CORAL TRIANGLE INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

CTI-CFF COMMUNICATIONS STRATEGY
(2017 – 2020)

CTI-CFF Coordination Mechanisms Working Group
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TABLE
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ACRONYMS

ADB	Asian Development Bank
APEC	Asia Pacific Economic Cooperation
ASEAN	Association of South East Asian Nations
CI	Conservation International
CT	Coral Triangle
CT6	Coral Triangle Member States (Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Timor-Leste)
CTI-CFF	Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security
CTI-COM	Coral Triangle Initiative Council of Ministers
CTMPAS	Coral Triangle MPA System
CTSP	Coral Triangle Support Partnership
EAFM	Ecosystem Approach to Fisheries Management
EBFM	Ecosystem-based fisheries management
FAO	Food and Agriculture Organization
GEF	Global Environment Facility
GIS	Geographic Information System
IUU	Illegal, Unreported, and Unregulated
LMMA	Locally Managed Marine Area
M&E	Monitoring & Evaluation
MPA	Marine Protected Area
NCC	National Coordination Committee
NGO	Non-Governmental Organization
NOAA	National Oceanic and Atmospheric Administration
NPOA	National Plan of Action
PI	Program Integrator
PNG	Papua New Guinea
POA	Plan of Action
PPP	Public-Private Partnership
RDMA	Regional Development Mission for Asia
RPOA	Regional Plan of Action
SOM	Senior Officials Meeting
TNC	The Nature Conservancy
USAID	United States Agency for International Development
WWF	World Wide Fund for Nature

"A communications strategy is a critical component to the long-term success of the CTI-CFF..."

INTRODUCTION

The Coral Triangle's vast marine resources provide direct economic benefits to more than 360 million people in the region, and many more beyond. The Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) and its Regional Plan of Action (RPOA) together with the National Plans of Actions (NPOA) for the six CTI-CFF Member States, provide an important platform for national and regional collaboration. It is also a powerful advocacy bloc that can transform ocean management such that ecosystem considerations become central to economic and social policies and strategies, rather than separate and often competing initiatives. The CTI-CFF's goal is to help stakeholders derive economic and social benefits from the oceans in ways that are efficient, equitable and sustainable in both the short and long term.

A communications strategy is a critical component to the long-term success of the CTI-CFF. The overall visibility and understanding of CTI-CFF is extremely limited both within the CTI-CFF Member States and internationally. The implementation of a comprehensive communications program can help the CTI-CFF to achieve its overarching objectives outlined in the Regional Plan of Action.

This second revision of the Communications Strategy builds on the first draft document and the document developed in October 2011 for the Coordination Mechanisms Working Group (CMWG) with support from the Australian Government. The six (6) CTI-CFF Member States had requested an "outward unified communications strategy for CTI-CFF". This Strategy expands on that document in the following after ways:

- Provides more operational detail on the proposed objectives, target audiences, and key messages to be conveyed to various CTI-CFF audiences;

- Identifies specific outreach products and tools that have been developed and can be incorporated into a broader CTI communications program;

- Presents a Staffing and Management Plan for implementation;

- Presents a proposed CTI-CFF communications protocol and guidelines to encourage the "branding" of CTI-CFF which will build its profile and therefore, its usefulness, as a regional forum (ANNEX 1); and

- A Work Plan document that lays out relevant communication activities throughout the years 2017 to 2020 (Annex 2)

This strategy is organized using the primary components of a communications program: objectives, target audiences, key messages, and tools and products to deliver the information. Standardized processes for branding and protocols for communication are presented to provide consistency both within the CT6 as well as with external audiences. Finally, a Staffing and Management Plan is provided to propose who would conduct these tasks and how.

CTI-CFF COMMUNICATIONS STRATEGY (2017-2020)

BACKGROUND ON EXISTING COMMUNICATION ACTIVITIES

Outreach and communication activities have been a cornerstone of CTI-CFF since its inception. Many of these activities have been undertaken by or with Development Partners in coordination with the Regional Secretariat which include a broad array of materials, training programs, tools, events, and web initiatives. These products and tools serve as the foundation of this Communications Strategy which, over time, will be adapted and expanded to strengthen the reach and impact of the CTI-CFF.

Since the launch of the CTI-CFF in 2009, the CTI-CFF Interim Headquarter (Regional Secretariat), CTI-CFF Member States and Development Partners have been implementing communications and outreach activities. These activities include the following:

- Supporting the establishment, operationalization and institutionalization of the structures and mechanisms of the CTI-CFF;

- Ensuring information flow between CTI bodies, Partners, and stakeholders;

- Increasing awareness of the CTI-CFF; and

- Advancing progress towards the goals of the CTI-CFF Regional and National Plans of Action

Much progress has been made to date. In October 2011, at the 7th Senior Officials' Meeting (SOM-7) and the 3rd Ministerial Meeting (MM-3), the CTI-CFF adopted the design, graphic standards, and usage of the CTI-CFF logo. In November 2011, the CTI-CFF Regional Secretariat website was revitalized and re-launched incorporating a range of features including a gateway to other CTI-related sites. CTI-CFF Member States through their NCCs have launched websites and portals and implemented communications efforts to provide information on national CTI activities. These robust efforts have laid the groundwork for CTI-CFF's communications achievements to date.

Development Partners have worked intensively to support communications and outreach efforts through a range of technical, operational, and financial support. In addition to the Government of Australia, the US CTI Support Program Integrator has provided a range of resources including the provision of web-development services for the CTI-CFF website in 2011 and the secondment of a part-time Communications Officer to the Regional Secretariat in 2012 – followed by WWF Indonesia's

for a communication manager resource of fiscal year 2015-2016. The Coral Triangle Support Partnership has supported CTI-CFF Member States with a range of national and sub-national outreach activities including Information, Education, and Communication campaigns. Development Partners have promoted the CTI-CFF goals and the range of evolving CTI-CFF communications objectives through their respective project mechanisms including program websites, social media engagement; traditional media engagement; knowledge- management portals; event outreach; and the production of a range of print material.

The impact of these efforts has led to significant communications achievements including evidence of a growing knowledge, understanding and appreciation of the CTI-CFF across a range of stakeholders. Communications and outreach efforts developed around key events reflect important benchmarks towards objectives. For example, on June 9, 2012, the Regional Secretariat, NCCs, local governments and Development Partners worked to celebrate the first Annual Coral Triangle Day in conjunction with World Oceans Day. Events were held across the CT region that engaged thousands. On June 25, 2012, the CTI-CFF held a side-event at Rio+20 United Nations Conference on Sustainable Development firmly placing the CTI-CFF on the global stage. At the July 2012 International Coral Reef Symposium in Cairns, Australia, the CTI-CFF took center stage generating significant media attention on the issues facing the Coral Triangle. The engagement of the CTI-CFF on the regional and global arena is only expected to grow.

The Regional Secretariat shall continue to be the central coordinating role for all CTI-CFF communication activities. This role will continue to expand as its capacity is strengthened.

> "Development Partners have worked intensively to support communications and outreach efforts through a range of technical, operational, and financial support."

"The CTI-CFF Communication Strategy is a cross-cutting "tool" to support all its major activities. "

VISION **AND GOALS**

"The CTI-CFF to be recognized as the leading initiative on sustainable management of coral reefs, fisheries and safeguarding food security in the Coral Triangle region."

The CTI-CFF Communication Strategy's vision

The CTI-CFF Communication Strategy is a cross-cutting "tool" to support all its major activities. There are five overarching communications goals as the foundation for building this Strategy:

Goal 1

TO RAISE THE VISIBILITY OF AND CREATE CHAMPIONS FOR THE CTI-CFF PLATFORM AMONG CT6 GOVERNMENTS by:
- Securing high-level political support from CT6 leaders.
- Promoting CTI-CFF principles and tools that can be incorporated into national management frameworks.
- Building the communications capacity within the NCCs to conduct effective outreach.

Goal 2

TO PRESENT A CONSISTENT IDENTITY FOR CTI-CFF by:
- Establishing branding guidelines.
- Establishing a protocol for the flow of CTI-CFF information to and from the Regional Secretariat, the NCCs, Technical Working Groups, Council of Senior Officers, Council of Ministers, etc.
- Formalizing channels of communication among organizations involved with the CTI-CFF.

Goal 3

TO ENHANCE CTI-CFF COMMUNICATIONS OPERATIONAL EFFICIENCY by:
- Consolidating internal communication systems and mechanisms within the Regional Secretariat.
- Ensuring regular, accessible and high quality CTI-CFF communications.

Goal 4

TO FACILITATE BROAD PARTNERSHIP/STAKEHOLDER OUTREACH AND COORDINATION by:
- Increasing engagement with stakeholders to achieve CTI-CFF Regional Plan of Action, goals and targets.
- Promoting the adoption and championing of CTI-CFF principles as reflected in national coastal and marine management policy and planning.

Goal 5

TO INCREASE PUBLIC AWARENESS OF THE CORAL TRIANGLE'S GLOBAL IMPORTANCE by:
- Increasing public awareness of and support for CTI-CFF goals through implementation of education and outreach initiatives that clearly delineate the Coral Triangle's international, regional, national and local economic and social benefits.
- Building knowledge worldwide of the Coral Triangle as a unique global treasure through use of mainstream media outlets.

Each of these objectives requires engagement of specific target audiences both within the CTI-CFF as well as external audiences and partners ranging from local governments and community groups, to international Development Partners and scientific organizations. The following section highlights each of these audiences and demonstrates how their engagement can help meet the communication objectives.

"These objectives guide the development of the communications tools and indicators to achieve the objectives and ultimately realize the vision."

OBJECTIVES (2017-2020)

The Objectives of this Communication Strategy and Work Plan reflects the Vision and Goals of this document. These objectives guide the development of the communications tools and indicators to achieve the objectives and ultimately realize the Vision. The objectives are as below:

1 Stimulate and increase awareness with reference to CTI-CFF as an effective and useful multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security.

2 Increase awareness and pride about the uniqueness of the Coral Triangle as the world's un-paralleled epicenter of marine biodiversity

3 Increase awareness of the threats faced by the Coral Triangle and how they affect daily lives and livelihoods.

4 Increase understanding of the link between threats to the Coral Triangle and a community's economic/social opportunities

5 Encourage community buy-in of tools and programs developed under the CTI-CFF framework.

6 Link community based marine resource management with the activities /priorities of the NCCs.

7 Mobilize donor support for CTI-CFF activities at the regional, national, and local level.

8 Increase CTI-CFF exposure in mainstream media outlets in each Coral Triangle country to generate buzz.

9 Encourage collaboration and partnerships among academic research institutions and non- government organizations engaged in marine resource programs across the Coral Triangle using the CTI-CFF framework.

10 Highlight and encourage adoption of cutting edge scientific/technical/ policy tools developed under the CTI-CFF framework.

11 Encourage private sector involvement in CTI-CFF activities at the regional, national and local level.

12 Increase youth involvement in CTI-CFF activities at various levels.

13 Develop a Communications and Branding Guideline for and standardizing communications to ensure quality and consistency of the process and the products developed under CTI-CFF.

"There are dozens of organizations working in the Coral Triangle region to promote sustainable management of its vast resources."

AUDIENCES

There are dozens of organizations working in the Coral Triangle region to promote sustainable management of its vast resources. Many of these organizations work with specific audiences, such as school groups or local organizations to increase awareness and promote sustainable practices. This Strategy identifies several target audiences that are important to reach, recognizing that in some cases Partner organizations in the region are better equipped to take the lead on outreach efforts with certain audiences. To help focus communications efforts over the first year, it is recommended to prioritize the audiences based on the Goals listed in Section 2 and the greatest impact that can be achieved (Table 4-1).

CHARACTERISTICS OF EACH MAJOR TARGET AUDIENCE

CTI-CFF STRUCTURES

The CTI-CFF Council of Ministers (CTI-COM) is the highest formal decision-making body of the initiative and has the power to adopt and approve CTI-CFF resolutions at the Ministerial Meeting. Each Minister heads the primary agency tasked to implement the CTI RPOA in their respective countries. The Chairmanship of the CTI-COM rotates among the six (6) countries and has a fixed term. The Chair of the CTI-COM leads the inter-government negotiations during his/her term of office.

The CTI-CFF Committee of Senior Officials (CTI-CSO) is composed of designated senior government officers from the six (6) Coral Triangle countries who are tasked to oversee and decide on technical decisions of the CTI-CFF as well as provide direction to the Regional Secretariat Executive Director. The Senior Officials meet annually or as needed to ensure that the business of the CTI-CFF is carried

out efficiently and in accordance with the decisions of the CTI-COM or through special Technical Working Groups.

The CTI National Coordinating Committees (NCCs) are the national inter-agency bodies responsible for guiding and ensuring implementation of the CTI Regional and National Plans of Action in their respective countries. They are composed of officials from designated government agencies, representatives of NGOs and academics that meet regularly and decide on the priority CTI-CFF activities. CTI NCC members are also heads or are part of the CTI-CFF Technical Working Groups and attend regional meetings. The CTI NCCs are based in government agencies, work with various development Partners who are implementing CTI-CFF activities at the national level, and also implement various outreach and communications activities.

