12th Meeting of the Conference of the Parties to the Convention on Wetlands (Ramsar, Iran, 1971)

Punta del Este, Uruguay, 1-9 June 2015

Resolution XII.9

The Ramsar Convention's Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024[1]

1. RECALLING that the Contracting Parties through Resolution X.8 adopted the third CEPA Programme for the Convention (for the term 2009-2015) and introduced participation as an important component of CEPA programmes in recognition of the role that participation can play in building awareness, engagement and capacity;

2. ACKNOWLEDGING that the Ramsar Convention's stakeholders recognize that CEPA has an important role to play in the implementation of the Convention and its Strategic Plan 2016-2024;

3. RECOGNIZING that as of 1 June 2014, 129 Contracting Parties had designated Government CEPA Focal Points and 98 Parties had designated national Non-governmental Organization CEPA Focal Points, but CONCERNED that that this represents a reduction in designations since the last triennium, and so limits the opportunities for coordinating CEPA delivery, and indeed broader implementation of the Convention;

4. CONGRATULATING the 30% of Contracting Parties which have reported carrying out CEPA activities at Site level and particularly those which have incorporated these into wetland management plans, the 66% of Parties which have developed wetland centres at some Ramsar Sites and other wetlands, the 70% of Parties which promote participation in wetland planning and management, and the 90% of Parties which reported celebrating World Wetlands Day, but NOTING the number of Parties that still have to make significant progress in many of these areas;

5. EXPRESSING GRATITUDE to the Danone Group for its continuing sponsorship of outreach activities under the Convention, and particularly the support for the annual World Wetlands Day campaign; and

6. EXPRESSING APPRECIATION for the work done by the Ramsar Secretariat and the CEPA Oversight Panel in developing the new programme and the Panel's oversight of the implementation of CEPA programmes since 2005;

THE CONFERENCE OF THE CONTRACTING PARTIES

7. ADOPTS the Convention's *Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024* which is at Annex 1 to this Resolution, as an instrument to provide guidance to Contracting Parties, the Ramsar Secretariat, the Convention's

[1] Repealed by Resolution XV.6.

International Organization Partners (IOPs), NGOs, community-based organizations, and other stakeholders in the development of appropriate actions to engage, enlist and enable people to act for the conservation and wise use of wetlands;

8. CONFIRMS that this Resolution and its Annex incorporates the key recommendations from Resolutions VII.9, VIII.31, and X.8;

9. REQUESTS the Standing Committee at its 51st Meeting to establish a mechanism of the Contracting Parties and the Secretariat which will guide the communication activities of the Secretariat, including setting priorities and guiding the design of the Secretariat's CEPA Action Plan, monitor the effectiveness of the Plan, and report to the Management Working Group at each of its meetings, and FURTHER REQUESTS that the resulting mechanism work to develop with advice of the Scientific and Technical Review Panel (STRP) a new approach for advising and supporting CEPA in the Convention to be submitted to the 13th meeting of the Conference of Parties (COP13).

10. CONFIRMS that this Resolution incorporates advice on participation provided in Resolutions VII.8 and VIII.28;

11. REQUESTS the CEPA Oversight Panel to continue to monitor and report on CEPA issues at the national level within the Convention and the progress of implementation of the CEPA Programme as established by this Resolution, and to advise the Standing Committee and the Secretariat on the CEPA work priorities at the national and international levels;

12. URGES all Contracting Parties that have yet to do so to nominate as a matter of priority suitably qualified Government and Non-governmental Organization Focal Points for wetland CEPA and to inform the Ramsar Secretariat accordingly, and URGES Parties to ensure that the CEPA Focal Points are members of the National Ramsar/Wetlands Committee where these exist;

13. INVITES all Contracting Parties, as suggested in Resolutions VII.9, VIII.31, X.8 and in the CEPA Programme 2016-2024, to formulate their Wetland CEPA Action Plans (at national, subnational, catchment, or local levels) for priority activities that address international, regional, national, and local needs, and as appropriate to provide copies of these to the Ramsar Secretariat as a part of their national reporting, in order for these to be shared as examples of good practice, and INSTRUCTS the Secretariat to provide relevant information to the Regional Initiatives on priorities and activities, to support delivery of the CEPA Programme;

14. ENCOURAGES all Contracting Parties to seek to develop and implement their Wetland CEPA Action Plans and planning as integrated components of their broader environment, biodiversity, wetland and water management, education, health, and poverty reduction policy instruments and mainstreamed in relevant programmes, at decentralized level where appropriate, and to ensure that CEPA is recognized as underpinning the effective delivery of these activities;

