



OFF YOUR MAP

Raising awareness
on coastal wetlands

Despite their environmental and economic importance, Mediterranean coastal wetlands remain among the most misunderstood natural resources. Unfortunately, insufficient awareness about the fragile conditions of these ecosystems and the impacts of climate change are at the roots of many threats affecting them.

OVERVIEW

As part of the MAVA Foundation strategy on coastal wetlands in the Mediterranean region, MedWet, with eleven international partners, have started a new project aimed at launching a comprehensive **Communication Campaign about raising awareness of the value of coastal wetlands**, and influencing key regional and national policy processes about the need to preserve and restore coastal wetlands in the Mediterranean.

CAMPAIGN OBJECTIVES

The campaign is aimed at **improving knowledge about the functions and values** of the important Mediterranean

wetland types as well as the **benefits of an integrated land/sea interface management**, backed up by the work delivered across pilot sites.

MAIN STRATEGY AXES

- Increasing the awareness of the value of wetlands (especially coastal wetlands) among governments of Mediterranean countries, parliamentarians, local authorities, media and, especially around the pilot sites, among river basin managers and the general public.
- 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 basis level.

PILOT SITES

- Coastal wetlands of Oristano, Sardinia, Italy
- Ghar el Melh, Tunisia
- Bojana-Buna delta, Albania and Montenegro.

EXPECTED RESULTS

- A campaign task force is set for effective implementation, improved governance of the campaign and fluid communications among all partners.
- A clear campaign strategy is in place.
- Yearly communications and advocacy plans are adopted and in line with the strategy.
- The campaign produces communications and lobbying tools including production of specific policy briefs, draft resolutions proposed to relevant conventions, and a targeted presence to specific international events.
- A website is operational for presenting the results, documents and tools produced.
- The lobbying and communications capacity of organizations is reinforced through training and capacity building.



Off your map

Don't let Coastal Wetlands be wiped off the map

Over 50% of the Mediterranean human population live in coastal areas and yet over the past 100 years we've lost more than half of our Coastal Wetlands due to unsustainable development, tourism, and climate change.

During the past 40 years our consumption of natural resources has tripled. Without changing our approach to how we manage development in Coastal Wetland areas, these natural wonders will be wiped off the map. Unsustainable development is not progress; it is as damaging to human life as it is to nature.

It's time for each of us to see Coastal Wetlands for the rich natural resource they are and consciously put them back on our maps of responsibility, before they are lost forever. We must not let them be forgotten; the ecosystems in our wetlands are the pulse of life on Earth.

Duration : 2017 - 2020

More d'information : www.offyourmap.org

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Budget : 408 600 €

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PARTNERS

