

YSP/YSPACS  
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**YELLOW SEA  
PUBLIC AWARENESS AND COMMUNICATIONS STRATEGY**

## PREFACE

The UNDP/GEF Project on Reducing Environmental Stress in the Yellow Sea Large Marine Ecosystem (YSLME) ([www.yslme.org](http://www.yslme.org)) 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.

The Project Management Office (PMO) for the YSLME Project has been exploring the possibility, and the 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]).

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 varieties of partners was highly complex and dynamic. This 'multiplicity of input' formed the impetus for the development of a 'Public Awareness and Communications Strategy.'

This Public Awareness and Communications Strategy was developed to produce a basic framework for coordinated actions of the numerous groups involved in the 'Yellow Sea Partnership (YSP)', including initially the UNDP/GEF Yellow Sea Large Marine Ecosystem Project (YSLME), the WWF/KEI/KORDI Yellow Sea Ecoregion Planning Programme (YSEPP), the Marine Stewardship Council (MSC), and Wetlands International (WI). The partnership is open and available for participation by any organisation interested in the activities identified in this strategy and additional partnerships have since been pursued.

This strategy should be considered a 'work in progress', the contents of which will built-upon over time, particularly as more stakeholders are identified, partnerships are made and lessons are learned. It will be executed and evolved on a continual basis.

The geographical focus of this strategy 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. This strategy seeks to convey its messages and 'calls to action' to the widest extent possible.



## TABLE OF CONTENTS

<b>1.</b>	<b>BACKGROUND .....</b>	<b>1</b>
<b>2.</b>	<b>PURPOSE OF THE STRATEGY .....</b>	<b>3</b>
<b>3.</b>	<b>WHAT DOES THE STRATEGY SAY? .....</b>	<b>3</b>
<b>4.</b>	<b>EXPECTED OUTCOMES.....</b>	<b>4</b>
<b>5.</b>	<b>KEY MESSAGES/KEY ISSUES .....</b>	<b>4</b>
<b>6.</b>	<b>CALL TO ACTION .....</b>	<b>5</b>
<b>7.</b>	<b>WHO .....</b>	<b>5</b>
<b>8.</b>	<b>HOW .....</b>	<b>6</b>
<b>9.</b>	<b>WHEN.....</b>	<b>7</b>
<b>10.</b>	<b>MEASUREMENT OF SUCCESS .....</b>	<b>7</b>
	Sub-Strategy 1: COMMUNITY-BASED ORGANISATIONS .....	8
	Sub-Strategy 2: SCIENTIFIC AND ACADEMIC COMMUNITY .....	11
	Sub-Strategy 3: NATIONAL AND LOCAL GOVERNMENT AGENCIES .....	13
	Sub-Strategy 4: LEGISLATIVE BODIES .....	16
	Sub-Strategy 5: NON-GOVERNMENT ORGANISATIONS .....	18
	Sub-Strategy 6: THE GENERAL PUBLIC/ THE MEDIA .....	20
	Sub-Strategy 7: THE DONOR COMMUNITY .....	22
	Sub-Strategy 8: INDUSTRY/CONSUMERS .....	24
	Sub-Strategy 9: YOUTH GROUPS.....	26
	<b>ANNEX I .....</b>	<b>1</b>
	<b>ANNEX II .....</b>	<b>1</b>

### **Annexes**

Annex I	Implementation Matrix
Annex II	Implementation Schedule



## 1. BACKGROUND

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The Yellow Sea is the semi-enclosed body of water nestled between the margins of the three countries of China, North and South Korea. It is one of the largest shallow-water seas in the world (50-80m deep), partially-enclosed by coastline and home to a number of regionally and globally important species.

In addition to indigenous organisms, the Yellow Seas provides over-wintering habitats for many transient species of mammals, birds, reptiles, fish and invertebrates. These include rare marine mammals such as the dugong and porpoises; rare birds such as the Saunders' Gull, Black-faced Spoonbill, Chinese Parrot-bill, Dalmatian Pelican, and Little Gull; rare marine reptiles such as the Green, Hawksbill, Ridley and the highly vulnerable Leatherback turtle; economically important fish such as the Yellow Croaker, Anchovy, Spanish mackerel, and Pacific herring; and many endemic plants, fish and invertebrates. Many other endangered or ecologically important organisms live near the shores of the sea, or inhabit the wetlands and watersheds leading to the marine basin.

Adjacent wetland and coastal sediment systems support a multitude of plants and invertebrates which make important contributions to open-sea recruitment processes and ecosystem function and provide critical breeding habitats or 'refueling stops' for migratory birds, many of which are extremely threatened.

The Yellow Sea forms an economic resource for these countries providing an extremely important highway for international shipping with all three countries possessing major ports that access the Yellow Sea, and with the rapid economic growth of many of these countries, the already heavy shipping levels are steadily increasing. Offshore oil exploration and prospecting for minerals in the Yellow Sea is currently being examined by both China and North Korea and there is potential for the extraction of these products in this region. Although tourism is still in its infancy in this region, both countries have come to the realization of the benefits of these industries for the economy and all regions have strategies to develop this industry to cater for the massive population into the future. There are a number of major industries relying on the coastal areas of the Yellow Sea. Commercial activities include rearing of fish, shrimp, clams and seaweed (marine aquaculture = mariculture). Salt production is also an important economic activity in this area, and the coastal zones in many regions are heavily exploited for these applications.

