



# Communication Landscape Context of The Coral Triangle Initiative for Coral Reefs, Fisheries, and Food Security (CTI-CFF)

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October 2018

Prepared for:  
CTI RPOA Review Committee and NCCS

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*Prepared for:*

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## LIST OF ACRONYMS

<b>ADB</b>	Asian Development Bank
<b>AI</b>	Artificial Intelligence
<b>ASEAN</b>	Association of Southeast Asian Nations
<b>B2B</b>	Business to Business
<b>CBD</b>	Convention Biological Diversity
<b>CEOs</b>	Chief Executive Officer
<b>CSOs</b>	Civil Society Organizations
<b>CT</b>	Coral Triangle
<b>CT6</b>	Six Coral Triangle Countries
<b>CTI</b>	The Coral Triangle Initiative
<b>CTI-CFF</b>	The Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security
<b>DOI - ITAP</b>	Department of the Interior's International Technical Assistance Program
<b>EAFM</b>	Ecosystem Approach to Fisheries Management
<b>EON</b>	The Stakeholder Relations Firm
<b>FAO</b>	Food and Agriculture Organization
<b>FB</b>	Facebook
<b>GEF</b>	Global Environment
<b>H</b>	Hours
<b>ID</b>	Indonesia
<b>M</b>	Minutes
<b>M&amp;E</b>	Monitoring and Evaluation
<b>MEWG</b>	Monitoring Evaluation Working Group
<b>MMAF</b>	Ministry of Marine Affairs and Fisheries
<b>MPAs</b>	Marine Protected Areas
<b>MY</b>	Malaysia
<b>NCCs</b>	National Coordinating Committee
<b>NGO</b>	Non-Governmental Organization
<b>PH</b>	Philippines

<b>PNG</b>	Papua New Guinea
<b>PT</b>	Perseroan Terbatas (Limited Liability Company)
<b>Q&amp;A</b>	Question and Answer
<b>RPOA</b>	Regional Plan of Action
<b>RS</b>	Regional Secretariat
<b>SDGs</b>	Sustainable Development Goals
<b>SOM</b>	Senior Officials Meeting
<b>TNC</b>	The Nature Conservancy
<b>TV</b>	Television
<b>TWGs</b>	Technical Working Groups
<b>UNEP</b>	United Nations Environment Program
<b>US</b>	United States
<b>USAID-DOI</b>	United States Agency for International Development - Department of the Interior
<b>USAID-RDMA</b>	United States Agency for International Development - Regional Development Mission for Asia
<b>WCS</b>	Wildlife Conservation Society
<b>WWF</b>	World Wildlife Fund

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The very forthcoming support for secondary information and official introductions to CTI stakeholders from the leadership and staff of the CTI-CFF Regional Secretariat is also greatly appreciated.


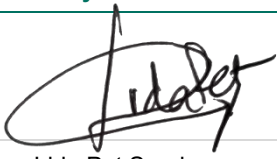
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## AMENDMENT RECORD

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## 1.0 INTRODUCTION

This report provides input support to a review of the Regional Plan of Action (RPOA) for the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF), which was completed by PT Hatfield Indonesia ([www.hatfieldgroup.com](http://www.hatfieldgroup.com)). The objective of the RPOA review was to: “*Consider the usefulness of the RPOA as a framework to meet the priorities and needs of the member governments, development partners, and local stakeholders at regional, sub-regional, and national levels.*” A brief summary of main findings of this review, relevant to this report, is provided below.

The aim of this input-support report is to provide a brief review, and descriptions of the communication landscape surrounding the messages and outreach activities of the CTI-CFF which may be relevant to the CTI-CFF in shaping the CTI-CFF over the next 10 years. It is important to note that we did not conduct a complete quantitative analysis on the effectiveness of past and ongoing communication strategy of the CTI-CFF, but aimed at compiling information for a more fore-ward looking approach to effective communications in support of the goals of the CTI-CFF.

Views, and suggestions provided in this report are those of the authors. All the interviews and analyses were conducted by the first author, Marilyn Montemayor Santos (Nini) who is a Strategic Communications Design Expert with more than a decade of experience in strategic communication, branding, and public relations. She has a solid understanding of challenges faced in implementation of government policies in the region through her work with Philippines government as well as with the ASEAN Economic community. She is co-founder of The Pinnacle, a training and public relations company and through this platform, she applies her extensive experience in facilitating high-level workshops and training for development of effective communication strategies and -tool-boxes. Her knowledge and familiarity with development topics is current and extensive and she is very familiar with the CTI-CFF. One example of Ms Santos experience with designing programs for awareness and behavior change is where she led the EON team in the conduct of the Philippines nationwide perception survey on climate change. Results of that survey were used as insights in the development of communication plan and strategies to mainstream climate change adaptation in local government programs, as well as to increase awareness and influence behavior of duty bearers and claimholders on climate change.

### 1.1 THE CORAL TRIANGLE INITIATIVE ON CORAL REEFS, FISHERIES AND FOOD SECURITY

First endorsed in 2009, the 10-year Regional Plan of Action (RPOA) provides the guiding framework for the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI or CTI-CFF) and has led to a wide range of accomplishments in the CTI region. Acknowledging this unique regional<sup>1</sup> leadership platform and considering the high strategic potential leverage of this initiative for multiple agendas (including biodiversity conservation, regional stability, sustainable economic development and climate change adaptation), several international development partners provided very significant financial support and technical expertise to develop a Regional Plan of Action (RPOA) and implement programs to achieve its five goals: i) priority seascapes are designated and effectively managed; ii) an Ecosystem Approach to Fisheries Management (EAFM) and other marine resources is fully applied; iii) Marine Protected Areas (MPAs) are established and effectively managed; iv) climate change

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<sup>1</sup> CTI is unique in geographic scope with Southeast Asia and Pacific countries although they have common membership in other regional organizations.

adaptation measures are achieved; and v) the status of threatened species is improving. The RPOA further has ten specific targets for 2020 and 38 regional actions that followed a prioritization workshop in 2012.

The RPOA is essentially implemented through five Technical Working Groups (TWGs) which mirror the RPOA Goals and comprise technical experts from both member countries and Development Partner organizations<sup>2</sup> as well as specialists drawn from other interested stakeholder organizations, institutions and groups. RPOA implementation is also supported by three sets of cross-cutting actions, including Coordination Mechanisms and Implementing Partners, Financial Resources and Monitoring and Evaluation (M&E). The CTI is governed through a Committee of Senior Officials and a Council of Ministers with the Chair currently held by the Philippines. A Regional Secretariat (RS) located in Manado, hosted by the Ministry of Marine Affairs and Fisheries (MMAF) of Indonesia, is the intergovernmental regional body mandated to promote regional cooperation, sharing of lessons and facilitate learning across the member countries. The RS also coordinates and monitors progress in achieving the goals mentioned above.

A robust, transparent, independent evaluation of the RPOA was conducted to provide the CTI members and stakeholders with guidance on how the RPOA might be reshaped or revised prior to 2020 to build on the accomplishments of the past nine years and to take strategic advantage of any new regional and global drivers that have emerged or are emerging and which might generate a positive influence and impact on the future achievement of CTI goals.

While the RPOA review was acknowledged that some of the national projects have successfully contributed to making a difference in the lives of coastal communities, many respondents considered that the implementation of the RPOA as a whole has not achieved its original concept of improving the well-being of coastal communities through improved livelihoods and improved management of resources. There is therefore a need to revisit discussions on the original intent of the CTI program and other substantive areas in the next version of the RPOA. Socializing the benefits of the CTI needs to be done to clearly articulate it reaches beyond just conservation and resource management to food security, higher incomes, improved health and well-being, contribution to sustainable development, etc.

Some of the areas that were mentioned in the RPOA review that can be considered for improvement to enhance effective communicating on various aspects of the CTI-CFF are listed below as additional background to this report.

### ***Learning and Knowledge Sharing***

The Monitoring Evaluation Working Group (MEWG) of the CTI-CFF published the Monitoring and Evaluation System Operations Manual in 2014. This Manual was the result of several regional workshops and summarizes the core elements of the CTI M&E System, which was endorsed by the SOM and Council of Ministers in 2012. The Manual prescribes a process for facilitating regional collaboration among the countries to track progress towards the CTI goals and higher-level outcomes. The review of the RPOA identified that the need to ensure a fully functional M&E system for the CTI-CFF is high. Indicators should go beyond biophysical measures and include food and nutrition

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<sup>2</sup> Development Partners include the Governments of Australia and the USA, the Asian Development Bank, The Nature Conservancy (TNC), Conservation International (CI), the World Wildlife Fund (WWF), Global Environment Facility (GEF) and the Coral Triangle Center (CTC).

security and improved well-being as examples, and be streamlined with indicators used in other regional commitments or global agendas that countries are party to (e.g., CBD, SDGs). Review of the usefulness and practicality of tools developed for M&E is considered a priority. Actively reviving the CT Atlas will allow it to serve the function of: i) sharing information to researchers, media and students; and ii) profiling the work of all CTI actors to engage new partners and grow constituency and positive energy.

### ***Improved Communications and Partnerships***

The RPOA review suggested that closer integration of the CTI program into the activities of the lead government agencies involved in the program as well as other government agencies is needed and that inclusion of the CTI in the budget of other Ministries or national planning agencies is also needed so that it is viewed as part and parcel of the mandate of these agencies. This will require work to communicate the logic of working at a regional level clearly and more effectively to specific target audiences and individual decision makers. More effort is needed to engage and to gain the support of Planning and Finance Ministries and higher decision-making bodies of governments (including those ministries related to foreign affairs and law enforcement).

