

Communication, Education and Public Awareness Specialist Group

Work Plan 2003-2005

1. INTRODUCTION

This work plan has been developed at the preliminary meeting of the Communications Education and Public Awareness Specialist Group (CEPASG) in May, 2003. The specialist group was formed in response to The Ramsar Convention's Communication Education and Public Awareness Programme (RES VIII.31), adopted in Valencia in November 2002. Wetlands International (WI) has agreed to host the CEPASG and to co-operate with the CEPASG, through the Ramsar Support Service, towards the achievement of shared objectives. While the CEPASG is part of the WI network of specialist groups, it will additionally, to the best of its ability, play a vital role in the delivery of CEPA objectives identified by the Ramsar Convention and its International Organisation Partners, such as IUCN, Birdlife International and WWF. Of particular relevance is the work of IUCN's Commission on Education and Communication (IUCN-CEC), a professional network of educators that advises on the use of CEPA and provides capacity building programmes for managers and policy makers around the world.

2. MEMBERSHIP AND OPERATION OF THE CEPA SPECIALIST GROUP

2.1 Proposed CEPA Specialist Group includes representatives of Ramsar Regions, Focal Points and partner organisations. Members selected met one or more of the following criteria:

- Actively engaged in CEPA for wetlands at local, national or international level
- Nominated Ramsar CEPA Focal Point
- Representative of Ramsar regions
- Member of Ramsar STRP
- Representative of International Partner Organisation or Multilateral Environmental Agreement
- Able to attract institutional support

Christine Prietto (Lead, The Wetlands Centre Australia)

Sandra Hails (Ramsar Bureau)

Gwen van Boven

András Böhm

Miriam Zacharia

Sundari Ramakrishna (WI)

Tunde Ojei (WI, Administrative Support)

Dick Ho, Malaysia /STRP

Stephen Njuguna, Botswana /STRP

Manikchand Puttoo, Mauritius /STRP

Habib Gitay (MAP)

Doug Hulyer (WWT)

Wendy Goldstein (IUCN-CEC)

Susana Calvo

Alexander Haydendael

Taej Mundkur (WI)

Jane Claricoates

Lijuan Ciu, China /STRP

Najam Khurshid, Pakistan /STRP

Maria José Viñals, Spain/STRP

Valerie Thompson (MAP)

2.2 It is proposed to also invite the following individuals or organisations, who have expressed an interest or who meet criteria listed above:

Salvatore Arico, UNESCO / MAB

Paul Mufabe, Uganda /STRP

Alex de Sherbenin (IUCN, CEC, CIESIN)

Lisa Hadid, WWF International

Sarah Young, CEPA FP Australia

Neotropics representative

UNESCO: IHE representative CCC Contact

Bouke Outtow, RIZA

Munjural Khan, Bangladesh, WI BOD

Bob Kakuyo (CBD)

Bird Life International rep

DU Rep, Rick Wishart

Paula Moraes Pereira, Brasilia

2.3

The CEPA Specialist Group will communicate electronically, for the most part and participation of members is voluntary.

2.4 Communication will be delivered on three levels:

- Level 1 WI CEPA Specialist Group
- Level 2 CEPA Focal Points, especially those from countries that sponsored Resolution VIII.31, including Australia, Spain Tanzania, India and Bolivia in recognition of their interest and support during COP8
STRP WG's, WI SG's, IUCN's Specialist Groups, IUCN-CEC
Representatives of international or regional initiatives such as Med-wet, Project Wet

- Level 3 WLI networks, other networks serviced by individual CEPA SG members

2.5 STRP Interaction

Some members of the STRP have identified an interest in the work of the CEPA Specialist Group and have been included in the SG. To facilitate the priority task of feeding into the STRP Work Plan, the Coordinator will seek nominations from leads of WG's to nominate active focal points from within each working group to facilitate progress on identified actions.

3. ACTION ANALYSIS – TOWARDS A WORK PROGRAMME

The CEPA Specialist Group has as a priority the delivery of Resolution VIII.31, the Ramsar Convention's Communication, Education and Public Awareness Programme 2003-2008. Included in the resolution is cooperation with International partners and Conventions that share the objectives of the Ramsar Convention.

