



UNDP/GEF PROJECT ENTITLED “REDUCING ENVIRONMENTAL STRESS IN THE YELLOW SEA LARGE MARINE ECOSYSTEM”

UNDP/GEF/YS/RSP.2/5
Date: 21 November 2005
English only

Second Meeting of the Regional Scientific and Technical Panel For the UNDP/GEF Yellow Sea Project *Kunming, China, 15-17 December 2005*

Strategy for Public Awareness and Participation

The UNDP/GEF Project on Reducing Environmental Stress in the Yellow Sea Large Marine Ecosystem (YSLME) has actively been seeking co-operation with relevant international organisations and NGOs, to enhance the effectiveness of its own conservation activities and the transmission of information produced by this project to a greater stakeholdership.

Since the First Meeting of the Regional Scientific and Technical Panel, the Project Management Office (PMO) has been exploring the possibility, and concrete mechanisms, for successful co-operation with a number of organisations such as the World Wide Fund for Nature (WWF), Wetlands International (WI), the Marine Stewardship Council (MSC), and the United Nations Environment Programme Northwest Pacific Action Plan (NOWPAP). These organisations form the founding groups participating in what is being called the ‘Yellow Sea Partnership’, essentially a mechanism for information sharing and mass-communication.

During dialogues with these ‘partners,’ considerable mutual benefit was realised in terms of data and information sharing and the sharing of effort and expertise; however, it was acknowledged that the inter-relationship between the variety of partners was highly complex and dynamic. This ‘multiplicity of input’ formed the impetus for the development of a ‘Public Awareness and Communications Strategy.’

Devised by the PMO, in conjunction with its current partners, the strategy provides a comprehensive and straightforward framework for coordinated actions of the numerous groups involved in the Yellow Sea Partnership, including initially the YSLME Project, WWF (Japan)/YSEPP, WI, and the MSC, and with arrangements with WWF (China), WWF (Hong Kong) still in the initial stages. The partnership is open and available for participation by any organisation interested in the activities identified in this strategy. Discussion and negotiation are still going on with NOWPAP and an electronics company in China.

The Strategy is considered as a ‘work in progress’, the contents of which will be built-upon over time, particularly as more stakeholders are identified, partnerships made, and lessons learned. It will be executed and evolved on a continual basis.

Purposes of the Public Awareness and Communication Strategy

The purpose of this strategy is to create a strong awareness of the environmental problems faced by the Yellow Sea by informing the wider stakeholdership of the impacts of unsustainable activities, and how the Yellow Sea ecosystem can be improved by the mitigation or elimination of the impacts, or stressors, for the benefit of humankind; namely, the strategy aims to:

- Establish a partnership for joint activities in the public awareness and participation in the Yellow Sea;
- Produce a regional list of the stakeholders using the Yellow Sea coastal and its marine resources as major targeted group;
- Inform stakeholders of the roles of the Yellow Sea in the global scenario;
- Report to stakeholders of the perceived problems faced by the Yellow Sea;
- Warn how these problems can and do affect local and global communities;
- Inform how remediation of perceived problems can benefit all stakeholders;
- Inform stakeholders of the current efforts of various projects, the focus and rationale of each;
- Inform of the outcomes and benefits of the various projects to both the stakeholders and the coastal and marine environment;
- Inform stakeholders and funding agencies of the status of the projects and incremental levels of achievements;
- Inform stakeholders of their roles and responsibilities in stewardship of the ecosystem;
- Inform all stakeholders, including governmental, intergovernmental and non-governmental, of their functions in improving the status of the environment in the Yellow Sea; and
- Encourage greater stakeholder contributions to environmental management and the decision-making process.

Overall Messages Delivered by the Strategy

The overall messages that this Public Awareness and Communications Strategy hopes to convey are:

- The status of the Yellow Sea – the problems and the trends;
- How environmental problems affect local communities, adjacent countries, the global community and global environmental systems;
- What is currently being done to monitor and remediate these problems;
- How remediation of environmental problems can benefit stakeholders; and
- The role that each partner plays in the Yellow Sea partnership.