It was recommended that improved communications are needed so that the CTI can avoid duplicating work that is already done by other regional organizations and focus on its core competencies or where it holds a competitive advantage. Aligning more strategically with other organizations will also allow the CTI to work towards better complementing work done by others. To support this, it will be important to allocate greater effort to clarifying where the delivery of the CTI lies. This clarity will help more people understand the actual value of the CTI and support it to achieve its full potential. Also, recommendations included to systematically open up the development partner group for other partners such as UNDP, United Nations Environment Program (UNEP), FAO, World Bank, etc. and actively and structurally engage the private sector to increase effective joint action in a number of areas.

## **2.0 REVIEW METHODOLOGY**

For purposes of reviewing the communication landscape in the context of the Coral Triangle Initiative for Coral Reefs, Fisheries, and Food Security (CTI-CFF), the expert gathered data and information using two approaches:

1. Desktop Review or Secondary Data Gathering – Relevant trends, news, and developments were gathered and analyzed in relation to the CTI-CFF communication and marketing initiatives. A search for successful conservation-related communication campaigns was also done with the aim of learning from these programs.
2. Focus/ In-Depth Interviews – Experts and people who have been or were directly or indirectly involved in CTI-CFF program were consulted in relation to the topic.

### **2.1 ABOUT THE DESKTOP RESEARCH**

Various knowledge sources online were reviewed to identify and understand the landscape that affect the way people, organizations, and brands communicate with their target audience. The research covers latest trends in communication and marketing across the world and information about media consumption.

The sources of information included the following:

1. **Experts' blogs and publications** – Referred to online sites used by communication experts, marketing gurus, and academicians to express their views on identified topics. For this review, the Consultant checked communication/ marketing-related materials posted by universities or colleges, communication institutes, public relations firms, advertising agencies, content and marketing companies, etc.
2. **Trade publications** – Referred to widely read online magazines relevant to various industries such as entrepreneurship, technology, business, etc.
3. **Learning sites** – Referred to Q&A websites, slide-sharing platforms, crowdsourcing sites, etc. which serve as great sources for people searching for answers to their burning questions. The sites allow people to post questions or answer those they are knowledgeable about.

## 2.2 ABOUT THE FOCUS INTERVIEWS

The focus interviews gathered views on the current stakeholders, landscape, threats, and opportunities in relation to communicating and marketing of the Coral Triangle, as well as recommendations to provide a more informed, strategic RPOA for the CTI-CFF.

The interview instrument/ questionnaire was divided into four (4) segments:

1. Impressions/ perceptions on the **Coral Triangle/ CTI-CFF/ conservation-related communication and marketing** initiatives, including engagements with stakeholders.
2. **Stakeholders** who may directly or indirectly be impacted and/or effecting changes in relation to the Coral Triangle, in particular, and marine conservation programs in general.
3. Developments within the **external and internal landscape** that may pose opportunities and/or threats relative to communicating about the Coral Triangle / marine conservation programs.
4. **Recommendations** to strengthen Coral Triangle communication and marketing.

A set of pre-interview questions was asked to profile the interviewees in terms of their level of awareness and involvement with CTI-CFF or any ocean-related conservation efforts. This was done to help the Consultant contextualize the interviewees' responses and determine the appropriate focus of the interview. The focus interviews were done using online voice messaging platforms and took no more than an hour each.

Attached, as Annex A is the Focus Interview Guide Questions.

Interviewees represented the government, international communications/ marketing agencies, CTI-CFF partners from development/ non-profit sectors, CTI-CFF Secretariat, and content providers. The interviewees come from/ were based in Indonesia, Philippines, Malaysia, Solomon Islands, Timor-Leste, Australia, and the United States of America. They provided global, regional, and national perspectives in terms of communicating about the Coral Triangle. Annex B shows the list of interviewees.

### 3.0 DESKTOP RESEARCH: RESULTS

A review of online information materials gathered information relevant to the review of the communication landscape impacting the CTI-CFF. The knowledge sets covered data on media consumption globally and per each CT6 country, as well as the latest global communication and marketing trends.

### 3.1 MEDIA CONSUMPTION

#### 3.1.1 Global Digital Media Landscape

##### Half of the world’s population is now online

Data released by We are Social, a global media company, show that fifty-three percent (53%) of the 7.5 billion people in the world or a little over 4 billion in total, use the Internet (Figure 1). Of this number, 3.2 billion are active social media users. A great majority of people who use their chosen social media platforms access their accounts through mobile phones.

Global mobile penetration is at 68%, which means that there are 5.135 billion people who are unique mobile phone users.

Figure 1 Digital use around the world, 2018.

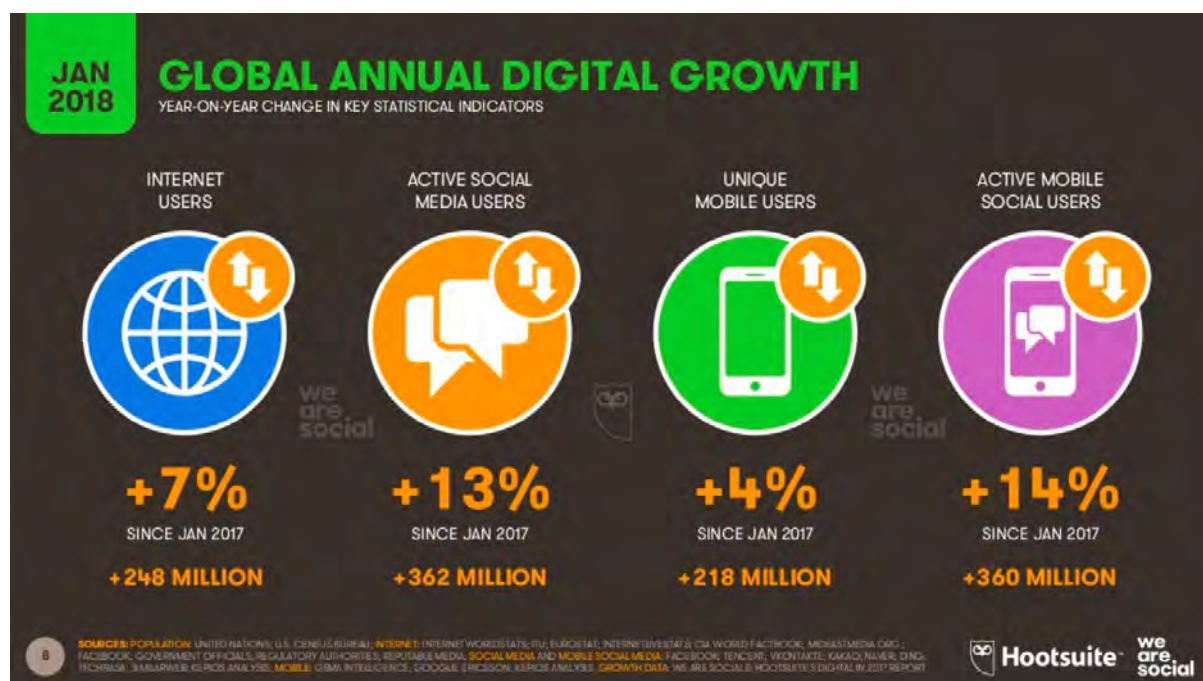


Source: We Are Social Global Digital Report 2018.

##### Digital growth attributed to smart phones

The number of Internet users across the world has grown by 7% year-on-year. Since January 2017, nearly a quarter of a billion people have accessed the Internet for the first time and became new online users (Figure 2).

**Figure 2 Global annual digital growth.**



Source: We Are Social Global Digital Report 2018.

Compared to a year ago, active social media users grew by 13% from 3.66 billion to 4.02 billion, while those who use social media through mobile phones grew by 14%, equivalent to 360 million new users. Much of the growth in digital use is attributed to improved access to affordable phones and mobile data plans. Likewise, more than half of the mobile phones are ‘smart’ devices allowing people to experience the Internet wherever they may be.

**In Asia Pacific, mobile connection is greater than the region’s population**

Mobile connection in Asia Pacific is at 102% population penetration, or at 4.318 billion (Figure 3). Almost all 1.78 billion social media users in the region use their phones to access their social media accounts.

The number of Internet users in Asia Pacific is at 2 billion, or almost half of the region’s population at 4.214 billion. This is 98 million higher compared to the 2017 figure. Other data shows continued digital growth in Asia Pacific: active social media users grew by 14%, mobile connections grew by 8%, and active mobile phone social media users increased by 16%.

**Figure 3 Digital use in the Asia-Pacific region, 2018.**



Source: We Are Social Global Digital Report 2018.

### **More than half of people in the regions where CT6 countries are part of have Internet access**

In Southeast Asia and Oceania, Internet penetration is at 58% and 69%. It is unclear however how much of the rural areas and remote islands are covered by this percentage.

### **3.1.2 Digital Media Landscape in CT6 Countries**

#### **The Philippines is the world's social media capital**

The Philippines ranks first globally in terms of average number of hours spent on social media. The average Filipino reportedly spends 3 hours and 57 minutes per day using social media platforms, followed by Brazil (3 hours, 39 minutes) and another CT6 country, Indonesia (3 hours, 23 minutes).

Social media penetration in the Philippines is 63%, higher than the global average which is 42%. Annually, the number grows by 12%. Zooming in on Facebook, 67% of the country's population is active on Facebook. FB engagement rate in the country is at 5.9%, 1.7 percentage points higher than the global average of 4.2%, and the 5th highest in the world.