This region has some of the most densely populated, heavily urbanized, and industrialized cities in the world, with a massive and growing population (hundreds of millions living in areas around the Yellow Sea), all dependent on the Yellow Sea as a source of nutrition, economy, recreation and tourism. Centuries of utilization of living and non-living resources and increasing anthropogenic pressure has altered the ecosystem and is creating even more stress than it has ever experienced before.

According to many studies the condition of the Yellow Sea commercial fisheries is in a state of decline and although the sea was once one of the most intensively exploited large marine ecosystems (LMEs) in the world, many fisheries have since fallen below the levels which make them economically sustainable. Catch compositions have changed from the larger-sized, more commercially important species (such as Yellow

Croaker and Hair-tail) and have been replaced by smaller-bodied and lower-valued fish (such as anchovy). Similarly, catch-effort for major commercial species (such as the Small Yellow Croaker, Hair-tail, Pacific cod, flatfish, cephalopods, skates, etc) has increased over time. Fishing resources are also threatened by extensive habitat loss and land & sea-based sources of pollution resulting from extensive economic development in the coastal zone of all fringing countries.

The Yellow sea is currently characterized as 'severely impacted' in terms of eutrophication and magnitude of loss and modification of ecotones. These impacts only seem to be compounding. Increases in concentrations of pollutants entering the sea through industrial wastewater, municipal sewerage and storm-water drainage, non-point source contaminants of agricultural origin (pesticides) and oil discharged from shipping traffic and port activities are associated with the disappearance of habitats and species, increased concentration of pollutants in organisms, and the increased occurrence of noxious organisms such as those involved in 'red tides'. The frequency of outbreaks of harmful algal blooms have increased along the Yellow Sea coast, particularly in association with areas with aquaculture facilities, pollutant input and marine construction, particularly where water circulation is restricted. The sanitary conditions on many beaches are unsatisfactory in many places, and there are increasing contaminant levels in many fish and sea products. Many contaminants have also made their way up the food chain to humans, where they have been shown to accumulate to potentially deleterious levels.

As the coastal zones of the Yellow Sea have some of the highest human densities in the region, large portions of the coastal habitat have been altered for agriculture and industrial as a result. The conversion of coastal areas to industrial and agricultural land has seriously degraded the avifauna-rich habitats of this area, with particular significance of those along the 'Siberian-Australasian Flyway'. Rare water birds such as the Dalmatian pelican, Black-Faced Spoonbill, and Little Gull over-winter in many coastal wetland areas along the Yellow Sea coastlines and represent sites for major breeding colonies of these animals, including the seriously threatened Saunders' gull.

Exploitation, eutrophication and modification of habitats have occurred throughout the history of human existence in this area, but the level of impacts has now reached a point where the self-regulatory mechanisms of the Yellow Sea LME are severely affected.

Many environmental problems and/or source of impacts are transboundary in nature, over-lapping the political boundaries and responsibilities, particularly with regard to the management of marine resources, industrial pollution and ecosystem health.

The three countries surrounding the LME share some aspects of historical and cultural background, but differ in political systems, political and economic alignment, and levels of economic development. This discontinuity has delayed, or in many cases, impeded the development of collaborative mechanisms to manage marine resources, industrial pollution and ecosystem health.

The formal infrastructure to bring about regional and international collaboration and cooperation in monitoring and research activities within the LME is needed for developing the necessary resource assessments, scientific baseline studies and management plans for hazardous events (such as algae blooms, mammal die-offs, oil

spills, etc). This is only possible with a common understanding of the issues, the responsibilities (governance of transboundary issues), mechanisms and tools required to address the problems.

## **2. PURPOSE OF THE STRATEGY**

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As was stated earlier in this document, this strategy was developed to provide a framework to facilitate the coordinated actions of the numerous groups involved in the 'Yellow Sea Partnership'.

The overall purpose of this strategy however, is to create a strong awareness of the problems faced by the Yellow Sea by informing the wider stakeholder-ship 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.

Highlighted in this strategy is the need for increased public support from all sectors in the development of activities and policy, and participation in actions, leading to the restoration and sustainable development of the Yellow Sea, as both the casualties of impacts and the beneficiaries of restoration. The strategy aims to:

- Develop Public Awareness and Encourage Public Participation,
- Encourage Development/Improvement of Regional Institutions and Capacities,
- Encourage Regional Coordination,
- Promote Activities of National Institutions,
- Encourage Development of Financial Instruments, and
- Encourage Yellow Sea Data and Information Management.

Consideration of these aims ensures that the overall strategy produces a more comprehensive, 'holistic' communications programme with a high-probability of self-sustainability.

To cover the socio-economic and environmental issues considered in this strategy, skills and resources from various sectors are required. Numerous organisations have come together in a partnership, the 'Yellow Sea Partnership', to co-contribute their efforts in the development and transfer of information on the current status of the Yellow Sea ecosystem to stakeholders.

## **3. WHAT DOES THE STRATEGY SAY?**

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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.

