

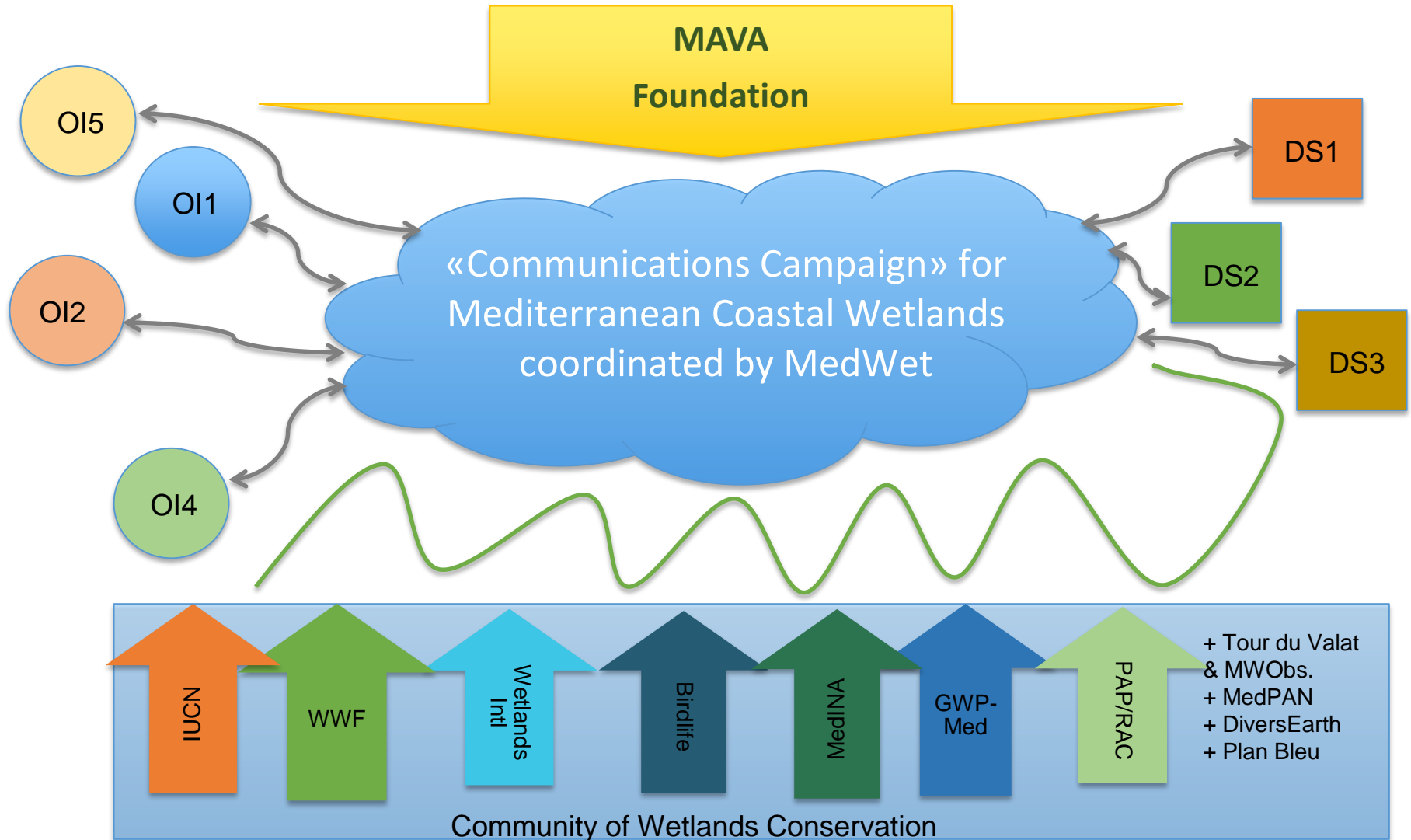
On the way to a Communications Campaign

Day 1 – Session 1

An overarching Initiative you said?



