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รู้คุณค่า ร่วมปกป้อง สร้างแรงบันดาลใจ



World
Wetlands Day
2 February 2025



CAMPAIGN TOOLKIT

WORLD WETLANDS DAY 2025

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Protecting wetlands
for our common future

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In the spotlight: World Wetlands Day 2025

World Wetlands Day is a global awareness campaign that spotlights the critical importance of these richly biodiverse and productive ecosystems. Every 2 February, the campaign calls on nations – and everyone everywhere – to protect our planet’s wetlands. It reminds us that healthy wetlands are essential for our universal wellbeing and long-term survival.

This year’s campaign centers on the theme “Protecting Wetlands for Our Common Future.” It underscores the urgency of bold action to protect these natural habitats for the welfare of all people – and so future generations can continue to benefit from all that wetlands provide.

How it started

On 2 February 1997, people from across the globe celebrated the very first World Wetlands Day – paying tribute to the inherent value of these precious environments. But the day’s historical significance dates back even further. On 2 February 1971, in Ramsar, Iran, along the shores of the Caspian Sea, the world’s first modern global multilateral environmental agreement – the Convention on Wetlands – was signed and adopted as an international treaty. Today, the Convention counts 172 countries in its membership, officially known as Contracting Parties. Each is committed to the conservation and wise, sustainable use of wetlands in their countries.

Why it matters

Life thrives in wetlands, and human life depends on them. Wetlands provide the home or breeding ground of many endangered and threatened species. And a multitude of endemic plants and animals can only survive in certain wetland locations. Beyond the clean water and food that wetlands provide, they help protect against natural disasters by mitigating the impact of storm surges, floods and droughts. By absorbing carbon dioxide from the atmosphere and storing it in their soil and biomass, wetlands make the planet more resilient to climate change. Economically, people depend on wetlands for livelihoods in agriculture, tourism and recreation. And these ecosystems are tied to long-standing cultural practices that enable human societies to use nature in a sustainable way so they can thrive. Yet, wetlands remain among the most threatened ecosystems.

Who’s involved

This unifying global campaign involves the entire world. It’s a chance for all nations to come together in advocacy for our planet’s wetlands. The Secretariat of the Convention organizes the World Wetlands Day campaign each year, with Contracting Parties taking part. But the effort includes people from all over the world, governments, national and international conservation and sustainability organizations, businesses, non-governmental organizations, media, and youth and other stakeholder groups. The United Nations also participates. In 2021, the

UN General Assembly adopted a resolution that established 2 February as World Wetlands Day, encouraging all 193 UN member states to get involved.

World Wetlands Day 2025 is of particular significance, as it coincides with the 15th Meeting of the Conference of the Contracting Parties to the Convention on Wetlands (COP15). Every three years, representatives of the governments of each of the Contracting Parties meet to facilitate crucial discussions on the conservation and sustainable use of wetlands and to agree on a work program for the next three years. Zimbabwe is the global conservation arena for COP15 – scheduled for 23-31 July 2025 in Victoria Falls under the same theme as World Wetlands Day 2025: “Protecting Wetlands for Our Common Future.” The Republic of Zimbabwe, Ministry of Environment, Climate, Tourism and Hospitality Industry is the key partner for both COP15 and World Wetlands Day 2025.

Wetlands: A brief description

Wetlands are precious ecosystems that teem with life, service and value for all of society. They make our existence on Earth possible. Highly interconnected and biodiverse, wetlands link mountains to oceans, span national borders, connect different habitats and facilitate the movement of species. Water is the primary factor controlling the environment and plant and animal life within these ecosystems. Covering more than 12.1 million square kilometers worldwide, wetlands may be saltwater or freshwater, inland or coastal, natural or human-made, permanent or temporary, static or flowing. Freshwater wetlands include rivers, lakes, pools, flood plains, peatlands, marshes and swamps. Saltwater wetlands include estuaries, mudflats, saltwater marshes, mangroves, lagoons, coral reefs and shellfish reefs. Human-made wetlands include fishponds, rice paddies, reservoirs and saltpans. Currently, wetlands cover about 6% of the Earth’s land surface.