#### **Indonesia is 3<sup>rd</sup> globally in terms of Internet use via mobile phone**

Indonesians use their mobile phones a lot to access the Internet. On average, Indonesians spend four hours and 17 minutes daily accessing the Internet via mobile phones. However, on the overall, Internet penetration in the country (50%) is a little below the global average of 53%.

#### **Malaysia is part of the world's Top 10 social media users and Instagram users**

Seventy-five percent (75%) of Malaysia's population use social media platforms actively. Instagram is a popular platform. The country's Instagram penetration is 35%, the eighth highest globally. This figure represents Malaysia's monthly active Instagram users compared to the total population. Malaysia's overall Internet penetration is very high at 79%, way above the global average of 53%.

## Digital use in Solomon Islands and Papua New Guinea is in its infancy

Internet penetration in the Solomon Islands and PNG is at only 12% and 11%, respectively, way below the global average of 53%. In PNG, only 9% of the population is active on social media. Less than 10% of the population use Facebook, while Instagram penetration is only 1%. The same can also be said in the Solomon Islands. Less than a quarter of Solomon Islanders are active on social media and Facebook. Only 1% use Instagram. Table 1 describes the digital landscapes across the CT6 countries.

**Table 1 Digital landscapes across the CT6 countries.**

	Global Average	Indonesia	Malaysia	PNG	Philippines	Solomon Islands	Timor Leste	Remarks
<b>INTERNET</b>								
Internet use penetration	53%	50%	79%	11%	63%	12%	31%	
Time spent daily on Internet	-	8H 51M	8H 27M	No data	9H 29M	No data	No data	PH ranks 2 <sup>nd</sup> globally
Time spent daily on the Internet via mobile phone	-	4H 17M	3H 47M	No data	4H 13M	No data	No data	ID is 3 <sup>rd</sup> globally
<b>SOCIAL MEDIA</b>								
Active social media penetration	42%	49%	75%	9%	63%	12%	31%	MY is in the top 10
Time spent daily on social media	-	3H 23M	3H	No data	3H 57M	No data	No data	PH ranks 1 <sup>st</sup> globally
Number of monthly active Facebook (FB) users	2 billion	130 million	24 million	730,000	67 million	75,000	410,000	ID and PH are part of top 10
Average FB engagement rate	4.2%	4.16%	5.84%	2.34%	5.9%	No data	No data	PH is ranks 5 <sup>th</sup> globally
Instagram penetration	11%	20%	35%	1%	9%	1%	2%	MY is part of the top 10
<b>MOBILE PHONE</b>								
Unique mobile user penetration	68%	67%	68%	No data	58%	No data	No data	
Mobile connection penetration	-	157%	133%	43%	115%	78%	132%	



	Global Average	Indonesia	Malaysia	PNG	Philippines	Solomon Islands	Timor Leste	Remarks
Active mobile social media penetration	39%	45%	69%	8%	59%	11%	30%	

Source: We Are Social Global Digital Report 2018; Specific Profile per Country.

### 3.1.3 Traditional Media vs Digital Media

The popularity and growth of digital media consumption is non-debatable. A quarter of all media consumption globally is through mobile Internet usage, up from just 5% in 2011, according to the latest Zenith’s Media Consumption Forecast.

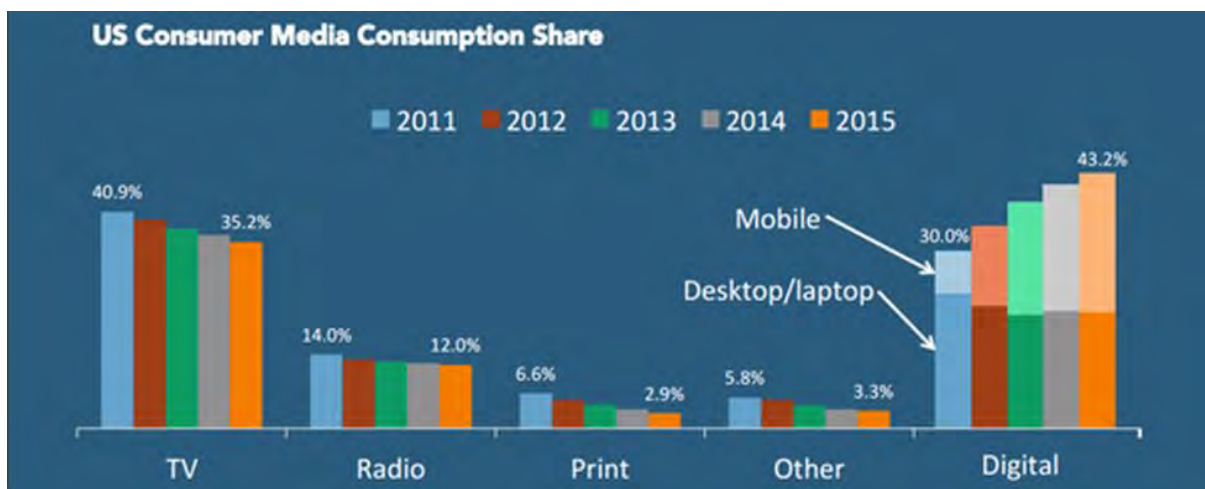
Amid the rise of digital media, however, traditional media still constitutes 69% of all global media consumption in 2017 – thanks to the steady popularity of television. While time spent watching television did fall by 3 percentage points, it still accounts for 170 minutes of average media viewing time per day, compared to online media consumption totaling to 140 minutes daily.

While consumption of some traditional medium did fall – use of print newspapers and magazines fell 45% and 56% respectively since 2011 – the Zenith Media Consumption report reveals that the **“spread of mobile technology has given a boost to overall media consumption by allowing users to access more media, in more places, and at more times than ever before.”**

Zenith also forecasts the average person to spend 479 minutes a day consuming media in 2018, higher by 12% compared to 2011. By 2020, the average person will consume media for 492 minutes a day. This means that the rise in mobiles triggers people to search for, read, gather, listen to, or watch content from other sources including broadcast, online platforms, and even cinemas.

This trend, in general, is observed to be quite similar on a per country level. In the United States, from 2011 to 2015, media consumption shifted from traditional media digital platforms to include both desktop/ laptop and mobile devices (Figure 4). Although TV consumption fell by about 5 percentage points, it has remained strong amid growth of digital media consumption from 30% to 43%.

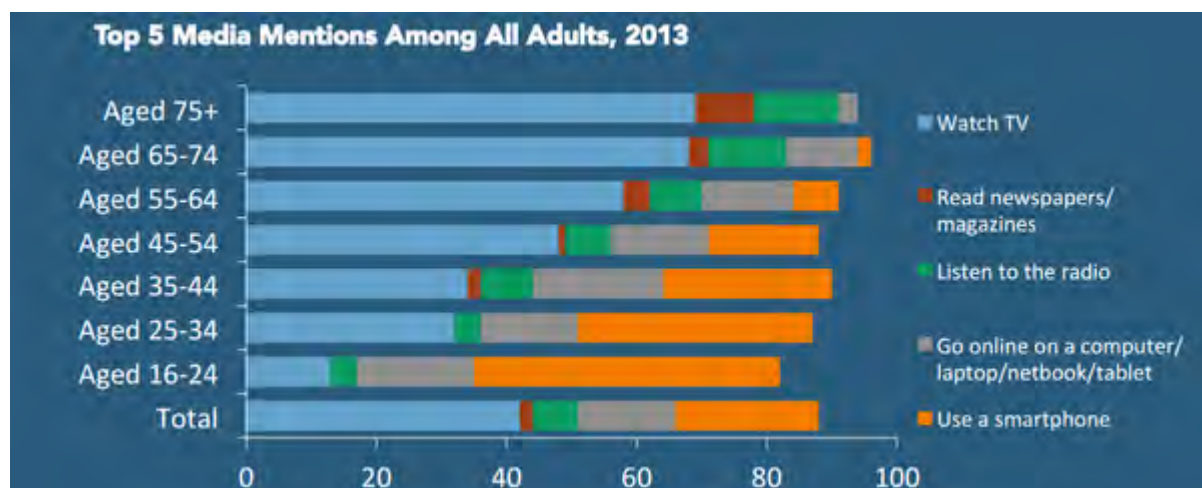
**Figure 4 US consumer media consumption share.**



Source: Quora Discussions, New Marketing Trends, SEO Brien.

It was observed that media consumption habits depend on which generation the media consumer belongs to. In the United States, older people, 50 years old and above – gather and consume information mostly through television. The younger ones, on the other hand, use smartphones by default and rarely turn to TV and radio anymore. Almost none read newspapers. Meanwhile, people in the middle age group tend to switch between the traditional media and online platforms plus smartphones, when it comes to media consumption (Figure 5).

**Figure 5 Top 5 media mentioned among all adults in the US, 2013.**



### 3.2 COMMUNICATION AND MARKETING TRENDS

At the start of 2018, communication and marketing experts shared their point of views and opinions on the emerging trends in the communication and marketing industry. Table 2 presents a summary of these views.