These are broken down into more specific messages in separate sub-strategies which target specific stakeholder groups to maximise information transfer (see Annex I). Each sub-strategy consists of a unique set of key messages, calls-to-action and activities that serve to maximise the delivery of the ultimate objectives (see Annex II).

Expected Outcomes of the Strategy

The expected outcomes of this strategy are to create a strong public awareness of the environmental problems faced by the Yellow Sea, how the ecosystem is currently affected by the activities of humans and how the ecosystem can be improved by the mitigation or elimination of these problems. As a result, develop strong public support and participation in

actions leading to the mitigation or elimination of these problems, as a major element in the management plan of the Yellow Sea.

Implementing Entities of the Strategy

At the time this document was prepared, the partners included in the implementation of the strategy include:

- Yellow Sea Eco-Region Planning Programme (YSEPP)
- Wetlands International
- Marine Stewardship Council
- The Yellow Sea Large Marine Ecosystem (YSLME) Project

Discussions with WWF (China) and WWF (Hong Kong) have recently taken place (November) and the incorporation of these members is still in the initial stages, but feedback has been positive. There are several other organisations, programme and industries that have expressed their interests to participate in the partnership. It is anticipated that the members of the partnership will be further expanded in the near future.

Target Audiences of the Strategy

After dialogue with existing partners, the following stakeholder groups have been identified for the focus of the strategy. These are:

- Community-based Organisations
- The Scientific/Academic Community
- National and Local Government Agencies
- Legislative Bodies
- Non-government Organisations including Religious Groups
- General Public/Media
- The Donor Community
- Industry/Consumers
- Youth Groups

Schedule for Implementing the Strategy

The strategy was developed to consider the needs of all participating organisations; however, the implementation of the strategy conveniently follows the major developments of the Project consisting of four phases: (i) preparation, (ii) Transboundary Diagnostic Analysis (TDA), (iii) Strategic Action Programme (SAP), and (iv) demonstration/pilot activities. The below table summarises the possible timeline and activities for each phase. (See also Annex II for a list of activities.) Note that the listed activities reflect the objectives of the Strategy.

Monitoring and Evaluation

The impact of a communications programme can be difficult to measure, as they may not show immediate results and present clear challenges from the start. The Process evaluation and impact evaluation of this communications and public awareness strategy will be considered distinctly, with unique methods and indicators utilised to measure, monitor and evaluate the effectiveness of the strategy and to what extent the strategy's objectives were reached. Methods to monitor, evaluate and produce a final evaluation of the programme are to be discussed and developed during the Public Awareness strategy meeting to be attended by all partners, planned in late March, 2006.

Table 1. Implementation schedule for the Public Awareness and Communication Strategy.

Phase	Year	Task	Major development phase of the YSLME Project
I	2005-2006	<ul style="list-style-type: none"> • Finalise the Strategy • Build the Partnership • Devise the list of stakeholders 	Preparation (Regional and national co-ordination is secured)
II	2006-2007	<ul style="list-style-type: none"> • Strengthen the Partnership • Inform about the status and problems of the Yellow Sea ecosystem • Inform about the objectives and incremental achievements of the Project 	TDA (Scientific data become available)
III	2007-2008	<ul style="list-style-type: none"> • Inform about the achievements of the Project • Inform about the plans and benefits of possible mitigation measures and actions • Inform stakeholders about their roles to mitigate the environmental problems 	SAP (Specific mitigation measures/actions are created)
IV	2008-2009	<ul style="list-style-type: none"> • Encourage greater contributions from stakeholders to manage and conserve the Yellow Sea ecosystem • Secure the sustainability of the active public participation 	Demonstration/Pilot activities

Annex I

Sub-strategies of the Public Awareness and Communication Strategy

1. Community Based Organisations

A. Key messages to deliver

- Clean and productive marine environment is good for your economy now and good for future generations, and for protecting globally important natural heritage
- A diagnosis of the current state of the Yellow Sea – the problems it faces
- How problems affect local communities, the global community and global marine systems
- A summary of what is currently being done to remediate perceived problems
- How remediation of perceived problems can benefit stakeholders
- The YSLME Project and its partners
- How the public can help this process
- How the private sector can help this process
- How the GEF, UN, UNDP systems work

