



Strategic Plan 2019–21

This plan has been developed by the WWN Committee, with input from partners and members.

Objective 1				
<i>Governance: World Wetland Network has a strong governance framework for effective leadership and outcomes</i>				
Strategy	Outcome	Action	Performance Indicator	Timeframe
1.1. Leadership and direction from WWN	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. One face-to-face meeting per triennium (COP). WWN committee addresses gender balance and youth inclusion. Minutes shared with membership.	Ongoing
1.2 Design and deliver effective work program	Strategic plan is developed and delivered	Up-to-date strategic plan developed with WWN membership and partners	Strategic plan has clear objectives and targets; is kept up to date and key targets achieved	To 2021
1.3 Membership support	Active and identifiable membership	Recruit new members. Encourage participation and regional activity in all regions.	Active members take part in delivering WWN; target of 250 members by 2021.	By 2021
1.4 Develop Ramsar relationship	Strong and defined relationship with Ramsar at all levels	Agree MoU or similar formal agreement with Ramsar Secretariat. Develop national / regional relationships too.	Agreement signed before COP14. Role of WWN with Ramsar Secretariat defined. National / regional Ramsar relationships developed and maintained.	By 2021
1.5 Maintain strong host relationship with WWT	Host and support fund-raising and resource provision	Confirm WWT to auspice grants and perform other support activities (coordination, communication, project development).	WWT support formally confirmed and delivered. Other member organisations support different activities for WWN (regional	To 2021 or until WWN constituted



		Use key committee members' organizations to support WWN	activities, Citizen Science, local and national projects under the WWN banner).	
1.6 Project delivery	Administration and projects are delivered to a high standard.	Compile list of potential funders and projects delivered centrally or through partners. Develop projects to implement Strategic Plan.	Core admin time cost and projects are funded either globally, regionally or through WWN partners/members.	Ongoing
1.7 Support youth involvement (through YEW, Youth Engaged in Wetlands)	Young people engaged in COP14	Youth supported to register and play active part at COP14 and in the lead up to the COP14	Number of young people actively engaged at COP14. Youth DR created. Youth input to contracting party preparations (national report etc). WWN members participate in YEW meetings (Japan, December 2019; Youth mini COP 2020 (TBC))	Various
	WWN works to build capacity of YEW	Youth represented on WWN Committee. WWN regional and sub-regional reps actively support young people.	YEW representative on the WWN Committee. WWN committee members support youth individually and through project development. WWN regional reps paired up with YEW regional reps (2 per region); initial virtual meet, October 2019.	Various

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	Timeframe
2.1 WWN recognised in Ramsar's global CEPA programme	NGOs and CSOs are represented in CEPA program	Promote civil society role as part of the Ramsar CEPA program.	WWN included in CEPA work plan.	2021
2.2 Ensure good communication	Membership is informed and aware	Bulletin distributed to sub-regional reps and members.	Bulletin distributed 6 monthly.	Ongoing

within WWN (English, French and Spanish language)	of activities. WWN members can communicate with WWN Committee	Social media and web site used well to update on progress and better serve the membership. Youtube and other resource sharing sites used.	Redesigned website, kept current. Minimum 12 social media posts per year. Share resources from members via Youtube and website.	Ongoing
2.3 Promote NGO engagement in Ramsar delivery to internal and external stakeholders	Ramsar community values role of NGOs and civil society. NGOs and CSOs learn from best practice.	Prepare and distribute case studies on CSO successes and challenges. Provide links to member organisations on WWN web site.	Web site statistics demonstrate downloads of case studies and clicks to member web sites.	Ongoing
2.4 Ensure good communication to NGO and CSO stakeholders	External partners and interested organizations aware of WWN's work	Website kept up to date. Social media well used. Targeted communication carried out	Website and social media have increased page views, followers and reach.	Ongoing
2.5 Promote best practice for wetland conservation and wise use	NGO/CSO wetland conservation work is evidence-based and effective	Disseminate Ramsar and other wetland case studies, guidance manuals and other information to NGO and CSO stakeholders.	WWN web site has links to Ramsar guidance. Support translation into local languages. WWN holds one webinar/workshop annually.	Ongoing
2.6 Build links with other MEA NGO networks	Improved capacity for WWN and promotion of Ramsar agenda to other MEA NGO networks	Make contact and exchange information with relevant MEA networks eg. CBD, CMS, Convention on Climate Change	WWN has active links with allied MEA NGO networks.	Ongoing
Objective 3				
<i>Ramsar Convention: NGOs engage in the Ramsar processes effectively</i>				
Strategy	Outcome	Action	Performance Indicator	Timeframe
3.1 Support effective engagement for national NGOs and	NGOs and CSOs attending the COP	Support WWN members to attend. Organise pre-COP international NGO event; agree opening and closing	CSO sector is valued and has demonstrable impact on COP proceedings. Number of CSO members	2020-21

