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# Wetland Link International and Ramsar's CEPA programme



WLI North America

Chris Rostron, WLI Global Co-ordinator



# Ramsar's CEPA programme

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Communication, Education Participation and Awareness

X.8 CEPA programme, reviewed every 6 years

Network of CEPA focal points – government and NGO

National CEPA action plan

CEPA oversight panel

World Wetlands Day

Website with resources

WLI is part of the CEPA programme





# What are wetland centres, and why are they important?



“A wetland site with a built structure where people find out about wetlands”

People have a reduced contact with wildlife

Misconceptions and distrust mean people don't visit wetlands

Centres offer a unique interface between people and wetlands

Managed interaction is safe and positive

Trained and enthusiastic staff

Gateway to wider countryside





# Wetland Link International

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Set up in 1991

Focus on CEPA at wetland centres

MoC with Ramsar

Website, resources, forum

Regional networks

Over 350 members worldwide

WLI N. America - Canada and the US

Contact list of around 50 organisations

Active core group

Bids submitted – Peer 2 Peer Russia





# World Wetlands Day and American Wetlands Month link?

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WWD early in the year (February 2<sup>nd</sup>)

Clashes with other events

But, great materials and themes

Combine the best of both

Joint branding and messaging

Better overall impact



**World Wetlands Day**  
Monday, 2 February 2015



Wetlands for our Future



# Thank you

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Mr Chris Rostron

[www.wli.org.uk](http://www.wli.org.uk)

[wli@wwt.org.uk](mailto:wli@wwt.org.uk)

