



National Strategy



Communication, Education, Participation and Awareness (CEPA) Strategy and Dissemination Framework for The Conservation and Wise Use of Wetlands in Nepal (2011-2015)



Government of Nepal
Ministry of Forests and Soil Conservation
Department of National Parks and Wildlife Conservation
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PREFACE

Date :-

Wetlands are the most productive ecosystems on earth. They play an important role in the life support system by providing various ecological services and goods to humanity. Nepal is blessed with a variety of wetland types, including the wetlands unique in the context of its geological landscape. However, wetlands continue to be degraded and lost at an alarming rate across the globe despite their immense ecological, economic, social and cultural values. In Nepal, the existing knowledge of the conservation and sustainable use of wetlands is insufficient enough to cope with the increasing pressures and changes. Local people often feel alienated from wetlands due to lack of education and awareness on the value of conserving wetlands and its resources. Hence, the conservation and wise use of wetlands is a must and this would happen only when the local communities and other stakeholders become aware and realize the importance and values of wetlands. Over the past few decades, humans have altered these ecosystems to meet the ever increasing demand to feed the fast growing population. This has resulted into the loss of biodiversity: habitat change, over-exploitation, introduction of invasive alien species, nutrient loading and climate change—show no signs of abating.

Communication and Conservation Education have a key role in educating and sensitizing the people on the importance and values of wetlands. Informed, motivated and committed people can help us in realizing the goals and objectives of the Ramsar Convention 1971 including the Convention on Biological Diversity (CBD) 1992.

In this connection, the attempt towards preparing a "Communication, Education, Participation and Awareness (CEPA) Strategy and its Dissemination Framework" towards educating and creating awareness amongst a wide spectrum of audience is timely and praiseworthy. It is in this perspective that this document is developed to reflect the management intervention needs of the Ramsar Administrative Authority of Nepal.

The CEPA Strategy and its Dissemination Framework is instrumental in meeting the obligations of the Third Strategic Plan (2009-2015) of the Ramsar Convention and on the other end to create awareness on the importance and wise use of wetlands across the country.

I hope this document would become an important tool to effectively communicate and educate the stakeholders so as to ensure their active participation for the conservation and wise use of wetlands in Nepal.

Thank you.

Yuba Raj Bhusal
Secretary



Government of Nepal
Ministry of Forest & Soil Conservation
Department of National Parks & Wildlife Conservation
2037



FOREWORD

Wetlands are the most diverse and productive ecosystems on earth. However, wetland loss is rapid and ongoing in Nepal due to various anthropogenic pressures particularly the ever increasing population growth and the need to meet their subsistence needs. Owing to the significance of wetlands on various aspects like biodiversity richness, livelihood of wetland dependent communities, culture and religious importance, Nepal became a signatory to the Ramsar Convention on Wetlands on 17th December 1987. Presently, Nepal now has nine Wetlands of International Importance and this shows a strong commitment of the Government of Nepal and the Department of National Parks and Wildlife Conservation (DNPWC) as being the Administrative Authority of the Ramsar Convention in Nepal to conserve wetlands and its associated biological resources.

The Third Strategic Plan (2009-2015) of the Ramsar Convention emphasizes all Contracting Parties to develop, adopt and use the necessary and appropriate measures for wise use of all wetlands through Communication, Education, Participation and Awareness (CEPA) Programme and work towards wider awareness of the Convention's key findings. Hence, this CEPA Strategy and its Dissemination Framework is the outcome of the realization of meeting the country's international obligations towards creating awareness amongst a wide range of people including key decision-makers, people living in and around wetlands, other wetland users and the public at large.

At this juncture, I take this opportunity to acknowledge the technical and financial support provided by the Conservation and Sustainable Use of Wetlands in Nepal (MFSC/UNDP/GEF) in preparing the strategy. I would also like to thank Himalayan Nature involved in the preparation of this document.

I strongly believe that this strategy will be a framework for effective and collaborative delivery of wetland CEPA activities for sustainable and wise use of wetlands in Nepal. The strategy follows a phased approach for its implementation. Phase 1 is the pilot phase approach and Phase 2 is the second full implementation Phase.

I hereby request all the conservation partners to join hands to successfully implement the CEPA Strategy to bring about long-term changes to the perception and values of wetlands in Nepal.

Krishna P. Acharya
Director General
DNPWC

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1. BACKGROUND

The Ramsar Convention Guidance

The Ramsar Convention approved its third Strategic Plan in 2008 for the 2009-2015 timeframe. The Plan emphasizes to work towards achieving the wise use of all wetlands by ensuring that all Contracting Parties develop, adopt and use the necessary and appropriate instruments and measures through Communication, Education, Participation and Awareness (CEPA) Programme (Resolution X.1) and work towards wider awareness of the Convention's goals, mechanisms, and key findings. CEPA was formally recognized as a high priority, cross-cutting area of work for the Convention at the 29th meeting of the Standing Committee in February 2003.

CEPA deals with the processes that motivate and mobilize individual and collective action. It comprises a range of social instruments, including information exchange, dialogue, education and marketing. The instruments work best when part of an instrument mix that is used to develop, implement and manage the national biodiversity strategy and action plans.

The Nepal CEPA Strategy reaffirms CEPA actions, in particular in Operational Objective 3.2: *“To develop and encourage national programmes of CEPA on wetlands, targeted at a wide range of people, including key decision-makers, people living in and around wetlands, other wetland users and the public at large.”*

Since then, the Conference of the Parties (COP), which brings the member countries together every three years, has adopted a series of Resolutions and a set of initiatives relevant to this *Guidance*.

CEPA Vision

The vision of the Ramsar Convention's CEPA Programme is “People taking action for the wise use of wetlands.”

Guiding Principles

The guiding principles that underpin the Ramsar CEPA Programme are:

- a) The CEPA Programme offers tools to help people understand the values of wetlands so that they are motivated to become advocates for wetland conservation and wise use and may act to become involved in relevant policy formulation, planning and management. Key target groups and stakeholders responsible for wetland conservation in Nepal is presented in Annex 5.
- b) The CEPA Programme fosters the production of effective CEPA tools and expertise to engage major stakeholders' participation in the wise use of wetlands and to convey appropriate messages in order to promote the wise use principle throughout the society.
- c) The Ramsar Convention believes that CEPA should form a central part of implementing the Convention by each Contracting Party. Investment in CEPA will increase the number of informed advocates, actors and networks involved in wetland issues and build an informed decision-making and public constituency.

The Resolution “strongly urges each Contracting Party to seek to develop and implement the CEPA Strategy as integrated component of the broader environment, biodiversity, wetland and water management policy instruments and programmes, to ensure that communication, education, participation and awareness are recognised as underpinning the effective delivery of these activities”.

The Resolution also requests that Parties nominate “Government and NGO Focal Points for Communication, Education, Participation and Awareness (CEPA)”. In response to this request, the Government of Nepal has designated the Department of National Parks and Wildlife Conservation (DNPWC) of the Ministry of Forests and Soil Conservation as the Ramsar Administrative Authority in Nepal.

Other Relevant International Conventions

The Ramsar Convention works closely with the Convention on Biological Diversity (CBD) through a joint work plan and acts as the CBD’s lead implementation partner on wetland conservation. The CBD recognizes in Article 13 the need to create awareness and educate the public. The joint programme recognizes that social instruments are essential to achieve conservation objectives and is composed of three elements, namely, (i) towards a global Communication, Education, Participation and Awareness network; (ii) exchange of knowledge and expertise; and (iii) capacity building for Communication, Education, Participation and Awareness.

The United Nations Framework Convention on Climate Change (UNFCCC) also contemplates developing CEPA actions (Decision 11/CP.8 of the New Delhi Work Programme for the implementation of article 6 of the Convention), with the aim of coordinating with other CEPA plans of other global conventions.

In summary, all these instruments and strategies designate objectives that serve as a conceptual base for the development of CEPA strategy for Nepal at the national level, keeping in mind that the paramount objective is always to contribute to the conservation and wise use of wetlands.

Application of the Ramsar Convention in Nepal

The Department of National Parks and Wildlife Conservation (DNPWC) is the Administrative Authority of the Ramsar Convention in Nepal. The authority is an implementing agency within the government, and is responsible for the designation of wetlands to be added to the Ramsar List. It is the main focal point of the Ramsar Convention. DNPWC has implemented a series of actions for the application of the Ramsar Convention in Nepal. The action is coordinated by the Conservation Education and Awareness Section of the DNPWC, which is also the CEPA Government focal point of Nepal. The Environment Division of the Ministry of Forests and Soil Conservation functions as the coordinating agency for the effective implementation of CEPA Strategy and integration of wetland education and awareness values into sectoral, legal and other policy frameworks.

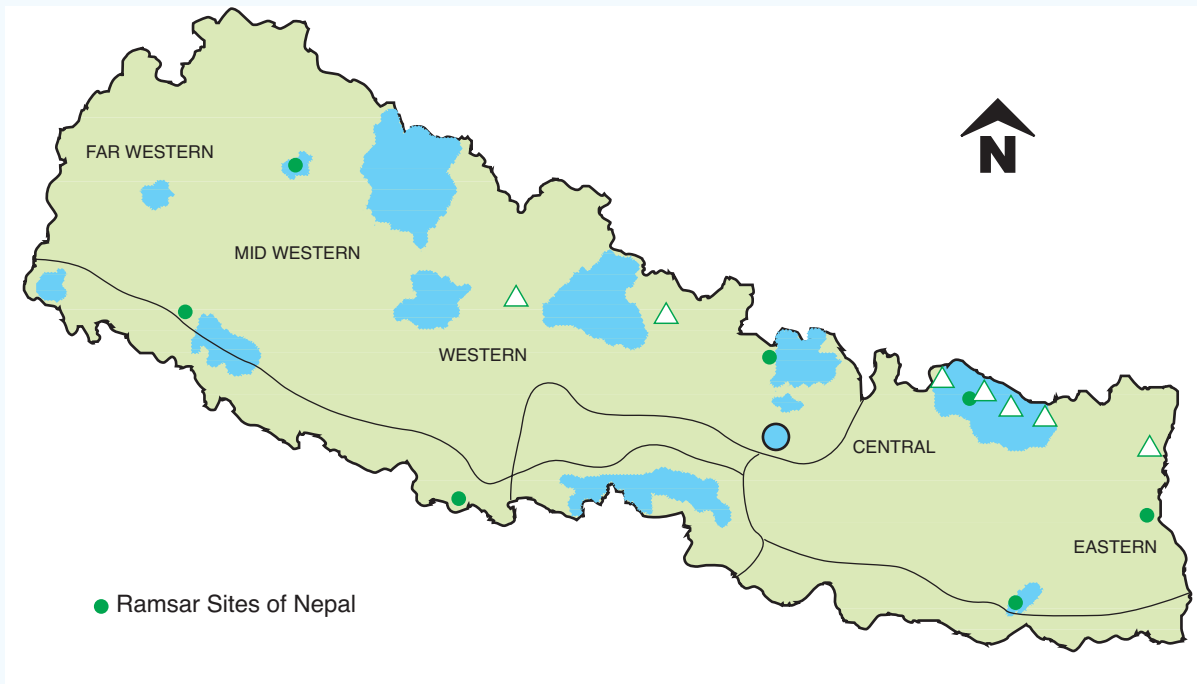
The National Wetlands Policy, approved in August 2003, was conceived as the first sectoral policy that promotes education and public awareness. The policy also highlights, among other issues, the need for the creation of participatory frameworks and suitable information mechanisms, and the promotion of knowledge and public awareness building.

