

On the way to a Communications Campaign

Day 1 – Session 2

How does my organization contribute
to this OI?

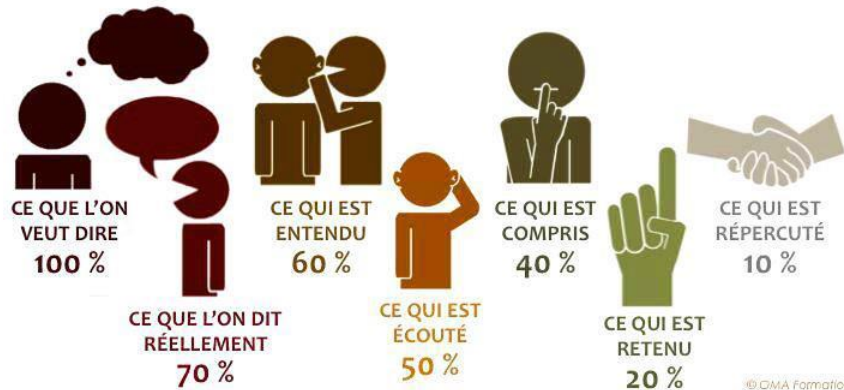


How to draw the attention to decision makers ?

How to get people involved on wetlands issues?

A cultural challenge :

Tour du Valat is a Research Institute for the conservation of Mediterranean wetlands, used to produce and disseminate scientific papers and results rather than campaigning.



A small revolution to manage:

Research and communication don't have the same time steps : difficulties to be really proactive

In order to reach the opinion makers we need to change practices and to digest scientific results and transform them into pushy key messages and « sexy » communications tools.

Two specific actions planned



1. - **Talking about climate change... a good opportunity for promoting wetlands**
 - A success for the UNFCCC COP 21 and 22 - a wide press coverage
 - **A focus on nature based solutions** (Launching of a new initiative at the med level (IUCN/Medwet/MedPan/IDDRI/Tour du Valat/Conservatoire du Littoral, Plan Bleu, Haut commissariat Morocco)
 - An opportunity for Mediterranean partners to build common strategy during the MedCop
 - Show the need to really collect and organise some **success stories** giving concrete examples on mediterranean nature based solutions.

Action planned :

Participation of the 2019 MedCop and UNFCCC Cop

Communication activities for the Ramsar Cop 2018



2012 - Publication of the « Mediterranean Wetlands Outlook»

Mediterranean Wetlands Observatory /Tour du Valat dpt.

This 1st technical report The MWO's analysis especially focuses on 17 indicators relating to wetlands biodiversity, the ecological services they provide, the pressures they are facing, and the actions taken by society to conserve and to sustainably manage them.

2018: Update of 15 indicators and production of 4-8 pages recommendation sexy note + 15 facts sheets indicators (june 2018)



NEW activities planned

From March to October 2018:

- dissemination of some key messages and figures via Twitter, Facebook, website and press release
- Development of infographies, shorts videos, inspiring wetlands pictures
- During the cop, organisation of side-events, dissemination of wetlands postcards



Eau rage, eau des espoirs ! #DATAGUEULE 67



A voir ce clip de MedPAN pour sensibiliser à l'importance de préserver les herbiers de posidonie en Méditerranée.



LovePosidonia

English, Spanish, Italian, Croatian, Slovenian, Albanian, Greek, Turkish and Arabic subtitles are available (click on the subtitles icon on the right) La pos...

YOUTUBE.COM

Which further steps ?



Sharing:

- we already have produced « on our side » many nice material which could be useful to each other but each organisation didn't had a chance to discover them.

WE need to know

- which initiative on which site/wetlands are presented
- What are the thematics
- The targets of the differents tools
- For sure, we need also to **develop a set of nice pictures of wetlands and people** all around The Mediterranean basin illustrating the cultural links bewteen human and wetlands.

Why don't we share a simple database , especially focus on the specific spots of our Mava projects ?