Key Target Audiences for CTI-CFF		Priority for 2017 & 2018	Rationale
CTI-CFF Structures	Heads of State, Ministers, High-level Government Officials	High	The ministers and senior officials influence budget allocations for CTI-CFF, and make decisions on the course, direction and implementation of the CTI-CFF.
	NCCs	High	NCCs distribute CTI-CFF messages at the national level and are the CT6 Governments' central body for coordinating decision making, and implementation.
	Technical Working Groups (TWGs)	High	The TWGs develop strategies to achieve RPOA goals and technical products that need to be communicated to various audiences
Related CT6 national governments	Relevant government ministries	High	To achieve the CTI-CFF goals, various sectors such finance, tourism, agriculture, transportation, environment and technology should be educated on the issues and solutions.
CT6 Provincial and Local Governments	Provincial and local government units	High	To achieve the goals CTI-CFF, various sectors such as finance, tourism, agriculture, transportation, environment and technology should be educated on the issues and solutions. The Regional Secretariat can support provincial government communications staff through knowledge-sharing, and templates to raise awareness in their regions.
Local communities	Community leaders and local NGOs	Medium	Regional and local businesses, their organizations such as Chambers of Commerce, labor organizations, and regional/local governments will be most effective in reaching these audiences. These are the groups that will support and promote bottom-up changes relative to the CTI's goals.
Private Sector/ Industry	Private sector leaders, industry/business associations	Medium	Organizations such as Chambers of Commerce and other organizations. Business/ industry involvement is necessary/beneficial to achieve some CTI-CFF goals, particularly for long-term sustainability practices.
International Development Partners	Current Development Partners	Medium	Development Partners deliver against CTI-CFF actions and have national/local level networks to communicate with/about CTI-CFF.
	Future Development Partners	High	Sustainable and ongoing funding is necessary to implement CTI- CFF actions.
Academia/ Research organizations	International organizations addressing CTI-CFF topics	Medium	Academic experts are important champions, particularly for media interviews, op eds., "speakers' bureau" opportunities that support CTI-CFF goals.
Media	News media such as radio, TV and print	High	The media serve as not only a key audience that needs to be educated on CTI-CFF issues, they then serve as a powerful communications channel to reach the other audiences listed.
General Public	Broader global public beyond CT region	Medium	Greater global "brand" recognition will reinforce CTI-CFF gains and generate increased momentum and demand for better resource management.
Youth	Potential activists, current influencers, future leaders	Medium	Involved youth become activists in their schools, colleges, communities and organizations on behalf of environmental concerns and therefore, local/regional Coral Triangle goals. They influence parental and community leaders and decisions.

Table 4- 1 : Summary of key target audiences for outreach and communications support.

The CTI-CFF Technical Working Groups are composed of focal points nominated by each of the CTI NCCs as well as technical experts supported by Development Partners and donor organizations. Each Technical Working Group is headed by one or two countries. The groups provide technical inputs and recommendations to SOM, NCCs and the Regional Secretariat to guide implementation and achievement of the five (5) overarching goals of the CTI-CFF Regional Plan of Action. The groups meet periodically and report their progress at the annual Senior Officials' Meeting.

CORAL TRIANGLE NATIONAL GOVERNMENTS

The CTI-CFF Regional Plan of Action (RPOA) was signed by the heads of state of the six CTI-CFF Member States in May 2009. Out of the six signatories, only the Prime Minister of Malaysia remain in office. As such, there is considerably less awareness about CTI-CFF among the national leaders of the Coral Triangle countries since its inception.

Although the CTI Regional Plan of Action encompasses a multi-stakeholder approach, the implementation of the CTI Regional and National Plans of Action at the country level has largely been under the domain of the ministries headed by the members of the CTI-COM or the agencies hosting the NCCCs. Other agencies such as Ministry of Foreign Affairs, Ministry of Tourism, Ministry of Finance and other related agencies have minimal engagement and awareness of CTI activities.

CT6 PROVINCIAL AND LOCAL GOVERNMENTS

It was widely recognized that for the CTI-CFF to achieve widespread impact, regional policies also need to be enacted and implemented at the national and local levels. The CTI-CFF worked closely with the NCCs to engage local government leaders and build on various CT6 initiatives. As one result, 70 local government leaders have actively engaged in regional CTI-CFF activities through projects directly implemented by their constituencies, participation in CTI Local Governance Network, and at the national level, through events such as the mayors' conference. The Regional Secretariat, NCCs and Development Partners are working to expand the participation of local government leaders in CTI-CFF activities, including through a CTI Local Governance Network (CTI-LGN). The network aims to improve the capacity of local government leaders in addressing various coastal and marine resource sustainability issues in their localities and to recognize their critical role in achieving the goals of the CTI-CFF.

COMMUNITY LEADERS AND LOCAL NON-GOVERNMENTAL ORGANIZATIONS

There are an estimated 120 million people living in coastal communities who are directly dependent on the Coral Triangle's resources for their food and livelihoods and are the ultimate beneficiaries of CTI-CFF's conservation and sustainability programs. There are many audiences that can be targeted at the local level and development partners and international NGOs have already directly engaged and worked with coastal communities across the Coral Triangle through their various community-based programs.

PRIVATE SECTOR/INDUSTRY

The Regional Secretariat engages the private sector through the annual CTI Regional Business Forum (RBF). The forum gathers business and industry leaders in developing innovative solutions which are both profitable and sustainable for the Coral Triangle region and promotes new partnerships among the private sector, CTI member countries, NGOs, and international institutions to foster shared goals for sustainable marine resources. Apart from the forum, Development Partners and NGOs working to support the CTI-CFF have developed partnerships with businesses to support their programs and projects at site level.

INTERNATIONAL DEVELOPMENT PARTNERS

The CTI-CFF has attracted support from various donor agencies and NGOs since its inception in 2008. To date, eight (8) formally recognized CTI Partners support the CTI-CFF: 1) the Government of Australia, 2) the U.S. Government through the U.S. Agency for International Development (USAID)/Regional Development Mission Asia (RDMA)/U.S. Department Of The Interior International Technical Assistance Program (USDOI-ITAP), the National Oceanic and Atmospheric Organization (NOOA), and the U.S. Department of State, 3) the Asian Development Bank (ADB), 4) the Global Environment Facility (GEF), 5) Conservation International (CI), 6) The Nature Conservancy (TNC) 7) the World Wildlife Fund (WWF), and 8). Coral Triangle Center (CTC). Representatives from collaborator organizations such as the GIZ, Southeast Asian Fisheries Development Center (SEAFDEC), Secretariat of the Pacific Regional Environment Program (SPREP), and the Japanese International Cooperation Agency (JICA) have been invited as observers in several CTI-CFF activities.

ACADEMIC AND RESEARCH INSTITUTIONS

Academic experts are the critical support group and champions for marine resources issues. Substantial research work has been done within the CT area and the findings are often confined to the scientific community. It is of utmost importance that these findings be translated and communicated to a wider audience which includes policy and decision-makers. The findings and recommendations could be reached out in media interviews during any CTI-CFF events and through social media platforms

MEDIA

The media represent both a target audience and a critical channel for communicating CTI-CFF messages to other stakeholders. Media outlets range from the international press corps, Internet blogs, regional associations and national news organizations, to local newspaper, television and radio stations. Before news organizations can effectively communicate CTI-CFF issues, they first must understand how the resource affects their markets. Through targeted training of select media outlets, news coverage of CTI-CFF initiatives can be dramatically increased. For example, at the 12th International Coral Reef Symposium in Cairns, Australia, the Regional Secretariat worked with media partners to report on CTI-CFF issues, which generated more than 600 news articles in print and online media.

YOUTH

University and school students, urban youth and young professionals (particularly, those involved in environmental activities) are key target audiences to help build support for CTI-CFF goals and initiatives. This "next generation" will provide tomorrow's leadership and as such, are powerful influencers in creating awareness of the Coral Triangle as a key regional/worldwide resource. In become more aware, students become activists at their homes, schools, colleges and communities regarding the importance of the Coral Triangle. Public events – from beach clean-ups to Coral Triangle "Days" or Green School events- will target youth. Social media will be used to build support, particularly Twitter, Facebook and where possible, text-message alerts. Youth ambassadors will be encouraged to participate in CTI-CFF activities. These ambassadors are highly credible celebrities – rock stars, sports celebrities. - who have a strong youth following that enables them to effectively communicate the message of marine conservation.

GENERAL **PUBLIC**

It is anticipated that Regional Secretariat will support outreach to the general public primarily through support to other Partners at the regional and local levels, and through broadcast channels such as the news media. The CTI-CFF website provides a repository of information that the public can ac cess to learn more about priority CTI-CFF issues in their country. Organizations working with local communities can access communications materials from the CTI-CFF website and tailor them to their needs. Regional Secretariat works with Partners such as World Wide Fund for Nature (WWF) to host events such as the Coral Triangle Day to promote widespread awareness on the importance of protecting this vital resource.

"The CTI-CFF Technical Working Groups are composed of focal points nominated by each of the CTI NCCs as well as technical experts supported by development Partners and donor organizations"

"Consistent messages are developed to resonate with each of the key target audiences to elicit specific reactions to CTI-CFF."

ILLUSTRATIVE
MESSAGES

Consistent messages are developed to resonate with each of the key target audiences to elicit specific reactions to CTI-CFF. Their consistent use is essential to building CTI-CFF's image and from that awareness, an understanding of how and why CTI-CFF supports the CT6 initiatives in the Coral Triangle region. However, for each of the key audiences identified in the previous section, discreet or sub-messages need to be crafted as well that will elicit the desired response. Once developed, these messages should be used in all CTI-CFF materials to reinforce the major themes. While the CT6 governments, particularly at the provincial and local levels, may find sub-messages useful for certain outreach activities, those messages should support the umbrella or core messages below. CTI-CFF messages should invoke a response and appeal directly to the target audience, always indicating stakeholder benefit, i.e., "why or how does this matter to me." They should engage the target audience, educate, and promote CTI-CFF goals in their area of expertise or geographical region.

CTI-CFF: REGIONAL SOLUTIONS FOR REGIONAL PROBLEMS

- CTI-CFF is a powerful platform for collaboration to deliver national and regional commitments on all multilateral conventions relevant for fisheries, oceans, biodiversity and climate;
- CTI-CFF knowledge-sharing mechanisms strengthens capabilities of all CTI-CFF Member States and Development Partners;
- CTI-CFF is a powerful advocacy bloc that can mobilize resources and support and in the process, transform approaches to more effective ocean management; and
- CTI-CFF can help meet the UN Sustainable Development Goals (SDGs).

CTI-CFF: THE MEANS TO PRESERVING A UNIQUE GLOBAL HERITAGE UNDER THREAT

- Coastal development alters the shoreline landscape and habitats, increases erosion, and washes land-based pollution into marine waters;
- Destructive fishing practices put our reefs at risk;
- The use of dynamite and cyanide destroys the reefs;
- Overfishing depletes fish stocks, threatens our fishing industry; and
- Climate change impacts are damaging the coral reef systems.

CTI-CFF COMMUNICATIONS STRATEGY (2017-2020)

THE CORAL TRIANGLE: REGIONAL AND GLOBAL SECURITY DEPEND ON FOOD SECURITY

More than 120 million people in the region depend directly on marine resources for income, livelihoods and food. Fish and seafood provide an average of 36 percent of dietary protein. Sample slogans include "Save our Seafood", "Save our Supper" and "Fish for the Future".

CTI-CFF: USING CUTTING EDGE SCIENCE FOR TRANSFORMATIONAL OCEAN GOVERNANCE

- CTI-CFF is pioneering cutting-edge scientific research in marine resource conservation, fisheries and climate change in the Coral Triangle to improve lives and livelihoods across the region;
- CTI-CFF uses cutting-edge scientific research findings to support policy/decision-making processes;
- CTI-CFF knowledge-sharing tools ensure access to science for Coral Triangle partners and stakeholders. For example, the use of CT Atlas; and
- Scientists are researching impacts from climate change such as increased sea surface temperatures and ocean acidification that stress the corals leading to widespread bleaching.

THE CORAL TRIANGLE: THE HEART OF THE WORLD'S OCEANS

From coral to fish, to flora and fauna, the Coral Triangle is a world treasure.

- The Coral Triangle is the world's most unique marine resource and is unparalleled in its treasure of biodiversity;

- It is home to more than 3,000 species of fish and 76 percent of the world's coral species;
- The Coral Triangle has more species than that the Great Barrier Reef; and
- It is home to six of the world's seven species of marine turtles.

CTI-CFF: THE REGION'S ECONOMIC HEALTH DEPENDS ON THE CT'S HEALTH

From fishing to tourism, agriculture to aquarium trades, the Coral Triangle's vast marine resources provide significant actual and potential economic benefits to the over 360 million people in the region. For example:

- Coral reef-related fisheries in the Philippines and Indonesia alone are valued at US$2.2 billion per year. Live reef food fish from the Coral Triangle and elsewhere generates US$800 million in annual trade, and the aquarium trade over US$100 million.
- Reefs annual net benefits, including tourism and other ecosystem services, are estimated to be worth no less than USD12 billion. Combined contribution to the gross domestic product (GDP) amounts to $1.2 trillion, with capture fisheries valued at $9.9 billion, representing 10.5% of the global market.
- Reef-based tourism in the Philippines and Indonesia alone is valued at around US$258 million per year. Estimates of the potential annual net economic benefit per square kilometre of healthy coral reef with tourism potential range from US$23,000 to US$270,000. In the Asia and Pacific region, it is estimated that the economic losses to the countries involved from IUU fishing is approximately USD5.8 billion per annum.
- Fuels multi-billion-dollar global tuna industry. In 2009, 46% of all tuna catches in the Western and Central Pacific is valued at $1.5 billion (from the national waters of Indonesia, PNG, the Philippines, and Solomon Islands). In both PNG and Solomon Islands, tuna catches by foreign fleets were greater than those by their respective national fleets.

CTI-CFF COMMUNICATIONS STRATEGY (2017-2020)

"The materials and products developed through this Strategy are dependent on the priority outreach needs identified by the NCCs."

COMMUNICATION
TOOLS

The materials and products developed through this Strategy are dependent on the priority outreach needs identified by the NCCs. There are several additional mechanisms and tools that can be used to strengthen the CTI-CFF communications program. A sample of these tools is provided below.

CTI-CFF REGIONAL SECRETARIAT

The CTI-CFF Regional Secretariat acts as an information nerve center and a networking hub among those working to implement the goals of the CTI-CFF such as Development Partners, donors, non-government organizations, local governments, academia, and other stakeholders. It manages the CTI-CFF website and CTI-CFF representation in the media and various international forums.

