



# Communication & Awareness Raising Strategy

## Yellow Sea Large Marine Ecosystem Project Phase II



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# TABLE OF CONTENTS

## 1. BACKGROUND & FRAMEWORK

THE YSLME Phase II Project .....	3
Objectives of the Strategy .....	6
Framework for the Strategy .....	7
Implementing the Strategy .....	13

## 2. COMMUNICATIONS & AWARENESS RAISING

BRANDING .....	15
ONLINE IDENTITY .....	16
1. Website .....	16
2. Social Media Accounts .....	16
COMMUNICATION PRODUCTS .....	18
1. Newsletter .....	18
2. Fact Sheets .....	19
3. Policy Briefs .....	20
4. Press Releases .....	21
5. Videos .....	21
6. Infographics .....	22
7. Event Banners .....	22
AWARENESS RAISING ACTIVITIES .....	23
1. Beach Clean Ups .....	23
2. Yellow Sea Champions/Ambassadors (+ Yellow Sea Award) .....	25
3. School Activities .....	25
4. YSLME Small Grants Programme .....	26
5. High Level YSLME Event .....	26
6. Workshops/Trainings & Online Training Modules .....	26

## 3. MULTIPLIER EFFECT

Re-Establish & Create New Partnerships .....	27
Press/Media Engagement .....	27

## 4. MONITORING AND EVALUATION

## 5. ANNEXES

Annex 1. Acronyms .....	29
Annex 2. Key Documents Reviewed .....	29
Annex 3. Existing Communication Materials .....	30
Annex 4. Stakeholder Database (Source: Mtr Report) .....	30

# 1. BACKGROUND & FRAMEWORK

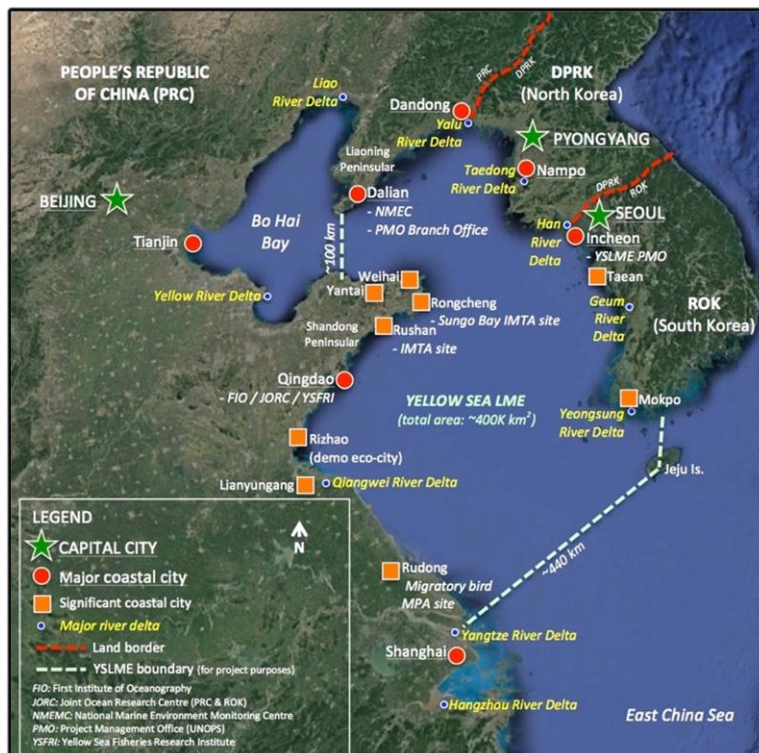
## THE YSLME PHASE II PROJECT

The objective of the Yellow Sea Large Marine Ecosystem (YSLME) Phase II Project is to foster long-term sustainable institutional, policy, and financial arrangements for effective ecosystem-based management of the Yellow Sea (YS). To achieve this, the project is supporting the formation of a YSLME Commission that will oversee the implementation of the Strategic Action Plan (SAP) and will support the States’ efforts to reduce the decline in biological resources and restore depleted fish stocks in the Yellow Sea (YS).

In line with the GEF-5 International Waters (IW) strategic priorities, GEF is assisting the People’s Republic of China (PRC) and Republic of Korea (ROK) to reach an agreement on ecosystem-based joint action for the sustainable management of the YSLME, and to catalyze institutional reforms and support the implementation of policies aimed at reducing overfishing and benefiting communities.

### Geographic scope

The geographical focus of the project is essentially the entire coastal and marine areas of the Yellow Sea, delimited to the south by a line connecting the north bank of the mouth of the Chang Jiang (Yangtze River) to the south side of Cheju Island, to the east by a line connecting Cheju Island to Jindo Island along the coast of the ROK, and to the north by a line connecting Dalian to Penglai (on the Shandong Peninsula). The coastal boundary is defined as the mouths of the major rivers (as conduits for contaminant input), whereas coastal zones are defined according to existing national programs. However, the effective scope of the strategy is much larger and seeks to target the communities living around the Yellow Sea coastal areas, the communities utilising its watersheds and its resources, and the greater ‘global’ community as indirect stakeholders of the ecosystem.



Boundaries of the Yellow Sea Large Marine Ecosystem (Source: MTR)

## Framework of the Project

There are four components of the YSLME Phase II Project: 1) Sustainable national and regional cooperation for ecosystem based management; 2) Improved Ecosystem Carrying Capacity with respect to provisioning services; 3) Improved Ecosystem Carrying Capacity with respect to regulating and cultural services; and 4) Improved Ecosystem Carrying Capacity with respect to supporting services. Table 1 provides the Project Results Framework including the 16 Outcomes and 24 Outputs. For further detail, please refer to the YSLME Phase II Project.

In May 2018, a mid-term review (MTR) was concluded. It recommended that: *‘For the remaining Project duration, absolute highest priority should be given to focusing on completing all Outcomes and Outputs in Component 1 (the most strategically important Component), followed by those that have the highest likelihood of being achieved by Project-end (Outcomes 2.1, 2.2, 2.3, 3.4, 4.1, 4.2 and 4.3). The other Project Outcomes (3.1, 3.2, 3.3 and 4.4) may well have to be left aside as lower priorities, and picked by the YSLME Commission post-Project.’*

**Table 1. YSLME Phase II Project: Components, Outcomes and Outputs (June 2017 - revised Project Inception Report).**

COMPONENTS (x4)	OUTCOMES (x16)	OUTPUTS (x24)
COMPONENT 1: Sustainable national and regional cooperation for ecosystem based management.	<b>Outcome 1.1:</b> Regional governance structure, the YSLME Commission established and functional, based on strengthened partnerships & regional co-ordination; wider stakeholder participation and enhanced public awareness.	<b>Output 1.1.1:</b> Regional agreement to establish the YSLME Commission, Management, Science and Technical Panel (MSTP) and Regional Working Group (RWGs); national and regional policies drafted and implemented.
	<b>Outcome 1.2:</b> Improved inter-sectoral coordination and collaboration at the national level, based on more effective IMCCs.	<b>Output 1.2.1:</b> National level agreements regarding ecosystem-based management actions, policies, regulations and standards promulgated, as appropriate
	<b>Outcome 1.3:</b> Wider participation in SAP implementation fostered through capacity building and public awareness, based on strengthened Yellow Sea Partnership and wider stakeholder participation; improved environmental awareness; enhanced capacity to implement ecosystem-based management.	<b>Output 1.3.1:</b> Agreements with partners on overall environment co-operation and management, relevant fishery management, marine habitat conservation and pollution reduction, at both national and regional levels; cross sector partnerships established and operational.
		<b>Output 1.3.2:</b> National public awareness in support of YSLME SAP achieved; data and information collected; jointly managed databases developed, publicly accessible information for implementing management plans at the regional, national and local levels.
		<b>Output 1.3.3:</b> Transfer lessons, experiences and best practices between the local demonstration sites.
	<b>Output 1.3.4:</b> Training of at least 10 stakeholder groups on public participation on relevant management actions, in particular on fishery management, marine habitat conservation and economic assessment.	
<b>Outcome 1.4:</b> Improved compliance with regional and international treaties, agreements and guidelines.	<b>Output 1.4.1:</b> Enhanced national and regional legal instruments to comply with regional & global treaties, agreements and guidelines.	
<b>Outcome 1.5:</b> Sustainable financing for regional collaboration on ecosystem-based management secured, based on cost-efficient and ecologically-effective actions.	<b>Output 1.5.1:</b> Periodic economic assessments of costs and ecological effectiveness.	
	<b>Output 1.5.2:</b> Sustainable financing agreed; at least 150% increase in government financing for regional collaboration.	
COMPONENT 2: Improved Ecosystem Carrying Capacity with respect to provisioning services.	<b>Outcome 2.1:</b> Recovery of depleted fish stocks as shown by increasing mean trophic level.	<b>Output 2.1.1:</b> Reduction of fishing by around 10% in demonstration sites through e.g. boat buy-back scheme over the duration of the project.
		<b>Output 2.1.2:</b> Provision of alternative livelihoods to fisher folks taking into account the contribution of women.
	<b>Outcome 2.2:</b> Enhanced fish stocks through re-stocking and habitat improvement.	<b>Output 2.2.1:</b> Science-based management of fisheries.
	<b>Outcome 2.3:</b> Enhanced and sustainable mariculture production, by increasing production per unit area as means to ease pressure on capture fisheries.	<b>Output 2.3.1:</b> Widespread practice of sustainable mariculture, where appropriate, increasing productivity and reducing pollution.
<b>Output 2.3.2:</b> Adoption of integrated multi-trophic aquaculture (IMTA) where appropriate.		



