

GEMWET

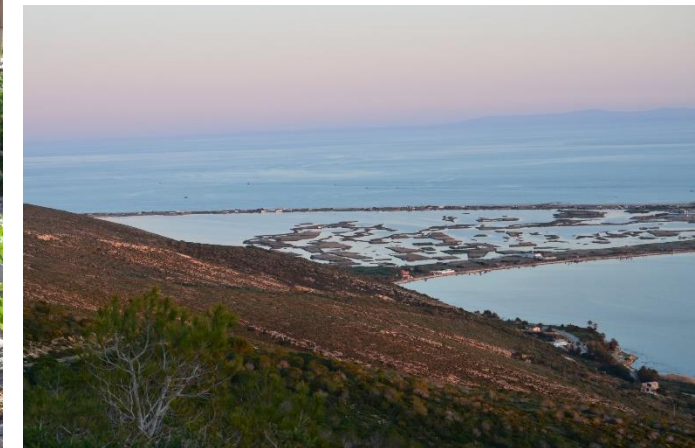
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Communications



# 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



Accréditée Ville Ramsar

بحيرة



# Impacts on The Area

## Anthropogenic Impacts

**Over  
exploitation of  
the aquatic  
ressources 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**



- 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**

OFF  
YOUR  
MAP



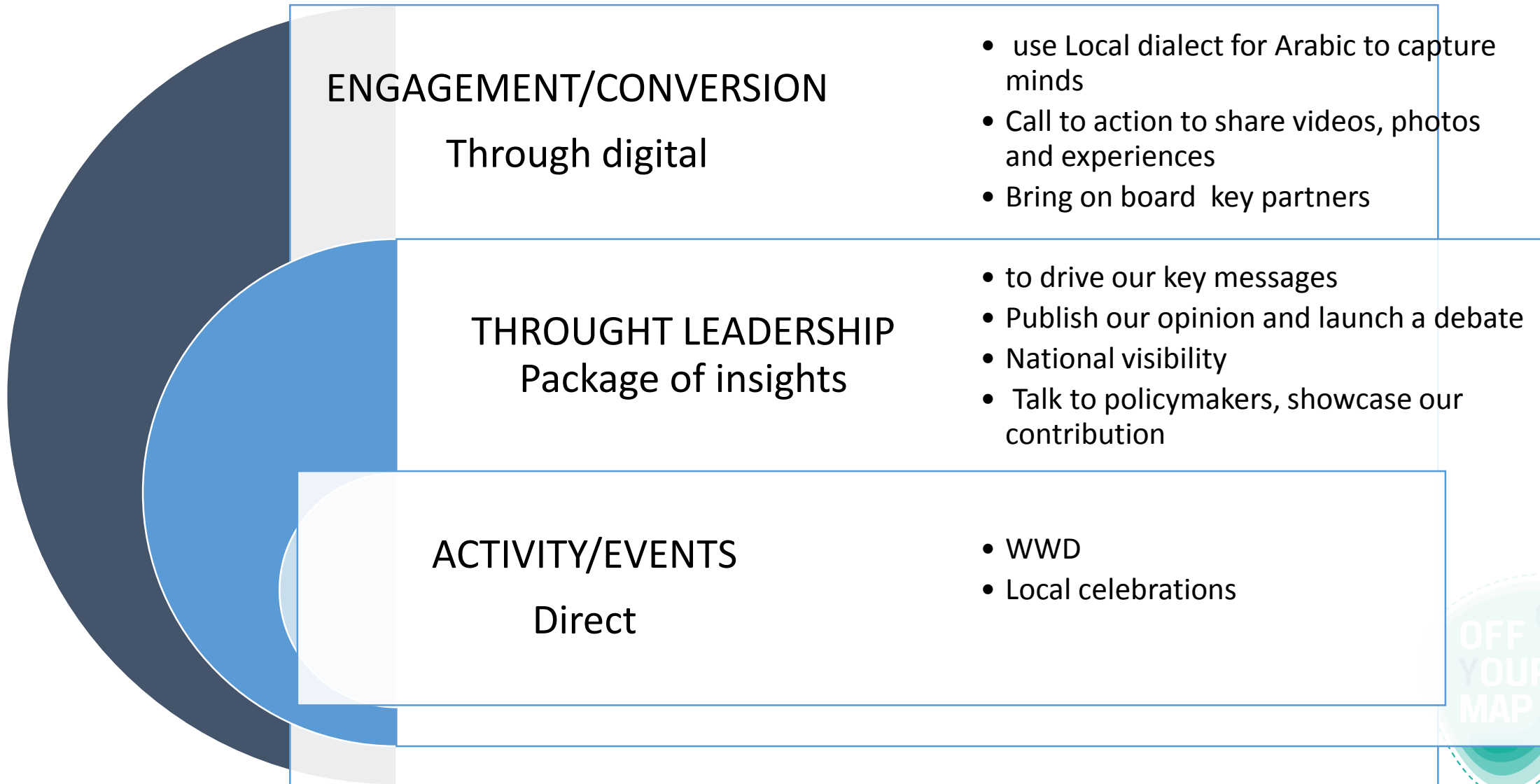
Key partners and policy makers : Exp : other NGOs, local authorities	Local communities	General public
Attitudes		
<ul style="list-style-type: none"> <li>• Other NGOs : active, critical thinkers,</li> <li>• Local authorities :</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the local situations and threats</li> <li>• Seeks tangible actions</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of understanding toward wetlands</li> <li>• Lack of engagement</li> </ul>
Drivers		
<ul style="list-style-type: none"> <li>• Looking for funding</li> <li>• Seeking opportunities</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• Improve quality of life</li> <li>• Be recognized as part of a model</li> <li>• .....</li> </ul>	<ul style="list-style-type: none"> <li>• Improve quality of life</li> <li>• Feel local</li> </ul>