#### **4. EXPECTED OUTCOMES**

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The expected outcome of this strategy is to create a strong public awareness of the 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 stronger 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.

The main specific goals of this Public Awareness and Communications Strategy are to:

- Establish partnership for joint activities in the public awareness and participation in the Yellow Sea;
- Produce regional list of the stakeholders;
- Inform stakeholders of the roles of the Yellow Sea in the global scenario;
- Report to stakeholders of the problems faced by the Yellow Sea;
- Warn how these problems can and do affect local and global communities;
- Inform how remediation of problems can benefit all stakeholders;
- Inform stakeholders and funding agencies of the focus and rationale of the projects, their status and incremental levels of achievements;
- Inform stakeholders of the benefits to themselves and to the marine and coastal environment derived from the various projects;
- Inform stakeholders of their roles and responsibilities in stewardship of the ecosystem;
- Inform all stakeholders 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.

#### **5. KEY MESSAGES/KEY ISSUES**

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The key issues that the Public Awareness and Communications Strategy seek to convey are:

- Important role of Yellow Sea in global scenario, how it is currently impacted;
- Deteriorating water quality, deteriorating conditions of beaches and coastal areas and deteriorating human health quality as a result;
- Irrevocable loss of ecologically important coastal and marine habitats;
- Yellow Sea marine biodiversity is degraded and declining, leading to loss or imminent loss of endangered species;

- The health of the Yellow Sea can be restored but mitigating actions are **urgently** required, and assistance of all stakeholders is vital for successful actions;
- The deterioration of the Yellow Sea has greatly reduced its ability to provide food and socio-economic benefits to coastal communities, and countries in the region; and
- Strengthen the ability of stakeholders to respond to man-made and natural threats to the yellow sea.

## 6. CALL TO ACTION

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Individual 'calls-to-action' have been tailored to target each of the stakeholder groups that have been identified. These separate calls to action fall into one of the two over-riding calls-to-action listed below:

'It is time to act' and 'Invest, strengthen, facilitate, develop and conduct work to protect and improve the Yellow Sea environment'.

## 7. WHO

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*WHO is implementing this Strategy?*

The partnership is comprised of a variety of organisations including those representing scientific, academic, governmental, non-governmental, international stakeholders, the general public and private sector.

The Yellow Sea Partnership is open to all and any interested parties and is not mutually exclusive to current partners.

The following provide a sample of the current partnership members and represent the founding groups, based on meetings that took place during 2005/2006 and which resulted in the establishment of various Memorandums of Understanding or agreements between parties.

- Global Village of Beijing (GVB)
- Korea Ocean Research and Development Institute (KORDI)
- Marine Stewardship Council (MSC)
- Partnerships in Environmental Management for the Seas of East Asia (PEMSEA)
- The Nature Conservancy (TNC) Beijing
- UNEP Regional Seas Programme Northwest Pacific Action Plan (NOWPAP)
- UNDP/GEF Yellow Sea Large Marine Ecosystem (YSLME) Project
- United Nations Development Programme (UNDP) China
- Wetlands International (WI)
- Worldwide Fund for Nature – China
- Worldwide Fund for Nature – Hong Kong
- Worldwide Fund for Nature – Japan
- WWF/KEI/KORDI Yellow Sea Eco-Region Planning Programme (YSEPP)

As this is a partnership, all participants share effort in the implementation of actions, and the Project Management Office (PMO) of the YSLME has offered to function as secretariat and will facilitate the organisation of meetings and activities.

*WHO are the Target Audiences/Proposed Stakeholders?*

After several rounds of discussions with partners, the following stakeholder groups have been identified, and various actions and activities will be tailored to cover these entities.

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

## **8. HOW**

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The Communications and Public Awareness Strategy targets the General Public (Local Communities & Coastal Populations), Regional and National Institutions, the scientific/Academic and global community and aims to develop and provide the mechanisms, financial Instruments and data and information management systems to ensure self-sustainability of these activities.

The overall strategy is composed of nine sub-strategies representing and targeting the individual stakeholder groups as defined in the list above.

Sub-strategies are therefore:

- Sub-Strategy 1: Community-Based Organisations
- Sub-Strategy 2: Scientific/Academic community
- Sub-Strategy 3: National and Local Government Agencies
- Sub-Strategy 4: Legislative Bodies
- Sub-Strategy 5: Non-government Organisations
- Sub-Strategy 6: The General Public/ the Media
- Sub-Strategy 7: The Donor Community
- Sub-Strategy 8: Industry/Consumers
- Sub-Strategy 9: Youth Groups

Each sub-strategy contains a suite of mechanisms and activities which focuses directly on the given stakeholder group.

These include:

- Public Awareness Events (exhibition, site visits, etc) and Campaigns
- Public Awareness Conferences
- Public Awareness Training Workshops
- Scientific Workshops
- High-level National Planning/Legislation Process Meetings
- Provision of Multi-language Information through Print and Electronic Media
- And development, production and distribution of Promotional Items

A YSP Implementation Matrix (Annex I) has been developed to facilitate the coordination input, collaboration and allocation of resources between partners for the actions and activities under these sub-strategies.