COMPONENTS (x4)	OUTCOMES (x16)	OUTPUTS (x24)
<b>COMPONENT 3:</b> Improved Ecosystem Carrying Capacity with respect to <u>regulating</u> and <u>cultural</u> services.	<b>Outcome 3.1:</b> Ecosystem health improved through a reduction in pollutant discharge (e.g. nutrients) from land-based sources.	<b>Output 3.1.1:</b> Reduced pollutant levels by enforcement and control in demonstration sites. <b>Output 3.1.2:</b> Enhanced data and information sharing regarding sources and sinks of contaminants.
	<b>Outcome 3.2:</b> Wider application of pollution-reduction techniques piloted at demonstration sites.	<b>Output 3.2.1:</b> New and innovative techniques for pollution reduction (e.g. artificial wetlands and habitats) applied at demonstration sites.
	<b>Outcome 3.3:</b> Strengthened legal and regulatory processes to control pollution.	<b>Output 3.3.1:</b> Strengthened legal instruments and better regulatory processes to control pollution.
	<b>Outcome 3.4:</b> Marine litter controlled at selected locations.	<b>Output 3.4.1:</b> Procedures in place to control and remove marine litter at demonstration sites.
<b>COMPONENT 4:</b> Improved Ecosystem Carrying Capacity with respect to <u>supporting</u> services.	<b>Outcome 4.1:</b> Maintenance of current habitats and the monitoring and mitigation of the impacts of reclamation.	<b>Output 4.1.1:</b> Agreement at all levels to implement the relevant management actions to regulate new coastal zone reclamation projects.
	<b>Outcome 4.2:</b> MPA Network strengthened in the Yellow Sea.	<b>Output 4.2.1:</b> MPA networks strengthened in the YSLME.
	<b>Outcome 4.3:</b> Adaptive Management mainstreamed to enhance the resilience of the YSLME and reduce the vulnerability of coastal communities to climate change impacts on ecosystem processes and other threats identified in the TDA and SAP.	<b>Output 4.3.1:</b> Regional strategies adopted and goals agreed; site-based Integrated Coastal Management (ICM) plans enhancing climate resilience, in place for selected sites in YSLME; conservation areas and habitats for migratory species identified.
	<b>Outcome 4.4:</b> Application of ecosystem-based community management (EBCM) preparing risk management plans to address climate variability and coastal disasters.	<b>Output 4.4.1:</b> Public awareness of Yellow Sea environmental problems enhanced; strong local support for and awareness of demonstration activities. <b>Output 4.4.2:</b> Established monitoring network; regular basin-wide assessments; enhanced information exchange; periodic scenarios of ecosystem change; allocation of 1% of project budget for IWLEARN activities.

With regard to project communication and visibility, the MTR recommended specifically that the ‘*Project Management Office (PMO) should act to rapidly commence development, followed by implementation, of the Project Communication Plan*’. Further, that this Plan should:

- *Clearly identify the Project’s strategic communication objectives, target audiences and key messages.*
- *Give priority to targeting in-country audiences, with all communication products and mediums, including the permanent Project website, being not only in English but also in Chinese and Korean.*
- *Use the full range of social media platforms, including those that are specific to PRC, to target the younger generation.*
- *Seek partnerships with national television producers and broadcasters in both PRC and ROK, and invite them to produce and broadcast TV news items and also documentaries both about the Project and the Yellow Sea generally (TV is still considered to be the most effective form of mass-media for reaching large audiences).*
- *Seek partnerships with NGOs, including the large international NGOs like WWF, CI and IUCN, who are already very active on communication activities in the Yellow Sea region, to leverage co-financing for communication efforts.*
- *It is also recommended that the PMO, UNOPS Copenhagen Office, UNDP and the two National Coordinators should work towards improved and more regular communication, including a monthly Progress Meeting on Skype.*

However, this strategy is generally a response to the entire project rather than specific outcomes or suggestions made by the MTR. For example, knowledge sharing among the IW community through IW:Learn is of key importance and therefore Outcome 4.4 is also prioritized in this strategy.

## OBJECTIVES OF THE STRATEGY

The YSLME Phase II Project has a broad scope, targets a wide range of stakeholders, covers diverse topics and incorporates many different activities.

This document responds to the MTR and TYWP 2018-2019 (extension workplan) and presents a revised communication and awareness raising strategy for the YSLME Phase II Project. The overall purpose is to create a higher awareness of the problems faced by the Yellow Sea by informing a wide range of stakeholders of the impacts of unsustainable activities and how the status of the Yellow Sea ecosystem can be improved by the mitigation or elimination of the impacts, or stressors, for the benefit of humankind. Further, how various stakeholder groups can participate in the actions to address these problems. Highlighted in this strategy is the need for increased public support from all sectors in the development of activities and policies, and participation in actions, leading to the restoration and sustainable development of the Yellow Sea.

### **Objectives of the Strategy**

- Provide a regular flow of information to stakeholders at local, national and global levels in order to:
  - improve the YSLME Phase II Projects visibility (by regularly showcasing project progress and success stories)
  - raise awareness concerning the Yellow Sea's status and threats facing it
  - encourage participation in YSLME Phase II Project activities
  - raise awareness concerning the economic, social and environmental importance of the Yellow Sea and associated costs for allowing unsustainable use of its natural resources
  - provide guidance on how each stakeholder can play a role in mitigating and ameliorating the threats
- Broaden partner and stakeholder engagement to contribute to reaching projects objectives
- Encourage Yellow Sea data and information sharing and management for improved understanding of the Yellow Sea
- Encourage development/improvement of regional institutions and capacities in application of ecosystem carrying capacity in LME
- Inform policy makers and other stakeholders of the socio-economic and environmental benefits of strengthening regional coordination mechanisms and adopting a regional approach for addressing transboundary environmental issues in the Yellow Sea
- Promote good practices in joint fishery management, sustainable mariculture, restoration of coastal and marine ecosystems and health, and monitoring and assessment of HAB, jellyfish and marine environments
- Scale up ecosystem-based management in YSLME through integration and mainstreaming
- Replicate actions and leverage additional investments
- Achieve long-term changes in terms of behaviour, perceptions, attitude and practices towards the Yellow Sea, e.g., adoption of sustainable non destructive fishery practices and fostering behaviours which lead to continuous improvement of the environmental status of the Yellow Sea.

Due to the projects inherent complexity, this communication and awareness raising strategy offers a range of tools, channels and activities that can be implemented to achieve the above objectives.

## FRAMEWORK FOR THE STRATEGY

The present strategy proposes two approaches for defining the communication products and awareness raising activities for the YSLME Phase II Project as they relate to the Project Results Framework. The first is provided in Table 2 and corresponds to a modified but pre-existing list of identified stakeholders (Source: YS Public Awareness and Communications Strategy, 17 May 2017). The second approach which follows in Table 3 is project outcome driven and can be further developed as the strategy is implemented and priority issues, communication actions and activities are further defined by the PMO. Moreover, during implementation, the communication elements in the recently produced TYWP 2018-2019 should also be considered and integrated.