In preparing this Work Plan, the following documents served as the main drivers for the development of the CEPASG Work Plan:

- Ramsar Conventions Resolution VIII.31 http://www.ramsar.org/key_res_viii_31_e.htm
- Ramsar STRP Work Programme http://www.ramsar.org/key_strp_workplan_2003.htm
- Additional STRP aspirations (featured in STRP Work Programme document)
- WI's Capacity Building Programme (WI Strategy 2001-05, Programme 4) <http://www.wetlands.org/aboutWI/strategy.htm>

Opportunities for contribution of CEPA as a cross-cutting issue were identified and form part of the Work Plan. The WI CEPA Specialist Group aims to stimulate, assist and work with all Contracting Parties, IOP's and relevant conventions to develop, adopt and use CEPA to achieve wise use of wetlands within member countries. The CEPA Specialist Group will work with the Ramsar STRP and partner organisations and committees to deliver actions identified in the CEPASG Work Plan.

The Work Plan sets out:

- priority tasks related to the key documents
- a work schedule that reflects STRP and Ramsar milestone dates
- personnel who will be involved in delivery

Tasks are set out under the documents they primarily relate to and again in a Work Plan matrix format.

4. CEPA SPECIALIST GROUP WORK PLAN

4.1 Generic Tools and Methodologies

Tasks set out in the Work Plan will be supported by

- Facilitating interaction among CEPA focal points and between CEPA focal points and Ramsar Focal Points
- Communication through Wetland Link International (WWT) and the Wetland Centre networks it supports
- The development of targeted or ad-hoc networks where necessary (eg, STRP WG Contacts, IUCN's SG's)
- Regional workshops
- Development of case studies
- Promotion of and access to existing CEPA Training products
- Development of new training programmes as appropriate in collaboration with the Ramsar Training Service

Tools that may be employed and developed include:

- Targeted CEPA research
- Case studies
- Guidelines and checklists
- Web-based publishing
- Review service as resources permit to STRP, WI Specialist Groups, IUCN's Specialist Groups

4.2 Key Documents and Related tasks

4.2.1. Ramsar Convention: Resolution VIII.31: Annex II

Priority Task 1, input into the STRP's programme of work, is featured below. Implementation of this priority task represents a major percentage of the targets identified by the CEPA Specialist Group.

Priority Tasks 2,3,6,8 & 9 have been selected for delivery through actions featured below. Priority Tasks 4,5,&7 will be developed in the next forward work plan.

Priority Tasks 4 & 5 in particular relate to existing *Guidelines* documents that have been identified for review, a task included by a number of STRP Working Groups (eg, 2.5). While the CEPA Specialist Group has a vested interest in this work, it recognises the extent to which undertaking all of the priority tasks featured in Annex II is constrained. The CEPA Specialist Group believes that the work plan identified is realistic under the current arrangement.

Priority Actions

- Review and summarise CEPA information from 2002 National Reports to guide development of future indicators for the National Reporting Framework
- Advise Bureau on additional materials to be included in the new CEPA Handbook such as case studies on available National Reviews and Action Plans
- Develop a brief for review and update of *Additional Guidance on Reviewing and Action Planning for Wetland Communication, Education and Public Awareness* to reflect Resolution VIII.31 and experiences gained by Contracting Parties. May involve survey of focus group or a workshop format to involve CEPA Focal Points as a capacity building exercise. Seek funds through Ramsar Support Service.
- Review and identify synergies across the CEPA Programmes and activities of other relevant international conventions and programs
- Post Action Plans on Ramsar CEPA web site.
- Support the development of national CEPA networks, including but not limited to those under the Wetland Link International Programme (WWT)

4.2.2. STRP Work Plan

Providing input into the STRP's programme of work is a priority task for the CEPA SG under Resolution VIII.31.1 and the recommendations of Ramsar's Standing Committee. In response to priority areas and work plan developed by the Ramsar STRP the CEPA SG has identified actions: for Working Groups 2,3,5,& 6. The CEPA SG can see no clear applications at this time for CEPA actions under WG's 1 and 4. Actions are featured in the text below and also in the matrix.

