CTI-CFF Branding and Communication Workshop Process and Output Documentation

Gedung Mina Bahari 4, Indonesian Ministry of Marine Affairs and Fisheries
Jakarta, 28-29 January 2016

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Introduction

A. Rationale and Background of the Workshop

Many non-profit organizations continue to use their brands primarily as a fund-raising tool, but a growing number of non-profit organizations are developing a broader and more strategic approach, managing their brands to create greater social impact and tighter organizational cohesion.

It is very crucial to embrace that internally, the brand embodies the identity of the organization, encapsulating its mission, values and distinctive activities. Externally, the brand reflects the image held in the minds of the organization's multiple stakeholders, not just its donors and supporters but also those it seeks to influence, assist, or reach.[1]

In preparation for the establishment of the permanent CTI-CFF Regional Secretariat, the US CTI Support Program Integrator together with the Government of Australia provided technical and financial support for the development of CTI-CFF platforms (including branding) and outreach resources in early 2011. By having those elements, the Regional Secretariat is expected to play its role as "communication hub for all Coral Triangle issues".

Pursuant to the SOM11 decision on communication mechanism, the Regional Secretariat is tasked to "10.1.c. *Tasked the Regional Secretariat to continue developing the branding strategy for project development and fund-raising pursuit*". In order to do that, the SOM11 was informed that the Regional Secretariat has received the SPREP (Secretariat of the Pacific Regional Environment Programme) guidelines from the Australian partner as a potential branding reference on the development of the guideline on the use of CTI-CFF for project development and fundraising activities. Hence, a 2-day staff training on branding as well as the workshop on the management of all the communication and outreach activities for the CTI staff is important. It is imperative that standards set by the development partners are maintained and improved.

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[1] Kylander. N., Stone. C., The Role of Brand in the Nonprofit Sector, Stanford Social Innovation Review, Spring 2012

B. Workshop Objectives and Expected Outputs/Outcomes

By the end of the 2-day workshop, the participants:

1. Had a greater understanding on CTI-CFF mission, values, identity and image and embraced a common brand identity to create organizational cohesion and reinforce shared values to portray and communicate to external audiences.

2. Gained more knowledge and skills on how to manage all the outreach and communication activities of the CTI-CFF.

3. Updated the Communication Strategy Design and developed a 2016 Communication Work Plan as well as the CTI-CFF outreach guide.

4. Learned about the legalities of branding and marking at the same time appreciated the importance and value of copyrights, trademarks and the likes.

5. Agreed to develop CTI-CFF branding and marking protocols while utilizing the UN guidelines as reference.

In the longer term, the outcomes of the workshop are expected to strengthen CTI-CFF branding and communication strategy in supporting the achievement of the CTI-CFF RPOA and to create stronger communication platforms for future organization's development and cooperation with other institutions/states.

C. Workshop Participants and Resource Persons

All the twelve (12) staff from the Regional Secretariat attended the first day of the workshop together with 4 personnel from the Marine Spatial Planning Division of the Ministry of Marine Affairs and Fisheries as observers. It was a very engaging first day with the staff actively participating in the discussions and openly asking questions to the resource persons.

The participants for the second day of the workshop was limited to those RS staff who are directly or indirectly involved in the planning and implementation of communication-related activities and programs like the Communication Specialist, Governance Working Group Coordinator, Technical Working Group Coordinator, the Assistant Technical Working Group Coordinator, Admin Assistant and the Event Specialist.

Resource persons from World Wildlife Fund and from the Coral Triangle Center, Mr. Paolo Mangahas and Miss Leilani Gallardo respectively, were very kind and generous to share their knowledge, experiences and expertise on communication. Both have been involved for years with CTI-CFF working as communication specialist in their respective organizations and both have been instrumental in developing the initial communication tools and strategy of CTI-CFF. In fact, Ms. Gallardo was seconded for 2 years to CTI-CFF Interim Regional Secretariat as part time Communication Officer when she was still working for US CTI-Program Integrator Project. Hence, it is perfect for them to be the resource persons for they can provide the history and background of the communication program of CTI-CFF and be able to help in transitioning to the permanent Regional Secretariat now that it is established.

A lawyer from the Ministry of Marine Affairs and Fisheries was also invited to explain about the legal aspects of branding and marking. He explained to the group the value and importance of registering the CTI logo and its implications. He also gave recommendations for the best interest of the organization.