However, the most important step for the application of the Ramsar Convention took place when the high level National Wetlands Committee (NWC) was constituted in January 2010. Chaired by the Minister of Forests and Soil Conservation, the NWC brings together high profile government secretaries representing the Ministry of Agriculture and Cooperatives, Ministry of Environment, Ministry of Energy, Ministry of Industry, Ministry of Tourism and Civil Aviation, Ministry of Local Development, Ministry of Irrigation and National Planning Commission. The Ministry of Forests and Soil Conservation acts as the secretariat of the Committee. As the highest strategic and policy guidance body, the main objective of NWC is to ensure inter-sectoral coordination, create an enabling policy environment, and play a catalytic role for mainstreaming wetland issues into the national policy and planning frameworks.

Nepal has the greatest variety of wetland types, including some ecosystems unique in the context of its geological landscapes. The Government of Nepal ratified the Ramsar Convention in 1987 and has since incremented its contribution to the List of Wetlands of International Importance to currently include nine wetlands with a surface area of 34,455 hectares (see Map 1). This shows the commitment of Nepal to conserve wetland habitats. Several national acts, rules and regulations have also been enacted for the protection of biodiversity, which also includes the wetlands, but their enforcement remains weak. Until August 2010, Nepal has designated nine wetland sites as the Ramsar Site (see Table 1). Koshi Tappu Wildlife Reserve is the largest and the first wetland site of international importance of Nepal. The area of Nepal's Ramsar sites is 34,455 hectares (August 2010) representing 0.019% of total area of global Ramsar sites.

Table 1: A brief overview of Ramsar sites in Nepal

SN	Ramsar Sites	Area (hectares)	Location (districts)	Physiographic Zone	Elevation (m) approx.
1.	Koshi Tappu (Wildlife Reserve)	17,500	Sunsari	Terai	90
2.	Bisahazari and Associated Lakes (Buffer Zone)	3,200	Chitwan	Terai	258
3.	Ghodaghodi Lake Complex (Forest)	2,563	Kailali	Terai	205
4.	Gokyo and Associated lakes (National Park)	7,770	Solukhumbu	Himal	5,000
5.	Gosaikunda and Associated Lakes (National Park)	1,030	Rasuwa	Himal	4,700
6.	Jagadishpur Reservoir	225	Kapilvastu	Terai	195
7.	Mai Pokhari (Forest)	90	Ilam	Mid Hills	2,100
8.	Phoksundo Lake (National Park)	494	Dolpa	Himal	3,610
9.	Rara Lake (National Park)	1,583	Mugu	Himal	2,990
	Total	34,455			



Map 1: Map of Nepal showing 9 Ramsar Sites of Nepal

Developing CEPA Strategy

Each Ramsar signatory undertakes to develop CEPA strategy according to its own political, legislative and conceptual reality and to its institutional capacity. In Nepal, biodiversity conservation management competencies are decentralized. As the Ramsar Administrative Authority of Nepal, the Department of National Parks and Wildlife Conservation has been directly involved in the preparation and the implementation of the wetland policy and strategy.

The formulation of CEPA strategy has been a learning process, and a piece of creative work in itself. Over the course of three months, protected area managers, local user groups, wetland dependent communities, buffer zone development committees, wetland user communities, community forest user groups, district level key stakeholders, statutory authorities, national key conservation organizations, researchers and experts have exchanged knowledge and experiences through consultations in the framework of the CEPA Strategy formulation process. The preparation of the strategy has been supplemented by the wetland resource book and the wetland training manual.

CEPA Strategy as part of the Ramsar Vision

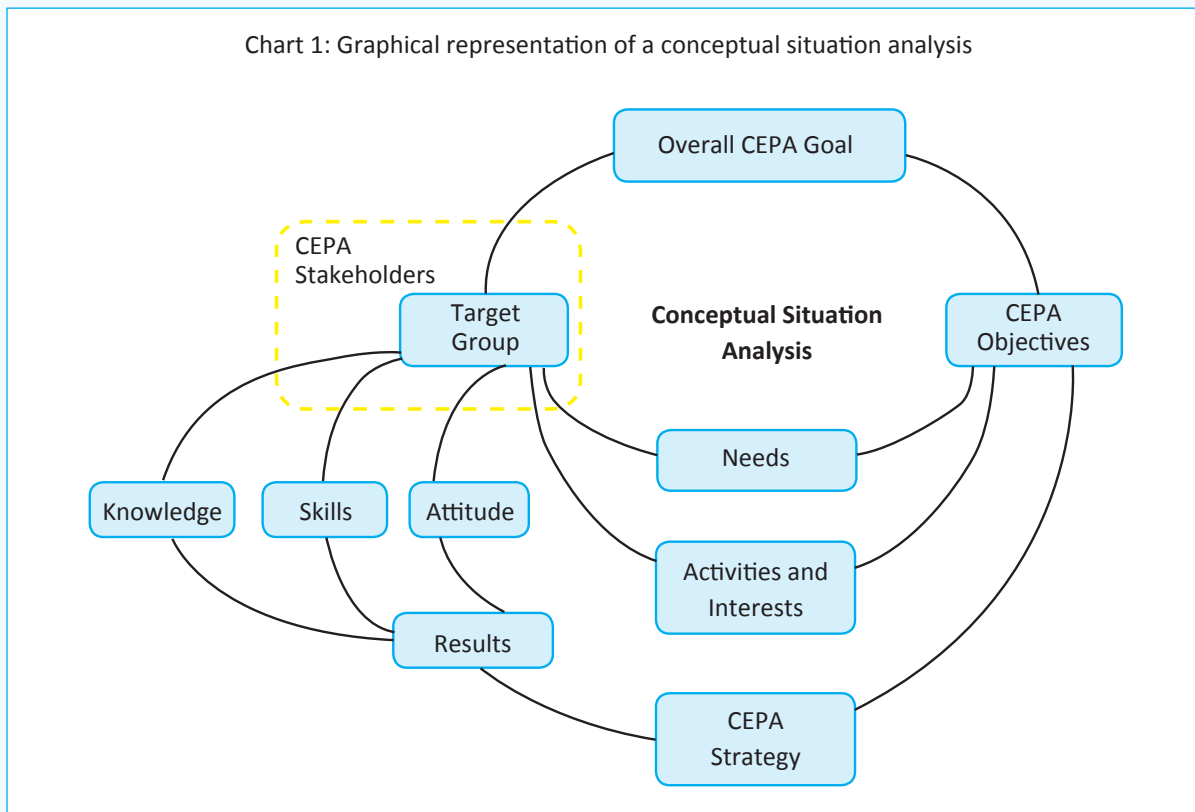
This CEPA strategy is developed to reflect the management intervention needs of the Ramsar Administrative Authority of Nepal whilst still supporting the CEPA Operational Objectives. The Nepal CEPA strategy is prescriptive and aims to fulfill a set of objectives. However, it demonstrates a degree of flexibility to allow response to changes as well as adapt to, and support the possible future development of strategy. Based on the spirit of Ramsar Convention's CEPA Programme, its vision and guiding principles, it is anticipated that the Nepal CEPA Strategy and its Dissemination Framework will also guide the development of individual wetland project communication strategies.

As part of a Phased Approach

In order to strategically proceed through the development and implementation of the CEPA strategy as well as to allow for the ability to adapt and redefine as required, the strategy follows a phased approach. Phase 1 focuses on putting the current systems into place and strengthening skills, as well as conducting market testing for the implementation of phase 2. Phase 2 logically expands DNPWC's capacity to provide a platform for continued communications growth and achievement. It is anticipated that Phase 1 will begin in January 2011 and conclude at the end of December 2011, with Phase 2 implementation commencing immediately thereafter.

Integrated Implementation

The strategy outlines the rationale, purpose, goal and objectives, target audiences, messages, activities and outreach dissemination framework. All elements of the strategy reflect and align with the DNPWC's operational programme. Building on a focused and integrated approach to communication and education will stimulate holistic productivity and contribute to the effective delivery of CEPA strategy in Nepal.



2. SITUATION ANALYSIS

The perception of wetlands in Nepal began to evolve during late 1980s. The change of perception does not necessarily bring about a change in lifestyles, nor does it always translate into an appreciable change in management. It is, therefore, necessary to increase efforts to develop awareness programmes for the general public and specific plans for the wise use of each wetland.

The present situation highlights the need for the development and implementation of an effective CEPA strategy in order to leverage current conservation and education efforts. The existing SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis (Table 2) demonstrates a stable environment in which to implement CEPA activities without having to counteract or heavily focus on any particular issue/s. Many of the identified threats are common issues that can be overcome during strategy implementation.



The weaknesses listed are no surprise and are issues that can be overcome with time, funding, staff and strategy development. The strengths and opportunities provide DNPWC with a variety of directions in which to progress communications and contribute to the overall strategy success.

One of the primary issues that emanated from field level consultations is the power grid relations and the consequent influence by the stakeholders on the use of wetland resources. The stakeholder/ interest group analysis (Figure 1) has identified the need to bridge the gap according to their interest and power – what degree of interest they have on resource use and to what degree they can help achieve or block the desired change.

The current situation of wetlands with regard to communication, education, participation and awareness can best be represented using a SWOT analysis. Below are some of the observations that were extracted during the field level consultation workshop in Koshi Tappu Wildlife Reserve:

Table 2: SWOT analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> • High distinctiveness of wetlands as natural, cultural, aesthetic, religious and economic heritage. • Large capacity of wetlands to respond to positive actions (such as rehabilitation, regeneration and environmental improvements). • Ecosystem attractive to people: pleasant surroundings with much biodiversity where it is easy to observe life. • Wetlands are bio-indicators of a large area. • Ideal habitat for birds, flagship species (wild water buffalo, crocodile etc.) • Storehouse for indigenous knowledge • Provision of water for agriculture purpose. 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Heterogeneity of wetlands and of their management. • Insufficient scientific knowledge on the functioning of wetlands. • Inadequate communications between wetland managers and scientists, with lots of opportunities for mutual support. • Inadequate resources and management personnel. • Inadequate incentives for the participation of stakeholders. • Inadequate evaluation of activities. • Information is unidirectional (it is emitted but not received), and inadequate relationships with media.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Tourism promotion and marketing for environmentally-friendly wetland products (handicrafts etc.) • Promotion of the concept of ‘Sustainable and Wise Use’. • Opportunities to promote high altitude wetlands as prospective tourism destinations. • Inclusion of many wetland sites and the potential Ramsar Sites as a means to reach a holistic and participatory management. • Availability of education and awareness experts on wetland conservation. • New uses (sport and recreation) help revalorize wetlands. 	<p>THREATS</p> <ul style="list-style-type: none"> • Abandonment and loss of traditional knowledge and activities, and the social values of wetlands. • Disparity of criteria among stakeholders with power grid interests on wetland management. • Insufficient community awareness. • Potential differences in decision-making capacity and influence between groups and administrations that provide opinions and make decisions on wetlands (for example, judicious use of natural resources in the context of federal structure).

The most common content of these actions tend to be descriptive and of little relevance to the interests of the target audience, and are sometimes disconnected from management objectives and designed without consideration of the specificity of an ecosystem as unique as wetlands.

