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1. **INTRODUCTION AND PURPOSE**

This communication strategy is informed by data collected from desktop research; a brief review of the RPOA 1.0, particularly the review of the communication landscape surrounding the messages and outreach activities of the CTI-CFF; focus interviews; and output of the two-day workshop relating to the development of strategic communications for RPOA 2.0 prepared by PT Hatfield Indonesia in July 2019 commissioned by CTI-CFF through the Regional Secretariat to assist in the preparation of the RPOA 2.0 as well as insights from the series of draft RPOA 2.0 writeshop.

Following the review and finalization of the draft RPOA 2.0, its outcomes, outputs and indicators, this communication strategy is prepared for better engagement and stronger leadership in carrying out the Regional Plan of Action 2.0 (RPOA 2.0).

1. **COMMUNICATION GOALS**

The overall goal of the Communication Strategy is for the Coral Triangle Initiative to be the most effective driver of discourse and behaviour change on matters relevant to food security, climate change and marine biodiversity within the Coral Triangle region. The plan is rooted on four overarching communication goals as follows:

1. **Foster understanding and appreciation on the importance of CTI-CFF as a platform for regional collaboration in addressing crosscutting issues that are of regional and global impact**.

This goal supports CTI-CFF’s efforts to secure high-level stakeholder buy-in Southeast Asia and the Pacific. The communication strategy and activities should enable stakeholders to recognize the role of CTI-CFF in fulfilling government mandates, achieving business objectives, and realizing [ID, MY, PG, SB: sustainable] development targets. Communication will contribute towards the end goal of creating policy changes and executing programs at the regional and national frameworks for coastal and marine ecosystems, threatened species and fisheries towards improvement of food security and coastal livelihoods in the Coral Triangle region.

1. **Position CTI-CFF as a thought leader, an expert, and custodian of knowledge on Coral Triangle; and as a high-level and prestigious enabler of stakeholder outreach and partnerships on matters related to ocean conservation.**

This goal highlights the need for communication strategies and activities to help CTI-CFF mobilize donors, partners, philanthropists, and funding institutions to co-present and/or participate in programs towards CTI-CFF goals, objectives and outcomes. It is imperative to convince stakeholders and groups at regional and national levels to work with CT6 countries and partners in championing identified causes that yield mutual benefits.

**3. Generate significant public awareness and enhance communities’ appreciation, knowledge and attitude towards CTI-CFF benefits, thus, empowering inclusive and/or active participation of the public, communities, sectors and governments.**

This goal aligns with CTI-CFF’s desired behaviour change among CT region’s population, particularly in priority areas. Communication efforts will implement activities that will effectively educate the public about the initiative.

**4. Deliver and sustain operational efficiencies and effectiveness of CTI-CFF communications at regional and national levels.**

This goal aligns with RPOA 2.0 goal of producing effective and impactful communication tools and approaches in order to better engage with and encourage support from target audiences at the regional and national levels.

1. **GUIDING PRINCIPLES**
2. **Agree on the principle of consensus among CTI-CFF Member Countries**

Information and/or messages to be conveyed in communication, education and public awareness material shall be based on agreed/approved discussion among CTI-CFF Member Countries and/or CTI Partners in order to have a unified voice on issues concerning marine and coastal management protection, food security, climate change, , gender equality and other related topics.

1. **Adaptive and targeted messaging**

The key to effective implementation of this Communication Strategy will be ensuring that the messages are adapted to fit the constantly changing scenarios and issues in the region and in each CTI-CFF Member Countries and the priorities of CTI-CFF. Communications shall be prepared and will respond to issues in a timely manner to better raise awareness and understanding and foster support to CTI-CFF and its goals among target audience.

1. **Respect the cultures of each CTI-CFF Member Country in the design and implementation of communication**

In the development of communication, education and public awareness material, the uniqueness, colour and vibrance of each of the CTI-CFF Member Country’s culture shall be depicted with respect and honour.

1. **Message should be clear and specific and strengthened by facts and practical examples**

In developing communication messages, the Regional Secretariat and/or CTI partners should always ensure clarity of message and be able to outline specific issues and required action based on the goals of CTI-CFF and/or RPOA 2.0. Further, for effective communication, messages must be backed by specific facts generated by credible studies/researches, images, testimonials and/or best practices /stories.

1. **Appropriate and extensive use of communication channels and tools**

Efficient and effective communication strategy implementation shall be achieved by designing and utilising appropriate communication tools to targeted audiences. Thus, it is important to understand the communication environment of the target audiences and use appropriate communication tools/channels to adapt to that reality. Communication channels shall also be extensively used in order to reach a wider audience.

