



Blue Horizon: Ocean Relief through Seaweed Aquaculture

THE GUIDELINES ON KNOWLEDGE MANAGEMENT
AND COMMUNICATION STRATEGIES



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Blue Horizon: Ocean Relief through Seaweed Aquaculture

Funded by
Global Environment Facility

Implemented by
World Wildlife Fund

Executed by
Southeast Asian Fisheries Development Center
Bureau of Fisheries and Aquatic Resources (Philippines)
Department of Fisheries and Surveillance (Viet Nam)

THE GUIDELINES ON KNOWLEDGE MANAGEMENT AND COMMUNICATION STRATEGIES

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Prepared by:

Southeast Asian Fisheries Development Center
The Secretariat
P.O. Box 1046, Kasetsart Post Office
Ladyao, Chatuchak
Bangkok, 10903, Thailand

The Southeast Asian Fisheries Development Center (SEAFDEC) is mandated to develop and manage the fisheries potential of the region by rational utilization of the resources for providing food security and safety to the people and alleviating poverty through the transfer of new technologies, research, and information dissemination activities. The strategic objectives of SEAFDEC are (i) to promote rational and sustainable use of fisheries resources in the region; (ii) to enhance the capability of fisheries sector to address emerging international issues and for greater access to international trade; (iii) to alleviate poverty among the fisheries communities in Southeast Asia; and (iv) to enhance the contribution of fisheries to food security and livelihood in the region.

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List of Abbreviations

ASEAN	The Association of Southeast Asian Nations
BFAR Philippines	Bureau of Fisheries and Aquatic Resources of the Philippines
DA	Department of Agriculture
DFIS Viet Nam	Department of Fisheries and Surveillance of Viet Nam
FAO	Food and Agriculture Organization of the United Nations
GEF	Global Environmental Facility
M&E	Monitoring and Evaluation
NACA	Network of Aquaculture Centres in Asia-Pacific
PMU	Project Management Unit
SEAFDEC	Southeast Asian Fisheries Development Center
SEAFDEC/AQD	SEAFDEC Aquaculture Department
SEAFDEC/SEC	SEAFDEC Secretariat
SEAFDEC/TD	SEAFDEC Training Department
WWF-US	World Wildlife Fund – United States

Introduction

The Southeast Asian Fisheries Development Center (SEAFDEC) Secretariat has entered into a Grant Agreement with WWF-US, as Global Environmental Facilities (GEF) Agency, to implement the Project **“Blue Horizon: Ocean Relief through Seaweed Aquaculture,”** hereafter referred to as **“Seaweed”** Project, funded by the GEF and endorsed by the GEF CEO on 12 July 2022, runs from 1 May 2024 to 31 December 2028, with the possibility for extension period. The overarching goal of the Seaweed Project is to establish sustainable seaweed value chains that enhance ecosystem services and generate socioeconomic benefits for coastal communities, particularly those reliant on marine ecosystems for their livelihoods. The project has four main components: 1) Regional approach and capacity for seaweed value chains in Southeast Asia; 2) Enabling Environment for Seaweed Aquaculture in the Philippines and Viet Nam; 3) Seaweed Value Chains (supporting production, processing, and marketing); and 4) Knowledge Management, M&E, and IW Learn (regional, facilitating information sharing and regional learning).

Implementation of the Project involves three (3) Executing Agencies: The Southeast Asian Fisheries Development Center (SEAFDEC) as a regional Executing Agency and host the Project Management Unit (PMU); Department of Agriculture’s Bureau of Fisheries and Aquatic Resources (DA-BFAR) of the Philippines, and the Department of Fisheries and Surveillance (DFIS) of Viet Nam as national Executing Agencies, working closely with the SEAFDEC Aquaculture Department (AQD).

This document presents the Knowledge Management and Communications Strategy (CS) for the Seaweed Project, developed by the Project Management Unit (PMU). It serves as a guideline for executing agencies to enhance project visibility, facilitate knowledge management, and guide communication and dissemination efforts, ensuring the effective scaling up of the Project outcomes.

Communication Strategy

Objectives

This Communication Strategy provides for a framework for SEAFDEC, DA-BFAR, DFIS/VN in developing and deploying communication tools, products, and outreach activities. Its primary objective is to inform the target audience and the public about how activities and initiatives are undertaken under the “Seaweed” Project and to contribute to its overall objectives and expected outcomes. Moreover, the strategies (communication tools, products, and outreach activities) are aimed at facilitating the broader adoption of project-promoted initiatives, extending the impact of WWF support beyond the current sites to the locations, countries, or regions worldwide.