15. CALLS UPON those Contracting Parties with Wetland CEPA Action Plans to evaluate the effectiveness of those Plans on a regular basis, including how the people are appreciative of the values of wetlands, the challenges they face, and the steps they can take to conserve and use wetlands sustainably, and to amend their priority actions where necessary;

16. REITERATES the call to multilateral and bilateral donors and private sector sponsors to support appropriate actions as set out in the Ramsar CEPA Programme 2016-2024;

17. REQUESTS the Secretariat subject to available resources to assist in strengthening the capacity of the CEPA Focal Points through the provision of training, toolkits, and templates for CEPA action planning, and further URGES the Secretariat to provide technical support for CEPA National Focal Points through the establishment of a network for their knowledge sharing;

18. REQUESTS the Secretariat to seek improved cooperation between Multilateral Environmental Agreements, through the Biodiversity Liaison Group, to deliver capacity building;

19. FURTHER REQUESTS the Secretariat to accelerate its efforts in facilitating the mobilization of resources through its partnership coordination mechanism to ensure adequate resourcing of the implementation of the CEPA Programme;

20. RECOGNIZES the growing celebration of World Wetlands Day in a large number of countries, and URGES Contracting Parties to continue, or to begin, to use this occasion to bring attention to their achievements and continuing challenges in wetland conservation and wise use;

21. ENCOURAGES those Contracting Parties with established, or proposed, wetland education centres and/or similar facilities to support the development of those centres as key places of learning and training about wetlands and wetland-related CEPA and to support their participation in global networks of such centres and RECOGNIZES the importance of adequate human resources in successful implementation of CEPA Programme not only via such centres, but also other means (e.g. interpretation programmes) and further REQUESTS the Secretariat to compile a list of global networks and make it available on the Ramsar website.

22. ALSO ENCOURAGES Contracting Parties to utilize and support the capacity of the Ramsar Regional Centres in wetland training in their respective regions both for their staff, other wetland professionals and a wider public audience;

23. INVITES the IOPs, Ramsar Regional Initiatives and other organizations with which the Ramsar Secretariat has collaborative agreements to support the implementation of the CEPA Programme at the global, regional, national or local levels, as appropriate, with the expertise, networks, skills and resources they have at their disposal;

24. INVITES the Ramsar CEPA National Focal Points and the CEPA Oversight Panel to promote synergies with other Conventions' CEPA programmes and with programmes and initiatives of other governmental and non-governmental actors at the international, regional, national and local levels;

25. INVITES those Parties with other national and local languages than the three official languages of the Convention to consider translating key Ramsar guidance and guidelines as well as communication, capacity building and educational materials as appropriate into those languages in order to make them more widely available through, for example, the Ramsar Regional Centres and the Ramsar website, and INVITES the IOPs and Ramsar Regional Centres also to make a contribution to such translations;

26. REQUESTS the Secretary General to improve the current Ramsar official website in cooperation with Standing Committee and other interested Parties and bodies of the Convention to serve the purpose of the different targeted audiences including, for example, the bodies of the Convention, the Regional Centres, Site managers and donor organizations; and

27. REQUESTS the Secretary General to report on the progress of improving the Ramsar website to the Standing Committee and to COP13.

Annex 1

The Ramsar Convention's Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024

Background

This is the Convention's fourth CEPA Programme and it will operate for a nine-year period. It has been developed in conjunction with the fourth Strategic Plan of the Convention adopted at COP12 and is consistent with this document. It replaces the annexes to Resolutions VII.9, VIII.31 and X.8. Appendix 1 includes an explanation of the key terms associated with this Programme, including communication, education, participation, awareness, and capacity building. Appendix 2 outlines the roles and responsibilities of the CEPA National Focal Points. Appendix 3 includes the possible target groups and stakeholders of Ramsar's CEPA programme for 2016-2024.

Promoting ecosystem functions and services and supporting Contracting Parties with high quality guidance to manage wetlands wisely are central to the Ramsar Convention. The Convention considers communication, capacity building, education, participation and awareness as important tools to support the delivery of the Strategic Plan. The Convention recommends that communication, capacity building, education, participation and awareness are employed in all areas and at all levels. This programme provides a set of strategies to guide the delivery of that recommendation. The commitment of the Contracting Parties in the last triennium is reviewed in detail in Ramsar COP11 DOC.14.

