



Global Communication Proposal for GEF

Dugong & Seagrass Conservation Project

May
2016





Agency goals

To deliver **tangible results** for strategic communication and **create awareness**.

For you, We unite



Vision

We want to make an important contribution to **society and our planet**, through effective communication, convergence of different communication channels and dynamic collaboration.



Mission

Provide communication services that will surpass our clients' highest expectations and empower them, creating impact in our society and our planet.

We are present in 14 countries

AUS

CHL

GER

ESP

IND

ITA

MYS



NZ

PRT

THA

UAE

UK

ZA

TUR



Meet Dave the Dugong



Overview

Issues Identified

1

Lack of knowledge and awareness about the importance of Dugongs and Seagrass.

2

Lack of fundraising (sponsorship) for further research and conservation of the Dugong and Seagrass protected area.

General objectives

1 Inform the local communities (Malaysia and UAE) about the importance of Dugong and Seagrass and also the project itself.

2 Inform and educate stakeholders who relate to the effect of dugong and seagrass.

“Ensure that the legacy & work of the project lives on forever”

3 Raise awareness and status of the project locally, regionally and globally.

4 Influence Government (Legal Issues)

5 Ensure the stability and professional coordination of the whole project.

Overall Strategy

Creating a **positive perception** of both Dugong and Seagrass on a global level by:



Communicating **KNOWLEDGE** to educate and increase understanding



Evoking **EMOTION** and empowering people



Using incentives to motivate target audiences to take **ACTION** and change their behaviour.

Key Messages

1 Dugong and Seagrass are **valuable** to the environment and human life.

2 Humans have an important impact on the **survival** of Dugong and seagrass

“Healthy Seagrass, Happy Dugongs, Thriving Communities”

3 Communities need to be **empowered** to build a legacy of conservation among the younger generation.



The Global Campaign

Target Groups: Global Campaign



Environmental groups,
Scientists and Specialists



Environmental government
departments and Authorities



The media



University students



Primary and secondary
school children



Tourists

Global Objectives

- **Raise awareness of Dugong and Seagrass (and related issues):** increase conversation/attention and understanding in target countries by 10 % (end of 20 16), 27% (end of 20 17), 42% (end of 20 18).
- **Build The Dugong and Seagrass Conservation project as a globally recognised brand** and raise global awareness of the projects work, regulations and policies. Increase awareness/conversation/attention by 10 % (end 20 16), 27% (end of 20 17), 42% (end of 20 18)
- **Attract Google searches** to The Dugong and Seagrass conservation website (currently 90,000). Aim to raise this to 130,000 by the end of 20 16, to 200,000 by the end of 20 17 and to 270,000 - 300,000 by the end of 20 18.
- **Fundraising through sponsorship**

(With Percentage of Key Performance Indicators (KPIs) target groups aimed to reach.)

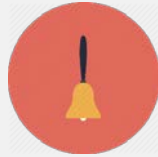
Global Communication Strategy



Building a Global Brand

Humanising the Dugong and **injecting personality** into the brand.

Integrated the company mascot, 'Dave the Dugong', into a social media strategy.



Raise Awareness

Hold an event to **raise awareness** of the dugong and seagrass conservation project.



Website Traffic



Educate

Educate people about dugong and seagrass and the **importance of its conservation**.

Increase traffic to the website.



Category A & B Countries

Globally standardise conservation policies, regulations and project work throughout **category A and B countries**. Establish a **respected and professional status** for the conservation project in governments and their communities globally.

Global Communication Strategy

Sponsorship

Catch our **target group and Corporate businesses attention** by sparking emotions linked to the story of **#SaveDave**.

Give donation opportunities to **generate interaction ability** from target audiences and also attract corporate sponsorship.



This strategy help achieve **all communication objectives** for the global campaign, but mainly focuses on **'increasing funding through sponsorship'**.





Building a Global Brand

Humanising the Dugong and injecting personality into the brand. Integrate the company mascot, 'Dave the Dugong', into a social media strategy.

Tactic: Dave the Dugong Snapchat filter

Create an exclusive 'Dave the Dugong' snapchat filter which will use #SaveDave.

Tactic: 'Save Dave' Mobile App

An *interactive game*

A News feed which will consist of **user generated content**

A *google maps* page to track their *adopted dugong*

Track on the project's progress

Tactic: Pay for promoted Tweets - provide informative and factual information

Consistently distribute factual tweets about issues related with conservation and informative updates of the 32 projects.



KPI

Use the online analytics tool, **Sprout Social**, to measure usage of the snapchat filter and also to monitor mentions of the #SaveDave filter on social media channels.

Number of 'Save Dave' app downloads.



Target Audiences

University students

young adults

Teens & children



Building a Global Brand (cont.)



KPI

Tactic: Twitter competition

Ask members to tweet a picture of them and their toy Dave (which comes with registering as a member) stating one reason why they are choosing to support the Dugong & seagrass conservation project.

Hashtags: **#Isaveddavebecause** or **#SaveDave**.

