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Indonesia Program

Bird's Head Seascape : Marine Protected Areas (MPAs)





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Bird's Head Seascape & Raja Ampat Network of MPA

The heart of Coral Triangle

>5 million ha marine waters
(1,185,940 ha within MPAs)

1573 coral reef fish species

75% of world's known coral species

5 species of turtles

16 species of whales & dolphins



Magnificent Landscape



Breathtaking seascapes



The Amazing People & Culture





- Destructive fishing (e.g. bombs, cyanide)
- Illegal and Overfishing
- Oil and gas exploration



Socioeconomic Condition

Main source of livelihood

Poverty

Low formal education

Lack of understanding about
modern 'conservation'

Weak government

Strong customary structure
with sustainable practices





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Communications as Conservation Strategy

Communities are the resource users & managers

Conservation to benefit people & nature

Sensitive issues: who should have access, how to regulate access

Reducing threats mean changing awareness – behaviour – practices

STRONG COMMUNICATIONS & OUTREACH STRATEGY WILL ADVANCE OUR CONSERVATION WORK



Monitor & Evaluate

- Perception Monitoring as a tool to monitor
- Perception Monitoring as a tool for adaptive management
- Media monitoring
- Revisit stakeholders mapping to ensure we are reaching out to important, new target audiences.

Defining the Project

- Conservation target
- Project people & stakeholders
- Get insights on people's aspirations, willingness, understanding, challenges
- Meetings, workshops, one-on-one meetings, FGD

Implement

- Awareness raising campaign:
 - ✓ Formal & informal environmental education: Kalabia floating school boat, local content curricula for elementary school
 - ✓ PRIDE Campaigns with Rare; 2 cycles. First on destructive fishing (2006-2008) and second on No-Take Zones (2011-2013) ★
 - ✓ Proactive media campaign, print and radio
- Perception monitoring time series: 2005, 2007, 2009/2010 as part of adaptive management
- Thematic campaigns such as public consultations for management plan & zoning – everybody has a role

Develop Strategies & Plan

- Ecological analysis – goals
- Socio-econ analysis – stakeholders mapping
- Stakeholders mapping to identify target audiences ★
- Do the strategic coms steps ★
- Key messages & who should convey
- Preferred type of media
- Outreach/Campaign strategy ★

Table 9.3 Stakeholder groups for marine resources in the Raja Ampat Islands in 2005

Stakeholder group	Legitimacy	Power	Urgency
Definitive			
District government and its subordinates (subdistricts, villages, kampongs and implementing agencies)	High	High	High
Local Nature Resource Conservation Agency (BKSDA) Papua II	High	High	High
Fishing industry	High	Increasing	Increasing
Expectant			
Enforcement agencies	High	High	Low
Local parliament (DPRD)	High	High	Low
Fishermen	High	Low	High
Tourism industry	High	Increasing	Medium
Ma'ya and Bethew communities	High	Medium	Medium
Environmental NGOs	High	Medium	Medium
Local community (other than Ma'ya and Bethew)	High	Low	Increasing
Regional Traditional Council of Sorong and Ma'ya Clan of Raja Ampat Islands	High	Medium	Low
Latent			
Future generations	High	Low	Low
Adat Councils at village level	Medium	Increasing	Low
Academia	Medium	Increasing	Low
Media	Medium	Increasing	Low
School teachers	Low	Low	Low
Papua Barat Provincial government	Low	Low	Low

Table 9.1 Preferred level of involvement for each stakeholder against the conservation programme's life cycle

	Goal and objective setting	Planning	Implementation	Consultation	Monitoring
Definitive	x	x	x	x	x
Expectant	x	x			x
Latent	x				x
Public	x				x

Note x = Stakeholder involvement.





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Strategic Comms Steps

Articulate – project goals :

Identify – Target:
Local communities

Research – key influencers:
Traditional/Customary leaders
Religious leaders
A number of businesses

Strategize – how can we use this
information to achieve our
conservation/policy goals (strategies and
tactics)

Measure – Perception monitoring



Bird's Head Seascape Communications Strategy

OBJECTIVES:

- By 2015, the Bird's Head Seascape (BHS) will have consistent and effective messaging to engage key local, national and international audiences around conservation efforts and successes in Bird's Head.
- By 2015, the BHS communications initiatives will have established a media outreach program that fosters strong partnerships between local media and NGOs to create effective and sustained communication activities around BHS priorities.
- By 2015, the BHS will have a cadre of media savvy, local ocean experts and ocean champions to advance critical issues around BHS priorities.
- By 2015, the suite of strategic communications activities around BHS will ultimately create an enabling environment for policies and actions that support marine conservation and sustainable management of marine resources in the BHS.

