



# Annual Report

Danone Fund for Water

2010

30 June 2011

## Table of Contents

The Danone – Evian Fund for Water .....	3
1. Highlights 2010.....	3
2. Programme Activities .....	4
2.1 World Wetlands Day Supporting Documents & Activities.....	4
2.2 LPO Activities for World Wetlands Day 2010 .....	5
2.3 Ramsar Sites Managers Meeting .....	6
2.4 World Wetlands Week in Seychelles .....	6
2.5 Ramsar 40 <sup>th</sup> Anniversary Marketing Products .....	7
2.6 Russian Translation & Electronic Publishing of Ramsar Guidance.....	8
2.7 Regional Initiative for Coastal Wetlands around the Black and Azov Seas .....	9
2.8 Caribbean Regional Initiative .....	10
2.9 Workshop for Non-Contracting Parties in the Arabian Peninsula .....	10
2.10 CEPA Capacity Building Workshop in Iran .....	11
2.11 CEPA Capacity Building Workshop in Namibia .....	12
2.12 Uruguay SGF Project Phase 2.....	12
2.13 UN Habitat .....	13
3. Expenditure Report as at 31 March 2011 .....	14





## 2. Programme Activities

The activities undertaken in 2010 have contributed significantly to meeting the objectives and targets of the Danone-Evian Fund for Water set out in 2007 in the three substantive areas of priorities:

- 1) **The endorsement of the Ramsar Convention around the world** through World Wetlands Day, new communication tools and pedagogical supports to raise people's consciousness and public awareness;
- 2) **The development of a network of experts for water management** through raising awareness and exchange among decision-makers, developing a close collaboration and reinforcing exchanges on know-how and best practices;
- 3) **The support of concrete actions in the field** through the implementation of innovative projects to promote sustainable development in local communities.

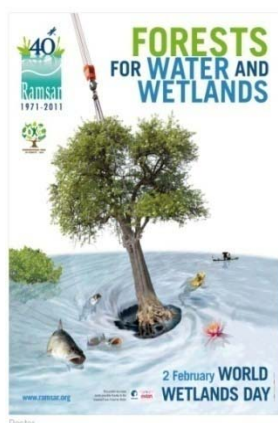
### 2.1 World Wetlands Day Supporting Documents & Activities

Objectives: Each year since 1997, government agencies, non-governmental organizations, and groups of citizens at all levels of the community take advantage of World Wetlands Day (WWD) on or around February 2<sup>nd</sup> to carry out actions aimed at raising public awareness of wetland values and benefits in general and of the Ramsar Convention's mission in particular. This is greatly facilitated through the specific communications support materials prepared by the Ramsar Convention Secretariat with the Danone-Evian Fund for Water. Throughout the year 2010, the awareness campaign for WWD 2011 was being prepared, and the Ramsar Secretariat took stock of the activities carried out on the occasion of WWD 2010.

Date: 2 February 2011, worldwide

Achievement: 1) Because 2011 is the UN International Year of Forests, the theme "*Wetlands and Forests*" was chosen for the World Wetlands Day 2011 celebrations. Thanks to Danone-

#### Ramsar's WWD 'Package' for 2011



Evian financial support, the Secretariat produced awareness materials in its three official languages, i.e. 9,000 full-colour leaflets, 28,000 stickers, 14,500 posters and 5,000 CDs with the Danone and Evian logos. These materials were sent in October 2010 to all Ramsar's partners and NGOs worldwide as supporting documents for

their World Wetland Day celebrations and activities. In many cases these supporting documents were translated and adapted to local needs, thus spreading the Ramsar message

supported by Danone-Evian to many people. Some examples of the WWD 2011 effort can be seen at:

[http://www.ramsar.org/cda/en/ramsar-activities-wwds-wwd2011reports/main/ramsar/1-63-78%5E25047\\_4000\\_0](http://www.ramsar.org/cda/en/ramsar-activities-wwds-wwd2011reports/main/ramsar/1-63-78%5E25047_4000_0)

2) The 2010 World Wetland Day has brought together a broad range of activities in more than 180 countries. The 2010 theme *Wetlands, Biodiversity and Climate Change*, with the slogan “*Caring for wetlands: an answer to climate change*”, was designed to capture the sense of urgency concerning the preservation of wetlands as a medium to protect against the overwhelming consequences of global climate change and to make reference to the 2010 UN Year of Biodiversity.

