

L-ink Communication
Communicational
Proposal

LADY OF THE SEA

SAVING DUGONGS WILL SAVE OUR FUTURE



**Dugong
& Seagrass**
CONSERVATION
PROJECT

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للمحافظة على الكائنات الحية

The Mohamed bin Zayed SPECIES CONSERVATION FUND

TEAM 9



Who are we?

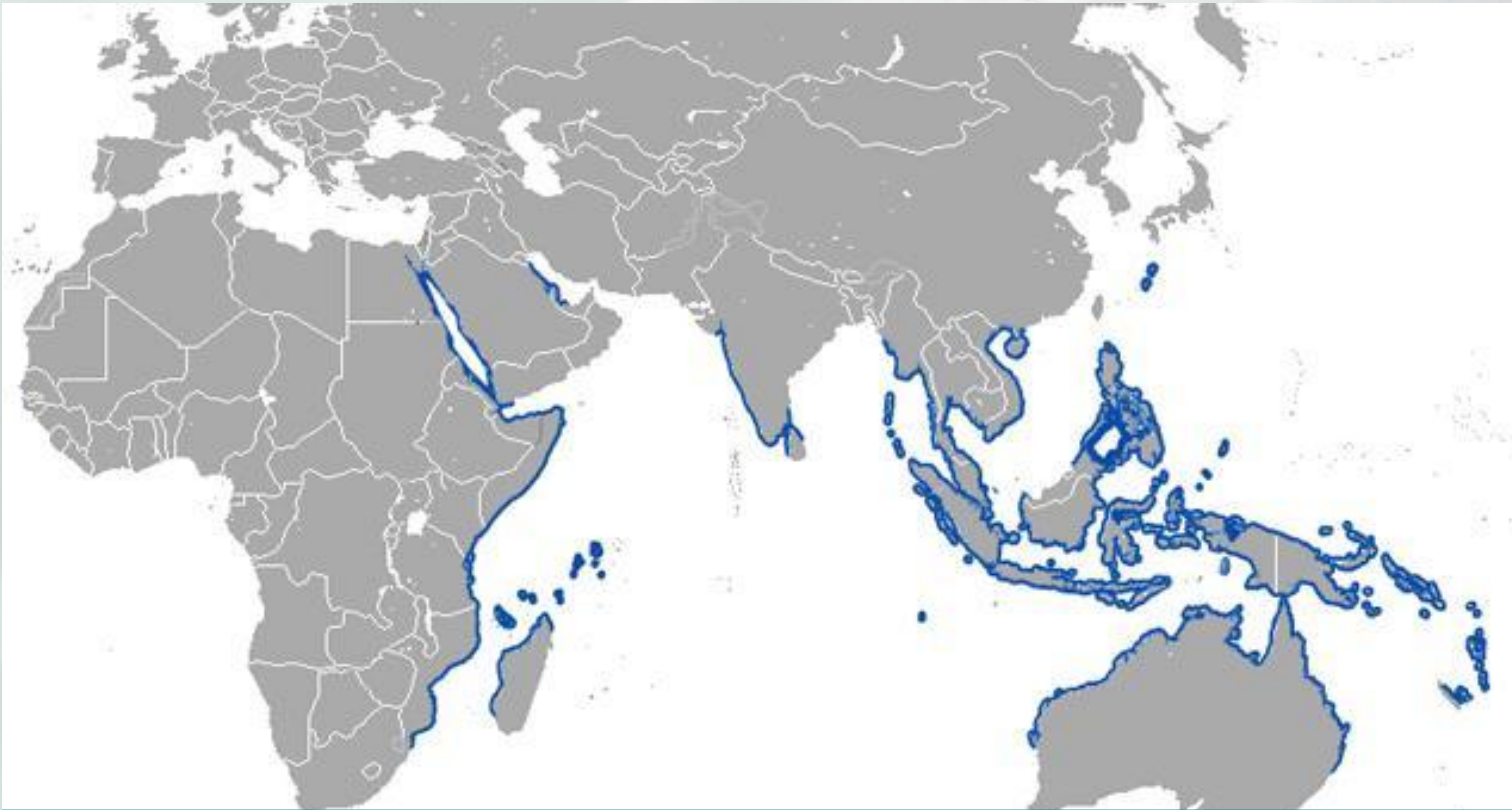


L-INK

Successful Linking Through Creative Thinking

Research

Sources



DUGONG PRESENCE

- Google searches analysis
- Social Media
- Surveys
- Articles
- White papers
- Behavioural analysis

SWOT analysis

Research

Strengths

- Existing **protected areas** for dugongs in some regions
- Local community **awareness** and **support**
- **Recognition** and possible acceptance by local government and organizations.
- **Support from government** policies and laws in **some local countries**
- **NGO's** are respected **globally**.