Furthermore, the outreach and communication efforts under this Seaweed Project shall also demonstrate and showcase how the Project aligns with GEF priorities and objectives.

Target Audiences

The knowledge management and communication products developed under this Communication Strategy are intended for the following audiences:

General Public

- Residents of local fishing and coastal communities
- Seaweed farmers and aquaculture practitioners
- Fisheries and aquaculture students

Policy and Regulatory Actors

- Government agencies in Southeast Asia

Civil Society and Conservation Advocates

- Non-government organizations and environmental organizations

Private Sector and Industry Innovators

Stakeholders from private sectors, particularly those in seaweed industries, such as Global Seaweed Coalition, Coast 4C, Marine Environment and Resources Foundation, Inc, Brabender, Tri Tin Company GmbH & Co. KG, as well as other regions where project experiences could be applied

Global and Regional Institutional Partners

- GEF Secretariat and GEF Audiences;
- WWF-US and relevant national WWF offices;
- SEAFDEC Secretariat and the Aquaculture Department (SEAFDEC/AQD)
- SEAFDEC Member Countries;
- Relevant international/regional organizations and the international community e.g., ASEAN, FAO, NACA, and others.

Key Messages

When developing knowledge management and communication products or activities under the Project, efforts should be made to incorporate key messages that highlight their contribution to the broader project framework.

Environmental Sustainability and Ocean Relief

Seaweed aquaculture is a sustainable solution that supports ocean conservation, economic development, and climate change mitigation. The project enhances ocean resilience and ecosystem health by fostering practices that naturally mitigate environmental degradation.

Social Equity and Community Empowerment

The “Seaweed” project empowers local communities, particularly women, by promoting sustainable seaweed farming. All communication materials must proactively promote gender equality and inclusivity.

Innovation and Technical Scalability

The project fosters innovative and scalable practices in seaweed cultivation, enhancing ocean resilience and ecosystem health. These advancements are essential for enhancing the overall health of marine ecosystems while ensuring the industry can grow to meet global demand

Policy Engagement and Governance

Policy engagement is essential to advancing the sustainable development of the seaweed industry, including policy formulation and briefings. This includes active involvement in policy formulation and briefings to create a secure regulatory environment for farmers and investors.

Global Partnership

The project is a global commitment to sustainable ocean-based solutions and local community empowerment. All materials should highlighting that the project is funded by the Global Environment Facility (GEF) alongside implementing partners.

Type of Products and Activities

When developing knowledge management and communication products or activities under the Project, efforts should be made to incorporate key messages that highlight their contribution to the broader project framework.

Category	Specific Product/Activity	Primary Audience	Key Strategic Requirements
Launch Materials	Project Introduction Article (Year 1)	Policymakers (Technical) & General Public (Laymanized)	Must use American English and be adapted for two distinct reading levels
IEC Materials	Infographics, banners, flyers, and brochures	General Public, coastal communities, and students	Focus on visual storytelling and "ocean relief" themes
Media and Editorial	News Articles (Project events)	All Stakeholders	Regular coverage of every activity/event organized under the project
	Feature Articles (In-depth stories)	General Public & Women's Groups	Must showcase the role of women through human interest stories and case studies
Policy and Technical	Technical Policy Briefs	Government Agencies & Policymakers	Summaries of project initiatives designed to inform national policy formulation
	Experience Notes (At project end)	Regional Partners & IW:LEARN	Documentation of key lessons learned to support scaling up in other regions
Multimedia and Social	Video Clips	Digital Audiences & Youth	Produced as needed to visually demonstrate on-the-ground project impact
	Social Media Content	General Public (via Facebook, LinkedIn)	Shared across SEAFDEC, WWF, BFAR, and DFiS channels to maximize reach

The Seaweed Project Content Blueprint

The Golden Rule Box

Every product content must center on an **impact statement**:

Clear actions

+

Explicit results

Action: The Seaweed Project team met with the Calamianes Seaweed Marketing Cooperative in Palawan to provide technical training and infrastructure support.

Results: This initiative empowered local women, strengthened community livelihoods, and successfully built a more sustainable value chain for seaweed aquaculture in the region.