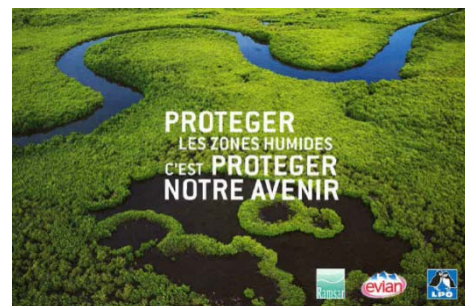
Over a thousand activities carried out during that day have demonstrated how wetland biodiversity can be adversely affected by climate change, and how biological diversity is important to maintaining the wetlands’ ability to provide ecosystem and mitigation services, in the face of climate change effects impacting us all.



The 2010 WWD message has been successfully taken over through the celebrations around the world, not only that wetlands are a key part of any possible progress to mitigate global climate change effects, but also that the problems of climate change must be addressed within a global approach considering the wetlands ecosystems and the urban / natural surroundings ([Report on WWD 2010 material](#)).

## 2.2 LPO Activities for World Wetlands Day 2010

**Objectives:** In collaboration with Evian and the Ramsar Convention the LPO (*Ligue pour la protection des oiseaux*, BirdLife International partner in France) proposed a complete programme of activities for the public over eight days in France. The purpose of these events was to increase awareness about the critical need for preserving wetlands, vital and fragile ecosystems



for biodiversity, and about the work of the LPO and the Ramsar Convention.

**Date:** 30 January to 7 February 2010, France

**Achievement:** The 2010 programme planned by LPO France included 69 activities across the whole French territory. Almost all LPO regional offices (32



Figure 1: LPO leaflet, front and back cover



out of 34) enthusiastically participated in World Wetlands Day by organizing activities on the ground (62%), conferences (11%), bird-watching excursions (11%), exhibitions (3%) and other types of activities (13%). More than 3000 persons took part in these activities to discover wetlands resources and their ecosystems. All participants also received a small booklet describing the Ramsar Convention and its missions, the LPO's actions, and the Danone-Evian partnership with Ramsar.

### 2.3 Ramsar Sites Managers Meeting

**Objectives:** The second meeting of the French Ramsar Sites managers, organized by LPO, the Municipalities of Ré Island, and the Forum for the Atlantic Marshes, was organized to elaborate the plans for an association of Ramsar Site managers in France to be established as an effective tool for increased wetland conservation and Ramsar awareness and visibility, as well as to further develop the Ramsar Sites network in France.

**Date:** 1 to 2 December 2010, Saint Martin de Ré, France

**Achievement:** About 120 Ramsar Site managers, educators, technical experts, administrators, and locally elected people attended this second meeting. Discussions focused initially on the maximization of the use of Ramsar Convention tools for local development under the theme "how to mobilize the partners around Ramsar Sites?", and then on the exchange of know-how and best practice regarding wetland management and conservation.

A key outcome of the meeting was the decision to create a specific national association of Ramsar Site managers with an action plan in order to improve the visibility, public awareness and understanding of the application of the Ramsar tools and guidelines for sustainable development. In November 2011, with continued support by LPO, the Camargue Regional Nature Park and Tour du Valat Wetland Centre will host the third meeting of the French Ramsar Site managers, where the launch of the new national association of Ramsar Site managers, along with the French national 40<sup>th</sup> anniversary celebrations of the Convention, should take place.



Figure 2: ©Tobias Salathé, Ile de Ré

### 2.4 World Wetlands Week in Seychelles

**Objectives:** The main objectives of the World Wetland Week were to provide useful supports to strategic and priority actions for the long term conservation and wise use of the wetlands in the Seychelles by:



1. Encouraging decision makers, especially business leaders, to develop policies and operational procedures according to existing guidelines and standards for ecosystem management;
2. Assisting governments, international organizations, and the local communities to join their efforts to stop and reverse the degradation of wetlands;
3. Increasing collaboration between Ramsar partners, scientists, and the business sector to fulfill Ramsar's mission; and
4. Promoting the improvement of environmentally sustainable tourism practices.