Other presenters and facilitators of the workshop were members of the RS staff. Kirana Agustina and Alvin Pahlevi documented the entire proceedings.

D. Workshop Program

The following was the program flow that we followed for the 2-day Branding and Communication Workshop:

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CTI-CFF Branding and Communication Workshop
Gedung Mina Bahari 4, Ministry of Marine Affairs and Fisheries
Jakarta, Indonesia
28-29 January 2016

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Day 1: Branding and Marking Protocols and Management of Communication and Outreach Tools

8:30 - 9:00   **Opening Ceremonies**

- Introduction of participants and resource persons
- Expectation Setting
- Rationale and Objectives of the training workshop

9:00 - 9:30	**Session 1: Brief Introduction on CTI-CFF Brand**
	(Facilitator: Leilani Gallardo)

- What is CTI-CFF brand?
- Who are the CTI-CFF Communication stakeholders?
- What is the value/significance of branding CTI-CFF?

9:30 - 9:45	Coffee Break

9:45 - 10:30	**Session 2: CTI-CFF Brand - A Legal Perspective Overview**
	(Presenter: Rusmana, MMAF Legal Bureau)

- Legal matters on copyrights of logo, reports, photos, AV Materials, books
- What are the copyrights rules and regulations that can protect CTI-CFF brand?
- Potential hazards

10:30 - 11:30	**Session 3: Communication Strategies for CTI-CFF Activities, i.e. RPOA, NPOA Implementation and Cross Cutting Initiatives**
	(Presenter: Muhammad Lukman, Andie Wibianto, Leilani Gallardo)

- What are the communication strategies to highlight the activities outline in the RPOA and NPOA in order to reach a wider audience?
- How do we communicate the activities of CTI-CFF?
- What are the communication strategies to improve the brand of CTI-CFF?

11:30 - 12:15	**Session 4: Review existing CTI-CFF materials, and products such as banners, reports, templates, letters, flyers, etc.**
	(Presenter: Andie Wibianto)

- What are the communication materials and products the RS produced so far?

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- New development of CTI-CFF communication materials (including thematic subject derived from RPOA)
- What processes in RS should we adopt to ensure that branding and marking of CTI-CFF tools and materials are properly observed?
- Do we need to enhance the current branding and marking protocols?

12:15 - 1:15	Lunch

1:15 - 2:15   **Session 5: Review CTI-CFF Communication Platforms and Messaging**
(Presenter: Leilani Gallardo)

- Managing website, social media, and other popular communication platforms (Instagram, Pinterest, LinkedIn, slideshare, etc.)
- Managing CTI-CFF newsletter - a brief review

2:15 - 3:15   **Session 6: Review the CTI-CFF and Partner Website and Social Media Accounts: Coordination and Alignment of Objectives and Messaging**

(Presenter: Paolo Mangahas and Leilani Gallardo)

- With so many things going on in the internet and the social media, how do we go about monitoring the websites and social media accounts of our partners?
- When a conflict or issue occurs, how do we address it?
- How do we ensure that there is an alignment of objectives among all partners?
- Differentiate the CT as a brand and the CTI-CFF brand

3:15 - 3:30   Coffee Break

3:30 - 4:30   **Session 7: Coral Triangle Day Messaging and Coordination**
(Presenter: Paolo Mangahas)

- What is the role of the RS in the observance of the Coral Triangle Day?
- What activities or program the RS can undertake in relation to CT Day?

- What about the partners, what are their roles in this event?
- How to organize CT day activities?

4:30 - 5:00   Wrap up

Day 2: Communication Strategy and Planning Workshop

8:00 - 8:30   **Arrival, greetings and settling down**
                     Recap of Day 1 activities
                     Overview of Day 2 program flow

8:30 - 11:30   **Session 8: Review of the CTI-CFF Communication Strategy Design and Work Plan**
                     (Facilitator: Jasmin Saad)

                     This review exercise will draw upon the outcome and recommendations from Day 1 and update the Work Plan where applicable based on the sections in the Work Plan:

Detailed Program Timeline (Reference Material: Draft Communications Work Plan)