In a single, simple sentence for the general public, this impact statement would read:

"By supporting the Calamianes Seaweed Marketing Cooperative with training and infrastructure, the project has empowered local women to lead their communities in building a sustainable seaweed business that strengthens their family's income."

Mandatory Content Checklist

Every written content produced for the Seaweed Project must contain most, if not all, of the following:



Event and Activity Details

Ensure that the title of the event/activities, dates, partners, and other information was accurately mentioned in the material.



Achievement Summary

Content must move beyond simple descriptions and focus on actions taken and explicit results achieved.



Lessons Learned

Synthesis of lessons learned from events and activities must be captured in all materials.



Gender Equity Integration

There must be an equal gender representation. If possible, content must showcase women and youth as active economic participants and leaders.



Partnership Context

Information on other SEAFDEC, DA-BFAR, DFIS or WWF-US projects and relevant development initiatives that align with the Seaweed Project's objectives.



Global Context

Include key facts about the GEF and its international waters role that aligns with the materials produced for the Seaweed Project.



Project details

Ensure to mention that the material is part of the "Blue Horizon: Ocean Relief through Seaweed Aquaculture" Project.

Event Compliance Checklist

When organizing activities, project workshops or seminar, the checklist below serves as an operational guide:



Photos should highlight action shots, fieldwork, and group photos rather than staged and passive poses.

Whenever possible, the project activities should be documented with original photographs. However, if it is necessary, external sources may be used, provided proper credit is given.



Ensure that standard consent and release forms are secured from all participants before the start of any events, meetings, or field engagements.

In addition, a verbal public notification must be announced by the event host and moderator informing the participants that an event is being recorded or photographed. These efforts ensure that the project adheres to international data privacy standards, protecting the identity and rights of community members.



Intentional placement of logos of partners and signages in the event space. All events and activities should representing the partnership between SEAFDEC, WWF-US, and national agencies like BFAR and DFIS, ensuring that all contributors are visible in the documentation of project achievements

Ethical standards in photography

Cultural sensitivity

Photos should portray people in community members in study areas with dignity, highlighting their roles as active partners and seaweed farmers rather than as "subjects of curiosity."

Protection of children

Materials must strictly avoid portraying children engaged in hazardous work. A informed assent and release forms, signed by parents and legal guardians, must be secured before photographing or recording minors.

Impact alignment

All imagery produced must portray how these communities are "positively affected" by the project's benefits.

Standard Language Format

All knowledge products, news articles, and official project documentation shall be written in **American English (Merriam-Webster)**.

Inputs for Knowledge Management and Communication Products

Knowledge management and communication products may be developed using inputs from the following sources:

- 1 Reports and other documents from activities organized under the Project**
- 2 Quarterly and annual performance reports, including monitoring and evaluation reports**
- 3 Contributions from relevant staff, including Project Manager and staff from SEAFDEC Secretariat and Departments, DA-BFAR Philippines, and DFIS Viet Nam**
- 4 Adaptive and reflection sessions organized by the Project**

Clearance Requirement

In developing knowledge management and communication products or planning for public/media events, the Project Manager shall coordinate with Ms. Rachel Kaplan (GEF Project Manager) at Rachel.Kaplan@wwfus.org for clearance or additional coordination, if required.

All knowledge and communication products must follow GEF branding guidelines and visibility requirements. This includes the proper use of logos, disclaimers, and acknowledgment of GEF funding across materials and platforms.

The Project Manager shall coordinate with relevant staff from WWF-US, WWF country representatives, SEAFDEC, DA-BFAR Philippines, and DFIS/Viet Nam to ensure that key project outputs and communication products are uploaded to the repositories of these organizations.

Tools and Platforms

The Project will disseminate its results through various communication tools and platforms to effectively reach target audiences, as appropriate.

Institutional Platforms

These platforms leverage the established networks of our executing partners to maximize visibility and institutional uptake.

National Governments

Official media of DA-BFAR (Philippines) and DFIS (Viet Nam) news portals and internal bulletins

SEAFDEC (print and digital)

- SEAFDEC Newsletter (Quarterly)
- SEAFDEC Special Publication "Fish for the People" (three issues published in one year)
- Other SEAFDEC promotional materials
- Websites of the SEAFDEC Secretariat and AQD
- Social media platforms i.e., Facebook and LinkedIn accounts of SEAFDEC Secretariat and all Departments, YouTube (project video clips)

WWF

Social media platforms of WWF

GEF

IW:Learn, a service and support initiative for International Waters, advancing learning, collaboration, and capacity development to strengthen the management of shared water ecosystems

External Media

The project seeks to engage broader audiences through strategic media outreach while maintaining strict institutional standards.