An Overarching Initiative you said?



5W1H?



The 5W1H: WHY

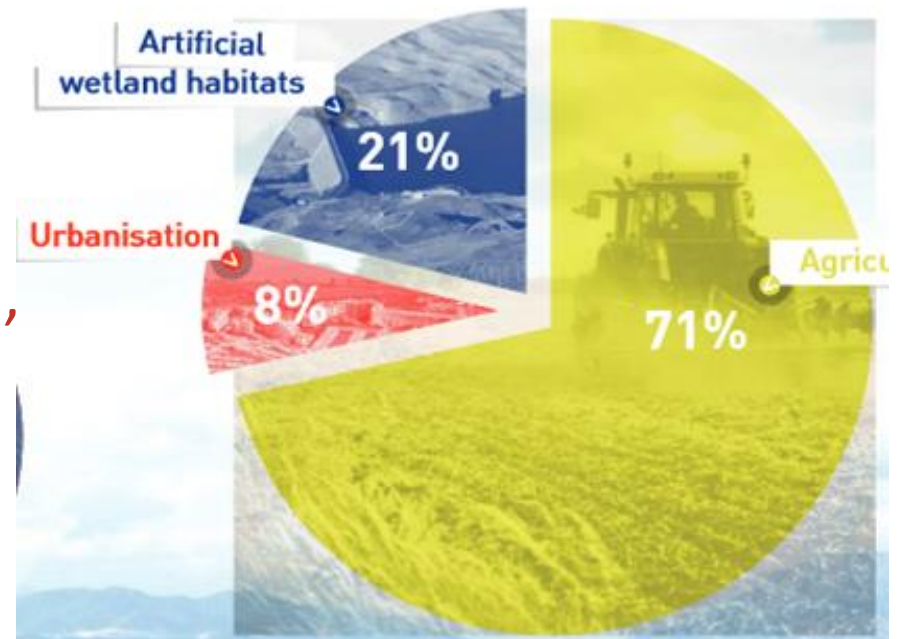
- ✓ From a conservation perspective
- ✓ From an institutional perspective
- ✓ From a communications and advocacy perspective