3. RATIONALE OF THE STRATEGY

Communication, education and awareness efforts in Nepal have so far remained an ad hoc activity. The need for a holistic CEPA strategy and its dissemination framework that seeks to promote wetland conservation education has remained a longstanding priority for Nepal. Moreover, the Government of Nepal has prepared the Nepal Biodiversity Strategy (NBS) designed to maximize synergies and minimize trade-offs in order to promote biodiversity conservation and sustainable livelihoods in Nepal. This CEPA strategy attempts to consciously use what is known about the various key elements of the communication process, as a system, in order to achieve communication objectives. It is this comprehensive, systemic, purpose-driven framework that is often missing in how DNPWC communicates both internally and externally. Moreover, the role of DNPWC as the CEPA Focal Point, CEPA NGO Focal Point (IUCN Nepal) and other conservation partners is indispensable for the success of the strategy.

The role of CEPA strategy is to provide a framework for the effective and collaborative delivery of wetland CEPA activities across the Ramsar Sites of Nepal. The Strategy will enable mechanisms for sharing knowledge, suggest measures for building capacity, present goals, provide links between and among people doing similar work and build links between national and international networks. It provides a framework to assist organisations and community groups as they develop and implement action plan to suit their community needs and situations.

The National Wetlands Policy (2003) recognises that successful implementation of the policy is reliant upon the development of a cooperative partnership between all spheres of government, community groups, landowners, business sector and other people. Communication networks and education are fundamental to achieve this goal. Communication and education will provide the basis for continued responsiveness to major wetland and wetland-related issues, monitoring and evaluation of actions, and coordination and efficiency of effort. In this regard, the CEPA strategy is a starting point.

The CEPA Strategy will ensure that the actions of all groups (government and non-government) involved in wetland conservation are consistent with Nepal's commitment to the Ramsar Convention's Outreach Programme (1999-2002) which aims 'to increase the knowledge and understanding of wetland values and benefits and so develop action towards the conservation and sustainable management of wetland resources. It is intended that this framework of action will facilitate the implementation of the Ramsar Convention's Outreach Programme at national and local levels in Nepal over the next five years. It will encourage coordinated actions, generate strength in unity, avoid duplication of effort and maximise benefits of actions.

The CEPA strategy provides strategic direction to managers in raising conservation education and public awareness to conserve natural and cultural values as the overriding concern. It contributes to meeting any national and international obligations for wetland conservation and identifies necessary linkages to build a strategic bank of knowledge relevant to management. It explores new opportunities for cooperation in management, education, awareness, information sharing, and

community development. The development of this CEPA strategy recognises the enormous effort that government, I/NGOs and community groups have already invested in wetland communication, education and public awareness activities in Nepal. The CEPA strategy is built on these experiences, without impeding their continued development, to build a national focus for wetland education and management.

By providing direction for wetland CEPA activities, the strategy contributes to the efforts made by government and I/NGOs to support the broad aims of the Ramsar Convention to halt the loss of wetlands and to conserve, through wise use and management, those that remain. It will help them identify the different perceptions that different stakeholders can have of wetland issues, and subsequently provide options to intervene at local and national levels. The CEPA strategy will harness this wealth of experience and expertise, facilitate an exchange of information and ideas and provide a framework to communicate about wetland conservation and wise use principles in Nepal.

Realising the need of a sustainable and wise use of wetlands in Nepal, the DNPWC implemented the National Wetlands Policy prepared in 2003 and adopted a participatory planning approach in the preparation of the CEPA strategy. The Government of Nepal recognises that conservationists and users of wetlands in principle have many stakes in common, but that conflicts often arise when objectives are contradicting, differently perceived or not clearly communicated. This Strategy will serve as guidelines for government and non-government organizations active in the field of wetland conservation. It is aimed at making the optimum use of existing lines and channels of communications as much as possible.

At the national level, the Strategy is aimed at providing the national policy makers with guidelines on how to communicate policy changes to the wetland managers, key stakeholders and wetland dependent communities. At the local level, the strategy is expected to provide those responsible for implementing wetland policy with concrete options for strategizing and implementing communication and awareness campaigns targeting segmented stakeholder groups.

4. GOAL

The Ramsar Convention is founded on the belief that wetlands provide a wealth of goods and services that have sustained human populations throughout their history. Wetlands also contribute significantly to the maintenance of biological diversity. Loss and degradation of wetland reduces this wealth, negatively affecting the health and well-being of human being.

The overall goal of the Nepal CEPA Strategy is to “increase awareness, appreciation and the value of wetlands in Nepal to key target audiences as a key tool for the conservation and sustainable use of wetland resources, across a range of landscapes.”

The key strategic aims of the strategy are:

- To coordinate a collaborative approach to wetland conservation and education in Nepal’s Ramsar Sites;
- To strengthen effective communications amongst defined targeted audiences; and
- To influence key decision and policy makers on emerging issues through advocacy and outreach activities.

5. OBJECTIVES

A clear mechanism needs to be put in place to achieve strategic CEPA objectives – how it operates will determine how successful it is in realizing the objectives. In order to ensure that conservation education is an integrated and highly relevant part of DNPWC’s national programme, the following objectives have been formulated to reflect the goal of the strategy and the programme objectives:

Objective 1: To gain acceptance of the value and effectiveness of CEPA and raise awareness at all levels of society of the functions and values of wetlands to all people, and the cost to society of the loss and degradation of wetlands.

Objective 2: To use CEPA techniques as a means to resolving wetland problems that result in wetland loss and degradation at Ramsar and other wetland sites.

Objective 3: To mainstream the wise use of wetlands within society and enable people to act.

6. KEY EXPECTED ACTIVITIES AND RESULTS

i. DNPWC leads on Communication, Education, Participation and Awareness on creating an enabling environment for the conservation and sustainable use of wetlands in Nepal

The main activities include:

- a. a set of standard outreach dissemination framework developed and mainstreamed within the DNPWC programme and its constituency;
- b. craft messages in English, Nepali and local languages (mass awareness, campaign and advocacy with wetland posters, flyers, billboards and promotional through print media, television and radio programmes);
- c. prepare press releases, advisories and media packs, television and radio production, air time and training for media;
- d. generate “learning culture” for the general public; and
- e. integrate conservation partners, wetland/biodiversity/wildlife experts and media (including Nepal Forum of Environmental Journalists) as conveyors/relays.

ii. DNPWC provides support and tools for the effective implementation of wetland-related Communication, Education, Participation and Awareness (CEPA) activities.

The main activities include:

- a. communication, education and awareness training for DNPWC staff, site managers and community organisations;
- b. catalogue existing wetland resources and library management;
- c. media collection (image/news clips, video library on CD-ROMs/DVD);
- d. on-line resources (website and web portal);
- e. programme publications and advocacy/outreach materials to showcase wetlands work;

- f. revamp DNPWC flagship newsletter Samrakchhan and add Simsar as the cover story;
 - g. celebrate all environmental events (Wetlands Day, Wildlife Week, Biodiversity Day, Environment Day and Mountain Day and uphold “learning culture” for conservation partners (technical workshops and conferences).
- iii. DNPWC demonstrates that CEPA processes are used effectively at all levels to promote the values of wetlands in Nepal**

The main activities include:

- a. thematic information needs assessments on wetland issues with regard to knowledge management;
- b. training on wetland data collection, management and dissemination;
- c. preparation of National Ramsar Report;
- d. coordination with conservation partners through regular liaison and meetings;
- e. mobilisation of school students by organizing outreach and campaign activities in generating mass awareness on wetland conservation; and
- f. participation in key multilateral environmental agreements (Ramsar Conference of Parties).

7. TARGET AUDIENCES AND MEDIUM

DNPWC works with and seeks to influence a broad range of audiences for the conservation and sustainable use of wetlands in Nepal. Building strong and lasting relationships with target audiences will require consistent personal interactions and a regular exchange of substantive information, not just public relations materials. Each of these audiences is important to DNPWC and can contribute to its effectiveness. Strong relationships with targeted audience are critical to achieve its long-term goals. The Ramsar Administrative Authority secretariat plays a key role in developing and maintaining these relationships.

Each of the audiences DNPWC/DoF wants to target has different interests and ways of receiving information. DNPWC needs to identify these interests and is the most appropriate strategy to reach out to the audiences. Target audiences (Annex 3), whether they are wetland dependent communities, government agencies, policy makers, media, corporate sectors, academia and research community, or civil society, generally choose resources in Nepali language.

In order to achieve maximum impact with limited resources, DNPWC will establish effective networking partnerships with other organisations undertaking complementary work. DNPWC will establish a network of such audience so as to be very well connected and aware of the existing information and knowledge relevant to its work, and to have immediate access to the best available information and knowledge. Such partnerships will allow for the input of information and ideas to DNPWC/DoF, as well as provide communication channels, networks and means for DNPWC/DoF to reach its audience and disseminate experiences, information and knowledge. To the greatest extent possible, DNPWC/DoF should seek to benefit from the existing communication networks of its targeted audience and avoid establishing redundant networks on its own.

On the programmatic end, DNPWC's programme should be more sensitive to language (both ways, English and Nepali) and electronic access issues (by providing more resources on CD or DVD support for those who have access problems), and find ways to systematically capture experiences on the ground to enrich wetland conservation knowledge base and share this information.

However, this could be simplified as follows:

- ★ **Internal communications** → directed within the Ramsar Administrative Authority Secretariat, including projects and coordination with District Forest Office and protected areas, within the Ministry of Forests and Soil Conservation.
- ★ **External communications** → directed outside the Ramsar Administrative Authority Secretariat to targeted audience, policy makers, District Development Committees, Village Development Committees, Municipalities, District Forest Coordination Committees, Community Forest User Groups, conservation community and general public.

8. STRATEGY AND APPROACHES

The year 1980 stands as a watershed in modern conservation history in Nepal. The first and full-fledged - the Department of National Parks and Wildlife Conservation (DNPWC) - was established as an instrumental entity within the Ministry of Forests and Soil Conservation mandated with conserving Nepal's unique ecosystems, protect endangered wildlife species, promote eco-tourism and encourage scientific research for the conservation of wild genetic diversity.

This should be reflected and repeated in all communication efforts of the programme. It means to develop mechanisms to better capture and disseminate results and lessons learned in order to make a maximum impact, share externally newsworthy information that is produced internally at all levels, and reach Nepali and local language-speaking audiences within the field programmes in the most timely and creative way. This will be achieved through the implementation of "3Is" as a continuum to build support to the CEPA Strategy (see Figure 2).

