



**Dugong
& Seagrass**
CONSERVATION
PROJECT

Global Communication Proposal The Dugong & Seagrass Conservation Project



GlobCom 2016 | Abu Dhabi | Team 2

**global
Project**
communications

Meraki PR:

» Values & Story



PASSION

“Meraki”: Soul, creativity & love.



CREATIVITY

Is what we aim to deliver.



DIVERSITY

We pride ourselves on the diversity of our staff.



INTEGRITY

We offer customised, innovative and high-quality public relations (PR) campaigns across all media channels.

Meraki PR

» Where we are

- 📍 Australia
- 📍 Chile
- 📍 Germany
- 📍 India

- 📍 Italy
- 📍 Malaysia
- 📍 New Zealand
- 📍 Portugal
- 📍 Russia
- 📍 South Africa

- 📍 Spain
- 📍 Thailand
- 📍 Turkey
- 📍 UAE
- 📍 United Kingdom
- 📍 United States



Analysis of the situation

» Problems & Threats



DUGONGS

- 1 Seagrass habitat loss or degradation
- 2 Ships and boats
- 3 Bycatch / ghost nets
- 4 Illegal dugong hunting



SEAGRASS

- 1 Human pollution
- 2 Sedimentation and wastewater
- 3 Vessel strikes, trawlers' nets, anchors and dredging
- 4 Climate change

Local Analysis

» Dugongs in United Arab Emirates and Malaysia



Almost 75% of the entire dugong population in the Arabian Gulf live off the Abu Dhabi coast: It is home to **2500 dugongs**, which makes Abu Dhabi the place with the **world's second-highest dugong population**.



Today dugongs, once common at the East Malaysian coast, are rare to find; a small number of **estimated 200** still exists.

Known locally as 'duyung', or mermaid, local folklore claims the dugong originated from man.

Local Threats

Protection

Key Targets

» Overview



GLOBAL

This includes:

- Global community
- Global media
- Ecotourists



LOCAL

This includes Abu Dhabi and Lawas:

- Local communities
- Governments / policy makers
- Local companies and businesses (construction, fishing, agriculture,...)
- Local media



INTERNAL

The internal stakeholders such as employees and volunteers within the Project and partner project.

Objectives



Increase awareness of dugong and seagrass problems.



Encourage stakeholders to involve themselves as well as support the cause and the Project.



Achieve an implementation of policies that promote the conservation of Dugongs and Seagrass.



Encourage companies to adjust their practices to minimize corporate impact on the problem and financially endorse the Project.



Maintain a regular and active exchange of information between all of the internal project stakeholders about the Project and research results.



