

## Strategic plan for WWN 2010-15

### 1. Administration of WWN

Aim	Objective	Activities	Indicators	Term
Gain independent legal status	Prepare for establishment of WWN as international NGO	Work with IOPs, legal advisors and other international bodies to prepare	Plan for legal set up	By Ramsar COP 11
	election of board members; Sign constitution paperwork; registration legally	Identify board members to take responsibility; arrange legal paperwork; register WWN	Board members; constitution; registration	By Ramsar COP 11
	Sort out logistics of an independent organization	Host country; funding; staff; Logistics of organization	Business plan	3 years
Ensure the WWN committee is fit for purpose	Provide core support and co-ordination to keep WWN committee members constructively engaging with each other.	Regular skype meetings, with occasional face to face meetings. Communicate notes and minutes to the rest of the WWN via the website; training and capacity building for WWN committee members	Minutes; website up to date; website traffic	Medium
		Produce annual report for WWN and publicize. Full face to face committee meet at CBD COP and one other between CBD and Ramsar.	Report and minutes. Attendance at COP	

## 2. Increase the influence of NGOs working in wetlands on relevant MEAs, particularly Ramsar.

Aim	Objective	Activities	Indicators	Term
1.1 Effective engagement with Ramsar and other relevant MEAs	Ally the WWN closely with MEAs to ensure good engagement.	Sign agreement with Ramsar secretariat. Participate in Ramsar COP and link in to other communication pathways, such as STRP. Feed into other MEAs as appropriate.	MoU. Presence at COPs. Input into STRP process.	Long
	NGOs feed into and influence the Ramsar process	Communicate to NGO's about Ramsar processes. Provide guidance and information on opportunities Support NGOs to participate at COP. UNESCO Pro Natura as lead body for the NGO meeting. Create a delivery plan.	Web resources. Yahoo group. NGOs attending COP.	Long
Wetland NGOs have greater influence	Wetland NGOs able to engage effectively at local , national and international level	Outreach to relevant NGOs; grow membership; provide training and awareness-raising materials; capacity build specific NGOs; strengthen networks; Collect and where necessary develop targeted guidance and support for NGOs.	Training sessions and materials; active network; representation at COPs etc.	Medium

## 3. Improve communication both internally and externally

Aim	Objective	Activities	Indicators	Term
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Strengthening internal WWN communication pathways	Ensure that both the Committee and WWN members are communicating effectively	Editing and updating of the website. Develop website to allow information sharing and active communication. Develop printed materials. Workshops and seminars. Ensure that moderators actively manage and promote the listserve.	Website hits; resources uploaded; seminars; listserve activity	Short
Best practice guidance Collation and dissemination of information	Use cases studies and resources from partners to support others to better deliver wetland conservation.	Partners to provide information on their projects and initiatives. Committee members to request information from members for the regional and global site.	Case studies; best practice documents	Short
External communication and promotion	Raise the profile of wetland NGOs and their role in the local delivery of international wetland conservation agreements	Use the website to showcase examples of good wetland practice. Create and use conferences and events, as well as printed/digital materials, at national and international level.	Website hits; materials; conference activity; MoU with MEA	Medium
To have strong and active regional networks	Develop the capacity of our regional representatives to support local wetland NGOs in their work	Identify regional and sub-regional partners to act as links. Provide guidance and advice. Maintain regular contact.	List of regional reps; active regional networks; regional skype	Medium

**4. Support good wetland management through local NGOs and international/regional project work to protect wetlands.**

<b>Aim</b>	<b>Objective</b>	<b>Activities</b>	<b>Indicator</b>	<b>Term</b>
National and international resources to enable projects	To provide resources that will keep the network active, delivering local, regional and international work	Identify priority projects to fund-raise for and actively seeks funding, directly through the committee and through regional reps.	Funders approached; project bids	Ongoing
Plan and develop a portfolio of projects	Creation of set of projects that can be used to attract funding.	Committee and reps to propose new and relevant projects, to be delivered at global or regional level.	Project proposals;	Ongoing
To create a sound information base	To gather and collate useful wetland information for both local, regional and national delivery, as well as link to MEAs	Collect information from WWN members; create structure to share data; present data to external bodies to influence and inform.	No. of NGOs involved; structure for data	Ongoing

### 5. Lobbying and advocacy

<b>Aim</b>	<b>Objective</b>	<b>Activities</b>		<b>Term</b>
Promote wise use of wetlands through wetland globes	Raise awareness of best and worst practice in wetland management through the Wetland Globes	Improve website to allow votes. Promote and encourage involvement from local NGOs. Publicize results through winners and case studies.	Numbers accessing site and voting; good quality winners	Medium

Strengthen local/national/international campaigns	To support NGOs engaged in campaigns to protect wetlands	Use the web to highlight active campaigns in specific areas. WWN committee to provide targeted support for local NGOs.	Number of campaigns; no of NGOs involved	Medium
Influencing international and national decisions that affect wetlands	Contribute to protection of wetlands	Respond to national / local concerns about specific wetlands. Influence general international policy on wetlands e.g. Ramsar resolutions.	Engagement with Ramsar and other MEAs; Specific campaigns.	Medium