The 5W1H: WHY > Conservation

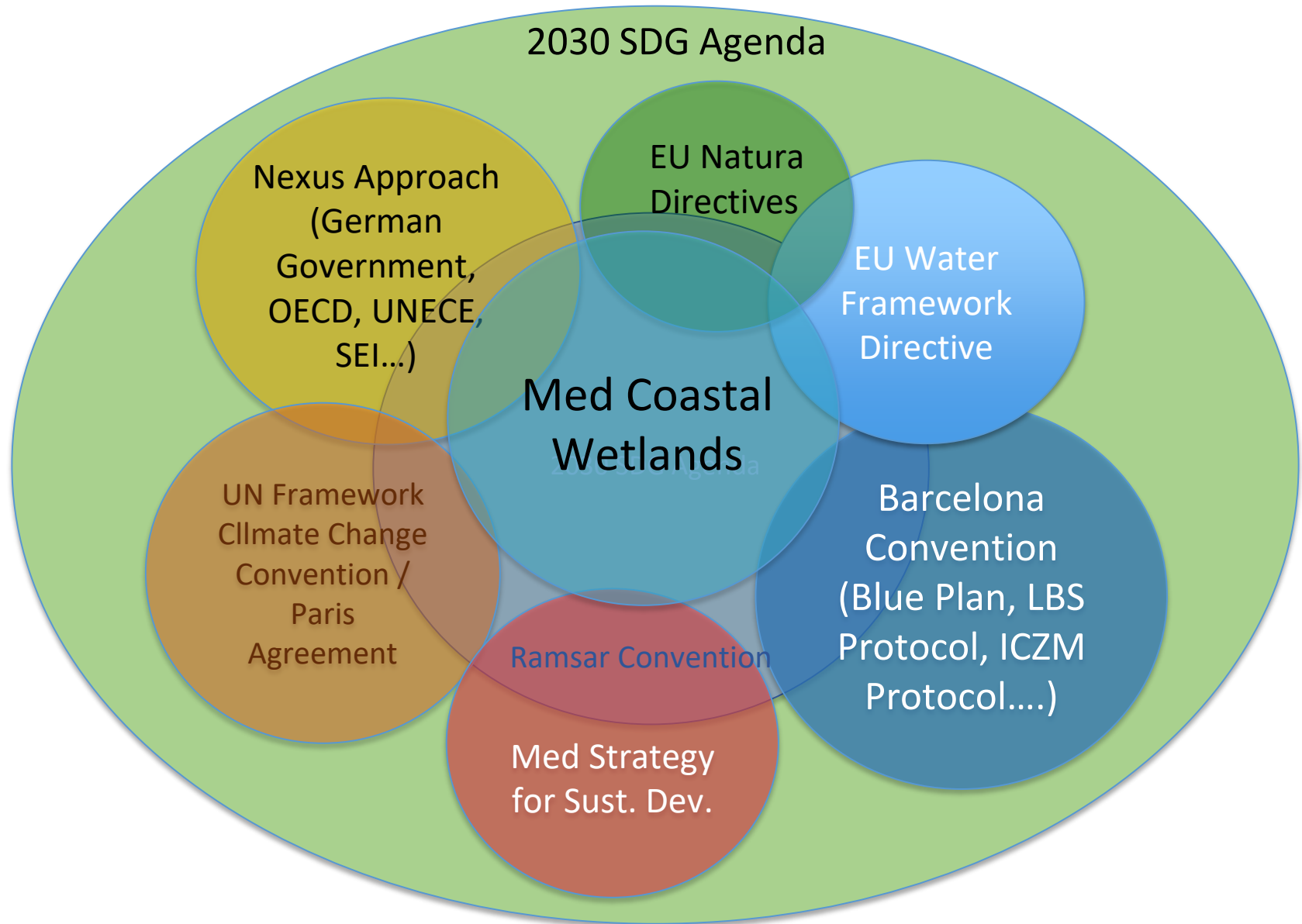
The Mediterranean region overall has lost up to 50% of wetlands that existed in 1900 (MWO).

From 1975 to 2005 the surface area of Mediterranean natural wetland habitats decreased by 10%, the surface area of artificial wetland habitats increased by 54%.

Agriculture sector with greatest impact on wetlands and water, but also from population growth, urbanisation, infrastructure, and tourism Development (MWO, 2012).



