



*Ramsar Convention project on Wetlands & Culture*

## **Action Plan for the Ramsar Culture Network**

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### **Purpose of this document**

As part of a project on Wetlands & Culture, launched in 2015 by the Ramsar Convention with funding support from the MAVA Foundation, the activities of the Ramsar Culture Network during this period are to be guided by an Action Plan.

The present document contains this Plan, and it takes account of comments provided on an earlier consultation draft. It is for the use of the Ramsar Culture Network itself, and for others who may from time to time be involved in the activities concerned. Most of the Plan's content is in summary form; and more detail can be obtained if required by contacting [culture@ramsar.org](mailto:culture@ramsar.org).

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## 1. The Ramsar Culture Network

The Ramsar Culture Network is a voluntary community of interest comprising individuals, groups and organisations who connect with each other in the context of the Ramsar Convention, to promote the cultural dimension of wetlands and the role of this dimension in supporting the conservation mission of the Convention<sup>1</sup>. The Network operates under the authority of the Convention's Standing Committee and is managed by the Ramsar Secretariat.

The Ramsar Culture Network in turn has a mission to “bring together and create synergy among individuals, groups and organisations who can contribute to an approach to the conservation and wise use of wetlands which integrates cultural and natural aspects, and thereby achieves greater effectiveness in the implementation of the Ramsar Convention”. It has four key objectives:

- To nurture a global community of organisations and individuals recognising, celebrating and safeguarding the cultural values of wetlands and the role these values play in supporting the conservation and wise use of wetlands.
- To compile and disseminate useful knowledge (and related tools) concerning the interactions between culture, livelihoods and wetlands.
- To develop improved partnerships among culture, conservation, sustainable development and other fields, which can result in better outcomes for wetlands and people.
- To encourage and contribute to updated international policy and guidance on culture relating to wetlands.

Ramsar COP9 Resolution IX.21 (2005) requested the establishment of a “multi-disciplinary working group on the cultural values of wetlands, with a balanced geographic representation, under the supervision of Standing Committee, [and] appropriate input from the STRP<sup>2</sup>”. The “Culture Working Group” was duly created that same year, and the continuation of its work was endorsed by decisions of successive meetings of the Standing Committee.

Most of the work on this subject in the Convention has been resourced through volunteer time, but in 2011-13 it was supported in part by a funding contribution from the MAVA Foundation. The Foundation has subsequently increased its support (see next section below).

Further to discussion at the Standing Committee's 46<sup>th</sup> meeting in 2013, the Working Group evolved into the “Ramsar Culture Network”, operating in cooperation with UNESCO's World Heritage Centre. As at January 2016, membership stands at over 130 and spans more than 50 countries.

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<sup>1</sup> Definitions of “culture” vary according to the context. For Ramsar purposes it is interpreted as a property of human groups or societies which expresses aspects of their identity, shared values, attitudes, beliefs, knowledge systems, creativity and other practices. It conditions the ways in which people interact with each other and with their environment. Culture can be exhibited in both material and non-material ways, and it is constantly evolving. Ramsar's programme on Communication, Education, Participation and Awareness (CEPA) has some connections with the Convention's agenda on culture, but these are two distinctly defined and managed areas of activity.

<sup>2</sup> The STRP is the Ramsar Convention's Scientific & Technical Review Panel.

Until the launch of the new project (see below), governance oversight was provided by a small Steering Group, which included representation from the Ramsar Secretariat and was accountable to the Standing Committee. Currently the Network's operation is overseen by the team named in Annex A, and through the Ramsar Secretariat it reports to the Standing Committee.

## 2. The MAVA-funded project

A funding agreement has been signed between the Ramsar Secretariat and the MAVA Foundation for the implementation of a strategically coherent set of activities from 2015 to 2017 known as "Celebrating Culture & Wetlands". This funding has allowed a part-time "Manager, Culture & Livelihoods" to be appointed to the Secretariat's staff.

