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## World Wetlands Day 2012

*The Pakistan Wetlands Programme will celebrate the World Wetlands Day Feb 2<sup>nd</sup>, 2012, as has done in the past. In 2012, the PWP will celebrate the day under its theme of “Wetland Tourism: A Great Experience”— allowing us to look at the ‘big picture’ of the role “Wetland and Tourism” play in our lives.*

Wetland tourism has benefits both locally and nationally for people and wildlife – benefits such as stronger economies, sustainable livelihoods, healthy people and thriving ecosystems. It is worth noting that tourism is only one of the services that wetlands deliver. Ensuring well-managed tourism practices in and around wetlands and educating tourists on the value of wetlands contributes to the health of the Pakistan's wetlands and the long-term benefits that wetlands provide to people, wildlife, economics, and biodiversity.

Therefore, just as tourism and recreation are related with healthy wetlands so too are you, we at Pakistan Wetlands Programme believe that an in depth understanding of wetlands' ecology, functions, and conservation should begin at an early stage in a child's educational exposure. Therefore, we are committed to involve faculty, students, parents, media and other members of the community across Pakistan to celebrate this event with us.

The Pakistan Wetlands Programme is again embarked on a mission to organise innovative, creative, colourful and informative activities which will illustrate this year's theme of the World Wetlands Day 2012, “Wetland Tourism: A Great Experience” These activities will be collectively known as Wetlands **Tourism Pakistan** Events.

As educators, there is a lot you can contribute because Pakistan contains an estimated 780,000 ha of wetlands that cover about 10% of the total surface area of the country. You can participate in Wetlands **Tourism Pakistan** events organised by the Pakistan Wetlands Programme by taking an active interest in school programmes highlighting World Wetlands Day 2012. Also outside of school there are other activities, too. For Example the PWP, WWF has organised radio and TV broadcasts about wetlands conservation, mass events, and prize giving competitions from February 2<sup>nd</sup>, 2012.

Through this letter, I am reaching out to you as leaders in the academic community to review and adopt as many of these school oriented programmes listed here as is feasible for you. We at the PWP, WWF trust this will not only entertain but stimulate and educate your students.

Best Regards,

Nasir Iqbal Malik, Coordinator  
National Awareness-raising and Communications  
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**Cc:** Dr. Ghulam Akbar, National Programme Manager, PWP  
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