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WLI North America Webinar structure



Session 1: What is the Handbook, how will it be used?

Chris Rostron, WLI / Nathalie Bays, Oak Hammock Marsh

Session 2: Master planning for Wetland Centres

Marie Banks, WWT Consulting

Session 3: Running CEPA programmes

Katelin Frase, Environmental Concern

Session 4: Financial Management

Nathalie Bays, Oak Hammock Marsh

Session 5: Discussion

All





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Wildfowl and Wetlands Trust, UK



WWT set up in 1946, now has 9 wetland centres

360 employees plus volunteers

Focus on visitor engagement and habitat and species conservation

International project work, including WLI

Strong link with Ramsar Convention





Handbook background



WLI manual produced in 2006

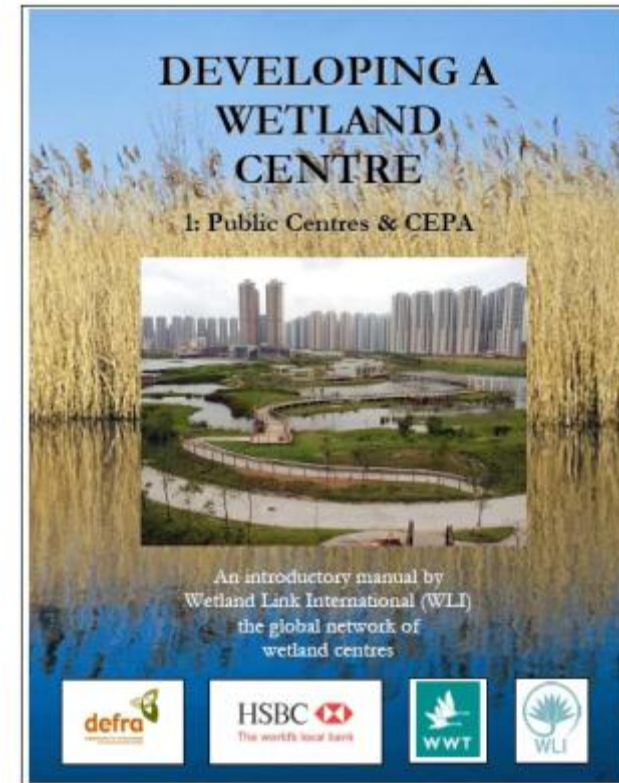
Conceptual

Need for more concrete support / advice

ERF and Ramsar taking lead role

WLI members and other centres attending

Week workshop in RoK to pull together case studies and best practice





Key area of the Handbook



1. Background to Wetland Education Centres
2. Planning or redeveloping a centre
3. Ensuring the financial sustainability of a wetland education centre
4. Wetland education centre location in relation to the site
5. CEPA programmes and learning content at wetland education centres
6. The importance of volunteers
7. Wetland education centres and sustainable design
8. Quality assurance
9. Continual professional development (CPD)





Planning or redeveloping a centre



1. Do you need a wetland education centre?
2. Do you need to redevelop your centre?
3. Setting a vision
4. Understanding the masterplanning process (Marie Banks, WWT Consulting)
5. Masterplanning stakeholder engagement and team building
6. From vision to implementation





Ensuring the financial sustainability of a wetland education centre



1. Developing a business management model
2. Know your place in the market
3. Understanding capital budgets
4. Understanding operational finances





Wetland education centre location in relation to the site



1. Integrating people and wildlife
2. Considering the appropriate locations





CEPA programmes and learning content at wetland education centres



1. What is a CEPA programme?
2. Understanding learning
3. Interpretative planning
4. Consider moral and ethical issues regarding live animal displays
5. Interpretation is a specialism and may need external help / support





The importance of volunteers



1. What is volunteering?
2. Who are volunteers?
3. Why develop a network of volunteers?
4. What can volunteers do?
5. Keeping volunteers motivated





Wetland education centres and sustainable design



1. Consider all elements of sustainable design and development
2. Interpretation and education based on your sustainable solutions
3. Aspire to achieving national / international certification
4. Integrate sustainability into the daily management and operation of a centre

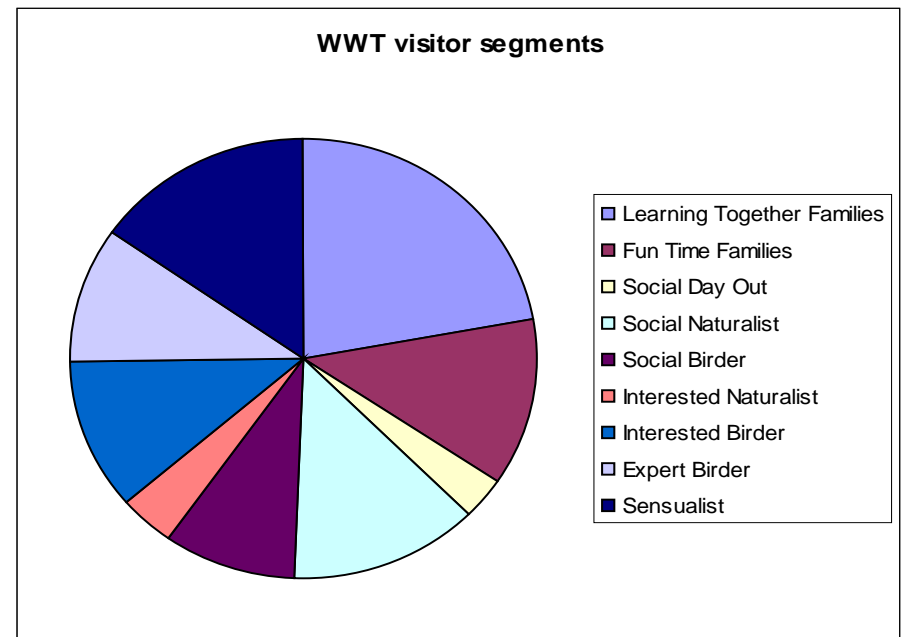




Quality assurance



1. The need for quality
2. Recognise the need for evaluation
3. Monitoring and evaluation
4. Think of both the costs and the benefits
5. External review
6. Believe the results





Continual professional development (CPD)



1. What is continual professional development?
2. Within the wetland education centre
3. The centre as a resource and provider of CPD





Using the Handbook in North America



Key Questions:

- How can we get this to the people that need it?
- Does it fit with your work? Should there be changes in emphasis or elements added / removed?
- Is there a need for a North America specific versions?
- Other comments / questions?