Opportunities

- **Collaboration** among neighboring countries and **NGO's** and **Corporations** globally.
- **Tourist attraction**
- Development of awareness would **promote the species** locally and therefore globally.
- **Support of governments** and law correctives in **all local local countries**

Weaknesses

- **Lack of Heavily Enforced Laws.**
- **No call to action** for inhabitants.
- **Limited internet access** in some regions
- Many **other conservation projects** currently on course.
- **Lack of in-depth knowledge** of dugongs and seagrass.
- **Geographical** and **cultural distance** from global countries.

Threats

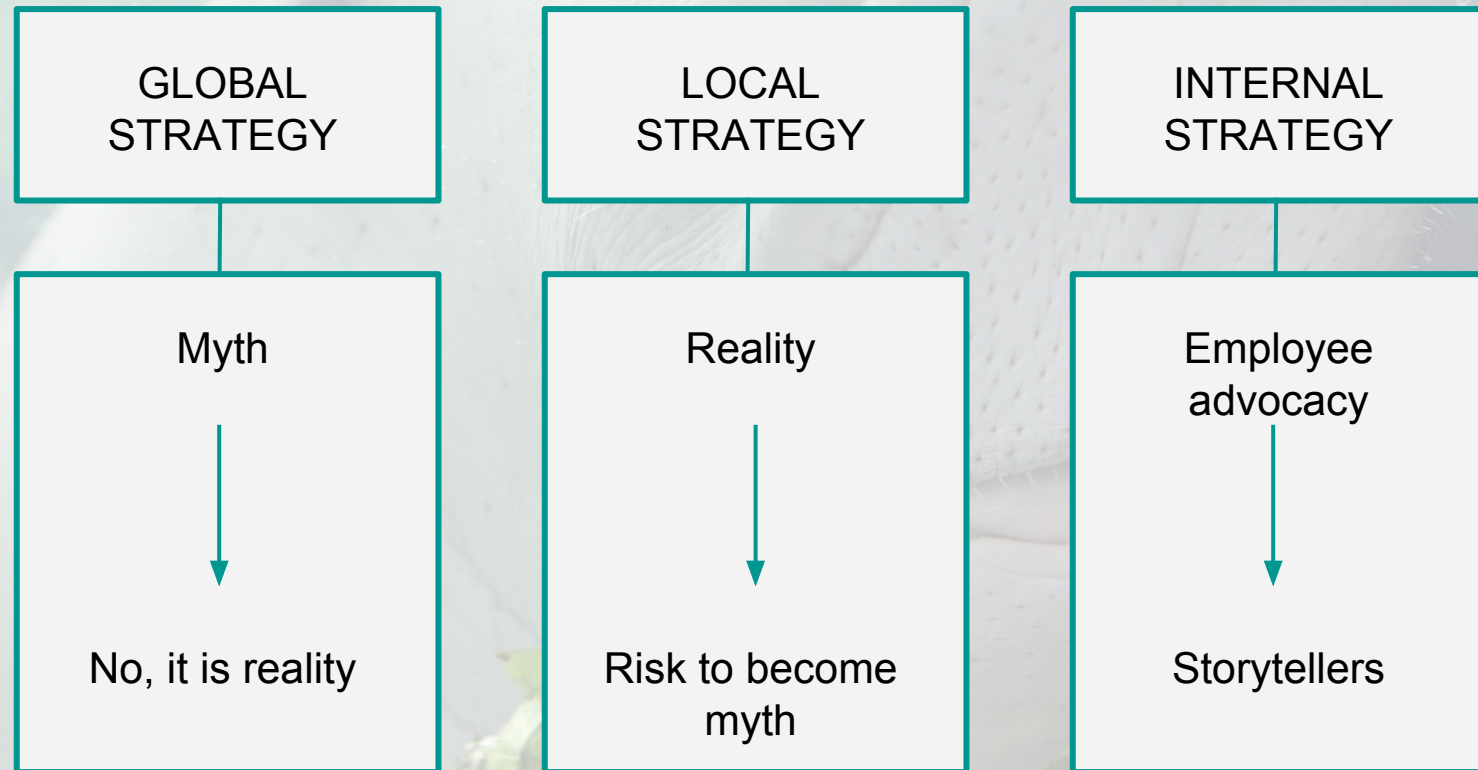
- **Unpredictable changes** in the external environment.
- **Priorities of governments.**
- **Severe competition** within other conservation projects and campaigns.
- Inability to control the uses of **local fishery equipment: resistance from locals.**
- **Lack of investment** from Companies.