Figure 2: The "3I's" of CEPA - A Continuum to Build Support

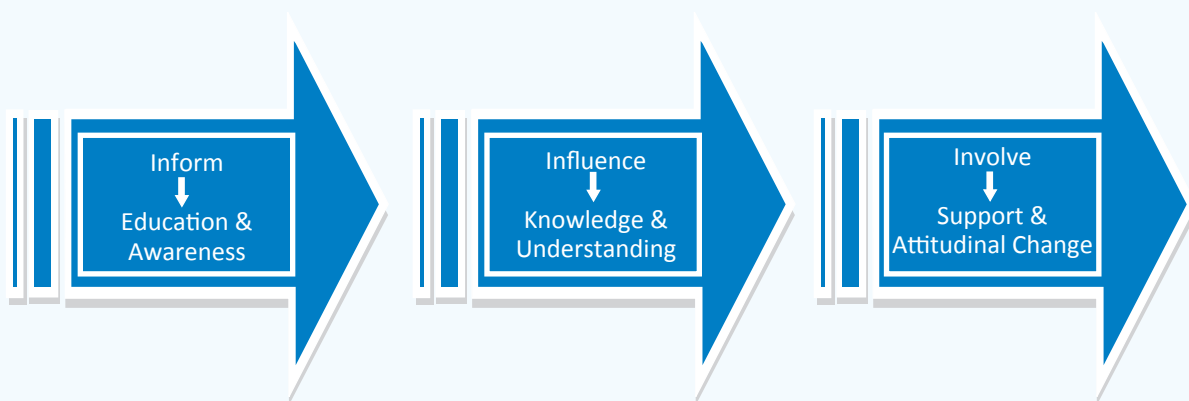


Table 3: Strategy and approaches, inputs and activities to reach communication objectives

APPROACHES (HOW)	OBJECTIVES/GOAL (WHY)
<ul style="list-style-type: none"> To strengthen staff skills and fill internal gaps in capacity, if any (human and financial resources, proper communications planning within the programme, equipments, library) To engage key conservation partners, media and others on CEPA implementation To communicate the larger picture of sustainable and wise use of wetland resources (Systemic thinking) To enable participation of audiences in critical thinking and reflection To re-orient wetland programmes and projects to focus on influence 	<p>Identity →</p> <p>Credibility →</p> <p>Influence →</p> <div style="border: 1px solid black; padding: 10px; margin-left: 20px;"> <p>“DNPWC increases awareness, appreciation and the value of wetlands as a tool for conservation and wise use of wetland resources in Nepal”</p> </div>
INPUTS FOR COMMUNICATIONS (WHAT)	TYPE OF ACTIVITIES (WHAT)
<ul style="list-style-type: none"> To build the capacity of the programme vis-à-vis communications (training, equipment, inter-connectivity, planning tools etc.) and develop a strong internal culture To craft and design clear messages for external audience To produce outreach materials (publications, audio-visuals) and ensure a standard quality To inter-connect DNPWC with Ramsar’s global knowledge initiatives (training, data creation, international fora etc.) 	<ul style="list-style-type: none"> Internal learning and information sharing Advocacy, awareness and outreach campaigns Learning moments for the public Visibility in the media Development of conservation constituency Knowledge management (acquisition, absorption and application)

9. KEY MESSAGES

The use of consistent and key messages helps in building effective communication with key target audiences. Great communication channels and strategies will fail if we don’t say the right thing at the right time that provokes an action or response from the target audience. While wetland conservation issues are vital to the conservation community of Nepal, they are just one of many challenging issues that the target audiences have to consider on a daily basis. To cut through the clutter, we need to view wetland conservation issues through the eyes of the target audience. This means that messages need to be defined to reflect what our audiences are interested in and highlight key benefits for them.

Matching Messages to Target Audiences

Due to the varying interests and agendas of the target audience, specific messages have been defined for each audience. The messages defined for each target audience will influence how CEPA is re-used and repackaged to be relevant for each audience, e.g. a contribution to the Simsar newsletter may be rewritten to focus on the benefits that wetlands can provide for local communities, or to highlight the achievements of wetland initiatives, or to provide recognition for particular project accomplishments.

The messages in Table 4 will be used for strategic and purposeful communication in which the tone of the communication needs to reflect the agenda of the target audience. However, as communication is an ongoing and continuous part of the CEPA strategy and takes place on a daily basis, five key CEPA messages have been defined to use and repeat in all forms of general communication.

It is important to note that the key messages of wetlands must, and will, evolve in relation to strategy development. The messages will be revised and, if necessary, redefined on a regular basis in order to ensure that they reflect the growth of wetlands programme.

9.1. KEY Messages

For DNPWC, the defined messages for each target audience may seem overwhelming. Hence, the following key messages have been identified that may be used in all forms of communications.

Table 4: Key Messages

<i>Message Elements</i>	<i>Targeted Audiences</i>
"Wetlands serve as the kidneys of the landscape because of functions they perform in hydrological and chemical cycles."	Local communities, youth, general public
"Wetlands are the areas of biological supermarket because they support the extensive food webs, water and biodiversity."	Local communities, youth, general public
"Gosainkunda Lake harbours enormous religious and cultural values in Nepal."	Local communities, tourists, general public
"Its natural value and beauty attracts visitors and contributes significantly to the development of tourism in Nepal. An estimated 60% of the income of Pokhara comes from activities related to the wetlands of Kaski district."	Tourism sector, general public
"Sustaining and restoring wetlands from a cost-effective strategy for climate change adaptation with strong benefits for poverty reduction and biodiversity conservation."	Experts, academia, policy makers and conservation community

10. MEASURING IMPACT

Performance indicators are an important way of assessing whether or not the CEPA activities are on track to reach its communication objectives. Each element of this strategy has clear outputs and an overview performance indicator table has been designed for clear reference (as shown in the dissemination framework based communication goals and objectives in Annex 1 and 6). Additionally, an annual work plan will be agreed upon with performance targets that can be measured at regular intervals. This element of performance management will help ensure the delivery of the strategy.

In order to measure impact and help shape future communication strategies and approaches, DNPWC will set up a tracking system so that the interventions can be measured, for example, which medium of advocacy will drive the public to promote wetland conservation, or the type of media coverage that results in increased policy influence. Monitoring of the activities will also be undertaken through the Most Significant Change (MSC) technique, which is a form of participatory monitoring and evaluation process. Essentially, this toolkit involves the collection of Significant Change (SC) stories emanating from the field level, and the systematic selection of the most significant of these stories by panels of designated stakeholders or DNPWC staff.

DNPWC will monitor the implementation of the CEPA strategy and evaluate its impacts. In doing so, DNPWC shall make the results of monitoring of its information activities available in a report. This allows conservation partners and other stakeholders to access information, help address issues and engage effectively with DNPWC in implementing the strategy.

Again, in order to track the progress of the CEPA strategy and assess its achievements/impacts, it is imperative that a clear and regular evaluation process is carried out. The strategy review process is defined as follows:

Internal Surveying

An internal survey, similar to the one carried out prior to strategy development, will be conducted annually to monitor and assess internal communications progress.

Staff Participation

As detailed within the strategy, DNPWC staff members are key players in being able to conduct and report on market research. Until a CEPA budget is defined, the strategy will rely heavily on feedback reported by staff.

Annual Review

The objectives of the CEPA strategy will be reviewed annually. The outcome of this process will influence any changes to messages, target audiences and strategies that may need to be made to keep the strategy relevant and progressing.

Programme Review

Because the objectives of the CEPA strategy are integrated into the overall annual programme of DNPWC, communications will automatically be part of the overall programme review.

Feedback

As defined in the strategy, feedback mechanisms will be identified to accompany all relevant activities. Feedback received via these mechanisms will provide valuable information and is used to monitor and assess the strategy.

11. MONITORING AND EVALUATION FRAMEWORK

Monitoring and Evaluation (M&E) processes and standards of CEPA strategy will reflect the practices of DNPWC's evaluation standards. The approach to M&E focuses on supporting improvements at organisational, programme and project level through a reflective and analytical process of self-assessments and external reviews, using recognised international standards and practices for evaluation. DNPWC defines evaluation as a periodic comparison of actual results and impacts with those planned or expected, and learning lessons to improve future action. DNPWC defines monitoring as the regular collection and analysis of information to assist timely decision making; ensure accountability; and provide the basis for evaluation and learning.

The purposes of M&E for the CEPA strategy are to:

- a. Ensure that the planned results are achieved;
- b. Improve and support management of the Strategy;
- c. Generate and share understanding of the progress of the Strategy;
- d. Generate new knowledge and support learning;
- e. Ensure accountability to donors, partners and constituents of the Strategy; and
- f. Foster public support through effective and transparent delivery of results.

DNPWC will ensure that a monitoring and evaluation system is in place for the Strategy. The Protected Area Managers and District Forest Officers will support in generating data and information on key questions of relevance, effectiveness, efficiency and longer-term sustainability and impact.

Key questions that will be addressed include:

Relevance: Are the activities of the Strategy relevant to the key issues and trends in the field of wetland conservation in Nepal? Was the logic of the Strategy correct given the larger issues and trends?

Effectiveness: Are the activities being implemented well? Why or why not?

Efficiency: Are the human and financial resources of the Strategy being used in the best possible manner?

Sustainability: Are the activities of the Strategy sustainable in the long-term and why (not)?

Impact: To what extent have the activities of the Strategy contributed to the long-term goals? Why or why not? What have been the unintended consequences of the Strategy?

An M&E plan, linked to a Logical Framework Analysis (LFA), will be prepared for each activity after the successful completion of the pilot phase (January 2011 until December 2011). Self-assessments linked to strategic review of progress will be included into the work plan after the mid-term review (November 2011) with key conservation partners. The M&E plan will provide the basis for the structured learning within the entire Strategy.

12. TIMELINE

Strategy Implementation	Proposed Timeline
Approval of CEPA Strategy	December 2010
Implementation of Phase 1 activities	January 2011
Internal surveying/annual review	November 2011
Implementation of full fledged Phase 2 activities	January 2012 until December 2015

13. BUDGET AND FINANCIAL MANAGEMENT

The implementation of the CEPA Strategy is based on the existing quarterly arrangements from January 2011 to December 2015. The budget prepared indicates the total cost of the Strategy to amount to US\$ 80,000 (US dollars eighty thousand only) for the first year.

The CEPA Strategy is a programme of action that should be supported by a broad partnership of conservation organisations, including the Nepal National Committee of IUCN Members (NNC-IUCN). An allocation fund will be set up within the DNPWC's annual operational plan. DNPWC is committed to raise the interest and obtain commitments of a range of core conservation partners. Other sources of funding will also be explored, including sponsorship from corporate community and tourism sector.

14. FEASIBILITY AND SUSTAINABILITY CONSIDERATIONS

Feasibility

The CEPA Strategy is an endeavour to address the loss of wetland and its biological resources. However, the seriousness of the status of Nepal's wetland ecosystem resources requires a substantial investment and DNPWC will take on the implementation of the Strategy. As the Ramsar Administrative Authority, DNPWC is aptly placed to provide effective management responsibilities at the local and national levels. DNPWC also has a convening institutional capacity to bring together key stakeholders to facilitate informed dialogues to influence their actions and to promote CEPA actions. Building on its three-decade long experience, expertise and extended network, DNPWC is uniquely placed to successfully lead the Strategy.

Building partnerships with conservation organizations such as ICIMOD, IUCN, WWF, NTNC, Himalayan Nature and BCN that have experience with wetland ecosystem integrated planning and management will be important. Over the last decade, these organizations have carried out several ecosystem management projects related to wetlands in various Ramsar Sites of Nepal.

Sustainability

The CEPA Strategy is designed for a period of five years. During this period, DNPWC provides a coordinated role for the success of the Strategy. After a one year of pilot phase, specific activities will continue depending on their success and amendments will be made as deemed necessary. The results of the Strategy will be consolidated and used by other departments and conservation partners. To this end, the CEPA strategy forms an essential element for the sustainable and wise use of wetland resources in Nepal.

The Strategy will produce a range of products and tools to generate conservation education and public awareness on wetland conservation in Nepal that will be made available to the wider public. These interventions are designed to facilitate a process of change that is oriented towards sustainable and wise use of wetland resources of Nepal. Essential in this is the building of capacity of PA managers/ DFOs and form an important element of the Strategy.

In addition, the participatory approach taken by the Strategy allows all conservation partners and other stakeholders to become involved in wetland management. This will enable DNPWC to build the critical mass that is needed to continue its efforts to ensure a healthy wetland ecosystem in the country. After five years, an appropriate structure will be put in place.