**Table 2 Communication and marketing trends.**

Trends in relation to Message Sender and Recipients	
1.	<b>Message recipients and consumers expect more.</b> Today's target audience expects more from brands and organizations. They are harder to delight and have higher standards when it comes to communication and engagements. They also gravitate towards authenticity and can detect "staged" engagement. It is therefore important for any communication/ marketing campaigns to be crafted at an outstanding level, founded on sincerity of messages and authenticity of approaches.
2.	<b>Data privacy cannot be compromised.</b> Data privacy issues resulted in key changes in message sender's and recipients' media consumption and behavior. Today, consumers' and online audience's <b>data privacy is given utmost attention and importance.</b> Policies and related implementing rules were issued to ensure that amid free flow of information, an individual's privacy is protected. This significantly affects how organizations push and gather information within the communication stakeholders' sphere.
3.	<b>One-to-one communication.</b> "I want to consider you on MY terms, I want to connect with you on my terms, I want to validate that you will provide to me what I seek; rather than my being willing to engage with your business because an ad/sales person/article says I should." Paul O'Brien, a startup consultant advising entrepreneurs on how they can market their products and services highlighted the importance of engaging each target audience from the latter's perspective/ frame of mind. Messages must be relevant to the audience's daily life in order for it to effectively connect. It is a must that the message addresses the target audience's key question "what's in it for me?".
4.	<b>New members of communication teams.</b> Data scientists are tapped to work with marketers as more brands and organizations turn to quantitative-based marketing (including social marketing) and communications. More organizations are convinced that their communication teams must work together

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with data scientists to make sense of data in relation to target audience's message response, media usage, etc.

### Trends in relation to Communication Approaches and Channels

1. **Social media influencer marketing.** For nearly 95% of brands and organizations, influencer marketing is an effective approach to engage audience. Organic/ authentic content pushed by influencers on social media and other online platforms appeals to audiences more than "staged" content. Expect more organizations to explore this approach. They are advised however to put a lot of thought into identifying the most suitable influencer/ champion for their cause.
2. The rise and **fall of social media platforms.** Some platforms improved while others were unable to reinvent themselves.
  - **Twitter** has been unable to grow its users since 2017.
  - **Instagram**, meanwhile, has increased its users to approximately 800 million a month. It is considered the new go-to channel for marketing and communication campaigns, especially with its IG stories and advertising control features.
  - For B2B marketing, **LinkedIn** is turning out to be a worthwhile platform after its site-wide revamp and improvements.
  - **Pinterest**, according to a Forbes publication, could be the next big thing in social media. It's a niche social media platform that if utilized strategically could capture needed audience attention.
3. **Go live!** Data shows two thirds of marketers are turning to live events and on-ground activities to bring various types of audiences under one roof. This approach allows message senders to go beyond information delivery as it provides audiences with opportunities to "feel and experience" the message rather than just see/ hear/ listen to it.

### Technological Trends

1. **Use of Artificial Intelligence (AI)** in websites and other online platforms. Through this technology, organizations can immediately chat with their target audience online i.e., chatbox, greetings for website visitors, automatic response for those with queries, etc.
2. **Ad blocking technologies.** The advent of new technologies allows readers to block ads when they search, scroll, and read through content. Ad blocking technologies compel communication practitioners to ensure that their content does not appear in the form of traditional advertisements i.e., billboards and posters. They are challenged to develop content that is relevant to target audiences.
3. **Augmented-reality.** This technology is reshaping content marketing experiences. Content developers explore the use of augmented- reality content to create more excitement and improve delivery of messages to the target audience. Augmented reality refers to an interactive experience of real situations or environment, tweaked or changed by computer-generated information to drive a point, deliver a message, trigger emotions, or inspire a certain behavior.
4. **Voice Search.** Through voice search, answers given are not in the form of links, but through direct answers, often in long statements. Marketers and communication practitioners must be able to custom-fit their content taking into consideration the format of results from this kind of search practice.
5. **Machine learning is transforming marketers' ad management** practice. Marketers especially advertisers are experimenting on the use of advanced machine-learning algorithms by platforms such as Acquisio and Trapica to manage their ads.
6. **In-car ads.** These refer to placements inside driverless vehicles. This technology is expected to rise as the vehicle industry achieves milestones in the manufacturing of self-driving cars. When people don't need to focus on the road to drive they consume content, thus this opportunity is tapped.

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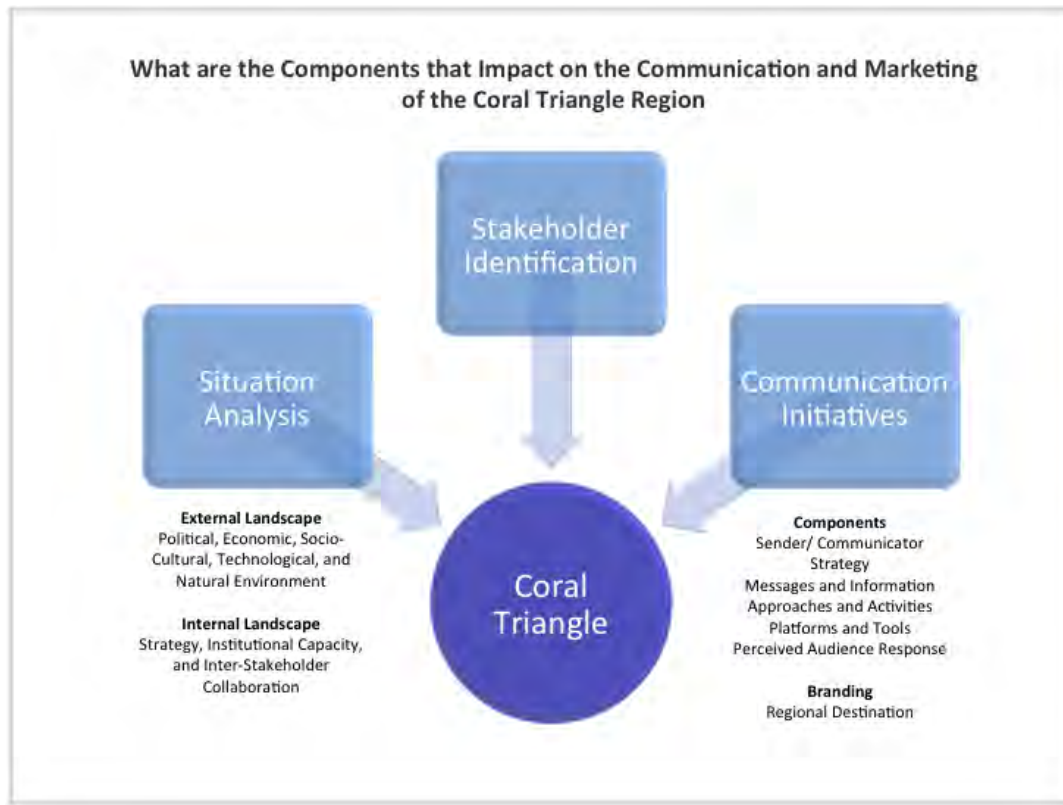
Sources:

- 12 Marketing Trends to Take Advantage of, Forbes Magazine, Forbes Communication Council February 2018
- Marketing Trends to Watch in 2018, The Entrepreneur Magazine, Deep Patel November 2017
- Paul O'Brien, Startups Consultant (seen on Quora)

## 4.0 FOCUS INTERVIEW: RESULTS

Results of the interviews were processed using the framework in Figure 6. The interviewees' responses were presented on different tables<sup>3</sup> based on the review framework.

**Figure 6 Communications review framework.**



### 4.1 STAKEHOLDER IDENTIFICATION

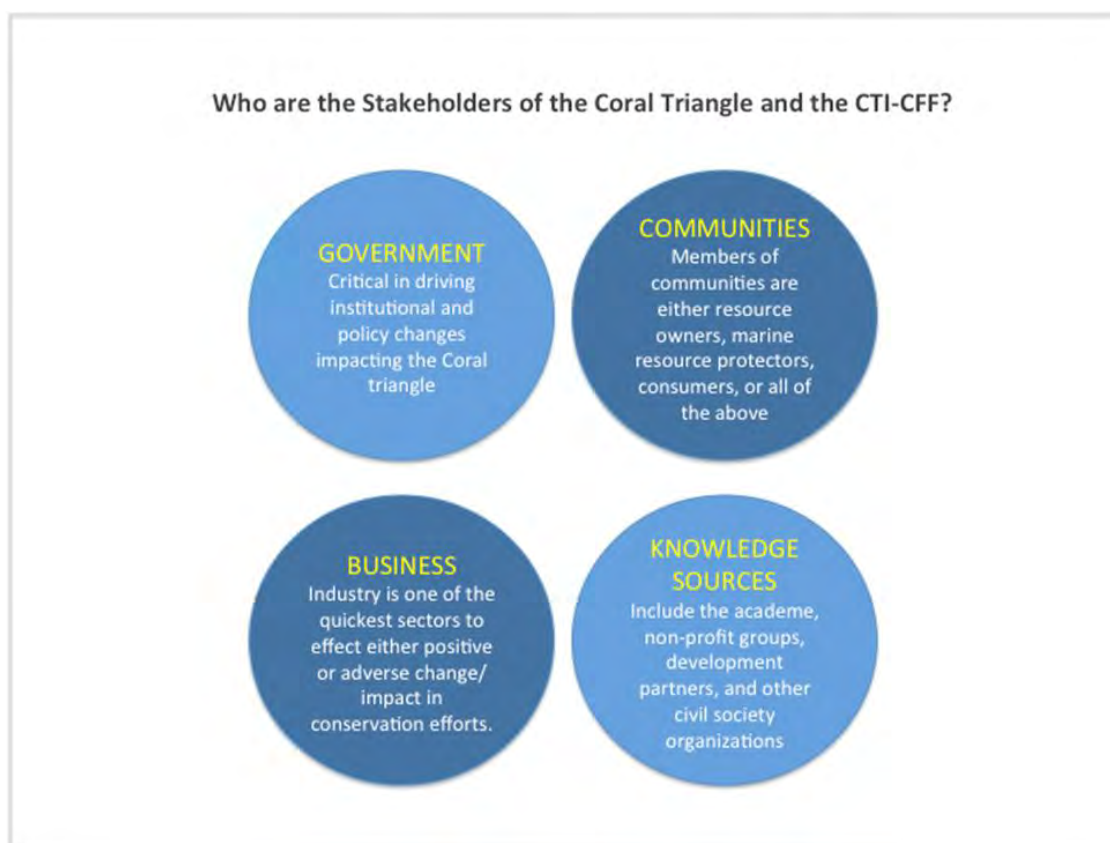
The in-depth interviews gathered information about key stakeholders of the Coral Triangle (Figure 7). Four groups of stakeholders were identified namely:

1. Communities including resource owners, marine protectors, and consumers;
2. Government, both at the national and local government levels;
3. Business sectors which are not only represented by the fishing/ seafood industry but all other related industries; and
4. Knowledge sources comprised of the academe, non-profit groups, development partners, and other civil society organizations.