The 5W1H: WHY > Institutional context



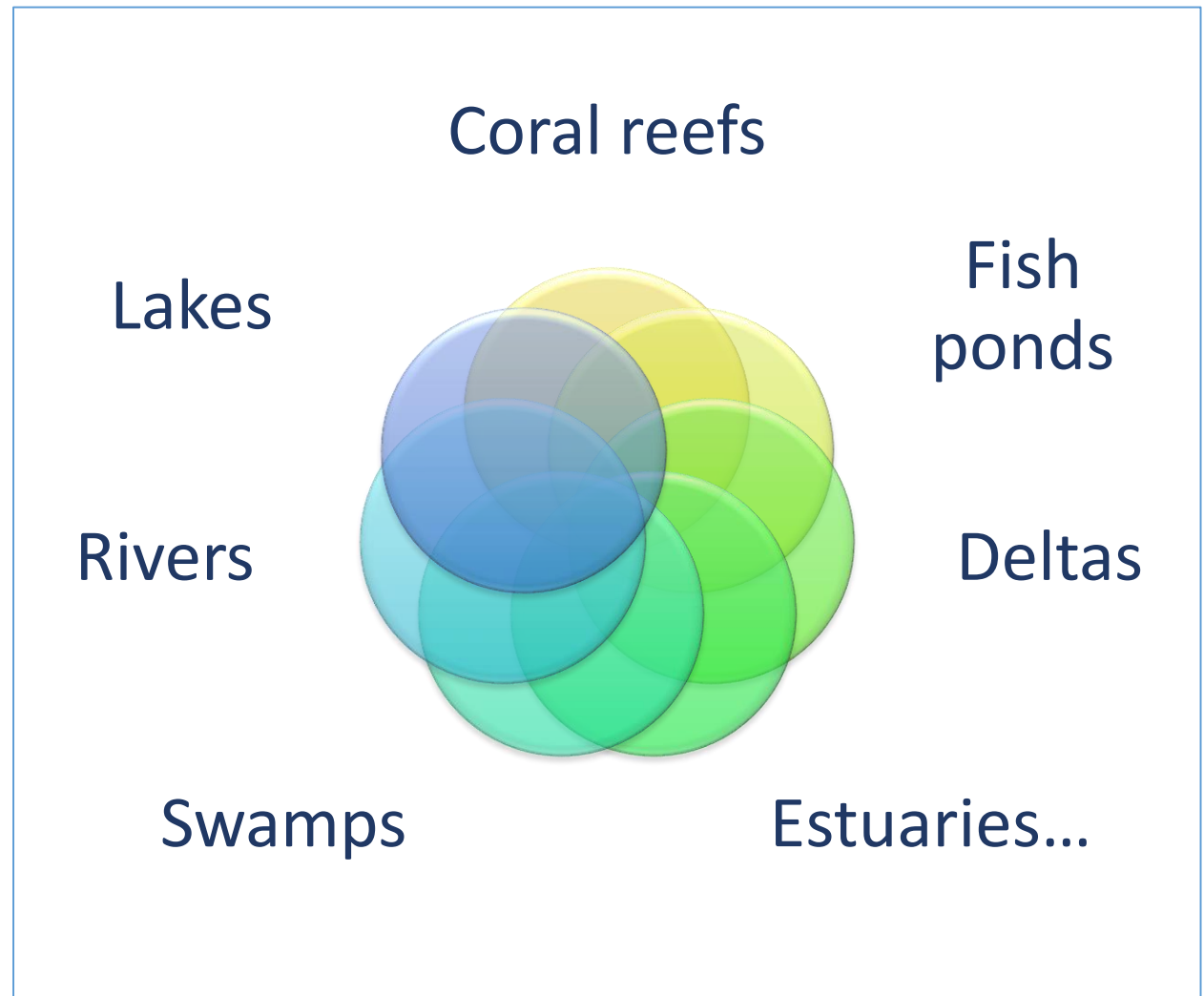
The 5W1H: WHY > Comms & Advocacy

- Did you say «Wetlands»?
- Is the term fully understood?
- And by whom?

The 5W1H: WHY > Comms & Advocacy

Did you say
«Wetlands»?