## **9. WHEN**

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See the attached schedule (Annex II) for initiation dates, frequencies and durations of action and activities.

## **10. MEASUREMENT OF SUCCESS**

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- A comprehensive list of Yellow Sea stakeholders developed
- Completion of workshops and training programs with the objective of each activity met
- Production of useful promotional materials
- Distribution of public awareness materials
- Communication tools developed and implemented
- Engagement of public and private sector in public awareness activities and activities of the YSLME project

## **Sub-Strategy 1: COMMUNITY-BASED ORGANISATIONS**

### Overview

Community-based organizations play a crucial role in promoting sustainable management and conservation in the Yellow Sea. Being the primary users and stakeholders, deepening the awareness among these organizations will catalyze action at the local level. Public awareness and communication for community-based organization aims to enhance the understanding of the complex socio-cultural, political and economic factors affecting the utilization and management of the Yellow Sea. Whilst recognizing the limitations of community-based organisations to directly address threats themselves, an understanding of these complexities will provide the starting point in effectively engaging these organizations in dealing with the issues in the Yellow Sea.

### Desired outcome

To create a strong awareness of the problems faced by the Yellow Sea in the general community, by informing stakeholders of the current negative affects of human activities on the ecosystem and how this can be improved by the mitigation or elimination of the problems, or stressors. The end result, it is hoped, will be increased public support in YSLME activities and greater level of public participation in actions leading to the mitigation or elimination of these problems.

### Target Audience

The target audience of this sub-strategy is community-based organisations representing communities of all countries with interests in the Yellow Sea. These are organisations based in and working in one or more local communities (neighbourhoods or districts); they are normally private, charitable organisations which are run by and for the local community.

Communities include the cities and towns adjacent to the coastline and adjacent to major watersheds, including wetlands and other inland water-related areas adjacent to the sea.

Community-based groups include those representing direct and indirect end-users of products from the Yellow Sea such as Fishers & Fisheries groups and importers and purchasers of fisheries products.

For example:

#### **People's Republic of China**

- Fishers and Fisheries Groups (aquatic product producers, including aquaculture)
- Local conservation groups

#### **Republic of Korea**

- Fishermen and Fisheries Groups (aquatic product producers, including aquaculture)
- Korea: Local Fishing Village Group (Eochonge) including subsistence users

- Korea: Seasonal fisherman from outside the local community
- Local conservation groups

### **Japan**

- Japanese fishing fleet operators
- Japanese importers of aquatic products from China and Korea

### Key Message(s)

- The Yellow Sea possesses a rich diversity of plants and animals but is one of the most severely degraded seas in the world.
- A clean and productive marine environment is good for you, your economy, your culture and for future generations.
- You can help the Yellow Sea: The situation can be reversed, you and your community can be part of this, benefiting global marine systems and the global community.

### Call to Action

- Improve fisheries practice including no-take periods and zones
- Consumers to choose aquatic products wisely
- Help stop the decline of fisheries and the degradation of biodiversity
- Help stop the loss of coastal habitats
- Wetlands in Danger
- Help prevent the imminent loss of endangered species
- Help reduce deteriorating water quality (rivers, lakes and seas), deteriorating human health quality and deteriorating conditions of beaches and coastal areas
- Prevent unsustainable and environmentally destructive aquaculture practices' or 'Sustainable aquaculture development
- Don't put up with deteriorating water quality (rivers, lakes and seas), deteriorating human health quality and deteriorating conditions of beaches and coastal areas

### How will the message be communicated?

Key messages and calls-to-action will be communicated by the following mechanisms:

- Brochures
- Media articles
- Photo exhibition
- Questionnaires with souvenirs
- Organization of public awareness conferences
- Conducting public awareness training workshops
- Conducting public awareness activities
- Provision of multi-language information through various media vehicles
- Distribution of promotional Items

### Resources

- UNDP Public Awareness Programme and activity Resources
- WWF Public Awareness Programme and activity Resources
- UNDP Communication Network
- WWF Communication Network
- MSC Communication Network
- WETLANDS INT Communication Network

### Measurement, Monitoring and Evaluation

- A comprehensive list of Yellow Sea stakeholders developed
- Successful completion of public awareness activities, events, workshops and training programs [define successful]
- Production of useful promotional materials
- Distribution of public awareness materials
- Communication tools developed and implemented
- Engagement of public and private sector in public awareness activities and activities of the YSLME project

## **Sub-Strategy 2: SCIENTIFIC AND ACADEMIC COMMUNITY**

### Overview

To provide an understanding, or raise awareness of the issues/conditions of the Yellow Sea, to encourage the management, use and sharing of scientific data to provide scientific evidence to assist policy and decision-makers to make sound decisions.

### Desired outcome

The desired outcome of this sub-strategy is ensure a common awareness of the problems faced by the Yellow Sea throughout the scientific community, a sharing of contemporary information, a strengthening of existing regional mechanisms for scientific cooperation between regions and to inform the scientific community how the Yellow Sea partners and the participating institutions are attempting to develop a mechanisms to mitigate these problems.

### Target Audience

The scientific community consists of the total body of scientists, its relationships and interactions. For the purposes of this strategy the definition may be further divided into "sub-communities" each working on a particular field within science to narrow down the focus of actions and activities.