Legacy media policy. To prevent misinformation and predatory reporting, all press releases and external media submissions must be restricted exclusively to established legacy media institutions.

Dedicated Platforms

These channels are managed directly by the Project Management Unit (PMU) and serve as the primary repositories for specific knowledge products.

Project website

This project website is the primary communication tool and digital library for all articles, project-developed toolkits, manuals, and reports. This ensures that targeted stakeholders and interested parties can access project knowledge and communication materials.



www.bluehorizonseaweed.org

Logos

To present the branding and logo hierarchy for the Seaweed project in a layout, it must follow the standard logo block (see below). The GEF logo must always be on the far left, followed by WWF-US, SEAFDEC, and then the national partners (DA-BFAR for the Philippines or DFIS for Viet Nam).



Logo Variations and Technical Requirements

To maintain professional standards and visual clarity, apply the technical rules to the logo block below:

GEF logo comes in these variations depending on the type of background used



WWF logo must be used as a single, unaltered "lock-up" containing the panda icon, the WWF initials, and the copyright/trademark symbols, and it must always include its white containment shape to ensure visual integrity

SEAFDEC logo comes in three versions (theme color, black, and white colors) which may be used depending on the type of background used



DA-BFAR and DFIS logos must not be distorted, recolored, or altered from its official design.

At the bottom of the materials, below the activity/material title, a statement must be included indicating that the activity is organized (or the material is prepared) under the Seaweed Project with financial support from the GEF.

Sample text below.

This material is prepared under the 'Blue Horizon: Ocean Relief through Seaweed Aquaculture' project with financial support from the GEF.

Examples of materials where the logos are required to appear include banners, cover pages of publications, various communication and outreach materials, banners displayed on websites and social media platforms, and stickers affixed to inventories and commodities, among others.

Monitoring and Evaluation

To ensure that the knowledge management and communication strategies are achieving their intended objectives, a robust Monitoring and Evaluation (M&E) framework is essential. The approach for collecting data to assess the impact, reach, and effectiveness of KM and CS activities includes:

Pillar 1 **Quantitative Digital Analytics (The Reach Tracker)**

Website Performance

Monthly tracking of traffic and unique visitors via analytic tools

Social Engagement

Metrics for likes, shares, comments, and followers across Facebook, LinkedIn, and YouTube

Media Coverage

A running list of published articles in legacy media and partner newsletters

Pillar 2 **Quantitative Stakeholder Feedback (The Impact Gauge)**

Awareness and Reach Survey

Answer the question, "Are we hitting our target audiences?"

KAP Measurement

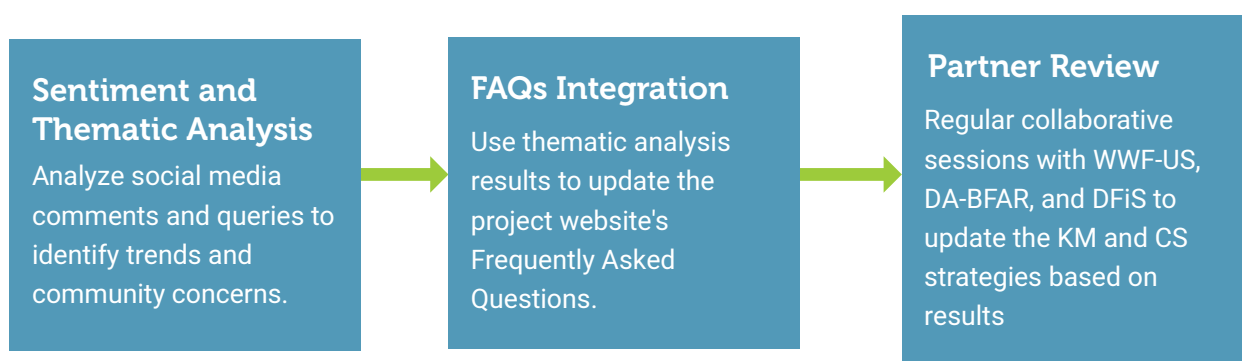
Changes in knowledge, attitude, and practices

Product Usefulness

Are the communication materials serving their purpose?