Support for the CEPA Programme should therefore be seen as an investment which aims to help decision-makers and mobilise local and national-scale actions directed at achieving the conservation and wise use of wetlands, in support of the objectives of the Strategic Plan.

Vision

The vision of the Ramsar Convention's CEPA Programme is the same as the vision of the Strategic Plan:

"Wetlands are conserved, wisely used, restored and their benefits are recognized and valued by all"

The over-arching Goal of the Ramsar Convention's CEPA Programme

"People taking action for the conservation and wise use of wetlands"

Goals and targets

This Programme identifies the vision through nine Goals and the results that should be achieved by means of 43 targets. The programme covers full range of CEPA actors but not all goals and targets apply at every level.

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

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 2016-2024

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

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

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

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

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

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

Goal 9 Ensure that the guidance and information provided by the STRP is developed in line with adopted Resolution 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

Implementation of the Programme must be undertaken by a number of responsible bodies and partners of the Convention including, *inter alia*:

AA:	Administrative Authority in each country, including the AA National Focal Points
CEPA:	Convention's CEPA National Focal Points, both government and NGO
NRC:	National Ramsar Committees / National Wetlands Committees (or equivalent bodies), where they exist
RamSec:	Ramsar Convention Secretariat
STRP	Ramsar Scientific and Technical Review Panel
STRP NFP	STRP National Focal Points
IOPs:	International Organization Partners, at present BirdLife International, the International Water Management Institute (IWMI), IUCN, Wetlands International, and the World Wide Fund for Nature (WWF)
RRCs:	Ramsar Regional Centres endorsed by the Convention as Ramsar Regional Initiatives
SM:	Site managers

WEC: Wetland education/visitor centres
PS: Private sector organizations whose activities directly or indirectly affect wetlands
CSO: Civil Society Organizations such as national and local non-governmental organizations (NGOs) and community-based organizations (CBOs)
RRI: Ramsar Regional Initiatives

This is an indicative list of key actors that may change during the life of the Programme and will undoubtedly vary to some extent from one country to another. As a broad guide to actors that could contribute to achieving the results, suggested implementers of each target are indicated below using the abbreviations above, for example {AA}.

Goals and targets

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

1.1 Appropriately experienced people to fill the roles of National Government and Non-governmental Organization CEPA Focal Points (see Appendix 2) nominated by Contracting Parties and communicated to the Ramsar Secretariat. {AA , CSO}

1.2 National Ramsar/Wetland Committees established to collaborate with relevant government departments and institutions to mainstream wetlands and their ecosystem services. {AA, NRC}

1.3 National Focal Points (AA, CEPA and STRP) included as members of National Ramsar/Wetland Committees where these exist. {AA, NRC}

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. {RamSec, AA, STRP, IOPs}

1.5 Relationships developed and maintained with those organizations that can support Ramsar objectives through their expertise, their traditional knowledge, their human resources or through funding established and fostered. {RamSec, AA, IOPs}

1.6 Effectiveness of strategies, especially regarding development and distribution of materials on wetland education and management, the success of campaigns under WWD evaluated. {RamSec, AAs, NRC, NFPs}

Goal 2	Integrate CEPA processes, where appropriate, into all levels of policy development, planning and implementation of the Convention.

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). {RamSec, STRP}

2.2 Wetland communication (CEPA) plans developed at the appropriate level by Parties (national, basin or site) to support Ramsar implementers. {AA, NRC, CSO}

2.3 Where appropriate, wetland CEPA integrated into national policy and planning relevant to wetlands. {AA, CEPA, NRC}

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

3.1 The Strategic Plan 2016-2024 adopted by COP12 disseminated and promoted.

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. {RamSec, STRP, IOPs, CSO}

3.3 Websites, including the Convention's 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 CEPA National Focal Points. {RamSec, STRP, AA}

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. {AA, CEPA, IOPs, CSO, STRP NFPs}

3.5 Secretariat requested to share CEPA stories which illustrate how integration of CEPA can improve wetland management. {RamSec}

3.6 Collaboration on CEPA with other Conventions, Ramsar's IOPs, other NGOs, UN agencies and others ensured through sharing of CEPA experiences and the encouragement of synergies. {RamSec, IOPs, CSO, AA, CEPA}

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

4.1 Site managers supported to build communication, education, participation and awareness into their management plans. {RamSec, STRP, AA, CEPA, SM, RRCs, CSO, STRP NFP}

4.2 Current needs and capacities 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. {RamSec, STRP, AA, CEPA, SM, RRCs, STRP NFP}

