

On the way to a Communications Campaign

Day 2 – Session 6: Are we on track?
(A brief Recap by Angela)

Session 6: Brief Recap from Day 1

Key Campaign Objectives and Activities – a «Recap» from Day 1

OI3 is meant to be:

- an «umbrella campaign» for the 12 partners,
- building on existing/planned partners' activities, but with possible readjustments welcome by MAVA (to be further discussed),
- complementing with actions at policy/int'l and national level,
- providing support to DS and using DS results, but not fully tailored to them
- linking up with other OIs (esp. OI4) to synergize and share benefits

→ **Next steps:**

1. *Need to finalise overall goals and objectives*
2. *Refine target audiences and approach*
3. *Address DS communications' needs separately?*
4. *Start attributing roles and tasks to Comms and Policy TF*

Session 4 - Who are our target audiences? - First screening results

#	Stakeholder group	Stake/Interest in the project	Potential role/impact on project	Ranking /partners	Project partners' capacity to engage with SH
1	General Public (incl civil society, households, children)	Enjoy natural scenic landscapes for recreation, education, relaxation, as part of natural heritage or tourist	Have an interest in preserving beautiful wetlands for their recreational use. Clash could emerge if other stakes are involved as local community	11	
2	National authorities	Has a mission to socio-economically develop the country, to honor its int'l obligations (also environmental - e.g. Ramsar FP), to adopt laws for nature protection and translate EU or Int' law in its own, to enforce national law on the ground	Protection of wetlands through laws and decrees - law enforcement through competent agents (e.g. police, coast guards) - but also: authorisation/issuing permits for coastal tourism development, expansion of ports, construction of marinas..	9	
3	Local Authorities	In charge of management of local assets, incl. coasts and wetlands, to develop tourism and other economic activities in the region	Promotion of local wetlands as part of their local heritage, use features to attract tourism as source of income. However, few resources, capacity and often prone to clientelism to satisfy local voters interests	9	?
4	Business sector (e.g. tourism, ports/marinas, buildings insurers)	Develop new infrastructure and related service in coastal zone to expand tourism business and increase profits as well create local jobs	Heavy adverse impact on ecological status and landscape of coastal wetlands	7	
5	Donors (WB, EIB, EU, GEF...)	Finance Environmental projects, EIAs but also large infrastructure projects that could harm wetlands	Could fund wetland protection schemes, but also adverse infrastructure development (e.g. coastal tourism)	6	
7	Farmers	Need water for irrigation	Withdraw large amounts of water from the wetlands	3	
9	IGOs, International Convent. (CBD, Ramsar, UNFCCC)	International instruments that protect important ecosystems, habitats and species, as well as climate change	Promote sustainable water management, EbA, and international frameworks for the protection of natural resources with national Governments	4	
6	Members of Parliament	Prepare and adopt laws, incl. on environmental matters	Could take on recommendations from conservation community and influence law-making processes	2	
11	Visitors/tourists	Want to go to vacation in places with beautiful beaches for decent prices	Are not aware of potential environmental damage created by tourism development or don't care	2	
13	Fishermen	Live from the wetlands fisheries	Would support wetland conservation	2	

Session 7: Key Building Blocks