15. INDICATIVE ACTIVITIES

ACTIVITIES	2011				2012				2013				2014				2015			
	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
i. DNPWC leads on Communication, Education, Participation and Awareness on creating an enabling environment for the conservation and sustainable use of wetlands in Nepal																				
Internal																				
A set of outreach dissemination framework developed and mainstreamed within the DNPWC programme and its constituency																				
External																				
Craft messages in English, Nepali and local languages (mass awareness, campaign and advocacy with wetland posters, flyers, billboards and promotional through print media, television and radio programmes)																				
Prepare press releases, advisories and media packs, television and radio production, air time and training for media; Advocacy and outreach materials for media and external audience (printed materials)																				
Generate "learning culture" for the general public																				
Integrate conservation partners, wetland/biodiversity/wildlife experts and media (including Nepal Forum of Environmental Journalists) as conveyors/relays.																				
Event celebrations and exhibitions (Wetlands Day, Wildlife Week, Biodiversity Day, Environment Day, International Mountain Day)																				

ACTIVITIES	2011				2012				2013				2014				2015			
	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Event celebrations and "learning culture" for the general public, including field trips, promotion of key international days																				
ii. DNPWC provides support and tools for the effective implementation of wetland-related communication, education and public awareness (CEPA) activities																				
Internal																				
Communication, education and awareness training for DNPWC, site managers and community organisations (including web content and library resource management on wetlands)																				
Catalogue existing wetland digital and hard copy resources and library management																				
Media collection (image/news clips, video library on CD-ROMs/DVD)																				
Online resources (website and web portal)																				
Book purchases and reviews																				
External																				
On-line resources (website)																				
Programme publications and outreach materials to showcase wetlands work (writing, professional editing, design and layout) - Newsletter (electronic and print-out)																				
Revamp DNPWC flagship newsletter Samrakchhan and add Simsar as the cover story																				
Joint wetland conservation events and "learning moments" for conservation community, especially during the Wetlands Day (February 2) and National Conservation Day (September 23) and information sharing with partners																				

ACTIVITIES	2011				2012				2013				2014				2015			
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
iii. DNPWC demonstrates that CEPA processes are used effectively at all levels to promote the values of wetlands in Nepal																				
Internal																				
Thematic information needs assessment(s) on wetlands programme with regard to knowledge management																				
Training on wetland data collection, inventory on Ramsar Information Sheet (RIS) and dissemination																				
Preparation of National Ramsar Report																				
External																				
Coordination with conservation partners through regular liaison and meetings																				
Mobilise school students by organizing outreach and campaign activities in generating mass awareness on wetland conservation																				
Participation in key multilateral environmental agreements (Ramsar Conference of Parties).																				

ANNEX 1: CEPA STRATEGY DISSEMINATION FRAMEWORK

The overall goal of the CEPA strategy is to enable Ramsar Administrative Authority Secretariat to implement its CEPA activities effectively, and engage target audiences with DNPWC's conservation goals. The following target audiences have been selected based on the extensive consultations with the relevant national/local stakeholders and wetland dependent communities. The targeted approach will obtain more effective outcomes and will be the first step to reaching broader target audiences and communities.

Key Target Audience	Explanation	Desired mindset outcomes from key target audiences
Government agencies and conservation organisations	Provide advice, advocacy and information on issues involving wetlands and/or biodiversity conservation	<ul style="list-style-type: none"> • Develop a greater awareness, understanding and appreciation of wetlands in the total landscape and environment and the current issues threatening wetlands in general. • Develop a greater awareness, understanding and appreciation of the Ramsar Convention and what it has to offer on the conservation and sustainable use of wetlands. • Give a higher priority to wetlands and the Ramsar Convention in policy and resource tools, including increased recognition of the National Wetlands Policy and the Ramsar Convention. • Promote the advocating role of wetlands and the Ramsar Convention, Nepal's existing legal frameworks, threats etc. across relevant target audiences.
Politicians/Constituent Assembly Members/ High profile bureaucrats	Responsible for setting policies and legislations with regard to wetlands and the Ramsar Convention	<ul style="list-style-type: none"> • Develop greater recognition for wetlands and the Ramsar Convention to be rated as a higher priority on the environmental agenda through the Natural Resource Management Parliamentary Committee. • Advocate for providing utmost attention on securing a healthy wetland ecosystem in the new constitution of Nepal.
CBOs, tourism entrepreneurs and local user groups in Ramsar Sites	Wetland dependent communities, including neighbours/landowners	<ul style="list-style-type: none"> • Develop greater awareness, understanding and appreciation for the role the wetlands play in the total landscape and environment. • Encourage tourism entities such as Nepal Tourism Board to promote Ramsar Sites and help generate eco-tourism opportunities. • Encourage a sense of involvement and ownership or visitation of the Ramsar Sites.

<p>Educational institutions/ wetland clubs within the Ramsar Sites</p>	<p>Schools surrounding each of the Ramsar Sites, including colleges and universities</p>	<ul style="list-style-type: none"> • Develop greater awareness, understanding and appreciation for the role the wetlands play in the total landscape and environment within their communities. • Develop greater awareness, understanding and appreciation for the Ramsar Convention within the education sector in the Ramsar Sites. • Encourage schools surrounding the Ramsar Sites to gain greater appreciation and sense of ownership of the Ramsar Sites.
<p>Wetland Information Centre</p>	<p>Visitors to the Ramsar Sites that offer visitor facilities</p>	<ul style="list-style-type: none"> • Develop greater awareness, understanding and appreciation for wetlands and the Ramsar Convention. • Encourage greater visitation and exposure of the Ramsar Sites that offer visitor facilities.

NB: The priority allocated to the above target audiences is relevant to phase 1 (January 2011 to December 2011) of the strategy. It is anticipated that as DNPWC's CEPA strategy progresses and enters into phase 2 of the strategy (commencing January 2012), the priority of target audiences will change to reflect this progress.

ANNEX 2: GENERIC COMMUNICATION ACTIVITIES

Generic communication activities are outlined as follows. These generic activities support the overall CEPA programme, its objectives and the identified target audiences. In order to specifically meet the needs of key target audiences, a range of targeted communication activities are outlined hereunder:

Communication tools	Activities	Description	Timeframe	Outputs
Multimedia	Website, link or social networking media (facebook, twitter etc.)	Identify an appropriate website and prepare and/or upgrade an existing Ramsar wetlands link/website. Content would be relevant to all identified target audiences, include key messages, information on wetlands in general and the Ramsar Convention and updates from DNPWC. The site would be a key call to action resource, promoted on all communication resources produced. Information may include links to brochures, press releases etc. map of Nepal's Ramsar Sites; information pertaining to each of the 9 Ramsar Sites; links to all other relevant wetland websites and gallery of wetland photographs.	Jan-Feb	Number of hits to website increases to 100 each month
	Wetland documentary film Photographic exhibitions	Prepare a 30-minute long documentary film relevant to target audiences, to communicate in simple language on wetlands in general and the Ramsar Convention messages, featuring Ramsar Sites. The film could be shown during the main celebration events, wetland information centres, during site tours and distributed to media to complement other communication activities.	Feb, Apr, Jun	3 requests to screen film and stage exhibitions
	Presentation	Prepare a power point presentation that is relevant to wetlands in general, the Ramsar Convention and specific to each of the Ramsar Sites. This presentation would be utilized at nominated events/conferences.	Feb-Jun	3 presentations made
Media relations	Media monitoring	Identify an evaluation system to monitor media enquiries established through media campaign, in addition to other current services.	Jan-Jun	20 media spots

Media	Prepare media contact list that identifies key media contacts relevant. To each Ramsar Sites and target audience.	Jan-Feb	20 media Identified
Contacts	Prepare and release at least 2 press releases to communicate various Ramsar Sites' information.	Feb-Jun	2 press releases distributed
Media campaigns	Prepare a media campaign using a broad range of mediums relevant to the Ramsar Sites and target audiences to communicate wetlands and the Ramsar Convention messages.	Feb-Jun	2 media visits organized to specific sites
Media kit	Prepare a media kit for distribution during media campaign.	Feb, Apr, Jun	3 media kits distributed
Publications	Update current Ramsar wetland brochure to clearly identify Ramsar wetlands in Nepal and clearly outline the role of wetlands in general and the Ramsar Convention. Brochure may include the map of Nepal showing the current number of Ramsar Sites and key messages and analogies for wetlands. This brochure would promote website links.	Jan-Feb	Distribution of 2000 brochures and 2000 stickers
Newsletters	Identify and select 2 relevant newsletters (<i>Samrakchhan and Simsar</i>) distributed to key target audiences to communicate wetlands, Ramsar Convention and the Ramsar Site activities.	Feb, Apr	2 cover story articles distributed and disseminated
Case studies	Explore the feasibility of producing a suite of case studies for each of the Ramsar Sites that clearly outline the features, problems and challenges, solutions, future strategies etc. to be made available throughout the Ramsar Sites and linked to website.	July-Dec	9 site-specific case studies produced
E-mail Newsletter	Prepare 2 email newsletters to provide Ramsar Site updates to key national and international networks.	Mar-Jun	2 newsletters

Event celebrations	World Wetlands Day; Wildlife Week; Biodiversity Day, Environment Day	Identify WWD, Wildlife Week, Biodiversity Day and World Environment Day activities to be undertaken by each Ramsar Sites and support these activities through media support, slide packs, email networks (database) and any communication material produced at that time. Also use WWD as the launch of the communication products/reports through press conferences, supported by individual wetland site activities.	Feb, Apr, May, Jun	4 events organized
Consultations	Events/conferences	Identify and select two key events and/or conferences as a platform for communicating wetlands in general, Ramsar Convention and wetland site activities.	Feb, Apr	2 events attended
Consultations	Database	Develop a list of network contacts (database) to communicate relevant wetland activities. Review list every six months.	January	700 people on database
Advertising	Experts	Identify a series of wetland related fields (i.e. wetlands, birds, livelihoods) and select 2 experts in one of the nominated fields who would be available on request to provide additional information to target audiences, eg. media, schools etc.	Feb, Apr	2 experts identified and sessions organised
Advertising	Display materials TV, radio spots	Prepare display materials and wetland spots communicating wetlands in general, the Ramsar Convention and the Ramsar Sites. The display materials and spots would be utilized at specific events identified throughout the Ramsar sites and beyond the life of the project.	Feb-Jun	Materials staged at least at 2 sites and through electronic media
Other tools	Wetland bird fairs/ street theatres/ Photography competitions	Organise wetland bird fairs, street theatres and puppetries in Ramsar Sites during key environmental days.	Feb-Jun	At least 500 people participate in each show

ANNEX 3: TARGET AUDIENCE COMMUNICATION ACTIVITIES

A variety of targeted communication tools need to be developed for successfully approaching and engaging the identified stakeholder groups in each wetland site. It is the role of all involved to promote it and develop relationships with potential partners. A communication tool has been developed to reach all potential target groups. The following tools are aimed at informing, listening to and engaging potential audiences. This list will need to be refined as it progresses the full-phase after the successful completion of the pilot phase (January 2011 until December 2011). Whether we decide to proceed with all of the options, depends on which groups are given priority in this exercise. Communication contacts will decide on appropriate distribution channels.

Government organizations and conservation partners

Desired mindset outcomes

- Develop greater awareness, understanding and appreciation of wetlands in the total landscape and environment and the current issues threatening wetlands in general.
- Develop greater awareness, understanding and appreciation of the Ramsar Convention and what it has to offer for sustainable and wise use of wetlands.
- Give higher priority to wetlands and the Ramsar Convention in policy and resource tools, including increased recognition of wetlands and Ramsar within the policy instruments such as Nepal Biodiversity Strategy and its Implementation Plan.
- Encourage an advocating role for wetlands and the Ramsar Convention across relevant target audiences.