GOVERNMENT LEADERS AND INTERNATIONAL SPOKESPERSONS

The human face and voice of the CTI-CFF is the most powerful communications tool in its arsenal. It is critical to maximize the capabilities and opportunities for the leaders of the CTI-CFF to serve as spokespersons to further mobilize, capitalize and energize the stakeholders on which the initiative depends. In addition, well-known international scientists, opinion leaders, media and other renowned personages should be sought out and engaged to help bring global attention to the importance of the Coral Triangle and the need to sustain its unique resources.

INTERNATIONAL FORA AND HIGH-LEVEL EVENTS

International events provide key opportunities to showcase CTI-CFF accomplishments and galvanize additional support from world leaders and other key decision-makers.

CTI-CFF REGIONAL SECRETARIAT WEBSITE

The CTI-CFF Regional Secretariat Website is a central communications platform for the Initiative that will continue to highlight and distribute fact sheets, videos, milestones, findings, tools and planned research programs being undertaken and advanced under the CTI-CFF framework. The website currently solicits contributions for news stories, event items, such as important meetings, conferences, or trainings, and documents that are then stored and made available in the site's resource library. The website can be found at: http://www.coraltriangleinitiative.org/ or http://www.cticff.org/

TARGETED EVENTS AND TRAINING SESSIONS

Targeted training sessions, regional exchanges, and small group roundtables are a critical tool used to build capacity and facilitate the replication of communications programs throughout the Coral Triangle. While these events are resource-intensive, they are often the most effective means to convey complex concepts and to standardize approaches across the region. In addition to stand-alone communications events, it is recommended that a communications component be included in all technical exchanges as well to reinforce the concepts presented and to facilitate the dissemination of information following the event.

PRINTED MATERIALS

Attractive and accessible materials, from brochures, fact sheets, and infographics to backgrounders, one-page summaries, speaking points and scene setters all provide general information on CTI-CFF tailored for specific audiences but communicating the key issues. Feature stories can be used to showcase studies and success stories on how the CTI-CFF activities have helped families/coastal communities in each of the Coral Triangle countries. These stories put a human face on the CTI-CFF, attract media interest, and enable government officials/politicians to see parallels/similarities to the people in their respective constituencies.
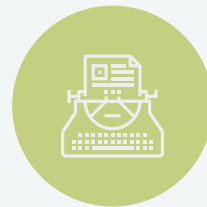
THE NEWS MEDIA

The national and local media are powerful tools to distribute CTI-CFF messages to large populations. Background briefings, exclusive interviews, targeted fact sheets, alerts white paper summaries, expert-led climate change/reef vulnerability workshops, etc., all help to educate the media and build support for CTI-CFF goals. Public service announcements (PSAs) can also be broadcast to wide-spread audiences through radio, online media, and television. CTI-CFF should strengthen its relationship with the media (and at the national and local levels, through CTI-CFF Member States and Development Partners) developing those contacts and media materials build communication with their target markets.

SOCIAL MEDIA

The Regional Secretariat manages an existing Facebook page www.facebook.com/CTICFF which is linked to a Twitter account twitter.com/CTICFF, and Instagram account at instagram.com/CTICFF. These three (3) sites are managed by the Communications Officer and serve as means to highlight CTI-CFF official news and milestones to the larger public. Social media methods are particularly effective as they allow interested parties to subscribe to instant updates and news. They also open possibilities for two-way, participatory approaches, as members can be encouraged to post responses and comments and contribute perspectives. Other Partners have also developed its own social media sites such as a YouTube account run by the USCTI Support Program that highlights NPOA activities at the country level

(link: https://www.youtube.com/user/coraltrianglevideo). In addition, an independent Facebook account for the Women Leaders' Forum (WLF) has been established to highlight its activities within the CT area (link: https://www.facebook.com/ctiwomenleaders/). Others social media accounts include the Asian Development Bank's Southeast Asia Project Facebook page (link: https://www.facebook.com/CTISoutheastAsia); and CTI-CFF Marine Protected Area Network Facebook page (link: https://www.facebook.com/CTI-MPA-Learning-Network-296690140406024/?fref=ts).

TOOLKITS AND RESOURCE GUIDES

The compilation of a standardized set of materials and templates into a tool-kit for use by the NCCs can facilitate the preparation of consistent materials across the CTI-CFF Member States. A communication tool-kit could include templates for media releases, backgrounder briefers (e.g. brochure for each goals), event management checklists, scene setters (for events); one-pagers (e.g. fact sheets for each country, infographic of the RPOA); success stories; basic poster design; talking points (general and/or illustrative); YouTube-style videos (links) that are regional but useful for national/local campaigns and access to an experts' "speakers' bureau" for panels and interviews. This tool-kit would reside in the CTI web site and enable users to easily access the materials and receive notifications when new information is added.

"This section merges the major communications components discussed in the previous sections. "

PUTTING IT ALL **TOGETHER**

This section merges the major communications components discussed in the previous sections. For each of the target audiences listed in Section 4, illustrative objectives, messages, and communication tools are recommended below to achieve the Goals and Objectives of this Communication Strategy.

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 1: To raise the visibility of and create champions for the CTI-CFF platform among CT6 governments			
1. Stimulate and increase awareness with reference to the CTI-CFF as an effective and useful multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security	CTI-CFF: Regional Solutions for Regional Problems The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health	**Brochures and fact sheets** for high-level government officials and media, "translated" into accessible, non-technical language **Media releases**, alerts, background briefings, one-on-one briefings with leaders, experts, champions **Feature stories** for web site and media distribution **Broadcast and Print Media** to highlight the economic benefits of a healthy resource and publicize activities conducted by each CT6. **CTI-CFF website and social media** to help push out messages and materials and encourage two-way dialogue. **Small-group Policy Dialogues/Meetings** among key government officers with Regional Secretariat and CTI NCC representatives **Training** for NCCs to strengthen communications capacity	Increase level of support and participation from high-level government officers in CTI-CFF related activities and events; Increase visibility (number of media broadcast) of CTI-CFF in national media channels Source of reference for any of CTI-CFF issues/news

Table 7- 1: Communications Components for CTI-CFF Structures

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 1: To raise the visibility of and create champions for the CTI-CFF platform among CTI-CFF Member States governments			
1. Stimulate and increase awareness With reference to the CTI-CFF as an effective and useful multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security	CTI-CFF: Regional Solutions for Regional Problems The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health	**Brochures and fact sheets** for high-level government officials and media, "translated" into accessible, non-technical language **Media releases**, alerts, background briefings, one-on-briefings with leaders, experts, champions **Feature stories** for web site and media distribution **Broadcast and Print Media** to highlight the economic benefits of a healthy resource and publicize activities conducted by each CT6 **CTI-CFF website and social media** to help push out messages and materials and encourage two- way dialogue. **Small-group Policy Dialogues/Meetings** among key government officers with Regional Secretariat and CTI NCC representatives	Increase level of support and participation from high-level government officers in CTI-CFF related activities and events at the national level; Increase visibility (number of media broadcast) of CTI-CFF in national media channels Source of reference for any of CTI-CFF issues/news

Table 7- 2: Communications Components for Related CT6 National Government Agencies

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 1: To raise the visibility of and create champions for the CTI-CFF platform among CTI-CFF Member States governments			
1. Increase awareness of the threats faced by the Coral Triangle and how they affect daily lives and livelihoods 2. Increase understanding of the link between threats to the Coral Triangle and a community's economic/social opportunities. 3. Encourage community buy-in of tools and programs developed under the CTI-CFF framework 4. Link community based marine resource management with the activities/priorities of the CTI NCCs	The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: The Means to Preserving a Unique Global Heritage Under Threat CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health The Coral Triangle: The Heart of the World's Oceans	**Brochures and fact sheets** for provincial government officials and media, "translated" into accessible, non-technical language **Media releases**, alerts, background briefings, one-on-briefings with leaders, experts, champions **Feature stories** for web site and media distribution **Broadcast and Print Media** to highlight the uniqueness of the Coral Triangle, the threats it faces, and the economic benefits of a healthy resource. **CTI-CFF website and social media** to help push out messages and materials and encourage two-way dialogue. **Small-group Policy Dialogues/Meetings** among key provincial government officers with Regional Secretariat and CTI NCC representatives	o Increase participation of ongoing projects and programs undertaken under the CTI-CFF Framework such as the CTMPAS. o Increase participation of provincial and local government officers as they gain better understanding of the goals of the CTI-CFF, its structure and its impact on the people of the Coral Triangle countries o Increase use of tools and programs developed under the CTI-CFF framework

Table 7- 3: Communications Components for CT6 Provincial and Local Governments

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 4: To facilitate broad partnership / stakeholder outreach and coordination			
1. Increase awareness and pride about the uniqueness of the Coral Triangle as the world's un-paralleled epicenter of marine biodiversity 2. Increase awareness of the threats faced by the Coral Triangle 3. Encourage community buy-in of tools and programs developed under the CTI-CFF framework (i.e. REAP- CCA, LEAP-CCA) 4. Link community-based marine resource management with the activities / priorities of the CTI NCCs	CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health The Coral Triangle: The Heart of the World's Oceans	**Youth Ambassadors/Champions** to participate in CTI-CFF activities (i.e., Coral Triangle Day activities). **Brochures/Fact Sheets/Infographics, PSAs, Billboards**...to highlight the uniqueness, economic benefits of the Coral Triangle. **Broadcast and Print Media** to highlight the uniqueness of the Coral Triangle, the threats it faces, and high-profile public activities such as beach clean ups/mangrove planting/seafood tasting etc.) **Online Media** to highlight and distribute fact sheets, posters, press releases on success stories. **Social Media** -Facebook, Twitter and YouTube - to highlight and distribute fact sheets, infographics, posters and press releases, esp. to youth. **Feature stories for web site and media distribution** that showcase how the CTI-CFF activities have helped families/coastal communities in the Coral Triangle countries. **Communicate and collaborate with the Women Leaders Forum (WLF)** to garner women's support for community programs.	Increase awareness of the connection between local and community-based marine resource conservation and the larger CTI-CFF regional initiative sustaining fisheries, biodiversity and food security. Increase number of programs at the local level with active and high level of participation from the community. Active engagement and activities with the stakeholders in CT6 countries

Table 7- 4: Communications Components for Community Leaders and Local NGOs

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 4: To facilitate broad partnership / stakeholder outreach and coordination			
1. Galvanize the reputation of the CTI- CFF as a groundbreaking, credible, and effective multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security 2. Encourage private sector involvement in CTI-CFF activities at the regional, national and local level	CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health	**Brochures/Fact Sheets** that focus on the momentum that the CTI-CFF has created and highlighting the priority projects that need continued support **CTI-CFF website and social media** to help push out messages and materials and encourage two- way dialogue **Feature stories for web site and media distribution that showcase** how public-private partnerships make good economic sense and help advance CTI-CFF's sustainability goals **International business forums (particularly the CTI-CFF Regional Business Forum – RBF)** where donor agencies, private sector leaders and other international initiatives are present **Broadcast and Print Media** to pitch stories on public-private partnerships in the Coral Triangle	Increase private sector engagement in CTI-CFF activities at the regional, national and local level Increase communication presence during RBFs Increase business communities/institutions profiling related to CTI-CFF Member States

Table 7- 5: Communications Components for Private Sector/Industry

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 4: To facilitate broad partnership / stakeholder outreach and coordination			
1. Galvanize the reputation of the CTI- CFF as a groundbreaking, credible, and effective multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security 2. Mobilize donor support for CTI-CFF activities at the regional, national, and local level	The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: Using Cutting-Edge Science for Transformational Ocean Governance	**Brochures/Fact Sheets** that focus on success stories and the momentum that the CTI-CFF has created and highlight the priority initiatives that need continued support **Feature stories for web site and media distribution** **Broadcast and Print Media** Press releases, alerts, backgrounders, briefings, success stories highlighting the immediate risks faced by the Coral Triangle's marine resources and the urgent need to address these under the framework of the CTI-CFF **International Conferences/ Forums** where donor agencies are present to network and promote the CTI-CFF. **CTI-CFF website and social media** to help push out messages and materials and encourage two-way dialogue.	○ Current development partners remain engaged in CTI-CFF priority activities at the regional, national, and local level to ensure its long-term sustainability. ○ New donors will be encouraged to support CTI-CFF activities at the regional, national, and local level.