1. **Promote gender equality and social inclusion**

The preparation of messages and communication, education and public awareness materials shall [ID, SB, MY, PH recognize the gender roles including] fair representation of men, women, youth, Persons with Disabilities (PwDs) and different sector groups and ensure that their depiction conveys positive image to the target audience. Image selection and choice of words shall be given careful attention. CTI-CFF Women Leaders Forum, CTI-CFF Partners and stakeholders working on and/or advocating gender equality may be consulted during the preparatory process of the communication material.

1. **Ethical use of men, women, Persons with Disabilities (PwDs), youth, children and different sector groups’ images and stories**

Images and stories highlighting the contribution of men, women, youth, ID, SB, MY: children, PwDs and different sector groups in marine and coastal management and conservation at the regional, national and community levels shall be treated with dignity, respect and in accordance with relevant regional and international intellectual property rights rules. Individuals who will be part of the featured stories shall be informed of the intended purpose of the publication and where it will be published.

1. **Implementation of communication activities in the spirit of CTI-CFF Member Countries solidarity**

The design and implementation of communication activities shall carefully consider the shared mission and goals of CTI-CFF and the RPOA 2.0. Understanding and appreciation on the importance of CTI-CFF as a regional initiative and regional collaboration in addressing cross-cutting issues that have global, regional and national impacts will be at the forefront of any communication activity.

1. **DELIVERY OF COMMUNICATION STRATEGY**
2. **MESSAGES**

The communication, information and education materials shall entail clear messages including careful consideration on appropriate materials; be systematically prepared and produced in a step-by-step approach; be carefully monitored and approved to ensure high quality. When logos of CTI partners and/or other stakeholders are to be added on a material, official approvals will be secured.

The key messages should resonate with the public and should effectively position and differentiate CTI-CFF from many other advocacies that the like-minded organizations seek to address. The consistent use of messages is essential to fostering understanding on the cause and in building the CTI-CFF image.

**Key Messages**

1. Coral Triangle
2. **THE CORAL TRIANGLE IS A HOME AND A COMMUNITY TO MANY**

The heart of the world’s oceans, the Coral Triangle is host to 37% of the world’s species of reef fish, more than 75% of all known corals and also home of [[1]](#footnote-1)425 million people more than one-third in coastal communities in Southeast Asia and the Pacific. When the Coral Triangle is destroyed, it impacts not just biodiversity, but coastal communities from our own countries.

1. **THE CORAL TRIANGLE IS IN CRISIS, AND SO IS OUR FOOD SECURITY**

Amid ocean destruction and unsustainable use of marine resources, the Coral Triangle finds itself in extreme danger. The marine food chain is at risk of collapse, thus threatening food security. Soon, people will find no more fish and seafood to eat.

Climate change, IUU, unsustainable tourism, habitat destruction and poor governance are just some of the threats that are affecting the Coral Triangle region that puts the livelihood and food security of the people at risk.

1. **THE CORAL TRIANGLE A UNIQUE MARINE RESOURCE AND IS KEY TO POVERTY ALLEVIATION**

Protecting the Coral Triangle shall benefit the poor and vulnerable the most. When the ocean is healthy, the poor and vulnerable communities thrive and hope for better lives arise

1. CTI-CFF
2. The CTI-CFF is a trusted platform for regional cooperation and collaboration, delivering shared commitments and finding solutions to ensure the healthy environment of coastal and marine ecosystems, priority threatened species and fisheries for the well-being of the communities in the Coral Triangle.
3. The CTI-CFF works with various regional and international groups towards improving risk resilience and socio-economic conditions, in particular food security and coastal livelihoods, of communities living in the Coral Triangle region.
4. The CTI-CFF is involved in promoting and advancing cutting-edge scientific research on fisheries, marine resource conservation, and food security for the Coral Triangle region

The CTI-CFF Messages has three components:

**1.**  **ADVOCACY MESSAGES** are messages that highlight the important components of CTI-CFF’s mission. It zooms in on the advocacy. It markets the cause and seeks to convince the audience why it should matter to them and why it deserves their support.

2**. CALL TO ACTION** are messages intended to elicit desired results from target audience, it is vital that messages clearly indicate the call to action. Any messages to be designed should be simple and direct to the point, but broad enough to be customized per audience. The call to action messages should be approved by CT6 Member Countries and key partners.

**3. INSTITUTIONAL MESSAGES** describe the profile of the institution/ organization behind the advocacy. These messages help establish the institution’s image and credibility among target audience.

1. **STRATEGIES AND APPROACHES**

**STRATEGY NO. 1. ITS THE MISSION, NOT THE INSTITUTION**.

It is critical that the goals and objectives of the RPOA 2.0 are communicated to targeted audiences, particularly activities and projects that would have benefit and impact to them. Though most of the activities at the regional level involves workshops, training, meetings and the like, it is important to highlight these activities would contribute to the goals of the RPOA and impact the lives of the targeted audience.

