



Danube Delta Biosphere Reserve Authority



Regional Initiative on Black Sea coast wetlands – BlackSeaWet

Conducting CEPA-related activities

Communication, education and public awareness (CEPA) activities have been recognized as being of key importance to implementing the BlackSeaWet Initiative. They offer structured opportunities for all BlackSeaWet members and partners to be involved in planning, implementation and review of the activities and facilitate exchange between the Ramsar Secretariat and the Initiative participants.

Raising public awareness on wetlands conservation and development of communication and collaboration are among the top priorities for the BlackSeaWet Initiative. The targets of the Initiative will require a strong commitment to CEPA activities.

Integrated approaches to river and coastal zone management are identified as a key target and will require activities to raise awareness at all levels from local to Ministerial on the importance of these approaches.

A second target is the involvement of local people in planning and decision making; this will require intensive CEPA activities at local levels and the communication of the results to regional stakeholders to promote learning and replication across the region. It is anticipated that support for Ramsar's CEPA objectives will be strengthened in a number of areas.

The main objectives of the CEPA activities are:

- Improvement of the flow of important and useful information related to the BlackSeaWet Initiative activities and development among all parties involved in the structure and operation of the Initiative;
- Ensuring adequate communication within the BlackSeaWet Initiative and its coherent visibility and image promotion;
- improvement in stakeholders' knowledge of the value of wetlands for people ;

DANUBE DELTA - LIFE WITH RESPECT FOR NATURE! ®

Str. Portului 34A, O.P. 3, C.P. 32
820243- TULCEA, ROMANIA

Tel: +40 240 518 945
Fax: +40 240 518 975

E-mail: arbdd@ddbra.ro
<http://www.ddbra.ro>

- encouragement of school students to study the coastal wetlands;
- promotion of environmental education for decision makers and managers;
- development of educational centers for coastal wetlands;
- inclusion of the coastal wetlands protection subject in the visitors' centers programme.

These objectives will be addressed by the following activities:

1. BlackSeaWet website

The website of the Initiative will be created, containing all necessary information. The website will be updated regularly. All important activities and milestones of the Initiative will be available on this website: first meeting of the Management Body, Action Plan of the Initiative, Work Plan for the current year, information about National Working Groups and Interim Coordination Unit and any other information about the projects of the Initiative.

2. Written materials (leaflets)

A sufficient number of leaflets will be edited and printed (in several languages) in order to inform the public about the Initiative and the actions for the coastal wetlands conservation. In addition to the information provided by the website, these materials will be disseminated through visitor's centers and other partner institutions.

3. Celebration of international days related to the Black Sea wetlands:

- **the World Wetlands Day (the 2nd of February)**

- **the World Black Sea Day (the 31st of October)**

These activities provide an occasion to celebrate the ways in which wetlands enrich our lives. On these days, a number of governments, NGO's and environmental associations organise events for the public, including wetlands visits, bird watching trips, film screenings and children's contests.

4. Organization of press conferences and press releases

Disseminating information about the wise use of wetlands will raise awareness of civil society, government and private sector stakeholders of wetland values and degradation danger.

5. Conducting educational activities in schools/educational institutions

The goal is to raise public awareness among children and students on the importance of conserving the coastal wetlands and their ecological status. The activities must not only inform, but also to encourage an attitude that influences positively the coastal wetlands.