“Wherever land meets water, life abounds. Wetlands exist in every corner of this beautiful planet and have often been referred to as the arteries and veins of the Earth. Majestic and mighty, wetlands are a sight to behold. They support critical ecosystems and biodiversity; in fact, 40% of all plant and animal species live or breed in wetlands. They are crucial to agriculture and fisheries. They act as water sources and purifiers, and they protect our shores. Peatland wetlands are the planet’s greatest natural carbon stores.”

— Dr. Musonda Mumba, Secretary General of the Convention on Wetlands



The case for wetlands: Key campaign messages

World Wetlands Day 2025 underscores the need for collaboration and foresight as we build a future wherein all people, everywhere, can continue to benefit from the life-sustaining services that wetlands provide. By valuing and protecting wetlands today – and by inspiring one another in this united effort – we better ensure our common future and wellbeing.

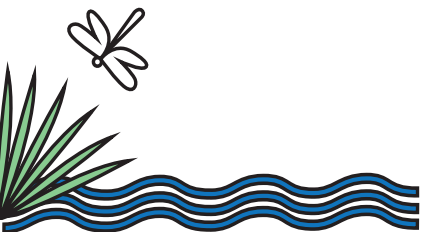
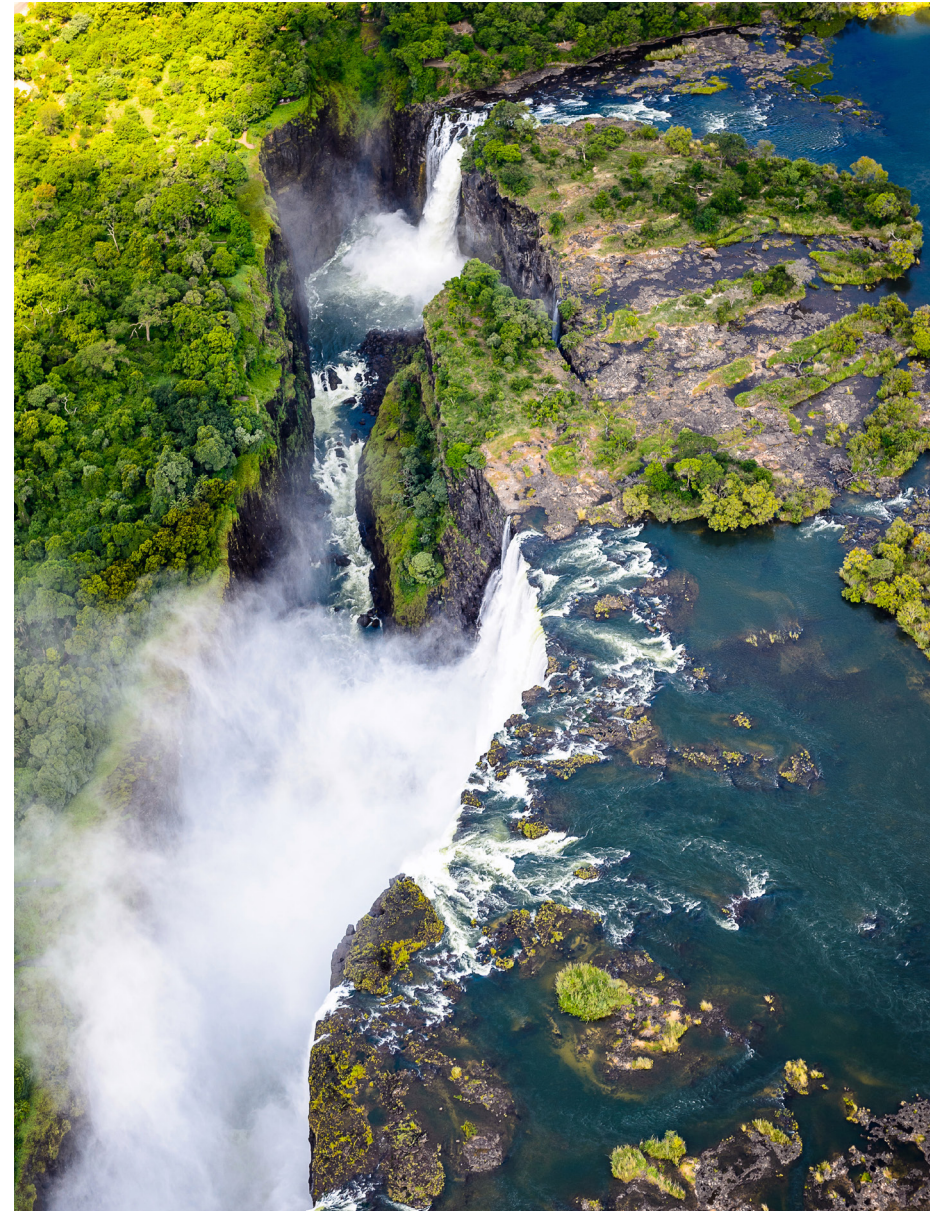
Three key messages inform this year's campaign. We encourage you to reflect on how they apply to wetlands in your area and to tailor them as you drive participation in World Wetlands Day 2025.

