Wetland Link International

These are the standardised texts to be used with WLI publications, publicity and web resources. Although they can be tailored to specific applications, the closer we stick to the text, the more likely it is that our audiences will get a clear message about what WLI is and does.
Strapline:
Wetland Link International (WLI) – the global network of wetland centres.

Description
Wetland Link International (WLI) is a support network for wetland centres which provide education and visitor activities on site. It is run from WWT in the UK, and has around 350 members across six continents.

Mission statement / aim
Wetland Link International (WLI) aims to support wetland centres across the globe to raise awareness of wetland issues through education, engagement, participation and awareness-raising. We do this by sharing best practice, provision of web-based resources and co-ordinating regional initiatives.

Objectives
Support communication between wetland centres and with WLI globally and regionally, sharing best practice. Provide web-based resources and specific advice to existing wetland centres to help them deliver wetland conservation messages effectively. Support the development of new wetland centres. Lobby for the greater inclusion of CEPA activities within wetland conservation initiatives.

Definition of wetland centre
A site-based facility linked to a wetland that delivers public education, outreach and participation to promote the importance of wetlands.
OR
Any wetland project with the resources to deliver public education, outreach and participation work linked to specific wetlands (not necessary to have a physical centre).

Definition of a wetland
Use the Convention on Wetlands definition as follows: 'areas of marsh, fen, peatland or water, whether natural or artificial, permanent or temporary, with water that is static or flowing, fresh, brackish or salt, including areas of marine water the depth of which at low tide does not exceed six metres'.

CEPA
Acronym used by the Convention on Wetlands which stands for Communication, Capacity-Building, Education, Participation and Awareness-raising.