PESTEL analysis

Research

POLITICAL	ECONOMICAL	SOCIAL
<ul style="list-style-type: none">- Important role of NGOs and lobbies- Commitment with climate change by signing Kyoto protocol- Global: stable governments (EU)- United Nations work closely with governments	<ul style="list-style-type: none">- Economies rely on financials, energy sources and tourism- Deceleration of global economy- Investment in technology and clean industries.- Free trade- Countries with no dugongs have stable economic position	<ul style="list-style-type: none">- Awareness of the issue- Community engaged in other environmental campaigns- Destructive fishing practices that lead to the destruction of dugong's habitat- Global: No awareness of Dugongs and Seagrass.
TECHNOLOGICAL	ENVIRONMENTAL	LEGAL
<ul style="list-style-type: none">- Lack of new navigation technology.- No technology available to make artificial seagrass- Popularity of social media platforms	<ul style="list-style-type: none">- Science-based conservation policies developed at different levels.- Community incentives	<ul style="list-style-type: none">- No legislation of best practices for the conservation of dugongs, seagrass and coastal communities

Dugong: connecting global and local through internal advocacy



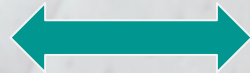
Pillars of strategy

Project

Global



Local



Internal

Digital

Interactive

Experiential

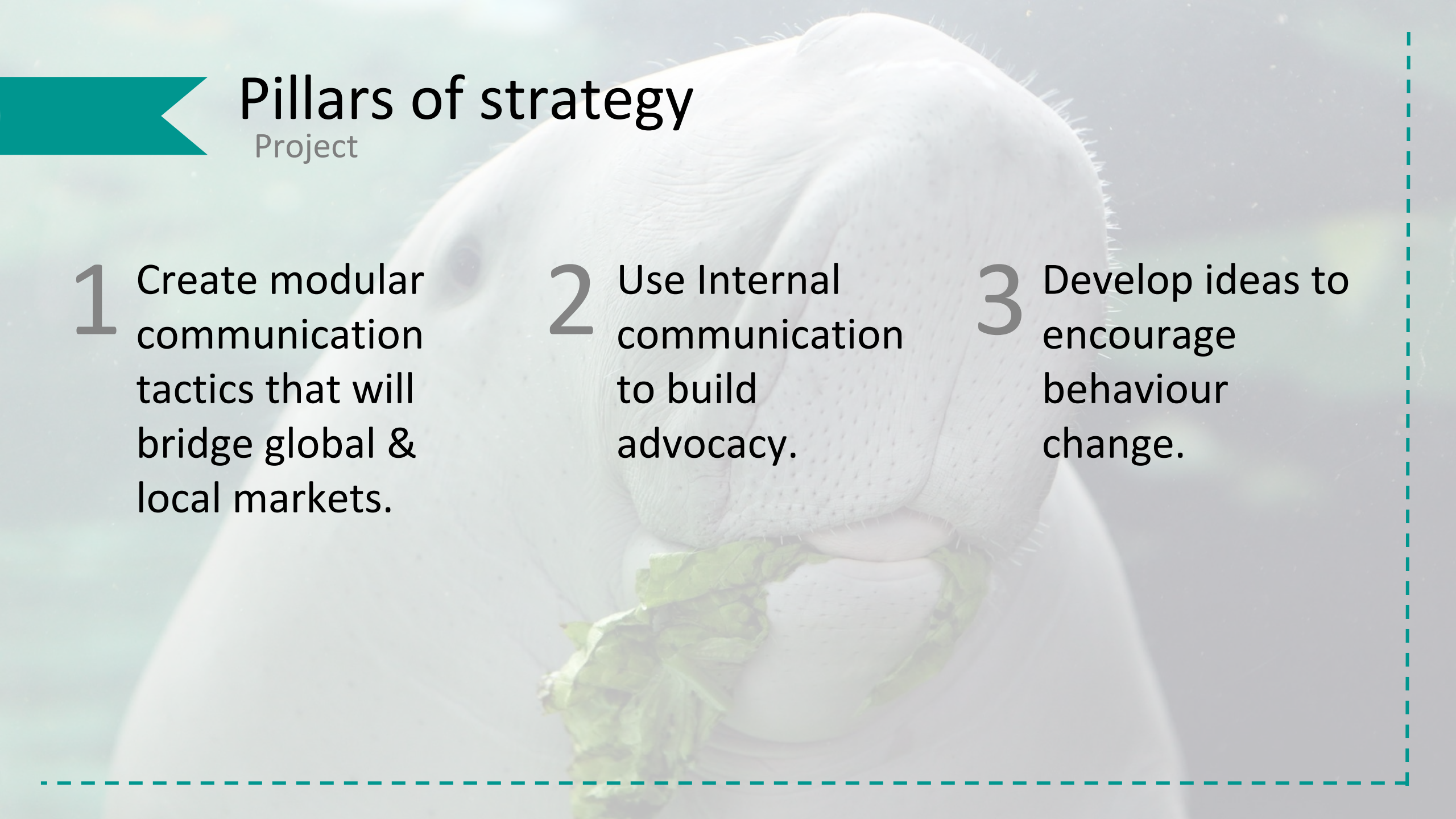
Activations





Pillars of strategy

Project

- 1** Create modular communication tactics that will bridge global & local markets.
 - 2** Use Internal communication to build advocacy.
 - 3** Develop ideas to encourage behaviour change.
- 



Key insights

Project

Influencers
to promote
change &
topic

Social Media
as an
ongoing
channel

Community-
Driven action
to enable local
markets to
monetize their
skills

Stakeholders

Project





Adapting to local markets — UAE

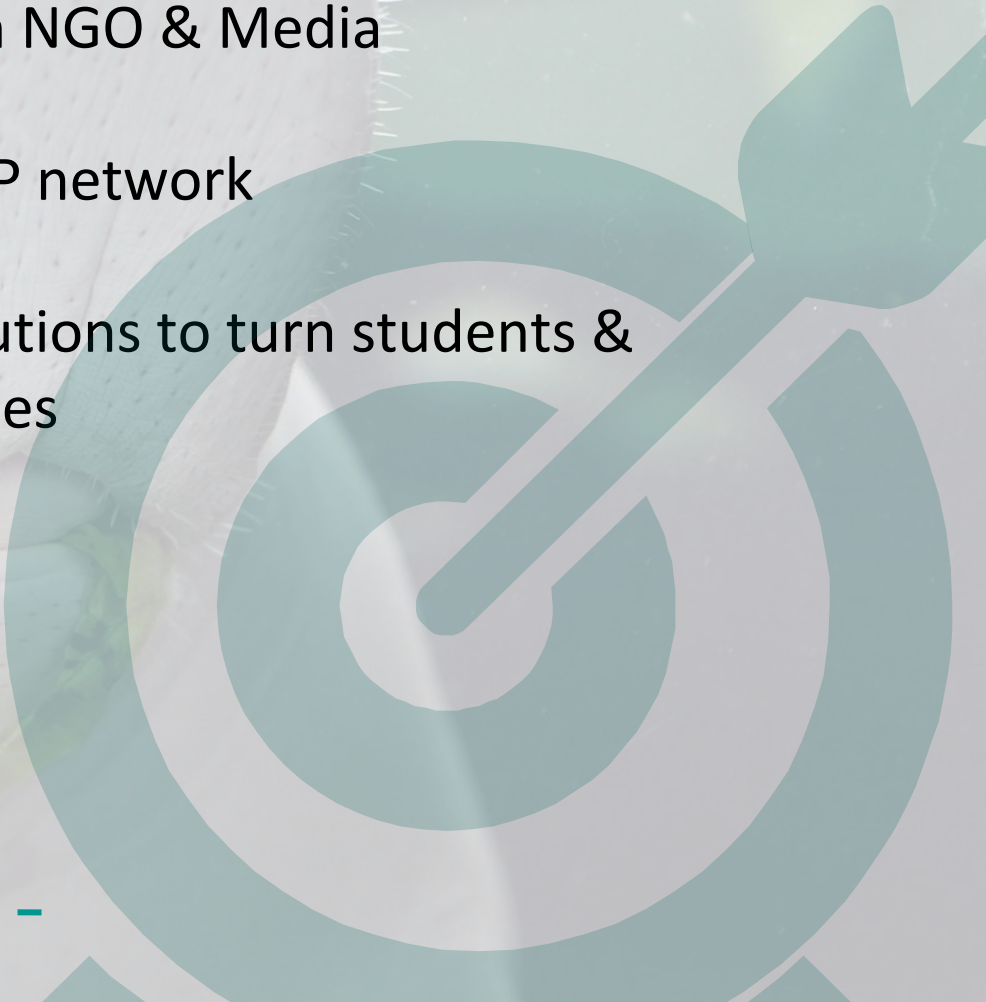
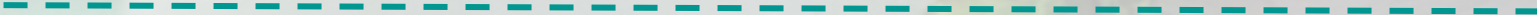
Project