→ Is the
term fully
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And by
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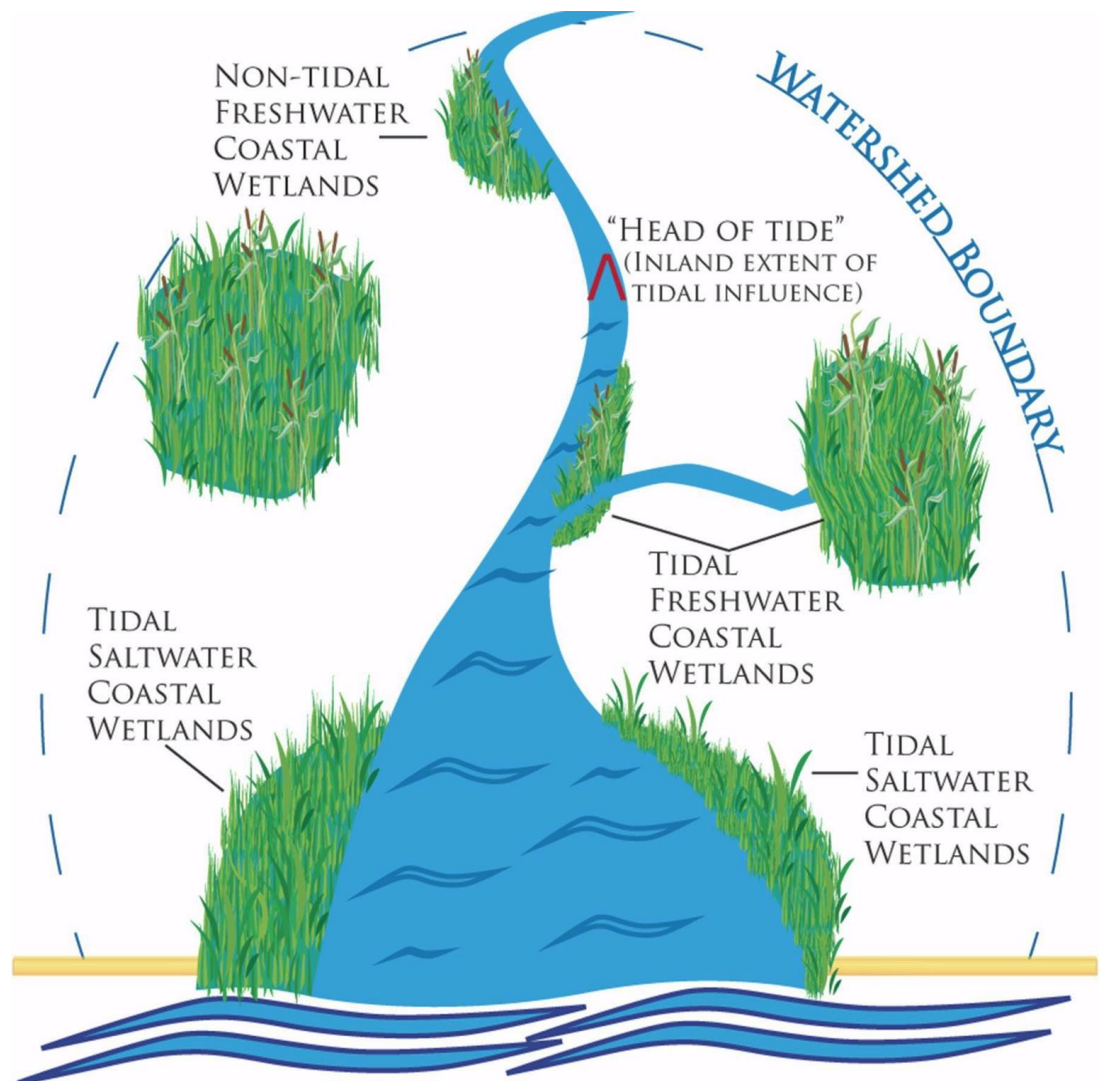


And now: What are "coastal wetlands?"

«Coastal wetlands include saltwater and freshwater wetlands located within coastal watersheds»

And what about «marine-related habitats»?