4.3 Resources provided to produce appropriate wetland management training and capacity building materials and carry out the prioritized training and capacity building as identified in 4.2. {RamSec, AA, CEPA, STRP, SM, RRCs, CSO, STRP NFP}

4.4 A network of Ramsar Regional Centres working to agreed standards (such as peer reviewed materials) supported to deliver capacity building to site managers, National Focal Points and other relevant stakeholders. {RamSec, RRCs, STRP}

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. {RamSec, STRP, RRCs, CSO, PS, AA, CEPA, STRP NFP}

4.6 National strategic plans that strengthen the technical capacity and management of local authorities to incorporate environmental benefits and services of wetlands as strategies for local and regional development promoted. {AA, CEPA}

Goal 5	Develop and support mechanisms to ensure multi-stakeholder participation in wetland management.

5.1 Participation of major stakeholders used by site managers and others as an effective process for selection of Ramsar Sites and management of all wetlands, including at basin level. {AA, SM, CEPA, CSO, STRP NFP}

5.2 Participation in wetland management of stakeholder groups with cultural, spiritual, customary, traditional, historical and socio-economic links to wetlands or those communities who depend on wetlands for their livelihoods is given a high priority. {AA, SM, CEPA, CSO, RRI}

5.3 The use of practices and traditional knowledge systems that embody appropriate wetland cultural management by indigenous peoples and local communities recovered, strengthened and encouraged. {AA, CEPA}

5.4 Encourage community participation in wetlands through volunteer programmes which support the delivery of management objectives. {AA, SM, CSO}

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. {AA, NRC, SM, PS}

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.

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. {RamSec, AA, NRC, CEPA, SM, IOPs, RRCs, PS, CSO}

6.2 Awareness enhanced on the monetary and non-monetary values of wetlands and their ecosystem services to improve understanding of the benefits which wetlands provide. {RamSec, STRP, AA, CEPA, SM, STRP NFP}

6.3 Photo libraries, promotional videos and other similar tools developed and/or maintained to support awareness raising and appreciation of wetlands and their ecosystem services. {RamSec, AA, CEPA}

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. {RamSec, AA, CEPA}

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.

7.1 Wetland education/interpretation or visitor centres and similar facilities established in all countries as resources permit. {AA, IOPs, WEC}

7.2 National CEPA Focal Points communicating directly with wetland education/visitor centres to support their delivery of Ramsar messages. {AA CEPA, WEC}

7.3 Wetland education/visitor centres linked nationally and internationally through, global mechanisms and national expertise in CEPA, to share experience and resources, for example through the Wetland Link International (WLI) programme of the Wildfowl & Wetlands Trust, WWT (UK) and other initiatives. {AA, CEPA, WEC}

7.4 Partnerships established with other education centres that could play a role in promoting wetlands and Ramsar objectives. {AA, CEPA, RRCs,WEC}

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 wetland centres as part of their national reporting. {RamSec, CEPA, IOPs, CSO, STRP NFPs}

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.

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. {STRP, AA, CEPA, WEC, STRP NFP}

8.2 Tertiary education institutions, especially those with water and wetland programmes, contributed to the production of targeted wetland education materials. {STRP, AA, CEPA, WEC}

8.3 Cultural and traditional wetland knowledge and practices are incorporated into wetland education materials. {WEC, CEPA}

8.4 Key messages about wetlands and their ecosystem services regularly reviewed through dialogue and feedback with all Ramsar actors. {RamSec, AA}.

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

9.1 A series of information fact sheets developed based on identified and agreed large scale questions as key awareness raising outreach tools. {RamSec, STRP}.

9.2 The Ramsar Briefing Notes and Ramsar Technical Reports developed and disseminated as pragmatic, working advisory documents targeting policy-makers or wetland practitioners and to ensure consistency and Ramsar branding. {RamSec, STRP}

9.3 The content of Wise Use Handbooks reconfigured as training resource materials that summarize wise use site management and effective policy-making. {RamSec}.

9.4 The current STRP website integrated into the Ramsar website. {RamSec}.

Appendix 1

Definitions and principles underpinning CEPA

In applying this Programme, it is important that Contracting Parties and other interest groups share a common understanding of what is meant by the concepts that underpin the acronym CEPA. **Communication, capacity building, education**, **participation** and **awareness** are all processes that can be used for specific purposes and specific target audiences to deliver CEPA aims.

Definitions and principles provided here have been used in formulating this programme and are drawn from recognised sources and practitioners in this field. The sources are provided at the end of the document.