8:30 - 8:45   **Review of Objectives and Audiences**
8:45 - 9:15   **Illustrative Messages** *(Advisor: Paolo)*
9:15 - 9:45   **Communication Tools** *(Advisor: Leilani, Paolo and Andie)*
9:45 - 10:15   **Putting it all Together** *(Advisor: Leilani, Paolo and Andie)*
10:15 - 10:45   **Enhancing Communication Protocol and Branding Guidelines**
                     (Advisor: Leilani, Paolo and Andie)
10:45 - 11:05   **Work Plan** *(Advisor: Leilani, Paolo, Andie, Cepy and Astrid)*
11:05 - 11:30   **Staffing and Management Plan** *(Advisor: Leilani, Paolo, Andie, Cepy and Astrid)*

11:30 - 2:00   Lunch and Prayer

2:00 - 3:30   **Session 9: Listing of Communication Activities for 2016:**
                     Strategy, Resource Needs
                     (Facilitator: Astrid Lim)

3:30 - 3:45   Coffee Break

3:45 - 4:15   **Session 10: Presentation to the Executive Director for approval and allocation of budget**

4:15 - 4:45   Next Steps

4:45 - 5:00   Wrap up and Closing Program

- Closing Remarks by the Executive Director
- Distribution of Certificates of Appreciation to Resource Persons
- Distribution of Certificates of Participation to all Participants
- Group Picture

Session Proper

Opening Ceremonies

The 2-day workshop officially started with the introduction of participants, guests and resource persons through a game to facilitate the getting to know each other and also to set the tone of the workshop. The Executive Director of the Regional Secretariat was unable to join the opening program to welcome the participants and resource persons due to an urgent family matter. The overall workshop facilitator, Astrid Lim, then proceeded to draw out the expectation of the participants.

- Do our task pursuant to SOM11
- To have some perspective on what is CTI
- To have internal regulation which should be known by all RS staff
- Need to know the rules on the use of CTI logo
- Want to know the communication and branding of CTI
- Wondering whether to put the brand and logo of CTI for the announcement of DED vacancy
- Know the value of CTI

After drawing out the expectations, the facilitator shared the rational and objectives of the two-day workshop and announced the target participants for the first day and the second day. With that, she gave an overview of the workshop and a brief run through of the program flow. The session closed with an enumeration of the expected outcomes and outputs of the workshop.

Session 1: Brief Introduction on CTI-CFF Brand

By Leilani Gallardo

The first session opened with a pop quiz to check the level of awareness and understanding of the participants about CTI-CFF in general. The facilitator prepared six (6) questions related to CTI-CFF. After every question, the facilitator would give the correct answer and provide further information or data for the benefit of the staff. The participants with the most number of correct answers were given prizes. The questions ranged from the coral species number that can be found in the Coral Triangle area to communication tools that has been produced by CTI-CFF Regional Secretariat. The quiz proved its effectiveness in measuring the general knowledge of participants relating to CTI-CFF matters.

The speaker also shared a brief history of the initiative and the rationale of why it was organized. The basic reason was to address the threats on the coastal and marine biodiversity in the area and to work together to protect these vital resources. She also explained the value of branding saying that it is more than a visual identify, a name, a logo and design. It is about its mission, goals and the story behind CTI. She also explained the inspiration behind the design of the CTI-CFF logo which is a symbol of the beautiful manta ray, of which some species are endangered, and the Coral Triangle combined.

Comments/questions:

The speaker was informed that the Executive Director has instructed the staff that beginning 2016 the size of the text in the logo will be increased. The speaker, however, replied that based on CTI tradition, such changes should be pass through the SOM for approval since the current logo was approved by SOM. She added that if the RS will change the logo now it may create some confusion. If the RS intends to change the CTI-CFF brand and it is well designed, the SOM might consider it. But, then again, the organization is still at a point of establishing its identity and branding and so changing the logo or the brand at this point is not a very good idea.

A question was also raised regarding the use of the icon only (the manta ray) without the text in some of the CTI-CFF materials. Response to this question will be revisited on the second day during the workshop

Session 2: CTI-CFF Brand – A Legal Perspective
By Rusmana

The session highlights basic regulations and laws pertaining to copyrights and trademark. He explained very well the importance and implications of registering the CTI logo to appropriate agencies and in the countries where the organization is working. He encouraged the Secretariat of CTI-CFF to register the CTI-CFF brand in the format of copyrights and trademark in each CT6 to mitigate the brand infringement in foreign courts, and to be able to enforce the rights outside of the court.