Includes research institutes, universities and academic societies in the region such as the following:

#### **People's Republic of China**

- First Institute of Oceanography (SOA)
- Yellow Sea Fishery Research Institute (YSFRI)
- Chinese Academy of Science
- CAS-Qingdao Oceanologic Institute
- Chinese Research Academy of Environmental Sciences (CRAES)
- Ocean University of China
- Shanghai Fisheries University, etc.

#### **Republic of Korea**

- Korea Ocean Research and Development Institute (KORDI)
- Korea Maritime Institute (KMI)
- National Fisheries research and Development Institute (NFRDI)
- Korea Environment Institute (KEI)
- Seoul National University
- Inha University
- Gunsan University
- Bukyeong National University
- Chungnum National University

#### **Japan**

- Seikai National Fisheries Research Institute



- Ocean Research Institute
- University of Tokyo
- Kyushu University

#### Key Message(s)

- Scientific research is fundamental in designing effective protection and management initiatives of the Yellow Sea.
- Conservation provides research opportunities among scientific communities.
- Data and information should be shared between and among scientific communities and stakeholders.

#### Call to action

- Conduct ecological research that support the filling of knowledge gaps
- Cooperate and collaborate among the scientific/academic communities
- Popularize technical data and research findings for stakeholders

#### How will the message be communicated?

- Scientific/Academic Workshops and Forums
- Training Workshops
- Production and distribution of multi-media and promotional items, project pins, mouse pads, posters, etc
- Printing and Distribution of Publications (Such as the YSEPP YSE Global Diversity Booklet, YSLME Transboundary Diagnostic Analysis)

#### Resources

- Existing Partner Communications Networks

#### Measurement, Monitoring and Evaluation, Lessons Learned

- Completion of workshops and training programs with the objective of each activity met
- Mechanism established for sharing information
- Public awareness materials distributed
- Communication tools developed and implemented
- Engagement of more scientific institutions in public awareness activities and activities of the YSLME project

### **Sub-Strategy 3: NATIONAL AND LOCAL GOVERNMENT AGENCIES**

#### Overview

National and local government agencies are enduring institutions mandated to protecting the environment and ensuring the welfare of the people. For these agencies to effectively function there is a need to deepen their understanding and appreciation of the issues and concerns in the Yellow Sea. Public awareness and communication therefore must target not only the improvement of knowledge and skills but also in reorienting values system conducive to resource management and protection in the Yellow Sea.

#### Desired outcome

Increased awareness among politicians, municipal mayors, elected local representatives and staff of the problems faced by the Yellow Sea, informing them of the current negative affects of human activities on the ecosystem, how this can be improved by the mitigation or elimination of the problems, or stressors, and the role that their offices/activities play in this process, and the value of their activities in mitigation or elimination of these problems.

#### Target Audience

- National government agencies (ministries, administrations, etc)
- Provincial government agencies
- Local Government agencies
- Includes the local municipal and provincial offices of the following central ministries:

#### National Government

##### **People's Republic of China**

- National Development and Reform Commission (NDRC )
- Ministry of Foreign Affairs (MFA)
- Ministry of Finance (MOF)
- Ministry of Science and Technology (MOST)
- State Oceanic Administration (SOA)
- State Environmental Protection Administration (SEPA)
- Ministry of Communications (MOC)
- Ministry of Agriculture, Bureau of Fisheries (MOA/BF)
- State Forest Administration (SFA)
- Ministry of Land Resources

##### **Republic of Korea**

- Ministry of Foreign Affairs and Trade (MOFAT)
- Ministry of Marine Affairs and Fisheries (MOMAF)
- Ministry of Environment (MOE)
- Ministry of Science and Technology (MOST)
- Ministry of Agriculture and Forestry (MAF)
- Ministry of Construction and Transportation

- Ministry of Administration and Autonomy
- Presidential Commission on Sustainable Development (PCSD)

### **Japan**

- Ministry of Environment (MOE)
- Fisheries Agency
- Ministry of Foreign Affairs (MOFA)

### Local Government

### **People's Republic of China**

- Provincial Government (Jiangsu, Shandong and Liaoning)
- And Cities under the above provincial governments

### **Republic of Korea**

- Gyeonggi-do
- Chungchung Nam and Buk -do
- Jeonla Nam and Buk-do
- Jeju Island
- And Cities under the above provincial governments

Demonstration area approach. Reasons for selection: existing movement to designate new protected areas and a peace park, two of the three core nature management axis.

### **Japan**

- To be identified as specific activities develop

### Key Message(s)

- Coastal and marine resources in the Yellow Sea significantly contribute to the local and national economy.
- Policy implementation should be strengthened to protect and sustainably manage these resources through greater cooperation and collaboration between and among local and national government agencies.

### Call to action

“National institutions are responsible for the future of the ecosystem and the quality of life for the future”.