**Table 2. Relationships between the YSLME Phase II Project Framework and communication products and awareness raising activities proposed in this strategy.**

WHO?	WHAT?	HOW?	WHY?	IMPACT POTENTIAL
Stakeholders & Audiences	Targeted Messages	Tools, Channels & Activities	Expected Outcomes & Impacts	LOW/MED/HIGH
<b>Intergovernmental/ Regional Mechanisms and Organizations (NOWPAP, PEMSEA, IOC/WESTPAC, COBSEA, EAAFP, UNESCO)</b>	<ul style="list-style-type: none"> <li>transboundary issues and threats can be effectively addressed through the adoption of an EBM approach and through a regional mechanism in the form of the YSLME Commission</li> <li>work in favour of enforcement of regional treaties is needed in the YS</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Social Media</li> <li>Videos</li> <li>Newsletter</li> <li>Project Brochure</li> <li>Fact Sheets</li> <li>Infographics</li> <li>Policy Briefs</li> <li>Press Releases</li> <li>High-level YSLME events</li> </ul>	<p><b>Project Related Outcomes</b></p> <ul style="list-style-type: none"> <li>1.1 Regional governance structure, the YSLME Commission established and functional</li> <li>1.4 Improved compliance with regional and international treaties, agreements and guidelines.</li> <li>1.5 Sustainable financing for regional collaboration on ecosystem-based management secured, based on cost-efficient and ecologically-effective actions.</li> </ul> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>increased support for and participation in YSLME activities</li> <li>support for the establishment and financing of the YSLME Commission</li> <li>strengthened cross-sectoral coordination</li> </ul>	<b>HIGH</b>
<b>National, Provincial &amp; Local Governments (including legislative bodies)</b>	<ul style="list-style-type: none"> <li>business case = healthy, clean and productive marine environments are good for the economy and society as a whole</li> <li>strengthened coordination is needed between all levels of government to ensure sustainable management of the YS many natural resources</li> <li>sustainable management of YS requires improved and harmonised legislation</li> <li>sustainable management of the YS requires strengthened relationships with neighbouring countries</li> <li>transboundary issues and threats facing the YS can be effectively addressed through the adoption of an EBM approach and through a regional mechanism in the form of the YSLME Commission</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>Social Media</li> <li>Videos</li> <li>Newsletter</li> <li>Project Brochure</li> <li>Fact Sheets</li> <li>Infographics</li> <li>Policy Briefs</li> <li>Press Releases</li> <li>High-level YSLME events</li> <li>Press/Media interviews</li> </ul>	<p><b>Project Related Outcomes</b></p> <ul style="list-style-type: none"> <li>1.1 Regional governance structure, the YSLME Commission established and functional</li> <li>1.2 Improved inter-sectoral coordination and collaboration at the national level, based on more effective IMCCs.</li> <li>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</li> <li>1.4 Improved compliance with regional and international treaties, agreements and guidelines.</li> <li>1.5 Sustainable financing for regional collaboration on ecosystem-based management secured, based on cost-efficient and ecologically-effective actions.</li> </ul> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>increased support for and participation in YSLME activities</li> <li>support for the establishment and financing of the YSLME Commission</li> <li>increased awareness by all levels of government of their responsibility to secure longterm sustainable management of the YS</li> <li>strengthened cross-sectoral coordination between all levels of government</li> <li>improved legislation/enforcement to meet international commitments</li> <li>development of enabling policies and incentives which promote investment in recycling</li> <li>adoption of carrying capacity as a basic concept for fishery and mariculture management</li> <li>local legislation which ensures implementation of regional guidelines for Code of Conduct for Responsible Fisheries</li> </ul>	<b>HIGH</b>

<p><b>Fisheries Sector (aquaculturists, fishermen &amp; fishery associations/cooperatives)</b></p>	<ul style="list-style-type: none"> <li>• business case = sustainable seafood production is good for business and demonstrates corporate and social responsibility</li> <li>• economically viable alternatives to unsustainable and environmentally destructive fisheries/aquaculture practices exist</li> <li>• No-take periods/zones and MPAs are beneficial for fisheries/sustainable fishery resources</li> <li>• consumers increasingly desire sustainably sourced seafood (especially international markets) and seafood certification helps consumers identify sustainably managed products</li> <li>• seafood safety is important to the health of consumers</li> <li>• how the YSLME Phase II Project is trying to help the fisheries sector, e.g., by improving capacity and restoring fisheries</li> <li>• how they can participate in activities and benefit from the project</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• School activities (e.g., visit to aquaculture plant)</li> <li>• YSLME Champion/Ambassador</li> <li>• Training workshops/online training modules</li> <li>• YSLME Events</li> </ul>	<p><b>Project Related Outcomes</b></p> <p>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness</p> <p>2.1 Recovery of depleted fish stocks as shown by increasing mean trophic level</p> <p>2.2 Enhanced fish stocks through re-stocking and habitat improvement.</p> <p>2.3 Enhanced and sustainable mariculture production, by increasing production per unit area as means to ease pressure on capture fisheries.</p> <p>3.4 Marine litter controlled at selected locations.</p> <p>4.2 MPA Network strengthened in the Yellow Sea.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for and participation in YSLME activities</li> <li>• participation in scientific studies</li> <li>• improved capacity and application of IMTA among aquaculture/mariculture operators</li> <li>• geographical indications of seafood production through IMTA and other sustainable practices</li> <li>• application of EBM approaches in fisheries management</li> <li>• prevention of fish net discards, 'ghost nets'</li> <li>• support for and adoption of seafood certification schemes</li> <li>• improved status of YS fisheries resources</li> <li>• financial support for YS related youth activities</li> </ul>	<p><b>HIGH</b></p>
<p><b>Tourism sector</b></p>	<ul style="list-style-type: none"> <li>• business case = clean and productive marine environments are good for business and will increase profits</li> <li>• how the YSLME Phase II Project is trying to help</li> <li>• how they can participate in activities and benefit from the project</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Beach clean ups</li> <li>• School activities (e.g., visit to protected area)</li> <li>• YSLME Champion/Ambassador</li> <li>• YSLME Events</li> </ul>	<p><b>Project Related Outcomes</b></p> <p>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p>3.1 Ecosystem health improved through a reduction in pollutant discharge (e.g. nutrients) from land-based sources.</p> <p>3.4 Marine litter controlled at selected locations.</p> <p>4.2 MPA Network strengthened in the Yellow Sea.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• leverage support from tourism sector which is negatively impacted by marine litter, pollution, algal blooms, etc.</li> </ul>	<p><b>MEDIUM</b></p>
<p><b>Waste, Recycling, Plastic Production sectors</b></p>	<ul style="list-style-type: none"> <li>• business case = clean and productive marine environments are good for business</li> <li>• how the YSLME Phase II Project is trying to help</li> <li>• how they can participate in activities and benefit from the project</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Beach clean ups</li> <li>• School activities (e.g., visit to waste/recycling facility)</li> <li>• YSLME Champion/Ambassador</li> <li>• YSLME Events</li> </ul>	<p><b>Project Related Outcomes</b></p> <p>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p>1.4 Improved compliance with regional and international treaties, agreements and guidelines.</p> <p>3.4 Marine litter controlled at selected locations.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for and participation in YSLME activities</li> <li>• engagement in public awareness activities and other YSLME Phase II Project activities related to waste management</li> <li>• recognition of the recycling economy enterprises and operation modalities</li> </ul>	<p><b>MEDIUM</b></p>



<p><b>General Public (local communities &amp; coastal populations)</b></p>	<ul style="list-style-type: none"> <li>• threats and negative impact of human activities on the Yellow Sea</li> <li>• benefits of protecting the Yellow Sea and reversing the damage</li> <li>• how the YSLME Phase II Project is trying to improve the status of the YS for the benefit of the public</li> <li>• how the public can help and get involved</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Infographics</li> <li>• Beach clean ups</li> <li>• YSLME Champion/Ambassador</li> <li>• YSLME Events</li> </ul>	<p><b>Project Related Outcomes</b> 1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for and participation in YSLME activities, e.g., beach clean-ups and scientific studies</li> <li>• behavioural changes, e.g., individual and community level support for protection of the YS, sustainably sourced seafood, efforts to reduce waste and increase recycling, etc.</li> <li>• increased public pressure on government to strengthen legislation resulting in sustainable management and protection of the Yellow Sea</li> <li>• increased consumer awareness of the need for improved fisheries management to ensure seafood safety</li> </ul>	<p><b>LOW</b></p>
<p><b>Youth (primary, middle and high schools - parents, teachers and students)</b></p>	<ul style="list-style-type: none"> <li>• the Yellow sea is fun to visit and study</li> <li>• the Yellow Sea is a paradise for animals and birds</li> <li>• the Yellow Sea is in trouble and needs protection</li> <li>• how youth can help and get involved</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Infographics</li> <li>• Beach clean-ups</li> <li>• Field visits (e.g., protected area, waste/recycling facility, aquaculture plant etc.)</li> <li>• Art/Photo/Writing - Competition/Exhibitions</li> <li>• YSLME Champion/Ambassador</li> <li>• YSLME Events</li> </ul>	<p><b>Project Related Outcomes</b> 1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for and participation in YSLME activities, e.g., beach clean-ups and scientific studies</li> <li>• behavioural changes – improved appreciation of the YS’s unique flora and fauna</li> </ul>	<p><b>LOW</b></p>
<p><b>Scientific/Academic Community (professors and students)</b></p>	<ul style="list-style-type: none"> <li>• provision of scientific data and improving the scientific knowledge base of the YS is necessary to inform policy and lay the foundation for legislation and ultimately sustainably management of the Yellow Sea</li> <li>• conservation provides research opportunities</li> <li>• scientists have the skills and knowledge needed to improve capacity for sustainable management of the YS</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Training activities</li> <li>• Press/Media interviews</li> </ul> <p><u>Outside this strategy</u></p>	<p><b>Project Related Outcomes</b> 1.1 Regional governance structure, the YSLME Commission established and functional 1.3 Wider participation in SAP implementation fostered through capacity building and public awareness. 2.1 Recovery of depleted fish stocks as shown by increasing mean trophic level 2.2 Enhanced fish stocks through re-stocking and habitat improvement. 2.3 Enhanced and sustainable mariculture production, by increasing production per unit area as means to ease pressure on capture fisheries. 3.1 Ecosystem health improved through a reduction in pollutant discharge (e.g. nutrients) from land-based sources.</p>	<p><b>MEDIUM</b></p>

