



Mekong Wetlands Biodiversity Conservation and Sustainable Use Programme

Engaging media in wetland issues

Media can play a vital role in the dissemination of information, awareness raising and educating audiences regarding wetland and other related issues. In recognition of this, the Mekong Wetlands Biodiversity Conservation and Sustainable Use Programme (MWBP) is working to build sustainable working relationships with media across the region.

Through two-way communication, MWBP aims to build proactive and mutually beneficial working relationship that may contribute to the programme achieving its goals and vision. As part of this work, the MWBP Cambodia hosted an interactive media meeting for journalists in Phnom Penh, chaired by His Excellency Lonh Heal, Director General of Technical Affair, Ministry of Environment and National Programme Director of MWBP.

During the one day meeting presentations were delivered to inform the twelve participating journalists about MWBP, its work, wetlands and other related environmental issues. These presentations were followed by discussions amongst the team of journalists about the challenges they face, what they would like to gain out of a partnership with MWBP, and how to follow-up after the meeting. All journalists were vocal and provided a wealth of ideas.

The journalists spent the afternoon at the wetland areas of Tamok Lake, seeing first-hand the wetland resources and receiving detailed information from the MWBP ecologist. As a result the media expressed an interest in receiving more information and to be involved in developing co-operations between NGOs and government in order to strengthen their capacity to report accurately.

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