Table 7- 6: Communications Components for Current and Future Development Partners

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 4: To facilitate broad partnership / stakeholder outreach and coordination			
1. Stimulate and increase awareness with reference to CTI-CFF as an effective and useful multilateral / inter-government partnership for sustaining fisheries, biodiversity and food security 2. Highlight and encourage adoption of cutting edge scientific/technical / policy tools developed under the CTI-CFF framework (i.e. REAP-CCA, LEAP-CCA, Coral Triangle Atlas, MEAT, etc.) 3. Encourage collaboration and partnerships among academic research institutions and non-government organizations engaged in marine resource programs across the Coral Triangle using the CTI-CFF framework	The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: Using Cutting-Edge Science for Transformational Ocean Governance	**Brochures/Fact Sheets/Internet links esp. to the CTI-CFF sites** for practitioners, natural resource managers, and academics to highlight existing knowledge products and tools (Coral Triangle Atlas, Integrating Fisheries, Biodiversity and Climate Change in MPA Design, US CTI Integrated Toolkit etc.) that could be used in the field and/or to further research in the Coral Triangle. **Scientific Conferences and Fora** **Media briefings, expert interviews** **Broadcast and Print Media** to highlight research findings on the Coral Triangle **Online Media** to highlight and distribute fact sheets, infographics, etc. on research findings, tools and planned research programs being undertaken and advanced under the CTI-CFF framework	○ Increase number of NGOs, academic research institutions that are involved in CTI-CFF activities and working with the CTI Regional Secretariat and CTI NCCs ○ Increase number of institutions using and adopting scientific/technical tools developed under the CTI-CFF framework

Table 7- 7: Communications Components for Academic and Research Institutions

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 5: To increase public awareness of the Coral Triangle's global importance			
1. Increase awareness about the CTI-CFF as a useful and credible multilateral/inter-government partnership for sustaining fisheries, biodiversity and food security 2. Increase CTI-CFF exposure in mainstream media outlets in each Coral Triangle country to generate buzz.	CTI-CFF: The Means to Preserving a Unique Global Heritage Under Threat The Coral Triangle: Regional and Global Security Depend of Food Security CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health The Coral Triangle: The Heart of the World's Oceans	**Media training** to raise awareness and obtain buy-in from the media **Media Trips** in conjunction with CTI events **Press releases** Press releases highlighting the immediate risks faced by the Coral Triangle's marine resources and the urgent need to address these under the framework of the CTI-CFF **Media briefings, expert interviews** **Online Media** to highlight and distribute fact sheets, infographics, etc. on research findings, tools and planned research programs being undertaken and advanced under the CTI-CFF framework	Increase media exposure for CTI-CFF in each Coral Triangle Country Media favourite for any of coral reefs, fisheries, and food sustainability issues/news

Table 7- 8: Communications Components for the Media

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 5: To increase public awareness of the Coral Triangle's global importance			
1. Increase awareness and pride about the uniqueness of the Coral Triangle as the world's un-paralleled epicenter of marine biodiversity. 2. Increase awareness of the threats faced by the Coral Triangle	CTI-CFF: The Region's Economic Health Depends on the Coral Triangle's Health The Coral Triangle: The Heart of the World's Oceans	**Youth Ambassadors/Champions** to participate in CTI-CFF activities (especially in Coral Triangle Day activities). **Brochures/Fact Sheets/Infographics, PSAs, Billboards** to highlight the uniqueness, economic benefits of the Coral Triangle. **Broadcast and Print Media** to highlight the uniqueness of the Coral Triangle, the threats it faces, and high-profile public activities such as beach clean ups/mangrove planting/seafood tasting etc.) **Online Media** to highlight and distribute fact sheets, posters, press releases on success stories. **Social Media** -Facebook, Twitter and YouTube - to highlight and distribute fact sheets, infographics, posters and press releases, esp. to youth. **Feature stories for web site and media distribution** that showcase how the CTI-CFF activities have helped families/coastal communities in the Coral Triangle countries. **Public Activities Highlighting Marine and Ocean Conservation** e.g. beach clean-ups, child-focused outreach campaigns, Reef Days, etc. to build community discussion, support, and action on marine resource conservation.	○ Increase appreciation and involvement of marine conservation initiatives among urban youth living in the Coral Triangle ○ Increase awareness of the connection between local and community- based marine resource conservation and the larger CTI-CFF regional initiative sustaining fisheries, biodiversity and food security and its economic benefits ○ Positive results from yearly Regional Market Research / Assessment on CT Brand

Table 7- 9: Communications Components for the General Public

Objectives	Illustrative (Core) Messages	Communication Tools	Anticipated Results / Indicators
Goal 5: To increase public awareness of the Coral Triangle's global importance			
1. Increase awareness and pride re. uniqueness of the Coral Triangle as the world's un-paralleled epicenter of marine biodiversity 2. Increase awareness of the threats faced by the Coral Triangle 3. Increase youth involvement CTI-CFF activities such as beach clean ups, symposiums, mangrove plantings etc. 4. Stimulate and increase awareness with reference to CTI-CFF as an effective and useful multilateral / inter-government partnership for sustaining fisheries, biodiversity and food security	CTI-CFF: Regional Solutions for Regional Problems CTI-CFF: The means to preserving a unique global heritage under threat The Coral Triangle: Regional and Global security depend on food security CTI-CFF: Using cutting edge science for transformational ocean governance CTI-CFF: The Region's economic health depends on the CT's health The Coral Triangle: The heart of the world's oceans	**Youth Ambassadors/Champions** Youth ambassadors will be encouraged to participate in CTI-CFF activities (i.e. Coral Triangle Day activities). These ambassadors are highly credible celebrities with strong youth following who can effectively impart the message of marine conservation. **Brochures/Fact Sheets/Infographics** These child or youth-accessible materials will highlight the uniqueness of the Coral Triangle as a region as well as its impact on the daily lives of people in the region specifically those living in the city and are not directly dependent on it for livelihoods. **PSAs** (billboards, TV/Radio and social media platforms) that highlight the uniqueness of the Coral Triangle and its impact on the economic and healthy well-being of the people who are dependent on it and how the CTI-CFF plays a pivotal role in protecting and sustaining this resource. Youth ambassadors should be included in the PSAs. **Press releases** Press releases highlighting the immediate risks faced by the Coral Triangle's marine resources and the urgent need to address these under the framework of the CTI-CFF as well as activities that celebrate marine and ocean conservation. **Feature stories for web site and media distribution** Feature stories showcasing studies and success stories re. CTI-CFF activities that help families/coastal communities in Coral Triangle countries. These stories aim to give a human face to the CTI-CFF and enable youth to empathize and connect with the people who are living in coastal communities.	o Increase appreciation and involvement of marine conservation initiatives among urban youth dwellers and young professionals in the Coral Triangle (during events such as CT Day). o Increase involvement by private sector and government support for CTI-CFF activities that involves youth.

Table 7- 10: Communications Components for the youth

"The Regional Secretariat manages, coordinates and ensures the smooth flow of information across the many stakeholders working under the CTI-CFF structure."

COMMUNICATIONS
PROTOCOL

The Regional Secretariat manages, coordinates and ensures the smooth flow of information across the many stakeholders working under the CTI-CFF structure. These stakeholders include the CTI-CFF Council of Ministers, the CTI-CFF Council of Senior Officials, the CTI-CFF National Coordinating Committee focal points, the members of the CTI-CFF Technical Working Groups, CTI-CFF Development Partners and non-government organization representatives, and those working in programs supporting the CTI- CFF. The CTI-CFF has been coordinating effectively to date through a non-formal network of national/NCC and Development Partners communication focal points which it hopes to more fully formalize through the development of protocols for information flow. The flow of external and/or public communications products to and from the various CTI-CFF stakeholders is presented below.

CTI-CFF Council of Ministers and Senior Officials

All public/external communications, announcements, banners, reports, and press releases issued by the CTI-CFF Council of Ministers and Senior Officials are vetted and released as appropriate through the CTI-CFF Regional Secretariat. This ensures that all communications products are coherent in their messaging as stated in the Communications Strategy and follow the branding guidelines. These announcements are posted via the CTI-CFF communications outlets such as the website, newsletter, and social media.

CTI-CFF Technical Working Groups

The CTI-CFF Regional Secretariat, through its Communications Office, shall ensure that all official announcements, reports, banners, letters, and invitations issued by the various CTI-CFF Technical Working Groups follow the branding guidelines and are consistent with the messages set out in the Communications Strategy. Official reports from the Technical Working Groups are released by the Regional Secretariat through its communications channels such as the website, newsletter, and social media within seven days of their official adoption and approval.

CTI-CFF National Coordinating Committees

The CTI-CFF Regional Secretariat, through its Communications Office, liaises with the communications focal point of each CTI National Coordinating Committee on a regular basis to support consistent usage of branding guidelines and ensure communications products, activities and news stories at the country level are captured and highlighted on the CTI-CFF website, newsletter and social media. It also ensures that regional news stories are highlighted on the NCC's respective websites. The Communications Officer also manages requests for information from the CTI-NCCs. Over time, the CTI-CFF website envision to have several functions to provide user ac counts for representatives from CTI-CFF countries, allowing them to upload news, calendar, or document library items directly; their contributions are placed into a queue and appear on the public site when approved by the site administrator.

CTI-CFF Development Partners

The Regional Secretariat, through its Communications Office, regularly liaises with the communications focal point of each CTI-CFF Development Partner to solicit contributions for the CTI-CFF website, newsletter and social media. The Communications Officer shall also manage requests for information coming from development partners. The Communications Officer ensures that the CTI-CFF is properly represented and branding guidelines are followed in communications products and at events delivered by Development Partners. The CTI-CFF website shall be able to provide user ac counts for representatives from CTI-CFF countries, allowing them to upload news, calendar, or document library items directly; their contributions are placed into a queue and appear on the public site when approved by the site administrator.

Media and General Public

The Regional Secretariat, through its Communications Office, ensures that queries about the CTI-CFF are addressed in a timely and accurate manner. This includes queries that are submitted online via the CTI-CFF website and social media outlets. The Regional Secretariat will coordinate with CTI-CFF bodies including NCCs to ensure enquiries are appropriately answered. The Secretariat may approve/veto any form of official communication to be disseminated through the Secretariat to the media as deemed appropriate and in the interest of the CTI-CFF.

CTI-CFF Website, Newsletter, Social Media

The Regional Secretariat uses the CTI-CFF website and newsletter as the main tools to provide credible and reliable sources of news, information and tools on coral reefs, fisheries, food security, and sustainable marine resource management across the Coral Triangle, expand the CTI-CFF's reach to the public and other stakeholders and constituencies to increase their awareness and involvement in CTI-CFF activities and their importance, strengthen the capacity of the CTI-CFF to coordinate and conduct CTI efforts across the region. The newsletter mirrors the news section of the website and serves as a monthly collection of news stories that highlight activities contributing to the achievement of the five CTI Regional Plan of Action goals. Stories included in the CTI-CFF website news section and newsletter should: highlight activities, events, tools, reports and other efforts that contribute to the achievement of at least one of CTI RPOA goals and highlight the regional scope of the CTI-CFF. Submissions to the CTI-CFF website and newsletter are sent to the Communications Office for style editing. The guidelines are in the development stage and shall be made available in the Communications and Branding Guideline document. Contributions are reviewed by the CTI-CFF Regional Secretariat and once cleared, are distributed online. The CTI-CFF website shall have the functionality to provide user ac counts for representatives from CTI- CFF countries, allowing them to upload news, calendar, or document library items directly; their contributions are placed into a queue and appear on the public site when approved by the site administrator.

"The Communications Team configuration builds on the various ad hoc and temporary structures that have evolved since the launch of the CTI-CFF with the aim of developing a more formalized structure that can flexibly meet the CTI-CFF's communications needs as the Regional Secretariat moves towards full establishment."

STAFFING AND MANAGEMENT PLAN

THE CTI-CFF COMMUNICATIONS TEAM

The Communications Team configuration builds on the various ad hoc and temporary structures that have evolved since the launch of the CTI-CFF with the aim of developing a more formalized structure that can flexibly meet the CTI-CFF's communications needs as the Regional Secretariat moves towards full establishment. Ideally, in a fully mature and established situation, the Regional Secretariat communications team would encompass the following positions.

KEY ROLES AND RESPONSIBILITIES

CTI-CFF Regional Secretariat Executive Director

The CTI-CFF Regional Secretariat Executive Chair are responsible for providing overall direction to the CTI-CFF communications strategy development and implementation as an extension of Regional Secretariat's obligations, function and engagement with the CTI-CFF structures. This includes providing strategic direction, prioritization and high level outreach as needed to ensure the appropriate implementation of the CTI-CFF Communications Strategy and the yearly Work Plan

Regional Secretariat Communications Coordinator

Under the direction of the CTI-CFF Regional Secretariat Executive Chair, the Regional Secretariat Coordinator is responsible for providing the day-to-day management of the CTI-CFF Communications Team and for ensuring the overall management and appropriate implementation of the CTI-CFF Communications Strategy and Work Plan. This includes providing direction on tasks and priorities to the Communications Team Officers. The Regional Secretariat Coordinator will provide overall direction on the communications mechanisms to be used by task/activity; will provide editorial direction on content development; and will be responsible for final clearance on all communications materials developed in accordance with protocols. The Regional Secretariat Coordinator will be responsible for review of monitoring and evaluation results to identify challenges and determine course corrections as needed. The Regional Secretariat Coordinator along with the Communications and Outreach Officer will be responsible for regular outreach to and engagement with the Communications Team. The Regional Secretariat Coordinator will report directly to the CTI-CFF Regional Secretariat Executive Chair.

Regional Secretariat Communications and Outreach Officer

Under the direction of the Regional Secretariat Coordinator, the Regional Secretariat Communications and Outreach Officer will be responsible for advising the Regional Secretariat Coordinator on communications and outreach options; proposing strategic direction and content for various communications initiatives; and developing content for the range of purposes including event specific; regular print, web and social media needs; training and capacity needs, etc. The Communications and Outreach Officer will serve as the key point of contact for day-to-day communications with NCCs, Partners, and others communications and outreach contacts.

Regional Secretariat Information and Knowledge Management Officer

The Information and Knowledge Management Officer will be responsible for managing the CTI-CFF Secretariat website and social media efforts in coordination with the Communications and Outreach Officer including updating content and coordinating inputs from NCC Partner, and other communications and outreach contacts. The Information and Knowledge Management Officer is also responsible for maintaining contact lists and calendars; managing the CTI-CFF library including communications tools, products and training materials, and capturing procedures, protocols, mechanisms, etc. for the development of sets of Communications and Outreach Standard Operating Procedures to further serve the permanent Regional Secretariat. The Information and Knowledge Management Officer will be responsible for managing Monitoring and Evaluation efforts and will report to the Regional Secretariat Coordinator.

NCC Communications Points of Contact

The NCC Points of Contact (POCs) will be responsible for coordinating with the Regional Secretariat Coordinator and Communications and Outreach Officer to support the implementation of the CTI-CFF Communications and Outreach Strategy and 2012 Work Plan. This includes working with the Communications Team members to support the review and finalization of the Strategy and Work Plan and coordinating to ensure messaging, branding, marking and other elements of the Strategy are implemented as appropriate. The NCC Communications POCs will be responsible for reporting to their NCCs and governments on CTI-CFF regional and national communications and outreach activities, priorities, and needs and will serve as a key conduit of information between the Regional Secretariat Coordinator and NCCs.

Assessment and Training Consultant

The Assessment and Training Consultant will provide support for the yearly Work Plan activities as related to stakeholder assessments; capacity and needs assessments; and review and finalization of the Strategy. The Consultant will also provide support for capacity development and training as determined and report to the Regional Secretariat Coordinator

Partner Communications Points of Contact

The Partner Communications POCs will be responsible for coordinating with the Regional Secretariat Coordinator and the Communications and Outreach Officer to support the implementation of the CTI-CFF Communications and outreach Strategy and its yearly Work Plan.