Comments/questions:

The participants believed that the legal issues pertaining to brand or copyrights need to be given more attention by the Regional Secretariat and these should be registered to the respective copyrights/trademark bodies in each member countries. Registering the logo will enhance the enforcement of the intellectual property rights of the organization.

The speaker from WWF shared their experience on how they won a lawsuit filed by an international sports organization with the same acronym. He suggested for CTI-CFF RS to adhere strictly to the branding guidelines to generate consistency and to facilitate recognition especially among target audiences.

Leilani Gallardo cited the case of the ASEAN emblem. She referred the participants to the ASEAN website where the guidelines on the use of the logo are explained well.   Perhaps, she suggested that the RS can use this as reference for the development of its own guidelines.
Paolo Mangahas clarified that the logo is not the brand, but a visual representation of the vision and mission of the organization.

Action Steps:

- RS to discuss further and weigh the options whether to register the CTI logo and the likes to the respective copyrights/trademark bodies in each CT member countries.

Resource persons pay attention to Rusmana's explanation on copyrights and trademarks

Session 3: Communication Strategies for CTI-CFF Activities including Cross Cutting Initiatives

Communication Strategies for RPOA
By Dr. Muhammad Lukman

The speaker highlighted the power of the world's renowned commercial brands such as KFC and Coca Cola. He said that an organization or institution may also become powerful like the commercial brands and a concrete example of this is the WWF. Any development organization has the potential to make its brand a strong entity. A big effort though to make the brand strong is through consistency, flexibility, and creativity in managing its strategies.

RPOA, both as a brand and an integrated direction for CTI-CFF needs more attention to be promoted in any related activities. An engaging discussion allowed individuals to think on strategies to communicate CTI-CFF and the RPOA to the target audience. Everyone must have the same perception and understanding of the brand and its tools to be effective communicators.

Communication Strategies for NPOA
By Andie Wibianto

Two communication strategies are proposed to increase NPOA profile and activities: (1) Enhance CTI-CFF media platforms to generate bigger impact on NPOA exposure; and (2) educate public at large through media on the existence of NPOA and how it contributes to the successful implementation of the RPOA. He emphasized the importance of encouraging the NCCCs to promote their respective NPOA activities.

Communication Strategies for Cross Cutting Initiatives

By Leilani Gallardo

Regional Business Forum

The RBF is CTI-CFF's engagement with the private sector to attract high profile businesses to support the initiatives of the organization as well as the programs of the member countries. The RBF is also a good platform for CTI-CFF to attract the media. It is one of the signature events of CTI that can reach out to high profile stakeholders and experts to promote private-public sector partnership. To date, these are the communication platforms of RBF and their activities:

- Dedicated website for the Coral Triangle Regional Business Forum
- Facebook page for the Coral Triangle Regional Business Forum
- Targeted media releases and press conferences (before, during and after the event)
- Utilize the media network of event speakers, panelists, and partner organizations

II. Women Leader Forum

- Developing and providing a common design of collaterals to show coordination and cohesion of activities

- Dedicated Facebook page: https://www.facebook.com/ctiwomenleaders/

- Organizing activities in conjunction with bigger events i.e. World Coral Reef Conference, Earth Hour, CTI-CFF Regional Business Forum where   media representatives are already present or are interested in covering

- Tap the media network of partner organizations and speakers to help distribute press releases, write ups, blog posts.

III. Local Government Network

- Posting of post-event photos to social media

- Organizing activities in conjunction with bigger events i.e. CTI-CFF Regional Business Forum where media representatives are already present or are interested in covering

- Invite local media to activities together i.e. field trips where they can talk to the LGN member executives

- Develop press releases that highlight the role of the LGN member attending the event and ask him to distribute it to his network back home

Comments/questions:

The cross cutting initiatives have proven effective in reaching out to local leaders to promote the goals and targets of CTI. Perhaps, the group can also learn from similar organizations on how they conduct their communication strategies.

One of the products of CTI is the RPOA, which is a living document. This can be promoted to a wider audience for a better understanding and perception of what CTI is all about. Or, the CTI can also produce another product to 'sell' to a wider audience like products related to the five (5) thematic goals of the RPOA. The goal is to develop a brand that when people hear about CTI it is strongly associated on something like for example SEAFDEC is about fisheries; SPREP is fisheries in the Pacific. CTI needs to work hard to strategically develop a selling point to the target audience.