	<ul style="list-style-type: none"> <li>• how they can participate in activities and benefit from the project</li> </ul>	<ul style="list-style-type: none"> <li>• Scientific reports/peer-reviewed publications</li> <li>• Scientific/Academic Workshops</li> <li>• Academic Society Annual Conferences</li> </ul>	<p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased participation of scientists and scientific institutions in YSLME activities</li> <li>• provision of data and innovation</li> <li>• provision of scientific advice during and after the YSLME Commission is established</li> <li>• strengthened regional mechanisms for scientific cooperation between countries</li> <li>• new research projects initiated to improve the understanding of the YS</li> <li>• contribute knowledge and data to communication and awareness raising activities</li> <li>• participate as trainers in capacity building activities</li> <li>• present scientific research at relevant YSLME events</li> </ul>	
<p><b>NGOs (local, national, international profit or non-profit organizations)</b></p>	<ul style="list-style-type: none"> <li>• the YSLME partnership is active and open to collaboration with partners for the benefit of the YS and its many stakeholders</li> <li>• there are many ways NGOs may contribute to YSLME Phase II Project activities</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Infographics</li> <li>• Beach clean ups</li> <li>• School field trips (e.g., protected area, waste/recycling facility, aquaculture plant, etc.)</li> <li>• YSLME Champion/Ambassador</li> <li>• YSLME Small Grants</li> </ul>	<p><b>Project Related Outcomes</b></p> <p>1.1 Regional governance structure, the YSLME Commission established and functional</p> <p>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p>Other outcomes will depend on the nature and objectives of the NGO</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for and participation in YSLME activities</li> <li>• participation in YSLME Commission panels</li> <li>• direct involvement, improved cooperation and greater level of participation by other NGOs in actions leading to the mitigation or elimination of threats facing the YS and implementation of the YSLME SAP</li> <li>• development of complimentary projects aimed at YS Conservation</li> <li>• contribute to improving the visibility of the YSLME Phase II Project</li> </ul>	<p><b>MEDIUM</b></p>
<p><b>Donors (GEF and other international, bilateral and corporate)</b></p>	<ul style="list-style-type: none"> <li>• status of YSLME Phase II Project and achievements to date</li> <li>• how threats and stressors are negatively affecting YS local communities, regional and national institutions, the global community and global marine systems</li> <li>• how supporting the YSLME Phase II Project contributes to the preservation of the YS's irreplaceable historical, political and ecological value</li> <li>• the YSLME Phase II Project is creating lasting infrastructure for improved transboundary management of the YS</li> <li>• YSLME activities are mitigating problems and benefitting stakeholders</li> <li>• how the YSLME Phase II Project is leading to new and strengthened partnerships with a variety of stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media</li> <li>• Videos</li> <li>• Newsletter</li> <li>• Project Brochure</li> <li>• Fact Sheets</li> <li>• Policy Briefs</li> <li>• Press Releases</li> <li>• High-level YSLME events</li> </ul>	<p><b>Project Related Outcomes</b></p> <p>1.3 Wider participation in SAP implementation fostered through capacity building and public awareness.</p> <p>1.5 Sustainable financing for regional collaboration on ecosystem-based management secured, based on cost-efficient and ecologically-effective actions.</p> <p><b>Impact Mechanism</b></p> <ul style="list-style-type: none"> <li>• increased support for YSLME activities</li> <li>• appreciation of the approaches and achievements of the YSLME Phase II Project</li> <li>• continued investment in facilitation of transboundary and cross-sectoral coordination</li> <li>• new financing catalyzed</li> </ul>	<p><b>MEDIUM</b></p>

**Table 3. Approach 2 as applied to ‘Outcome 2.2: Enhanced fish stocks through re-stocking and habitat improvement’. This approach is project outcome driven and can be further developed as the strategy is being implemented and priority topics, communication products and activities are further defined by the PMO.**

<b>Outcome 2.2: Enhanced fish stocks through re-stocking and habitat improvement</b>	
<b>Entry points / impact process</b>	<b>Communication and advocacy tools and activities deployed</b>
<b>Convince fishermen to re-stock</b>	<ul style="list-style-type: none"> <li>• Mobilise <b>best-practice and success stories</b> about fish restocking and stock recovery with benefits in terms of livelihoods, fish catches, food security, food chain recovery, and ecosystem/environmental recovery</li> <li>• Produce and widely disseminate <b>videos, leaflets and posters</b> promoting restocking in key fishing communities, based on above</li> <li>• Organise local <b>conferences / tv / radio shows</b> with fishermen to communicate personal success stories</li> </ul>
<b>Catalyse restocking by industrial fishers, including through public incentives</b>	<ul style="list-style-type: none"> <li>• <b>Fact sheets</b> for industry and <b>engagement visits</b> regarding benefits in terms of fish stock recovery and increased catches, cost-benefit analyses</li> <li>• <b>Policy briefs</b> for and <b>advocacy outreach visits</b> for key government agents responsible for government policies and incentives</li> </ul>
<b>Catalyse restocking by government agencies</b>	<ul style="list-style-type: none"> <li>• <b>Policy briefs, advocacy outreach visits to and high level events for key policy-makers</b> regarding international and national commitments to YS recovery, national/local returns in terms of livelihoods, fish security, ecosystem/environmental recovery, cost-benefit, and opportunities for cost-effective restoration by government for public goods</li> <li>• <b>Awareness and training workshops</b> for key governments agents providing know how</li> </ul>

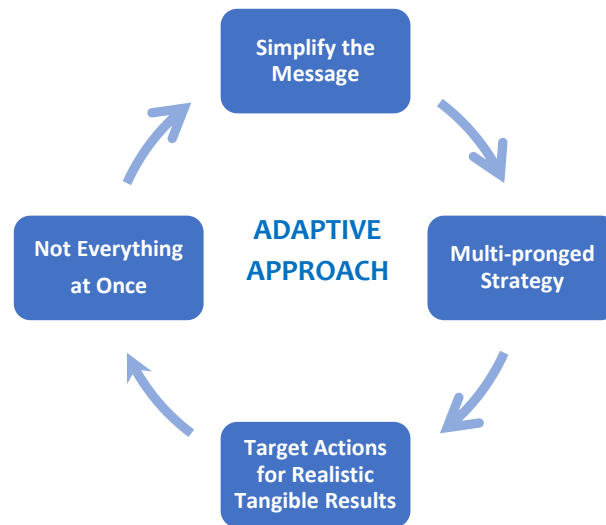
**Table 4. Matrix based on Table 2 which specifies tools, channels and activities, types of stakeholders, and who will implement them (PMO, communication specialist, graphic designer, editor, subcontractor for videos, etc. – these are to be defined by the PMO)**

Following the MTR, the PMO produced the TYWP 2018-2019 (extension workplan) for the remainder of the project. Table 5 provides an overview of communication-related output/outcome indicators and targets extracted from the TYWP 2018-2019 extension workplan.