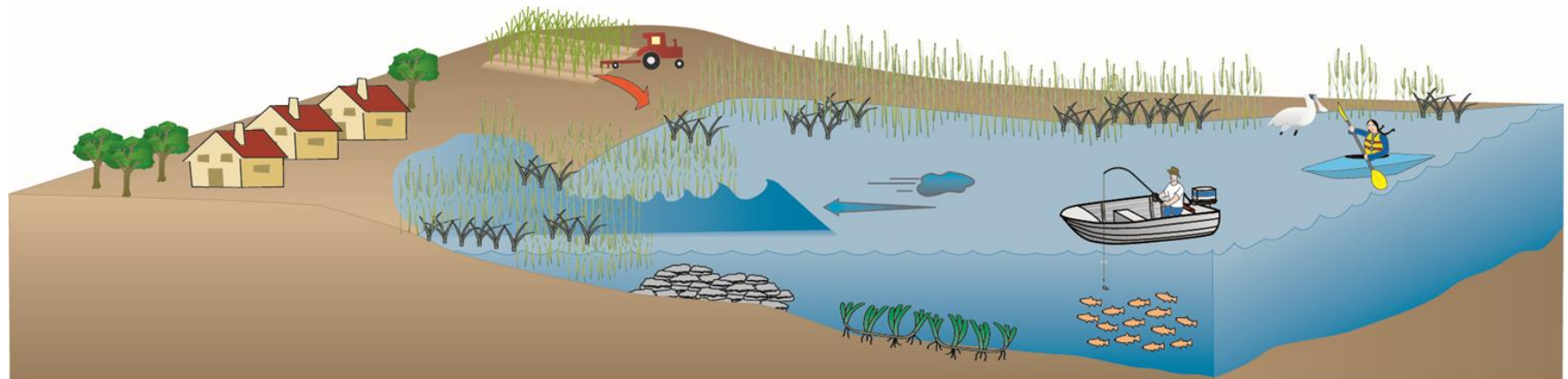
Where do we draw the line?



The 5W1H: WHY > Comms & Advocacy

Are the values and services of coastal wetlands well understood?

Flood Protection
Water Quality
Erosion Control
Wildlife Food & Habitat
Carbon Sequestration
Commercial Fisheries
Recreation



Key Ecosystem Services and Features of Coastal Wetlands

The 5W1H: WHY > Coms & advocacy

- Why are wetlands not yet precisely understood?
- Why are they still poorly perceived?
- Why are their services still not recognized?

→ How can we address this ?

The 5W1H: WHAT

- **Strategy 1: Increasing the awareness of the value of wetlands** (especially coastal wetlands) among governments of Mediterranean countries, parliamentarians, local authorities, media and, especially around the demonstration sites, among river basin managers and the general public.
- **Strategy 2: Enhancing national and regional policy recognition** of the need to increase efforts to preserve wetlands, with particular emphasis on coastal and marine-related habitat values as a basis for sustainable land, water and sea socio-economic activities and integrated management at territorial and river basin level.

→ **How do we achieve this?**

The 5W1H: WHAT

ONE Communications and Advocacy Campaign engaging all partners with a clear focus:

- Better understanding of coastal wetlands ecosystems: What are they?
- Mainstream the values of wetlands: Why are they important?
- Influence key processes for wetlands recognition: Which key factors/levers do drive change?

The 5W1H: WHO

NGOs at international level and members of several platform and MAVA projects:

Birdlife, IUCN Med, Wetlands International, WWF Med (Ramsar IOPs), GWP Med, Tour du Valat, DiversEarth, MedINA (cultural)

Inter-governmental Organisations and initiatives:

Ramsar & Barcelona in Med: PAP/RAC and Plan Bleu, MedWet and the Mediterranean Wetlands Observatory

The 5W1H: WHEN

- ◆ Project duration: 3 years from Sept 2017-June 2020
- ◆ With an aim to continue in a 2nd phase covering Sept 2020-Sept 2022

 A clear calendar and workplan for a better coordinated action!