Definitions

Communication under the Ramsar Convention can be defined as the interactive process between stakeholders to exchange information, knowledge and skills on the conservation and wise use of wetlands to ensure that all stakeholders are able to make informed decisions.

Capacity building, also referred to as **Capacity development**, concerns institutional change. It is a process by which individuals, groups and organisations, institutions and countries develop, enhance and organize their systems, resources and knowledge to improve their ability, individually and collectively, to perform functions, solve problems and achieve objectives (OECD, 2006).

Education in its broadest sense is a life-long learning process that can inform, motivate, and empower people to support wetland conservation, not only by fostering changes in the way that individuals, institutions, businesses and governments operate, but also by inducing lifestyle changes. It may take place in both formal and informal settings (e.g., interpretation programmes).

Training is the process of increasing or strengthening an individual's specific knowledge, skills, attitudes and behaviours that can be taken back to the workplace. It may take place in both formal and informal settings.

Awareness-raising is an agenda-setting and advocacy exercise that triggers your target group to understand why wetland issues are important to address and what they can do to improve the situation at stake. It is a constructive and potentially catalytic force that is ultimately aimed at stimulating your target group (which could include a multitude of stakeholders) to take action for the conservation and wise use of wetlands (based on Sayer, 2006).

Participation is the involvement of "stakeholders" in the common development, implementation and evaluation of strategies and actions for the conservation and wise use of wetlands. Levels of involvement and kinds of participation can be highly variable, depending upon both the specific context and the decisions of the individuals, groups and institutions leading the process. An indicative list of the range of possible levels and kinds of participation is shown in Box 1 below.

Box 1: Levels of participation

Self-Mobilization
In this model, people participate by taking initiatives to change systems independently of external institutions. They develop contacts with external institutions for the resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization may or may not challenge existing distributions of wealth and power, but they do tend to foster the most long-lasting sense of "ownership" in the outcomes.

Interactive Participation
People participate in joint analysis, development of action plans, and formation or strengthening of local institutions. Participation may be seen as an inherent right, not just as a means to achieve project goals. The process involves interdisciplinary methodologies that seek multiple perspectives and make use of systemic and structured learning processes. As groups take control over local decisions and determine how available resources should be used, they often feel an increasing stake in maintaining structures or practices.

Functional Participation
Participation is sometimes seen by the relevant authorities chiefly as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet predetermined objectives related to the project. Such involvement may be interactive and involve shared decision making, but it frequently tends to arise only after the most important decisions have already been made by the authorities.

Participation for Material Incentives
People can participate by contributing resources, for example labour, in return for food, cash or other material incentives. Farmers may provide the fields and labour, for example, whilst not being directly involved in experimentation or the process of learning. It is not uncommon to see this called 'participation' in a full sense, but in this case people typically have no stake in prolonging technologies or practices when the incentives end.

Participation by Consultation
People participate by being consulted or by answering questions. Project authorities define problems and information-gathering processes, and thus tend to control analysis of the responses. Such a consultative process often does not imply a share of participants in decision making, and project staff are not under an obligation or do not feel obliged to take people's views on board.

Passive Participation or Participation by being given Information
People participate by being informed on what has been decided or has already happened. It tends more to involve announcements by an administration or project management than to reflect active attention to other people's ideas and responses. The information being shared tends to belong only to project staff.

Manipulative Participation
At this extreme, participation is simply a pretence, with 'people's' representatives on official boards but who are unelected and have no power.

Adapted from*: Participation in Strategies for Sustainable Development,* Environmental Planning Issues No. 7, May 1995 by Stephen Bass, Barry Dalal-Clayton and Jules Pretty, Environmental Planning Group, International Institute for Environment and Development.

Principles

The CEPA Toolkit developed for CBD National Focal Points introduces CEPA as a tool to effectively engage and manage multi-stakeholder dialogue to plan and implement policy. With appropriate handling (i.e. actively and effectively applying communication, education, participation and awareness principles), these processes develop a sense of ownership of problems. The principles listed below do not form an all-inclusive list but are provided to assist you in developing strategies in your own context.