Details about each stakeholder group are presented in Table 3.

<sup>3</sup> The table presents processed answers. Processing the answers pertained to categorizing interviewees' responses, consolidating similar thoughts or ideas, and narrating these based on the Consultant's understanding of the interviewees' answers. Efforts were made to ensure that the responses written on the table were as close as possible to the actual terminologies used by the interviewees. For purposes of clarity and coherence, however, editorial style has been applied in narrating the responses.

**Figure 7 Stakeholders at a glance.**



**Table 3 The Coral Triangle and CTI-CFF stakeholders.**

Stakeholder Category	Answers to Questions in Relation to the Profile of the Stakeholders
<p><b>Communities: Resource Owners and Consumers</b></p>	<p><b>Leaders and influencers</b></p> <ul style="list-style-type: none"> <li>• Informal or traditional leaders such as elders, <i>datus</i>, or village chiefs are very influential in communities, especially those parts of ancestral domains. They can either rally people to support specific programs or prevent these from happening. Many village chiefs are supportive of conservation efforts.</li> <li>• Engaging the communities requires prior coordination with the elders/ village chief or his/her designated point of contact. This is seen as a way of respecting the community's leadership and culture.</li> <li>• Many communities respect and trust their church leaders, who are seen as allies of the poor, families, and the underserved.</li> </ul> <p><b>Community attitude and behavior</b></p> <ul style="list-style-type: none"> <li>• In remote islands and far-flung coastal areas, community members have strong relationship with the sea. They have a long history of managing and protecting marine resources. Not many of these communities however are reached out to and are engaged into CTI-CFF-related programs.</li> <li>• People who have traditionally depended on marine resources for their livelihoods have higher acceptance of conservation efforts compared to “new players” in the marine industry, whose actions are driven by profit, industry competition, and short-term economic goals.</li> <li>• An increasing number of women play significant roles in community building and development, including conservation. Women leadership and participation are keys to the success of many conservation and related programs. An example of such a</li> </ul>

program is microfinance, which provides women capital for alternative livelihoods, thus reducing their families' dependence on fishing and lessening pressure on marine resources.

- Among consumers, and even fishermen, the prevailing mentality is that marine resources are "finite". Although recently, while not on a wide scale, there is already a growing concern over food security due to problems associated with marine resource supply and management.

**Other characteristics**

- While most communities in CT6 countries share similarities, there are some that are quite different. In PNG, communities are diverse and complex. Engagement is a challenge due to language barriers, local politics, and security concerns.
- In Timor-Leste, which has a very difficult history due to many years of war and conflict, most people are eager to get in-charge of their own lives and want to step up.
- In some communities, on the other hand, cultural inertia is a concern. It is quite difficult to get people to act on things and embrace innovation and the initiatives presented to them.

**Government**

- The government is key to driving institutional changes relevant to the Coral Triangle given its power to enact and enforce policies, authority to execute conservation and related programs, resource capacity for initiatives within its mandate, and influence over stakeholders.
- While government leaders both at the national and local government have a similar understanding of the value of the Coral Triangle, their attitude and behavior towards conservation efforts vary. Not all place conservation at a high priority level.
- At the national government, some initially had the impression that the CTI-CFF doesn't directly address issues at the domestic level.
- Local government officials have short tenure in office and many are inclined to maximize their term politically and economically. Some actions of local officials are driven by a desire to substantially profit from marine resources within his/her jurisdiction.

**Business**

- Industry practices create the greatest impact on the Coral Triangle, its marine resources, and communities. Industry can be either be a partner or a threat to conservation efforts.

**Opportunities for partnership**

- The industry or private sector is viewed as one of the quickest sectors to effect change. Corporations can act independently and pursue initiatives without needing to go through bureaucratic channels.
- Return on investment or profits as well as business sustainability are key drivers for business to act or decide on proposed projects, partnerships, or change. They are likely to participate in CTI-CFF or any ocean-related conservation initiatives offering a good business case.
- More businesses are getting involved in conservation efforts through eco-tourism.

**Threats to marine resources**

- If left unregulated, large companies could monopolize fishing/ seafood industries in remote communities, leaving fishermen, mangrove harvesters, micro and small aqua culture entrepreneurs, and other producers with few options to sell and price their catch and products.
- Some large seafood companies could be too profit-driven and tend to forget that marine resources could be depleted.
- Manufacturers are some of the largest ocean and plastic polluters.

Stakeholder Category	Answers to Questions in Relation to the Profile of the Stakeholders
<b>Knowledge Sources</b>	<ul style="list-style-type: none"> <li>• There are a lot of local CSOs working on the ground in relation to ocean-conservation. At times, they duplicate one another's efforts and implement overlapping projects.</li> <li>• Partners from this sector vary. Some have a wider influence over the target audience; others are more science-driven, while some have greater funding support. A common denominator among them however is their passion for conservation.</li> <li>• The World Wildlife Fund (WWF) is one of the more active NGO-partners supporting the CTI-CFF. One of WWF's six (6) key program pillars is ocean/ marine conservation.</li> <li>• Conservation experts especially scientists tend to be very technical.</li> </ul>

## 4.2 SITUATION ANALYSIS

Interviewees shared their views on the current landscape surrounding communication and marketing efforts for the Coral Triangle. The landscape was divided into two: 1) External Drivers and 2) Internal Drivers (Table 4).

**Table 4 Current Situation/ Landscape: External Drivers.**

EXTERNAL DRIVERS	
Area	Responses in Relation to Current Landscape
<b>Political</b>	<p><b>Leadership priorities</b></p> <ul style="list-style-type: none"> <li>• Importance given to environment and conservation-related initiatives depend on the overall thrust and direction of the current administration. In the Philippines, the President's priorities are crime prevention and the war on drugs.</li> <li>• Policy development is impacted by the background and values of elected or appointed political figures. In Indonesia, having been a fish trader prior to her appointment, the Maritime Affairs Minister understands the importance of marine conservation and pushed for groundbreaking policies towards industry sustainability.</li> <li>• The current landscape, given the multitude of political and human crises in the region and globally, makes it challenging to find the right influential people who could champion marine conservation discussions.</li> </ul> <p><b>Inter-government issues</b></p> <ul style="list-style-type: none"> <li>• Inter-government problems are topics to which Coral Triangle-related efforts can be anchored to. These issues include fishing in disputed areas, territorial/ sovereignty claims, wildlife trade, illegal fishing, human trafficking and slave labor among refugees, and run-away migrants on large vessels.</li> <li>• There are records showing labor and human rights abuses in the fisheries sector, especially among those onboard fishing vessels. Calls for improved compliance to labor laws provide opportunities not only to integrate catch tracking in fishermen monitoring but could also bring up conservation issues in stakeholder dialogues.</li> </ul>

## EXTERNAL DRIVERS

### Area

### Responses in Relation to Current Landscape

#### Economic

##### **Tourism as an opportunity and threat**

- While tourism growth promises communities closest to the Coral Triangle treasures (beach, islands, diving sites) livelihood opportunities, an influx of tourists and its corresponding infrastructure pose a risk to the Coral Triangle. Mass tourism must be approached with greater caution.
- Interest and push for high-level, sustainable, eco-tourism is growing across CT6 countries. This type of tourism provides opportunities for advocates to integrate Coral Triangle-related programs and messages into the industry's discussion table and development roadmap.

##### **Transparency, sustainability, and poverty**

- There is a growing call for industries to be transparent in doing business. Industry players in the fishing sector are asked to provide information about the source of their products, their fishing grounds, processing, etc. These help advocates gather more information about the sector, leading to more informed discussions, decisions, and policy-making.
- In Southeast Asia, there are louder calls to ensure that economic activities are sustainable. History has shown that in some countries progress has occurred at the expense of the environment.
- Poverty reduction, livelihood development, and inclusive growth are important outcomes that may be connected to conservation efforts, which shall resonate not only with communities but to high-level executives as well.

#### Socio-Cultural

##### **Customary laws, language, and cultural ties**

- Traditional or customary laws are very powerful and are key to affecting communities' attitude and behavior on marine resource conservation. In some communities, people are expected to take care of their marine resources as this practice is provided under their customary laws.
- The use of different local languages in the Coral Triangle region, at times, poses a challenge in cascading messages and information to remote communities.
- The CT6 countries are known to have strong cultural and family ties. This can be used to strengthen calls for a unified action for the benefit of the Coral Triangle.

##### **Anti-plastic campaign**

- Recent campaigns for more sustainable and environment friendly lifestyle is gaining traction especially among the millennial population and young professionals. In urban areas, the use of non-plastic objects, i.e., bamboo straws, soaps sold without plastic packaging, eco-bags is seen as hip, and cool and a responsible act. Ocean plastic pollution is one issue to which Coral Triangle conservation can be linked with.