B. Communications tool

- Brochures
- Media articles
- Photo exhibition
- Questionnaire with souvenir
- The organization of public awareness conferences
- Conducting public awareness training workshops
- Conducting public awareness activities
- The provision of multi-language information through various media vehicles
- The distribution of promotional items

2. Scientific Community

A. Key messages to deliver

- Conservation approach to Yellow Sea Ecoregion is first attempt at Transboundary scale
- There are major requirements that need to be filled by the scientists
- Conservation provides research opportunities

B. Communications tool

- Scientific reports
- Workshops
- Peer-reviewed papers published in journals
- Annual conferences of academic societies

3. National and Local Government Agencies

A. Key messages to deliver

- Take actions to protect marine and coastal areas that are globally important for biodiversity and for economic development, and strengthen coordination between different government agencies at national and international levels
- A diagnosis of the current state of the Yellow Sea – the problems it faces
- How problems affect local communities, the global community and global marine systems
- A summary of what is currently being done to remediate perceived problems
- How remediation of perceived problems can improve quality of life

B. Communications tool

- Workshops
- National planning/legislation process meetings
- High-level platform (e.g., CCIED [China Council for International Cooperation on Environment and Development]) and deliver short policy research reports
- Newsletter

4. Legislative Bodies

A. Key messages to deliver

- Wise and effective management of Yellow Sea Ecoregion and Large Marine Ecosystem needs.
- Needs to harmonise legislation and to rationalise institutional arrangements

B. Communications tool

- Workshops
- Training Workshops
- Promotional Items
- Printing and Distribution of YSLME Publications

5. Non-government Organisations including Religious Groups

A. Key messages to deliver

- Working together for a better Yellow Sea Ecoregion and Large Marine Ecosystem
- You have a special role for healthy Yellow Sea ER/LME

B. Communications tool

- Posters
- Brochures
- Website
- Photo
- Exhibition

6. General Public/Media

A. Key messages to deliver

- 'The Yellow Sea - a cradle for fish and birds, but degrading fast'

B. Communications tool

- Press releases
- Feature articles (stories)
- Journalist tour
- Media salon
- TV Programme (footages and photographs)
- Photo exhibition.

7. Donor Community

A. Key messages to deliver

- Donation to Yellow Sea ER/LME helps to build lasting infrastructure for management of a transboundary marine ecoregion with historical, political and ecological importance.
- A diagnosis of the Yellow Sea Large Marine Ecosystem – an assessment of perceived problems and priorities
- The status of what is currently being done to remediate perceived problems
- How perceived problems affect the local communities, regional and national institutions, the global community and global marine systems
- How remediation of perceived problems can benefit stakeholders
- YSLME, its NGO and Private Sector partnerships

B. Communications tool

- Brochure
- Contribution of articles to their newsletters
- High level platform (e.g., CCICED)
- Individual contacts with each agency

8. Industry/Consumers

A. Key messages to deliver

- Sustainable production is good for business opportunity and corporate and social responsibility (CSR)
- Sustainable consumption is good for now and future generations
- A diagnosis of the current state of the Yellow Sea – the problems it faces
- How problems affect local communities, the global community and global marine systems
- A summary of what is currently being done to remediate perceived problems
- How remediation of perceived problems can benefit stakeholders
- The YSLME Project and its partners
- How the public can help this process
- How the private sector can help this process
- How the GEF, UN, UNDP systems work

B. Communications tool

- The organization of public awareness conferences

- Conducting public awareness training workshops
- Conducting public awareness activities
- The provision of multi-language information through various media vehicles
- The distribution of promotional Items

9. Youth Groups

A. Key messages to deliver

- The Yellow sea is fun to visit and study
- Protect the Yellow Sea for your future
- Cherish and enjoy Yellow Sea
- Yellow Sea is a paradise for marine animals
- Yellow Sea Conservation needs your participation
- A diagnosis of the current state of the Yellow Sea – the problems it faces
- How problems affect local communities, the global community and global marine systems
- A summary of what is currently being done to remediate perceived problems
- How remediation of perceived problems can benefit stakeholders
- The YSLME Project and its partners
- How the public can help this process
- How the private sector can help this process
- How the GEF, UN, UNDP systems work