- Protecting the world's wetlands is in our common interest – it safeguards us all.
- The future of humanity depends on bold action today to protect and restore these indispensable ecosystems.
- COP15 unites us in the global effort to promote wetland conservation and ensure the continuity of their benefits.

Healthy wetlands are critical for climate mitigation, adaptation, biodiversity and human health. Yet, unsustainable development, pollution and climate change continue to threaten these essential ecosystems. Protecting wetlands for our common future requires collaboration on policies, regulations and community initiatives that spur effective conservation and sustainable wise use. Ensuring the health of the world's wetlands will allow future generations to enjoy their ecological, economic and cultural benefits – and foster a sustainable, prosperous future for all.

The UN Decade on Ecosystem Restoration is a call for the protection and revival of ecosystems around the world. It runs from 2021 to 2030.

By conserving the world's wetlands, we safeguard biodiversity, enhance climate resilience and secure critical ecosystem services that support human health, economic wellbeing and cultural heritage.



Human connection: Voices of advocacy

We live in an incredibly diverse world that spans seven distinctly different continents and encompasses thousands of varied cultures. Paradoxically, it's the breadth of those differences that make our commonality all the more profound.

This year, the World Wetlands Day campaign focuses on our mutual concern for these all-important ecosystems and on our shared purpose in protecting them for our common future.

The social media hashtag #WetlandsWednesday provides us with a chance to unite in our celebration of these richly biodiverse habitats. Simply post on social media on Wednesdays, sharing your experiences with wetlands and describing how they've made a difference in your life. Just be sure to use #WetlandsWednesday in your post. Together, we can raise awareness and inspire action.

About this year's campaign poster

The graphic for World Wetlands Day 2025 represents the joining of people from around the globe in our love for our planet's wetlands. By valuing and protecting these vital ecosystems – and by inspiring action on their behalf – together, we can safeguard our common future. The poster colors reflect the flag of Zimbabwe, where COP15 will be held. The meeting serves as a platform to promote wetland conservation and an opportunity to spotlight why wetlands matter.



Items to help: Campaign materials

- 1 **Campaign poster**
Communicates the World Wetlands Day 2025 theme: “Protecting Wetlands for Our Common Future”
- 2 **Campaign toolkit**
Offers a blueprint for engaging in World Wetlands Day 2025
- 3 **Infographics**
Deliver key facts to heighten awareness of the value of wetlands:
 - Biodiversity
 - Climate change
 - Economic benefits
 - Cultural and recreational value
 - Resilience to natural disasters
 - COP15
- 4 **PowerPoint presentation**
Educates and inspires with compelling information on wetlands
- 5 **Social media cards**
Use graphic elements to present key messages and facts
- 6 **Graphic guidelines**
Give direction on how to use the logo, graphics and a template page for creating your own materials for World Wetlands Day 2025
- 7 **Branding materials**
Include logos, a t-shirt and an email signature
- 8 **Color-in poster**
Entertains children while fostering stewardship and an appreciation of the value of our planet’s wetlands
- 9 **Animated video**
Builds enthusiasm for World Wetlands Day 2025