The results of the three-year project are expected to include:

- Updated international policy on culture and wetlands.
- Well documented knowledge on the links that exist between culture and wetlands.
- The establishment of a community of organisations and individuals, globally, who recognise, celebrate and safeguard the cultural value and importance of wetlands.
- Improved partnerships between culture, conservation, sustainable development and other fields.

The MAVA contribution amounts to 50% of the total budget for the activities identified, so a significant need remains to raise the necessary matching funds.

The operation of the Ramsar Culture Network (RCN) is now situated within this arrangement, and the RCN's contribution to it will be framed by the Action Plan detailed below.

## 3. Who is this Action Plan for?

This Action Plan is an internal working document. It provides a framework for the management and operation of the RCN. It also however is designed to be "owned" by the entire RCN as a whole, so that each member has available a "road-map" of programmed activities.

## 4. Purpose of the Action Plan

The Action Plan serves firstly, through the process followed in drawing it up and keeping it up to date, as a consultation tool, and as an explicit basis for confirming a shared view among the RCN (and between the RCN and the Ramsar Secretariat) about objectives and activities planned for 2016-17. New members joining during the period will also be joining this shared view.

Second, RCN members will be able with this Plan to contextualise their own work and interests in relation to the collective priorities and commitments that are set out here.

Third, on a day-to-day basis, the Plan is to be *used* as the framework for active engagement (along with associated rosters of projects, calendars of opportunities etc).

All concerned are encouraged to identify the particular points of connection that are most relevant to them, and to engage in active dialogue with each other and with the Coordinator (see below) about the particular role they are each willing and able to play.

A fourth and necessary purpose is to provide a structure for sharing information about the progress being made on all the listed activities, so that achievements can be recognised in the context of monitoring and evaluation of the MAVA-funded Wetlands & Culture project.

## 5. Timeframe

As mentioned above, the overall timeframe of this Plan is for the period 2016-17. The end-point of this matches that of the MAVA funding agreement; though of course the Ramsar Culture Network itself is an open-ended on-going construct, and the “vision” expressed above for the RCN is intended to apply for a decade or more.

Subsidiary documents will identify a more detailed breakdown of timings for individual activities where appropriate. At the end of the first year the Plan will be refreshed, so that it will constitute an updated view of the work remaining, alongside a report of progress to date.

## 6. Coordination of the Action Plan

Coordination of the Ramsar Culture Network (and hence of this Action Plan) is primarily the responsibility of a consultant Coordinator appointed on a temporary contract, assisted by an honorary Senior Adviser and supported in the Ramsar Secretariat by the Manager, Culture & Livelihoods. (For contact details see Annex A).

Previously the RCN was overseen by a small Steering Group (including a Secretariat representative) and was accountable to the Standing Committee. Given the new staff Manager appointment, formal accountability is now to the Secretariat itself, and the Secretariat will report on RCN activities both to the MAVA Foundation (as contractually required) and to the Standing Committee (on an on-going basis, ie including beyond the MAVA project).

The Steering Group therefore no longer continues. It is possible that a more informal Advisory Group or Council could be formed, if occasional strategic guidance needs arise with which it could help.

For the most part, the Ramsar Culture Network operates as a community of interested volunteers, with a spectrum of different levels of engagement according to need and context. In some cases this may take the form of a leading or contributing role in a specific project which helps to deliver an activity listed in this Plan, and which perhaps is undertaken in the course of a member’s existing professional position and is resourced by their employing institution.

In other cases Network members are likely to contribute advice, guidance, information, ideas, support (moral and material, financial and in-kind), external advocacy/awareness-raising and comments in response to consultations.

In turn the Coordinator, working with the Manager and Senior Adviser, will provide RCN members with a regular flow of feedback and information on progress, proposals and opportunities related to the 2015-17 project and to cultural matters in the Convention in general. Investments are being made in further developing dedicated web- and email-based communication tools for this purpose. RCN list-maintenance and continuing membership recruitment will also be part of these responsibilities.