**Table 5. Communication targets and indicators relating to Outcome 1.3. Note, this strategy proposes a more detailed range and scope of activities.**

<b>OUTCOME 1.3 Wider participation in SAP implementation fostered through capacity building and public awareness, based on strengthened Yellow Sea Partnership and wider stakeholder participation; improved environmental awareness; enhanced capacity to implement ecosystem-based management</b>	
<b>End of Project Targets</b>	
<ol style="list-style-type: none"> <li>1) YSLME Partnership guidelines prepared and agreed to guide the partnership development</li> <li>2) 40 MOUs and/or other collaborative arrangements with global, regional, national or local partners for capacity development, advocacy, knowledge management and programming for implementation of YSLME SAP in line with the goals of the YSLME Partnerships</li> <li>3) ≥ 6 collaborative activities with regional and bilateral partners</li> <li>4) ≥ 10 training activities with at least 200 professionals and officials</li> <li>5) ≥ 15 public awareness initiatives organized</li> <li>6) Interactive and visualized project website launched informing stakeholders of the status and trends of ecosystem carrying capacity</li> <li>7) YSLME internship program initiated and implemented to support knowledge capture, awareness raising and compliance with international and domestic laws</li> </ol>	
<b>2018 Targets</b>	
<ol style="list-style-type: none"> <li>1) Information portal designed and project website operationalized</li> <li>2) Communication strategy refined and at least two awareness activities conducted</li> <li>3) Training workshops on stock assessment, MPA networking and IMTA conducted</li> <li>4) 2 exchange visits conducted on marine pollution monitoring, MPA networking or marine litter control</li> <li>5) YSLME Biodiversity Partnership Forum organized</li> <li>6) Legal clearing house set up and information portal established</li> </ol>	
<b>2019 Targets</b>	
<ol style="list-style-type: none"> <li>1) ≥ 6 awareness activities conducted</li> <li>2) 4 training workshops conducted</li> <li>3) 2 exchange visits organized</li> <li>4) Proceeding of YSLME Biodiversity Partnership Forum published</li> </ol>	

## IMPLEMENTING THE STRATEGY



### *Important considerations while implementing the strategy*

#### **Simplify the Message**

Keep the message(s) simple and clear or they will be lost. Put yourself in the eyes of your target group(s) and use appropriate language that anyone can understand (not just academics). The underlying message(s) can be the same but also very different for a scientist, high level official, fisherman and a 16 year old.

#### **Multi-pronged Strategy**

Communication is not linear and there is no single solution. Use multiple strategies to ensure your message(s) reach your target(s).

#### **Target Actions for Realistic Tangible Results**

Focus on tangible results based communication and awareness raising activities. Do not rely on one way communication, e.g., reports that only a very limited audience will read. Set priorities because targets must also be realistic to be achievable.

#### **Not Everything at Once**

We are in an era of information overload so do not overwhelm and confuse audiences and stakeholders with multiple messages and heavy amounts of information. Be selective and spread/time your messages and activities appropriately over the project period.

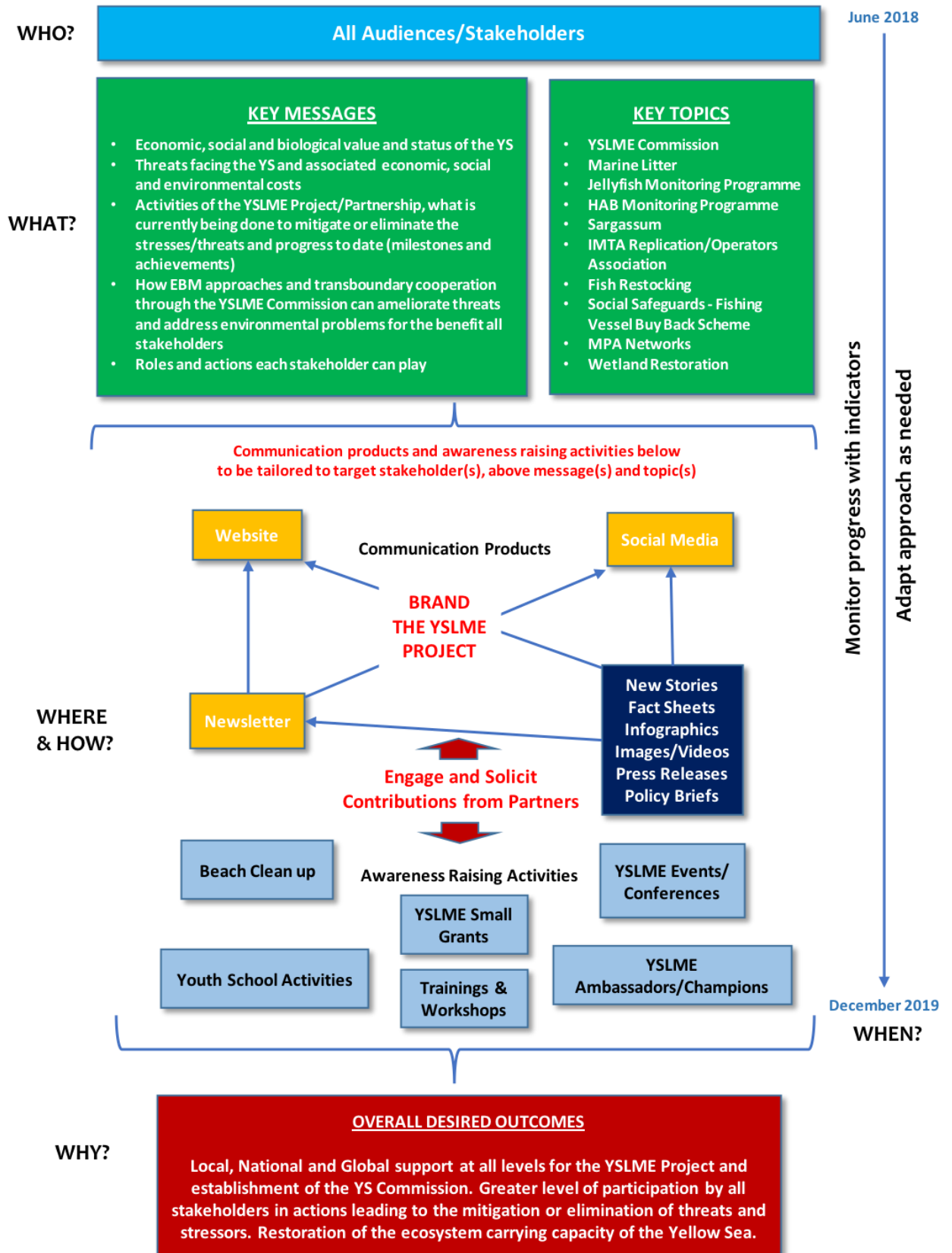
#### **Adaptive Approach**

Communications plans are NOT set in stone. See what works and what fails. Be ready to adapt and modify the message/approach if/when it does not work

**It is not possible to reach everyone and do everything, choices must be made. Selected communication products and awareness raising activities must be tailored to key messages, stakeholders and topics.**



## GENERAL ORGANOGRAM FOR THE STRATEGY



## 2. COMMUNICATION & AWARENESS RAISING

### BRANDING THE YSLME PHASE II PROJECT

The YSLME Phase II Project should continuously brand itself to become a trusted source and voice for the Yellow Sea. The project can do this in a variety of ways and by using the projects credentials to its advantage, e.g., UN project, range of partners involved and represented, data from renowned scientists, the YSLME’s uniqueness as a project.

#### 1. DEFINE A CLEAR MISSION & STATEMENT

The YSLME Phase II Project itself does not require a mission statement. However, a mission statement should be defined for the YSLME Commission including its purpose, goals and objectives. The statement should be concise and clear for general audiences and not include unnecessary information. Although not critical, a mission statement could also be created for the YSLME Partnership. These could be defined upon further discussion with stakeholders and build on the following messages:

*Sea of Friendship*  
*Sea of Peace*  
*Sea of Cooperation*  
*Sea of Prosperity*

#### 2. DESIGN & USE ADAPTABLE TEMPLATES FOR YSLME RELATED PRODUCTS

Adaptable Templates to Produce	
Event Related	Agenda
	Flyer
	Image with basic event details to be shared through Social Media outlets
	Banner with name of event, location, date, logo, hashtag, etc. (to be used in email signatures and newsletters)
	PPT’s for presentations
	Press Release (for high level events, to be circulated using Mailchimp press list)
	Info for Participants (address of venue, map, hotel, etc.)
	Participants List
Etc.	
Other	Activity Reports
	YSLME Fact Sheets
	Policy Briefs
	Workshop and Training materials
	Etc.

