



**YSLME**

UNDP/GEF Yellow Sea  
Large Marine Ecosystem

**3<sup>rd</sup>** Interim Commission  
Council Meeting

12-14 MARCH 2019 • QINGDAO, PR CHINA

# Communications Strategy & Implementation Plan

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**Communications Specialist (international consultant), UNOPS**



# Recommendations for MSTP/ICC - 3

- ✓ **Review and approve communications strategy and implementation plan**
- ✓ **Identify, discuss and agree on activities where stakeholders can participate and contribute**
- ✓ **Discuss barriers, risks and realistic workplan**

# Why do we need a strategy & what are the key messages?



*A structured strategic approach is necessary to communicate effectively....*

- ✓ **Improve visibility:** YSLME Phase II Project, partners and activities
- ✓ **Raise awareness:** economic, ecological and societal importance of and threats facing Yellow Sea
- ✓ **Regularly inform:** what the project and partners are doing to improve the situation and report on progress of activities
- ✓ **Improve the knowledge base:** identify and fill gaps in knowledge
- ✓ **Engage stakeholders:** provides opportunities for collaboration and involvement in project activities

# Who are the target audiences?



## Primary

Org affiliations and sources of funding and projects

- Partners
- Sponsors
- Stakeholders
- Governments
- Int'l orgs

## Secondary

Potential partners, observers with high interest and knowledge in YSLME work

- Academia/Science
- Grant seekers
- Projects and orgs in other region

## Tertiary

General Audiences, Schools and University Students, Social Media, Little or no knowledge about YSLME

- Students
- Social media followers
- Website surfers

Very wide – local, national, regional and global levels



# Communication Tools & Channels

- Annual Progress Report
- Factsheets
- Updated YSLME portfolio
- Meeting brochures
- Reports
- Newsletters
- website updates (news and events)
- Video feature
- Training manual

- Annual Progress Report
- Infographics
- Case Studies
- Factsheets
- 8-page info brochures
- Reports
- Newsletters
- Training manual
- Video feature
- Website updates (news & events)

- Infographics for children
- Case Studies
- Social Media updates
- Video feature
- TV feature
- On-the-ground activities
- How-to flyers
- Kinetic typography info vid
- YSLME merchandise

What can be immediately delivered this year?

- Annual Progress Report
- Factsheets
- Updated YSLME portfolio
- Reports
- Newsletters
- Website updates (news and events)

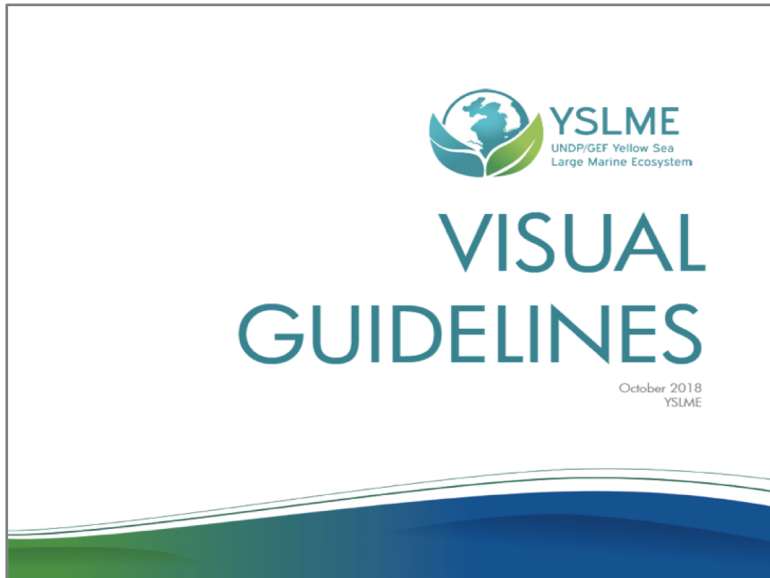
- Infographics
- Case Studies
- 8-page info brochures
- Training manuals
- Video feature