#### Technological

- Technological advancements have spawned massive changes in people's lifestyle, including that of Coral Triangle resource owners/ communities and champions. In the Solomon Islands, a massive boom in mobile phones has changed fish marketing and monitoring.
- Groups advocating conservation efforts, such as CTI-CFF have been educating themselves on the use of social media and have tapped these platforms for communication.
- The growing use of social media and online platforms such as YouTube and blogs has led to the rise of Internet celebrities or sensations. Some of these celebrities are tapped as ambassadors not only for retail brands but also for specific development or conservation causes.

#### Natural Environment

- Coral Triangle advocates could hinge conservation discussions on issues that are gaining traction, such as plastic pollution.



## EXTERNAL DRIVERS

Area	Responses in Relation to Current Landscape
	<ul style="list-style-type: none"> <li>Climate change remains a hot topic among stakeholders and is another issue to anchor conversations about CTI-CFF and marine conservation in general.</li> <li>The geographical placement/ location of Coral Triangle communities is a factor in relation to stressing the value of marine resources (those closer to the seas may feel its impact more) and in terms of promoting improved collaboration in the region.</li> </ul>

Respondents from the interviews identified various factors within the CTI-CFF Secretariat and CT6 countries, many of which hinder the full potential of communicating and marketing the Coral Triangle Region (Table 5).

**Table 5 Current Situation/ Landscape: Internal Drivers.**

## INTERNAL DRIVERS

Area	Responses in Relation to Current Landscape
<b>Strategy</b>	<ul style="list-style-type: none"> <li><b>Strategic communication</b> is often not part of the core fabric of conservation programs. The conservation community still has a lot to learn in terms of using and thinking of communication not only as a tool but also as a strategic discipline critical in achieving goals.</li> <li>There are views that CTI-CFF is not meaningfully institutionalized among member countries, and that it is only seen as an “ad hoc” program. There is not enough awareness on CTI-CFF as a long-term regional undertaking and cooperation.</li> </ul>
<b>Institutional Capacity and Capability</b>	<ul style="list-style-type: none"> <li><b>Lack of communication leadership</b> from the CTI-CFF Secretariat in terms of rallying the six (6) CT countries. Need for the CTI-CFF Secretariat to have strong capacity and improved skills set to perform strategic communications.</li> <li><b>Lack of human resources</b> at the CTI-CFF Secretariat. There is a challenge in attracting talents; packages offered including the working environment and opportunities are not enticing enough for a lot of good candidates.</li> <li><b>Lack of power and authority</b> of the regional Secretariat. At present, there is no one institution that has the power in terms of decision- making, policy development, and enforcement with respect to the Coral Triangle Region.</li> <li><b>Budgetary constraints</b> impact on the extent and scope of communications efforts.</li> </ul>
<b>Inter-Government and Stakeholder Collaboration</b>	<ul style="list-style-type: none"> <li>The six countries that form part of the Coral Triangle region have different national priorities, goals, and interests. Each has its own culture and governance practice. Each has its own domestic policies and programs on marine resource conservation. Marrying the above with the regional thrust and actions for the CTI-CFF is a challenge.</li> <li>There’s perceived lack of a coordinated Coral Triangle communications campaign among key stakeholders. There are views that the CT6 countries work in silos in relation to communications, and rarely anchor their respective efforts on a strategic regional framework.</li> <li>Within the CTI-CFF secretariat, there is also lack of collaboration between and among different streams/ divisions. The three key divisions have no chance to coordinate and align their respective initiatives.</li> <li>The bureaucracy within each CT6 country and across the region adversely impacts and slows down conservation efforts, including communication initiatives for the benefit of the Coral Triangle Region and the people who lives within and benefit from it.</li> </ul>

## 4.3 COMMUNICATION INITIATIVES

This part of the review zoomed in on the key components in communication and marketing – sender, strategy, message, activities, platforms, and communication tools. It also gathered information on the perceived response of target audience to the Coral Triangle communication campaign.

The components identified were based on the model shown in Figure 8.

**Figure 8 Communications model.**



### Sender / Communicator

- Coral Triangle communication and marketing efforts must be led and inspired at the CTI-CFF Regional Secretariat level with each CT6 countries guided in terms of implementing their respective communication efforts.
- There is an observation that the CTI-CFF lacks the required human resources to strategically and effectively lead communication and marketing of Coral Triangle. (*see Situation Analysis - internal drivers*)

### Strategy

- Communication must form part of the core fabric of the RPOA on CTI-CFF. Communication should support and be aligned per RPOA thematic area, with realistic objectives and clear milestones.
- The choice of communication activities, platforms and tools depend on the target audience's profile, location, and lifestyle. Understanding the specific target audience and stakeholders is important and must be highlighted as primary step in Coral Triangle communication. At present, there is no audience analysis per country.

### Coral Triangle Messages and Information

#### The right messaging

- A crowded communication space – this is a key challenge in delivering messages about the Coral Triangle. There is an overwhelming number of information about the Coral Triangle. There are also a lot of potential message “senders” and people or organizations wishing to talk to the target audience.
- Communicating together or forming a coalition to crystalize messages and zoom in on the important ones is proposed.

- There is no one from the region who is in-charge of understanding and funneling through facts and key information about the Coral Triangle for cascade to the media in a format and tone useful to them.
- There is a challenge in terms of differentiating the messages about Coral Triangle as a region and center of global marine diversity versus messages about the CTI-CFF as a regional initiative and collaboration. Questions were raised: *what should be promoted – the institution or its advocacy?*

### **Messages for the community**

- Messages are more interesting when these go “beyond fish and coral reefs” and are related to the bigger picture of environment management (i.e., waste segregation, plastic pollution), as these are more relevant and connected to ordinary people’s daily lives.
- Instead of taking the “conservationists” perspective, communicators are advised to frame their messages from the community members’ point of view.
- Stories resulting in the most engagements are those delivering positive messages and not those that simply talk about threats. Ocean conservation can be framed positively by highlighting the role that everyone or every group plays for the Coral Triangle.

## **Communication Tactics: Approaches and Activities**

### **Communication initiatives heard of**

- The World Coral Triangle Day is celebrated every June 9 in several locations around the Coral Triangle Region aiming to increase awareness about the importance of the Coral Triangle as the centre of global marine diversity. The event is observed through simultaneous activities such as beach clean-ups, mangrove planting, sustainable seafood dinners and exhibitions, bazaars, and beach parties, among others.
- The CTI-CFF Regional Business Forum serves as a gathering of high-level industry leaders and stakeholders to chart the future of the Coral Triangle Region.
- Publications on the Coral Triangle such as a coffee table book and newsletters were produced and distributed to the target audience.
- Partners developed crowd-sourcing online platform on the Coral Triangle and marine resource conservation. It is however a challenge to sustain Coral Triangle-related communication platforms due to budgetary constraints. It is also hard to make the platforms self-financing.
- The CTI-CFF Secretariat maintains various online platforms including the CTI-CFF social media accounts, the CTI-CFF Secretariat website, and the Coral Triangle Day website.

### **Views about the communication initiatives**

- A significant percentage of communication initiatives from the CTI-CFF Secretariat was observed to be very high-level and were targeted for executives. Some think that the communication is not inclusive or not accessible to communities. Most communication made use of traditional media and approaches.
- Communication initiatives appear to be segmented and not very well coordinated across the region including CT6 countries and partners.

## **Communication Channels and Tools**

### **Various communication platforms**

- In general, television remains as the top source of information across the CT6 countries. However, in areas with access to Internet, social media have been changing the way people gather and consume information. News appearing in both TV and social media platforms is considered more credible compared to information that only appears on either one of the two channels.
- Community/ local newspapers are very influential, publishing a number of opinion articles about various topics, mostly political but may also include topics about environment, sports, and entertainment.
- While social media has been effective in generating awareness about Coral Triangle among certain types of audience, its effectiveness is yet proven in terms of triggering behavior change or desired action.
- The development of the right and tailor-fit content remains important and is the ‘king’ in communication. This is across all media channels, including social media.

### **Platforms for communities**

- In most rural areas, especially in the Pacific Islands, radio is highly used as information source although, slowly, social media is getting traction.

- At the grassroots level, face-to-face engagement is still the most effective way to communicate. The use of printed information materials (i.e., illustrations, drawings) and props (i.e., actual fishing gears) either for demonstration purposes or as a leave behind is useful.
- Educational materials can be integrated into the community members' daily interaction with the sea. For example, tumblers bearing reminders about ocean protection are distributed to fishermen. Fishermen use these tumblers whenever they go to the sea for work.
- The use of celebrities as brand ambassadors or champions may prove effective but the selection of such must be studied very carefully. In rural areas, celebrities are adored but not necessarily respected, thus wouldn't be able to affect people's attitude or behavior in relation to marine resource conservation.

#### Perceived Audience Response to Communication/ Engagement and Marketing

- People's response to communication efforts depends on their level of understanding about the Coral Triangle. Many remain unaware about the CT region as a rich basin of marine treasures while some are quite familiar. Other stakeholders are ill informed while a few can be considered well educated about Coral Triangle and the CTI-CFF.

#### 'In awe'

- People – whether in high-level roles or those at the grassroots – when hearing about Coral Triangle for the first time, are amazed of its beauty and marine resources. They do get interested about the CT region. Most take pride in the fact that their community or country is part of the Coral Triangle Region.

#### 'What's in it for me?'

- When asked to participate in CTI-CFF or conservation efforts in general, the public thinks in terms of the program's direct impact on them. Successes are usually achieved when people/ communities understand, see, and experience the benefits of conservation programs. These initiatives must be relevant to them.