Strategy No. 1 entails the following approaches:

Market the cause**.**  For this approach, it is important to be guided by the following questions:

1. What is the urgent concern?
2. What does CTI-CFF intends to accomplish?
3. What makes CTI-CFF’s advocacies different from others?
4. Why must target audience support the cause?

Highlight the call to action**.** Craft messages that clearly state what the audience must do. Apply the concept of behaviour change communication. Every communication touch point should lead toward achieving the desired [ID, MY, PH, SB: level of awareness and education and change in behaviour – donating funds, enacting policies, partnering with the initiative, mobilizing network, participating in key events, helping save the ocean through simple individual actions, etc. The call to action messages should be approved by CT6 Member Countries and key partners

Enable the audience to participate**.** Review the key messages to see if it is backed by technical equipment and appropriate facilities that will allow audience to support the cause they decide to do so. Align with program and technical teams to ensure follow-through actions resulting from the communication happen. Parallel to communication is the development of institutional mechanisms and programs that will give target audience opportunities to act on the messages delivered.

Distinguish the tasks.Ideally, have one communication officer focus on the advocacy and another to work on institutional communication**.** Each area has its distinct objectives. The former markets the cause to gain support while the latter is about building the institution’s reputation to build credibility and trust among stakeholders.

A Communications Team led by the Communications and Information Manager shall provide coordination, oversight and implementation of the communication strategies to support both Corporate Services and Program Services of RS and CTI-CFF in general.

Highlight successes, lessons learned and best practices, target stories from beneficiaries as well as information on measurable impacts or outcomes of CTI Programme. Successes, lessons learnt and best practices from projects implemented by RS and CTI-CFF Member Countries shall be collected, compiled and disseminated in order to highlight the impact of CTI-CFF’s initiatives and interventions.

**STRATEGY NO. 2. GO BIG OR LOSE.**

In a crowded communication space, where development issues compete for everyone’s attention, it has become more imperative for CTI- CFF to produce compelling communication materials and activities that would stand out and resonate with target audience. Messages must touch on issues that are relevant to the audience’s day-to-day lives. It must deliver to a wider range of audience and a substantial volume of people for it to create a regional impact.

The strategy ‘Go Big’ means carrying out the following communication approaches:

Maximize mainstream media. Get as much positive media mileage as possible; target television networks, publications, digital channels, and on-demand content platforms that have huge audience share and followers. Develop relations with media professionals and work with them to identify possible content for news coverage, documentaries, special features, and/or talk shows. Explore media placements or advertisements in major channels and high-trafficked digital platforms.

Focus and magnify. Identify areas to focus on and rally NCCs, partners, and everyone involved in communicating CTI-CFF towards it. Strengthen specific flagship events instead of spreading out resources into small initiatives. Zoom in on a particular umbrella topic and key message for a specific period. This increases chances for the messages to spread out and create impact

Catch the big fish. Prioritize partnership efforts with those that will significantly result in communication success and behaviour change. Target only a small number of specific individuals and organizations to focus effort. Utilise stakeholder mapping and profiling in identifying target audiences. Results of the activity should serve as input in designing a Stakeholder Engagement Plan for CTI-CFF.

Segment and customize. Think big by categorizing every group of people that CTI-CFF must communicate with and by knowing what type of approach will work for each. Specific initiatives must take into consideration the unique characteristics of each target group and the dynamics within. A ‘one size fits all’ and ‘plug-and- play’ communication will not work. Have a huge spread of the communication tools ready – key messages, communication materials, activities, and concepts – and identify which to use depends on the target audience.

**STRATEGY NO. 3. DRIVE AND THRIVE.**

The CTI-CFF communication must start strong from the first two strategies. To thrive, it must form part of the strategic core of the CTI-CFF structure and RPOA 2.0. Efforts must be initiated and driven by CTI-CFF leaders and the Regional Secretariat.

As observed in the review of the RPOA 1.0 Communications, there is a need to strengthen communication leadership at the CTI-CFF. The Regional Secretariat is looking into the aspect of improvement and strengthening the Regional Secretariat as elaborated in the RPOA 2.0 to be able to better facilitate and coordinate activities, including communication campaigns at the regional level.

Leaders should see the value and role of communications in the entire advocacy. They should be able to rally and inspire the CTI-CFF Member Countries, together with partners, to collaborate and support communication efforts both at the regional and domestic levels. Towards this end, the following actions are proposed:

Embed communication roles into each of the CTI-CFF Technical Working Groups Integrate communications in the RPOA 2.0. Communication is integral in achieving most, if not all of the CTI-CFF goals. It is imperative that communication is explicitly stated in the regional plan of actions in the next ten years. Include indicators for successful communication in the RPOA 2.0 targets, outcomes, and/or intermediate results.

Align communications with M&E. Ensure that the M&E Framework takes into consideration communication goals and objectives. The RS Communication team must closely work with M&E team to plot communication targets; monitor progress; see where communication could still be lacking; and identify how successes as shown in the M&E results can be utilized to strengthen CTI- CFF messages and to improve storytelling.