- Build relations with national UAE influencers & bloggers to amplify word of mouth/mouse
 - Get patronage from Public sector such as Ministry of Environment, Mohammed Bin Zayed Species Conservation Fund & Environment Agency Abu Dhabi
 - Incentivise local communities to care about conservation
- 
- 
- 



Adapting to local markets — Malaysia

Project

- Build better understanding between NGO & Media
 - Create shared vision using DSCP network
 - Use Malaysian influencers & education institutions to turn students & volunteers into advocates
- 
- 



Education & Volunteering

Volunteers

Online
&Offline

Create
advocate





Education & Volunteering

Education + Engagement = Behavior change



NGO Alliance + Mass MEDIA

- Partnerships with organizations and media
- Increase of presence on Social Media
- Target: NGOs and media joining the project



Celebrity Endorsement

Research



AL GORE



Likes
= 313,390



MELISSA MERMAID



Likes
= 871,640



Followers
= 181,000



Followers
= 117,000




Merchandising



Target: All age groups

Objective: To use dugong merchandise as an effective publicity/revenue source.

- Brand identity of the campaign
 - Generate revenue to cut costs
 - T-shirts, stuffed animals, jewelry, stickers etc. all contribute to this
 - Same genetic species as manatees and look exactly the same
 - Many many manatee products already exist in the market so extra production will not be needed
 - We must simply form an alliance with one of the manufacturers of such merchandise.
- 

Merchandising



SCARF



TOY



NECKLACE



T-SHIRT



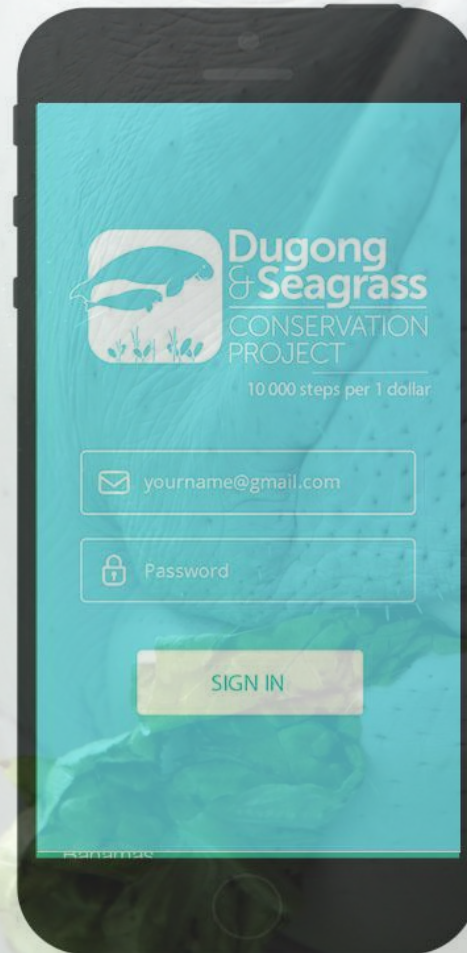
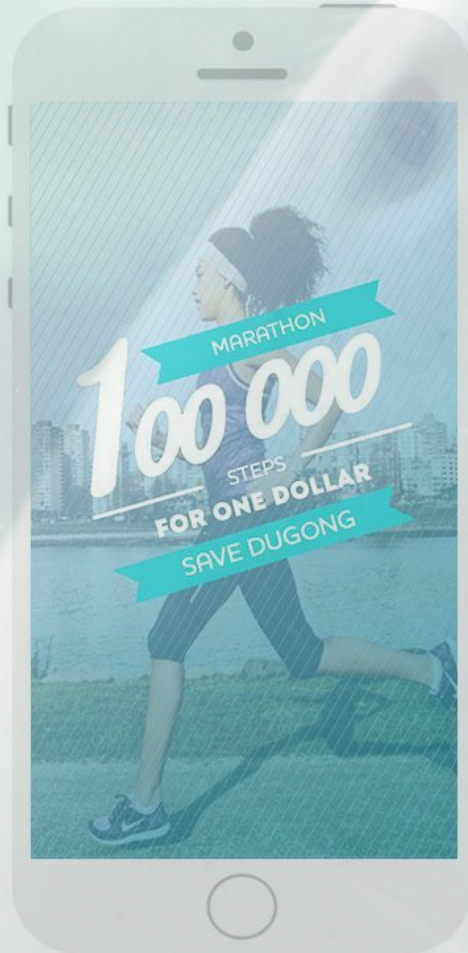
Music as a driver for communication