WG 2: Wise use concept

Priority high: CBD Ecosystem Approach and the Sustainable Use Principles (WSSD) are at the heart of the Ramsar Convention. Express interest in contributing to the review and reformulation of Ramsar's wise use concept and Guidelines in relation to the above principles, to assist with their interpretation in an appropriate and transparent manner.

This action will represent the first stage of long term campaign here to get ESD principles embedded as a tool. Review selected best practice studies to identify examples of those that incorporate good CEPA practice. Send report to workshop if possible.

WG 3: Water Resource management

Priority high: State our immediate interest in being involved in the review of case studies. (Request draft of TOR from WI/RSS.) In reviewing the selected case studies, seek to identify CEPA components in selected case studies that contributed to its success.

Work with WG 3 members to develop a CEPA strategy for engaging the Water sector. (There are also synergies with the work identified under 3.4 and 20.4.ii) There may be an opportunity to work with small group of STRP members and/or Ramsar STRP Focal Points in developing messages and strategies for talking to water sector. In the longer term, build the capacity of the CEPA FPs to assist in this area within their countries.

WG 5: Wetland management

Priority high: State Interest in contributing to development of Management Planning "Field-Guide"

Request involvement in needs questionnaire to gather information for CEPA training needs.

Priority medium: State willingness to work with lead person (Frank Alberts) on the development of management planning field guide; however time frames presented are an obstacle. There is an opportunity for value adding through the inclusion of a CEPA component as a management tool. Current products for wetland managers are narrow, do not consider the full range of tools: eg, access, interpretation, education, community participation. A communication planning guide being developed by IUCN-CEC will be applicable against this task.

Major scoping exercise required by us but time frame is tight in this round. The full implementation of this may have to be put forward to next triennium.

Suggest a role for CEPA person at proposed workshops being finalised by WI for wetland managers with particular challenges. October 2003

WG 6: Implementation of the Convention

High priority: Review the new national reporting framework currently being used by CP's
Review the resource library (6.2.10) developed by Working Group.
State interest in making recommendations for CEPA input to indicators

Medium Priority: Input into Cop 10 National Report Format, ready for COP 9

Write Co-leads expressing long-term interest in making some recommendations to development of key indicators for COP 10, starting with key indicators for CEPA and community participation.

4.2.3. Additional aspirations of the STRP

There are many opportunities to integrate CEPA into other areas of the Work Plan, especially those areas of the Ramsar Strategic Plan ((RSP) identified below. However as the following areas have not been identified as high priority areas and no leads have been identified, there does not appear to be a mechanism or an entry point to build CEPA into these areas. The CEPA Specialist Group would like to state its interest in these areas if an opportunity arises. However, related tasks do not feature in the CEPASG Work Plan.

RSP 12.2 (This links back to WG 5)

Recommend and advise on the addition of a CEPA component to wetland restoration training modules.

12.3 In building information on wetland restoration projects via the Ramsar website, Cepa WG would like to review the selected case studies for CEPA components where they exist and demonstrate the role they play.

RSP 14.1 The CEPA SG is interested in contributing to the development of further guidelines as mentioned at 14.1 when this work commences. There is strong synergy between the objectives identified in participation of local communities and indigenous peoples in wetland management and CEPA objectives. Likewise the objectives identified in the Wetlands International Strategy at 4.4.

Note IUCN agreement to update the Participatory Management Clearing House pages on IUCN's Web site.(Jean-Yves Pirot)

RSP 16. There may be some opportunities here for the CEPA SG to contribute to these objectives in collaboration with WI as part of the Ramsar Support service and with other IOP's. Further discussion with RSS Coordinator will seek to identify what those opportunities might be.

RSP 23. Connection to other Conventions

The CEPA SG will incorporate representatives of other conventions and IOPs. Opportunities for improving collaboration will be sought especially in delivering against CEPA objectives.

4.2.4. WI Capacity Building Programme (WICBP)

WICBP 4.2 Advise on the development of a CEPA module for wetland management Training modules

WICBP 4.4 Provide advice to WI Staff on packaging and promotion of WI products for broader audience. Examples might include assessing the potential for new product applications for waterbird population numbers that can be customised to suit the needs of member countries.

Could involve CEPA Training workshop for WI Staff.

WICBP 4.5 Work with WI Staff to value-add or re-package current products to target policy-makers.