Pillar 3 The Adaptive Management Loop (The Strategy Review)

A process flow diagram showing how feedback turns into action:



Note: All digital data must be disaggregated by gender (page views and visitors) to monitor equitable access to information

Staff Responsibilities and Budget

The Project Manager/Technical Advisor (PM) will have a lead in providing technical guidance and advice on the planning, development, and delivery of communication products, ensuring the successful implementation of the project's knowledge management and communication strategy. The PMU staff, including the Technical Specialist and the IT Specialist, will provide technical assistance to the PM.

The Communication Specialist, hired as a short-term consultant, will assist the Project Management Units (both regional and national) in planning and executing the knowledge management and communications strategy. This includes the dissemination of information and capacity-building activities of the project, as well as providing editorial services (design, writing, and editing) for the production of knowledge products, communication products, and project reports.

Specifically, the specialist will provide expert support in developing the Project's knowledge products and progress reports, including writing, editing, design, packaging, and selecting appropriate media formats for dissemination (e.g., print, audio-visual, social media, mass media). They will also advise national PMUs on planning and implementing communication activities, collaborate with

the IT Specialist to manage the seaweed platform on the Project website, and support the development of a public information strategy. Additional duties related to knowledge management and communication may be assigned as needed.

PM will collaborate with the National PM of National PMUs to develop the KM and Communication Strategy and Plan, finalize the timeline for initiating and completing deliverables, and determine the costs for each deliverable.

The production of information materials will be a collaborative effort among the regional and national management units, focusing on planning the materials, collecting and assembling relevant, valid, and reliable data and information.

Raw materials will be processed into the desired format (print, video, or electronic) by the PMU, with technical assistance from the SEAFDEC Secretariat and SEAFDEC/AQD.

The PMU will have overall responsibility for regional and global dissemination of the products, while the National PMUs will manage dissemination at the national and local levels.

Work Plan

SEAFDEC, in collaboration with DA-BFAR Philippines and DFIS/Viet Nam, is responsible for developing the knowledge management and communication strategy and products. Table 1 provides the key deliverables over the duration of the project.

Key Deliverables for Knowledge Management and Communication

Deliverables	Responsible Executing Agencies	Timeline
Gender-sensitive/responsive knowledge management and communications strategy to support implementation, replication and scaling up of the Project.	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Year 1- Year 4

Deliverables	Responsible Executing Agencies	Timeline
Implementation of knowledge management and communications strategy.	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Year 1- Year 4
KM Deliverables and Targets		
At least 25 knowledge products (e.g., publications, leaflets, case studies, best practice documents, videos, other media content) developed and disseminated, of which at least 10 are specifically focused on women.	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q1 Year1 to Year 4
At least 50,000 people (women and men) at LS/regional/national level reached by communications and knowledge management activities (via the web site, mass media, social media, workshops and seminars, and others).	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q3 Year 2, YEAR 2, Year 4
At least 20 people (women and men) participate in regional exchange visits.	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q2 Year 3; Q3 Year 3
At least 10 national level workshops, seminars organized with at least 1,000 participants (women and men)	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q 2,3,4 Year 3; Q 2,3 Year 4
At least 5 regional workshops organized with at least 250 participants (women and men)	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q1 Year 1, Q4 Year 3, Q2,3,4 Year 4
At least 8 cross-border (inter- and intra-provincial provincial) exchange visits with a total of at least 400 participants (women and men)	SEAFDEC, DA-BFAR Philippines, DFIS/Viet Nam	Q1,2 Year 3, Q2,3 Year4

During the first fiscal year of the Project (1 May 2024 to 30 June 2025), the following activities shall be implemented and incorporated into the First Year Annual Workplan:

- Development of the Project Introduction Article
- Content development to highlight key messages and activity milestones for dissemination through SEAFDEC and WWF channels and platforms

For each subsequent fiscal year, the Project Manager is responsible for developing an annual knowledge management and communication plan, ensuring alignment with the KM and Communication Strategy. This plan is to be integrated into the Annual Work Plan and submitted to WWF by 30 April each year (i.e. by 30 April 2025 for the second fiscal year).

Amendment of the Knowledge Management and Communication Strategy

If a review or amendment of the Knowledge Management and Communication Strategy is necessary, the Project Manager will notify SEAFDEC, DA-BFAR Philippines, and DFIS/Viet Nam. Approval from WWF-US will be sought for any proposed amendments.



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