



World Wetland Network

Strategic Plan 2016-18

This plan was developed by the WWN Committee, with input from partners and members, as well as specific workshops carried out at the Ramsar Network Japan hosted event at Gifu, Japan, in October 2016 with over 50 participants from Japan, Korea, Australia, Colombia and the UK.

It was adopted at the WWN Committee meeting 14/15 February 2017.

Objective 1			
<i>Governance: World Wetland Network has a strong governance framework for effective leadership and outcomes</i>			
Strategy	Outcome	Action	Performance Indicator
1.1 Ensure a strong and active guiding group for WWN	Structure, roles and responsibilities of leadership group clearly identified internally and externally. Improved representation at regional and sub-regional levels.	Identify structure, roles and responsibilities of regional and sub-regional representatives. Recruit new leadership group members. Louise Duff	Paperwork identifying roles completed and shared. Recruitment process complete and representatives appointed from each region and sub-region.
	WWN has clear direction from leadership group	WWN delivers regular meetings by skype or face to face to deliver WWN's workplan. LD/CR	8 leadership group skype meetings per year. Minutes circulated.
1.2 Design and deliver effective work program	Strategic plan is developed and delivered	Up to date strategic plan with clear objectives and targets	Strategic plan up to date and key targets achieved
1.3 Membership	Active and identifiable membership	Review existing members; create membership form and database. Recruit new members. CR	Active members take part in delivering WWN

Facilitator: Louise Duff M: +61 432 688775 E: wetlands@conservationvolunteers.com.au S: lou.d.duff

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1.4 Develop relationship with Ramsar	Stronger and identifiable relationship with Ramsar	Agree MoU with Ramsar. LD	MoU signed. Role of WWN with Ramsar defined.
1.5 Maintain strong host relationship	Host and support fund-raising and resource provision	Confirm legally constituted host organisation to auspice grants. Use key committee members' organizations to support WWN LD/CR	Host organisation confirmed. Organisational support confirmed.
1.6	Administration and projects are delivered to a high standard.	Compile list of potential funders. Develop projects to implement Strategic Plan. Bid for funds. Felipe Velasco/Melissa	Sufficient funds are available to complete projects and administration



Objective 2			
<i>Communication and Engagement: Promote and support the role of NGOs and CSOs in conservation and wise use of wetlands.</i>			
Strategy	Outcome	Action	Performance Indicator
2.1 WWN engagement program uses best-practice methodology	NGOs and CSOs are actively engaged in WWN program	Review Ramsar CEPA program. CR	WWN engagement program reflects best practice.
2.2 Ensure good communication within WWN	Membership is informed and aware of activities	Bulletin distributed to sub-regional reps and members to disseminate outcomes of leadership group meetings. LD	Bulletin distributed quarterly.
		Social media and web site used well to update on progress. LD/CR	Web site updated quarterly. Minimum 12 social media posts per year
2.3 Promote NGO engagement in Ramsar delivery to internal and external stakeholders	Ramsar community understands and values role of NGOs and civil society. NGOs and CSOs learn from best practice.	Prepare and distribute case studies. Provide links to member organisations on WWN web site.	Web site statistics demonstrate downloads of case studies and clicks to member web sites.
2.4 Ensure good communication to NGO and CSO stakeholders	External partners and interested individuals / organizations aware of WWN activities and purpose	Website kept up to date. Social media well-used. Targeted communication carried out	Website and social media have increased page views, followers and reach.
2.5 Promote best practice for wetland conservation and wise use	NGO and CSO engagement in wetland conservation is evidence-based and effective	Disseminate Ramsar case studies, guidance manuals and other information to NGO and CSO stakeholders.	WWN web site has links to Ramsar guidance. WWN holds one webinar/workshop annually.