# How do we influence?



OFF  
YOUR  
MAP





# 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



WWF Tunisie

29 novembre 2018 ·

Ghar el Melh "Ville Ramsar" X Lancement GemWet



Couverture en langue française	Couverture en arabe
<a href="#">TAP</a>	<a href="#">TAP</a>
<a href="#">Webmanagercenter</a>	<a href="#">Radio Tunisienne</a>
<a href="#">Espace manager</a>	<a href="#">Le Maghreb</a>
<a href="#">La Presse</a>	<a href="#">Assabah News</a>
<a href="#">Kapitalis</a>	<a href="#">Al Chourouk</a>
<a href="#">Nessma TV</a>	<a href="#">Babnet</a>
<a href="#">Express FM</a>	<a href="#">Al Baa News</a>
<a href="#">TN24 (deux articles)</a>	<a href="#">ArabYoum</a>
<a href="#">Lediplomate.tn</a>	<a href="#">Tunis Press news</a>
<a href="#">All Africa</a>	<a href="#">Al Khabar Plus</a>
	<a href="#">Tunisien.tn</a>
	<a href="#">Al Khabar Plus</a>

Ghar El Melh Ville Ramsar et Lancement Projet GEMWET

29 Novembre 2018

Couverture en langue française	Couverture en arabe
<a href="#">TAP</a>	<a href="#">Assabah news</a>
<a href="#">L'Economiste Maghrébin</a>	<a href="#">Al Chourouk</a>
<a href="#">Espace manager</a>	<a href="#">Tunisia Live</a>
<a href="#">Tourism Info</a>	<a href="#">Sahafa</a>
<a href="#">Webmanager center</a>	<a href="#">babnet</a>
<a href="#">Flehetna</a>	
<a href="#">Webdo</a>	



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







# Activities For Policy Makers











# Activities For Students/ Youth





# Launch of GemWet and Ramsar City Accreditation Celebration







# World Environment Day





# Coast Day



Changement climatique et eau douce  
21 et 22 Septembre

*Camping*  
**H<sub>2</sub>O**  
24



*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 نحميو سبختنا



Convention on Wetlands  
Convention des Zones Humides  
Convenção sobre os Pântanos

World  
Wetlands Day  
اليوم العالمي للمناطق الرطبة  
2 فبراير 2019