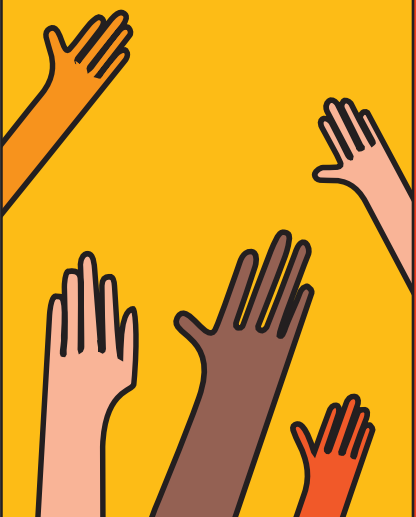


United in purpose: Things to do



Raise awareness

- Post on social media. Use the hashtags #WWD2025 #WetlandsCOP15 and #WetlandsForOurCommonFuture. Share the social media cards and infographics.
- Display the poster and campaign materials on bulletin boards. Download them from www.worldwetlandsday.org today.
- Use the designs provided to create your own t-shirts, caps and banners.
- Translate the World Wetlands Day 2025 materials into your own language.



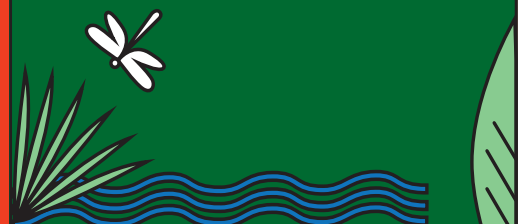
Lead an event

- Host a talk, exhibit or conference: Enlist wetland experts and others who make their livings in wetlands. Exhibit wetlands-inspired artwork.
- Get physical for wetlands with a community walk, run or bike event: Inspire greater appreciation of the beauty and serenity of these ecosystems by organizing an activity in a wetland setting.
- Organize a public wetlands cleanup day: Cleaning up a local wetland is an ideal way to recognize World Wetlands Day and honor these stressed but hardworking ecosystems.
- Hold a press conference: Use World Wetlands Day as a news hook for sharing important information about local wetland conservation efforts.
- Show a wetlands documentary: Instill deeper understanding of the services that wetlands provide and what we must do to protect and restore them.
- Get creative with a photo, art or essay competition: Commemorate World Wetlands Day and celebrate the beauty and value of these precious ecosystems through the creative arts.
- Promote your event through the global map and search directory: This online interactive map displays all World Wetlands Day events.



Educate and empower

- Team with local schools to educate on the value of wetlands and their importance to our common future:
 - Ask students to consider why wetlands are so valuable.
 - Lead a discussion on how to conserve local wetlands.
 - Identify threats to the health and sustainability of area wetlands and explore solutions.
 - Use the campaign color-in poster for a children's coloring competition. Encourage participants to talk about their creations and wetlands wildlife.
 - Take a wetlands field trip. Most localities have a wetland – maybe even a Wetland of International Importance (Ramsar Site). Consult the list of Ramsar Sites by country at <https://rsis.ramsar.org/>. Engage the students in a conversation on how the wetland benefits people and how to protect it.



Be an everyday wetlands champion

- Increase your understanding of wetlands and their importance to our common future.
- Appreciate the value of wetlands and recognize human activities that threaten them.
- Make personal choices that minimize the loss and degradation of wetlands.
- Raise awareness of the critical importance of wetland conservation and restoration – locally, regionally or nationally.
- Join in a wetland restoration project. Help ensure that the restoration efforts reflect the needs of local residents.
- Adopt water-friendly and ecosystem-conscious habits. Use water sparingly. Choose a diet with less environmental impact. Don't use toxic products that could flow into wetlands. Never dump waste in wetlands.
- Advocate for the protection of local wetlands and for restoring degraded ones. Inspire bold action for healthy wetlands.
- Spearhead an advocacy effort that urges local, state and national governments to prioritize wetlands as part of their sustainable development and climate action efforts. Promote the integration of wetland conservation into broader environmental and development agendas.
- Educate the public, policymakers and stakeholders about the vital role of wetlands in environmental sustainability and human survival. Highlight the challenges wetlands face and the actions needed to address these issues.