Webmaster

The webmaster shall be responsible for maintaining the CTI-CFF Regional Secretariat's website. This would entail ensuring that the web servers, hardware and software are operating correctly, generating and revising the website pages and examining traffic through the site. The webmaster shall directly report to the Regional Secretariat Coordinator.

Copywriter / Copy Editor / Proofreader

This person shall be responsible for drafting media publications. At a certain stage, a draft write-up might have been done and he/she shall review it based on sentence structure, flow and style. This would also include correcting basic grammar and spelling errors as well as typos. This person shall also report directly to the Regional Secretariat Coordinator prior to publication
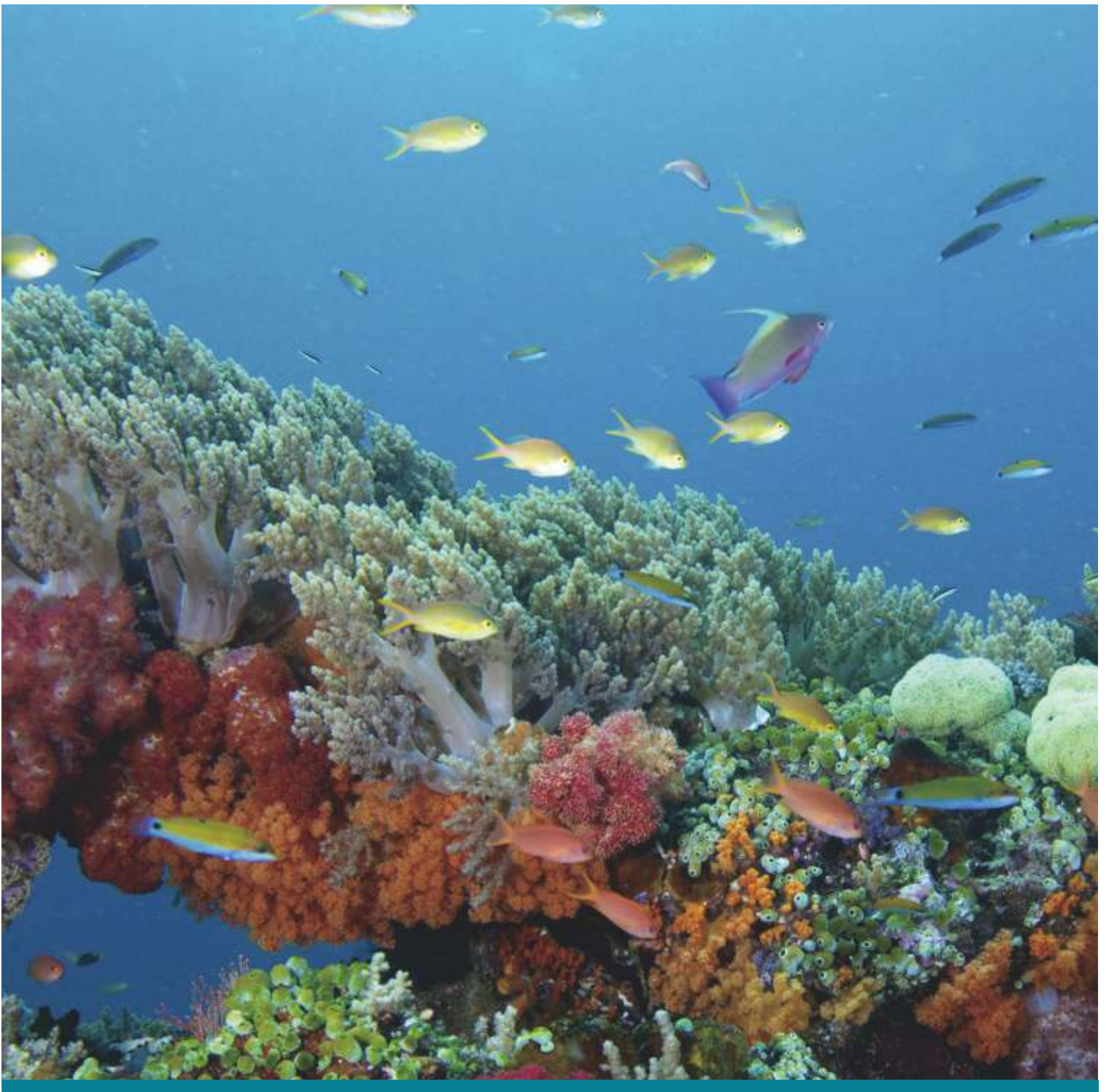
KEY ROLES AND RESPONSIBILITIES

Management of the Communications and Outreach Team will be based on the Roles and Responsibilities outlined above with the CTI-CFF Regional Secretariat Executive Chair responsible for overall strategic direction; the Regional Secretariat Coordinator responsible for the day-to-day management of the Communications and Outreach Team Officers and Consultant as well as providing editorial direction; and the Communications and Outreach Officer responsible for advising the Regional Secretariat Coordinator, developing content and serving as the main liaison point with NCCs and Partners.

The Communications and Outreach Team will develop regular reporting and meeting protocols, mechanisms and schedules to ensure appropriate implementation of the CTI-CFF Communications Strategy and the yearly Work Plan. These protocols, mechanisms, and schedules will be incorporated into the Strategy and Work Plan to assist the CTI-CFF with the development of formal Standard Operating Procedures (SOPs) and systems. These SOPs and systems will be developed to ensure flexibility to address the evolving needs of the CTI-CFF and to provide continuity and a source of information for upcoming generations of CTI-CFF communications personnel.

ANNEX 1
Communications
and Branding Guidelines

COORDINATION MECHANISM WORKING GROUP
CTI-CFF REGIONAL SECRETARIAT

COMMUNICATIONS
AND BRANDING GUIDELINES

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INTRODUCTION

INTRODUCTION

The Coral Triangle's vast marine resources provide direct economic benefits to more than 360 million people in the region, and many more beyond.

The Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI- CFF) provides an important platform for national and regional collaboration and is guided by its Regional Plan of Action (RPOA) in tandem with the National Plans of Action (NPOA) for each of the six (6) Member States.

It is also a powerful advocacy bloc that can transform ocean management such that ecosystem considerations become central to economic and social policies and strategies, rather than separate and often competing initiatives. The CTI-CFF's goal is to help stakeholders derive economic and social benefits from the oceans in ways that are efficient, equitable, and sustainable in both short and long term.

A standardized communication protocol is a critical component for the overall visibility and understanding of CTI-CFF for the CT6 Member States, development partners, and the public.

A detailed set of guidelines for managing communications is necessary to ensure quality and consistency of the process and the products developed under the CTI-CFF banner.

The following sections highlight the manual standards of CTI-CFF communication, branding and publication which includes the use/application of logo on printed and online publications as well as other guidelines in relation to publication protocols, messages and chain of authority approval prior to dissemination.

COMMUNICATION STANDARDS

The default point of reference for communications with the CTI-CFF Regional Secretariat is the Executive Director of the Regional Secretariat. The primary mode of communication includes official letters attached in email correspondence. However, due to the unique institutional arrangements within the CTI-CFF, each sub-groups shall require specific standards for communication purposes. This is to ensure that all communications are standardized and transparent.

CTI-CFF COUNCIL OF MINISTERS (CTI-COM)

The members of the CTI-COM hold Ministerial posts in their respective countries and often would be from the Ministry where the Chair of the National Coordinating Committees are. All official communications to and from the members of the CTI-COM with the Regional Secretariat shall be directed to the Executive Director and vice versa.

All communication from the Regional Secretariat to the members of the CTI-COM shall also be copied to all Chairs of NCCs and its respective National Secretariat. The National Secretariats are responsible to notify the Regional Secretariat of any change of the Ministerial portfolio as soon as they are able to; ideally within two (2) weeks

CTI-CFF COMMITTEE OF SENIOR OFFICIALS (CTI-CSO)

Members of the CTI-CSO generally composed of senior government officers who are tasked to oversee and decide on technical and management decisions of the CTI-CFF.

All official communications to and from the members of the CTI-CSO with the Regional Secretariat shall be directed to the Executive Director and vice versa. All communication from the Regional Secretariat to the members of the CTI-CSO shall also be copied to the respective National Secretariats. The National Secretariat are responsible to notify the Regional Secretariat of any change of leadership as soon as they are able to; ideally within two (2) weeks.

CTI-CFF NATIONAL COORDINATING COMMITTEES (NCCs) & TECHNICAL WORKING GROUPS (AND OTHER WORKING GROUPS):

Members of the NCCs are usually comprised of the Focal Points for the five (5) Technical Working Groups and other representative from relevant government agencies and non-governmental organizations.

All communications from the Regional Secretariat shall be addressed to the Chair of the respective NCCs; and copied to the National Secretariat as well as to the relevant focal points of the Technical Working Groups. If needs arises, communications from host country (e.g. for regional events/workshop for a specific TWG) shall be directed to the Regional Secretariat for distribution to all CT6 member countries.

All activities and programs shall be reported to the CTI-COM and CTI-CSO during the Ministerial Meetings and Senior Officials Meetings for review and subsequent actions. Standardized report and presentation templates shall be prepared by the Regional Secretariat and communicated to all parties involved three (3) weeks prior to the meetings. All National Secretariats are responsible to notify the Regional Secretariat of any change of leadership as soon as they are able to; ideally within two (2) weeks.

CTI-CFF CROSS CUTTING THEMES:

In addition to the above-mentioned groups, the CTI-CFF has several themes that cuts across the five (5) RPOA goals. Those themes include the Women Leaders' Forum (WLF); the Regional Business Forum (RBF); Local Government Network (LGN) and Capacity Building. The audiences for these themes targets specific interest groups and issues such as gender and equality issues; public-private opportunities; and issues best managed at the community level involving local governments, community leaders and non-governmental organizations. Each initiative has its own and objectives, roadmaps and work plans.

Any communications in relation to regional events such as workshops and conferences or programs shall have to be directed to the Executive Director of the Regional Secretariat and vice versa.

All communications for nationally-based events / programs that carries the CTI-CFF brand name, should be copied to the Regional Secretariat.

Additionally, all online information and notifications on the events / programs posted on social media and any other publications should also be shared with the Regional Secretariat (e.g. Facebook / Twitter / Instagram / blogs / newsletter postings tagged to the Regional Secretariats account)

CTI-CFF DEVELOPMENT PARTNERS /POTENTIAL PARTNERS:

The development partners of CTI-CFF have provided invaluable technical and financial support since its inception. There have been substantial studies and programs implemented; events, workshops and conferences organized within the Coral Triangle region; and significant number of research publications were published. Certain development partners have programs in specific implementation areas within the Coral Triangle and with several CT6 member countries within specific RPOA goals; and some programs are on bilateral and tri-lateral arrangements.

Taking these arrangements into consideration, for transparency purposes, the Regional Secretariat requires that all communications between development partners and CT6 countries to be copied to the Regional Secretariat. This is to ensure that the Regional Secretariat are kept abreast of all Coral Triangle related programs, events and publications.

OTHERS:

Other audiences of the Coral Triangle includes academic and research institutions; youth organizations; media and the general public. Preliminary communications to Regional Secretariat can be directed to the Executive Director via email and other means of communications such as letters and faxes. Formal arrangements may be established between the Regional Secretariat and relevant organizations such as Memorandum of Understandings (MOUs) for the benefit of both parties. Correspondences between the Regional Secretariat and the organizations shall be copied to the relevant National Coordinating Committees (NCCs) level for transparency and awareness purposes. At the national level, any working arrangements under the Coral Triangle Initiative banner should be made aware to the Regional Secretariat, also for transparency and awareness purposes.

RESPONSE TIME:

The standard response time for the Regional Secretariat is maximum seven (7) working days unless stated otherwise.

© Reef check Malaysia

PUBLICATIONS MANUAL STANDARDS

CTI-CFF Regional Secretariat, NCCs and Development Partners are required to ensure publication and other designed communications such as reports, newsletter, brochures, posters use the standard graphic identity, logo positioning, color palette and typography as described further in this Guideline.

To assist professional graphic designers, the following pages detail how to treat standard elements such as headlines, bullets, and pull quotes to ensure consistency in all types of publications.

This section includes guidance on design for front covers, introductory pages, back covers, and end pages. A grid system for layout enables maximum flexibility while maintaining brand consistency. All visual elements are placed using nine (9) horizontal bands; three, five, and six vertical columns are used for text. All publications should share a similar look and have these three (3) elements:

1. Represent Coral Triangle & member countries
2. Demonstrate success of CTI-CFF
3. Be concise, Clean, Clear and Consistent

The publication should always introduce CTI-CFF as a critical regional platform for cutting edge marine and coastal resources management with its collaboration with many international and regional organization as its Development Partners.

The message should not be cluttered. Writer to avoid using technical jargons and lengthy texts

with no photos, sidebars, or pull quotes to highlight key points.

The narrative should be concise, ac companied by clean design, with clear message and consistent branding.

ANNEX I | COMMUNICATIONS AND BRANDING GUIDELINES

DESIGN PREFERENCES

1 Feature single, powerful, documentary-style images.

2 Bright white paper stock is recommended.

3 Organize content using the horizontal bars of the grid system; two or three bands is most effective, with a maximum of four.

Publication contributions are solicited from the following organizations:

1. CTI-CFF Regional Secretariat.

2. CTI-CFF NCCs (Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor-Leste).

3. CTI-CFF Development Partners [U.S. Agency for International Development (USAID), Australian Government: Department of the Environment, Asian Development Bank (ADB), Global Environment Facility (GEF), Conservation International (CI), The Nature Conservancy (TNC), World Wide Fund for Nature (WWF), Coral Triangle Center (CTC)]; and collaborating agencies, institutions and organizations, including international and local non-government organizations and academia, as well as individual scientists, professionals and practitioners interested in supporting the Coral Triangle Initiative.