Much of the RCN coordination will initially (as hitherto) be conducted in English; but capacity to manage communications in the other Ramsar languages is progressively being enhanced. This is obviously a highly desirable trend, but is also a significant use of resources, so hopefully translation services may be a prime candidate for attracting co-funding or support in kind. Where circumstances allow, languages beyond the Convention's official three will also be used. Within the Ramsar Culture Network itself, of course, local activities and materials may be developed in any language.

## 7. Activities

### I. Developing the Ramsar Culture Network

- I.(i) Expand the membership of the Ramsar Culture Network, in a targeted way. The aim here is not to accumulate the longest possible list of names for its own sake, but to ensure that the RCN is a meaningful and globally-balanced community of interest and engagement. Account will therefore be taken of the regional, cultural and linguistic makeup of the RCN, and efforts to encourage participation will particularly be targeted at under-represented constituencies. Consideration might also be given to developing a simple “skills register” or equivalent, to help in identifying people who might particularly need to be invited to make an input to particular thematic strands of work or to provide advice on specialised questions which may arise from time to time; and to help in identifying under-represented specialisms. Representatives of collaborating institutions and other relevant groups (at local, national or international levels) will be included wherever appropriate.
- I.(ii) Membership database maintenance. Keeping contact details, willingness to participate etc accurate and up to date. Ensuring clarity about consent for publishing/sharing information about the composition of the Network.
- I.(iii) Develop options for enhancing the structure of the Ramsar Culture Network and its operations. This refers to specific structural and logistical measures that may prove advantageous as tasks and projects progress, and has begun with the formation of small “Thematic Groups” on certain key themes. Other options, including perhaps regional clusters, will be kept under review. In a general sense, of course, “enhancing the operations of the RCN” is an aim of the Action Plan as a whole.
- I.(iv) Network communications. To include the development of appropriate communication platforms (eg website, newsletter), periodic issuing of updates and announcements, and other liaison. This should not all be delivered from the centre outwards, but should involve facilitated mutual information-sharing by members throughout the Network.

## II. Rapid Cultural Inventories for Wetlands

- II.(i). [Prepare Rapid Cultural Inventories for Wetlands](#). Rapid Cultural Inventories are a simple and practical way to identify, document and make available information about notable cultural values and practices associated with identified wetland areas. They can be undertaken at a variety of scales, and can draw on community-level inputs as well as academic research. A Rapid Cultural Inventories project to collate existing information and compile new information, and disseminate it in appropriate forms, has been designed for implementation through the RCN. Contributions to this can take any form, from anecdotal inputs of individual local knowledge to full-scale project-management of national or regional Inventories. As well as documenting the existence (historical, continuing or both) of relevant values and practices, information on their status & trends (and any safeguarding needs) will also be recorded. The findings will be directed towards supporting both the conservation of cultural heritage and the Ramsar Convention's aim of integrating cultural aspects in the management of Ramsar Sites and other wetlands.

## III. A global policy review on culture and wetlands

- III.(i) [Prepare a global review of the policy aspects of culture relating to wetlands](#). This is envisaged as an updated and consolidated overview of relevant policy issues, drawing both on existing studies and on newly-compiled information from RCN members and others. Relevant good practice guidance and tools will also be addressed, taking forward Ramsar's previous work on these issues. The scope will include coverage of mandates; position statements; the rise of new cross-disciplinary policy fields; links to sustainability; links to globally-adopted goals and targets; institutional synergies (for example with other Conventions); culture in National Wetland Policies; issues concerning assessment and evaluation; options for detecting and responding to negative change in wetland-related cultural values & practices; and policy gaps and needs (including policy research needs). The review will be a resource for the Ramsar Culture Network itself to use, and a vehicle for promoting greater awareness and dialogue among wider audiences. Within the Ramsar Convention it will also generate recommendations to be taken forward via activity VI(i) below.