Communication principles

Some general essential principles on communication:

- Effective communication requires trust between parties or at least mutual respect, therefore, first of all know your audience.
- Effective communication depends on clarity and simplicity: avoid the use of jargon and buzz words; communicate a little at a time; present information in several ways and use multiple communication techniques.
- Know your purpose and know your topic and be prepared to back up with stories or facts.
- One of the major barriers to communication is our own ideas and opinions: listen to the actual message rather than to your own assumptions.
- The meaning of the message is "in the receiver" not in the sender.
- Getting and giving feedback is one of the most crucial parts of effective communication. Like any other activity, there are specific skills that can enhance feedback and listening is a key skill.
- Develop practical and useful ways to get feedback.
- Selling new ideas takes a lot of time and a lot of effort before they can be implemented.

Principles on capacity building and education

- Capacity building takes place within individuals or groups of people and cannot be forced upon them: you cannot "do" capacity building for others, it is an internal process.
- Adults are far more likely to reject information that contradicts their own life experiences or beliefs (Sayers, 2006).
- Everybody learns differently: capacity building requires multiple strategies, methods and techniques to serve multiple needs.
- Developing capacity is impacted significantly by the learning environment: create a stimulating learning environment.
- Adults especially need to understand the big picture to recognize the value of each piece of information they encounter.
- Establish connections between information received and knowledge already possessed.
- Participants' feedback is vital for the effective building of capacity.

Participation Principles

- Encourage active participation of stakeholders in selection and management of Ramsar Sites and other wetlands.
- In considering participation of stakeholders, it is recommended to carefully consider the appropriate level of participation. See Levels of participation, Box 1.
- Create, as appropriate, the legal, policy and institutional system to facilitate stakeholder involvement in national and local decision-making for the conservation and wise use of wetlands.
- Wise use of wetlands is synonymous with mutual benefits for the wetlands and for human well-

being; this cannot be achieved without participation of stakeholders.

- Traditional knowledge and experience of wetland systems should be used to assist in management of wetlands and complements scientific knowledge.
- Participation of indigenous peoples and local communities with a cultural, spiritual, historical and/or economic interest in a particular wetland is integral to the development of sustainable management systems.
- Participation supports building awareness, knowledge and management skills over time.
- Ensuring participation of stakeholders increases commitment and ownership.

Principles on Awareness-raising

- Ensuring that awareness is raised on a certain wetland issue or challenge does not simply mean to inform people, it means addressing people's beliefs and convictions.
- If awareness is raised it does not necessarily lead to people taking action for the conservation and wise use of wetlands. Long lasting change requires skills and incentives to change.
- People taking action for the conservation and wise use of wetlands requires 7 steps:
  a. Knowledge: your target group knows there is an issue;
  b. Desire: your target group imagines a different future;
  c. Skills - your target group knows what to do to achieve that future;
  d. Optimism - your target group has confidence or belief in success;
  e. Facilitation - your target group has the resources and supportive infrastructure to take action;
  f. Stimulation - your target group receives compelling stimuli that promote action;
  g. Reinforcement - your target group receives messages regularly that reinforce the original message or messages (Robinson (1998), cited in Sayers (2006)).
- Keep the target group you wish to address as specific as possible: more focus often has more impact.
- From awareness-raising to people taking action for the conservation and wise use of wetlands requires continuous planning, monitoring, evaluation and facilitation.

Principles are based on:

Castello, Riccardo Del and Paul Mathias Braun, (2006). Framework on Effective Rural Communication for Development. Food and Agriculture Organization of the United Nations (FAO) and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ). Rome, 2006.

CBD, UNESCO, Commission on Education and Communication, IUCN, (no year). Mainstreaming Biological Diversity. The role of communication, education and public awareness. http://cmsdata.iucn.org/downloads/cec_mainstreaming_biological_diversity_cepa_eng.pdf).

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Gevers, Ingrid and Esther Koopmanschap, (2012). Enhancing the Wise Use of Wetlands. A Framework for Capacity Development. Centre for Development Innovation, Wageningen University & Research centre. ISBN 978-94-6173-406-8. http://www.ramsar.org/pdf/cop11/doc/cop11-doc34- e-capacity.pdf

Lucas, Robert W. (2003). The creative training idea book: inspired tips and techniques for engaging

and effective learning. Library of Congress Cataloging-in-Publication Data. ISBN 0-8144- 0733-1.

OECD, (2006). DAC Guidelines and Reference Series Applying Strategic Environmental Assessment: Good Practice Guidance for Development Co-operation, OECD, Paris.

