



# WORLD WETLAND NETWORK

A global network of Civil Society Groups & NGOs working on wetland conservation

## ***SPONSORSHIP PROSPECTUS***

*Seeking support to give community conservationists a voice at the  
13<sup>th</sup> Ramsar Convention on Wetlands  
Conference of Parties  
Dubai, 21-29 October 2018*

***Wetlands are an essential natural resource for sustainable development and nature conservation.***

***In October 2018, over a thousand delegates from 169 countries will gather to shape policy for wetland conservation.***

***The World Wetland Network represents civil society, community groups and Non-Government Organisations involved in wetland conservation.***

***We are seeking corporate and NGO sponsorship support to enable our representatives to attend Ramsar COP 13 in Dubai.***

***Our goal is to contribute valuable local knowledge and experience to global wetland policy.***



***Will you support global wetland conservation?***

## Why wetlands?

Wetlands are areas that hold water either permanently or seasonally. They may be a natural asset, such as groundwater aquifers and peat swamps. Wetlands are also constructed for the services they provide, such as aquaculture and rice paddies. 64% of the planet's life-giving wetlands have been lost since 1900.

Wetlands are essential for sustainable development and nature conservation. Consider this:

**Wetlands for people:** 400 million people live within, and directly depend on, wetlands, while 7 billion of us need the water and other services they provide.

**Wetlands for water:** Almost two billion people in Asia and 380 million Europeans depend on groundwater aquifers for their water supply.

**Wetlands for food:** Wetlands provide habitat for the 19 kg of fish an average person consumes each year, and rice – a staple food for 3 billion people which accounts for 20% of the global nutritional intake.

**Wetlands for pollution control:** Wetlands help filter and absorb pollutants from urbanisation, agriculture, industry and mining.

**Wetlands for carbon storage:** Peatlands cover an estimated 3% of the world's land area, and hold 30% of all carbon stored on land. This is twice the amount stored in all the world's forests.

**Wetlands for disaster mitigation:** Wetlands reduce the impact of floods, storm-surges and droughts, storing floodwater, protecting coastlines and safe-guarding water supply.

**Wetlands for nature:** Just as people need water, so too wildlife.

*The list of essential wetland benefits goes on: find out more [here](#).*

## About the World Wetland Network (WWN)

WWN was formed in 2008 to enable civil society and Non-Government Organisations working on wetland conservation to participate in global wetland policy development, and has been active at every Ramsar COP since.

We are a global network with more than 145 NGO and CSO members representing over 525,000 individuals from every region of the world.

Our members conserve wetlands through practical on-ground management, community engagement and education, scientific research and advocacy. We are scientists, ecologists, project managers, teachers, academics, community facilitators and change agents.

WWN is led by a management committee with six Regional Representatives and 21 Sub-regional Representatives.

*You can find out more about the World Wetland Network at our website: [www.worldwetnet.org](http://www.worldwetnet.org)*



## *The International Convention on Wetlands (Ramsar Convention)*

The Convention on Wetlands, called the Ramsar Convention, is an intergovernmental treaty that provides the framework for national action and international cooperation for the conservation and wise use of wetlands and their resources. 169 countries are Contracting Parties to the convention.

### *Ramsar COP 13*

The 13th Conference of the Contracting Parties to the Ramsar Convention on Wetlands (COP13) will be held in Dubai, the United Arab Emirates, from 21 to 29 October 2018.

Around 1,000 delegates will attend from the 169 contracting countries, representing governments, business and industry, academia, the scientific community, Non-Government Organisations and Civil Society. They will report on the status of wetlands and wetland protection so far, and take decisions on the key priorities for Ramsar and how wetlands will be protected in the future.

### *Our role at the COP*

There are six members of the World Wetland Network Management Committee, and 21 sub-regional representatives. Our role at the COP is to support the active involvement of NGOs and Civil Society representatives. Our activities at the COP enable grass-roots wetland conservationists to contribute their knowledge and experience to global wetland policy. We are planning to coordinate the following:

- A Pre-COP Meeting for NGO and civil society delegates to meet and prepare for the COP.
- An Opening Statement to delegates on behalf of local community conservationists.
- Active work to support the decisions taken on wetland protection by the conference delegates.
- Daily briefings and network meetings for NGO and civil society delegates.
- Two Side Events, one presenting the results of a global wetland survey, the other on guidance for Contracting Parties to engage NGOs and civil society in Ramsar implementation.
- An exhibition hall display on the role of NGOs and Civil Society in wetland conservation.
- A final report from the COP to our members and stakeholders.

### *Our sponsorship request*

World Wetland Network is seeking corporate sponsorships to support the participation of our Chair, Deputy Chair, and Regional Representatives at Ramsar COP 13. Options include:

**Airline Sponsor:** A single carrier to provide flights for Management Committee members to Dubai from their home regions in Australia, UK, Japan, US, and Benin.

**Estimated value: 5,000 Euro / 6,250 USD / 7,850 AUD**

**Accommodation Sponsor:** serviced apartments or accommodation for 6 members of the Management Committee, for 10 nights October 20-29.