Date: 31 January to 5 February 2010, Seychelles

Achievement: The World Wetlands Week included a 6-day programme of events developed with a specific theme to achieve these objectives:

1. The signature of a [Memorandum of Cooperation](#) (MoC): an MoC was signed, under the auspices of the Government of Seychelles, between the Ramsar Secretariat and the United Nations World Tourism Organization. It provides the contracting parties of both institutions with a framework to develop strategies on sustainable tourism in and around wetlands.



Figure 3: © Kevin Erwin, Anada Tièga and Luigi Cabrini

2. The raising of awareness regarding the cultural and leisure values of wetlands: amongst the activities were sporting competitions which included volleyball, football and a triathlon that took place in the Ramsar Site of Port Launay. These sport activities were designed to show the recreational value of wetlands. Winners were awarded prizes sponsored by the Danone-Evian Group representative and received Ramsar materials in order to continue to spread the message learnt.
3. The exchange of know-how and best practices: workshops and seminars were held to support cooperation between the private sector, governments and local communities in order to develop an ecologically sustainable national management plan with long-term wetland conservation strategies and approaches to joining wetlands and tourism.
4. The designation of two new Ramsar Sites of International Importance in the Seychelles: *Mare aux Cochons* and *Aldabra Atoll*.

## 2.5 Ramsar 40<sup>th</sup> Anniversary Marketing Products

Objectives: The production of 40<sup>th</sup> anniversary marketing items has been an exceptional opportunity to promote worldwide the socio-economic benefits of wetlands to human health and livelihoods, and the importance of preserving and protecting these areas. By increasing awareness of the Convention mission, these products contribute significantly to meeting the global challenge for sustaining water and wetlands.

Date: 7 June 2010, launch of the logo and kick-off of the preparation of the booklet



**Achievement: 1. The 40<sup>th</sup> Anniversary Logo:** a special logo was designed for the 40<sup>th</sup> anniversary of the Convention in order to develop immediate recognition of this event and represent the Convention. It brings dynamism and freshness to Ramsar's image and highlights the brand and identity of the Convention. The official launch of the logo took place at the workshop for yet non-Contracting Parties in the Arabian Peninsula. The logo is available in an animated format ([animated version](#)) and pins have also been produced with the new image. Banners, calendars, and event invitations have been created all around the world using this logo and feedback from all users has been extremely favorable. The logo and its use have very successfully conveyed the majesty of the natural wetland areas, their practical use, and the Ramsar Convention's role in their conservation.



**2. The 40<sup>th</sup> Anniversary Booklet:** The Secretariat has published a commemorative booklet entitled *“Ramsar’s liquid assets– 40 years of the Convention on Wetlands”*, which was officially launched on 2 February 2011. This 32-page booklet is a brief reflection on, and celebration of, the evolution and achievements of the Convention since 1971.



Figure 4: 40<sup>th</sup> Anniversary Booklet, front and back cover

The book is published in the three official Convention languages plus Arabic and is proving to be an important tool for increasing awareness of the Ramsar Convention's hard work over the past 40 years and highlighting the numerous services provided by wetlands to human beings.

## 2.6 Russian Translation & Electronic Publishing of Ramsar Guidance

**Objective:** Russian is the most geographically widespread language of Eurasia, spoken by more than 164 million people in the world. There are eight Russian-speaking Ramsar Contracting Parties in Europe and Asia and, according to surveys, the lack of Ramsar materials in Russian has been identified as one of the major barriers to the implementation of the Convention.



Thus, Russian translations of Ramsar’s guidance have become a high priority for the Ramsar Secretariat as they are critical to the task of promoting the conservation and wise use of wetlands in a substantial part of the world.

Date: 10 November 2011, date of the publication

Achievement: Nine [Ramsar manuals](#) have been translated into Russian and professionally edited. These documents were selected from many on the basis of an in-situ enquiry and the range of guidance they provide to support the implementation of the Convention at the international, regional, national, sub-national and local levels. The handbooks in Russian are available electronically on the Ramsar website, on Contracting Parties’ websites, and in CD form upon request for a widespread distribution.