## IV. Promotional themes

- IV.(i) [Promote the issue of wetlands and culture, and the role of the Ramsar Convention, to relevant audiences and sectors](#). This is a core role of the RCN membership and will take a wide variety of forms according to the circumstances. In many cases it will link with/will form an enhancement of CEPA activities undertaken in respect of the Convention in general, and there is an important role for Contracting Party Administrative Authorities and national CEPA Focal Points. Materials produced specifically in the context of the Wetlands & Culture project will provide a valuable resource which can be drawn on for this purpose, but locally-produced materials will often be equally important. The Action Plan does not seek to be prescriptive about the implementation of this activity (apart from the need for some basic guidelines on the use of the Ramsar and RCN

“brand” identities - see Annex C); but it is expected that information and learned experiences about it will be shared for everyone’s mutual benefit.

IV.(ii) Generate suggestions for projects and opportunities (including funding) for five priority themes. The Wetlands & Culture project agreement has identified the following themes as potential initial priority themes for the development of an “Agenda for celebrating culture, livelihoods & wetlands”:

- bio-cultural diversity;
- agriculture & food heritage;
- tourism;
- art; and
- youth engagement.

A process is underway to invite interest and identify knowledgeable individuals from within the RCN membership to lead on animating the process for this in relation to each theme, including by convening small “Thematic Groups” of members to assist. Rosters and portfolios of ideas, projects (existing and proposed), literature reviews, events and opportunities (such as other meetings at which discussions can be progressed) will be compiled. The aim of this activity is for real “on the ground” project implementation (and funding streams, where applicable) to result during the time-span of the project. The Thematic Groups will also be expected to make a particular contribution (within their respective fields of expertise) to activities II(i) and III(i) above. Ideas for other thematic priorities may also be considered. Cross-cutting issues such as monitoring, lesson-learning and knowledge-exchange will feature in all of the themes.

## V. Cooperation

V.(i) Strengthen institutional cooperation among participants in the Ramsar Culture Network. Some of the Ramsar Convention’s key partners on cultural issues are participants in the RCN (as well as often having other channels of connection with Ramsar): this activity in the Plan seeks to make optimal use of the structures and mechanisms offered by the RCN to strengthen cooperation with and between such bodies, in the specific context of advancing the agenda represented by the 2015-17 Wetlands & Culture project. Included here are for example UNESCO (in particular the relevant Divisions and Sections of the organisation’s Culture Sector, including World Heritage; as well as IHE and IHP in the Division of Water Sciences and MAB in the Division of Ecological Sciences), IUCN (in particular the World Commission on Protected Areas and the Specialist Group on Cultural & Spiritual Values of Protected Areas) and the Water-Culture Institute. Ramsar IOPs, Regional Initiatives, various heritage bodies, individual universities, community-based groups and others engaged in relevant projects are also included in this activity.

V.(ii) Develop new partnerships and other cooperative links between the Ramsar Convention (including the RCN) and others, in the field of culture and wetlands. This applies to bodies/individuals who may already be in cooperation with Ramsar but not on cultural matters, as well as those who may have previously had no contact with the Convention on any subject. In many cases these links may be specific to certain sub-topics (e.g. specific wetland types or culture categories) within the overall theme of culture & wetlands.

- V.(iii) Support the operation of the Ramsar Wetland City Accreditation system. This system was established by the Parties in Resolution XII.10 at COP12 in June 2015, with the aim of providing positive branding opportunities for cities that demonstrate strong and positive relationships with wetlands. The Standing Committee previously (Decision SC46-12, 2013) asked the RCN to cooperate with the proponents of the system, and although the system itself makes no reference to culture, and the Advisory Committee administering it does not include explicit RCN representation, the Network may be able to make useful supporting input and could offer to do so.
- V.(iv) Identify sources of support, including co-funding, for the RCN and for the Wetlands & Culture project in general. An important part of this activity is contained within activity IV.(iii) above; but it is listed here in a more general sense, since many of the Network's members are in positions of influence which give them access to opportunities for catalysing new sources of support, for the Network itself and for the Convention's wetlands & culture work as a whole. Funding is obviously part of this, but the activity is also just as much about catalysing support of other kinds (technical, political, awareness, etc).