GLOBAL
CITIZEN
FESTIVAL

The logo for the Global Citizen Festival is centered on a white rectangular background. The word "GLOBAL" is in a large, bold, black sans-serif font, with the letter "O" highlighted in red. Below it, the word "CITIZEN" is also in a large, bold, black sans-serif font. At the bottom of the logo, the word "FESTIVAL" is written in a smaller, bold, red sans-serif font. The background of the slide features a close-up, slightly blurred image of a person's face, showing their eyes and nose, with a teal dashed line border on the right and bottom edges.

Marathon App



Target: All age groups, proponents of healthy lifestyle

Objective: Involving people to the project



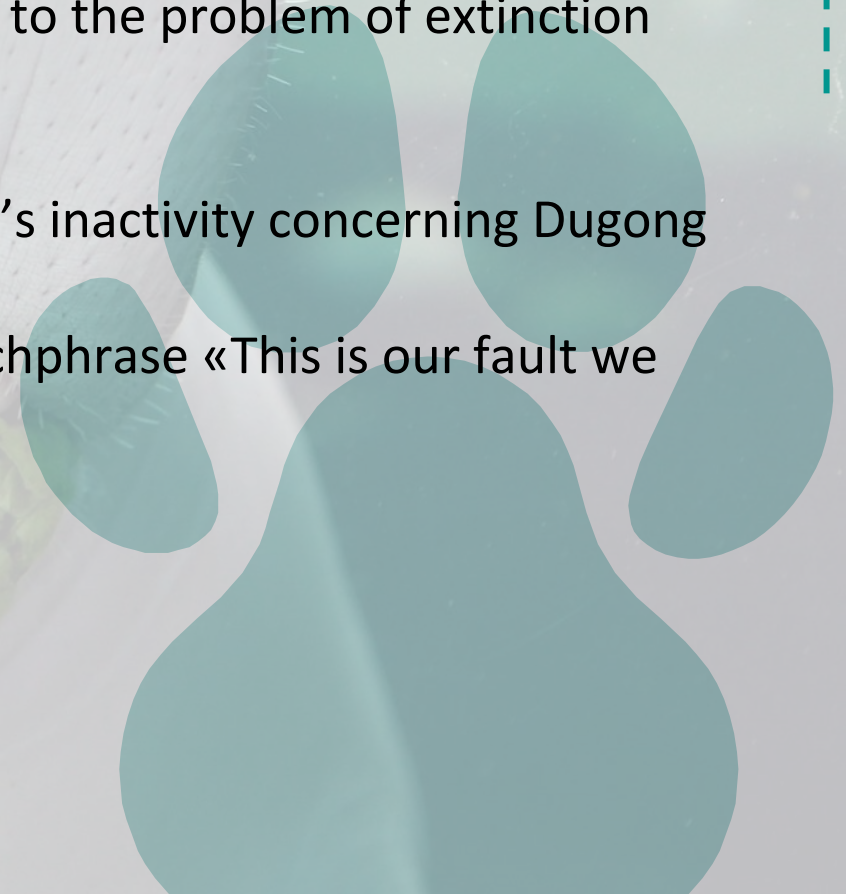
Installation in zoos

Target: All age groups (tourists)

Objective: Demonstration people consequences of casual attitude to the problem of extinction
D&S

Installation of 2050 year displaying future consequences of people's inactivity concerning Dugong and Seagrass extinction.