- Infographics for children
- Social Media updates
- On-the-ground activities
- How-to flyers
- Kinetic typography info video
- YSLME merchandise

# Progress to Date

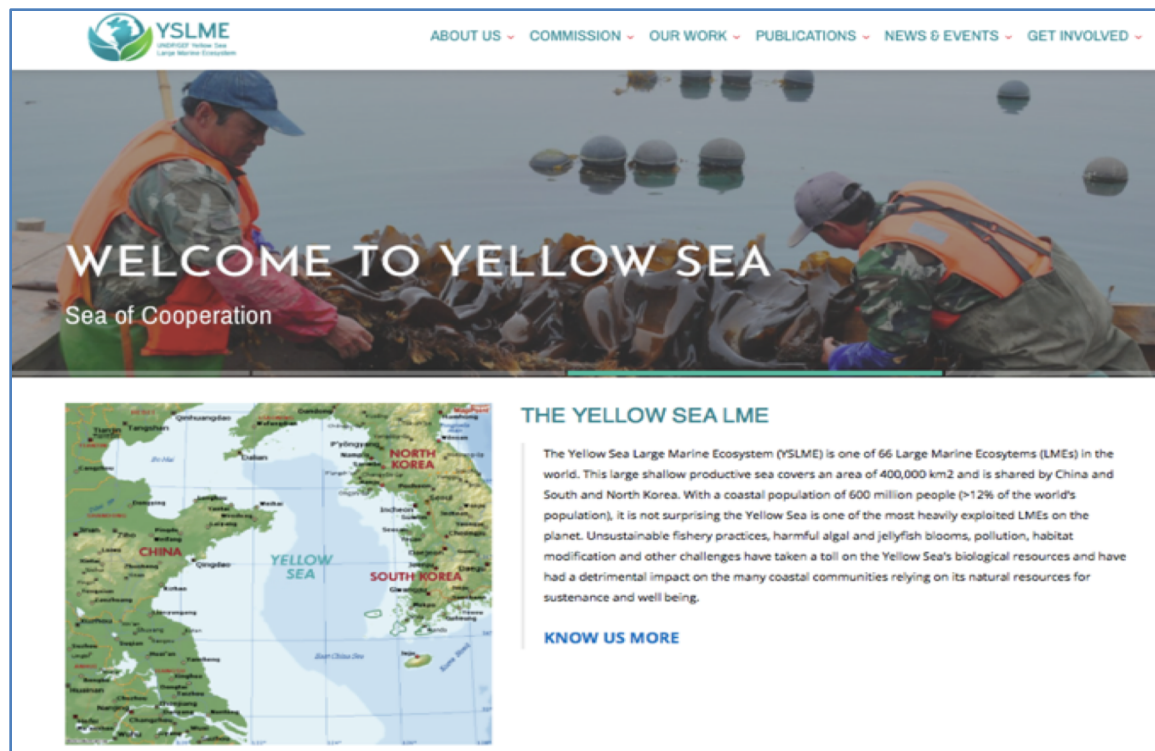
## ✓ Visual Identity for the Project Established

Visual guidelines in place and branding used in all communications



# Progress to Date

✓ *Project website is online and active*



# Progress to Date

✓ *Social media channels in place*

Instagram

Instagram

Facebook

Twitter

Follow us!



# Progress to Date

✓ *News stories published*

[www.yslme.org](http://www.yslme.org)

UNESCO Natural Sciences Social and Human Sciences Culture Communication and Information

About us Science & Technology Environment IOC Oceans Priority Areas Special The

United Nations Educational, Scientific and Cultural Organization Intergovernmental Oceanographic Commission

Intergovernmental Oceanographic Commission

UNESCO » Natural Sciences » IOC Oceans

Home

About us

Executive Secretary, ADG of UNESCO for IOC

Officers

Meetings

IOC Worldwide

Member States

IOC Partners

28.06.2018 - Intergovernmental Oceanographic Commission

### Improving livelihoods of communities sharing the Yellow Sea

The Yellow Sea faces many challenges from decreasing fish populations, algal blooms and habitat loss to climate change. A small fishing village in Shandong Province, People's Republic of China, shows that a solution exists which can help fisheries recover while benefitting local communities in an environmentally sustainable way.