#### My role in it

- Communities feel proud when their contributions to Coral Triangle on-ground activations are highlighted. Often, there is some competition among smaller communities to do well, sparking greater participation.

#### Strong visuals

- Travel-focused content zeroing on the jewels of Coral Triangle and content using strong imagery are effective in getting target audience's attention. They are engaged; they comment on or share the content.
- In general, communication materials showing images of polluted oceans and its impact on marine habitats, i.e., dolphins and sea turtles, emotionally affect people. Its impact in terms of behavior change however varies depending on "how close it is to people's home".

#### Replication

- A number of success stories and best practices in communicating with and engaging communities can be replicated and can serve as a guiding framework for other target areas with similar profiles.

#### Branding the Coral Triangle Region

- The proposal to raise the profile of the Coral Triangle Region as a destination and a regional brand is supported by communication and marketing experts although such program is yet to significantly take off.
- Proponents hope to position the Coral Triangle similar to the status (or better) of the Amazon rainforest. At least six (6) destinations within the Coral Triangle can be dubbed as Coral Triangle's "best of the best."
- In branding, the values of the whole region must be raised without missing out on the personality of the individual sites. Branding the destinations should not be about the places' physical attributes – corals, nice beach, breathtaking views, colorful underwater life – but must bring to life the destination's personalities through unique and memorable experiences.
- Tourism promotion through destination branding of some areas within Coral Triangle Region has mixed results. In Papua New Guinea, there is a need to work on raising the capability of local governments to enhance their understanding about tourism and effectively implement programs.

## 5.0 KEY FINDINGS AND RECOMMENDATIONS

### **Key Finding No. 1. The communication space has become more crowded, making it harder to effectively communicate and engage.**

Digital channels make information sharing much easier. In just a click, a conservation advocate can share photos of dying whale sharks from his part of the world to as many people globally. Thanks to Facebook or Instagram, Coral Triangle Day celebrations from different countries can easily be broadcasted live. Armed with creativity and a YouTube channel, a non-profit organization can produce and show documentaries without going through film producers or television networks.

Ironically though, amid increasing communication platforms, it has become harder to EFFECTIVELY communicate and engage audiences. Because access to communication platforms is everywhere, information and messages are also everywhere! Today, people are bombarded with a tsunami of announcements, advertisements, news, and stories. Experts estimate people are exposed to about 4,000 ads daily.

Everyone is competing for everyone's attention. While it may be easier for CTI-CFF advocates to inform people about the Coral Triangle, their voices are just among the thousands that audiences see and hear every day. **In a crowded communication space, it has become more imperative for CTI-CFF to produce compelling communication and marketing materials that would stand out and resonate with target audience. Messages must touch on issues or topics that are relevant to the audience's day-to-day lives.**

### **Key Finding No. 2. In today's digital age, the rise of social media on mobile phones boosts people's overall media consumption.**

The rise of digital – online and mobile – channels has not significantly dethroned television as king of media. It has, instead, boosted overall media consumption. A Zenith Media Consumption Report shows the average person will likely spend 479 minutes a day consuming media in 2018, higher by 12% compared to 2011.

Improved access to smart mobiles triggers increases in content searches or the desire to talk about, listen, or watch certain topics not only from mobile phones but across different media. Information first sourced on mobile phones is validated and re-told by traditional media, while content aired on television is either live streamed online or talked about in social media platforms, i.e., topics trending on Twitter, people posting about TV shows, etc.

**There is rise in overall media consumption as people consider information to be more credible when these are seen in more than one channel. Tapping multi-channels, and tweaking content depending on the characteristics of such channels, will prove beneficial for CTI-CFF communication and marketing initiatives.**

### **Key Finding No. 3. There is no fixed hierarchy among Coral Triangle stakeholders. The most important stakeholder group varies, and depends on specific communication objectives.**

Stakeholder prioritization is a tricky thing for the CTI-CFF, given the extent of the program, the geographical area covered by the Coral Triangle, and the wide array of industries and sectors that are at present, and could be, directly and indirectly involved in the initiative.

Some experts suggest that stakeholder prioritization must be done according to the RPOA's Thematic Area, while others believe it should be done vertically, either per CT6 country or per target industry. All however agree that the communication and marketing campaign for CTI-CFF must take a multi-stakeholder approach for it to be most effective.

Among the key stakeholder groups identified are the following:

1. **Communities** including resource owners, marine protectors, and consumers;
2. **Government**, both at the national and local government levels;
3. **Business** sector which is not only represented by the fishing/ seafood industry but all other related industries including among others tourism, manufacturing, etc.;
4. **Knowledge sources** comprised of the academe, non-profit groups, development partners, and other civil society organizations; and
5. **Funders and donors.**

**It is important that communications are done and customized per each of the stakeholder groups above. Each initiative must take into consideration the unique characteristics of each type of stakeholder and the dynamics within each category. A 'one size fits all' or 'plug-and-play' type of campaign will not yield significant outcomes.**

While social media may help create general awareness and appreciation for the Coral Triangle, such a channel may not necessarily work with high-level stakeholders. One-on-one communication and meetings with regulators and policy makers could be useful. Engagement with local communities, meanwhile, must be aligned with their customary laws and gain the nod of village chiefs and traditional/ informal leaders.

#### **Key Finding No. 4. Several issues across the region and the world can be used to anchor conversations about the Coral Triangle.**

A review of the political, economic, and social landscape in Southeast Asia and Oceania showed there are several hot topics that can serve as entry points for CTI-CFF-related discussions. These issues include the following:

1. **Climate change.** Rising temperature impacts marine biodiversity. The Coral Triangle, harboring more marine species than anywhere in the world, is most threatened.
2. **Plastic pollution.** Millions of tons of plastic end up in the ocean and is poisoning coral reefs and other marine species.
3. **Human trafficking at sea.** Run-away migrants, fishermen, and laborers fall victim to human trafficking and are forced to fish in seas within the Coral Triangle region. Monitoring of fishing activities on the ocean, and transparency in terms of business practices at sea, are demanded by stakeholders.
4. **Sustainable tourism.** Amid growth in the tourism industry, destinations within the Coral Triangle region are threatened due to the volume of tourists and activities detrimental to the ocean and marine biodiversity. Calls for sustainable tourism get louder.
5. **Wildlife trade.** Policies are being crafted, including those at bilateral and multilateral levels, in relation to fishing and selling of protected marine species. In Southeast Asia and Oceania, these activities happen within the Coral Triangle area.

**Most of the issues above demand inter-government collaboration. Calls for improved actions and interventions to address the above issues provide windows for CTI-CFF advocates to integrate Coral Triangle initiatives and ocean-related conservation efforts into the discussion space at the regional and inter-government levels.**

**Key Finding No. 5. Technological advancements offer multiple opportunities for CTI-CFF to be more creative in its communication tactics.**

The exponential growth of technologies has led to innovations that may prove useful for communication and marketing practitioners. In the realm of social media alone, creative apps and gimmicks abound.

**Technologies such as AI-supported chat boxes, content using augmented reality, ad-blocking technologies, voice search, ad-ons and face filter apps, live streaming, and videos on social media are trending tools that can be maximized to improve engagement with target audiences of the CTI-CFF program. Such tools are also creative ways to call attention to and increase interest about Coral Triangle conservation and other related programs.**

**Key Finding No. 6. Authenticity is a must.**

In the era where social media abound and consume most of people's waking hours, transparency and authenticity in communication is a must. "People like me" are rated as more credible and trustworthy than CEOs, government leaders, and experts because they reflect the attitudes, perspectives, and experiences of individuals that organizations target to communicate with and engage. The more natural they are, the truer they are to themselves, the better. Many of these types of people become online celebrities and are considered influencers in their respective space of expertise.

**Social media influencers could help push CTI-CFF messages, given their natural connection with target audiences, particularly communities and consumers. However, identifying the specific person/s to serve as CTI-CFF brand ambassador/s or champions requires careful study.**

Some celebrities are more effective in one community but not in other parts of CT6 countries. As one interviewee remarked, community members "adore" certain social media influencers or celebrities but they don't necessarily "respect" them.

**Different parameters may apply per community and/or country. But one thing is sure: the target audience appreciates spokespersons and communication messages that are authentic, natural, and sincere. Communication practitioners must stay away from "staged communication" and "over-produced content" as today's target audience can spot this, resulting in distrust, and therefore failed communication.**

**Key Finding No. 7. Communication and marketing should go beyond creating awareness and getting buy-in for coral triangle efforts. It should result in behavior change.**

The success of CTI-CFF program is hinged on people's action or response on the calls to conserve and protect the Coral Triangle and its marine treasures. While awareness is a good start, it is not the end goal.

Communication and marketing campaigns therefore must endeavor to ensure that it is supportive of and will drive desired behavior and action as stipulated under the CTI-CFF Regional Plan of Action (RPOA). Documentaries about Coral Triangle, creative videos and illustrations, likes and shares on social media, opinion articles published in widely circulated newspapers are important but should not be the sole performance indicators.

**CTI-CFF communication must revolve around the concept of behavior change communication – from conceptualization, planning, implementation, and monitoring and evaluation. Communication initiatives should be done in parallel with institutional- and program-driven infrastructures that will give target audience opportunities and platforms to act on the messages delivered.**

**Key Finding No. 8. There is growing recognition of the role of communication in conservation efforts but the discipline is yet to be part of the sector's core.**

Experts call for the strategic integration of the discipline of communication in the core fabric of the CTI-CFF's RPOA. Communication should support each RPOA thematic area, with realistic objectives and clear milestones. Communication must be present as early as the strategic planning stage, and should not be considered only for tactical purposes.

