

Wetlands for LIFE

A SERIES OF FILM FESTIVALS & MEDIA INITIATIVES

Celebrating Wetlands for Our Common Future

Wetlands for LIFE is a citizen engagement initiative aimed at raising awareness and inspiring action on wetlands conservation by involving citizens through compelling storytelling and participatory videography, while also building capacity for accurate and impactful reporting on wetland ecosystems.

Organised by the **Centre for Media Studies (CMS)**, this initiative is part of the **'Wetlands Management for Biodiversity and Climate Protection'** project, implemented by **GIZ** on behalf of the **German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)**, with support from the **International Climate Initiative (IKI)**, and in partnership with the **Ministry of Environment, Forest and Climate Change (MoEF&CC)**.



FILM FESTIVAL & FORUM

Film Screenings

Painting & Quiz Competitions

Social Impact Filmmaking Workshop

Wetland Mitra Engagement

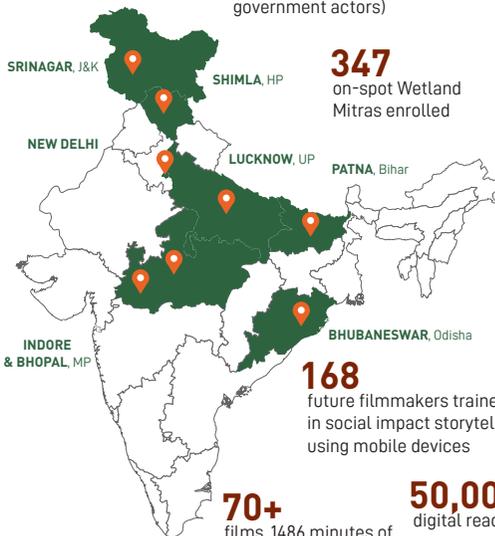
Panel Discussions / Seminars

2,705

Participants (youth, filmmakers, environmentalists, civil society & government actors)

347

on-spot Wetland Mitras enrolled



168

future filmmakers trained in social impact storytelling using mobile devices

70+

films, 1486 minutes of powerful storytelling

50,000+
digital reach

MEDIA ENGAGEMENT PROGRAMME

Knowledge Session

Exposure Visit

Hands-on Training

Wetland Mitra



Map Disclaimer: The geographical map used is for informational purposes only and does not constitute recognition of international boundaries or regions; GIZ makes no claims concerning the validity, accuracy or completeness of the maps nor assumes any liability resulting from the use of the information therein.





Wetlands for LiFE

A SERIES OF FILM FESTIVALS
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February 2, 2024 | World Wetlands Day

Launched by Her Excellency **Dr. Musonda Mumba**
Secretary General of the Ramsar Convention on Wetlands



FILM FESTIVAL & FORUM

The **Wetlands for LiFE Film Festival & Forum** serves as a platform that unites diverse stakeholders to elevate awareness and action for wetland conservation. By showcasing impactful films such as **"Renuka Lake: Nature's Mythical Treasure"** and **"Heroes of the Wild Frontiers"** the festival emphasizes the vital role wetlands play in biodiversity and climate resilience. The festival's **social impact filmmaking workshop** empowers students to craft their own conservation narratives using mobile technology, fostering creativity and advocacy among the youth. Through **engaging discussions, interactive sessions with filmmakers, and community involvement**, the festival not only inspires action but also cultivates a deeper understanding of wetland ecosystems, ultimately contributing to a collective movement for their preservation.



MEDIA ENGAGEMENT PROGRAMME

The **Wetlands for LiFE Media Engagement Programme** is divided into **consultations for media professionals, and future journalist workshops** for postgraduate students of journalism and mass communication. This initiative is designed to enhance the role of media in wetland conservation. By focusing on the critical themes of **wetland ecology** and **environmental journalism**, the programme equips participants with the knowledge and skills necessary for accurate reporting on these vital ecosystems. Sessions addressing the challenges and threats to wetlands, alongside storytelling techniques, empower journalists to stimulate proactive initiatives that mainstream wetlands in their coverage. This collaborative effort not only fosters a deeper understanding of wetland issues but also encourages media personnel to advocate for urgent action and informed public discourse, ultimately contributing to the sustainable management of these essential natural resources.