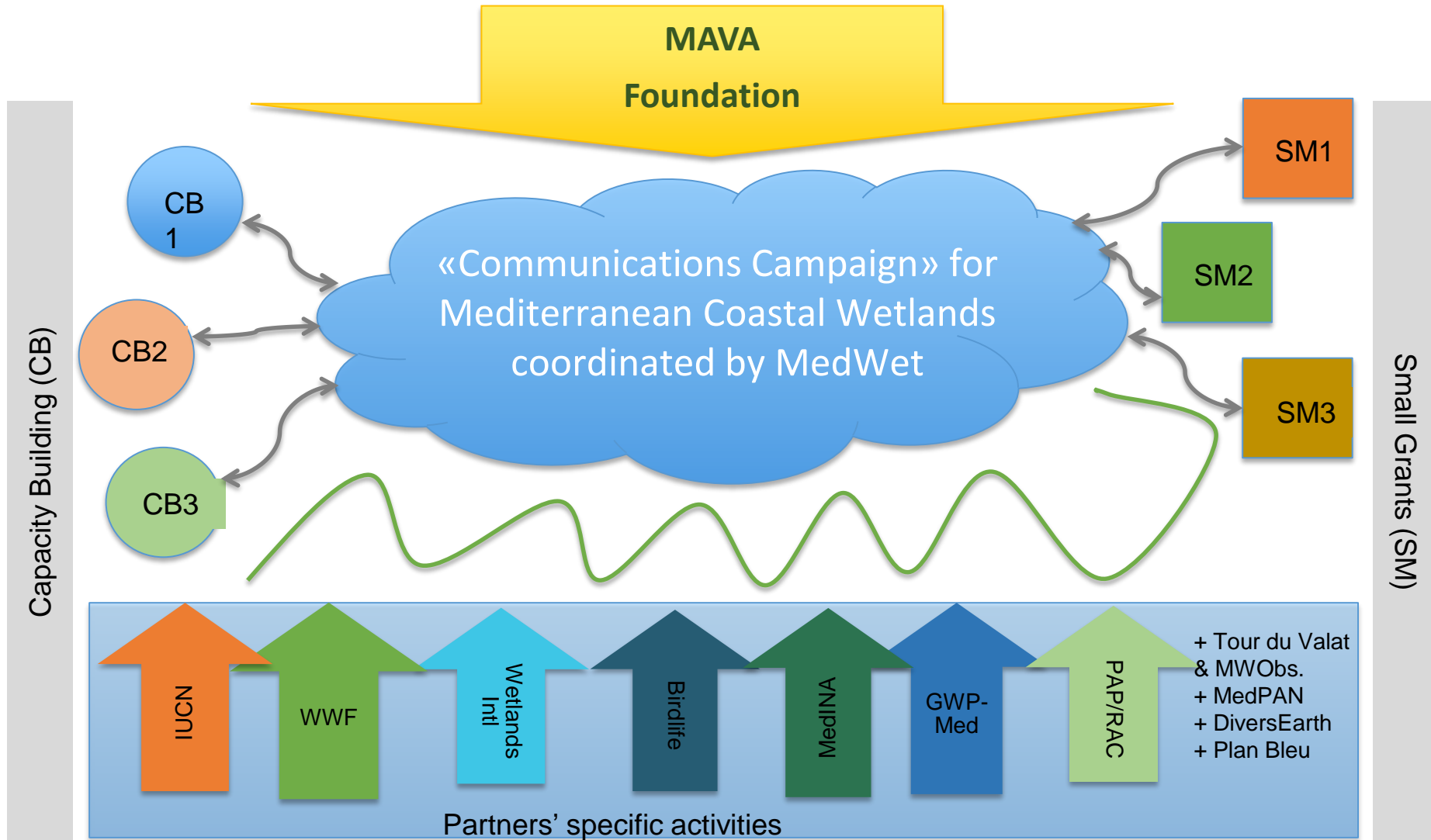
The 5W1H: WHERE

- **3 DS** in the Med: Oristano, Ghar el Melah and Bujana Buna
- **5 OIs** with specific contributions (socio eco, gouvernance, etc)