Specific milestones will be:

- Key stakeholders have a greater sense of ownership of the BHS network of MPAs and sustainable natural resources management as demonstrated by support for conservation initiatives;
- The provincial government is supported by its key stakeholders, mostly from the local communities, to include the 12 Marine Protected Areas (MPAs) into the provincial spatial planning;
- Public policies at provincial and regency level support sustainable fisheries, collaborative management, spatial planning, sustainable development and sustainable financing of MPAs

BHS COMMUNICATIONS STRATEGIES:

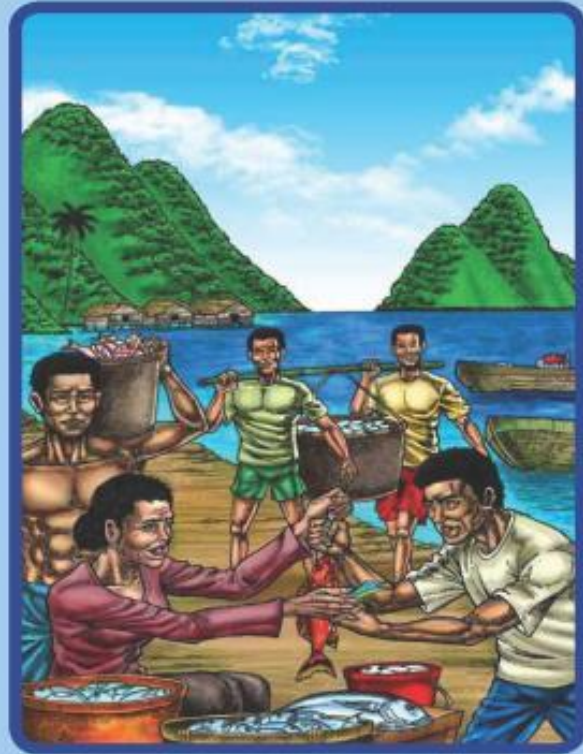
1. Understanding key stakeholder (media, NGOs, policy makers) perspectives on marine conservation in BHS area to effectively message to those audiences and to set up measures to evaluate the ongoing communications strategies implemented.
2. Creating consistent and effective branding/messaging to engage key local, national and international audiences around conservation efforts in Bird's Head.
3. Training local ocean experts and ocean champions to carry the message of conservation in BHS to influential audiences, including the media and policy makers.
4. With a better understanding of media knowledge and local voices to advance issues, working with local media institutions to increase their capacity to cover marine issues and their exposure on environmental issues happening within the BHS.
5. With a more receptive local media, promote BHS unique biodiversity and coastal and marine resources, the current and future threats to resources, and the conservation initiatives being implemented by governments, communities, NGOs and other local stakeholders. As a result, build support for such things as policy action.
6. With strong branding and messaging around BHS, promote conservation initiatives to national and international audiences through national media trips and national/international events to reinforce positive action and build wider support

KEY TARGET GROUPS:

- Provincial government/provincial/district level:
 - o Governor of West Papua
 - o Specific divisions and agencies
 - o BBKSDA
 - o Home Affairs (national and/or provincial)
 - o Raja Ampat District Department of Sea and Fisheries
 - o Anggota MRP Papua Barat
- Parliament/legislative:
 - o DPR Papua – Papua
 - o DPRD – Papua Barat
- Ormas:
 - o Dewan Adat Papua; Dewan Adat Suku (DAS)
 - o Kelompok Perempuan
 - o Kelompok Nelayan
 - o Kelompok Pemuda
 - o Kelompok Agama
- Private sector
 - o Misool Eco Resort (MER)
 - o Perusahaan Perikanan
 - o Diving Resort/Operator



- Universitas/Lembaga Pendidikan
 - o UNIPA
- COREMAP, AusAID, Sea Partnership (Mitra Baha
- Local NGOs:
 - o Yayasan Penyulu Papua
 - o Nazareth
- Media:
 - o Kompas (Printed & online)
 - o The Jakarta Post
 - o Suara Karya
 - o Tempo Magazine (English Edition)
 - o Sinar Harapan
 - o Radar Sorong
 - o Cendrawasih Pos
 - o Cahaya Papua
 - o Papua Tv
 - o TV Sorong
 - o Detik.com
 - o RRI Sorong



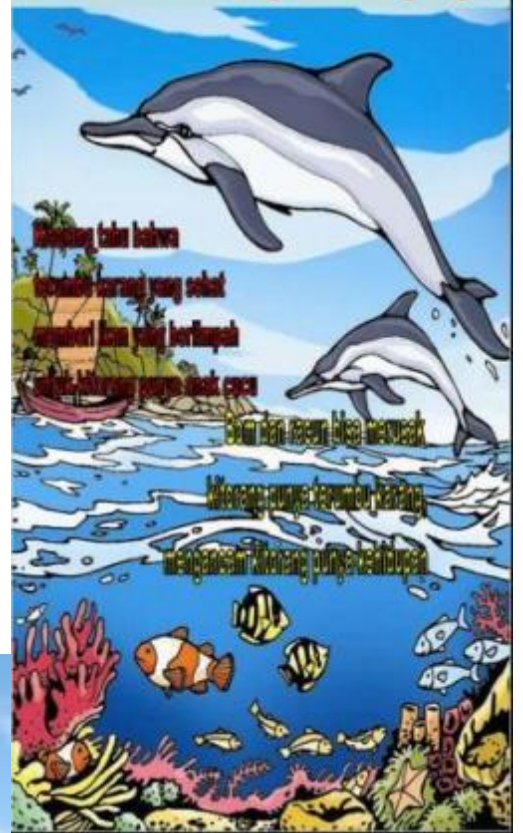
Raja Ampat dan Pengelolaan Sumber Daya Laut