B. Communications tool

- The organization of public awareness conferences
- Conducting public awareness training workshops
- Conducting public awareness activities
- The provision of multi-language information through various media vehicles
- The distribution of promotional Items

Annex II

Draft List of Activities

Sub-Strategy 1: COMMUNITY-BASED ORGANISATIONS

a. Organisation of Public Awareness Conferences

Theme	No. of Events/Items
1. Rare and Endangered YS Species...Their destiny....	
2. Mariculture, they way of the future, but dangerous for the future....	
3. Declining quality of life (water, beaches, etc).....	
4. Yellow Sea and Youth	
5. Long term Financial Investment..	

b. Public Awareness Training Workshops

Theme	No. of Events/Items
1. Eco-labels taste good!	
2. Pollution reduction....	

c. Public Awareness Activities

Theme	No. of Events/Items
1. Art Competition	
2. Exhibitions	
3. Inline Skate for YS	
4. Multimedia release	
5. Photo Contest	
6. Poster Competition	
7. Public Meetings	
8. Song Competition	
9. Walk for YS	

d. Provision of multi-language information through public media

Theme	No. of Events/Items
1. Art Competition	
2. Poster Competition	
3. Inline skate for YS	
4. Walk for YS	
5. Song Contest	

e. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

Sub-Strategy 2: SCIENTIFIC COMMUNITY

a. Scientific Workshops

Theme	No. of Events/Items
1. Wetlands.....	
2. Ecolabelling....	
3. Biodiversity.....	

4. State of the Ecosystem...	
5. Meta-database...	
6. GEF TDA/SAP Process...	
7. Carrying Capacity Analysis...	
8. Gene Pool Analysis...	
9. MPA systems...	

b. Training Workshops

Theme	No. of Events/Items
1. Meta-database...	
2. GEF TDA/SAP Process...	
3. Carrying Capacity Analysis...	
4. Gene Pool Analysis...	

c. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – 'Wetlands of the Yellow Sea' [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	

23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

d. Printing and Distribution of YSLME Publications

Theme	No. of Events/Items
1. TDA Document	
2. NYSAP Document	
3. SAP Document	

Sub-Strategy 3: NATIONAL AND LOCAL GOVERNMENT AGENCIES

a. Workshops

Theme	No. of Events/Items
1. Wetlands.....	
2. Ecolabelling....	
3. Biodiversity.....	
4. State of the Ecosystem...	
5. GEF TDA/SAP Process...	

b. Training Workshops

Theme	No. of Events/Items
1. GEF TDA/SAP Process...	
2. Environmental Project Identification and Preparation...	

c. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	

12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

d. Printing and Distribution of YSLME Publications

Theme	No. of Events/Items
1. TDA Document	
2. NYSAP Document	
3. SAP Document	

Sub-Strategy 4: LEGISLATIVE BODIES

a. Workshops

Theme	No. of Events/Items
1. Meeting with Legislatures	
2. Strengthening for Regulation and Control Exotic Species	
3. Strategy for Biodiversity Protection	
4. Regional Management and Implementation of Sustainable Fisheries	

b. Training Workshops

Theme	No. of Events/Items
1. Carrying Capacity of Yellow Sea	
2. Biodiversity of Yellow Sea	
3. Pollution Management of Yellow Sea	

c. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

d. Printing and Distribution of YSLME Publications

Theme	No. of Events/Items
1. TDA Document	
2. NYSAP Document	
3. SAP Document	

Sub-Strategy 5: NON-GOVERNMENT ORGANISATIONS

a. Electronic Media

Theme	No. of Events/Items
1. Radio Spots	
2. TV spots	
3. Articles for Websites	

b. Print Media

Theme	No. of Events/Items
1. Annual Reports	
2. Information Sheets	
3. News (or Press) releases	
4. Newsletters	
5. Placed Articles	
6. Posters	