Empower RS and NCC Communications Point Persons. Address skills and knowledge gaps among individuals tasked to communicate about the CTI-CFF. Offer capability-building programs on newswriting, strategic communications planning, social media communications, and media relations, among others. Mandate regular NCC communications coordination and online meetings for purposes of best practices sharing, knowledge transfer, alignment of efforts, resource-sharing, and documentation.

Allocate substantial funds for regional communications. With CTI-CFF Communications at the core of RPOA 2.0, the Regional Secretariat [SB: through the Communications Team must provide an "annual/specific communications workplan to be compiled and considered for funding and technical support by RS, development partners, etc. and a close estimate of the costs needed to effectively drive communications and achieve objectives. Funds for the following must be considered: high-quality production of CTI-CFF communication and education materials, massive media campaign, regular coordination and gathering of Communication TWG, capability building for communications staff and TWG members, and hiring and engaging communication professionals and experts.

1. **TARGET AUDIENCE**

Due to its multi-faceted characteristics and wide-ranging scope - geographically and topically, CTI-CFF communication targets a variety of audience at the regional as well national and local levels. Target audience depends on the communication objectives and the organization tasked to work on delivering such objectives. It is important to categorize the audiences, as not all can be reached through the same channels or require the same information.

1. Government (Government Leaders and/or Senior Official/NCCs)

The governments are key to driving institutional changes relevant to the Coral Triangle given its power to enact and enforce policies, authority to execute conservation and related programs, resource capacity for initiatives within its mandate, and influence over stakeholders under its jurisdiction.

The CTI-CFF will communicate with CTI-CFF Member Countries and various provincial and local government units within the Coral Triangle region.

The implementation of RPOA 2.0 at the CT6 country level is within the domain of the identified ministries that form part of the CTI-CFF leadership. Engagement with the ministries will be continued to be strengthened. Further, engagement with other ministries will play relevant roles in the RPOA 2.0.

The NCCs are also enjoined to engage government officials at the provincial and city/ municipal levels, to achieve wider impact and reach out at the grassroots level. Likewise, regional efforts were undertaken to improve local government participation and capacity building initiatives.

1. Global Regional Companies/Business Sector

Industry practices create the greatest impact (adversely and positively) on the Coral Triangle, its marine resources, and coastal communities. Private companies should be targeted and be key partners to effect positive changes perceived by CTI-CFF’’. They can act independently and pursue initiatives without the need to go through bureaucratic channels or convince constituents. Communication activities shall target the business sector in order to build and/or strengthen partnership towards implementation of goals, objectives and outcomes.

1. Knowledge Sources

Knowledge Sources refer to the third group of target audience – academicians, international development agencies, multilateral organizations, non-profit groups, science research think tanks, etc. These organizations not only serve as sources of information about Coral Triangle but also contribute through funding, technical assistance, on-ground community building, and capability building.

*International Strategic Partners*

The goal is to increase funding support from international development partners including the Asian Development Bank (ADB), Global Environment Facility (GEF), UN Food and Agriculture Office, UNEP, GCF, World Bank, Ocean’s 5, etc. It also seeks to partner with multi-government organizations including the European Union, Asia Pacific Economic Forum (APEC), and Association of Southeast Asian Nations (ASEAN).

*Local NGOs*

There are several local Civil Society Organizations (CSOs) working on the ground in relation to ocean conservation and management. At times, they duplicate one another’s efforts and implement overlapping projects. Partners from this sector vary. Some have a wider influence over the target audience; others are more science-driven, while some have greater funding support. A common denominator among them however is their passion for “the similar goals of CTI-CFF.

*Academic and Research Institutions*

The research outputs of the academic and research institutions will contribute to the body of knowledge relating but not limited to fisheries, biodiversity, natural resources, climate change risk management and poverty reduction] However these technical researches should be translated and simplified by CTI-CFF in layman’s terms and communicated to a wider audience

**4. The Public**

People living within the CT region and those identified as critical stakeholders in pursuing the CTI-CFF agenda are categorized as the Public. They include members of the coastal communities (CT resource owners and beneficiaries), the CT6 population (CT resource consumers), and all other individuals and groups not classified above.

*Coastal Communities*

About 140 million people live in coastal communities who are directly dependent on Coral Triangle resources for their food and livelihood. Community members strong relationship with the sea is more pronounced and also vulnerable to socio-economic pressures/environmental changes. Coastal communities strong relationship with the sea is more pronounced and also vulnerable to socio-economic pressures/environmental changes They have a long history of managing and protecting marine resources. It is important that CTI-CFF engage with a substantive number of coastal communities.