Communication tools	Activities	Description	Ramsar Sites	Timeframe	Outputs
Consultations	Partnership	Identify a resource that communicates with relevant wetland organizations throughout Nepal and their roles, responsibilities and communication role and commitment to wetlands and the Ramsar Convention. This resource will be included in the information booklet.	All Ramsar Sites	Jan- Feb	Materials
	Ramsar Site visits	Organise visits to each Ramsar Site outlining CEPA strategy objectives in conjunction with wetland managers (wardens and DFOs), community forest and buffer zone development committees, irrigation, agriculture and hydrological department officials. Information could be presented on how the CEPA strategy addresses target audiences. Identify appropriate representatives to represent Wetlands Awareness Committee in each of the Ramsar Sites.	All Ramsar Sites	Feb-May	Conduct one visit to each of the 9 Ramsar Sites

	Strategic alliances	Identify appropriate and relevant government and non-government organizations (such as ICIMOD, WWF, IUCN, NTNC, BCN, Himalayan Nature, WCN, NEFEJ etc.) to provide linkages of CEPA strategy to communicate messages of wetlands and Ramsar Convention. Links may include brochures, press releases, website etc.	All Ramsar Sites	May-Jun	5 links established
Publications	Information booklet	Prepare an information booklet that may include information on the Ramsar Convention, map of Nepal showing Ramsar Sites, Ramsar brochure, wetland issues and other materials for future reference	All Ramsar Sites	Feb-May	500 distributed
Events	Site tours	Organise site tours of Ramsar Sites complementing the information booklet tool. Site tours may include tours of the sites, discussion with stakeholders and wetland dependent communities, talks on the Ramsar Convention and its significance.	All Ramsar Sites	Feb-Jun	5 Ramsar Site tours

Politicians / Constituent Assembly Members / Bureaucrats

Desired mindset outcomes

- Develop greater recognition for wetlands and the Ramsar Convention to be rated as a higher priority on the environmental agenda through Natural Resource Management Parliamentary Committee.
- Develop greater awareness, understanding and appreciation for wetlands, Ramsar Convention and the Ramsar Sites of Nepal.

Communication tools	Activities	Description	Ramsar Sites	Time frame	Outputs
Events	Key policy events	Invite key politicians and bureaucrats to key events associated with Ramsar site activities.	5 Ramsar Sites	Feb-June	2 events attended
Consultations	Key policy personnel	Organise National Wetlands Committee meetings to provide strategic and policy guidance and ensure inter-sectoral coordination.	Central level	Jan, Jul	2 consultation meetings organised

CBOs, tourism entrepreneurs and local wetland user groups in Ramsar Sites

Desired mindset outcomes

- Develop greater awareness, understanding and appreciation for the role the wetlands play in the total landscape and environment and the wetland communities.
- Encourage tourism entities such as Nepal Tourism Board to promote Ramsar Sites and help generate eco-tourism opportunities.
- Encourage a sense of involvement and ownership or visitation of the wetland communities.

Communication tools	Activities	Description	Ramsar Sites	Timeframe	Outputs
Advertising	Print column	Investigate the feasibility of preparing 2 wetland columns, in each Ramsar Site newspapers, to update communities on wetland activities and essentially communicate the role of the wetlands and the Ramsar Convention.	All Ramsar Sites	Feb-Jun	2 wetland feature stories published
Direct mail	Direct mail	Prepare a direct mail to immediate neighbours at each of the Ramsar sites with an outline on their local wetlands. The mail out could include an outline on why the wetland became the Ramsar Site; information on the Ramsar wetlands; address some local issues associated with the wetlands from problems with feral animals, poaching etc; resolve confusion about Ramsar Convention; generate support to promote tourism activities etc.	All Ramsar Sites	Apr-Jun	500 direct mails

Educational Institutions/Wetland Clubs within Ramsar Sites

Desired mindset outcomes

- Develop greater awareness, understanding and appreciation for the role the wetlands play in the total landscape and environment within their communities.
- Develop greater awareness, understanding and appreciation for the significance of the Ramsar Convention within the education sector in Ramsar sites.
- Encourage schools and other educational institutions surrounding Ramsar Sites to gain greater appreciation and sense of ownership for their local Ramsar Sites.

Communication tools	Activities	Description	Ramsar Sites	Timeframe	Outputs
Publications	Educational resource through schools and wetland clubs	Identify the feasibility of upgrading current wetland educational materials in conjunction with relevant organizations. It would be proposed if this option were feasible to bring together relevant organizations to collaboratively update and coordinate this resource. It would be also proposed that an updated kit would include information on the Ramsar Convention and Ramsar wetlands and disseminated throughout Nepal. If this option appears not feasible, explore alternative production and coordination of educational materials for wetlands and the Ramsar Convention, to be distributed and available via websites.	All Ramsar Sites	Jan-Jun	Circulated to at least 10 schools
Events	Site talks	Link the education kit/alternative materials with site talks to a maximum of 10 relevant schools in Ramsar Sites to discuss wetlands, the Ramsar Convention and wetlands within the area.	All Ramsar Sites	Mar-Jul	10 site talks

Wetland Information Centre

Desired mindset outcomes

- Develop greater awareness, understanding and appreciation for wetlands and the Ramsar Convention.
- Encourage greater visitation and establish wetland information centres in 3 Ramsar Sites, namely, Ghodaghodi Lake Complex, Mai Pokhari and Rara Lake that offer visitor facilities.

Communication tools	Activities	Description	Ramsar Sites	Timeframe	Outputs
Consultations	Media contacts	Ensure media campaign identifies relevant tourism media.	All Ramsar Sites	Jan-Jun	5 tourism media
	Strategy	Develop a 2-page recommended brief as a way forward for relevant Ramsar Sites that could identify and provide opportunities to improve wetland information centre facilities for increased visitation. Recommendations could include funding opportunities networks, interpretive materials, collaborations etc.	All Ramsar Sites	Mar-Aug	Ramsar briefs
Coordination	Partners meeting	Coordinate with conservation partners in establishing wetland information centres; allocate resources for the same.	3 Ramsar Sites	Sept-Dec	Information Centres

ANNEX 4: CHECK LIST FOR COMMUNICATION MEANS AND INSTRUMENTS

Interpersonal means

The following paragraphs illustrate how CEPA can address wetland issues with an example of the resolution of a wetland problem using CEPA techniques. The example demonstrates that the delivery of a wetland message through CEPA activities can be highly effective although it is a complex process involving a broad range of stakeholders and CEPA solutions. It also demonstrates that poorly conceived CEPA activities lead to failure. While this example is focussed on the resolution of a wetland problem through CEPA activities, rather than the effective delivery of a positive message about wetland functions and values, its message is the same for both approaches.

Instruments	Advantages	Disadvantages	Points to remember	Current context
<i>Public consultations and assemblies</i>	Good venue for two-way communication. Reaches large and well-defined groups. Opportunity for stakeholders to voice opinions and ask questions.	Often too large-scale to reach common agreements. People sometimes are afraid to speak in public. Time limitations and difficult when atmosphere is hostile.	Often required by law with the purpose to involve stakeholders in planning process.	Required by law when designating a site as the Ramsar Site or for management plans, or other major decisions
<i>Meetings/ discussions</i>	Good venue for two-way communications; more suitable to reach consensus because of smaller groups.	Needs skilled facilitators and resource persons for discussion.	Informal process to explore a specific issue, involving different stakeholders on the basis of equality.	Commonly practised
<i>Focus group discussions</i>	Good way to gain insight in issues and perceptions, and to stimulate involvement and active participation.	Careful preparation needed to guide the participants through the process.	Small group of stakeholders or citizens that can be used to assess reactions to plans. It has no formal advisory role.	
<i>Workshops/ seminars</i>	Good venue for two-way communications to gain insight in issues and ideas and to stimulate knowledge and skills development.	Good preparation and facilitation needed. Transparency needed throughout about purpose and actions with outcome.	This is an active instrument, which needs true participation of all involved.	Commonly practised

Cross visits	Often very effective eye-opener making people aware of scale of issues, perceptions and options for solutions.	Can be expensive.	Visit to other site with similar management or communication issues. Very effective for wetland managers, intensive user groups.	Common in Ramsar sites
Excursions & site visits	Visit to the site under discussion.	Can be, but not necessarily, expensive.	Local youth, eco clubs, researchers, general public.	Commonly practised
Environmental theatre	Informal, playful, participatory: a very effective tool in raising understanding, awareness, support, although time consuming.	If done by community groups cheap, otherwise can be expensive. Needs considerable guidance.	Involve Local youth, eco clubs etc.	Not so common in Nepal
Personal interviews	Very effective to obtain an in-depth knowledge about issues and perceptions among different stakeholders.	Very time consuming and costly.	Designing and conducting interviews is a specialised task.	Commonly practised
Telephone	Informal, direct and two-way contact, making it easily accessible to many people.	Can be costly and time-consuming.	Information numbers that people can ring to get information or give feedback. Service has to be made known.	Commonly practised

Printed means

Instruments	Advantages	Disadvantages	Points to remember	Current context
Letters	Personal mode of communication, relatively high chance of being noticed and read by intended target group (when personalised); mail-merge software makes it easier to send personalised letters to larger groups.	Unsuitable for very large groups.	Requires up to date database with names, addresses etc.	Widely used means for communication
Annual report	Good opportunity to give information about DNPWC's activities.	Can be quite costly and time consuming to produce and distribute; little chance of feedback.	It is good to produce annual reports as often law requires it.	Commonly practised
Brochures & Leaflets	Can reach large number of people; cost effective when produced in large numbers; can be kept in store to answer questions.	Little chance of feedback; if distributed in the wrong way easily overlooked; mass distribution will result in high wastage, limited space to explain details.	Plan the distribution with care; always pre-test a draft with the target group to check if the message gets across.	Increasingly used method since the beginning of the nineties
Reports	Can present information in detail.	Can easily be overlooked because of high number reports published; little feedback option.	Develop guidelines for level and tone of voice; layout can attract attention, plan distribution and publicity well in time.	See annual report
Journals & Magazines	Good way to reach specialised audience; articles are usually printed without cost (free publicity).	Limited circulation, little feedback.	Keep list of specialised journals and names, contacts of editors, build good relations with editors.	Generally there is good connection with journalists

Visual means

Instruments	Advantages	Disadvantages	Points to remember	Current context
Visitor centre	Attractive way to present information; if staff available direct feedback opportunity; chance to appeal to all senses: strong impact.	Will not reach target groups that are not interested. Costly to build/rent and maintain.	How to attract right target groups, how to ensure financial continuity.	A fairly good network of visitor centres is in place
Displays/ Exhibitions/ Posters	Attractive way to present information, if staff is present there is a direct feedback opportunity.	Can be costly.	Go for lightweight, portable and easily changeable systems; Don't present too much information.	Becomes more and more popular in conservation arena
Slides	Attractive, eye catching, potential for strong impact. Useful support to other communication activities. Direct feedback often possible.	Needs special equipment and darkened room, slightly tricky in use.	Always test equipment beforehand.	Another widely used method
Overhead sheets	Cheap and easy to make, effective to support speeches.	Needs special equipment, tendency to put too much information on one slide.	Aim for no more than 5 lines with 5 words.	Commonly used in presentations
Film/video	Suitable to address groups of various sizes. Easy to transport and to reproduce. Different options for distribution.	Expensive to produce, needs professional skills, no feedback possible, difficult to change.	Should not be more than half an hour.	Good relations between conservation staff and film producers exist