- Key concept: Empty aquarium with the sticker dugong and catchphrase «This is our fault we lost them»

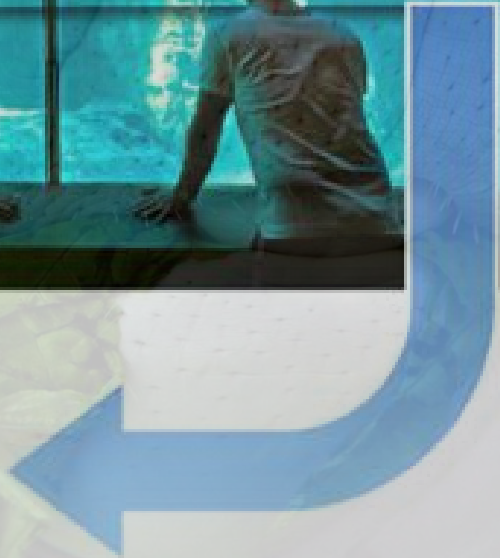




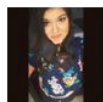
Take photo
#save dugong



Show it on
cash desk
and get a
FREE GIFT!



#SeaLady2020



Nupur Amin

Just now · * ▼

Can you 'sea' the Lady? SAVE OUR DUGONGS! ❤️

#SeaLady2020



👍 Like

💬 Comment

➦ Share

#SeaLady2020



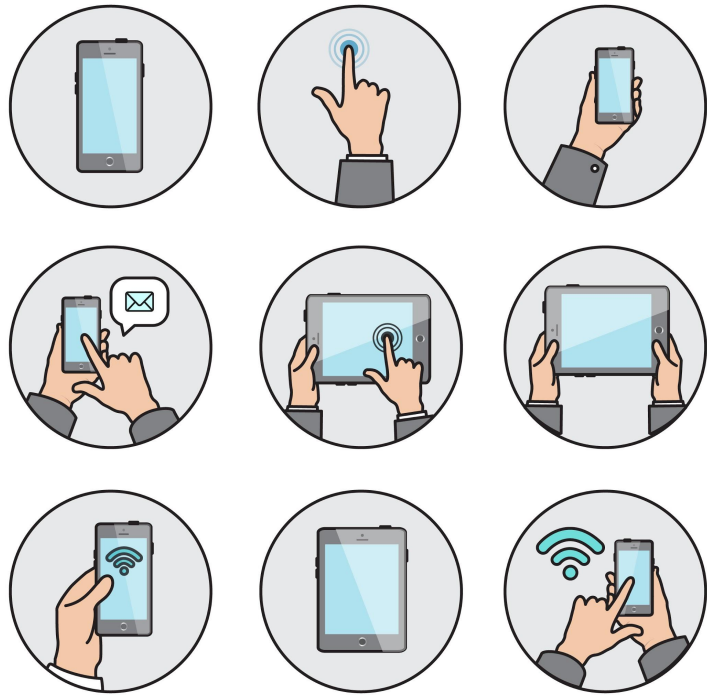
- High definition posters displayed at various strategic locations
- Blank tanks at zoos and aquariums

Charity



MONA AL MANSOURI

Internal Communication Campaign



- Integration of stakeholders
- Increase of engagement and commitment
- Network model system
- Face to face meetings
- Facebook Group: “Dugong and Seagrass Conservation Project Staff”
- Skype meetings of the PCT
- Newsletters

Timeline

Year 2016

Year 2017

Year 2018

GLOBAL

Starts in August

Whole year

Ends in December

LOCAL

Starts in August

Whole Year

Ends in December

INTERNAL

Starts in June

Whole year

Ends in December

Budget

Global strategy

Global Campaign

Community Workshops and School Events	\$30 000
Open Air Concert	\$30 500
Melissa Mermaid & Event	\$12 800
Marathon App	\$6 000
Volunteering	\$5 000
Zoo implementation	\$7 000
TOTAL	\$91 300

Local Campaign

Strategy for coastal communities:	\$4 450
Strategy for urban region:	\$5 550
Paid media	\$7 000
TOTAL:	\$17 000

Internal Campaign

Internal Budget:	\$17,000
Additional income:	\$0
TOTAL:	\$17,000



Thanks!

Any questions?