© Coral Triangle Center (CTC)

TONE-OF-VOICE

Tone-of-voice refers to the language we use and the messages we convey when communicating about CTI-CFF, either verbally or in print.

The CTI-CFF tone-of-voice is positive, thorough, passionate, enlighting and insightful.

The CTI-CFF was launched by the leaders of CT6 Member States in Manado, Indonesia in May 2009 – with a view to sustaining the remarkable marine and coastal biodiversity including fishes, coral reefs, seagrasses, mangrove ecosystems in the Coral Triangle region.

CTI-CFF should never appear to be agressive or use fear/scare tactics in delivering messages /communicate with related stakeholders.

AUTHORITY OF APPROVAL PREFERENCES

1

Any representative from the organizations /institutions above can contribute to news stories, reports and other resource documents for CTI-CFF.

2

Any publication materials on CTI-CFF issues, shall convey either one of – opening remarks from Executive Director of CTI-CFF published in media, quote of Executive Director of CTI-CFF, or to acknowledge the role and contribution of Regional Secretariat of CTI-CFF in the introduction section.

3

Publication shall display logo of CTI-CFF. For co-branding, publication shall display both CTI-CFF logo and the partners' logo. For information on typography and color please refer to the collateral guidelines. Both the CTI-CFF and the partner logo should be optically equal in size. The CTI-CFF is positioned in a primary position in the lower right-hand corner of the page. The partner logo is positioned in a secondary position in the lower left-hand corner of the page. They are both positioned equally from the bottom of the page. In case of publication with multiple partners, the CTI-CFF logo shall remain dominant.

4

Prior to release and distribution, publication materials are subject to approval by Executive Director of Regional Secretariat of CTI-CFF. Submission can be forwarded to the Communication Officer to the CTI-CFF Regional Secretariat at regional.secretariat@cticff.org (with title "For Publication Approval") seven working days or the earliest possible.

5

The CTI-CFF Communication Officer together with the CTI-CFF Communications Coordinator will then review all contributions and reserve the right to edit submissions as deemed fit.

6

Once cleared by the CTI-CFF Communications Coordinator, the CTI-CFF Communications Officer will inform the Development Partner(s) on the approval of the publication and upload onto the CTI-CFF website and other communication channels. The approval/comments shall be relayed back within seven working days to the sender.

STANDARD PUBLICATION ELEMENTS

A standardized element for professionally designed publications and presentations shall include several sections:

1 Front Cover

Concisely convey the purpose of a publication. To ensure consistency, one powerful color photograph is recommended, along with a minimal amount of text (title of publication). Multiple photographs may be used, but each should be of a sufficient scale to be clear. Logo of CTI-CFF and partners (if applicable) should be positioned at the bottom of the publication with proper arrangement. For co-branding, publication shall display both CTI-CFF logo and the partners' logo. Both the CTI-CFF and the Partner logo should be optically equal in size. The CTI-CFF is positioned in a primary position in the lower left-hand corner of the page. The Partner logo is positioned in a secondary position in the lower right-hand corner of the page. They are both positioned equally from the bottom of the page. In case of publication with multiple Partners, the CTI-CFF logo shall remain dominant.

2 Introductory Pages

Convey basic information of the publication, including the objective, what the publication is about, historical background and those organizations involved in developing the publication. Table of content shall be displayed (if applicable).

3 Text pages

Convey elaborative write up of information of the publication, including in the form of headlines, subheads, body text, drop caps and paragraph spacing. Tables, charts and maps should be designed for maximum clarity and to be consistent with the overall look and feel of a given piece.

4 Back Cover

The back cover of CTI-CFF publications must contain the following information, in this order:

i. Institution name: Coral Triangle Initiative on Coral Reef, Fisheries and Food Securities

ii. Specific information for bureaus or offices may be added below the Agency name

iii. Street address

iv. Telephone number

v. General email

vi. Web address

Collaborative publication with partners should also display information of the partners at the back covers.

IMAGERY USE

Imagery is an integral and vital part of CTI-CFF communication strategy.

Visual imagery – especially photographs — conveys the spirit and energy of CTI-CFF. It is recommended to use imagery that dramatizes CTI-CFF activities with journalistic feel that consistently captures the best work and showcases successes. All CTI-CFF publication shall have a recognizable look with imagery that:

Publication contributions are solicited from the following organizations:

● Highlights the beauty of the ocean and the stories of daily activities of coastal community and the benefits of sustaining coastal and marine resources;

● Showcase activities covered/reported and key audiences presented at any relevant event;

● Ensure relevancy to story and include "who, what, when, where, and why" of photos in captions;

● Credit the photographer;

● Request digital photos be shot with at least a 3-megapixel resolution, original files of at least 2000 pixels by 1500 pixels, high quality JPEG or TIFF format, RGB color mode. Offset printed images should be at least 300 pixels per inch and either CMYK or grey scale color mode.

PHOTO CAPTIONS

Photo captions shall be in two concise sentences, explaining the images and actions depicted.

The first sentence of the caption describes what the photo shows, usually in the present tense, and states where and when it was taken.

The second sentence gives the background on the news, event, or story, and describes why the photo is significant.

PHOTO CREDITS

It is important to credit the photographer for the pictures presented in publications. Photo credits include the person's name and affiliation. The affiliation is usually the name of the organization for amateur photographers or photojournalists working for a wire service such as Associated Press.

Professional freelance photographers may have an arrangement with a specific company, it is best to ask the photographer how to credit him/herself.

IDENTITY

LOGO'S PHILOSOPHY

The CTI-CFF logo's philosophy formed by two strong elements: the Manta Ray and a triangle that represents the scientific boundary.

The combination of both elements forms the CTI-CFF logo.

The logo represents a strong identity and integrity on preserving and safeguarding the coral reefs, fisheries, and food security across the Coral Triangle region.
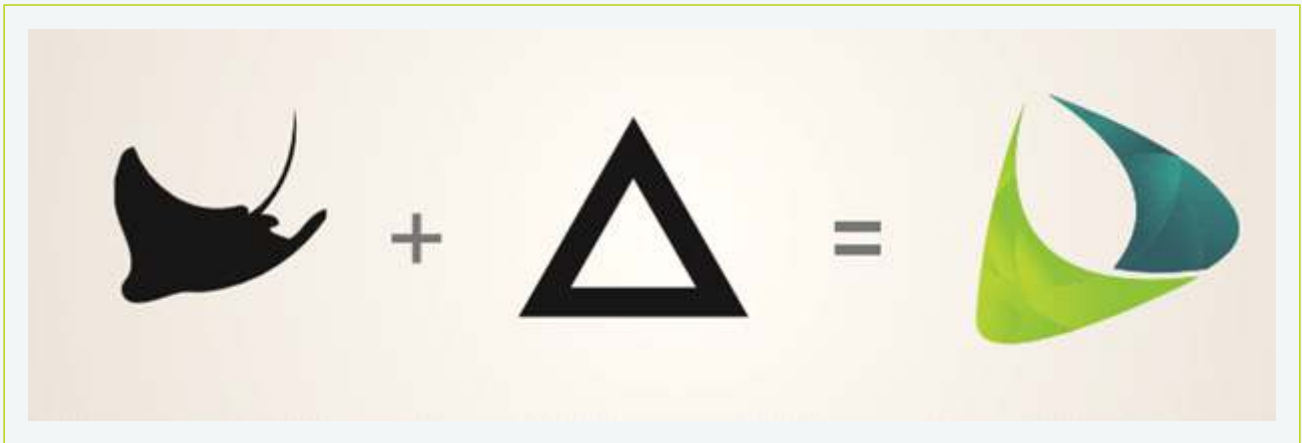
LOGO'S STRUCTURES

The full version of CTI-CFF logo consists of three main structures: symbol, logo type, and flag attributes.

The proportion and arrangement of the symbol, logotype, and attributes have been specifically determined.
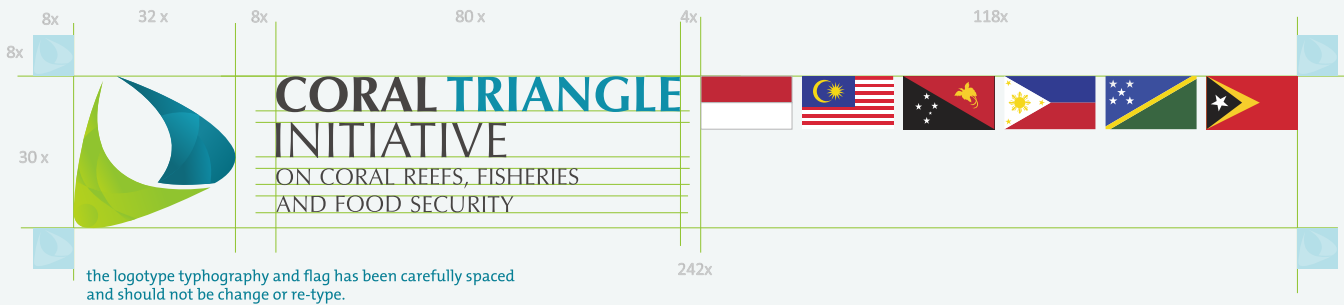
The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

Mark   type   Flag atributes
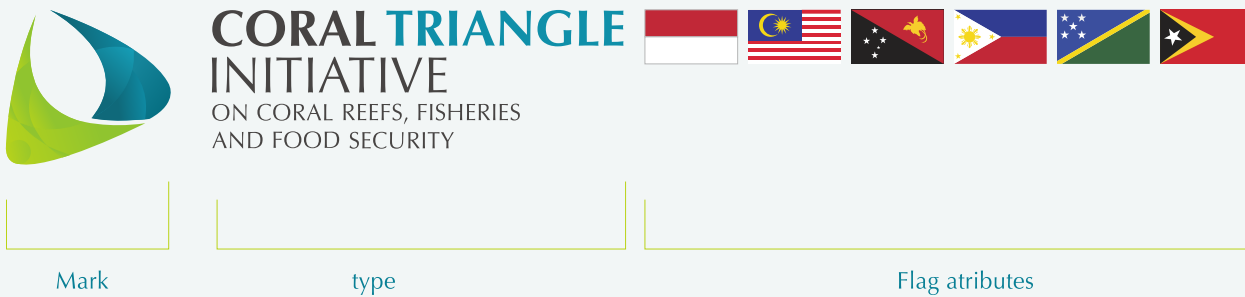
CLEAR SPACE

To preserve the CTI-CFF logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

8x   32 x   8x   80 x   4x   118x

8x

30 x

242x

the logotype typhography and flag has been carefully spaced and should not be change or re-type.

50 % clear space

PLACEMENT

Whenever possible, the CTI-CFF logo should appear in the corner, in full colour, on a white background.

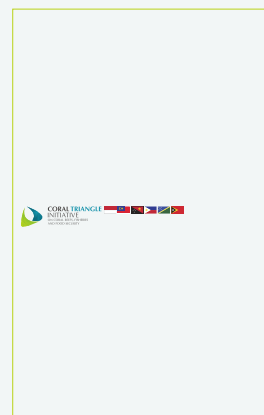Consistent placement in this location on communications materials helps build awareness of the CTI-CFF brand.

Be sure to maintain the same amount of clear space from the top/bottom and left/right edges.

corner position

Middle position

landscape orientation
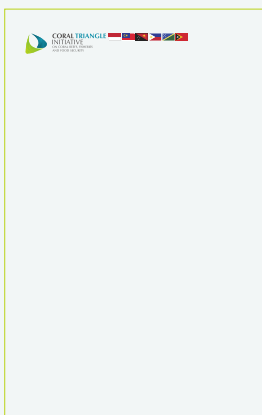
potrait orientation

potrait orientation

SIZE

The CTI-CFF logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print were too small, it is no longer legible and its impact is diminished.

The minimum size of the logo for print should not be reproduced in a size smaller than 100 px (and 30px for the icon) as illustrated

Logo

100 px

Mark

100 px

Icon

30 px

COLOR#1

The CTI-CFF logo should be reproduced in color whenever possible. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.

If color reproduction is not available or is not a viable option, the logo should be reproduced in grey scale with white background, positive logo, or negative logo.
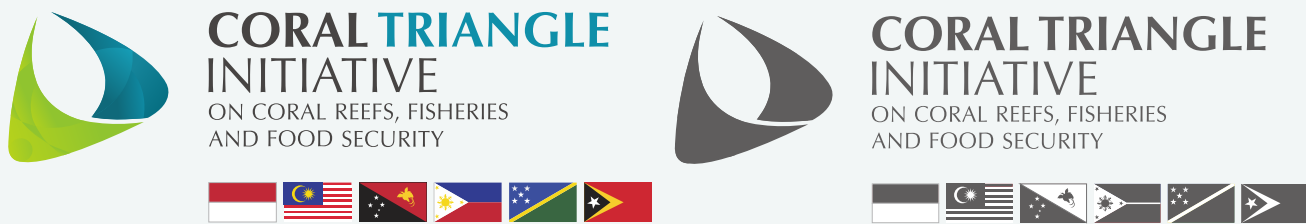
Logo with white background

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

greyscale with white background

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

black with white background

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

Lengthwise version

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

Widththwise version

Positive logo

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

Negative logo

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY

COLOR#2

The primary logo which should be used in most applications for CTI-CFF is the full color logo with white background.

However, if some designs or print situations prohibit effective usage of it, other logo variants as shown here are acceptable, but they should be used sparingly.

white Logo with color background

CORRECT USE#1

White is the most effective background on which to reproduce the CTI-CFF Logo. White provides a clear and crisp contrast.