Sub-Strategy 6: THE GENERAL PUBLIC/ THE MEDIA

a. Electronic Media

Theme	No. of Events/Items
1. Radio Spots	
2. TV spots	
3. Articles for Websites	

b. Print Media

Theme	No. of Events/Items
1. Annual Reports	
2. Information Sheets	
3. News (or Press) releases	
4. Newsletters	
5. Placed Articles	
6. Posters	

Sub-Strategy 7: THE DONOR COMMUNITY

a. Electronic Media

Theme	No. of Events/Items
1. Articles for Websites	

b. Printing and Distribution of YSLME Publications

Theme	No. of Events/Items
1. TDA Document	
2. NYSAP Document	
3. SAP Document	
4. Information Sheets	

5. News (or Press) releases for internal media networks	
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c. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

Sub-Strategy 8: INDUSTRY/CONSUMERS

a. Organisation of Public Awareness Conferences

Theme	No. of Events/Items
1. Rare and Endangered YS Species... Their destiny....	

2. Mariculture, they way of the future, but dangerous for the future....	
3. Declining quality of life (water, beaches, etc).....	
4. Yellow Sea and Youth	
5. Long term Financial Investment..	

b. Public Awareness Training Workshops

Theme	No. of Events/Items
1. Eco-labels taste good!....	
2. Pollution reduction....	

c. Public Awareness Activities

Theme	No. of Events/Items
1. Art Competition	
2. Exhibitions	
3. Inline Skate for YS	
4. Multimedia release	
5. Photo Contest	
6. Poster Competition	
7. Public Meetings	
8. Song Competition	
9. Walk for YS	

d. Provision of multi-language information through public media

Theme	No. of Events/Items
1. Art Competition	
2. Poster Competition	
3. Inline skate for YS	
4. Walk for YS	
5. Song Contest	

e. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	

10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	
25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	

Sub-Strategy 9: YOUTH GROUPS

a. Organisation of Public Awareness Conferences

Theme	No. of Events/Items
1. Rare and Endangered YS Species...Their destiny....	
2. Mariculture, they way of the future, but dangerous for the future....	
3. Declining quality of life (water, beaches, etc).....	
4. Yellow Sea and Youth	
5. Long term Financial Investment..	

b. Public Awareness Training Workshops

Theme	No. of Events/Items
1. Eco-labels taste good!	
2. Pollution reduction....	

c. Public Awareness Activities

Theme	No. of Events/Items
1. Art Competition	
2. Exhibitions	
3. Inline Skate for YS	
4. Multimedia release	
5. Photo Contest	
6. Poster Competition	

7. Public Meetings	
8. Song Competition	
9. Walk for YS	

d. Provision of multi-language information through public media

Theme	No. of Events/Items
1. Art Competition	
2. Poster Competition	
3. Inline skate for YS	
4. Walk for YS	
5. Song Contest	

e. Promotional Items

Theme		No. of Events/Items
1. Bags	Backpack	
2. Bags	Document bag	
3. Brochure Folder	Display folder to house all brochures produced by Project	
4. Brochure	Fold-out colour brochure with good graphics, in a display folder – ‘Wetlands of the Yellow Sea’ [suggestion only]	
5. Caps	A hat sporting the YS and partner logos	
6. Card Holders	Business card holders with the YS and partner logos	
7. Cell phone cases	With YS and partner logos	
8. Cuff links	With YS logo	
9. Jackets/raincoats	With YS logo	
10. Leaflets	Basic, single page, information bulletins	
11. Mouse Pads	With YS logo	
12. Multimedia	Multi-media disk with project and YS information, narrated by animation/personality, and digital user-interface.	
13. Pens	With YS logo	
14. Pins/Buttons	With YS logo and slogan	
15. Playing Cards	With YS logo and slogan	
16. Polo Shirts	With YS logo	
17. Posters	With information about the YS Project	
18. Posters	With details about the YS	
19. Posters	With details about partners	
20. Posters	With current research and technology	
21. Purses	Small money purse, with YS logo	
22. Raincoats	With YS logo	
23. Stickers	With YS logo and partner logos	
24. T Shirts	With YS logo and partner logos	

25. Tie Pins	With YS logo	
26. Umbrellas	With YS logo	
27. Wrist bands	With YS logo	