*CT6 Population/ Resource Consumers/ General Public*

Information dissemination about CTI-CFF is imperative as the CT6 region endeavours spread awareness and trigger desired actions about the cause. The public is encouraged to access information about CTI-CFF including research findings on the Coral Triangle, milestone initiatives, relevant policy changes, as well as events and activities open to the public. Further, the CTI-CFF categorizes the four target audiences into two levels: 1) regional and 2) national and local (Table 6). The Regional Secretariat is mandated to communicate with audiences at the regional level while the NCCs deal with those at national and local levels

*Women, Youth and Persons with Disabilities (refer to gender principles of CTI-CFF GESI Policy)*

The public particularly women, youth, persons with disabilities (PwDs) are targeted, so they could learn more about how CTI-CFF could impact their respective sectors, and how they can be involved in its advocacy. Women and youth are seen as important segments of society that can drive meaningful actions at the national and community levels whilst PwDs should have a full and effective participation and inclusion in the conservation and management of marine and coastal ecosystem. The gender principles of CTI- CFF GESI Policy shall be referred to guide design and implementation of communication strategies for these group of people.

Schools

Communication, information and educational activities of the CTI-CF and RPOA 2.0 shall target schools in particular young children to raise awareness, appreciation and understanding in protecting the coastal and marine resources of the Coral Triangle at an early age. Schools may serve as partner institutions in providing learning on marine and coastal conservation and education.

**CTI-CFF STRUCTURES**

For internal communication purposes, this Communication Strategy adds another set of audience: the CTI-CFF structures. Communicating with and within this group - comprised of the CTI-CFF Regional Secretariat, NCC government officials and employees, academics, development partners, and NGOs – is imperative to ensure work synergy and message consistency.

1. **COMMUNICATION TOOLS/CHANNELS**

This section indicates some of the tools/channels that will be used in implementing the communication strategy as follows:

1. **Print and/or Digital Materials for distribution**

* CTI-CFF Annual Report
* CTI-CFF Status Report/Progress Report
* CTI-CFF Newsletter
* Policy paper(s)
* Joint Communique
* Study Reports
* Publication
* Factsheets/brochures/flyers/pamphlets
* Coffee table/booklets
* Banners/posters
* Photo stories/photo essays

2.**Mass media tools and channels**

*Tools*

* Opinion editorial
* Media/Press releases (as appropriate, to highlight launch of significant project activity and achievements)

*Channels*

* Media breakfast/briefings
* Media roundtables/radio & tv interviews
* CTI Website
* CT Atlas
* Coral Triangle Day website
* Online media including social media (Facebook, Twitter, Youtube, Instagram, Linked In)
* Radio program (particular for communities to highlight success stories of projects and/or individuals in coastal communities)

**3.Interpersonal/face-to-face/physical and/or virtual channels**

* Dialogue/Forum
* Communication workshops/trainings/meetings/webinars/symposia
* Roadshow
* Promotional Campaign/Events
* University Tie-ups/Initiatives

**4.Others**

* Documentary or audio/visual
* Exhibits
* Communication promotional materials/giveaways

When selecting a tool and channel for message dissemination, several factors shall be considered such as the guiding principles, cost, human resources, time available, target audiences and information to be conveyed. The different communication channels and approaches such as mass and online media, community-based and interpersonal channels shall be used strategically to reinforce one another and maximize impact of the communication activity.

**Approval of communication materials**: Before printing or producing any communication material, the technical content must be cleared by relevant working groups, NCCs and/or CTI Partners. These formal approvals should have short deadlines, for timely delivery and dissemination of information. Branding guidelines of CTI-CFF must be adhered to.

1. **THE COMMUNICATION TEAM**

In the conclusion of the discussions regarding RPOA 2.0 with CT6 Member Countries, a lean staffing for the Communications Team is proposed with the following composition and functions:

1. **Communications Manager:** oversee and execute RS Communication strategy, media relations, and TWG coordination
2. **Marketing and Information Officer:** data gathering, content processing, and content development/writing for communication tools; events coordination and management
3. **IT Officer:** coordination and technical management of knowledge and data management systems

In the future, according to the 2019 Communication Strategy Workshop Report, the following are the proposed composition of the Communications Team to help promote RPOA 2.0:

1. **RS Communications and Outreach Director** (*maybe a Communications Consultant*): strategic communication, overall direction and guidance
2. **Communications Manager: RS** Communication implementation, media relations, and TWG coordination
3. **Events and Outreach Manager** (*maybe outsourced; seasonal***)** : RS project management and stakeholder engagement
4. **RS Knowledge Management Officer and Webmaster** (*maybe outsourced*): creatives, social media campaign, toolkit production (video, publications)
5. **Writers** (advocacy and institutional communications): data gathering, content processing, and content development/writing for communication tools
6. **Graphic Artist**: Design concept and execution for all communication tools
7. **Events and outreach assistant**: stakeholder coordination; 3rd party management for events and projects

In the future, there are rooms to add extra people to implement the communication strategy of RPOA 2.0 based on support from CTI Strategic Partners.

