Ensure STRP materials that are developed for target audiences are clear and readable, and focus on the two types of guidance identified in Res. XII.5 (science-based scientific guidance and science-based technical guidance)</li> </ul>		<ul style="list-style-type: none"> <li>10 Ramsar Handbooks with contents reconfigured as training resource materials</li> <li>Network of wetland practitioners, users and scientists created</li> </ul>	See target 3.2	By COP13 2018
	<ul style="list-style-type: none"> <li>Publish and disseminate the guidance, materials and products of the STRP, ensuring that policy-makers and other identified audiences have timely and</li> </ul>		<ul style="list-style-type: none"> <li>11 STRP priority products disseminated and findings shared on social media channels and press releases</li> </ul>		By COP13 2018

<sup>12</sup> The Ramsar Handbook Series was developed as a major outreach product of the Convention and the Secretariat is required to update the books following each COP. The Secretariat has been working closely with the STRP to maximise the effectiveness of each handbook, potentially reviewing the existing titles to see if more efficient groupings exist.

Target (as indicated in Res. XII.9)	Activities	Target Audience(s)	Indicators/ Outcomes (by 2018 unless otherwise indicated)	Status/comments	Time
	<p>accessible clear guidance they need on identified priority issues while monitoring the use and application of the guidance.</p> <ul style="list-style-type: none"> <li>• Work with STRP to build up a network of wetland practitioners and users, and the Secretariat will maintain regular contact with them.</li> <li>• Monitoring and reporting mechanisms for use and adoption of STRP products that are disseminated including online metrics for Secretariat social media and website channels and report findings periodically to STRP</li> <li>• Promote STRP activities, including meetings and outputs, through press releases</li> </ul>				
9.4 The current STRP website integrated into the Ramsar website	<ul style="list-style-type: none"> <li>• STRP website integrated into the main Ramsar Site</li> <li>• STRP workspace maintained and administered</li> <li>• STRP pages added responding to needs of its users (a sub-page for STRP NFPs added and STRP outputs highlighted through an STRP resources sub-page).</li> </ul>		<ul style="list-style-type: none"> <li>• Current STRP website integrated in the Ramsar website by 2016</li> <li>• The STRP workspace integrated by 2016</li> <li>• The Login to the Working Space to be sent to 300 contacts by 2016</li> </ul>	Completed	