© Jianguang Fang - IMTA farm and grown products, Sungo Bay.

The People's Republic of China and Republic of Korea are trying to bring fish populations back in the Yellow Sea to a sustainable level in a variety of ways including through closed seasons, fishing boat buyback schemes, restoring spawning and nursery grounds and setting up marine protected areas.

Created with EXPOSURE

ENJOY 12

## Marine Protected Areas as a Nature-Based Solution for the Yellow Sea

UNDP/UNOPS

By IW:LEARN

NOVEMBER 13<sup>th</sup>, 2018

Marine Protected Areas (MPAs) are a nature-based solution that benefits birds, mammals, fish and people too. In the Yellow Sea, MPAs are being strongly advocated by the GEF/UNDP YSLME Phase II Project as a tool to help restore the ecosystem goods and services of this Large Marine Ecosystem.

About 40% of the coastal areas in the Yellow Sea have been lost to conversion

[www.iwlearn.org](http://www.iwlearn.org)

# Progress to Date

## ✓ *Products for International Conferences & Meetings*



***Exhibit booth presenting YSLME Phase II Project, EAS Congress, November 2018***

# Progress to Date

## ✓ Training Manuals Developed



***IMTA manual was created to be adopted and used for training purposes and help scale up IMTA (also in Chinese)***

Edited by  
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Ministry of Agriculture and Rural Affairs, PR China



Implementing the Strategic Action Programme for the Yellow Sea Large Marine Ecosystem: Restoring Ecosystem Goods and Services and Consolidation of a Long-term Regional Environmental Governance Framework. (UNDP/GEF YSLME Phase II Project)

# Progress to Date

## Shifting Towards Sustainable Aquaculture = IMTA

FAO estimates that 79 percent of fisheries are either fully exploited, overexploited or depleted. From 2006 to 2011, global marine capture fishery production declined by 1.6 per cent while marine aquaculture production jumped by 20.6 percent. Increasing global demand for seafood means that mariculture will be critical in the years to come.

**Aquaculture is expected to provide up to 60% of global seafood demand over the next decade**

### Standard Monoculture Aquaculture has its Limitations

The majority of aquaculture today is focused on culturing single species. This poses many challenges:

**Increased disease transmission and competition for food** amongst farmed organisms which causes:

- o higher stress and mortality
- o need for more antibiotics
- o reduced quality of final products

**Excess waste and nutrient release** into surrounding environments from excess fish feed and fish feces which contributes to eutrophication and dead zones which can reduce growth or kill cultured species and other marine organisms, and indirectly hurts the tourism sector

**Shortages in suitable aquaculture space**, with only less favourable areas remaining

**Standard practices cannot supply future expected demands** of 60% of global seafood consumption

### UNDP/GEF YSLME Phase II Project Solution: Integrated Multi-trophic Aquaculture (IMTA)

There is an innovative solution available – **Integrated Multi-Trophic Aquaculture** - which could set the Yellow Sea and other Large Marine Ecosystems on an economically viable yet sustainable path for blue and green growth.

IMTA is based on the **ecosystem carrying capacity** of an area - the maximum population size supported by one ecosystem over a given period and under given environmental conditions. It involves cultivating not one, but several species from different trophic levels together. The fundamental theory behind it is that organic or inorganic matter (e.g., waste feed, feces) generated from the feeding culture units (e.g., fish and shrimp) provides the nutrients needed for growth of the other culture units (filterfeeding shellfish) and thereby keeping nutrients in a closed loop and the overall system in a more natural and balanced state.