### 3. BRAND ALL YSLME RELATED PRODUCTS

#### Checklist for all YSLME Related Products

- Project logo
- Website
- Twitter/Facebook and other social media symbols (with direct web links)
- Key hashtag: #YSLME
- Contact info
- SDG symbols (whenever relevant, e.g., SDG14 Life Under Water)
- Partner logos (when required)

## YSLME ONLINE IDENTITY

### 1. YSLME WEBSITE

A dedicated YSLME website is to be designed, established, maintained and supported as an interactive YSLME Partnership portal with a variety of functions and features including:

- Main bulletin board
- Internal search engine
- Good Search Engine Optimization features and practices
- Links to Social Networks (Facebook/Twitter/Wechat, etc.)
- Calendars
- Misc: Drag-N-Drop Content, Image Resizing, Mass File Upload, Prototyping, Style Wizard, Guest book, etc.
- Helpdesk
- Linkages to partner websites
- Virtual EBM-LME academy in English, Chinese and Korean languages.
- Documents only accessible by authorized users (optional)
- Q&A

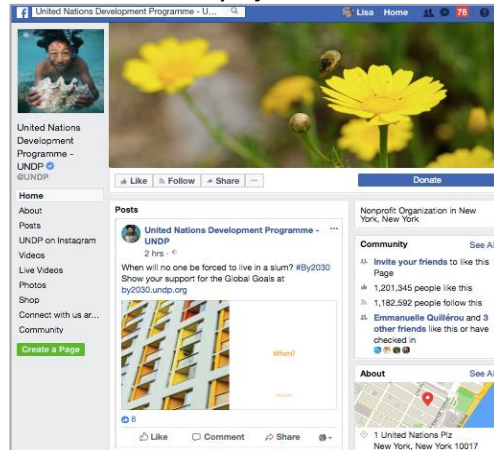
### 2. YSLME SOCIAL MEDIA ACCOUNTS

<b>What?</b>	Dedicated YSLME Facebook, Twitter, and relevant PRC and ROK accounts. If time and resources permit, also set up Instagram and LinkedIn accounts.
<b>Who?</b>	All audiences and stakeholders who are social media account users, e.g., NGOs, youth, policy makers, donors, etc.
<b>Why?</b>	Effective mode to engage a variety of audiences to showcase the YSLME Phase II Project in an informal and highly accessible way.
<b>What?</b>	All content related to the YS and YSLME Phase II project (news, activities, events, etc.).
<b>When?</b>	Posting YSLME news items a minimum 2-3 times per week + whenever there is a relevant activity, e.g., photos with description of activities at training workshops.

**i. FACEBOOK PAGE** 

A Facebook Page dedicated to the YSLME Phase II Project should be set up as soon as possible because it is the most convenient way to promote the project results and activities on Facebook. It allows posting of a variety of content, e.g., text, pictures, videos, event invitations or reports. Facebook pages have fans (not friends) who like or follow the page. A Facebook page has also the advantage to allow for several nominated users under different types of profiles (admin, editor, reviewer, etc.).

*Example from UNDP*



**ii. TWITTER ACCOUNT** 

A Twitter account dedicated to the YSLME Phase II Project should be set up as soon as possible because it is a great way to share news, comments, and make announcements that can instantaneously reach a large audience. Twitter encourages encourage interaction and bringing new opinions and views into a discussion about a specific topic. The YSLME Phase II Project should use the dedicated hashtag #YSLME in every tweet to help with branding and recognition of the YSLME Phase II Project. #Hashtags make keywords or phrases in a Twitter post searchable like a label that clusters and links similar content, the same way keywords do when scientific papers are published. Other relevant #hashtags can be used in addition to the #YSLME hashtag in individual tweets, e.g., #MarineLitter, #BeatPlasticPollution, #MPAs, etc..

*Example from IUCN*



### iii. WeChat in PRC

This is the most important social media platform in PRC. A YSLME dedicated account should be created as soon as possible to spread the word about the project to Chinese audiences.

<https://www.wechat.com/en/>

### iv. SOCIAL MEDIA PLATFORM in ROK (TBD)

<https://www.xtendly.com/10-most-visited-social-media-pages-by-korean-and-japanese-fits/>

### v. OTHER IMPORTANT SOCIAL MEDIA PLATFORMS

If time and resources permit, create and maintain Instagram, LinkedIn and other social media pages.

Once the YSLME website and social media accounts are live and active, YSLME branded products can be created to regularly populate the accounts to establish an active online identity and provide a regular flow of information about the YSLME Phase II Project to all stakeholders.

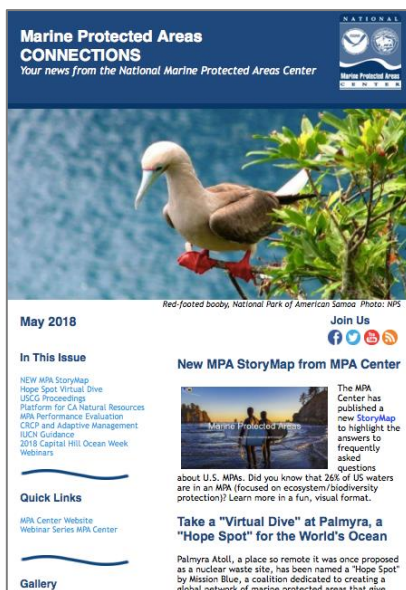
## COMMUNICATION PRODUCTS

### 1. NEWSLETTER

- What?** The YSLME Newsletter should have a catchy title to capture the attention of wide audiences: *'Yellow Sea News'*, *'News from the Yellow Sea'*, *'Voices from the Yellow Sea'*, etc. Each issue could focus on one key theme or consider making 'Special issues' for the key topics addressed in the SAP, e.g., Marine Litter, Jelly Fish, MPAs, HAB, etc. When possible, the newsletter theme should also coincide with events/activities, e.g., 'Biodiversity Forum'. See table below for ideas on possible contents. Additional activities to be reported include meetings, visits, training, etc.
- Who?** All audiences and stakeholders therefore the Newsletter content should have a mix of technical and general language to attract all audiences, i.e., not just the scientific community.
- When?** Monthly or bi-monthly + special Issues to reduce pressure for monthly newsletters and also does not inundate readers/audiences with an information overload.
- Where?** Key articles can be posted on the YSLME website, promoted through social media channels, and shared with partners.
- How?** E-newsletter sent out to mailing list (ensure there is a subscribe button on YSLME website).



Example from NOAA



2. FACT SHEETS

- What?** Fact Sheets (2 page layout) provide basic information on specific topics.
- Who?** General audiences so should not be overly technical.
- Why?** Fact Sheets are particularly useful to those who need quick and easy access to clear, concise and meaningful information, e.g., teachers, students, reporters and politicians.
- When?** A YSLME Phase II Project fact sheet should be created as soon as possible. Other Fact Sheets can be created on a needs basis according to different key topics, e.g., Marine Litter, MPA networks, etc.
- Where?** Website, Social Media, Events, etc.

Example from UNDP



### 3. POLICY BRIEFS

- What?** Policy Briefs are a concise summary of a particular issue, the policy options to deal with it, and they offer recommendations on the best options to take.
- Who?** They are aimed at government policymakers and others who are interested in formulating or influencing policy.
- Why?** Where the YSLME aim is to change legislation for a particular issue, e.g., to prevent marine litter, a Policy Brief should be created.
- Where?** Place on website, circulate to policy makers at high level events, etc.

#### Example from Stockholm University

April 2017

# Policy Brief

Baltic Sea Centre Stockholm University

## Microplastics in marine life – precautionary principle urges action

We still do not know exactly how harmful microplastics are to marine life. But a growing number of studies show that these particles potentially worsen reproduction and survival of many marine animals. Current knowledge – and the risk of permanent damage to the ecosystem – justifies robust political measures in order to cut the flow of microplastics to the marine environment.

Today, plastics are found in all oceans around the world, and most of this plastic is not biodegradable. It is estimated that all conventional plastics that have ended up in the oceans remain there, and will do so for hundreds of years, maybe even longer.

Sources of microplastic particles (smaller than 5 millimetres)

include the washing of synthetic fabrics, car tyre wear and tear, artificial turf, anti-fouling paint, cosmetics, and many others. Together with land-based plastic debris, these particles reach the marine environment by storm water, wastewater, rivers, and air. Once in the water, large items of plastic break down into microplastics as the result of sunlight and mechanical wear and tear.

The quantities of microplastics in the oceans, their sources, and their impacts on marine organisms are recent research fields, and the knowledge is still fragmentary. At the same time, the discharge of plastics into the marine environment is not abating, and once there plastics will be very difficult to get rid of. This gives cause for concern – and reason to seek to limit the discharge of plastics to the marine environment by political means.

**RECOMMENDATIONS**

**Seek to reduce the discharge of microplastics from both land- and sea-based sources.**

**Standardise the difference between compostable, degradable, and biodegradable plastics.** Plastics that are industrially compostable may take a long time to break down in the marine environment.

**Ban microplastics in cosmetics and hygiene products.** Microplastics should be banned in rinse-off products, but also in leave-on products where they can be replaced because of their risk of ending up in wastewater from showering and washing clothes.

