



# World Wetland Network

## Strategic Plan 2022–2025

This plan has been developed by the WWN Committee, with input from partners and members.

<b>Objective 1</b>				
<b><i>Governance: World Wetland Network has a strong governance framework for effective leadership and outcomes</i></b>				
<b>Strategy</b>	<b>Outcome</b>	<b>Action</b>	<b>Performance Indicator</b>	<b>Timeframe</b>
1.1 Leadership and direction from WWN	WWN has clear direction from leadership group	WWN delivers regular meetings online to deliver WWN’s workplan.	Eight meetings of Committee per year. One face-to-face meeting per triennium (COP). WWN committee addresses gender balance and youth inclusion. Minutes shared with membership.	<b>Ongoing</b>
1.2 Design and deliver effective work program	Strategic plan is developed and delivered	Up-to-date strategic plan developed with WWN membership and partners	Strategic plan has clear objectives and targets; is kept up to date and key targets achieved	<b>To Ramsar COP15</b>
1.3 Membership support	Active and identifiable membership	Recruit new members. Encourage participation and regional activity in all regions.	Active members take part in delivering WWN, via contact with Regional Reps, and input to Bulletin.	<b>By 2025</b>
1.4 Develop Ramsar relationship	Strong and defined relationship with Ramsar at all levels	Develop relationship with Ramsar Secretariat and new SG. Develop national / regional relationships too. Create more reliable communications with secretariat.	Role of WWN with Ramsar Secretariat defined. National / regional Ramsar relationships developed and maintained. Develop role within CEPA programme.	<b>By 2025</b>
1.5 Maintain strong host relationship with WWT and other members	Host and support fund-raising and resource provision	Confirm WWT to auspice grants and perform other support activities (coordination, communication, project development).  Use key committee members’ organizations to support WWN	Other member organisations support different activities for WWN (regional activities, Citizen Science, local and national projects under the WWN banner).	<b>Ongoing</b>

Assess benefits of WWN legal structure	The Committee has a plan for creating a legal entity or continuing as currently	<p>Poll the network for interest and key values.</p> <p>Investigate potential legal footings and locations.</p> <p>Evaluate the possibilities and prepare a plan for how to proceed.</p>	<p>Feedback from network is recorded.</p> <p>Options are compared.</p> <p>The Committee develops a plan for the next Strategy period.</p>	<b>To COP15</b>
1.7 Project delivery	Administration and projects are delivered to a high standard.	Compile list of potential funders and projects delivered centrally or through partners. Develop projects to implement Strategic Plan.	Core admin time cost and projects are funded either globally, regionally or through WWN partners/members.	<b>Ongoing</b>
1.8 Support youth involvement (through YEW, Youth Engaged in Wetlands)	Young people engaged in COP15	Youth supported to register and play active part at COP15 and in the lead up to the COP15	Number of young people actively engaged at COP15. Youth input to contracting party preparations (national report etc). WWN members participate in YEW meetings.	<b>To COP15</b>
	WWN works to build capacity of YEW	Youth represented on WWN Committee. WWN regional and sub-regional reps support young people.	<p>YEW representative on the WWN Committee.</p> <p>WWN committee members support youth individually and through project development.</p> <p>WWN regional reps paired up with YEW regional reps (2 per region)</p>	<b>Ongoing</b>

<b>Objective 2</b>				
<b><i>Communication and Engagement: Promote and support the role of NGOs and CSOs in conservation and wise use of wetlands.</i></b>				
<b>Strategy</b>	<b>Outcome</b>	<b>Action</b>	<b>Performance Indicator</b>	<b>Timeframe</b>
2.1 WWN recognised in Ramsar’s global CEPA programme	NGOs and CSOs are represented in CEPA program	Promote civil society role as part of the Ramsar CEPA program.	WWN included in CEPA work plan.	<b>2025</b>
2.2 Ensure good communication within WWN (English, French and Spanish language)	Membership is informed and aware of activities. WWN members can communicate with WWN Committee	Bulletin distributed to sub-regional reps and members.	Bulletin distributed 6 monthly.	<b>Ongoing</b>
		Social media and web site updates on progress and serves the membership. YouTube and other resource sharing sites used.	Website is kept current. Social media activity kept up. Minimum 12 social media posts per year. Share resources from members via YouTube and website.	<b>Ongoing</b>
2.3 Promote NGO engagement in Ramsar delivery to internal and external stakeholders	Ramsar community values role of NGOs and civil society. NGOs and CSOs learn from best practice.	Prepare and distribute case studies on CSO successes and challenges. Provide links to member organisations on WWN web site.	Web site statistics demonstrate downloads of case studies and clicks to member web sites.	<b>Ongoing</b>
2.4 Ensure good communication to NGO and CSO stakeholders	External partners and interested organisations aware of WWN’s work	Website kept up to date. Social media well used. Targeted communication carried out	Website and social media have increased page views, followers and reach.	<b>Ongoing</b>
2.5 Promote best practice for wetland conservation and wise use	NGO/CSO wetland conservation work is evidence-based and effective	Support and utilise the Convention’s new CEPA approach, and other channels, to disseminate Ramsar and other wetland case studies, guidance manuals and other information to NGO and CSO stakeholders. Promote and explain the Wise Use concept. Encourage the development of accessible resources.	WWN web site has links to Ramsar guidance. Some are translated into local languages. WWN holds one webinar/workshop annually, including one pre-COP. Africa focus before COP.	<b>Ongoing</b>