Digital means

Instruments	Advantages	Disadvantages	Points to remember	Current context
Websites	Attractive way to present high variety of information, feedback and interaction possible, relatively easy to update, potential to reach high number of people.	Not accessible for everyone, requires technical expertise.	How to attract target groups to the website? Ensure linkages with popular target group sites and ensure high ranking with search engines.	The system is widely used in I/NGO sector but is relatively low in government organisations
CD-ROMS	Suitable medium to present complex and high quantity of information, relatively cheap to reproduce, easy to distribute.	Requires special equipment to use, requires technical expertise to develop.	Check CD-ROMS use in target group first.	Although the number of PCs are increasing in public agencies, individuals have limited number of PCs
E-mail (Newsletter)	Effective medium to approach large number of people, cheap, fast, direct, possibility for feedback.	Difficult to stand out in large number of e-mails sent each day.	Necessary to attract attention right away. Be direct, avoid long messages.	Its constraint is the availability of limited number of PCs

Mass Media

Instruments	Advantages	Disadvantages	Points to remember	Current context
Radio broadcasts	High local interests; accessible for large audience, wide coverage all over Nepal.	Lacks personal appeal, scheduling can be problematic, no control over final message (dependent on editors and journalists).	Keep an updated list of media addresses and contact persons, follow up phone call increases chances of publication, maintain good relations with editors.	Depends largely on the journalist who should be familiar with the issue
Television broadcasts	Potential for high impacts, accessible for large audience, audience can be targeted.	With increasing number of channels, more difficult to reach large audience; no control over final message (dependent on editors and journalists).	Same as above.	Difficult to access with this issue
Newspaper articles	Usually wide circulation; information can be distributed quickly.	No control over final message (dependent on editors and journalists).	Same as above.	Locally very important
Press conferences	Chance to deliver more complex information to media; has opportunity for feedback.	Staff needs to be trained in media handling	Requires careful preparation.	Commonly used for special occasions
Press releases	Cheap way to draw attention of media to newsworthy events; suitable for fairly straightforward issues; can be produced on short term.	Media receives large number of press releases; difficult to attract attention, requires writing skills, no direct feedback from journalists.	Keep an updated list of media contacts, follow up phone call increases chances of publication, maintain good relations with important editors.	Commonly used, However, as for radio broadcast, the journalists should be familiarized

ANNEX 5: STAKEHOLDERS RESPONSIBLE FOR WETLAND CONSERVATION IN NEPAL

Type of Organisations	Relevant Department/Division	Role(s) of Stakeholders
NATIONAL LEVEL		
Ministry of Forests and Soil Conservation (MFSC)	<ul style="list-style-type: none"> Environment Division Department of Forests Department of Soil and Watershed Conservation Department of Plant Resources Department of Forestry Research and Survey 	<ul style="list-style-type: none"> Coordinate with other divisions and help allocate resources for wetland management Advice on best practices Collaborate with each other to implement wetland management plans
Department of National Parks and Wildlife Conservation	<ul style="list-style-type: none"> Ecology Section Management Section Planning Section Conservation Education Section 	<ul style="list-style-type: none"> Establish legal framework to effectively implement National Wetlands Policy Prepare and implement awareness raising activities Mobilize resources Coordinate, monitor, review and evaluate effective implementation of the CEPA strategy
Other Sectoral Ministries/Agencies	<ul style="list-style-type: none"> National Wetlands Committee Ministry of Environment Ministry of Irrigation Ministry of Energy Ministry of Agriculture and Cooperatives Ministry of Local Development Ministry of Physical Planning and Works Ministry of Tourism and Civil Aviation Ministry of Finance National Planning Commission Nepal Tourism Board Water and Energy Commission National Lake Conservation and Development Committee 	<ul style="list-style-type: none"> inter-sectoral coordination; create enabling policy environment; play a catalytic role for mainstreaming wetland issues into the national policy and planning frameworks Promote effective EIA, pollution control, enforcement and monitoring of environmental standards Enforce laws and regulations for water utilization; hydro power generation, irrigation facilities, water-induced disaster prevention Undertake land use planning Agriculture production, aquaculture Drinking water supply Promotion of tourism Five Year Plan preparation; Poverty Reduction Strategy paper

<p>Public Agencies/Academia/ Institutions</p>	<ul style="list-style-type: none"> • Nepal Academy for Science and Technology • Nepal Agriculture and Research Council • Natural History Museum • Nepal Tourism Board • Tribhuvan University • Kathmandu University • Nepal National Committee (NNC) of IUCN Members 	<ul style="list-style-type: none"> • Coordinate environmental matters at national/international levels • Provide technical support • Advise government on all water, energy and wetland matters • Raise awareness on environmental management at local, national and regional levels • Dissemination and promotion of wetland tourism information • Advise on technical, scientific and operational matters • Research on wetland management i.e. provide advice on best management practices.
<p>Media</p>	<ul style="list-style-type: none"> • Nepal Forum for Environmental Journalists • Broadcasting Association of Nepal • Nepal Press Institute • National News Committee (Rastriya Samachar Samiti) • Federation of Nepalese Journalists • National and District Dailies and Weeklies (English, Nepali and Vernacular) • Radio Nepal/FM Stations • Association of Community Radio Broadcasters (ACORAB) • TV Stations (NTV, KTV, Image, Avenues, Nepal 1, Sagarmatha, News 24, Terai, ABC etc) 	<ul style="list-style-type: none"> • Raise awareness on wetland management at local, national and regional levels • Information sharing • Produce and broadcast wetland related materials • Mainstream environmental issues within the media programmes
<p>National NGOs/INGOs/Development Partners and International Community</p>	<ul style="list-style-type: none"> • NTNC • BCN • WCN • FECOFUN • NEFUG • ACOFUN • Himalayan Nature 	<ul style="list-style-type: none"> • Initiate and mobilize communities and resource users to form groups / associations • Support search for financial support for better management of wetland resources • Awareness raising • Work with communities • Provide technical support

	<ul style="list-style-type: none"> • IUCN Nepal • ICIMOD • WWF Nepal • Care Nepal • Ramsar Convention • Darwin Initiative • UNDP • GEF • Other bi/multilateral agencies 	<ul style="list-style-type: none"> • Provide management advice and information according to national and international laws and conventions • Provide technical and financial support for the conservation and wise use of wetlands in Nepal
REGIONAL, DISTRICT AND VILLAGE DEVELOPMENT COMMITTEE LEVELS		
Government	<ul style="list-style-type: none"> • Regional Forest Directorate • Regional Agriculture Directorate • District Forest Office • District Forest Coordination Committee • Protected Area Office • District Fisheries Office • District Livestock Office • District Irrigation Office • District Soil and Watershed Management Office • District Development Committee • Village Development Committee 	<ul style="list-style-type: none"> • Oversee, supervise and coordinate different players in the implementation of the CEPA strategy • Coordinate natural resource management and wetland conservation activities • Plan for all the conservation and development activities • Plan and set district resources for the implementation and sustainability of the CEPA strategy • Monitor and evaluate implementation of programmes • Undertake/facilitate training and awareness activities • Use data and information to advise decision makers on best practices • Monitor infestation of weeds in wetlands and design programmes to combat them • Build the capacity of district line agencies in addressing wetland issues • Ensure that all the planned activities are implemented by monitoring and supervising

<p>NGOs/CBOs</p>	<ul style="list-style-type: none"> • NGOs working on conservation of natural resources at district and local levels such as LI-BIRD, GACAF, APEC, LKBA, CODEF etc. • Buffer Zone Management Committee • User Committees • User Groups • District Forest Coordination Committee • Community Forest Coordination Committee • Community Forest User Groups • Schools 	<p>other programmes/projects</p> <ul style="list-style-type: none"> • Undertake training and awareness programmes • Prepare and implement awareness raising activities • Produce and distribute awareness materials • Conduct wetland awareness raising programmes • Initiate and mobilize communities and resource users to form groups/associations • Mobilise communities on wetland management • Prepare implementation plans and reports • Implement micro credit and alternative livelihood opportunities trainings
<p>Civil Society Organisations</p>	<ul style="list-style-type: none"> • Local resource users groups (villagers, farmers, hunters, fishermen, small businessmen/vendors) • wetland dependent communities; indigenous groups (pottery, mat weaving, farmers) • Religious leaders • Formal/informal groups (elders, women, youths, farmers, livestock keepers etc.) 	<ul style="list-style-type: none"> • Contribute ideas and advice on by-law making; revenue collection • Decision-making in village assemblies for the conservation and sustainable use of wetland resources • Apply sustainable methods for wetland resource use • Collect and pass wetland data and information • Convince communities about the productive role of wetlands in ecosystem management

ANNEX 6: CEPA OBJECTIVES, STRATEGIES, ACTIVITIES, OUTPUTS AND MEANS OF VERIFICATION

Objective	Strategy	Activities	Responsible Organisations	Outputs	Means of Verifications
<p>Objective 1: To gain acceptance of the value and effectiveness of CEPA and raise awareness at all levels of society and the functions and values of wetlands to all people, and the cost to society of the loss and degradation of wetlands</p>	<p>Raise public education and awareness on the wise use of wetland resources in Nepal</p>	<ul style="list-style-type: none"> • Organize awareness meeting/seminars/workshops for local leaders • Undertake exchange and field visits • Produce and disseminate education and awareness materials • Prepare and provide information to journalists and editors of television and radio programmes • Organize face to face discussions • Disseminate wetland research results • Institute a general public awareness campaign on a periodic basis (World Wetland Day, Wildlife Week, Environment Day, Biodiversity Day etc.) • Organize exhibitions and wetland shows • Create a dedicated website on the Ramsar Sites of Nepal with links to the government office, conservation partners and other local websites 	<p>Ministry of Forests and Soil Conservation, Department of National Parks and Wildlife Conservation, Department of Forests, WWF Nepal, ICIMOD, IUCN Nepal, Bird Conservation Nepal, Himalayan Nature, NNC/IUCN etc.</p>	<ul style="list-style-type: none"> • Awareness meetings/seminars workshops conducted • Lessons learned from exchange and field visits • Awareness raising materials published and disseminated • Discussions conducted • Distribution list • Public awareness campaigns conducted • Exhibitions and shows conducted • Working website on the Ramsar Sites of Nepal 	<ul style="list-style-type: none"> • Meeting/seminars/workshops materials and proceedings • Field visits report • Record of published and aired materials • Records of discussions • Number and address of institutions/people received the results • Records of campaigns conducted • Records of people who attend the exhibitions and shows • Visiting people of the website