Resource persons recommended to look at each of the target audience and identify what CTI would like to be known about for each of these audience. The more technical aspects like RPOA and NPOA have different audience and that is fine.

Related to RPOA the group can use the same strategy that the United Nations employ for their Millennium Development Goals or Sustainable Development Goals to popularize the RPOA. CTI can also develop iconic symbols to communicate each goal of the RPOA so people and the youth can easily grasp the message. The cross cutting initiatives are also engines that help communicate the vision of CTI-CFF. Lastly, CTI may want to organize fora for youth similar to what the WLF does. For the youth of today will be the next generation to protect the Coral Triangle.

Both resource persons informed the group that there have been several engagements with the youth in the past such as during the Coral Triangle Day and during the 3rd Regional Business Forum where a student essay competition on sustainable business was conducted. At present the CTI does not have a current program that focus only on youth. They added that the youth is an important target audience and a youth forum is a good idea to pursue.

Action Steps:

- For NPOA, RS Communication Specialist to begin communication and information exchange with NCC communication person from each CT6. This can be developed through regular phone or Skype calls.
- Communication Specialist of RS to identify or conduct an inventory on the websites or social media accounts that the CTI-CFF RS will now begin to manage and administer being the permanent secretariat.
- Infographic and sub-icons for RPOA

Andie Wibianto generating feedbacks and comments during a workshop session.

Session 4: Brief Review on Existing CTI-CFF Communication Materials and Products
By Andie Wibianto

The session highlighted the existing communication materials and products managed or produced by the Regional Secretariat since it was established in May 2015:

On Line	Print Materials
Official website	RPOA Book
Facebook	Banners
Twitter	Calendar 2016
	Paper Bag
	Brand Guideline

It also elaborated about the progress on redesigning the official website; the reprinting of RPOA Book; the printing of the Agreement on the Establishment of the Regional Secretariat of CTI-CFF as well as the History Book of CTI-CFF; the development of thematic posters and standing banners derived from the RPOA (Seascapes, EAFM, MPA, CCA, Threatened Species); and, finally the 9 Guiding Principles of CTI-CFF Poster and Banner

Comments/questions:

The resource persons suggested the ASEAN branding guidelines as reference to the Regional Secretariat in developing its own branding and marking guidelines particularly in the use of Logo

Action Steps:

- The participants proposed the following items to be developed by RS as additional communication materials and products: 1) small paper bag using recycled paper; 2) plaque/placard; and 3) agenda book.
- Increase the font size in the name cards.
- Develop a media kit, student packet or briefing packet
- Scout for an official token to be given away during official visits and special events

- Develop a brochure for each goal

- Develop Information, Education, and Communication (IEC) materials for children on CTI

- Develop fact sheets for each country

- Develop a media event in each CT6

- Develop branding guidelines to include the standardization of the partners' names, acronyms such as CTI COM or CT COM, etc.

- Need to review the tool kits

Participants listen attentively to the presentation

Session 5: Review on CTI-CFF Communication Platforms and Messaging
By Leilani Gallardo

The session highlighted the history and objectives of the official CTI-CFF website and Newsletter:

- Provide credible and reliable sources of news, information and tools on coral reefs, fisheries, food security, and sustainable marine resource management across the Coral Triangle
- Expand the CTI-CFF's reach to the public and its own stakeholders and increase awareness and involvement in CTI-CFF activities
- Strengthen the capacity of the CTI-CFF Regional Secretariat to coordinate and conduct activities across the region

The speaker, Leilani, also shared how these tools were developed and when finalized it was approved by SOM7. The on-line newsletter has the same look as the website for consistency. The list of recipients were taken from a database compiled from all the regional exchanges and meetings conducted by CTI. It also highlighted other CTI-CFF communication platforms for public interactive communication:

- Facebook www.facebook.com/cticff
- Twitter www.twitter.com/cticff
- Youtube https://www.youtube.com/user/coraltrianglevideo

The speaker informed the team that NCCC PNG, Philippines and Malaysia are quite active in their social media platforms.