When the CTI-CFF logo is placed on a background, there must be sufficient contrast between the background color and the logo colors.

please place the logo on clear and neutral space

CORRECT USE#2

Logo application at any produced/developed
report related to CTI-CFF activities

ANNEX I | COMMUNICATIONS AND BRANDING GUIDELINES
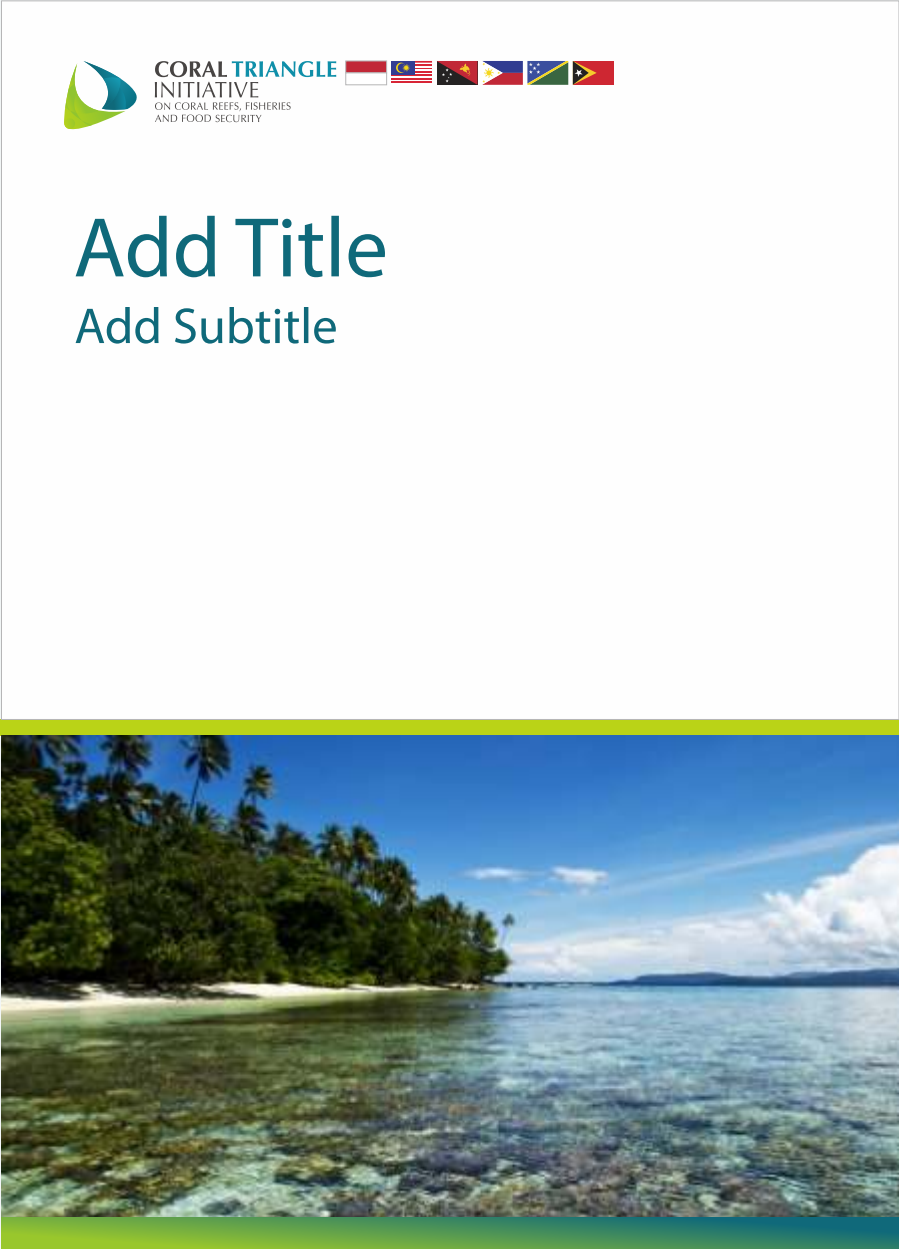
CORRECT USE#3

Logo application on letter head

CORRECT USE#4

Logo application for each of National Coordinating
Comittee (NCC) member country

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Indonesia

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Malaysia

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Papua New Guinea

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Philipines

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Solomon Islands

CORAL TRIANGLE
INITIATIVE
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY
Timor-Leste

CORRECT USE#5

CORRECT USE#6

INCORRECT USE

Incorrect use of the CTI-CFF logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the CTI-CFF logo.

To ensure accurate, consistent reproduction of the CTI-CFF logo, never alter, add to, or attempt to recreate it.
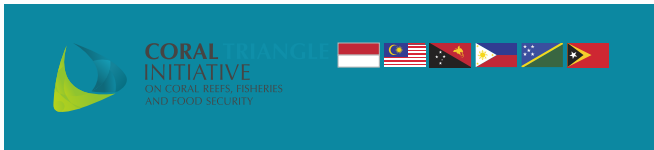
Don't use over a busy image

Don't change font type

Don't use over a primary color background

Don't change the propotions between the symbol and logotype

Don't use over a texturized image

Don't rearrange the logo elements

Don't rotate, strech or transform the logo

CO-BRANDING / PARTNERSHIP LOGO(S)

The partnership logo(s) serves to clarify the relationship between CTI-CFF and partner(s).

The type of logo(s) used depends on the type of collaboration.

Special

Official

NCC Partnership (usualy acts as a host country)

COLOR PALLETE

PRIMARY COLOR

This color palette emphasizes the brighter, and livelier CTI-CFF's brand colors.

The primary colors of this palette consist of Blue, Green, and Black. When developing publication materials for CTI-CFF, these colors should ideally be used.

The CMYK, RGB, and Pantone breakdowns for these colors appear as shown here.

PANTONE 314 C	HEX #0085A1	R 8	C 84
		G 127	M 31
		B 149	Y 32
			K 15

PANTONE 376C	HEX #90C42F	R 144	C 50
		G 196	M 0
		B 47	Y 100
			K 0

PANTONE 90% Black	HEX #404040	R 71	C 0
		G 68	M 0
		B 67	Y 0
			K 90

GRADIENT COLOR

The CTI-CFF primary color palette consists of three colors: Blue, Green and Black. But using this shades of green and blue colors as shown here is also acceptable.

HEX #90C42F   HEX #9EC92A   HEX #ACCE22   HEX #B9D31A

HEX #06828A   HEX #027984   HEX #0B717F   HEX #0F697A
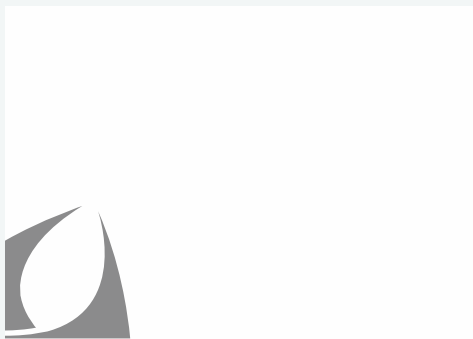
GRAPHIC ELEMENT

GRAPHIC ELEMENT

CTI-CFF Symbol may appear at the bottom corner of the page, both for the portrait orientation and landscape orientation.
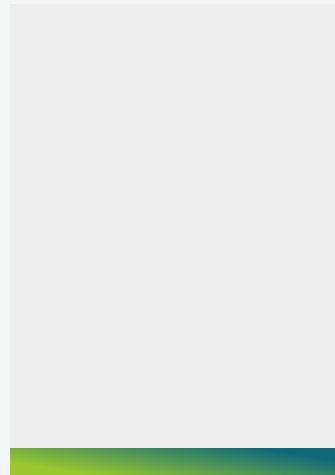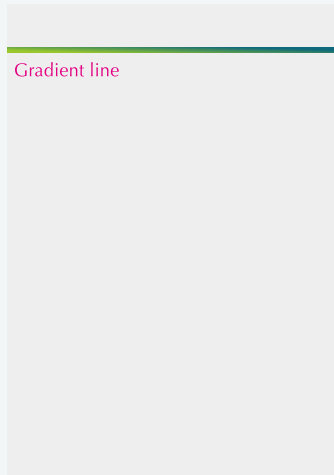
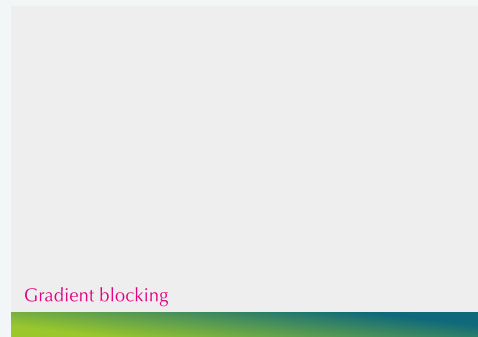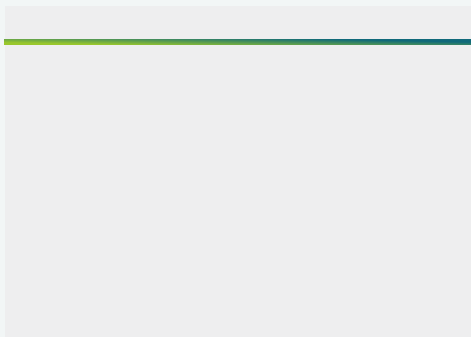Portrait orientation

Landscape orientation

GRAPHIC ELEMENT

The CTI-CFF gradient color may appear as a line at the top of the page, and as a blocking at the bottom of the page, both for portrait orientation and landscape orientation.

Portrait orientation

Gradient line

Landscape orientation

Gradient blocking

TYPHOGRAPHY

PRINTING FONT#1

To help provide a consistent, unified look in the CTI-CFF brand's use of typography, the Optima Medium typeface should be used on all CTI-CFF printed materials.

Optima medium

Normal   *Normal-italic*   **Bold**   <u>Normal</u>

AaBbCcDdEeFfGg

ABCDEFGHIJKLMNOPQRSTUPWXYZ
abcdeghijklmnopqrstupqwxyz
1234567890?!@$%&

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

The Prata font family is also an acceptable alternative if the Optima Medium font is unavailable.

Prata

Normal

AaBbCcDdEeFfGg

ABCDEFGHIJKLMNOPQRSTUPWXYZ
abcdeghijklmnopqrstupqwxyz
1234567890?!@$%&

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

WEB FONT

In the case of Website, the Calibri Light font may be used if the Optima Medium and Prata font are unavailable.

Calibri Light

Normal   *Italic*

AaBbCcDdEeFfGg

ABCDEFGHIJKLMNOPQRSTUPWXYZ
abcdeghijklmnopqrstupqwxyz
1234567890?!@$%&

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

DESIGN SAMPLE

DESIGN SAMPLE

To provide flexibility when designing communications materials, any of this five graphic elements should be used in combination on layouts:

1) The CTI-CFF logo;
2) Photography;
3) CTI-CFF Website;
4) CTI-CFF's Partners logo;
5) CTI-CFF Symbol, as well as the Gradient as a line, and blocking.

The examples in this section here call out each of these elements and show how they can be combined.
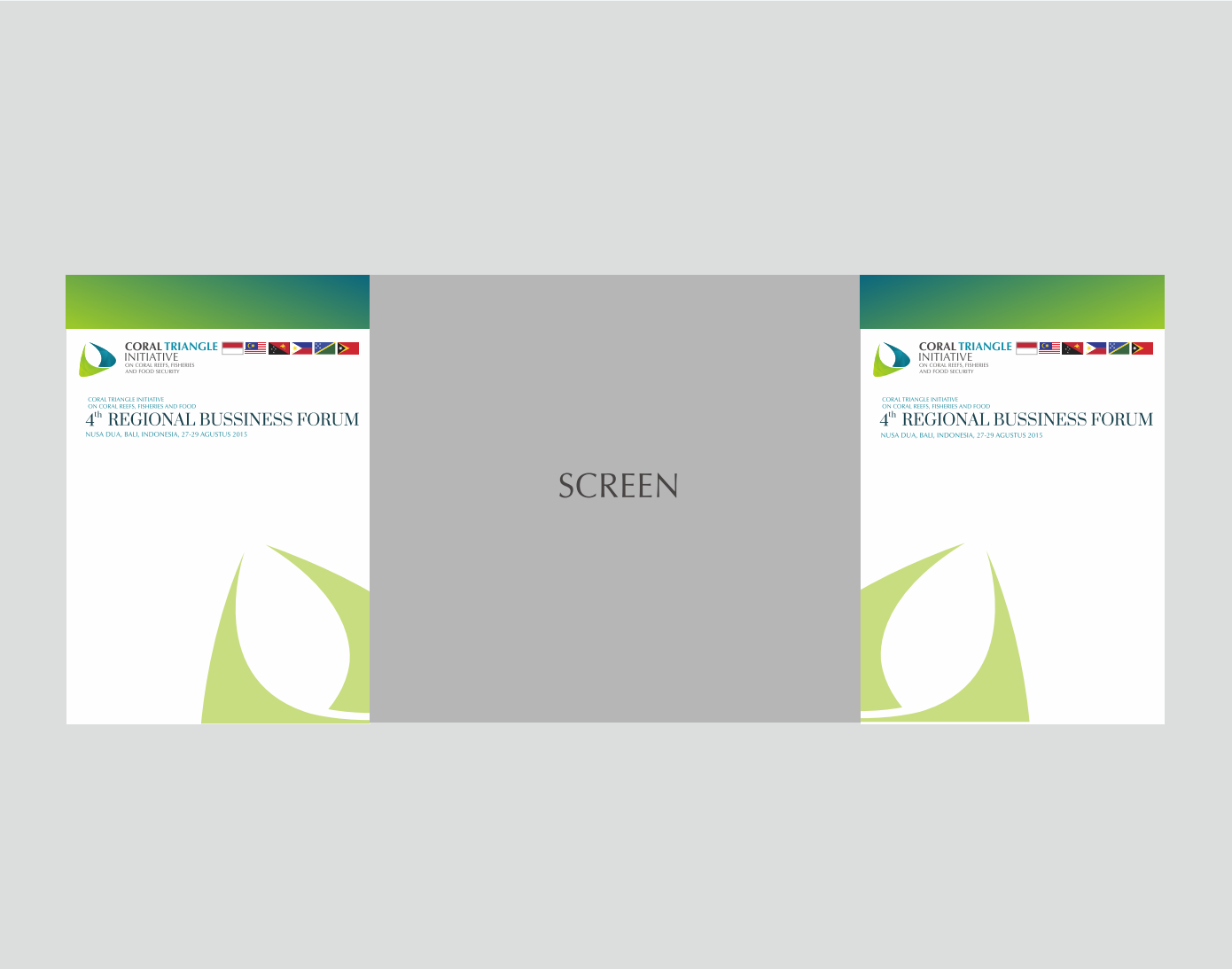
Standing Banner

Newsletter

Indoor event banner

Screen event banner

Screen event banner

SCREEN

Poster

ANNEX 2
COMMUNICATIONS AND BRANDING WORK PLAN

Coordination Mechanism Working Group
CTI-CFF REGIONAL SECRETARIAT

COMMUNICATIONS &
BRANDING WORK PLAN

This Communications & Branding Work Plan (the Work Plan) has outlined six (6) major tasks in order to achieve the goals set out in the CTI-CFF Communications Strategy. The Work Plan is designed to undertake tasks that can be achieved from 2017 through to 2020, where it envisaged to have set a firm communication and branding foundation for the CTI-CFF and the Regional Secretariat, each with its own communication standards.