Use **Sprout Social** to analyse the engagement of the competition - pictures posted, number of tweets and conversation that the hashtags are used

Tactic: Create viral videos to engage interaction from online audience

Update social media accounts in each target county with video footage live-streamed from project work and also key events.

Video of flashmob - 'Do the dougie with dave''



Target Audiences

- University students
- young adults
- Teens & children
- Families
- Tourists



Local

Local Strategy Malaysia & UAE



Educate

Educate target groups about Dugong and Seagrass preservation.



Raise Awareness

Raise awareness of the Dugong and Seagrass Conservation Project and hold an event.



Form relationships

Form relationships with other project partners or NGO's to continue project funding once it is exhausted.



Ensure a future

Ensure a prosperous future population of dugong and the conservation of seagrass in UAE and Malaysia.

Local Tactics

Malaysia

1. Fishing for the future of Dugongs
2. Business and Dugongs: a new friendship
3. Tale of a Dugong
4. Coastal Communities Workshop
5. Dugong Guardians
6. Let's rule Lawas!
 - a. School Project Art Exhibition - Phase 2
7. Smile Dugong Parade
8. Art Festival in Lawas

UAE

1. **Seeds of the Sea - Marine Biology School Project**
2. Mermaids do Exist
3. Net Fish, Not Dugongs!
 - a. Fisherman league table
 - b. Save Sunday
4. Dugong Doodle Aggregation
5. Finding Partners
6. Dugong Crosswalk Ahead



Tactic: Seeds of the Sea

Strategy 1: Educate target groups about dugong and seagrass preservation

Seeds of the Sea, A Marine Biology School Project

- Coastal seaside schools are gifted with seagrass seeds and seedlings to grow into healthy seagrass beds as an educational botany experiment, supervised by top marine biologists from around the world.
- Creates awareness of seagrass as a growing plant among schools, local communities and the importance seagrass has to marine ecosystems.
- The Environment Agency (UAE) is a main supporter

Phases

Phase 2: Launch the “Seeds of the Sea” program at Abu Dhabi Corniche

Phase 3: “Seeds of the Sea” program is adapted to University research papers.

Phase 4: Implement ‘Seeds of the Sea’ globally - Malaysia start

Social Media:

- Set up a #seedsofthesea #igrowseagrass for Instagram and Twitter.

Media:

- Send media liaisons to local newspapers and National Geographic



KPI

6 schools +75% success rate a further 6 schools join program 3 months after the initiative.

Community involvement in seagrass awareness monitored through media.

Monitor social media: Aim to increase hashtag usage by 40% in the first phase, second phase with more schools increase by 80%



Target Audiences

Schools and environmental groups/biologists, government support from environmental and educational sector



Internal Communication

Objectives



Create and sustain an active communication network among internal stakeholders.



Develop project wide public exchange of relevant information through social media

Internal Communication Strategy



Provide digital platforms

Provide all internal stakeholders various digital platforms to easily communicate to one another. Build a brand community.



Provide key information

Provide internal stakeholders key information via the intranet. Internal stakeholders will be informed and updated on progress of all areas of the project through monthly release of information.



Build a brand community

Use the internal communications platform (DASFP intranet) to build a brand community and make it an information sharing platform which generates content that can be used on social media and for global and local campaigns.



Integrate information

Integrate the information on social media platforms, the DASFP intranet and the new website.

Social Media KPIs



Facebook: 5 days/week
(50% Increase) indicated
by Page Likes ,Posts, Total
Reach, Likes , Shares,
Engagement Rate



Instagram 3 posts/week
Impression: 60 %
Engagement Rate: 40 %
Conversions: 40 %Indicated by
Followers (70 %) ,Likes, Mentions



Youtube:
Impression: 50 %
Engagement Rate: 40 %
Conversions: 40 %
Indicated by Views, Subscriptions,
Shares



Twitter: 7 days/week three
posts/a day
Impression: 80 %
Engagement Rate: 50 %
Conversions: 40 %
Indicated by Tweets,Mentions,
Retweets



Flickr: Once a month
Impression: 30 %
Engagement Rate: 10 %
Conversions: 20 %
Indicated by Followers
30 %,
Visited Photos: 20 %



Official Website:
Google Analytics monthly

Impression/ Visitors: 60 %
Engagement Rate: 20 %
Conversions: 40 %



Tactic: DASFP

Intranet Communication Platform - DASFP

The intranet will be called 'DASFP' (Dugong and Seagrass Family Portal) because it is a platform where relationships between internal stakeholders can be used and a brand community can be strengthened.

My patch

On the 'live news feed' of the intranet, all project workers, project coordinators and field partners can share their own images, information, updates and news straight from the project they are working on.

Success Sunday

Every Sunday workers can share 'project stories', everyone from each project will share a positive story about the progress and benefits that the project has achieved in their local area/project. This will then be posted into the DASFP intranet and also on main social media channels.



KPI

Email out a questionnaire

Use sprout social (an analytical tool) to quantitatively measure the impact on social media channels for internal stakeholders.