Paolo continued the presentation with a sharing on digital landscape - determining how many people out there are connected to CTI through internet. He showed the group a digital platform developed by WWF that shows the analytic rank of the sites with the most number of searches regarding information about CTI-CFF. He also said that WWF developed the RBF and the Coral Triangle Day websites which is actually owned by CTI and should be managed by CTI.

Leilani also brought to the attention of the group regarding a Facebook fan page which is managed by ADB Southeast Asia which looks like an official CTI Facebook page because of the

way the CTI logo was prominently displayed in their page. Though they are CTI partners but the control and use of the logo should be the domain of CTI-CFF. This should not be a big problem because when the official logo was approved it was communicated to all CTI development partners. It was suggested that the Communication Specialist should make a public dialogue with the concerned partner for these two Facebook fan page have the same objectives. It should be noted that the use of the logo by other organizations or individuals is difficult to control especially on social media, but, CTI-CFF can control the brand.

Comments/questions:

According to Leilani the mailing list for the newsletter is still active. The last time it was used was during the 4th RBF event in Bali.

To search the ranking of the top sites the keywords to use is Coral Triangle.

Action Steps:

- It was proposed to develop the following items:

  a. Series of video on CTI-CFF activities for Youtube Channel
  b. Series of Facebook and Twitter timelines

- RS to agree on the frequency of the newsletter distribution to all partners
- Communication Specialist to reach out to the communication focal points of each CT6 and start making arrangements for the submission of pertinent articles and pictures.
- RS to find ways to increase the number of visits in the different social media accounts especially during launching a program or promoting a special event or the likes.
- Establish a weblink with public media through MMAF
- Maintain current social media accounts: FB, Twitter, Linkedin, Pinterest

Session 6: Review of the CTI-CFF and Partner Website and Social Media Accounts
By Paolo Mangahas and Leilani Gallardo

This session reviews existing CTI-CFF websites compared with other websites with Coral Triangle related-name and accounts of social media of CTI-CFF. This session started with a simple test of a Google search and Bing search with CTI-CFF (or Coral Triangle) as a topic, it is highlighted that CTI-CFF Official websites rank is low in comparison to other website on Coral Triangle brands background developed by CTI-CFF stakeholders. However, it may also be noted that CTI-CFF Official website is newly established website.

Below are some of the websites that have been discussed and compared during the session:

- www.ctatlas.reefbase.org;
- www.ctknetwork.org;
- www.facebook.com/CoralTriangleKnowledgeNetwork;
- www.facebook.com/ctiwomenleader;
- www.environment.gov.au/topics/marine/international-activities/coral-triangle-Initiative;
- www.conservation.org/projects/Pages/Coral-Triangle-Initiative-pacific-ocean-islands.aspx;
- www.thegef.org/gef/CTI;
- www.usaid.gov/asia-regional/biodiversity-conservation;
- www.facebook.com/CTISoutheastAsia;
- www.facebook.com/CTI-MPA-Learning-Network-296690140406024;

In this event, Paolo also shared Coral Triangle day website (http://coraltriangleday.org) as a lesson learnt for user friendly website that allow people to submit photos in relation with Coral Triangle day.

Leilani shared the example of CT Atlas website as a lesson learnt with a featured map that is updated every two weeks. In addition to the CTI-CFF stakeholders, CTI-CFF cross-cutting initiatives such as RBF and WLF in www.ctibusinessforum.net

Paulo also highlighted other websites on coral triangle issues by referring to the latest report developed by WWF and Ausaid. :

- www.coraltriangle.com;
- www.coraltrianglecenter.org;
- www.ctibusinessforum.net
- www.coraltriangle.org
- www.coraltriangleadventures.com
- www.mycoraltriangle.com

Comments/questions:

CTI-CFF Regional Secretariat should manage and maintain the use of the logo or other related CTI-CFF branding icons especially when used by a third party that has no legally-binding cooperation with the CTI-CFF. Paolo sum up the session that as per his experience with WWF, we have no control of Coral Triangle as a brand to partners and other entities that highlights the importance of Branding and Logo of CTI-CFF. Leilani Gallardo added that to have a wider impact and better coordination with partners, CTI-CFF Partners should have a link refer to CTI-CFF Official Websites.

