Evaluation of CEPA Activities at Wetland Sites

Chris Rostron, Head of WLI
Hosted at the Wildfowl & Wetlands Trust, created in 1946, 10 wetland centres
WLI – support network consisting of over 300 wetland centres
Part of Ramsar CEPA programme
Regional approach working with Americas partners – WLI Americas
What is WLI for?

Sharing good practice between wetland centres
Developing new resources
Promoting the wetland centre approach
Developing joint projects between members
Delivering Ramsar’s CEPA programme
Wetland sites and centres

Important role to deliver CEPA
Range of activities on site
Supporting and encouraging visitation
Safe and secure environment
Managing balance between visitation and wildlife
How do we know it’s working?

Instinctively seems right
Based on our own experience
Immediate responses are positive
But . . . Generally no longer term evidence that it changes attitudes or behaviour
Increased importance of evaluation

For funders and partners
To support project review and planning
To learn from our own work
But, takes time and money
Recent evaluation at WWT of onsite learning activities
Case studies from across the region

US, Manomet – building evaluation into your project

Environment for the Americas – Engaging minority groups and evaluating success

Chile – evaluation of the outdoor classroom

Final discussion – your chance to ask questions or make comments from your own experience