



Wetland Link International Americas Webinar, 24th May 2017

Evaluation of CEPA Activities at Wetland Sites



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Wetland Link International & WWT



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



CONVENTION ON WETLANDS

(Ramsar, Iran, 1971)





What is WLI for?



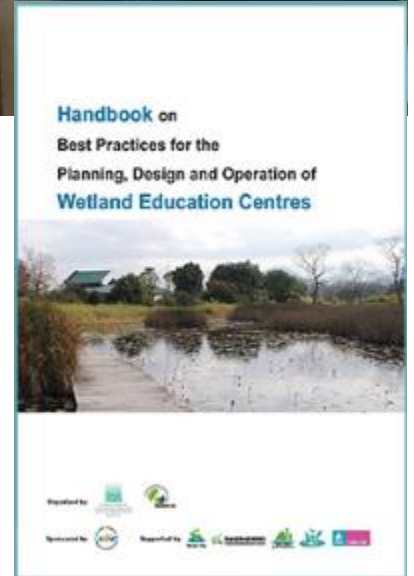
Sharing good practice between wetland centres

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