One of the many aims of the **UNDP/GEF YSLME Phase II Project** is to improve mariculture production and quality while improving ecosystem health. It is achieving this by promoting IMTA as a sustainable choice and investment that will lead to a more ecologically sustainable mariculture industry in the Yellow Sea and beyond.

IMTA structure from Fang et al. 2009

✉ [info@yslme.org](mailto:info@yslme.org)    🌐 [www.ysslme.org](http://www.ysslme.org)

## ✓ Infographic on IMTA

*Help spread the word about the benefits of shifting towards sustainable mariculture through IMTA*



# Ongoing

## *Short Video Series for the Project*

1. YSLME project video
2. Recovery and reducing pressure on Yellow Sea Fish Stocks
3. Integrated Multi-trophic Aquaculture
4. Marine litter
5. Regional Sea Governance through the YSLME Commission
6. MPAs and MPA Network for the Yellow Sea
7. Importance of Intertidal mudflats for the Critically Endangered Spoon-billed Sandpiper & rare birds

*Status: Production company has been selected to produce the videos*



# Ongoing

## Quarterly Newsletter: project updates



### YSLME ICC-2

Subject to further consolidation and revision, and the extension of the project until December 2019 was made in the Second Meeting of the Interim Commission Council (ICC) of the Yellow Sea Large Marine Ecosystem (YSLME) Phase II Project was held in Dalian, China, on March 27-28, 2018.

[Read More](#)

### YSLME ON THE GROUND

#### Xiaoyangkou wetland considered as national marine protected area

THE Xiaoyangkou wetland is one of the most important habitats for waterbirds in PR China, according to a 2016 study of the Institute of Geographical Sciences and Natural Resource Research of the Chinese Academy of Sciences.



[Read More](#)

#### YSLME mid-term evaluation recommends project extension to end of 2019

THE Yellow Sea Large Marine Ecosystem (YSLME) is preparing a proposal to extend its project until December 2019 following the results of the mid-term review.



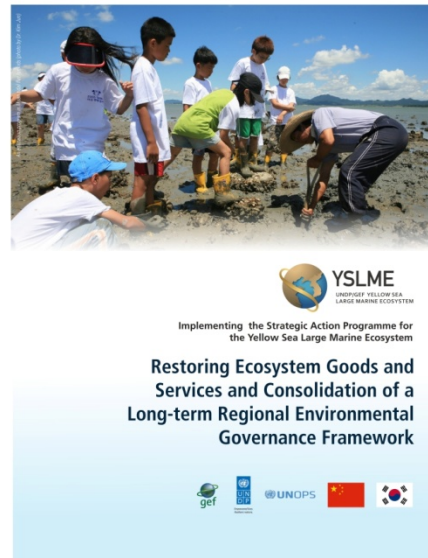
# In the Pipeline

## Annual Progress report



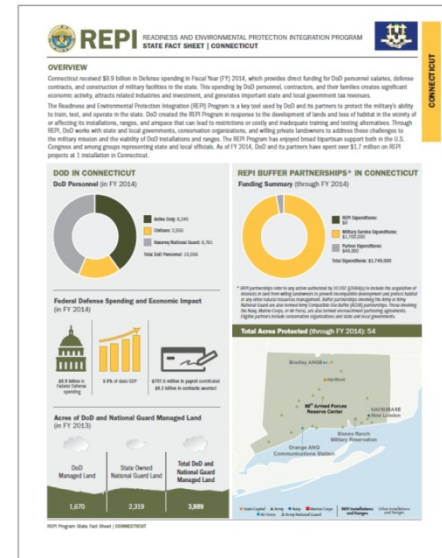
Yearly updates and progress on-site activities

## YSLME Portfolio



YSLME portfolio contains basic information regarding YSLME's work, mission-vision, progress, sites in RO Korea and China, and key topics

## Factsheets



Factsheets - summary of data and informations of a specific topic which is presented with graphs and some visuals



# In the Pipeline

## Infographic

**Shifting Towards Sustainable Aquaculture = IMTA**

FAC estimates that 79 percent of fisheries are either fully exploited, overexploited or depleted. From 2006 to 2011, global marine capture fishery production declined by 1.6 per cent while marine aquaculture production jumped by 20.6 percent. Increasing global demand for seafood means that mariculture will be critical in the years to come.