1. **IMPLEMENTATION MECHANISM**

Duration and Key Partners

This Communication Strategy shall be implemented during the 10-year period of the RPOA 2.0 following the endorsement of the Committee of Senior Officials and Council of Ministers. CTICFF National Coordinating Committees, Working Groups and CTI Partners as well as other stakeholders shall be encouraged to participate in implementing key activities in this strategy.

Action Plan

In delivering this strategy, the Regional Secretariat of CTI-CFF shall facilitate and coordinate with CTI-CFF Member Countries and CTI Partners to ensure the implementation of proposed activities. Annex 2 presents the proposed key activities after the launch of RPOA 2.0. The implementation at the regional level shall be facilitated and coordinated by the Regional Secretariat while the activities at the national and local levels shall be overseen and coordinated by CTI NCC and CTI Partners. Writing of Concept Notes in collaboration with NCCs and Partners will be undertaken to ensure a wholistic approach and well-representation of concerns/issues in the development of communication activities. While most of the activities will be regional in scope, it will also be implemented in each country as deemed appropriate. Finalization and approval of activities may be discussed in meetings and/or through official communication to ensure that the activity shall be carried out. Technical support may be sought from CTI Partners to ensure the success of the communication strategy.

Dissemination of Information based on evidence/research

One of the guiding principles is that the communication is strengthened by facts. Thus, it is important that Communications Team of the Regional Secretariat coordinate with working groups for information/data in the development of communication material. This technical information should be translated/repackaged in layman’s terms for target audiences. Linking media, communicators, experts with research and academic institutions can be pursued in order to create a group that mutually benefit from each other and this can be undertaken via forum, workshop, press conference/briefing and the like.

Human Resource

The implementation of this Strategy shall require human resources that are skilled and/or experts in communication and information work. At the Regional Secretariat, a team shall be formed to oversee and execute the implementation of the CTI-CFF/RS Communication Strategy at the Regional Level. The Communication teams shall be exposed up-to-date communications tools to better disseminate information. Technical and/or financial support from CTI Partners may be tapped to provide additional human resource to help in the implementation of the strategy.

Financing

This Comms Strategy will serve as basis to guide financial support towards communications initiatives and programs by RS and CT6 member Countries and also by Development Partners.

Knowledge and Data Management System

Effective information sharing and efficient decision-making on issues relating to the CTI-CFF Regional Plan of Action can be achieved with an enhanced knowledge and data management system at the Regional Secretariat as well as NCCs. The Regional Secretariat shall continue to maintain and manage the knowledge and data management system and ensure that all metadata are properly organized for easy accessing of information. The Regional Secretariat shall continuously ensure that the system is free from any virus attacks and illegal intrusion/interception that may put confidential information at risk. A training for NCCs, Working Groups and CTI Partners shall be implemented for effective converging and managing of information and supporting information sharing and communication activities.

Monitoring and Evaluation

This will include performance indicators, means of verification and assumptions made. Evaluating communication activities may be undertaken by using various methods such as survey, testing, questionnaire, interview or focus group discussion. Reporting will be made to the Committee of Senior Officials and Council of Ministers at the conclusion of the plan.

*Note: This strategy is a living document which can be updated according to CTI-CFF’s needs as it evolves.*