All of the tasks are designed to be undertaken on a continuous basis through to 2020 with the aim of strengthening and advancing the CTI-CFF brand and profile at national, regional and international fora. Below are the descriptions of each tasks' activities followed by a table depicting the tasks and its relevant activities (Table 1).

TASK 1. ASSESS CTI-CFF PRIORITY OUTREACH NEEDS AND CAPACITY

The first task is to confirm the priority outreach needs and capacity of the key CTI-CFF audiences in order to better focus the remaining Work Plan tasks. The NCCs will serve as the locus for this assessment. Previous assessments will first be reviewed to provide a baseline for data collection. Priority inputs needed to finalize this communications strategy include documentation of current outreach materials used by each NCC, desired materials, upcoming events that require substantial communications support, and an assessment of existing capacity within the NCCs to conduct communications activities. To accelerate the collection of this data, it is anticipated that a set of questions will be sent to the NCC focal points with a follow-up phone interview.

TASK 2. FINALIZE CTI-CFF COMMUNICATIONS STRATEGY

The second task refers to the finalization of the Communications Strategy which is comprised of two elements: 1) this Communications Strategy Work Plan, and 2) the Communications and Branding Guidelines. In Task 2, the CTI Secretariat with support from the CTI Partners will finalize these two elements for review and endorsement by the NCCs. The endorsement will demonstrate that each of the NCCs agree to follow the communications protocol and branding guidelines outlined in the strategy. It is recognized that the implementation of communications activities will include additional tasks not outlined in this strategy.

TASK 3. STRENGTHEN COMMUNICATIONS CAPACITY ACROSS CTI BODIES, PARTNERS AND OTHER STAKEHOLDERS

The effective communication of CTI-CFF issues is critical to its long-term success. Many of the NCCs have limited capacity to conduct a coordinated communications program. It is recommended that dedicated communications officers be recruited for each NCC and receive follow-up training on tools and techniques to effectively implement the strategy. A focused training with relevant media outlets is also recommended to strengthen the delivery of CTI-CFF messages. In addition, high-level spokespersons and potential champions should be sought to support high-level messaging efforts.

TASK 4. DEVELOP AND MAINTAIN CTI-CFF COMMUNICATION TOOLS AND PRODUCTS

Based on the results of the assessment in Task 1, the Regional Secretariat, with support from Development Partners, will prepare communications tools and products that are targeted for the priority audiences. These materials may include print materials, as well as broadcast media to effectively convey the CTI-CFF messages.

To the extent possible, each NCC could tailor materials to meet their specific needs. It is recommended that all existing materials be assembled in a toolkit that can be accessed through the CTI-CFF website. This toolkit could also serve as a training tool for communications officers.

The CTI-CFF website will continue to serve as a central communications platform and the content will be continually updated and expanded to include additional media, such as YouTube video clips.

TASK 5. SUPPORT CTI-CFF EVENTS AND INTERNATIONAL FORA BASED ON NCC INPUT

Public and specialized events provide excellent opportunities to interact with multiple CTI-CFF target audiences, particularly the private sector and research organizations, to increase awareness of CTI-CFF issues. While many of the CTI-CFF events are not focused on communications and outreach, it is recommended that an outreach component be included in each of the regional exchanges to educate participants on how best to communicate the key messages to their respective organizations.

The CTI-CFF maintains a list of upcoming events which is included in Table 1. These events will be reviewed and prioritized for strategic communications support. Annual events such as the Technical Working Groups workshops, meetings, Regional Exchanges and Senior Officials' Meetings are to be anticipated and prepared for on an annual basis. Other events that are to be held bi-annually are also to be anticipated accordingly.

TASK 6. MONITORING AND EVALUATION

Given the scope and scale of the CTI's communications need, the Regional Secretariat will use/recommend several measurement tools to gauge success or lack thereof, and accordingly, adjust activities, materials and related outreach initiatives. These will include:

A BENCHMARK AUDIT

To establish knowledge of and perceptions about CTI-CFF among key stakeholder and major regional and national media. This audit should identify baseline awareness; probe on knowledge of the timeline for implementation; establish levels of understanding of the key terms and initiatives that will be enacted under the Secretariat, identifying the benefits that these primary stakeholders believe the Secretariat will deliver; and establish the channels for communication that these stakeholders would appreciate the most.

BAROMETER ONLINE SURVEYS

(such as Survey Monkey) to quickly and efficiently provide an outlet for measurement of specific tactics or initiatives. These surveys should be conducted via the line portal and tailored to address a certain audience depending on the focus of the tactic or initiative being evaluated.

ONGOING MEDIA MONITORING & ANALYSIS

To measure how this important source of information for all stakeholders is delivering agreed messages, information and materials, using the metrics described above – share of voice and prominence primary among them.

With regard to media analysis specifically, assigning a numerical scale to the exercise, as long as it is used consistently over time, will support the use of a combination of qualitative and quantitative analysis that measures:

- Number of placements per event or outreach campaign
- Source – from PR opportunity
- Tone – positive, negative or neutral
- Messages – how recognizable they are
- Media importance, and size and duration
- Placement- editorial, front page, inside, etc. or on broadcast media, order.
- Photo and its placement
- Logo inclusion

QUANTITATIVE MEASUREMENT OF WEB AND SOCIAL MEDIA USAGE.

Standard tools to track web and social media traffic will be applied to determine levels of usage and exposure of CTI-CFF messages and materials. The CTI-CFF website uses a standard Web traffic measurement tool, Google Analytics, which provides substantial site traffic data, including number of unique visitors and site visits, number of page views, as well as duration of visit, country of visitors, etc. Social media sites also allow the tracking of number of subscribers ("likes" or "followers,") as well as some basic information on number of viewers.

TABLE 1: WORK PLAN ACTIVITIES (2017-2020)

GOALS	OBJECTIVES	TASKS/ACTIVITIES/STATUS	LEAD	SUPPORT
G1 & G5		**Task 1: Assess CTI-CFF Priority Outreach Needs and Capacity**		
	Empower NCC	Reach out to NCCs to determine priority outreach needs, refine key messages, and identify major events (annual basis)	CTI-CFF Reg. Sec.	NCCs
	Strengthen communication channel	Identify the communication point of contact (POC) for each NCCs and Partners	CTI-CFF Reg. Sec.	NCCs and Partners
	Strengthen communication engagement with RS	Reach out to Partners to determine priority outreach needs, refine key messages, and identify major events (annual basis)	CTI-CFF Reg. Sec.	Partners
	Measure brand awareness	Conduct market research/assessments for CTI-CFF brand	CTI-CFF Reg. Sec.	Partners
All Goals		**Task 2. Finalize & Endorse CTI-CFF Communications Strategy (2017)**		
	Final stage of amendments to the Communication Strategy	Finalize the CTI-CFF Communication Strategy (with feedbacks and comments) from NCCs and Development Partners by 2017	CTI-CFF Reg. Sec.	NCCs, Partners
	Submit and present the Final Communication Strategy for approval	Present the CTI-CFF Communication Strategy to the CMWG for approval recommendations to CTI-CSO/ SOM-13	CTI-CFF Reg. Sec.	NCCs
All Goals		**Task 4. Develop and maintain CTI-CFF communication tools and products**		
	Implementing rigid standard of branding	Apply CTI-CFF Branding Guidelines for all communication materials and products	CTI-CFF Reg. Sec.	NCCs, Partners

ANNEX 2 | COMMUNICATIONS STRATEGY - COMMUNICATIONS AND BRANDING WORK PLAN

GOALS	OBJECTIVES	TASKS/ACTIVITIES/STATUS	LEAD	SUPPORT
	Cement strong relationship with media and keep updating the media on CTI-CFF activities/issue	Reach out to relevant media and develop media contact list	CTI-CFF Reg. Sec.	Media, NCCs, Partners
	Provide the most updated information for media products	Develop Media Kits	CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
	Maintaining reputable image and existence among key stakeholders	Develop Briefing Package & associated tokens	CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
	Provide up to date information on CT6 Member States	Develop CT6 Member States Factsheets	CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
	Social media activities platform	Develop Social Media Plan	CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
	Provide continuous updates to key stakeholders	Maintain and update CTI-CFF website and collaborate with administrators for all other relevant cross-cutting themes sites	CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
	Measure key stakeholders perceptions on CTI-CFF website	Conduct user assessment for CTI-CFF website	CTI-CFF Reg. Sec	NCCs, Partners
	Update key stakeholders on current progress of CTI-CFF activities	Maintain CTI-CFF Social Media accounts and develop related content	CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
	Promotion/communication materials	Develop Thematic Factsheets	CTI-CFF Reg. Sec.	TWGs and Partners
	Promotion/communication materials	Develop RPOA Infographic	CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
	Strengthen communication channel and information sharing	Re-launch and maintain CTI-CFF Newsletter	CTI-CFF Reg. Sec.	NCCs, Partners

GOALS	OBJECTIVES	TASKS/ACTIVITIES/STATUS	LEAD	SUPPORT
G1, G4 &G5		*Task 5. Support CTI-CFF events and international for a based on NCC input (2017 CTI-CFF Calendar of Events - sample)*		
	Strengthen and disseminate information to key stakeholders	Sulu Sulawesi Seascape Project: Philippine Coordination Meeting (January 2017)	GIZ-BMUB Office	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Visit to Philippine's Council of Minister/COM (Tentative, January 2017)	CTI-CFF Reg. Sec.	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Regional Workshop on Developing the State of Oceans and Coasts Report – organized by PEMSEA (January 2017) (Tentative, January 2017)	PEMSEA	CTI-CFF Reg. Sec.
	Strengthen and disseminate information to key stakeholders	Visit to Philippine's Council of Minister/COM (Tentative, January 2017)	CTI-CFF Reg. Sec.	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Consultative meeting for Program Initiation: University Partnerships for Capacity Building, Research Collaboration, and Community Outreach (Tentative, February 2017)	CTI-CFF Reg. Sec.	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Partners' Meeting (Tentative, March 2017)	CTI-CFF Reg. Sec.	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	TSWG Workshops and TSWG Meetings (Tentative, Malaysia - March 2017)	CTI-CFF Reg. Sec. (TSWG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Governance Working Group Meetings (April 2017)	CTI-CFF Reg. Sec. (GWG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Coral Triangle Day (June 2017)	CT6 NCCs	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	5th CCA TWG Regional Exchange Meeting (TBD – 15 August 2017)	CTI-CFF Reg. Sec. (CCA WG)	NCCs, Partners

Note: Goals refers to the goals in the Communication Strategy

[1] Activities are not limited to these activities only. It differs in accordance to the frequency of the events; e.g. annual events such as SOM, CT Day, TWG and GWG meetings; bi-annual events such as the Ministerial Meetings and Regional Business Forums (RBF)

ANNEX 2 | COMMUNICATIONS STRATEGY - COMMUNICATIONS AND BRANDING WORK PLAN

GOALS	OBJECTIVES	TASKS/ACTIVITIES/STATUS	LEAD	SUPPORT
	Strengthen and disseminate information to key stakeholders	Regional Workshop on Center of Excellence (CoE) establishment/National or Regional (October 2017)	CTI-CFF Reg. Sec. (CCA WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Maritime LGN Workshop (TBD)	LGN	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Sustainable Fisheries Management Workshop for CTI-CFF Local Governments (TBD)	LGN	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Maritime LGN Executive Courtesy Meetings and Workshops (TBD)	LGN	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	3rd Fishers Forum, EAFM WG – (TBD, Philippines)	CTI-CFF Reg. Sec. (EAFM WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	COASTFISH Workshop, EAFM WG – (TBD)	CTI-CFF Reg. Sec. (EAFM WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Regional Tuna Governance Workshop, EAFM WG (TBD)	CTI-CFF Reg. Sec. (EAFM WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	The 6th EAFM TWG Meeting (TBD)	CTI-CFF Reg. Sec. (EAFM WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	The 5th Regional Business Forum/RFB (TBD)	CTI-CFF Reg. Sec./CTC	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Regional Exchange of Ideas and Asses Regional Capacity (TBD)	CTI-CFF Reg. Sec. (Capacity Building)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Monitoring and Evaluation Working Group Meeting (TBD)	CTI-CFF Reg. Sec. (MEWG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	The 7th MPA REX on Sustainable Marine Ecotourism in the CT Region (TBD)	CTI-CFF Reg. Sec. (MPA WG)	NCCs, Partners
	Strengthen and disseminate information to key stakeholders	Maritime LGN Annual Meeting (TBD)	LGN	NCCs, Partners

Note: Goals refers to the goals in the Communication Strategy

[1] Activities are not limited to these activities only. It differs in accordance to the frequency of the events; e.g. annual events such as SOM, CT Day, TWG and GWG meetings; bi-annual events such as the Ministerial Meetings and Regional Business Forums (RBF)

ANNEX 2 | COMMUNICATIONS STRATEGY - COMMUNICATIONS AND BRANDING WORK PLAN

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