“Be proactive and more informed of the status of the environment and engage in the mitigation of environmental problems and improvement in the quality of life for all organisms”

### How will the message be communicated?

- Training Workshops, Study Tour
- National and local planning/legislation process meetings
- High-level platform and deliver short policy research reports

- Newsletter
- Distribution of Promotional Items
- Translation and Distribution of YSLME Publications and Good Practices
- Regular communication with the key persons in governments

#### Resources

- Existing Partner Communications Networks

#### Measurement, Monitoring and Evaluation, Lessons Learned

- Mechanisms established to facilitate regular discussions on national and local governments responses to the challenges faced by the Yellow Sea
- National and local policies and legislations developed, amended, adopted and implemented
- Information materials developed and distributed

## **Sub-Strategy 4: LEGISLATIVE BODIES**

### Overview

To ensure that legislative bodies and the people are well-informed of the condition of the Yellow Sea, and that they recognise the need to improve the current situation through reviewing the existing policies and legislations and formulating new legislations.

### Desired Outcome

The desired outcome of this sub-strategy is to increase awareness and understanding by legislative bodies of the environmental problems in the Yellow Sea. The members of legislative bodies will learn the status and trend of the marine and coastal environment in the Yellow Sea, discuss possible solutions for the problems, and explore the roles and actions of legislative bodies to mitigate the negative impacts of human activities on the Yellow Sea ecosystem.

### Target Audience

A legislative body refers to the sole or upper law-making chamber of government in many countries or states, past or present. They are known by many names, including parliament, congress, and national assembly.

#### **People's Republic of China**

- National Peoples congress in China
- Provincial government and People congress

#### **Republic of Korea**

- National Assembly in Korea
- Provincial and local Assemblies

### Key Message(s)

- Coastal and marine resources in the Yellow Sea are rapidly deteriorating, causing severe economic impact, affecting the quality of life of citizens at both national and local levels.
- Legislations are the foundations for good and sound management practice.
- Harmonised legislations and institutions can significantly contribute to wise and effective management of Yellow Sea Ecoregion/LME.
- There is a need to provide a stronger policy support and political will to enforce policies that would address coastal and marine management and concerns in the Yellow Sea.

### Call to Action

- Improve legislation and enforcement
- Coastal and marine resources in the Yellow Sea are rapidly deteriorating, causing severe economic impact, affecting the quality of life of citizens at both national and local levels
- Legislations are the foundations for good and sound management practice.

- Harmonised legislations and institutions can significantly contribute to wise and effective management of Yellow Sea Ecoregion/LME.
- There is a need to provide a stronger policy support and political will to enforce policies that would address coastal and marine management and concerns in the Yellow Sea.

How will the message be communicated?

- Training Workshops, Study Tour
- High-level platform
- Translation and Distribution of YSLME Publications
- Regular communication with the key persons in governments
- Distribution of promotional items

Resources

- UNDP Network
- WWF Network

Measurement, Monitoring and Evaluation, Lessons Learned

- Legislations developed, amended, adopted and implemented

## **Sub-Strategy 5: NON-GOVERNMENT ORGANISATIONS**

### Overview

Non-governmental organizations are targeted for a variety of reasons, including their relative flexibility and speed to achieve results, their already established contacts with government and communities, and their proven methods. In addition, people in NGOs tend to be passionate about their area of interest, and thus likely to act with persistence. Also, in general the countries in the region of the Yellow Sea have well developed NGOs with a wide range of areas of interest, resulting in campaigns etc. that will address many of the threats facing the communities of the Yellow Sea, and its biodiversity.

### Desired outcome

The desired outcome of this strategy is to increase awareness in the local communities, regional, countries and global community of the threats faced by the Yellow Sea and what is currently being done to mitigate or eliminate the stresses on the ecosystem. It will also highlight the steps necessary to restore the Yellow Sea and the successes of the Yellow Sea Project/Partnership. The end result, it is hoped, will be global funding support for the Project, greater level of participation by other organisations not currently involved in the partnership, in particular action leading to the mitigation or elimination of these threats.

### Target Audience

A non-government organisation generally refers to a community based organisation with it's own management structure, and includes any local, national, or international organization, for non-profit, whose members are persons not employed by a government. This includes business and religious groups, International NGOs, National NGOs and Local NGOs.

For example:

#### **People's Republic of China**

- WWF - China
- International Crane Foundation
- Conservation International
- Birdlife International
- The World Conservation Union (IUCN)
- International Fund for Animal Welfare (IFAW)
- National NGOs
- China Wildlife Conservation Association
- China Environmental Protection Foundation
- Local NGOs
- GVB
- Friends of Nature
- Bird watching Clubs

#### **Republic of Korea**

- Han River Estuary Foundation (includes more than 20 Nat. and local NGOs)

- Network for Coastal Conservation

### **Japan**

- WWF - Japan
- Birdlife Asia
- Wild bird Society
- Ramsar Center Janpan

### Key Message(s)

The Yellow Sea possesses a rich diversity of plants and animals but is one of the most severely degraded seas in the world.

A clean and productive marine environment is good for economy, culture and for future generations of human beings.

You have a special role for healthy Yellow Sea. You and your community can be part of this, benefiting global marine systems and the global community.

Let's work together for a better Yellow Sea.