**Annex 1. Audience Specific Communication Messages**

|  |  |  |
| --- | --- | --- |
| **Audience** | **Messages** | **Desired behaviour change** |
| **1. Government** (Government Leaders/Senior Officials/NCCs) | 1. The CTI-CFF works to provide coastal communities and the poorest members of our countries the opportunity to continuously reap their income from the oceans, and to ensure availability of marine resources/ particularly fish and seafood. 2. Champion the protection of the Coral Triangle and help coastal communities grow and thrive. This shall be your legacy not only in (country name) but also in the entire Southeast Asia and the Pacific. 3. Development and implementation of regulations and guidelines by governments can significantly ensure a resilient and effectively managed marine and coastal ecosystems in the Coral Triangle. 4. Major cities and regions around the world are taking the leap to show their commitment and support to sustainable economic development by restoring ecosystems. The support and commitment of CTI-CFF Member Countries to promote ecotourism, create more protected areas for species conservation and coastal protection would contribute greatly to the conservation of ecosystems and promotion of sustainable development. 5. The government should put a significant investment in enhancing capacity, protection, tracking and monitoring of illegal wildlife trade in their country for it undermines sustainable development and community livelihood and safety, thus posing threat to economic opportunities. | * Accelerate policy changes required to deliver desired CTI-CFF/RPOA 2.0 results * Allocate resources for policy enforcement * Develop and implement regulations and policies that will ensure the better management and protection of the resources in the Coral Triangle * Public awareness and education * Increase political will from the government leaders |
| **2.Business Sector** | 1. When corals grow and the ocean remains healthy, so will your catch (and cash). The CTI-CFF helps businesses dependent on the Coral Triangle ensure availability of marine resources through sustainable fishing and business practices. 2. Be ahead of your game! Join the CTI-CFF conversations and discover how you can transform your business into long-term profitability while showing you care. 3. Support CTI-CFF in its fisheries programs, projects and activities that promotes co-management of marine and coastal resources in order to create a beneficial change and reform in communities and society at large. 4. Contribute to improving resource and coastal and marine environment by investing and tieing up with CTI-CFF in its various initiatives in the areas of fisheries, marine litter, climate change and food security. 5. Support government efforts in conducting environmental impact assessments to improve fisheries and aquaculture production. | * Innovate and initiate changes in business operations in support of the CTI-CFF/RPOA 2.0 goals * Provide marketing and finding assistance to CTI-CFF/RPOA 2.0 goals * Partner with CTI-CFF in implementing programs and activities * Invest in activities, projects and programs initiated and/or supported by CTI-CFF * increase employment opportunity * increase costal community income |
| 3.Knowledge Sources  **International Strategic Partners** | 1. Addressing the problems faced by the Coral Triangle is a step closer towards finding solutions to regional problems relating to ocean conservation, climate change, fisheries, livelihood, and food security. 2. Together, let’s protect the Coral Triangle, find solutions to shared problems, and help the peoples of CT6 countries become more self-reliant communities. 3. International NGOs are important players and partners of the government in planning and management of coastal resources. Together, let’s create innovative solutions and mobilize action towards efficient management of the resources of the Coral Triangle. | * Provide more funds to support CTI-CFF projects, investments plans, sustainable enterprises and capacity building programs in different areas identified in the RPOA 2.0 * Establish/strengthen strategic partnership with CTI-CFF in the implementation of the RPOA 2.0 goals and realizations of outcomes * Help raise and widen CTI-CFF visibility in international platforms to get more support for CTI initiatives |
| **Academic/Research Institutions** | 1. Academic/research institutions conduct researches that increases and contributes to the knowledge about critical threats to seas/oceans and their inhabitants and, thus provide the foundation for the creation of new framework and improvement of conservation policy.  2.Academic institutions can improve the quality of research and education on the sustainable management of costal and marine areas to contribute.  3.Academic/research institutions can build innovative education pathway for students to deepen their understanding and increase interest in conducting research and/or work in the area of coastal and marine conservation. | * Conduct research on coastal and marine conservation * Develop education conservation programs * Provide technical support through capability building |
| **General Public** (coastal communities, consumers, women, youth, PWDs, schools) | 1. The Coral Triangle is ours. Let’s take care of it. 2. Being part of an archipelagic region, almost one third of the CT6 countries’ population depends on ocean and marine resources. The Coral Triangle provides our friends and families in coastal communities with almost everything they need, including livelihood. It attracts tourism and economic activities that benefits larger towns and communities. It is vital in securing that people in the entire region, and the world, shall continue to have fish and seafood today and tomorrow. 3. Women, youths and traditional leaders play a significant role in the conservation and management of the marine and coastal resources in the Coral Triangle. They have been actively involved in the management and control of mangrove and seagrass beds in their local communities across the Coral Triangle region. 4. Youth can be ambassadors or change makers in their communities by sharing information they learned in youth preparedness programs and helping parents and communities to prepare for and manage disasters. 5. Persons with disabilities are especially vulnerable when disaster strikes. Hence, it is important that they are not left behind in the aftermath of a disaster. Their invaluable knowledge and experience in handling disaster can assist in better crafting disaster risk management plans. 6. Enjoy the marine and coastal environment responsibly. Do your share by reducing use of plastics. 7. The sustainable management of coastal and marine areas including their natural resources PH can be more effective with the involvement of all schools. Long-term education conservation program in schools can contribute in raising awareness and deepen understanding especially among young children. 8. learning institutions where educators are being formally trained so they can also deepen understanding and develop education conservation programs for their schools? | * Initiate and/or join discussions relating to the urgent concerns faced by the Coral Triangle * Take individual steps/actions to help protect the Coral Triangle * Participate in activities, workshops, training initiated and/or supported by CTI-CFF in areas identified in the RPOA 2.0 * Incorporate in the school curricula |

