

# On the way to a Communications Campaign

Day 1 – Session 2

How does my organization contribute  
to this OI?

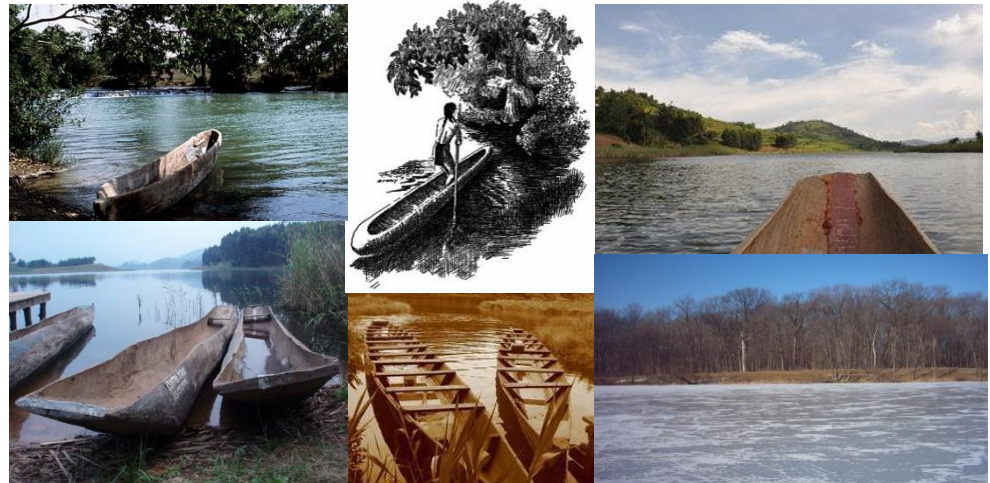


# MedINA's contribution

- The importance of wetlands through human practices: creation of two 5-min thematic videos (Result 1, Strategy 1.2, Activity 1.2.5)
- Video #1: practices of agriculture, stockbreeding and fishing (focus on agriculture and fishing). Video #2: practices related to gastronomy, salt harvesting, boat construction and eco-tourism (emphasis on gastronomy, salt and ecotourism).
- Strong link to comms strategy; collaborate with pilot sites for footage; incorporate expert producer.
- The aim: find an innovative way to convey simple yet powerful messages on cultural values of wetlands

- Key ideas

- Human welfare is inextricably connected with wetlands since the beginning of time
- Sustainable cultural practices and knowledge are key elements to help reconnect people and wetlands
- Cultural practices can be used to convey easily to the public how important wetlands are



- MedINA works on the cultural values of wetlands through research, outreach activities and policy advocacy.
- Our 3-year budget for comms OI is 39,250 EUR
- Our expert: Lily Mordechai, comms officer