## **VI. Updating guidance and policy**

- VI.(i) Contribute to the review and updating of Ramsar guidance and policy on matters relating to culture and wetlands. This would normally be by responding to specific consultations circulated to the Network. At least one of these consultations is foreseen in the period, and it will be important to have a broadly-based (*inter alia* regionally balanced) range of inputs from the RCN membership, in order to make the outputs as robust as possible. Contributions will also be made by means of input to activity III(i) above. This work will most likely lead to publication of a second edition of the Ramsar "Culture & Wetlands" guidance document (2008), and potentially also to a draft Resolution for COP13.



## ANNEXES

### Annex A. Contact details

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### Annex B. RCN membership terms of reference

The scope, collective objectives and coordination of the Ramsar Culture Network are described in the body of this paper above. Individual members commit to contributing actively to the achievement of these objectives in a spirit of collaboration, in a voluntary capacity and in whatever ways are appropriate to their own circumstances.

Some possibilities for involvement include:

- Leading or participating in work under one of the RCN's thematic areas, including contributing to the development of the Ramsar Convention's work plan in the relevant area, and acting as a link to the member's own organisation and/or constituency to foster a two-way flow of information and ideas. The initial thematic areas are: bio-cultural diversity; agriculture & food heritage; tourism; arts; and youth engagement. Separate terms of reference exist for the leaders of "Thematic Groups" in each of these areas.
- Contributing data, case studies and other input to Rapid Cultural Inventories for Wetlands.
- Supporting Ramsar Contracting Party attention to cultural aspects in formal documentation and other processes under the Convention, including Ramsar Information Sheets, National Reports to COPs, National Wetland Policies and National Wetland Committees.
- Contributing input to a global review of the policy aspects of culture relating to wetlands.

- Championing the development of in-region partnerships on culture and wetlands, for example in collaboration with Ramsar International Organisation Partners (IOPs) or Ramsar Regional Initiatives.
- Supporting capacity development relating to the integration of natural and cultural values in wetland conservation, for example through participatory management of Ramsar Sites.
- Participating in the development of policy and guidance on culture, livelihoods and wetlands in the context of the Ramsar Convention.

The RCN seeks a rich diversity of participation across cultures, languages, age groups, specialisms and geographical locations. Interest in becoming a member can be expressed by writing to [culture@ramsar.org](mailto:culture@ramsar.org) and completing a short form which summarises relevant expertise, experience and particular areas of interest. RCN members and others can also recommend individuals for membership, making clear whether or not the nominee is aware and willing.

Network members may participate either as individuals or as focal contact points for groups and institutions, making clear which of these applies in their case (and/or whether either status is specific to a particular activity).

The membership database is held at the Ramsar Secretariat in Gland by the Manager, Culture & Livelihoods. Members must notify [culture@ramsar.org](mailto:culture@ramsar.org) of any change of contact details.

These terms of reference will be published on the Ramsar website.

## **Annex C. Guidelines on the use of the Ramsar and RCN identities**

The Ramsar Convention uses a distinctive branding scheme and “house style” for its logo, formal titles, straplines, typeface, colour palette and other graphical devices. Consistent and accurate application of standards in the use of these features is important for protecting the integrity of the Convention’s identity and its reputation for quality and professionalism. Even minor unauthorised variations can undermine the investment that has been made in this over the years.

Subsidiary entities and initiatives operating under the Convention’s auspices are required to pay careful attention to this in their publications, exhibitions, websites, Powerpoint presentations and any other materials they produce. This applies equally to anything done in the name of the Ramsar Culture Network (RCN) or any of its Thematic Groups and projects.