Strategy

» Strategic axes



CREATE AWARENESS



INVOLVE



COMMIT



REGULATE

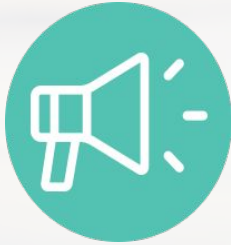
TACTICS

» Global



Global Tactics

» Division by strategic axes



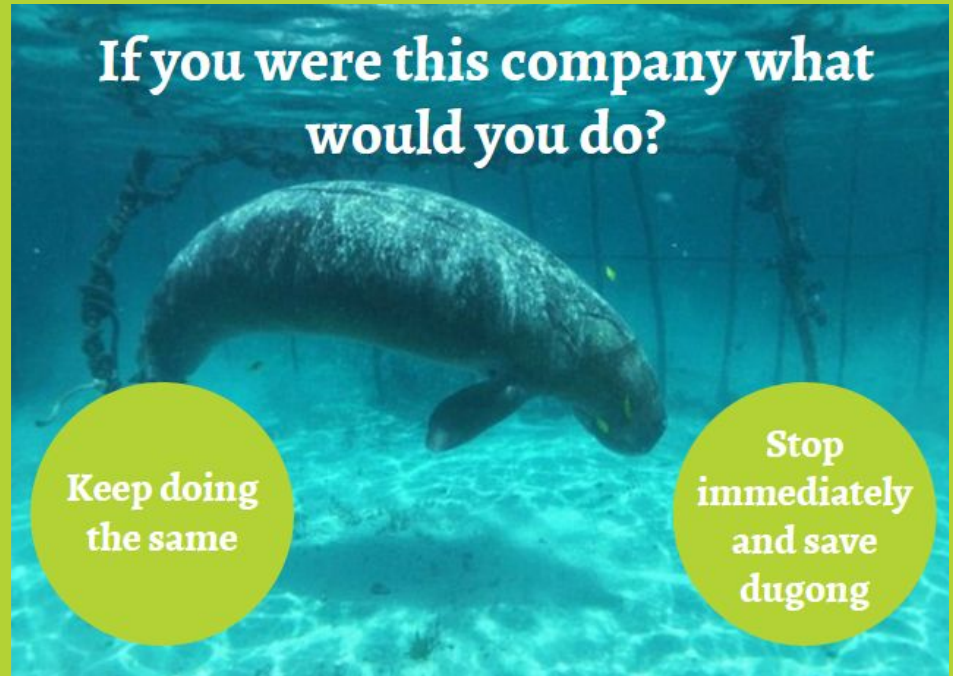
- **InSTARgram**
- **Cartoon Dugong: Dolly**
- **Dolly: the story of my life**
- **Big Human Is Watching You**

- **Adopt a Dugong**
- **Petition: A scream to the world**
- **What Would You Do?**

Petition: a scream
to the world



What would you do...?



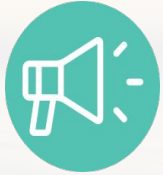
TACTICS

» Local



Local Tactics

» Division by strategic axes



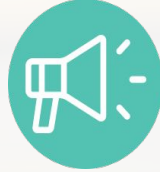
→ Dugong Awareness Day

→ Aqua Booth

→ Educating About Dugongs and Seagrass

→ Sculpture on the beach

→ Nets are Threats: Fishing the innocents



→ One Drink Can Change



→ Plant the Seagrass

→ Teach at the Beach

→ Come Along For A Dugong



→ Conference: Extinction of Dugongs and Seagrass

→ Do You cAIR?