WICBP 4.6 Provide case studies from work in Priority Area 4 which demonstrate CEPA as a component of project work.

In addition to the tasks identified the CEPASG will endeavour to provide review services to other WI Specialist Groups as resources and availability of personnel allow

4.3 Communication, Education and Public Awareness Specialist Group Work Plan Matrix

(STRP input needs to be finalised by July 31 2004. GBF & COP 9 work must be ready by August 2005)

The CEPASG is hosted by Wetlands International as part of its network of specialist groups. The CEPASG will, to the best of its ability, play a vital role in the delivery of CEPA objectives identified by the Ramsar Convention and its International Organisation Partners, such as IUCN, Birdlife International and WWF. Of particular relevance is the work of IUCN's Commission on Education and Communication (IUCN-CEC), a professional network of educators that advises on the use of CEPA and provides capacity building programmes for managers and policy makers around the world. These organisations and individual members of the CEPA SG will make up the development groups to deliver the work plan.

	Product Areas	Priority Tasks	Development Groups	Completion date	Resources	Reference to key Documents
Area 1	<i>Priority High</i> A1. Guidance for CEPA FPs and Contracting Parties on the implementation of Res VIII.31	T1.1 Review and summarise CEPA information from 2002 National Reports to inform development of future indicators for the National Reporting Framework	Consultant	January - June 2004		Res VIII.31 STRP WG 6
		T1.2 Complete new CEPA Handbook 6 to include additional material such as case studies on National Reviews and Action Plans	Sandra Hails, Doug Hulyer, Andras Bohm, Miriam Zacharia	July 2003		Res VIII.31
		T1.3 Develop a brief for review and update of <i>Additional Guidance on Reviewing and Action Planning for Wetland Communication, Education and Public Awareness</i> to reflect Resolution V.III.31 and experiences gained by Contracting Parties.	SG team and Consultant	July 2003		Res VIII.31
		T1.4 Review may involve survey of focus group or a workshop format to involve CEPA Focal Points as a capacity building exercise. Seek funds through Ramsar Support Service.	Consultant	November 2005		Res VIII.31
		T1.5 Post Action Plans on Ramsar CEPA web site as they become available.				
Area 2	<i>Priority Low</i> A2. Sharing ideas for WWD	T2.1 Compile a collection of WWD ideas (using the Ramsar Web sites WWD reports) to make available to Contracting Parties as a CEPA tool WWD 10 years on (first of a series)		Completed by WWD 2006		Res VIII.31
Area 3	<i>Priority High</i> A3. CEPA and Wise use	T3.1 CBD Ecosystem Approach and the Sustainable Use Principles (WSSD) are at the heart of the Ramsar Convention. Express interest in contributing to review paper towards improving the interpretation of the above to embedding into Ramsar wise use concept. This would represent the first stage of long-term campaign to get ESD principles embedded as a tool	Alexander Haydendahl, Doug Hulyer, Wendy Goldstein	June 2003- July 2004 First draft of review paper in August 2003 Analysis of case		Resolution VIII.31 STRP WG 2: Wise use concept 2.1 Resolution VIII.31 STRP WG2: Wise use