To ensure that minimum requirements are applied, all proposed use of Ramsar branding on materials associated with RCN activity must be checked in advance with the Secretariat’s Culture & Livelihoods Manager or the RCN Coordinator (see Annex A), who will also provide advice on any other queries which may arise (eg on titles, Convention terminology etc).

The logo is the only approved visualisation of the Ramsar brand. Where use of the Ramsar logo is appropriate, a digital original will be supplied, and it must be used in the

format in which it was provided. It may be re-sized but it must not be re-created, stretched, squashed, distorted, cropped, rotated, tilted, or have extra text or graphical effects added to it. Each (triennial) meeting of the Conference of the Parties (COP) normally also has its own Ramsar COP logo specifically designed for the particular meeting - use of this is recommended in materials associated with the COP in question; and advice on this can be provided by the Secretariat.

Templates can be provided if required for Powerpoint presentations and for some other purposes (notably publications associated with World Wetlands Day) - again advice on this can be given by the Secretariat. The distinctive green colour tinting used in Ramsar materials is composed as (C90 + M0 + Y50 + K0); and the blue tint sometimes also used is (C100 + M60 + Y0 + K0).

Photography, illustration and other artwork used to support RCN materials also impacts on the integrity of Ramsar's reputation. It should reflect the Convention's values, professionalism and ethics, and should be of good quality. Careful attention should be given to securing permission for any material (text or images) which is subject to copyright and which it is proposed to include in any materials being produced as part of activities under the RCN. Proper acknowledgements/credits must be published where appropriate.

Certain members of RCN Thematic Groups or project teams may speak for the group or team concerned, but always and only by express agreement with the Culture & Livelihoods Manager or the RCN Coordinator, and in consultation with the Group/project lead. In certain rare circumstances an individual RCN member might in the same way be authorised to represent the RCN as a whole. Otherwise members of the Ramsar Culture Network are not representatives of the Ramsar Convention, and in their capacity as RCN members (some may of course separately have other capacities) they are not permitted to speak or write on behalf of the Convention or its Secretariat.

The guidelines set out above are not intended to be draconian or to stifle initiative. They are however regarded as essential minimum requirements for protecting the important integrity of the Ramsar "brand identity" and the respected reputation of the Ramsar Culture Network.

## **Annex D. Activities defined in the MAVA project agreement<sup>3</sup>**

### **A: Policy - Strengthened international policy.**

Global and regional policymaking reflects where necessary the best current knowledge and thinking on culture and wetlands, including ways of taking account of cultural values in decision-making, and ways of increasing understanding of the cultural ecosystem services of wetlands.

Activity A1: Develop a short summary report that explains current policies, targets and financing of wetlands, culture and livelihoods related issues within the Ramsar Convention, and other Multilateral Environmental Agreements (and associated financing vehicles), derived from existing Resolutions and Guidance, and addressing emerging issues as necessary in conjunction with activities A2 and A3 below

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<sup>3</sup> As amended in November and December 2015.

Activity A2: Keep the Ramsar Resolutions VIII.19 and IX.21 and the Ramsar Culture Guidance document under review, and develop proposals as necessary for their further updating; taking account inter alia of lessons arising from the implementation of activities C1 and C2 below. CF1-3

Activity A3: Prepare and manage an event at Ramsar COP, to celebrate wetlands, culture and livelihoods.

**B: Knowledge - Well documented knowledge of the link that exists between culture and wetlands.**

Cultural values associated with wetlands are more completely identified, understood and documented at national and site level.

Activity B1: (a) Develop and disseminate 'Rapid Culture Inventories for Wetlands' to facilitate the integration of cultural values and practices in wetland conservation and wise use; (b) Organise a capacity building workshop for Cultural Inventories, together with a partner organisation, e.g. Ramsar Regional Initiative; (d) support three Cultural Inventories together with regional partner organisations; and (c) publish a Global Report on culture and wetlands, including case studies from the Ramsar Culture Network, the Ramsar Information Sheets, and Rapid Cultural Inventories for Wetlands.