	<p>Mobilise conservation organizations expertise that are already involved in informal/formal awareness raising, education and advocacy to form the basis of a continuity</p>	<ul style="list-style-type: none"> • Develop national and local level awareness raising materials • Contact and prepare MoUs to work with NGOs/CBOs • Forge partnerships with organizations to develop these awareness materials (WWF, IUCN, ICIMOD, NCNT, BCN, Himalayan Nature etc.) • Collect and adapt existing materials for awareness raising (Simsar Shrot Pustika) • Train teachers and other staff in delivery of conservation ideas, concepts and materials (mentors) 	<p>Department of National Parks and Wildlife Conservation, Protected Area and Wetland Managers, District Forest Offices, Local Organizations, NGOs, BZMC, CFUG, CBOs etc.</p>	<ul style="list-style-type: none"> • Awareness raising materials produced and disseminated • MoU prepared • Awareness materials developed • Awareness raising materials collected and disseminated • Increased understanding of wetland conservation issue • Emerging issues on wetland conservation and ecosystem management disseminated 	<ul style="list-style-type: none"> • Record of published and aired materials • Signed MoU • Record of published and aired materials • Copies of collected materials and records of received people/institutions • List of trained teachers and other staff
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	<p>Establish adequate means of sharing information, training and exchange of experiences amongst stakeholders to enhance their capacities</p>	<ul style="list-style-type: none"> • Inventory and adequate documentation of all stakeholders and their roles in wetland conservation • Promote interactive meetings/workshops to foster mutual understanding amongst key stakeholders • Popularise policies, legislation, and new guidelines • Identify roles and functions of wetland users and follow up mechanisms • Identify focal people at the community level as pioneers/mentors 	<p>Department of National Parks and Wildlife Conservation, Protected Area and Wetland Managers, District Forest Offices, NGOs, BZMC, CFUG, Village Leaders</p>	<ul style="list-style-type: none"> • Report for all stakeholders and their role • Workshop/meetings conducted • Increased sharing of information relating to policies • Report for roles and functions of each user • Focal people working for wetland conservation 	<ul style="list-style-type: none"> • Stakeholder report • Materials and proceedings/minutes of the workshops / meetings • Updated information on policies and guidelines provided to people • Number of people understanding their role and responsibility • Number of pioneers / mentors
<p>Coordinate ongoing education, awareness and advocacy efforts on wetland conservation initiatives in Nepal</p>	<ul style="list-style-type: none"> • Compile existing wetland education information and education opportunities • Strengthen communications among groups and organisations involved in wetland conservation and education • Assess public perceptions, interest, knowledge and educational needs on wetland conservation issues • Identify gaps in existing education, awareness and information resources 	<p>Department of National Parks and Wildlife Conservation, Protected Area Managers, District Forest Offices, NGOs, BZMC, CFUG, Research Institutions etc.</p>	<ul style="list-style-type: none"> • Reports produced • Strengthened communication • Report produced • Deficiencies reduced 	<ul style="list-style-type: none"> • Compilation report • Communication record • Report • New report 	

	<p>Encourage voluntary measures for the conservation and sustainable use of wetlands in Nepal</p>	<ul style="list-style-type: none"> • Evaluate the effectiveness of existing educational information for different audiences • Identify new and improved ways to disseminate new and existing information • Consultations with local leaders, district authorities, documents, organizations • Disseminate information of voluntary activities • Allocate resources for voluntary works • Compile and evaluate information concerning existing voluntary wetland resource conservation activities 	<p>Department of National Parks and Wildlife Conservation, protected area managers, District Forest Offices, BZMC, CFUG, etc.</p>	<ul style="list-style-type: none"> • Consultation conducted • Increased voluntary participation of people • Resources available for voluntary work 	<ul style="list-style-type: none"> • Consultation reports/ minutes/ proceedings • Report of people participating on voluntary activities • Budget allocation report • Reports
<p>Establish a process to discuss and recommend wetland data collection, research and information priorities for public awareness</p>	<ul style="list-style-type: none"> • Propose establishing wetland resource centres in all the Ramsar Sites • Update data and information on a regular basis • Inventories • Prepare/update fact sheets 	<p>Department of National Parks and Wildlife Conservation, WWF, IUCN, NTNC, BCN, NGOs etc.</p>	<ul style="list-style-type: none"> • Wetland Information Resource Centre in all the nine Ramsar Sites established • Updated data available • Fact sheets produced and disseminated 	<ul style="list-style-type: none"> • Users report • Documents • Fact sheets 	

<p>Objective 2: To use CEPA techniques as a means to resolving wetland problems that result in wetland loss and degradation at Ramsar and other wetland sites.</p>	<p>Ensure nationally developed policies and guidelines are implemented at all levels</p>	<ul style="list-style-type: none"> • Prepare popular versions of various policies and statements on wetlands in English and Nepali languages • Focus group discussions and workshops with all local stakeholders on how to operationalize these policy statements • Elaborate community/ other stakeholders roles on operationalizing these policy statements 	<p>Department of National Parks and Wildlife Conservation, Protected Area Managers, District Forest Offices , NGOs, BZMC, CFUG etc.</p>	<ul style="list-style-type: none"> • Local versions prepared and distributed to as many people as possible • Workshop/ discussion conducted • Supports of the policy 	<ul style="list-style-type: none"> • Documents and distribution lists • Workshop/discussion proceedings/minutes • Local level reports
<p>Objective 3: To mainstream the wise use of wetlands within the society and enable people to act.</p>	<p>Promote alternative Income Generation Activities (IGAs)</p>	<ul style="list-style-type: none"> • Identify and document suitable and feasible alternative income generating activities • Offer training on suitable and feasible alternative income generating activities • Organize exhibitions and shows on IGAs 	<p>District extension workers, Community development officers</p>	<ul style="list-style-type: none"> • Suitable IGAs selected • Increased number of people engaged in alternative IGAs • Exhibitions and shows on IGAs conducted 	<ul style="list-style-type: none"> • Report of suitable IGAs • Training materials and reports • Report/records of exhibitions

	<p>Make local residents aware of the various micro credit facilities and alternative livelihood opportunities</p>	<ul style="list-style-type: none"> • Bring in experts for micro credit facilities (promotional visits) • Facilitate development of mechanisms and linkages with micro credit facilities to improve livelihoods of wetland dependent communities • Incentive schemes • Training visits to IGA groups in Ramsar Sites • Institute competitions and awards 	<p>District extension workers, Community development officers, micro credit and social services facilities</p>	<ul style="list-style-type: none"> • Increased number of people engaged in IGAs • Lessons learned from visits • Competition and awards programmes established and people win the award 	<ul style="list-style-type: none"> • Reports from the village district facilitators • Training visit report • Competitions and awards records
<p>Increase awareness of different emerging issues of wetland conservation in a multi-stakeholder situation</p>	<ul style="list-style-type: none"> • Organize workshops, seminars and trainings • Disseminate print materials through the network • Share information and experience • Feedback and/or stakeholder input • Facilitate local meetings • Facilitate cross-site visits/competitions • Facilitate media visits to the Ramsar Sites • Facilitate media reporting on emerging wetland issues such as climate change, Payment for Ecosystem Services, ecosystem services, climate change etc. 	<p>Department of National Parks and Wildlife Conservation, Protected Area Managers, District Forest Offices, WWF, IUCN, ICIMOD, NTNC, BCN, I/NGOs, BZMC, CFUG, Media etc.</p>	<ul style="list-style-type: none"> • Workshop/seminars and trainings conducted and proceedings/materials produced • Produce and Disseminate Materials • Feedback provided • Lessons learned from cross-site visits • Media report produced, published and broadcast 	<ul style="list-style-type: none"> • Workshop/seminars and training materials and proceedings • Record of networks and materials provided • Records of feedback • Visit reports • Media reports and records/clips of published and aired materials 	

ANNEX 7

LIST OF PARTICIPANTS OF 4-P WORKSHOP

Koshi Tappu Wildlife Reserve

Kushaha, Sunsari

(July 05-08, 2010)

S.N.	NAME	ORGANISATION	DISTRICT
1.	Pankaj Kumar Mahato	Madhuban User Committee	Sunsari
2.	Kamal Rishi Dev	Madhuban User Committee	Sunsari
3.	Devi Prasad Chaulagain	Janjagaran CFUG	Sunsari
4.	Urmila Karki	Prakashpur User Committee	Sunsari
5.	Amar Kumar Gurung	Prakashpur User Committee	Sunsari
6.	Bishnu Sigdel	Madhuban User Committee	Sunsari
7.	Balram Majhi	Madhuban 7	Sunsari
8.	Ashok Ram	Koshi Tappu Wildlife Reserve	Sunsari
9.	Rabi Shankar Pandit	Bird Conservation Nepal	Sunsari
10.	Vivekanand Jha	CSUWN	Sunsari
11.	Janga Bahadur Khadka	Tapeshwari VDC	Udaypur
12.	Shiv Narayan Shah	Koshi Tappu Wildlife Reserve	Sunsari
13.	Phanilal Bahadur	Madhuban Simsar User Group	Sunsari
14.	Dibesh Kumar Chaudhary	CSUWN	Sunsari
15.	Ranjit Kumar Shah	Madhuban	Sunsari
16.	Bhola Prasad Shah	Laukahi, West Kushaha	Sunsari
17.	Daud Mansuri	Sripur User Committee	Sunsari
18.	Shiva Narayan Urau	Haripur User Committee	Sunsari
19.	Braj Kishore Yadav	Regional Forest Directorate	Biratnagar
20.	Ram Briksh Thakur	District Forest Officer	Sunsari
21.	Ram Bahadur Thapaliya	Chief District Officer	Sunsari
22.	Prem Prasad Bhattarai	Local Development Officer	Sunsari

ANNEX 8**LIST OF PARTICIPANTS OF 4-P WORKSHOP****Ghodaghodi Lake Complex****Sukhad, Kailali****(July 16-19, 2010)**

S.N.	NAME	DESIGNATION	ORGANISATION
1.	Pampha Devi Pandey	Chairperson	Pipal Chautari Community Forest
2.	Parbati Neure	Chairperson	Mohamyala Community Forest
3.	Laxmi Joshi	Chairperson	Bindra Community Forest
4.	Saroj Neure	Chairperson	Bhairav Community Forest
5.	Tanka Shah	Secretary	Ghodaghodi Anti Poaching Unit
6.	Upendra Raj Giri	Secretary	Sadhepani VDC
7.	Narayan Bhusal	Member	Ghodaghodi Anti Poaching Unit
8.	Indira Subedi	Admin Chief	Darak VDC
9.	Bishna Chaudhary	Secretary	Janahit Community Forest
10.	Maina Dhakal	Chairperson	Tengnuwa Community Forest
11.	Hari Prasad Subedi	Reporter	Sudur Sandesh Daily
12.	Krishna Prasad Dhungana	Sub Editor	Ghodaghodi Sandesh Daily
13.	Sushila Chaudhary	Member	Ghodaghodi Forum
14.	Sunil Sapkota	Coordinator	Ghodaghodi Wetland Conservation Network
15.	Gita Devi Chaudhary	Member	Ramshikhar Jhala VDC
16.	Dammare Badi	Member	Bhairav Community Forest
17.	Dr. Hem Sagar Baral	Chief Technical Advisor	Himalayan Nature
18.	Rajendra Man Singh Bhandari	District Forest Officer	Kailali District
19.	Ananta Ram Bhandari	Field Officer	CSUWN
20.	Himalaya Bhatta	Admin. and Finance	CSUWN
21.	Bishnu Adhikari	Community Mobiliser	CSUWN
22.	Maya Chaudhary	Community Mobiliser	CSUWN
23.	Bipat Ram Chaudhary	Community Mobiliser	CSUWN
24.	Bashu Ram Chadhary	Community Mobiliser	CSUWN
25.	Ram Kumar Chaudhary	Community Mobiliser	CSUWN
26.	Mina Chaudhary	Community Mobiliser	CSUWN
27.	Dilli Saud	Community Mobiliser	CSUWN
28.	Gopi Hamal	Former President	Kailali Chamber of Commerce and Industries, Dhangadhi

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