**Estimated Value: 3,000 Euro / 3,750 USD / 4,700 AUD**

**NGO Facilitation Sponsor:** a sponsor to cover costs of the pre-COP meeting including venue hire, catering and promotion.

**Estimated value: 1,000 Euro / 1,250 USD / 1,500 AUD**

**Expenses:** sponsorship offers to cover transport costs in Dubai, meals, travel insurance.

**Estimated Value: 3,000 Euro / 3,750 USD / 4,700 AUD**



## Sponsor benefits

Sponsoring World Wetland Network's activities at Ramsar COP 13 will align your brand with a global network of professionals and volunteers working for nature conservation.

Sponsor acknowledgement will meet a target audience of international delegates from the government, non-government, community, business and university sectors who travel regularly for their work and conservation action.

### **Acknowledgement and brand positioning: 3,000 - 5,000+ euro / 3,750-6,250 USD / 4,500 – 7,850 AUD**

- Verbal acknowledgement in the NGO Opening Statement, Closing Statement and at the NGO Pre-COP meeting, reaching an estimated audience of 1000 international COP 13 delegates.
- Logo placement on WWN's COP 13 promotion collateral, communication bulletins and education display materials, reaching COP13 delegates WWN members and the 525,000 individuals they represent from every region of the world.
- Social media posts on Facebook, Instagram and Twitter by WWN and our partners, reaching a potential audience of up to 50,000 discerning influencers.
- A report on WWN activities at the COP.

### **Acknowledgement and brand positioning: 1,000 - 4,999 euro / 1,250-3,749 USD / 1,500 – 4,499 AUD**

- Logo placement on WWN's COP 13 promotion collateral, communication bulletins and education display materials, reaching COP13 delegates WWN members and the 525,000 individuals they represent from every region of the world.
- Social media posts on Facebook, Instagram and Twitter by WWN and our partners, reaching a potential audience of up to 50,000 discerning influencers.
- A report on WWN activities at the COP.

## Take the next step

To discuss how you can contribute to wetland conservation by supporting WWN, and how we can assist your Corporate Social Responsibility and environmental goals, contact:

Name	Country	Role	Email
Louise Duff	Australia	Chair and Regional Representative Oceania	<a href="mailto:lduff@cva.org.au">lduff@cva.org.au</a>
Chris Rostron	UK	Deputy Chair, Regional Representative Europe	<a href="mailto:chris.rostron@wwt.org.uk">chris.rostron@wwt.org.uk</a>
Minoru Kashiwagi	Japan	Regional Representative - Asia	<a href="mailto:minoru.kash@gmail.com">minoru.kash@gmail.com</a>
Maximin Djondo	Benin	Regional Representative - Africa	<a href="mailto:bees@hotmail.fr">bees@hotmail.fr</a>
Patricio Guerrero	Chile	Regional Representative – Latin America	<a href="mailto:Patricio.Guerrero@wwt.org.uk">Patricio.Guerrero@wwt.org.uk</a>
Tim Grunewald	US	Regional Representative - North America	<a href="mailto:tgrunewald@savingcranes.org">tgrunewald@savingcranes.org</a>
Jacky Judas	UAE	Western Asia Rep, Ramsar COP 13 Dubai liaison	<a href="mailto:jjudas@ewswwf.ae">jjudas@ewswwf.ae</a>

Find us on Facebook: [www.facebook.com/WorldWetlandNetwork](https://www.facebook.com/WorldWetlandNetwork) Twitter: @worldwetnet

## Meet our Executive



### **Louise Duff**

**Chair, WWN and Regional Representative – Oceania**

**Contact:** [lduff@cva.org.au](mailto:lduff@cva.org.au); +61 432 688775

*Secretary Australian Wetland Network*

*Program Manager – Wetlands Catchments Coasts, Conservation Volunteers*

*Bachelor Applied Science natural resource management (Charles Sturt University)*

*Master Public Administration (New England University)*

Louise Duff has been working to engage communities in nature conservation since 1988. She has a focus on wetland and shorebird conservation under the framework of the Ramsar Convention. Her professional role involves engaging communities in practical conservation of wetland, catchments and coasts, managing Conservation Volunteers Australia's Revive Our Wetlands program. Her previous roles include Regional Manager for Wetlandcare Australia and Chief Executive Officer for Hunter Wetlands Centre. Louise was appointed the Oceania Representative to the World Wetland Network in 2011 and became the Chair in 2016. She attended Ramsar COP 11 and 12, working with the WWN committee to facilitate the effective participation of NGOs.



### **Chris Rostron**

**Deputy Chair for WWN, and Regional Representative - Europe**

**Contact:** [chris.rostron@wwt.org.uk](mailto:chris.rostron@wwt.org.uk), +44 1453 891214

*Head of Wetland Link International, the Wildfowl and Wetlands Trust, UK*

Chris has been working in environmental engagement and education for over 25 years, and in wetland conservation specifically for the past 13 years. For the past 9 years he has worked on Wetland Link International, based at the Wildfowl and Wetlands Trust, which is a global support network for those delivering CEPA activities at wetland centres. He was instrumental in setting up the World Wetland Network along with many others at Ramsar COP10 in Changwon, South Korea, and was chair until COP12 in Uruguay.