**Regulate similar chemicals found in plastics on a group basis** instead of one-by-one in order to ensure greater efficiency. In the review of REACH, the chemicals' decomposition products in the marine environment should be taken into account, because these can also be harmful.

**Allow the precautionary principle to be paramount in achieving Good Environmental Status in accordance with the Marine Directive.** Because plastics and highly persistent chemicals take a very long time to degrade, the problem is largely irreversible once it has been detected.



Photo: Zandra Gerdes

The zooplankton Daphnia with ingested microplastics.

#### 4. PRESS RELEASES

- What?** Targetted press releases.
- Who?** Journalists, media outlets, and key individuals/organizations (e.g., high level officials and donors) to inform on key YSLME Phase II Project news and activities.
- Why?** Gain more project exposure and encourage media and press to share the successes of the YSLME Phase II Project. Press releases could help establish the YSLME Phase II Project as the expert and common voice for the Yellow Sea to media outlets.
- When?** Press releases should be limited to exceptional YSLME related news stories, high level events, and key activities.
- Where?** After being sent to a pre-defined (and evolving) press list, press releases can then be hosted on the YSLME website under its own webpage to serve as an accessible official record.

#### 5. VIDEOS

- What?** Short videos (15-90 seconds max) on key topics.
- Who?** All audiences and stakeholders.
- Why?** Videos are one of the most effective communication methods available. They work especially well when including people. They would contribute to improving the YSLME Phase II Project visibility.
- Where?** Permanently host/have active links on the YSLME website, YouTube and Vimeo channels. Selected videos can be shown during events/activities/presentations/speeches and short clips can be posted via YSLME dedicated social media accounts.

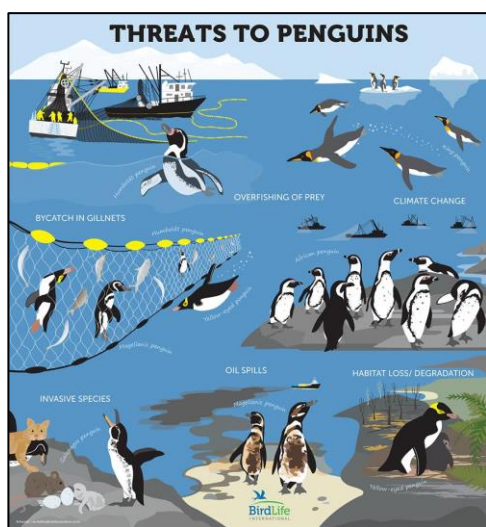
**Example from UN Environment**



## 6. INFOGRAPHICS

- What?** Infographics would be useful for some of the key topics to be addressed by the YSLME Phase II Project. The possibilities are endless, but below are some examples/ideas which could provide inspiration and be modified/adapted.
- Who?** All audiences and stakeholders. To be shared with or created with partners and relevant stakeholders to maximize and spread reach.
- Why?** Infographics make complex information visually appealing, shareable and most important, they make information and data easily digestible.
- Where?** Infographics are great for websites and social media channels, and often result in increased traffic and new followers because of retweeting/reposting.

Ex. Adapt to 'Threats to the Yellow Sea'



Ex. Adapt to 'Yearly Progress for the YSLME Phase II Project'



## 7. EVENT BANNERS

**Banners** are effective visual tools that can be used in email signatures and newsletters to promote key YSLME events before they occur in the newsletter and as an email signature, e.g., Biodiversity Forum in September.

### Examples







# AWARENESS RAISING ACTIVITIES

## 1. BEACH CLEAN UPS

- What?** Organized beach clean ups.
- Who?** Yellow Sea local communities, interested stakeholders and partners, e.g., school groups, environmental NGOs, waste/recycling facilities, etc.
- Why?** Although beach clean ups make a small impact in terms of actual marine litter removal, they are beneficial because they would: (1) improve the YSLME Phase II Project visibility, (2) increase awareness of marine litter as a serious issue to address in the Yellow Sea, (3) are an enjoyable, meaningful and educational experience and (4) can inspire environmentally responsible behavioural changes, e.g., encourage consumers to make conscious choices to reduce their individual plastic footprints.
- When?** This could become an annual event each fall and possibly coincide with a special YSLME or international event, e.g., before or after the Biodiversity Forum or Ocean Conservancy’s International Coastal Cleanup day on 15th September this year.
- Where?** A suitable beach location in PRC and ROK impacted by marine litter, e.g., protected area beach, public beach, etc.

Considerations for Organizing a Beach Clean up	
<b>1. Identify and engage 2-4 partners to join and contribute to promotion and organizational aspects</b>	For example, WWF, Ocean Conservancy, IUCN, Park Managers, Hotel, Waste/recycling facility etc.
<b>2. Pick a Date (late summer or fall)</b>	Pick a date which coincides with a YSLME event or an existing event such as the Ocean Conservancy’s International Coastal Cleanup day on 15th September 2018 when volunteers from countries around the world come together each year and participate in a Cleanup event near them. This would give some international visibility to the YSLME Phase II Project.  <a href="https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/">https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/</a>
<b>3. Pick a Time</b>	Ensure that the clean up is planned during a low tide period.
<b>4. Pick a suitable coastal location in both countries</b>	<ul style="list-style-type: none"> <li>- where marine litter is a problem and could benefit from a clean up</li> <li>- accessible by public transport</li> <li>- bathroom facilities</li> </ul>
<b>5. Get approval from local authorities</b>	<ul style="list-style-type: none"> <li>- secure official permission to hold and organize the event</li> </ul>
<b>6. Spread the word</b>	<ul style="list-style-type: none"> <li>- create promotional materials to circulate, e.g., flyers and posters</li> <li>- promote through the YSLME newsletter, website and social media</li> <li>- create a website registration page to gauge to be prepared for specific numbers of volunteers</li> </ul>
<b>7. Build a crusade</b>	<ul style="list-style-type: none"> <li>- get schools involved</li> <li>- invite a high level person/some sort of local celebrity to push the event</li> </ul>
<b>8. Invite Local Media/Press:</b>	<ul style="list-style-type: none"> <li>- prepare a press kit to circulate to press: newspapers, magazines and radio stations at least two weeks in advance of the event</li> </ul>



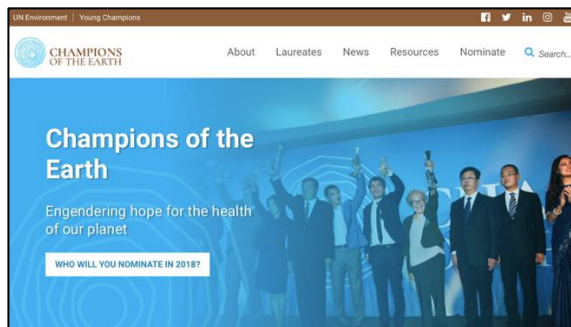
	<ul style="list-style-type: none"> <li>- invite press to attend to cover a story, i.e., take photos/videos/interviews etc.</li> </ul>
<p><b>9. Supplies &amp; Logistics</b></p>	<ul style="list-style-type: none"> <li>- prepare supplies for volunteers to pick up litter, e.g., gloves, garbage bags, etc.</li> <li>- determine how litter will be managed after collection, e.g., transport to waste and recycling facility etc.</li> </ul>
<p><b>10. Make it Fun</b></p>	<p>i. <u>Take photos during and after event</u></p> <ul style="list-style-type: none"> <li>- before and after the clean up</li> <li>- final piles of garbage – make a final message with volunteers using collected garbage bags, e.g. letters ‘Yellow Sea’</li> </ul>  <p>ii. <u>Encourage individuals to take photos with their cell phones</u></p> <ul style="list-style-type: none"> <li>- UN Environment has developed an App with Litterati to record the plastic items and brands found. It allows one to identify, map, and show the collected litter with a simple photograph. The crowdsourced data will be used to develop a ranking of most commonly found plastic products and brands.</li> </ul> <p><a href="http://worldenvironmentday.global/en/get-involved/lets-clean">http://worldenvironmentday.global/en/get-involved/lets-clean</a></p> 
<p><b>11. Share the success</b></p>	<ul style="list-style-type: none"> <li>- dedicate an article in the YSLME newsletter to the beach clean up</li> <li>- promote the success of the event through YSLME social media accounts</li> <li>- write letters to local officials to publicize the efforts and results</li> <li>- thank everyone who participated in the clean up the beach</li> </ul>

## 2. YELLOW SEA CHAMPIONS/AMBASSADORS (+ YELLOW SEA AWARD)

- What?** ‘Yellow Sea Champions/Ambassadors’.
- Who?** Individuals or organizations who promote environmental conservation and sustainable use of the Yellow Seas natural resources.
- Why?** To recognize and reward individuals or organizations for activities which directly or indirectly contribute to the overall objectives of the YSLME Phase II Project and make positive environmental impact on the Yellow Sea.
- Where?** There could be a dedicated section in the YSLME newsletter called ‘Yellow Sea Champions/Ambassadors’ where 1 news article per month is dedicated to an individual or organization for activities which are environmentally beneficial to the Yellow Sea. Recognition could also include giving an award, for example, the ‘Yellow Sea Award’ at a high level event such as the Biodiversity Forum this fall.