The Danone-Evian Fund for Water contributed half of the costs of this exercise, which began in 2009, the remainder coming from the Ramsar Secretariat.

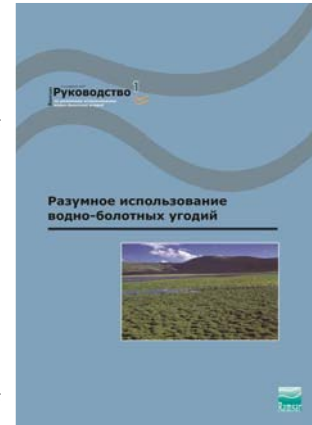


Figure 5: Manual’s front cover

## 2.7 Regional Initiative for Coastal Wetlands around the Black and Azov Seas

Objective: The regional initiative called *BlackSeaWet* was initiated in 2009 in order to:

1. Coordinate globally the conservation and sustainable development of the Black and Azov Seas’ coastal wetlands;
2. Stimulate and enhance cooperation around coastal wetland issues in the region, acting as a key player to address regional issues to the authorities;
3. Bring together governments, the private sector and the local communities to adopt a multi-stakeholder approach in such a way as to better manage the Black and Azov seas coastal wetlands; and
4. Share knowledge and expertise about wetland management and problem resolution amongst the different countries and stakeholders in the region.

Date: 5 to 7 October 2010 in Tulcea, Romania

Achievement: Thanks to the financial support of the Ramsar-Danone Fund for Water, a management board was established for the Regional Initiative for Black and Azov Seas Coastal Wetlands and met twice under the presidency of the Romanian Danube Delta Biosphere Reserve Authority in 2010. It reviewed the initiation of the *BlackSeaWet* programme and its actions, adopted a logo for the regional cooperation, and established a website ([www.blackseawet.org](http://www.blackseawet.org)) that allows the *BlackSeaWet* focal



points in each country to upload the latest news in their national languages, as well as in English. The board also agreed on a common reporting procedure for national activities. The funding of the activities under the initiative will be taken over by local private and governmental sources in 2011, with continued managerial support from Wetlands International, one of the Ramsar Convention's International Organization Partners. First contacts were established to collaborate with the recently created Azov Centre for Watershed Cooperation, in order to close the current gap of the Russian participation in the *BlackSeaWet* initiative.

## 2.8 Caribbean Regional Initiative

Objectives: The Caribbean Regional Initiative aims to improve and strengthen the implementation of the Convention in this important region and to enhance the process of accession for countries that are not yet part of the Convention. This 2010 meeting was to lead to the creation of a charter with a specific strategy and methodology for coordinating and supporting regional cooperation on the ground in this part of the world.

Date: 3 to 7 February 2011, Santo Domingo, Dominican Republic

Achievement: Thanks to Danone's funding, the Caribbean Wetland Initiative has officially launched a regional programme for the promotion of Caribbean wetland protection and restoration. All countries present adopted the *Santo Domingo Declaration*, recognizing the environmental services that wetlands provide and committing themselves to support and facilitate wetland protection and restoration through international collaboration and joint actions. They elaborated a governance structure and a work plan for the initiative and agreed on priority operational objectives for 2010-2012. This will act as a strong mechanism to reinforce the implementation of the Ramsar Convention (Final report).

## 2.9 Workshop for Non-Contracting Parties in the Arabian Peninsula

Objectives: The Arabian Peninsula represents a critical geographic gap in the Ramsar Convention's membership, as well as a region where Contracting Parties have a low rate of designating Ramsar Sites. This seminar aimed to promote the priority areas of the Ramsar Strategic Plan 2009-2015 and the benefits and mechanisms of the Ramsar Site designation process to key players in this region. As requested by the West Asian participants at the 2009 "*Regional Meeting on Implementation of the Ramsar Convention in the Arab Region*", this meeting also provided a follow-up opportunity to:

1. Provide background information and support to prepare Kuwait, Oman, Qatar, and Saudi Arabia for their accession to the Convention;
2. Build the practical capacity of these four non-Contracting Parties to implement key aspects of Ramsar Convention after their accession;



3. Prepare a representative list of priority Wetlands of International Importance in each country in order to increase the designation of Ramsar Sites in the Arabian Peninsula; and
4. Strengthen the visibility of Danone and Evian's commitment in sustainable development and its actions for wetlands amongst decision makers in the Arabian Peninsula.

