Sustainable Use and Management of Wetlands

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What is CEPA?

- CEPA is a framework for wetland management.

- It aims to develop communication, education and public awareness activity as a critical tool of the Ramsar Convention.
What is CEPA?

- It is also a tool that should be used at national, regional and local levels, involving all sectors of society from key decision-makers, to the public at large, wetland users, the media, as well as teachers and schoolchildren.
Vision of the Ramsar Convention’s CEPA Programme

- People acting for the wise use of wetlands
General objectives

- To gain acceptance of the value and effectiveness of wetland-related communication, education and public awareness processes at all levels throughout the Convention.
General objectives

- To provide support and tools for the effective national and local implementation of wetland-related communication, education and public awareness activities.

- To mainstream the wise use of wetlands within society and enable people to act.
How does CEPA work?

- **Communication** is the two-way exchange of information leading to mutual and enhanced understanding. It can be used to gain the involvement and cooperation of 'actors' and stakeholders.
How does CEPA work?

- **Education** is a process that can inform, motivate and empower people to support wetland conservation, not only by inducing lifestyle changes, but also by fostering changes in the way that individuals, institutions, business and governments operate.

- It can be formal and informal education.
How does CEPA work?

- **Awareness** is an agenda setting and advocacy exercise which helps people, who have the power to influence outcomes, to know what and why this is an important issue, the aspirations for the targets, and what is and can be done to achieve these.
Question?

- Apart from Ramsar Convention, do other stakeholders employ CEPA as a tool for conservation?
- If so, are they doing the same thing?
Example

Energy and Water Kit for Young Australian Students
Concepts behind the making of energy and water kit

- Australians have high consumption of water and electricity whereas there is not enough fresh water and the electricity generating authority still mainly use charcoal in the process.
- There has been a significant concern about climate change since 1990s.
Energy and water kit: Target groups

- Preschools
- Lower primary schools
- Upper primary schools

As to let children and pre-teenagers be aware of conservation of natural resources and the importance of safety around electricity and water.
Key platforms of energy & water kit

- Students construct their own understanding by playing an active part in the learning process.
- Teacher’s role is to guide, support, advise and challenge learner without reducing the learner’s control over learning.
Key platforms of energy & water kit

- Student is the centre of learning and learning experiences have to be relevant to student’s daily living.
- Learning experiences provide the opportunity for interesting, investigative and interactive learning.
- Education should be holistic.
Key platforms of energy & water kit

- Education must extend beyond the educational setting.
- The learning experiences aim to develop specific values and attitudes.
- The home, school and community work in partnership.
Energy and water kit: Key contents

- What is energy?
- What is water?
- Investigating energy and water usage.
- How can we conserve our energy and water resources?
- How can we stay around electricity and water?
Energy and water kit: Who are the creators?

- Science Teachers’ Association of ACT (Canberra, Australia) – for curriculum development
- Department of Education and Training – for the critique of the content
- Cartoonist as consultant
- ACTEW (Australian Capital Territory for Electricity and Water) Corporation Ltd. as a prime sponsor
Example

Save Lake Biwa in Japan
Lake size is about 670 km².

Source: Lake Biwa Museum, 1091 Oroshimo, Kusatsu, Shiga 525-0001, Japan
The largest freshwater lake in Japan.

Between the beginning of industrialization period in late 19th century and the 1960s, Biwa lake became dirtiest water body because of domestic, agricultural and industrial wastes.

In 1993, Biwa was under the Ramsar.
Actions for lake saving

- Communication and discussion among stakeholders in all levels: public sector, private sector, NGOs, and local people
- Education: curriculum development in school, distribution of poster, leaflet, and other reading materials, field trip, etc.
Actions for lake saving

- Public awareness: social and environmental activities such as environmental mapping, field survey and observation of flora and fauna, and water quality measurement.
Products of CEPA

- Environmental maps
- Leaflet
- Poster
- Reading materials (book and handbook)
- Field trip and workshop for school kids with participation of NGOs, senior citizen, etc.
Example

Bung Khong Long Non-Hunting Area
(Dr. Usa Klinhom)
Communication

- Media
- Web site
- Folk music
Communication

- Brochure
- Pamphlet
- VCD
- Radio program
- Newsletter
- Postcard
Communication

Postcard
Folk music
Education

- Curriculum Development
- Training for career path
- Research Report
- Learning Center
- Youth Camp
Curriculum Development
Training for career path
Education

• Youth Camps
Public Awareness

- Painting Contest
- Research Network
- Informal Meeting
- Wetland Day Festival
- Foundation
• Painting Contest
• Wetlands Day Festivals
Establish a Ramsar photo library to support global, national and local efforts to raise awareness and appreciation of wetland resources and how these can be used wisely.
The Project has developed a vast range of public awareness materials aimed at promoting the sustainable use of the coastal habitats and fisheries of the South China Sea and Gulf of Thailand.
This Online Public Awareness Centre has been developed to enable the sharing of these materials between coastal and marine scientists and managers in the countries bordering the South China Sea.
Important websites

- http://www.ramsar.org/outreach_index2.htm
Exercise

Create your CEPA plan:

- What is your aim and objectives?
- What is your database?
- How do you make use of the database?
- What product do you want to deliver?
- How to produce it/them?