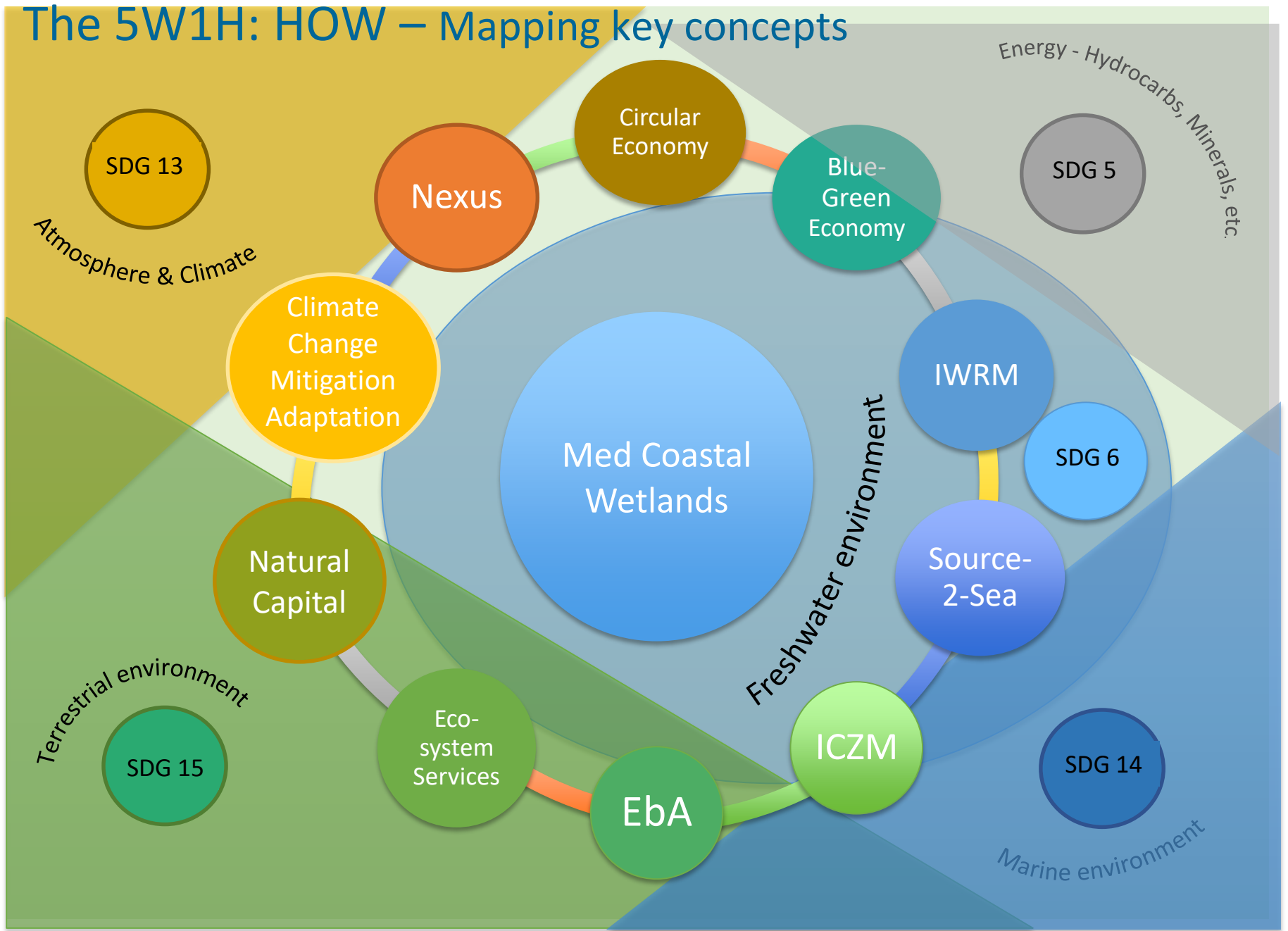
Other **DS & OI with MAVA strategies**: ex: M1-2 water abstraction (Litani, Sebou) when water abstraction linked to coastal

Any other sites **YOU MAY know** about coastal projects in the Mediterranean to gather more **knowledge**

The 5W1H: HOW - Working and Learning Together



The 5W1H: HOW – Mapping key concepts



First project gathering **12 international partners** on coms and advocacy campaign on Mediterranean wetlands...

... and presenting a **win-win situation** for each partner by coupling common and partners' specific areas of work: **synergies** instead of duplication

*YES, we can ...
achieve a **LOT** together!*