Sayers, Richard.(2006). Principles of awareness-raising: Information literacy, a case study. Bangkok: UNESCO Bangkok, 2006. 124 pages. 1. Information literacy. 2. Public awareness. ISBN 92-9223-082-4. Available at: http://unesdoc.unesco.org/images/0014/001476/147637e.pdf

Appendix 2

Roles and responsibilities of the CEPA National Focal Points

1. In Resolution IX.18 adopted at COP9 in November 2005, the Parties instructed the Standing Committee at its 34th meeting (SC34) to establish a CEPA Oversight Panel, one of the key tasks of which would be to clarify the broad roles of the two Government and Non-governmental CEPA National Focal Points (NFPs) nominated by each Party. (Full details on the task of the CEPA Oversight Panel are available at http://www.ramsar.org/outreach_oversight_panel.htm.)

2. The roles and responsibilities of the CEPA NFPs were discussed at the first meeting of the CEPA Panel in May 2006 and endorsed by SC35. The text below reflects their deliberations and should be used by Parties to guide their decisions on the nomination, roles, and responsibilities of their CEPA NFPs.

3. The rationale for the nomination of CEPA NFPs and key factors to be taken into consideration by Contracting Parties:

   - It is important that both CEPA NFPs be nominated since they bring different skills to the CEPA Programme.
   - Nominating a representative of an active NGO engages the NGO members in the CEPA Programme, gives recognition to their work, and can often bring additional funding to a CEPA programme.
   - While it is preferable that the Government NFP should be a CEPA expert, it is recognized that many Parties may not be willing to nominate a person outside of their Administrative Authority, which frequently means that the nominated person will not be a CEPA expert *per se*.
   - Some Government NFPs are nominated from within their Administrative Authority and are not necessarily CEPA experts, which allows for the inclusion of broader skill sets and knowledge.
   - Maintaining continuity in the national CEPA programmes is important, and with frequent Government NFP changes, the less frequent changes in the NGO NFP representation could help provide some continuity.
   - Collaboration between the two NFPs on their country's CEPA programme is actively encouraged.
   - The NFPs have a key role as members of the National Ramsar/ Wetland Committee, where these exist, promoting close contact with other key Administrative Authority personnel (such as the Daily Contact and the STRP NFP).
   - Close consultation is desirable between the CEPA NFPs and the Administrative Authority during the completion of the CEPA-related questions in the National Reports to the COPs.

4. It is ultimately the task of each Contracting Party to agree precise roles and responsibilities for their nominated CEPA National Focal Points (NFPs). These roles and expectations must reflect the capacity to operate at different levels and the resourcing of the individuals filling the positions. The Contracting Parties should provide some information to potential NFPs of the expected time required to fulfill their role and responsibilities.

5. **Suggested major roles and responsibilities of the CEPA NFPs**. In providing a supportive environment in which wetland CEPA planners and practitioners can develop their work, NFPs should:

- provide leadership for the development and implementation of a wetland CEPA Action Plan at an appropriate level (national, subnational, local) as described in this Resolution and annexed Programme;
- be the main points of contact on CEPA matters between a) the Secretariat and the Contracting Party and b) between Contracting Parties;
- be key members of the National Ramsar/Wetland Committees (if such a body exists) or similar national structures;
- assist in the practical CEPA implementation at the national level and in national reporting on CEPA activities to the Ramsar Conference of the Parties;
- ensure a high, positive public profile for the Ramsar Convention and its conservation and wise use goals;
- be active spokespersons for wetland CEPA; and
- establish and maintain any contacts, networks, structures and mechanisms necessary to ensure the effective communication of information between relevant actors at all levels and in all sectors.

Appendix 3

Possible target groups and stakeholders of the Ramsar Convention's Programme on communication, capacity building, education, participation and awareness (CEPA) 2016-2024

1. There are a large number of possible target groups for this CEPA Programme which fall within the broadest category of the general community or civil society. This Appendix identifies 27 subgroups of civil society which can make a significant and immediate difference in the status and long-term sustainability of wetlands.

2. Contracting Parties and others are urged to take this Appendix into consideration for their own situations in determining which of these are their highest priority target groups in developing CEPA planning and action.

3. A fundamental assumption of the CEPA Programme is that the actions taken in response will result in an increasing number of "actors" who become agents, ambassadors or advocates for the Convention on Wetlands and its principles. Support for the CEPA Programme should therefore be seen as an investment which aims to help decision-makers and mobilize local and national-scale actions directed at achieving the conservation and wise use of wetlands.