Aquaculture is expected to provide up to 60% of global seafood demand over the next decade.

**Standard Monoculture Aquaculture is NOT Sustainable**

The majority of aquaculture today is focused on culturing single species. This poses many challenges:

- Increased disease transmission and transmission for farm amongst farmed organisms which causes:
  - Higher stress and mortality
  - Need for more antibiotics
  - Reduced quality of final products
- Excess waste and nutrient release into surrounding environments from excess fish feed and fish faeces which contributes to eutrophication and dead zones which can reduce growth of all cultured species and other marine organisms, and indirectly from the tourism sector.
- Intensified practices cannot supply future potential demands of 60% of global seafood consumption
- Managed in suitable accessible spaces, with only less favourable areas remaining

**UNDP/GEF YSLME Phase II Project Solution: Integrated Multi-trophic Aquaculture (IMTA)**

There is an innovative solution available – **Integrated Multi-trophic Aquaculture** – which will set the Yellow Sea and other Large Marine Ecosystems on an economically viable yet sustainable path for blue and green growth.

IMTA is based on the ecosystem carrying capacity of an area – the maximum population size supported by one ecosystem in a given period and under given environmental conditions. It involves cultivating and/or raising several species from different trophic levels together. The fundamental theory behind it is that organic or inorganic matter (e.g., waste feed, faeces) generated from the leading culture entity (e.g., fish and shrimp) provides the nutrients needed for growth of the other culture units (shellfishing shellfish) and thereby being naturally in a closed loop and the overall system is a more natural and balanced state.

One of the many aims of the UNDP/GEF YSLME Phase II Project is to improve monoculture production and quality while ensuring ecosystem health. It is achieving this by promoting IMTA as a sustainable practice and treatment that will lead to a more ecologically sustainable mariculture industry in the Yellow Sea and beyond.

www.yslme.org

Infographics - narrative visuals which summarizes data and information in easily digestible manner

## 8-page info brochures (with case studies)

Proceedings of the 1st Meeting of the Regional Working Group on Pollution Reduction (RWG-P) of the UNDP/GEF YSLME Phase II Project

Xinghai Golf Hotel, Dalian, PR China  
10-12 October 2017

8-page brochure - focuses on a specific topic which also contains case studies to further explain the effects and benefits of YSLME's work

## Infographic for children/students

**Sharks: the whole tooth**

- 500 species of shark in the world.
- 250 species of shark are in danger of extinction.
- 75 million sharks are killed each year for the shark fin (shark fin soup).
- The average shark is 200 years old.
- 4,000km of the Yellow Sea.
- 140 million years.
- 300 years.
- 200 years.
- 200 years.
- 200 years.

Easy-to-understand infographic regarding biodiversity in the Yellow Sea, e.g., guides on marine litter

# Key Barriers and Risks

- Short timeframe, limited manpower and project delays
- Complex project with many activities, expected outcomes, and wide range of stakeholders
- Simplifying large volumes of often complex information
- Securing engagement and participation of stakeholders
- Ensuring wide dissemination

# How can you get involved?

*We are open to collaborate to leverage our communication efforts*

- ✓ **Share your stories and ideas:** for our newsletter, website and social media channels
- ✓ **Share your information and expertise:** data, graphics, photos, knowledge
- ✓ **Follow us:** newsletter, web stories and social media pages
- ✓ **Participate:** interviews and general project activities
- ✓ **Disseminate:** news about our events and products through your networks and channels

***Tell us how you can get involved!***



***THANK YOU***



***If you would like more info or get involved please contact me***

**[LisaB@unops.org](mailto:LisaB@unops.org)**