For example, UN Environment has a programme called ‘Champions of the Earth’ which celebrates outstanding figures from the public and private sectors and from civil society whose actions have had a transformative positive impact on the environment. This programme has recognized their extraordinary achievements, e.g., grassroots action, scientific innovation, or entrepreneurial vision.

**UN Environment Example:** <https://web.unep.org/champions>



## 3. SCHOOL ACTIVITIES

Young people have the power to influence their parents and community members, and can bring about positive changes in the environment around them. The following are some possible ways to engage and bring awareness to youth about the YSLME Phase II Project and importance of the Yellow Sea.

### i. **Field Trips**

Possible field trips include visits to: Seal colony/MPA/recycling or waste facility/aquaculture plant (seek support from industry). If possible, consider joint trips with schools from both countries and adapt the activity according to the school curriculum so it becomes a continuous activity in the schools curriculum after the project end.

### ii. **Art (drawing/painting etc.)/Photo/Writing Competitions/Exhibitions**

Hold a competition for different grades in 1-3 schools in each country according to one of YSLME strategic topics, e.g., Marine Litter, MPAs, etc. This would be educational, interesting and fun for youth. A selection of art/photos/writings could be used in the YSLME newsletter and they could also be displayed as an exhibition during one of the YSLME’s high level events, e.g., Biodiversity Forum this fall.

#### **4. YSLME SMALL GRANTS PROGRAMME**

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The YSLME Small Grants Programme could be used to support and assist grantees in conducting grassroots on-the-ground level activities which contribute to communication and public awareness activities in the strategy and towards implementation of the YSLME SAP. These will be determined as specific grants are allocated.

#### **5. HIGH LEVEL YSLME EVENT**

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At least one high level event should be selected in 2018 and 2019 to increase the visibility of the YSLME and highlight project successes. For example, the Biodiversity Forum this fall is an opportunity to engage at least one high level official and thereby engage the press and media to cover the event. This could include the high level person giving an introductory speech, giving the Yellow Sea Award to an individual or organization who has had an exceptionally positive impact on the Yellow Sea environment, and an art/photo exhibition targeted at youth participants.

#### **6. WORKSHOPS/TRAININGS & ONLINE TRAINING MODULES**

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Although communication and awareness raising is not the main purpose of the YSLME Phase II Projects capacity building workshops and trainings, such activities will improve the visibility of the project and contribute to reaching the overall objectives of this strategy. Scientific/Academic partners and contributors to the YSLME Phase II Project should be encouraged to contribute to the development of training materials and participating as trainers.

### 3. MULTIPLIER EFFECT

#### RE-ESTABLISH & CREATE NEW PARTNERSHIPS

Re-establishing old and creating new partnerships (e.g., private companies, IUCN, Conservation International, etc.) will contribute to the success of YSLME Phase II and reaching the strategy's objectives. A partner mapping exercise would help determine interest of partners in participating in activities and also identify where partners are able and willing to contribute to activities. For example, possible ways in which partners may contribute include:

- development, preparation and circulation of communication products
- organization of public awareness activities
- building on established networks
- replicating actions and leveraging additional investment
- taking part in the YSLME Small Grants programme

#### PRESS/MEDIA ENGAGEMENT

Press should also be invited to participate in key events and some public awareness raising activities. This would provide a chance to engage high level government or intergovernmental officials, e.g., allow for possible media/press interviews and improve project exposure. Also, scientists or academic institutions involved in or contributing to the project could be asked to participate in media/press interviews to provide expert opinions.

Partnerships should also be sought with national television producers and broadcasters in both PRC and ROK. They could be invited to produce and broadcast TV news items and also documentaries about both the Project and the Yellow Sea generally (TV is still considered to be the most effective form of mass-media for reaching large audiences).

## 4. MONITORING & EVALUATION

Indicators should be defined for all of the YSLME's communication and awareness raising activities. They will be used to monitor and evaluate project progress in relation to the desired outcomes of the strategy. They will also highlight areas for possible improvement. The table below provides some possible indicators.

**Table 6. Indicators and targets (to be identified) for the YSLME Phase II Project by project end.**

Tools/Products/Activities	Indicator (quantitative and qualitative)	Target (TBD)
<b>Communication</b>		
Website	Amount of traffic	
	Average time spent on website	
Facebook	# of likes	
	# of shares	
	# of new follows	
	quality of posted comments	
Twitter	# of followers	
	# of retweets	
	quality of posted comments	
Newsletter	# of articles	
	# of hits on articles	
	# of newsletter downloads	
	# of email message opens	
Videos	# of videos	
	# of views	
Documents	# of documents produced	
	# of downloads	
<b>Activities</b>		
General	# of collaborative activities with regional and bilateral partners	≥ 6
	# of public awareness initiatives organized	≥ 15
Youth activities	# of activities	
	# of schools/teachers/children participating	
	# of partners engaged	
Events	# of participants	
	# of media agencies present	
	# of media articles arising	
	# of high level officials attending	
Training workshops	# of activities	
	# of participants	
<b>Other Indicators</b>		
Press Engagement	# of press releases	
	# of media articles	
	# of press interviews	
Partnerships	# of partnerships	40
Government Support	# references to EBM in YSLME in governor and mayor speeches	
	# of new enabling policies supporting recycling economy	



## 5. ANNEXES

### ANNEX 1. ACRONYMS

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CI	Conservation International
DPRK	Democratic People’s Republic of Korea
EBM	Ecosystem Based Management
GEF	Global Environment Facility
ICM	Integrated Coastal Management
IMCC	Inter-Ministerial Coordinating Committee
IMTA	Integrated Multi-trophic Aquaculture
IUCN	International Union for Conservation of Nature
IW	International Waters (portfolio of GEF)
LME	Large Marine Ecosystem
MPA	Marine Protected Area
MTR	Mid Term Review
NGO	Non-Governmental Organisation
NWG	National Working Group
PMO	Project Management Office (for the YSLME project)
PRC	People’s Republic of China
ROK	Republic of Korea
RWG	Regional Working Group
SAP	Strategic Action Programme
UN	United Nations
UNDP	United Nations Development Programme
UNOPS	United Nations Office for Project Services
WWF	World Wide Fund for Nature & Natural Resources
YS	Yellow Sea
YSLME	Yellow Sea Large Marine Ecosystem

### ANNEX 2. KEY DOCUMENTS REVIEWED

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1. YS Public Awareness and Communications Strategy, 17 May 2017
2. YSLME TDA (Phase I Project)
3. YSLME SAP (from Phase I Project)
4. UNDP Project Document (ProDoc)
5. GEF Project Identification Form (PIF)
6. YSLME MTR Report
7. YSLME Phase II MTR\_Summary Findings & Recommendations
8. Yellow Sea WP\_20180502
9. Annual Project Report 2017
10. Terminal Evaluation (TE) Report for Phase I Project
11. Project Inception Report (July 2017)
12. Project Implementation Report (PIR) (2017)
13. TYWP 2018-2019 (extension workplan)

**ANNEX 3. EXISTING COMMUNICATION MATERIALS**

- Website - stories and news are uploaded on UNDP China website and IW:Learn website, and temporary website is being used for uploading meeting documents.
- 3 pull-up banners for use in all our meetings and outreach events, with one carrying the mission of YSLME - to develop yellow sea into a sea of friendship, sea of peace, sea of cooperation and sea of prosperity, and the other carrying the relevance of YSLME to SDGs, and the 11 YSLME targets.
- Project brochure
- Proceedings, technical reports, and annual progress report as communication products
- Training modules
- Annual progress report 2017 - logos of China and RO Korea are not included, inconsistent with the cover page of the project brochure
- A technical report, one in the report series
- English magazine to publish special journal related with specific topics of Yellow Sea to help disseminate the knowledge on Yellow Sea and visibility of YSLME Phase II Project. Currently we are in touch with Oceanography and Limnology Journal of Chinese Academy of Sciences to publish the papers presented at the planned China-Korea Workshop on Harmful Marine Organisms in Yellow Sea, to be held June 25-26, 2018. Several papers will report results of the project as well.

**ANNEX 4. STAKEHOLDER DATABASE (SOURCE: MTR REPORT)**

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