



SIBERIAN CRANE WETLAND PROJECT

Education and Raising Public Awareness in Iran



Education workshops for local communities



Site newsletters

Program Overview

In Iran, the SCWP is developing the basis for integrated wetland management at Fereydoon Kenar Non-Shooting Area (Mazandaran), the only known wintering area for Siberian Cranes in Iran, and Bujagh National Park (Gilan), which offers suitable conditions for reintroduction of this critically endangered species. Both sites are of recognized international importance for their biodiversity, especially the large numbers of over-wintering migratory waterbirds. The project aims to achieve sustainable, systematic management regimes at the project sites by actively involving stakeholders, including local communities, in the decision-making procedures for site management. Therefore **the project in Iran has initiated communication and discussions with different groups and stakeholders to increase public awareness of biodiversity conservation.**

Many of the threats to specific wetland sites and to populations of migratory waterbirds on a site, national and flyway scale arise from insufficient awareness among relevant stakeholder groups about wetlands, migratory waterbirds, and the impacts of development activities. As a result of an extensive root cause identification and analysis, the SCWP recognized the critical need for a **Public Awareness Strategy**. The Awareness Strategy supported a programme of awareness-building activities as part of the project intervention. These activities addressed specific stakeholder groups including resource users, decision-makers, and communication focal points (such as mass media at local, provincial and national levels) on awareness issues that were identified during the threat analysis. The overall objectives of the Strategy were closely linked with those of the Project, and are aimed at:

- Providing guidelines for raising the awareness of the key stakeholders, target groups and audiences at national, provincial and site levels about the Project.
- Contributing to the achievement of sustainable changes of attitude among the stakeholders at national, provincial and site levels.
- Developing practical action plans for sound implementation and monitoring of the activities recommended by the Awareness Strategy.

The Public Awareness programme directly supports the community participation programme at the sites, with both programmes closely interacting and adjusting in relation to each other.

The UNEP/GEF Siberian Crane Wetland Project (SCWP) is a six-year effort to protect a network of globally important wetlands in Asia that are of critical importance for migratory waterbirds and other wetland biodiversity. The project uses the globally threatened Siberian Crane (*Grus leucogeranus*) as a flagship species, linking activities at 16 key wetlands along the species' western and eastern flyways in Russia, Kazakhstan, Iran and China.



Crane Celebration with local students



Education materials for schools and local people

In line with **implementation of the Public Awareness Strategy, the main accomplishments of the project in Iran include:**

- Review and approval of the Public Awareness Strategy by Site Management Committees
- Implementation of Awareness raising strategy at national, provincial and local levels
- Integration of CEPA and community participation activities at sites
- Publication and distribution of seasonal newsletters
- Contacts and coordination with local and provincial NGOs for awareness raising activities
- Educational programs on wetland conservation for schools
- Awareness raising and educational meetings with hunters
- Awareness raising for local farmers on Integrated Pest Management and related experiences
- Discussions and talks about environmental issues with the local people
- Discussions and talks with some local NGOs and young community on ecotourism development
- Contacts and coordination with provincial and local media to cover news related to biodiversity



For more information on the SCWP, visit www.scwp.info or contact the International Crane Foundation, E11376 Shady Lane Rd, Baraboo WI, USA +1-608-356-9462 scwp@savingcranes.org

National Coordination Unit:
Sadegh Sadeghi Zadegan,
National Project Manager
Azin Fazeli, National Technical Officer
Department of Environment,
Tehran, I. R. Iran
Hemmat Highway, Pardisan Eco-park
PO Box 14155-7383
Tel/Fax: 0098-21-88244669
scwpiran@yahoo.com



Department of Environment