→ Doo-bee-dugong



→ Go Legal

Nets are Threats: Fishing the innocents



Aqua Booth





One Drink Can Change



TACTICS

» Internal



Internal Tactics

» Division by Strategic Axes



- Start Smart
- Internal CommUNITY
- SEO Pro

Start Smart

#savethedugongs

#savetheseagrass

#livelongdugong





EVALUATION

Budget Summary



GLOBAL

\$92,000



LOCAL

\$173,920

UAE: \$82,310
MALAYSIA: \$91,610



INTERNAL

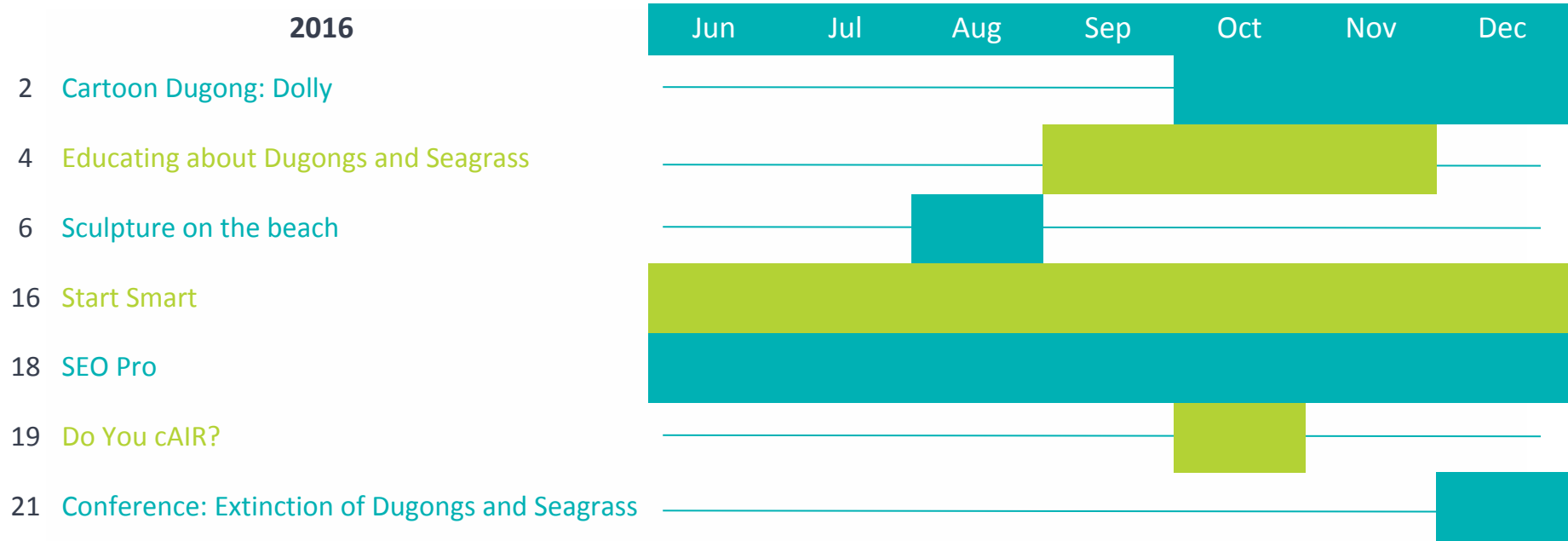
\$1,320

TOTAL:

\$267,240

Timeline Summary - 2016

2016



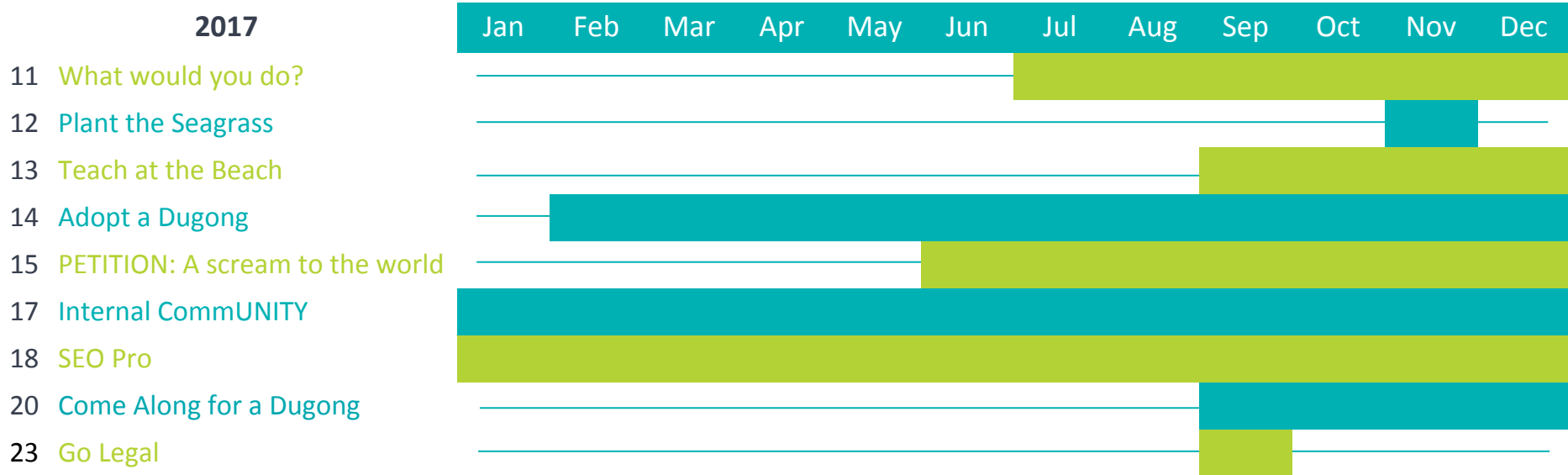
Timeline Summary - 2017 (1)

2017



Timeline Summary - 2017 (2)

2017



Timeline Summary - 2018





Why **Meraki PR?**

**Thank you for your
consideration**

