

*From strategy to action: Charting the course
for enduring impact and a resilient future for the SEAs*



**Third Meeting of the Regional Project Steering Committee (PSC)
of the SCS SAP Project**

7-8 May 2025, Manila, Philippines

An Overview of the Stakeholder Engagement and Communication Strategy and Plan





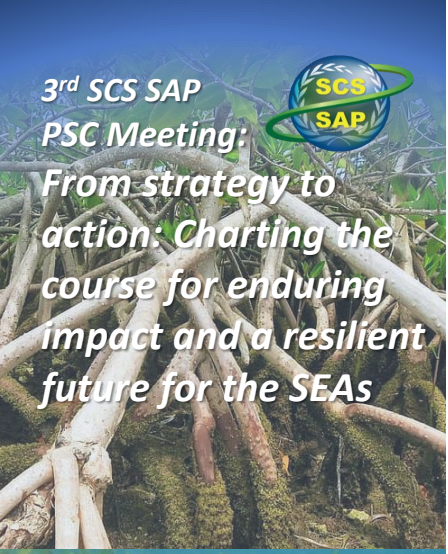
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Stakeholder Engagement and Communication Goal:

To promote regional cooperation and ensure the long-term health, productivity, and resilience of the South China Sea and Gulf of Thailand LMEs through effective stakeholder and communication engagement.

- **Governments**
- **National and local partners and collaborators**
- **Regional partners and collaborators**
- **Local communities, coastal and marine stakeholders**
- **Wider stakeholders**



How do we do this?

To achieve this communication goal, we will use both traditional and cost-effective online tools and platforms to deliver clear, engaging messages that resonate with audiences and inspire action.

We encourage communicating unified messages in local languages to maximize reach.





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How do we do this?

SCS SAP PCU will enhance regional and local capacity through webinars and workshops, collaborative tools and clear guidance and support.



SEA Stories: Progress & Impact Stories

Show project outcomes via human stories and local examples.



- ✓ **Photo essays** (once site visits are possible): mangrove, coral, or seagrass sites
- ✓ **Mini-documentaries** or short videos featuring local beneficiaries (e.g., fishers, community leaders, youth)
- ✓ **Success stories or case studies** per country or pilot site
- ✓ **Progress dashboards** or regular “by-the-numbers” updates

SEA Voices

Show project outcomes via human stories and local examples.



- ✓ **From the region video series** Testimonials or panel clips with national focal points, GEF SGP partners, community reps, or private sector allies.
- ✓ **Short table talks-style clips with regional experts** on specific outcomes (e.g., how they're reducing coral reef degradation or updating policy).

SEA KPs

Support policy engagement and promote knowledge sharing



- ✓ **Compact policy briefs or white papers** on key themes: e.g., coastal wetland management, gender mainstreaming, TEV application in planning, etc
- ✓ **Slide decks and visual summaries** of the updated TDA/SAP, regional tools, and science-policy integration, etc.
- ✓ **Interactive maps or data visualizations** showing habitat areas, site-specific progress, or collaboration networks, etc.



KM arm of the GEF IW portfolio: Experience Notes, Lessons Learned, stories, etc.

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news.iwlearn.net/rising-to-the-challenge

Told with Exposure

ENJOY 149

Rising to the challenge

A new wave of young ocean guardians in the South China Sea LME

By IW:LEARN
IN YOUTH
FEBRUARY 24TH, 2025



IW:LEARN

IW:LEARN is the Global Environment Facility's (GEF) International Waters Learning Exchange and Resource Network. GEF IW:LEARN is co-implemented by UNDP and UNEP, and executed by IOC/UNESCO.

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Landslides could alter water cycle in Mt Elgon Region

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SCS SAP Project
Published by Khristine Custodio Guddi

April 22 at 10:58 AM · 🌐

This #EarthDay, commit to our oceans! 🌊 SEA Grants deadline approaching in 8 days (April 30, 2025)!

On #EarthDay2025, let's reaffirm our commitment to protecting the lifeblood of our planet: our oceans. The large marine ecosystems (LMEs) of South China Sea and Gulf of Thailand are home to incredible biodiversity, but they face growing threats. You can be part of the solution! 🌊

The SCS SAP Project is offering SEA Grants to support community-driven initiatives for marine and coastal conservation. Don't miss this opportunity to secure funding for your project.

- 🌊 Grants amount: USD 5,000 - USD 50,000
- 🌊 Eligible countries: Cambodia, China, Indonesia, Malaysia, Philippines, Thailand, Viet Nam
- 🌊 Types of projects: Projects focused on marine and coastal biodiversity and ecosystems conservation, including:
 - Blue economy solutions
 - Climate action
 - Sustainable tourism
 - Marine pollution reduction and more!
- 🌊 Eligible organizations: Community-based organizations, academia, small- to medium-sized NGOs, civil society groups, social enterprises

Ready to make a difference? Visit our website to learn more and apply: <https://scssap.org>

protecting the ocean and coasts?

0:06 / 1:04

See insights

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SCS SAP PROJECT DAY
17 January 2025
Kasetsart University

KEY TAKEAWAYS



2024 SCSSAP and COBSEA Joint Retreat