Objective 3			
<i>Ramsar Convention: NGOs engage in the Ramsar process effectively</i>			
Strategy	Outcome	Action	Performance Indicator
3.1 Support effective engagement for national NGOs and CSO sector at the Ramsar COPs	NGOs and CSOs attending the COP are well-prepared and effective.	Contact Dubai Head of Ramsar Administration and request support for Pre-COP meeting, opening and closing statements. Connect with NGOs in the Middle-East. Organise pre-COP international NGO event; agree opening and closing statements; provide meeting space and regular contact during the COP	CSO sector is valued and has noticeable impact on COP proceedings.
	Influence relevant resolutions at the COP	Work in partnership with CPs and IOPs to influence Draft Resolutions	Changes made to resolutions reflect civil society concerns
	Raise the profile of CSO delivery of Ramsar objectives	Hold side events and work with CPs and IOPs	Mentions of Civil Society / NGOs. Opening and closing statements
3.2 Advocate for recognition of role NGOs and CSOs play in Ramsar implementation.	NGO and CSO activities for wetland conservation are reflected in CP National Reports.	Promote time-line for COP 13 including National Reports and Regional Pre-COP meetings via WWN web site, social media and bulletins. Regional and sub-regional reps write to CPs requesting NGO and CSP participation in these activities. Collate and submit NGO and CSO reports to CP.	Relevant case studies provided. Number of National Reports including NGO and CSO engagement.



<p>PROJECT 1 (Lead: Louise Duff, Australia) 3.3 Produce guidance on how Civil Society and Contracting Parties can best work together</p>	<p>Government, NGOs and civil society collaborate effectively for wetland conservation</p>	<p>Write-up outcomes of side event at COP 12. Collaborate with Ramsar Secretariat and CPs to produce guidance for use by NGO and Government colleagues. Include case studies in the guidance. Disseminate to members.</p>	<p>Factsheet and briefing note completed. Side event held at COP 13. Document used by partners. Feedback received.</p>
<p>3.4 NGOs and CSOs report threats to Ramsar sites</p>	<p>Threats to Ramsar-listed wetlands are acknowledged and addressed</p>	<p>Include steps for listing threats and wetlands using Article 3.2 and Montreaux record in guidance document for NGOs and CSOs.</p>	<p>NGOs submit Article 3.2 Third party notifications for wetlands under threat prior to Ramsar COP 13.</p>
<p>3.5 Support engagement of the NGO and CSO sectors in listing of Ramsar sites.</p>	<p>Increased number and area of Ramsar-listed wetlands</p>	<p>Include steps for listing Ramsar sites and avenues for NGO engagement in the guidance documents.</p>	<p>NGO-led campaigns to nominate wetlands to the Ramsar list are successful.</p>

Objective 4			
<i>Citizen Science: Take positive action to support good wetland monitoring and management</i>			
Strategy	Outcome	Action	Performance Indicator
PROJECT 2 (Lead: Chris Rostron UK) 4.1 Create or disseminate existing citizen science tool for Ramsar site reporting	Local groups and CSOs have methodology to report on Ramsar sites and other wetlands of international importance. NGOs and CSOs participate in updating Ramsar Information Sheets.	Work with relevant partners to create or disseminate a citizen science tool. Carry out pilot project with at least 5 local groups and Contracting Parties to test the tool.	Citizen science tool suitable for local groups and Ramsar input Lessons learnt from pilot projects are used to create program.
4.2 NGO and CSO data on state of Ramsar Wetlands is disseminated and utilized by Contracting Parties and Ramsar Secretariat.	Agreed process with Ramsar and contracting parties on how CSO's can provide reports on wetland status. Data is accepted by Ramsar Secretariat and Contracting parties.	Identify Contracting Partner to sponsor the draft resolution. Develop draft resolution on the role of citizen science in Ramsar reporting	Process identified for CSO input to Ramsar wetland reporting. Resolution adopted at Ramsar COP13 to define the role of citizen science in reporting on wetland statuses.
4.3 NGO and CSO data on state of Ramsar wetlands is communicated to other stakeholders	Stakeholders have access to NGO and CSO reports on Ramsar wetlands	Collate outcomes of NGO and CSO site assessments and produce a report.	WWN report on state of wetlands is completed and disseminated at Ramsar COP 14.

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