Date: 7 to 9 June 2010, Muscat, Oman

Achievement: The “Muscat Action Plan for Wetlands in the Arab Countries” was finalized and adopted by all representatives. It identified 28 key issues facing wetlands in the Arab countries, particularly those in the Arabian Peninsula. These key issues were classified under four “targets”, i.e., wetland wise use, Ramsar Sites, international cooperation, and institutional capacity and membership of the Ramsar Convention. The successful implementation of the Action Plan will depend in the long term on the actions carried out by individual Arab countries, as well as on the strong cooperation developed among the countries in the region. Assistance is also provided by the international and regional organizations that have programmes and activities on wetland conservation and wise use in that region, and by the Ramsar Convention Secretariat (Final report).



Figure 6: © Lew Young, Muscat

## 2.10 CEPA Capacity Building Workshop in Iran

Objectives: The Ramsar CEPA Programme, adopted as Resolution X.8 during the COP 10 in 2008, intends to strengthen the capacity of the designated CEPA National Focal Points (NFPs), both Government and NGO, through the provision of training and toolkits. This seminar in Iran was intended to help the CEPA Focal Points of countries in Central Asia and Eastern Europe to play a leading role in setting up the 2011 CEPA strategy and action plan at national and local levels by:

1. Assessing strengths and weaknesses of previous CEPA activities in the region, such as World Wetlands Day, and developing “Lessons Learned”;
2. Providing training in project methodology and planning processes with the defining of target groups, specific objectives, and clear messages.

Date: 9 to 13 August 2010, Lake Urmia, Iran

Achievement: The CEPA Capacity Building Workshop brought together CEPA Focal Points and representatives from 14 countries from Central Asia and Eastern Europe at the Ramsar Site of Lake Urmia. The meeting was jointly funded through the Central & West Asia Ramsar

Regional Centre and the Danone-Evian Fund for Water and was held in both Russian and English. The first part of the workshop revolved around project methodology with a specific focus on how to conduct a stakeholder analysis – an important part of the planning cycle which involves stakeholder identification, problem analysis, interviewing, and visioning, among other things.

Participants gained better experience at three levels of CEPA Programme planning: planning at the “event” level using participants’ know-how and the practice of the previous World Wetlands Day as an example; planning at the “site” level using the Lake Urmia Management Plan as an example; and finally planning at the national level.

### **2.11 CEPA Capacity Building Workshop in Namibia**

Objectives: As the first CEPA workshop to take place in Africa, this seminar aimed to assist the CEPA Focal Points (Government and NGO) from the Southern African region in understanding their leading role in delivering one of the key requirements of the CEPA Resolution – CEPA action planning at some level whether it be national, sub-national, catchment or local site level – and providing them with some training, tools and practical experience to develop the skills for these tasks.

Date: 8 to 11 November 2010, Windhoek, Namibia

Achievement: Thanks to the funding of the Danone-Evian Fund for Water, the CEPA Capacity Building Workshop in Windhoek was the fourth in a series of workshops for Ramsar CEPA Focal Points. The seminar focused how best to implement the Convention’s CEPA Programme in the African countries. It presented the different approaches to CEPA planning at three levels reflecting the reality for participants in their own countries: CEPA Action Planning as part of a specific programme or framework (e.g., Ramsar’s World Wetlands Day); CEPA Action Planning integrated into a wetland management planning process or as part of a Wetland Management Plan; and CEPA Action Planning at the national level. At all these levels participants were given basic guidance and hands-on experience in using various action planning tools. Practical sessions were organized to provide the participants with real experience in using those tools by focusing upon the local wetland site, the Goreangab reservoir in Windhoek.

### **2.12 Uruguay SGF Project Phase 2**

Objectives: The project aims to remove the Ramsar Site *Bañados del Este y Franja Costera* from the Montreux Record of wetlands requiring priority conservation attention by performing an assessment of the current conditions of the site and the measures taken to improve the wetland areas. Furthermore, by assessing several wetlands, the project will also gather information for the designation of new Ramsar Sites.



