GEMWET

Communications
Ghar El Melh

- Outstanding Biodiversity and varied natural landscapes
- Well preserved historical heritage Andalusian and Ottoman
- Traditional farming practices
- Fishing in the lagoon and at sea
- Seaside area popular with swimmers
Ghar El Melh

2007: Ramsar Site

2018: Ramsar City

Area of Intervention: 15 000 Ha
Impacts on The Area

Anthropogenic Impacts

- Over exploitation of the aquatic resources of the lagoon
- Intensive Coastal development and Illegal Constructions
- Intensive agriculture and Tourism Activity
- Water Resources Pollution
Impacts on The Area

Natural Impacts

- Coastal Erosion
- Sea Level Rise
- Salinization
Objectives

1) Increase understanding about GEMWET goals and mission (what’s the added value)

2) Leverage the impact of our work with our key partners and stakeholders (the benefits of working together)

3) Raise awareness about the wetland ecosystems and biodiversity among general public; (why everybody should care?)
COMMS STRATEGY OUTCOMES

**More positive disposition amongst key stakeholders towards the project**

**Increased awareness and understanding of the project’s strategic outcomes**

**More engaged local community and widen the impact to national level**

COMMUNICATIONS OBJECTIVES

1. **BUILD POSITIVE PROFILE**
   Build credibility and positive sentiment through clear, focused and targeted communications that position the project objectives as common goals to our partners and policymakers.

2. **RAISE AWARENESS AND UNDERSTANDING**
   Engage 20-35 year (primary) with the specificity of the ecosystems and biodiversity of their local/national wetlands (GEM as model)

TACTICS/ACTIVATIONS

1. **STAKEHOLDER ENGAGEMENT**
2. **PRESS RELATIONS**
3. **DIGITAL CAMPAIGNS #GEMWET**
### Audience

**Key partners and policy makers:**
- Other NGOs: active, critical thinkers,
- Local authorities:
  - 🏛️

**Local communities**
- Knowledge of the local situations and threats
- Seeks tangible actions
  - 🏛️

**General public**
- Luck of understanding toward wetlands
- Luck of engagement
  - 🏛️

### Attitudes
- Other NGOs: active, critical thinkers,
- Local authorities:
  - 🏛️

### Drivers
- Looking for funding
- Seeking opportunities
  - 🏛️
- Improve quality of life
- Be recognized as part of a model
  - 🏛️
- Improve quality of life
- Feel local
  - 🏛️
How do we influence?

**ENGAGEMENT/CONVERSION**
Through digital

- use Local dialect for Arabic to capture minds
- Call to action to share videos, photos and experiences
- Bring on board key partners

**THROUGH LEADERSHIP**
Package of insights

- to drive our key messages
- Publish our opinion and launch a debate
- National visibility
- Talk to policymakers, showcase our contribution

**ACTIVITY/EVENTS**
Direct

- WWD
- Local celebrations
**Implementation**

**TACTICS/ACTIVATION – Campaign toolkit**
- Organic digital campaigns #GEMWET
- Press relations

**CHANNELS**
**Earned:** TV, Press, Radio – via op-eds, interviews and features
**Owned:** Digital assets – Targeted posts, infographics, photos

**RESOURCES**
- Digital content
- Press release, invitation, pitch
- Insights (data)
Organic digital campaigns #GEMWET and Press Relations

Célébration de la Journée Mondiale des Zones Humides
13 février 2019

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Ghar El Melh Ville Ramsar et Lancement Projet GEMWET
29 Novembre 2018

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CHANNLES

• **Earned**: TV, Press, Radio – via op-eds, interviews and features

• **Owned**: Digital assets – Targeted posts, infographics, photos
Activities For Policy Makers
Activities For Locals
Launch of GemWet and Ramsar City Accreditation Celebration
World Environment Day
Coast Day

Changement climatique et eau douce
21 et 22 Septembre

Ghar el Melh
Intervenez là où la nature en a besoin
Inscrivez-vous dès à présent et rejoignez l’aventure
World Wetland Day

طاقتنا في المحافظة على منطقتنا

مع بعضنا نحمي سبختنا