Activity B2: Analyse, synthesise, report and extract lessons and recommendations from information provided on cultural values and services in the database of Ramsar Sites Information Sheets and Ramsar Contracting Party national reports to Conferences of the Parties.

Activity B3: Develop analysis that can be useful from Ramsar Convention's perspective for advancing the IUCN- led project 'Towards Integrated Management of Sites with multiple designations', especially in light of findings from Activity B2.

Activity B4: Prepare an options paper for how culture and wetlands (and thematic areas) can be positioned to appeal more strongly within the Ramsar Regions, based both on traditional and modern interests of people in those regions

**C: Appreciation - A community of organisations and individuals, globally, more deeply appreciating the cultural value and importance of wetlands.**

Good practices, experiences and lessons learned in wetland planning and management that integrates cultural aspects are investigated, shared, promoted and applied more widely and successfully, with a particular emphasis in five areas: i) Bio-cultural diversity ii) Agriculture & food heritage iii) Tourism iv) Arts v) Youth engagement.

Activity C1: Propose, catalyse and undertake specific projects or events defined on the initiative of the five Ramsar Culture Network Thematic Groups, which include i) Bio-cultural diversity ii) Agriculture & food heritage iii) tourism iv) Arts and v) Youth engagement.

Activity C2: On the basis of C.1, conduct surveys and carry out joint brainstorming with current and potential future RCN members. Use the results to develop the agenda for celebrating wetlands, culture and livelihoods within a forum, and via events, that are geared towards expanding the activities and funding for Wetlands, Culture and Livelihoods within the framework of the Ramsar Convention.

Activity C3: Engage Ramsar Regional Initiatives in the project.

**D: Partnerships - Well managed and effective partnerships**

Partnerships are developed and maintained, in order to serve the outcomes sought through policy, increased understanding and sharing of knowledge, resulting in better outcomes for wetlands and for people.

Activity D1: Enhance co-operation with existing Ramsar Convention partners, in order to more strongly represent the importance of cultural ecosystem services, via the following actions

D1.1 Seek to engage and co-operate with relevant parts of IUCN (e.g. World Commission for Protected Areas and IUCN Specialist Group on Cultural & Spiritual Values of Protected Areas).

D1.2 Build and strengthen the relationship between Ramsar Convention and UNESCO, including via liaison, co-ordination and updating partnership agreements

D1.3 Develop joint external communications between the World Heritage Centre and Ramsar Secretariat, in order to draw the public's attention to the combined force of these two organisations (e.g. including via mainstream media).

Activity D2: Develop new Ramsar Convention partnerships that are relevant to the five thematic areas of RCN.

Activity D4: Investigate and assess systematically the scope and opportunities for cooperation with the other bodies and processes named in paragraph 13 of Resolution VIII.19, and produce recommendations.

**E: Engagement - A vibrant and strong 'Ramsar Culture Network', creating impact over the long term.**

Overall, this programme and relevant associated activities are efficiently coordinated, seen to be aligned with the direction and intent for implementing Ramsar Resolutions VII.19 and IX.21, and preparing for the long term financing and maintenance of vibrant activities of the Ramsar Culture Network.

Activity E1: Report on progress, including via the Ramsar Standing Committee, to COP, and to the MAVA Foundation

Activity E2: Streamline and ensure the effective operation of all aspects of the Ramsar Culture Network; including both formal reporting on progress, membership and responding to ad hoc opportunities or needs that arise.

Activity E3: Develop and update content of websites and lists.

Activity E4: Develop and disseminate materials in relation to Thematic Group activities.

Activity E5: Prepare a plan for securing funding, commitments and support in kind, and implement it efficiently with the goal of reaching a total equivalent to at least 372,000 EUR during the three-year project period).equivalent to 372,000 EUR during the three-year project period.