### Call to action

- Develop coordinated complimentary projects for YSE Conservation

### How will the message be communicated?

- Regional workshops, Forums, Training Seminars, etc.
- Posters
- Brochures
- Website
- Photo
- Exhibition
- Electronic Media
- Print Media

### Resources

- UNDP Communication and Media Network
- YSLME international media database
- WWF Communication Network
- MSC Communication Network
- WETLANDS Int. Communication Network
- YSLME Website
- YSEPP Website
- Waterbirds Conservation network

### Measurement, Monitoring and Evaluation, Experience Sharing, Lessons Learned

- Communication links with other involved NGOs established
- Participation in mitigating activities by other NGOs
- Set up corresponding indicators



## **Sub-Strategy 6: THE GENERAL PUBLIC/ THE MEDIA**

### Overview

This group of stakeholders is targeted for a variety of reasons. In general the countries in the region of the Yellow Sea have well developed media with an interest in a wide range of areas, that should result in media coverage of many of the threats facing the communities of the Yellow Sea, and its biodiversity, and raise awareness of the general public. Media coverage (including interviews with concerned members of the general public) can also act to raise awareness in the relevant government authorities, the decision-makers, and encourage them to more effectively address the threats. Depending on the country concerned, raising awareness may also result in public campaigns encouraging government and possibly other stakeholders, to act. It is expected that there will be limited opportunities for the public to take direct action themselves to address the threats to the Yellow Sea.

### Desired outcome

The desired outcome of this strategy is to increase awareness in the local communities, regional, countries and global community of the threats faced by the Yellow Sea and what is currently being done to mitigate or eliminate the stresses on the ecosystem. It will also highlight the steps necessary to restore the Yellow Sea and the successes of the Yellow Sea Project/Partnership. The end result, it is hoped, will be a general increased awareness among the general public of the threats facing the Yellow Sea, the solutions to address them, resulting in increased efforts by government and possibly other stakeholders (e.g. polluting companies) to address the threats. Raising awareness of the threats to the Yellow Sea in the international media and public may result in increased funding and technical support to address the threats.

### Target Audience

The term General Public pertains to the people in every form such as a nation, province, or local community. Media is used to denote, as a class, a vehicle of communication designed to reach a very large audience, as large as the whole population of a nation state or the 'general public'. This includes professional media, national media, local media, international Media.

### Key Message(s)

- The Yellow Sea possesses a rich diversity of plants and animals but is one of the most severely degraded seas in the world.
- A clean and productive marine environment is good for economy, culture and for future generations of human beings.
- The Yellow Sea is an area with abundant biodiversity, but disappearing fast.
- The Yellow Sea supports people's life, but has serious environmental problems and is degrading quickly.
- Human health and quality of life have all been seriously affected around the Yellow Sea, such as by poor water quality, and degraded beaches and coastal areas.

- The health of the Yellow Sea can be restored but urgent action is required now.

#### Call to action

- Improve fisheries practice including no-take periods and zones
- Consumers to choose aquatic products wisely
- Help stop the decline of fisheries and the degradation of biodiversity
- Help stop the loss of coastal habitats
- Wetlands in Danger
- Help prevent the imminent loss of endangered species
- Help reduce deteriorating water quality (rivers, lakes and seas), deteriorating human health quality and deteriorating conditions of beaches and coastal areas
- Prevent unsustainable and environmentally destructive aquaculture practices or Sustainable aquaculture development
- Don't put up with deteriorating water quality (rivers, lakes and seas), deteriorating human health quality and deteriorating conditions of beaches and coastal areas

#### How will the message be communicated?

- Electronic and Print Media – Resulting from Press releases, press conferences, journalist tour, media salon, footages and photographs provided to media, media events
- Photo exhibition, other awareness raising events

#### Resources

- UNDP Communication and Media Network
- YSLME international media database
- WWF Communication Network
- MSC Communication Network
- WETLANDS Int. Communication Network
- YSLME Website
- YSEPP Website
- National and local media bodies

#### Measurement, Monitoring and Evaluation, Experience Sharing, Lessons Learned

- Reports and self assessment programmes
- Positive relationships with media contacts

## **Sub-Strategy 7: THE DONOR COMMUNITY**

### Overview

The rationale for targeting this group is to increase awareness of potential donors with the end goal of securing further support.

### Desired outcome

The desired outcome of this sub-strategy is to increase awareness by the donor community of the environmental problems in the Yellow Sea. The donor community will be informed about the status and trend of the marine and coastal environment in the Yellow Sea, familiarised with existing and planned conservation activities, and encouraged to support the activities. As a result, a financial sustainability of the conservation efforts will be improved.

### Target Audience

The target audience consists of the various types of donor bodies including, local and foreign, individuals, foundations, trusts, non-profit organisations (NPOs) and companies, government agencies, governments and intergovernmental agencies.

### Key Message(s)

- The Yellow Sea possesses a rich diversity of plants and animals but is one of the most severely degraded seas in the world.
- Restoration of the Yellow Sea will result in a clean and productive marine environment which is good for communities, their economy, their culture and their future generations.
- The Yellow Sea Partnership: a comprehensive network of organisations and projects including government agencies, UN agencies, international and local NGOs, private sector, research institutions.
- Support of the Yellow Sea Partnership will build lasting infrastructure for the continuation of a series of activities to reduce stresses on this marine eco-region which has historical, political and ecological importance.