A. GOVERNMENTS AT ALL LEVELS

Target Group/Individuals	Rationale for engagement
Environmental policy makers and planners within local administrations, provincial/state and national government administrations	As key decision-makers at the local, sub-regional and national scales their actions can impact wetlands positively or negatively at the local level or catchment/river basin scale.
Wetland site managers (wardens, rangers, etc.) within local, provincial/state, national government administrations, including catchment or river basin authorities	These individuals are key to effective management and to gaining local support and participation.
National Administrative Authorities of the Ramsar Convention	They take the lead at the national level in implementing the Convention.
National Administrative Authorities and Focal Points for other environment-related conventions	They have the capacity to help deliver a more integrated approach to managing land and water resources, including wetlands.
National Ramsar Committees and other similar consultative and advisory committees for Ramsar	They have an important role in advising governments on implementation of Ramsar and the other conventions.
Ministers responsible for sustainable development and education portfolios and environment-related conventions as well as Members of Parliament – national, state/provincial and local.	Their direct input to policy setting, budget allocation, etc. can be important for supporting Ramsar implementation. Members of Parliament in the opposition parties may be in this position in the future.
National aid agencies, bilateral donors	They deal with governments on a range of sustainable development issues.
Ambassadors and the staff of overseas missions.	They can assist in ensuring that national governments are better informed about Ramsar.

B. THE EDUCATION SECTOR AND LEARNING INSTITUTIONS

Target Group/Individuals	Rationale for engagement
Education ministries, curriculum development authorities, examination boards and universities, in-service trainers, etc.	All these sectors in education can assist in including wetland conservation and wise use issues in school and other formal curricula.
National and international teachers' associations	In some countries the incorporation of Ramsar/wetland principles into curricula and learning programmes generally can be accelerated through working collaboratively with teacher associations.
National and international networks, associations and councils of environmental education	Wetlands and water issues can be incorporated into the curricula and other materials being developed by these organizations.
Wetland/environment centres, zoos, aquaria, botanic gardens, etc.	These institutions have the capacity to promote the Ramsar message to a broad range of visitors.
National and international networks of libraries	Library networks provide an excellent avenue for making information on Ramsar and wetlands more accessible to the general community.

C. CIVIL SOCIETY

Target Group/Individuals	Rationale for engagement
Landowners (especially those who are responsible for managing wetlands)	They make decisions which impact directly upon wetlands.
National and local non-government organizations	They can be vital for achieving action at national and local level.
Indigenous peoples and local communities	They may have useful knowledge of sustainable wetland management and may have an ongoing cultural association with wetlands.
Women	In many cultures women tend to be more entrepreneurial in the family unit, more amenable to changing lifestyle habits, and may communicate more often with the children within the family.
Children, youth	Children are the next generation of environmental managers and caretakers.
Those responsible for electronic and print media	They have the capacity to convey positive and informative messages about wetlands at local, national or international levels.
Community leaders and prominent people – athletes, sports people, religious leaders, artists, royalty, teachers, opinion leaders, etc.	Community leaders can use their public profile to draw attention to issues; and celebrity figures may be ideal ambassadors to promote the Ramsar message.

D. THE BUSINESS SECTOR

Target Group/Individuals	Rationale for engagement
Potential sponsors, supporters	Business sponsors and supporters can assist the Convention develop wise use materials and activities at international, national and local levels and also ensure that their business activities are not contrary to the objectives of the Convention.
Key business sectors such as water and sanitation; irrigation and water supply; agriculture; mining; forestry; fishing; tourism; waste disposal; energy	They have the potential to have significant negative impacts on wetlands.
Professional Associations	Some of these will have the potential to have major negative impacts on wetlands.

E. INTERNATIONAL AND REGIONAL ORGANIZATIONS

Target Group/Individuals	Rationale for engagement
Global organizations – World Bank, Global Environment Facility, United Nations Development Programme, United Nations Environment Programme, Global Water Partnership, etc.	They work with governments on a range of sustainable development issues and may have access to funding programmes.
Regional organizations – South Pacific Regional Environment Programme, European Commission, Southern Africa Development Community, Regional Development Banks, ASEAN Environmental Programme, etc.	As above.
Global NGO partners (BirdLife, IWMI, IUCN, Wetlands International, Wetlands & Wildfowl Trust, and WWF) and other international and regional NGOs	While Ramsar's six official NGO partners are active in promoting the Ramsar Convention, there is a need to involve more regional and international NGOs in communicating the Ramsar message.
The secretariats of other environment-related instruments (CBD, UNCCD, CMS, UNFCCC, CITES, World Heritage, MAB)	Working with selected Secretariats can increase synergy among the conventions at the global and national scales bringing benefits for Ramsar.