CSO sector at the Ramsar COP	are well-prepared and effective.	statements; provide meeting space and regular contact during the COP	supported by WWN to be actively taking part at COP14.	
	Influence relevant resolutions both before and at the COP	Work in partnership with CPs and IOPs to influence Draft Resolutions Join regional meetings in advance of COP.	Changes made to resolutions reflect civil society concerns 'Natural flow' concept evident at COP14	Leading up to and at COP14
	Raise the profile of CSO delivery of Ramsar objectives	Hold side events and work with CPs and IOPs	Mentions of Civil Society / NGOs at the COP and in National Reports. Opening and closing statements	COP14
	Greater understanding of the Ramsar Convention and its processes among CSOs / youth	In preparation for COP14, develop a guidance toolkit for the Ramsar Convention for CSOs and youth, in collaboration with YEW and other partners.	Guidance toolkit and resources published and disseminated before COP14. Include written guide, short films on basic themes, and distribute via social media.	Prior to COP14
3.2 Advocate for recognition of role NGOs and CSOs play in Ramsar implementation, including CEPA status	NGO and CSO activities for wetland conservation are reflected in CP National Reports.	Promote time-line for COP 14 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 CPs. Encourage WWN members to review National Reports and provide feedback to CPs.	Relevant case studies provided. Number of CSO/NGOs involved in Ramsar pre-meetings nationally and regionally. Number of National Reports including NGO and CSO engagement.	Ongoing, ramping up to COP14
	Increased IOP engagement	WWT as WWN host to raise profile of WWN at IOP meetings.	WWN mentioned as part of IOP activities and outputs.	

3.3 Natural Flow concept (Minoru Kashiwagi)	Ramsar recognizes and promotes idea of Natural Flow	WWN plays active role to develop and deliver this approach. Workshop held in Japan 2019.	Side event delivered at COP14. Guidance document published and/or resolution created.	By COP14
3.4 NGOs and CSOs report threats to Ramsar sites	Threats to Ramsar-listed wetlands are acknowledged and addressed	Include steps reporting threats to Ramsar Sites including inputting into updates of RIS, using Article 3.2 and Montreux record in a guidance document for NGOs and CSOs as well as through the Citizen Science survey.	Sites under threat are reported by local groups. Reports are recognized and responded to be relevant national agencies, and by the Ramsar secretariat. Ramsar Advisory Missions triggered as appropriate. Guidance document produced and disseminated.	

Objective 4				
<i>Citizen Science: Take positive action to support good wetland monitoring and management</i>				
Strategy	Outcome	Action	Performance Indicator	Status
PROJECT (Lead: Chris Rostron) 4.1 Continue and strengthen citizen science tool for global wetland reporting. SWS and WWT	Local groups and CSOs can report on Ramsar sites and other wetlands. NGOs and CSOs participate in updating Ramsar Information Sheets.	Develop next round of survey, including in-depth reporting tool at site level. Incorporate findings into Global Wetlands Outlook report. Include steps for listing Ramsar sites and proposing Montreux listing.	Citizen science tool suitable for local groups and Ramsar input. Reporting of status and trends at international level completed. Results shared and used at global, regional and local level. Add to Ramsar site listing / Montreux Record.	Survey open May-September 2020. Results by Jan 2021. Side event at COP14.
4.2 NGO and CSO data on state of global wetlands informs Ramsar process at all levels.	Agreed process with Ramsar and contracting parties on use of results.	Ramsar promotes results (through website and COP). Side event takes place to share results. Results used at national / local level.	Process identified for CSO input to Ramsar wetland reporting. Data is accepted by Ramsar Secretariat and Contracting parties.	2021

Glossary

CBD: Convention on Biological Diversity

CEPA: Communications, Education, Participation, Awareness

CP: Contracting Party to the Ramsar Convention

CMS: Convention on Migratory Species

COP: Conference of the Contracting Parties

CSO: Civil Society Organisation

DR: Draft Resolution

IOP: International Organisation Partners to the Ramsar Convention. Currently six NGOs have IOP status

MEA: Multilateral Environmental Agreement

Montreux Record: An official list, maintained by the Ramsar Convention, of Ramsar Sites that are threatened or have deteriorated

MOU: Memorandum of Understanding

NGO: Non-Governmental Organisation

RIS: Ramsar information sheet

SWS: Society of Wetland Scientists

WWT: Wildfowl and Wetlands Trust

YEW: Youth Engaged in Wetlands