Objective 3				
<i>Ramsar Convention: NGOs engage in the Ramsar processes effectively</i>				
Strategy	Outcome	Action	Performance Indicator	Timeframe
3.1 Support effective engagement for national NGOs and CSO sector at the Ramsar COP	NGOs and CSOs attending the COP are well-prepared and effective.	Support WWN members to attend, particularly from Africa and Latin America. Organise pre-COP international NGO event; agree opening and closing statements; provide meeting space and regular contact during the COP	CSO sector is valued and has demonstrable impact on COP proceedings. Number of CSO members supported by WWN to be actively taking part at COP15.	<b>To COP15</b>
	Influence relevant resolutions both before and at the COP	Work in partnership with CPs and IOPs to influence Draft Resolutions Join regional meetings in advance of COP.	Changes made to resolutions reflect civil society concerns 'Natural flow' concept continued at COP15	<b>Leading up to and at COP15</b>
	Raise the profile of CSO delivery of Ramsar objectives	Hold side events and work with CPs and IOPs	Mentions of Civil Society / NGOs at the COP and in National Reports. Opening and closing statements	<b>COP15</b>
	Greater understanding of the Ramsar Convention and its processes among CSOs / youth	In preparation for COP15, develop a guidance toolkit for the Ramsar Convention for CSOs and youth, in collaboration with YEW and other partners.	Guidance toolkit and resources published and disseminated before COP15. Include written guide, short films on basic themes, and distribute via social media.	<b>Prior to COP15</b>

<p>3.2 Advocate for recognition of role NGOs and CSOs play in Ramsar implementation, including CEPA status</p>	<p>NGO and CSO activities for wetland conservation are reflected in CP National Reports.</p>	<p>Promote time-line for COP15 including National Reports and Regional Pre-COP meetings via WWN web site, social media and bulletins.</p> <p>Regional and sub-regional reps write to CPs requesting NGO and CSP participation in these activities.</p> <p>Collate and submit NGO and CSO reports to CPs.</p> <p>Encourage WWN members to review National Reports and provide feedback to CPs.</p>	<p>Relevant case studies provided.</p> <p>Number of CSO/NGOs involved in Ramsar pre-meetings nationally and regionally.</p> <p>Number of National Reports including NGO and CSO engagement.</p>	<p><b>Ongoing, ramping up to COP15</b></p>
	<p>Increased IOP engagement</p>	<p>WWT as WWN host to raise profile of WWN at IOP meetings.</p>	<p>WWN mentioned as part of IOP activities and outputs.</p>	<p><b>To COP15</b></p>
<p>3.3 Natural Flow concept</p>	<p>Importance of the natural Flow concept is recognised in the document of the convention</p>	<p>Collate cases showing the importance of natural flow for wetland biodiversity and collaborate with NGOs including IOPs and SWS working for the Rights of Wetlands.</p>	<p>Number of cases collated.</p> <p>Sentence in the draft resolution on the Rights of Wetlands referring to the importance of natural flow.</p>	<p><b>Ongoing, up to COP15</b></p>
<p>3.4 NGOs and CSOs report threats to Ramsar sites</p>	<p>Threats to Ramsar-listed wetlands are acknowledged and addressed</p>	<p>Include steps reporting threats to Ramsar Sites including inputting into updates of RIS, using Article 3.2 and Montreux record in a guidance document for NGOs and CSOs as well as through the Citizen Science survey.</p>	<p>Sites under threat are reported by local groups. Reports are recognised and responded to be relevant national agencies, and by the Ramsar secretariat. Ramsar Advisory Missions triggered as appropriate. Guidance document produced and disseminated.</p>	<p><b>Ongoing</b></p>

Objective 4				
<i>Citizen Science: Take positive action to support good wetland monitoring and management</i>				
Strategy	Outcome	Action	Performance Indicator	Status
PROJECT (Lead: Chris Rostron) 4.1 Continue and strengthen citizen science tool for global wetland reporting. SWS and WWT	Local groups and CSOs can report on Ramsar sites and other wetlands. NGOs and CSOs participate in updating Ramsar Information Sheets.	Develop next round of survey, including in-depth reporting tool at site level. Incorporate findings into Global Wetlands Outlook report. Include steps for listing Ramsar sites and proposing Montreux listing.	Citizen science tool suitable for local groups and Ramsar input. Reporting of status and trends at international level completed. Results shared and used at global, regional and local level. Add to Ramsar site listing / Montreux Record.	<b>Survey open May-September 2024. Results by Jan 2025. Side event at COP15.</b>
4.2 NGO and CSO data on state of global wetlands informs Ramsar process at all levels.	Agreed process with Ramsar and contracting parties on use of results.	Ramsar promotes results (through website and COP). Side event takes place to share results. Results used at national / local level.	Process identified for CSO input to Ramsar wetland reporting. Data is accepted by Ramsar Secretariat and Contracting parties.	<b>To COP15</b>

## Glossary

**CBD:** Convention on Biological Diversity

**CEPA:** Communications, Education, Participation, Awareness

**CP:** Contracting Party to the Ramsar Convention

**CMS:** Convention on Migratory Species

**COP:** Conference of the Contracting Parties

**CSO:** Civil Society Organisation

**DR:** Draft Resolution

**IOP:** International Organisation Partners to the Ramsar Convention.  
Currently six NGOs have IOP status

**MEA:** Multilateral Environmental Agreement

**Montreux Record:** An official list, maintained by the Ramsar Convention, of Ramsar Sites that are threatened or have deteriorated

**MOU:** Memorandum of Understanding

**NGO:** Non-Governmental Organisation

**RIS:** Ramsar Information Sheet

**SWS:** Society of Wetland Scientists

**WWT:** Wildfowl and Wetlands Trust

**YEW:** Youth Engaged in Wetlands