Date: full year 2010, Ramsar Site Bañados del Este, Uruguay

Achievement: See 2010 Phase 2 Report (Maria Rivera)

The implementation of the second phase has enabled a clear understanding of the ecological character and conditions of the site and an assessment of whether the management measures taken so far have been effective in preparing the site to be removed soon from the Montreux Record or additional management measures should be proposed.

## 2.13 UN Habitat

Objectives: The objective of the UN Habitat-Ramsar project is to develop guidance for managing urban and peri-urban wetlands in accordance with an ecosystem approach, taking into account issues such as climate change, ecosystem services, food production, human health and livelihoods. In November 2009 an Expert Workshop was held in Naivasha, Kenya, hosted by UN HABITAT and co-supported by the Ramsar Convention, to initiate the development of these guiding principles for urban wetlands. The information derived from that workshop has been used to serve as the basis for the guidelines and to set out future objectives.

Date: February 2010, Switzerland; October 2010, Nagoya, Japan; and December 2010, Johannesburg, South Africa

Achievement: A follow-up workshop was held in Gland during the Scientific and Technical Review Panel (STRP) Mid-Term Workshops in February 2010, bringing together some of the participants in the Naivasha workshop and STRP members. There has been on-going liaison with key partners since the Mid-Term Workshops, including *inter alia* UN HABITAT, CBD, ICLEI, Ramsar International Organization Partners, and STRP National Focal Points, to investigate future synergies and opportunities: taking an active role in side events during the CBD COP10 in Nagoya in November 2010; contributing to the Nagoya/Declaration on Cities and Biodiversity; and utilising a Workshop of the STRP NFPs for the Africa Region in Johannesburg, South Africa, to advise the STRP on issues concerning urban and peri-urban wetlands that would benefit from additional scientific and technical guidance.

The guidelines have been already drafted and circulated to the Scientific and Technical Review Panel for comment and will ultimately deliver a Draft Resolution to be presented during the Conference of the Parties (COP11) in Romania in June 2012.



### 3. Expenditure Report as at 31 March 2011

Year 2010 Activities	BUDGET		Income / Expenditures 2010	Commitments	(Over)/under spend As of 31 March 2010
	Initial Budget 2010	Budget Revised 2010			
Income - New	250,000 €	250,000 €	250,000 €	-	-
Income bfwd from 2008	75,000 €	75,000 €	75,000 €	-	-
Additional Income from bottled water	14,000 €	14,000 €	14,000 €	-	-
<b>Total Income received</b>	<b>339,000 €</b>	<b>339,000 €</b>	<b>339,000 €</b>		
<b>Axis 1 To promote the Convention around the world</b>					
World Wetland Day 2011	40,000 €	40,000 €	40,867 €	1,520 €	-2,387 €
LPO	25,000 €	20,000 €	20,000 €	-	-
LPO site managers Meeting	-	5,000 €	-	5,000 €	-
World Wetland Week in Seychelles	50,000 €	40,000 €	40,096 €	-	-96 €
40th Anniversary material	-	10,000 €	9,777 €	-	223 €
Guidelines in Russian	15,000 €	15,000 €	11,042 €	-	3,958 €
<b>Axis 2 To develop a network of experts for water management</b>					
Black Sea Wet Initiative	30,000 €	14,000 €	-	14,000 €	-
Caribbean Regional Initiative	30,000 €	30,000 €	30,000 €	-	-
Middle East education and accession	40,000 €	35,000 €	26,905 €	8,000 €	95 €
CEPA capacity building workshop (Iran & Namibia)	45,000 €	45,000 €	50,261 €	-	-5,261 €
<b>Axis 3 To promote concrete action in the field</b>					
Uruguay SGF project phase 2	5,000 €	5,000 €	5,797 €	-	-797 €
UNHABITAT	23,500 €	23,500 €	13,586 €	9,914 €	-
Deplacements et administration	35,500 €	35,500 €	34,639 €	-	861 €
Contribution to Danone Officer salary for july-Dec 2010 (50%)	-	21,000 €	-	-	21,000 €
<b>TOTAL</b>	<b>339,000 €</b>	<b>339,000 €</b>	<b>282,970 €</b>	<b>38,434 €</b>	<b>17,596 €</b>