### Call to action

- Invest in activities or actions to restore the Yellow Sea ecosystem

### How will the message be communicated?

- Meetings
- Electronic Media (e-Newsletters, website)
- Printed Media (Publications, Brochures, pamphlets, newsletters)

### Resources

- Partner Websites
- Partner publications
- Existing networks of Donor/Partner relationships

Measurement, Monitoring and Evaluation

- Level of funds generated and number of projects supported

## **Sub-Strategy 8: INDUSTRY/CONSUMERS**

### Overview

The private sector has been a subject of regulation for a long time as a “polluter” for the environment. Industries emit pollutants in the air and water as a result of their productions and other commercial activities. However, as people’s interest in protecting the environment grow, industries act positively to reduce emissions and mitigate negative impacts on the environment. In fact, a lot of companies in the region play a major role to conserve the marine and coastal environment and the natural resources in the Yellow Sea. In addition, it is noteworthy that consumer behavior in favor of conservation would encourage industries to take more affirmative actions for the environment. Therefore, it is important to focus on both industries and consumers as a target group/stakeholder so as to raise their awareness for the protection of the Yellow Sea ecosystem.

### Desired outcome

The desired outcome of this sub-strategy is to create a strong awareness in both industry and the consumer sector of the problems faced by the Yellow Sea. A greater level of support and participation from industry and the consumer sector in YSP activities resulting in actions leading to the reduction of stresses in the Yellow Sea.

### Target Audience

The target audiences are a) companies engaged in any kind of commercial enterprise that has impact on the Yellow Sea, and, b) individuals, households or groups that "consume" goods sourced from, and/or services which utilize, the Yellow Sea.

### **Specific Audiences:**

- Consumer Groups
- Industry (Retailers, Fishing Companies, Manufacturing Companies, Textile Companies, Salt Manufacturers, Tourism and Development groups, Petroleum Industry)

### Key Message(s)

- The Yellow Sea possesses a rich diversity of plants and animals but is one of the most severely degraded seas in the world.
- A clean and productive marine environment is good for you, your business, your culture, and for future generations.
- You can help the Yellow Sea: The situation can be reversed, you, your community and your business can be part of this, benefiting global marine systems and the global community.
- Sustainable industry is good for business and highlights your commitment to Corporate Social Responsibility (CSR).

- Sustainable consumption is good for the environment, present and future generations.
- Get involved in the Yellow Sea Partnership projects

#### Calls to Action

- Prevent unsustainable and environmentally destructive business practices.
- Stop the loss of coastal habitats through over-development
- Look for a Label
- Reduce, Re-use, Re-cycle

#### How will the message be communicated?

The key messages and calls-to-action will be communicated by the following vehicles:

- Organization of awareness conferences
- Conducting public awareness activities
- Provision of multi-language information through various media vehicles
- Publications in industry newsletters
- Publications in consumer newsletters
- Distribution of promotional Items

#### Resources

- Existing Partner Communications Networks

#### Measurement, Monitoring and Evaluation

- Completion of public awareness activities, events, workshops and training programs with the objective of each activity met.
- Production and distribution of public awareness materials
- Engagement of industry and consumers in actions and activities of the YSP.

## **Sub-Strategy 9: YOUTH GROUPS**

### Overview

Youth groups are targeted as they are very effective at influencing adult family members. Large numbers of youth can be targeted through schools, universities etc,

### Desired outcome

The desired outcome of this strategy is to create a strong awareness of the problems faced by the Yellow Sea in the general community, by informing stakeholders of the current negative affects of human activities on the ecosystem and how this can be improved by the mitigation or elimination of the problems, or stressors. In the end result, it is hoped, will be increased public support in YSLME activities, greater level of public participation in actions leading to the mitigation or elimination of these problems, and potential funding from the private sector.

### Target Audience

A Youth group, or Youth organization, is an organization aimed at children and adolescents for education and socialization.

### **Specifics Audiences:**

- To be identified as specific activities develop

### Key Message(s)

The key messages are basically the same messages as used for the general public, but simplified according to the age of the youth group targeted

- 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.
- The YSLME Project and its partners.
- How the public can help this process.
- How the private sector can help this process.

### Call to Action

- Help stop the decline of fisheries and the degradation of biodiversity
- Help stop the loss of coastal habitats
- Wetlands in Danger
- Help prevent the imminent loss of endangered species

- Help reduce deteriorating water quality (rivers, lakes and seas)
- Don't put up with deteriorating water quality (rivers, lakes and seas)

#### How will the message be communicated?

The key messages and calls-to-action will be communicated by the following vehicles:

- 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 and multimedia items

#### Resources

- UNDP Public Awareness Programme and activity Resources
- WWF Public Awareness Programme and activity Resources
- UNDP Communication Network
- WWF Communication Network
- MSC Communication Network
- WETLANDS INT Communication Network

#### Measurement, Monitoring and Evaluation

- Completion of public awareness activities, events, workshops and training programs with the objective of each activity met
- Production and distribution of public awareness materials
- Engagement of youth groups in actions and activities of the YSP





## ANNEX I

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### Implementation Matrix



## **ANNEX II**

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### **Implementation Schedule**