There were observations that communication initiatives are mostly driven by CTI-CFF partners, without foundational directives from the region. Project ownership is attributed to the NGO-partner, i.e., WWF instead of the CTI-CFF's inter-government body. Others thought that CTI-CFF was just an 'ad hoc' project.

**Communication leadership at the CTI-CFF must be strengthened. There is a need for the CTI-CFF Secretariat to strengthen its capability to plan, conceptualize, implement, and evaluate communication and marketing campaigns at the regional level. It should be able to rally and inspire the CT6 countries, together with partners, to collaborate and support communication efforts both at the regional and domestic levels.**

**Key Finding No. 9. Creating a regional brand for the coral triangle is important.**

Marketing experts support the proposal to raise the profile of the Coral Triangle Region as a destination and a regional brand. Unfortunately the region is yet to pursue a strong and strategic branding program for the Coral Triangle.

**The CTI-CFF may wish to invest in a cohesive and strategic destination branding program not only to help create awareness about the Coral Triangle but more importantly to push needed regulatory policies and programs. Some experts suggested to kick start the branding campaign by identifying at least six destinations within the Coral Triangle region that can be dubbed as CT's "best of the best". In this campaign, the values of the Coral Triangle as a destination would be highlighted through memorable experiences unique to the region.**



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## **APPENDICES**

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## **Appendix A1**

### **List of People Interviewed**

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**Table A1.1 List of people interviewed.**

<b>Title Group</b>	<b>Country</b>	<b>Name</b>	<b>Affiliation</b>
Expert	Philippines	Meinard Teves	EON, The Stakeholder Relations Firm
Expert	Malaysia	Paolo Mangahas	WWF International
Govt	Philippines	Ronn Astillas	Fomerly with Department of Trade and Industry
Expert	Indonesia/ UK	Johnny Langenheim	www.thecoral triangle.com
Expert	Timor Leste	Nick Piludu	Blu Ventures
Expert	<i>Australia (Work covers Solomon Islands)</i>	Geoff Dews	International Development Consultant
Partner	Indonesia	Aryo Tjiptohandono	WWF Indonesia
Partner	<i>Pacific Islands (Solomon and Papua New Guinea)</i>	Villsite Tamani	WWF Pacific
Inter-Govt	Philippines	Janet Polita	CTI-CFF Secretariat
Partner	USA	Mike Crispino	WWF United States of America
Expert	Australia	Carl Solomon	Destination Marketing
Partner	Philippines	Dan Ramirez	WWF Philippines
Expert	Indonesia	Marc-Antoine Dunais	Catalyze Communications

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**Appendix A2**  
**Interview Questions Used**

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**Table A2.1 A guide to follow-up questions that may have been asked to help the consultant dig deeper into the thoughts of interviewees and gain more insights from his/her experience.**

Target Sectors	Non-Profit Organizations	Government Agencies	Communications Experts
<b>Profile</b>	<ol style="list-style-type: none"> <li>1. Name and designation</li> <li>2. Number of years in the organization and in the industry</li> <li>3. Years of experience in CTI/ ocean-related conservation program</li> </ol>		
<b>Awareness and Understanding</b>	<ol style="list-style-type: none"> <li>1. Have you heard about the coral triangle? How about the Coral Triangle Initiative?</li> </ol> <p><b>If yes,</b></p> <ol style="list-style-type: none"> <li>1. What is your level of familiarity with the initiative/ program?</li> <li>2. How did you learn about the CTI? From whom and/or from which event/ platform?</li> <li>3. What do you know about the coral triangle and the CTI?</li> <li>4. What do other people know about CTI? What do you think is their perception, and perhaps attitude and behavior, about it?</li> <li>5. What can you say are the strengths of the initiative or the activities done in relation to CTI?</li> <li>6. How about weaknesses? What can be improved?</li> </ol> <p><b>If no,</b></p> <ol style="list-style-type: none"> <li>1. Have you heard of any ocean-related conservation programs in the region?</li> <li>2. What are some of these ocean-related conservation programs that you know of?</li> <li>3. What do you think are the people's perception, and perhaps attitude and behavior, about these conservation programs?</li> <li>4. What do you think are the strengths and weaknesses of such programs?</li> <li>5. What can we learn from these programs?</li> </ol>		
<b>CTI Communication</b>	<p><b>Interviewees are familiar w/ CTI</b></p> <ol style="list-style-type: none"> <li>1. What communication tactics, platforms, and tools you know are being used to communicate about CTI? Which of these have been effective so far?</li> <li>2. How did target audience respond to these initiatives? Did it create greater awareness? Understanding? Stirred action? Influence key stakeholders?</li> <li>3. What can we learn from current CTI</li> </ol>	<p><b>If familiar with CTI</b></p> <ol style="list-style-type: none"> <li>1. Have you seen any communication initiatives for the CTI? What are these? Website? Social media? Posters? Conference?</li> <li>2. How did each of these impact on your level of understanding/ awareness about the CTI?</li> <li>3. In your opinion, which of these are effective and not effective? Why?</li> </ol>	<p><b>If familiar with CTI</b></p> <ol style="list-style-type: none"> <li>1. Have you seen any communication initiatives for the CTI? What are these? Website? Social media? Posters? Conference?</li> <li>2. How did each of these impact on your level of understanding/ awareness about the CTI?</li> <li>3. In your opinion, which of these are effective and not effective? Why?</li> </ol>

Target Sectors	Non-Profit Organizations	Government Agencies	Communications Experts
	<p>communication initiatives? What are the successes to date? What can be replicated in other NCCs? How about areas for improvement?</p> <p>4. Do social media platforms help communicate about CTI? Can you share to us your experience in utilizing social media for CTI? Would you have any data/ analytics that you can share?</p>	<p>4. Can social media help improve CTI communication? How can social media be utilized for this advocacy?</p>	
		<p><b>If NOT familiar with CTI</b></p> <ol style="list-style-type: none"> <li>1. Have you seen any communication initiatives of the government in relation to ocean / marine resource conservation?</li> <li>2. Have you been involved in any of these conservation efforts, especially the communication aspect? What can you say about it?</li> <li>3. What are the usual successes and gaps in communicating about ocean / marine resource conservation?</li> <li>4. Can social media help improve communication about CTI or any other ocean-related conservation programs? How can social media be utilized?</li> </ol>	<p><b>If NOT familiar with CTI</b></p> <ol style="list-style-type: none"> <li>1. Have you seen any communication initiatives in relation to ocean / marine resource conservation? What can you say about these?</li> <li>2. In your opinion, which of these are effective and not effective? Why?</li> </ol>
<p><b>CTI Communication (cont'd)</b></p>			<p><b>For both those aware and unaware</b></p> <ol style="list-style-type: none"> <li>1. What is your opinion about the marketability of ocean-related conservation initiatives? How can ocean-related conservation initiatives be more marketable / enticing to target audience in the region?</li> <li>2. What could drive target audience awareness/ acceptance/ involvement/ about these kinds of initiatives/</li> </ol>

Target Sectors	Non-Profit Organizations	Government Agencies	Communications Experts
			<p>programs?</p> <ol style="list-style-type: none"> <li>3. Does culture and differing environment landscape (political, social, economics) affect communication initiatives for CTI? How can this be addressed?</li> <li>4. How can and how should we utilize social media to help improve communication about CTI or any other ocean-related conservation programs? What are its advantages and disadvantages?</li> </ol>
<b>CTI Stakeholder Collaboration/Partnerships</b>	<ol style="list-style-type: none"> <li>1. Who do you think are the critical stakeholders of CTI? Who should NCCs prioritize in terms of relationship building and information and education?</li> <li>2. Would you remember any success story on how partnerships have helped push the CTI cause? Please talk about this.</li> <li>3. What can we learn from previous CTI partnerships and stakeholder collaborations?</li> </ol>	<ol style="list-style-type: none"> <li>1. Who do you think are the critical stakeholders of CTI? Who should be prioritized in terms of relationship building and information and education?</li> <li>2. What are critical drivers in establishing partnerships and building/ nurturing relations with organizations in terms of ocean-related conservation initiatives such as the CTI?</li> <li>3. How does government approaches/ style/ culture/ leadership of the NCCs impact partnership initiatives within a country and across the region?</li> </ol>	<ol style="list-style-type: none"> <li>1. Who do you think are the critical stakeholders of CTI? Who should be prioritized in terms of relationship building and information and education?</li> <li>2. What are critical drivers in establishing partnerships and building/ nurturing relations with organizations in terms of ocean-related conservation initiatives such as the CTI?</li> <li>3. How does culture and varying landscape among NCCs impact partnership efforts?</li> </ol>
<b>Recommendations</b>	<ol style="list-style-type: none"> <li>1. What do you suggest should be done to improve regional governance on coral triangle?</li> <li>2. Do you have any ideas/ views/ suggestions in terms of improving communication and stakeholder collaboration for CTI?</li> <li>3. What can non-profit organizations do?</li> </ol>	<ol style="list-style-type: none"> <li>1. What do you suggest should be done to improve regional governance on coral triangle?</li> <li>2. Do you have any ideas/ views/ suggestions in terms of improving communication and stakeholder collaboration for CTI?</li> <li>3. How can government help push for the CTI cause?</li> </ol>	<ol style="list-style-type: none"> <li>1. What do you suggest should be done to improve regional governance on coral triangle?</li> <li>2. Do you have any ideas/ views/ suggestions in terms of improving communication and stakeholder collaboration for CTI?</li> <li>3. Who should be tapped to help improve efforts for CTI?</li> </ol>