		T3.2 Review best practice studies to identify examples of good cepa practice. Send rep to workshop if possible.	G 2 Leads: Steve Edwards and Randy Milton	studies in August 2003/ Workshop in October		concept 2.2
Area 4	<i>Priority High</i> A4. Water Sector targeted Campaign	T4.1 State our immediate interest in being involved in the review of case studies. (Request draft of TOR from WI/RSS.) IRreview the selected case studies to identify CEPA components in selected case studies that contributed to effectiveness. T4.2 Work with WG3 members to develop a CEPA strategy for engaging the Water sector. (There are also synergies with the work identified under 3.4 and 20.4.ii) There may be an opportunity to run a workshop with a small group of STRP members and/or Ramsar STRP Focal Points to produce strategies for talking to water sector.	WG 3.1 Lead: Jorge Jimenez WG 3 Co-leads: Heather MacKay & Rebecca Tharme CEC, UNESCO: IHE, (training organisation)	June 2003- July 2004 TOR by August 2003 Review completed by August 2004		Resolution VIII.31 STRP WG 3 Water Resource Management Task 3.1.i
Area 5	<i>Priority High</i> A5. Introduce ACRIE-(Access, communication, recreation, interpretation and education) as a Management Planning Tool	<i>Priority high</i> T5.1 State interest in contributing to development and delivery of needs questionnaire to gather information for CEPA training needs. Priority medium T5.2 State willingness to work with on the development of Management Planning “Field-Guide”; (however time frames presented in STRP Work Plan are an obstacle.)There is an opportunity for value adding through the inclusion of a CEPA component as a management tool. A communication planning guide being developed by IUCN-CEC will be applicable against this task. Full implementation will take time. T5.3 Investigate on-line services potential through WLI (WWT) and IUCN-CEC. T5.4 Possibility of workshop with CEPA specialists to develop discreet CEPA module that can have multiple applications. T5.5 Suggest a role for CEPA person at proposed workshops being finalised by WI for wetland managers.	WG 5.1 Lead: Frank Alberts Doug Hulyer Doug Hulyer Wendy Goldstein Taej Mundkur/Ramsar Training Service	May- June 2003 June 2003-July 2004 August, 2003 June 2003-July 2004		Resolution VIII.31 STRP WG 5: Wetland Management 5.1 STRP WI CBP 4.2 Resolution VIII.31 STRP WG 5: Wetland Management 5.1
Area 6	Priority High	T6.1 Review the new national reporting framework currently	Christine Prietto,	August 2003		Resolution VIII.31

	A6. CEPA indicators- for Ramsar Strategic Plan and National Report Format	<p>being used by CP's (Short- term input to Working Group 6)</p> <p>T6.2 Review the resource library (6..2.10)developed by Working Group.</p> <p>T6.3 State interest in making recommendations for CEPA input to indicators</p> <p>Medium Priority T6.4 Write WG6 Co-leads expressing interest in making some recommendations to development of key indicators for COP 10, starting with key indicators for CEPA and community participation. (Input into Cop 10, ready for COP 9)</p>	<p>Sandra Hails</p> <p>Christine Prietto, Sandra Hails, Sundari Ramakrishna</p> <p>Christine Prietto, Sandra Hails, Sundari Ramakrishna</p>	<p>August 2003</p> <p>First draft end Sept 2003</p> <p>Final draft end October 2003</p>		<p>STRP WG 6: Implementation of the Convention 6.2</p>
Area 7	Priority High A7. Capacity building, exchange and training	<p>T7.1 Review and identify synergies across the CEPA Programmes and activities of other relevant international conventions and programs.</p> <p>T7.2 Support the development of national CEPA networks, including but not limited to site-based networks under the Wetland Link International Programme (WWT). (incorporate examples and models in <i>Additional Guidance on Reviewing and Action Planning for Wetland Communication, Education and Public Awareness</i> (Area 1)</p> <p>T7.3 Provide advice to WI Staff on packaging and promotion of WI products for broader audience. (Could involve CEPA Training workshop for WI Staff.)</p> <p>T7.4 Work with WI Staff to value-add or re-package current products to target policy-makers</p> <p>T7.5 Provide case studies from work in Priority Area 4 which demonstrate CEPA as a component of project work.</p>	<p>CEC</p> <p>Ramsar Bureau/IUCN- CEC/WWF/WWT/WI</p> <p>Christine Prietto, Taej Mundkur, Sundari Ramakrishna</p>	<p>November 2005</p> <p>2003-08</p> <p>November 2005</p> <p>November 2005</p> <p>November 2005</p>		<p>Res VIII.31</p> <p>Res VIII.31</p> <p>WI CBP 4.4</p> <p>WI CBP 4.5</p> <p>WI CBP 4.6 Res VIII.31</p>
Area 8	Priority Medium A8. COP 9 Advocacy	<p>T8.1 Mid term review</p> <p>T8.2 Develop new forward work plan for CEPA SG</p> <p>T8.3 preparation for GBF and COP 9</p> <p>T8.4 Develop case for inclusion of CEPA Working group under STRP</p> <p>T8.5 Follow-up to VIII.31 for COP 10</p>		<p>June 2004</p> <p>August 2005</p> <p>August 2005</p> <p>August 2005</p> <p>June 2007</p>		<p>ResVIII.31</p>