Terumbu Karang Kitorang Punya, Terumbu Karang Kitorang Jaga



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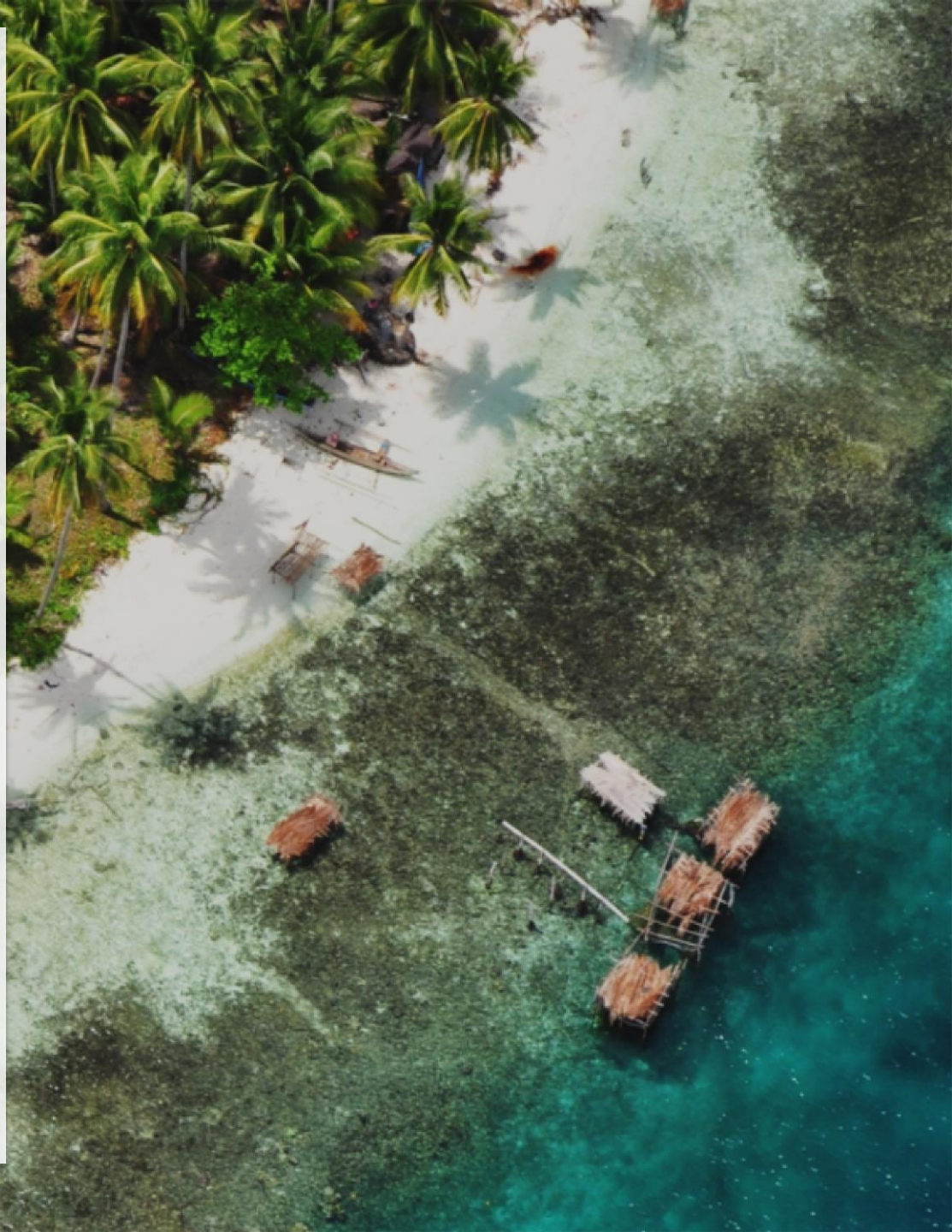
Terumbu Karang Kitorang Punya, Terumbu Karang Kitorang Jaga





Lessons Learnt

- Communications and outreach played a role right from the early stages of the program.
- Communications and outreach to be an integral part of your program strategy.
- Monitoring process in place.
- Many mistakes...messages that did not resonate; recruiting the wrong staff but the key is to quickly adapt your strategies.





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Thank You!

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