**Annex 2**

**Communication Activities from 2022-2030**

*Note: The implementation of activities will be subject to financial resource availability and priorities.*

|  |  |  |
| --- | --- | --- |
| **Period** | **Project/Activity** | **Communication Tool/Channel** |
| **2022** | * Prepare media plan (online and print) for the launch of RPOA 2.0 * Launch RPOA 2.0 as well as Sustainable Business Forum in conjunction with Leaders’ Summit | Media release, media coverage/press conference, online media promotion |
| **2022-2023** | Waste management and marine pollution   * Develop and distribute campaign material tools and messages regarding threats to threatened species and on addressing the threats (e.g. marine pollution including marine debris, oil spill and Deep-Sea Tailing Disposal, and illegal fishing methods) | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| **2022-2030** | Coral reefs, mangroves and seagrass  Develop communication materials developed highlighting the protection of coral reefs, seagrass beds and mangroves in each CT6 country | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| Good governance   * Promote the reports on good governance, effective leadership and strategic partnerships of CTI-CFF * Promote joint communiques develop for high-level international and regional platforms * Prepare and promote the accomplishments of CTI-CFF in the annual report | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| **2022-2030** | Regional Secretariat   * Develop and disseminate communication materials relating to initiatives, projects, programs, meetings and activities of CTI-CFF * Implement activities relating to initiatives of CTI-CFF | * Media release, fact sheets, brochures, flyers * CT Day, seminar, workshops |
| **2023** | Illegal wildlife trade   * Develop and disseminate materials focusing on combating illegal wildlife trade on priority threatened species (marine mammals, sea turtles, sharks, and rays) | * Media release, fact sheets, brochures, flyers |
| * Conduct regional campaign (e.g. symposia, webinars and workshops) to combat illegal wildlife trade on priority threatened species (marine mammals, sea turtles, sharks, and rays) | * Regional campaign |
| COASTFISH   * Upload relevant information COASTFISH in the CTI-CFF Knowledge Management Systems | * CTI website |
| GESI   * Conduct communication activities on GESI to increase understanding and awareness * Conduct surveys/assessments to measure understanding and awareness in NCCs | * Media release, fact sheets, brochures, flyers, media interviews * surveys |
|  | CT Atlas   * Ensure functionality and updated content of CT Atlas | * Uploading of materials, images, in CT Atlas |
| **2023-2025** | COASTFISH   * Develop and disseminate communication materials relating to knowledge, technology and best practices on COASTFISH | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| **2023-2030** | Management of coastal and marine ecosystem  Develop advocacy materials, for seeking public and/or non-public finance to support conservation and management of ecosystem in CT6 countries | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| **2025** | Fisheries   * Develop and disseminate communication materials on IUU fishing in the Coral Triangle region | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| * Conduct information sharing and exchanges, for combating illegal marine wildlife trade with focus on the priority threatened species (marine mammals, sea turtles, sharks and rays) | * CT Day, seminars, regional exchange |
| * Develop and disseminate key challenges in fisheries management to partners and collaborators | Publications, fact sheets, brochures, flyers, photo stories, photo essays, |
| Good Governance   * Develop and promote online Centre of Excellence * Develop communication tool to improve the overall facilitation and management of CTI-CFF | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| Regional Secretariat   * Conduct survey/assessment to measure understanding and support of CTI-CFF initiatives | Survey questionnaire, rapid assessment, interview, FGDs |
| Climate-resilient communities/Climate Change   * Promote the annual reports on exposure and vulnerability levels including projections on climate change * Promote the regional exchanges , training and learning events on CCA | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| **2030** | Fisheries   * Assist in the preparation of and conduct promotional activities to disseminate regional action reports together with CTI-CFF Member Countries relating to Illegal, Unreported and Unregulated (IUU) fishing in the Coral Triangle countries. | Media interviews,  publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| Risk-resilience and socio-economic conditions   * Assist in the preparation of and conduct promotional activities to disseminate high-level regional report on the food production * Compile, disseminate and promote country status report on food production * Disseminate and promote CTI-CFF report highlighting the improved 2020 baseline information on food security in the priority seascapes and Coral Triangle MPAs   COASTFISH   * Disseminate and promote study reports on developing resources and livelihoods in priority seascapes | * Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed * Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| Marine tourism   * Develop and promote sustainable marine tourism materials | Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed |
| GESI   * Promote policies/regulation/ reports on GESI * Develop a and promote documentation of successful initiatives involving men, women, youths, Persons with Disabilities (PwD) and different social groups showing increase in participation and decision-making, productivity, skills, income, gender and social inclusion and sustainability of coastal livelihoods * Promote regional exchanges on GESI capacity building programs | * Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed, coffetable |
| Climate-Resilient Communities/Climate Change   * Promote best practices relating to climate-resilient communities * Upload on the CTI-CFF knowledge management system lessons learnt and develop communication materials that will promote these lessons learnt | * Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed * CTI Website |
| CTI Regional Score card   * Develop and promote communication materials highlighting the achievements of RPOA 2.0 * Conduct survey/assessment of the impact of CTI-CFF initiatives | * Publications, media release, fact sheets, brochures, flyers, photo stories, photo essays, op-ed, coffeetable * Survey questionnaire, interview, FGD |

1. Based on the summation of the 2020 population of CT6 member Countries of UN data. [↑](#footnote-ref-1)