Target Audiences

All stakeholders (CMS, Dugong Mou, Mohemmed bin Zayed Conservation Fund, UNEP, GEF, project workers, Dugong focal point – project coordinators, sponsors, field partners)



Tactic: Webinar

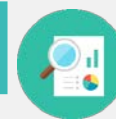
Bi-Weekly video conference

Weekly video conference between internal stakeholders.

For this, there will be two webinar meetings every second Friday.

1st Webinar/skype (Approx 30 minutes): There will be a designated webinar meeting only between The MBZ fund and field partners each week to ensure that partners are more involved and a good relationship is built with them.

2nd Webinar (Approx 45 minutes): The MBZ fund and UNEP will lead this meeting each week. Before each webinar each internal stakeholder will have the opportunity to nominate themselves to be a part of the weekly webinar (including all project workers, Dugong focal point).



KPI

Email out a questionnaire

Use sprout social (an analytical tool) to quantitatively measure the impact on social media channels for internal stakeholders.



Target Audiences

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Timeline



Overall Timeline Overview

JUN 20 16 – MAY 20 19

Launch Global and Local campaign on

8 June 2016

World Ocean's Day

*Global Campaign
June 2016 – May 2019*

Social media will be consistently used, average run time of hashtags will be three months.

*Local Campaign
June 2016 - May 2018*

Focus on UAE for more or less first six months of the campaign

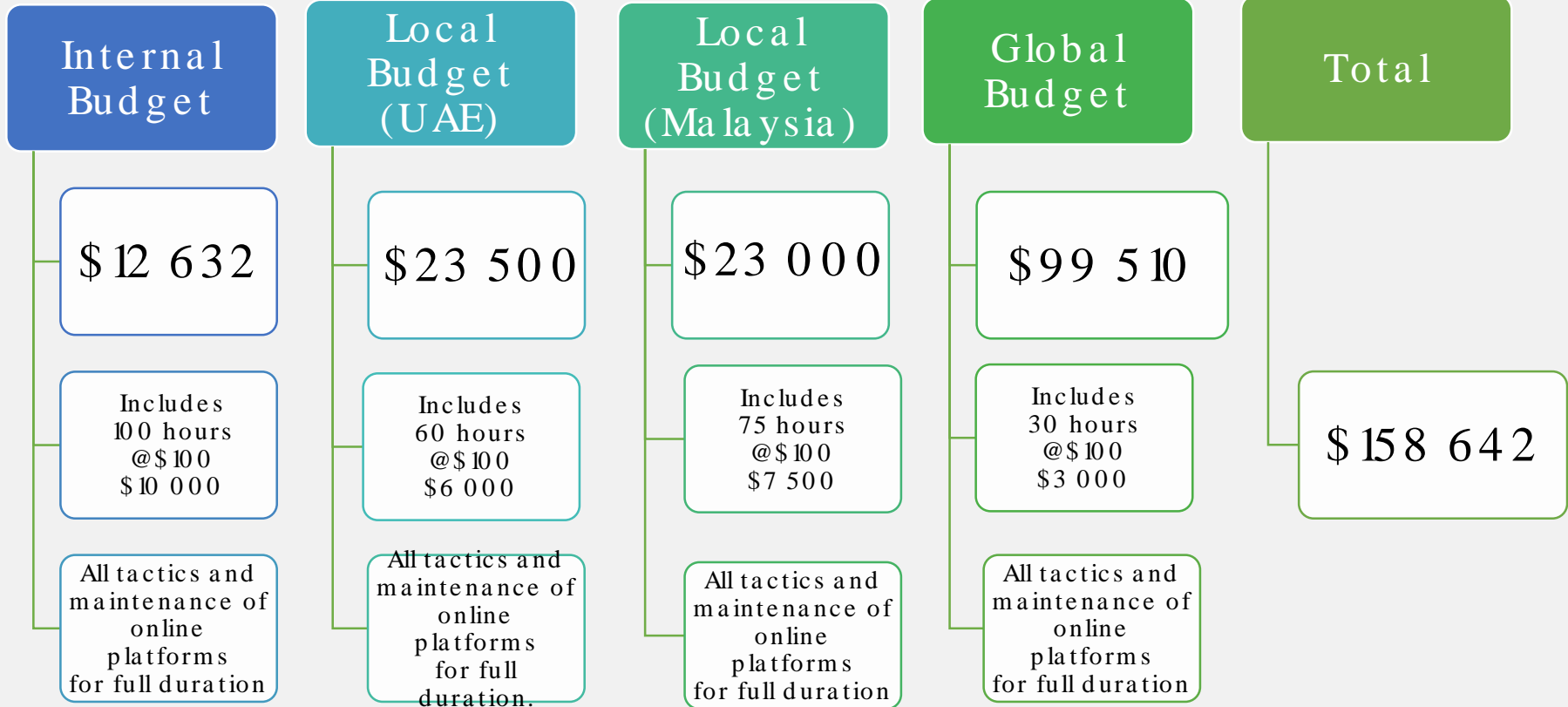
Concentrate on Malaysia for second half of campaign



Budget



Total Budget Overview





United PR

Thank you

May 2016