Paulo Mangahas of WWF responding to a question raised by a participant

Session 7: Coral Triangle Day Messaging and Coordination
By Paolo Mangahas

The session presented the annual Coral Triangle Day celebration which is observed every June 9 to follow the World Ocean's Day Celebration. The celebration and the date was approved during the Ministerial Meeting in 212. This is an open source event so anyone can organize their own activity. Now that the permanent Regional Secretariat is established it is expected that the RS will manage this event with the help of the partners. The speaker discussed about preparations to be made which usually begins as early as March. Below are the reasons why Coral Triangle Day is being celebrated each year:

- Increase awareness of the Coral Triangle as a globally significant ecoregion - a modern-day icon of the natural world;
- Bring to light the importance of ocean in people's lives and the need to protect it;
- Highlight the conservation work being done by partners in the region to help protect the Coral Triangle; and
- Provide a tangible way for people to celebrate World Oceans Day in this part of the world.

It is a simultaneous event celebrated in varied sites around the six Coral Triangle Countries. Some of the activities include but not limited to:

- Beach and underwater clean-ups
- Responsibly-sourced seafood lunches and dinners
- Responsibly-sourced seafood cooking exhibitions
- Fundraising auctions
- Bazaars
- Beach parades
- Live musical performances
- Educational activities

The speaker also gave some suggestions on activities that RS can undertake for CT Day celebration. He showed some pictures and videos from previous celebrations. He also added about the role of partners in this event.

Comments/questions:

Astrid shared the different activities and programs during the CT celebration in Cebu. Partners involved were coming from the private sector such as the high end resorts in Mactan, Cebu; there were also some from the religious sector, many from the different national government agencies as well as local government units and some national enforcement agencies like the Philippine Navy, Philippine National Police among others. The key here is the coordination of the different activities and participants.

Frista Yorhanita of the MMAF shared that in their Directorate they have a Jamboree Mangroves involving 2000 scouts. She is thinking of aligning this program with the Coral Triangle Day celebration.

Action Steps:

- Preparations for the 2016 Coral Triangle Day celebration should commenced as early as March to build up the enthusiasm and participation of the CT6 and other stakeholders. The Regional Secretariat of CTI-CFF should take the lead and coordinate the activity.
- RS to organize community based CT activities in Manado as a way of promoting the presence of CTI-CFF headquarters in Manado.
- Identify collaterals to be given away during CT Day as part of IEC strategy.
- Communication Specialist to familiarize with the CT Day website

Session 8: Review of the CTI-CFF Communication Strategy Design and Work Plan
By Jasmin Mohd Saad

The goal of this session is to revisit the current draft CTI-CFF Communication Strategy Design and Work Plan which was developed during the interim Secretariat to see which activities have been implemented or completed and which needs to be updated. Expected output of this session is a proposed Communication Work Plan for 2016. To produce this the session reviewed the following based on the draft Communication Work Plan of 2013:

• Review of Objectives and Audiences
• Illustrative Messages
• Communication Tools
• Putting it all Together
• Enhancing Communication Protocol and Branding Guidelines
• Work Plan
• Staffing and Management Plan

Note: For the revised Communication Strategy it will be put together in a separate document and will be circulated once finalized.

Comments/questions:

Upon review of the document it was suggested that the Regional Secretariat can still use the US-CTI products. As for the re-designing of the official website, it would be good to conduct a SurveyMonkey to target users to get feedback on the most useful pages or the most visited pages of the website as well as their experiences as inputs in developing the new website. Those pages that is highly visited should be maintained. The resource persons also emphasized to keep and update the library because all the important documents since CTI began are all there. If RS loses that, it loses the entire memory of CTI.

- Communication Specialist to study the use of Survey Monkey and to identify the target informants based on the users that can be generated from the website.

- Develop the survey questions and conduct the survey

- Conduct on-line training for NCCs communication focal points to strengthen communication capacity because this position is now being assumed by new staff with little or no background on CTI. Many have already left the organization.

- Connect with the national focal points for WLF to be able to get their stories.

- Develop a Social Media Plan

- Conduct market research (regional) on CTI-CFF brand

- Determine the process to be used in collecting and editing materials from the CT6 or other initiatives

- News must be linked to the RPOA. Every news article must contribute to the goals of the RPOA and this should be updated every week.

- Develop an RS Handbook where it contains all the branding and marking guidelines as reference material for RS staff.

Workshop participants taking part of the pop quiz about CTI-CFF

Session 9: Listing of Communication Activities for 2016: Strategy and Resource Needs
By Jasmin Saad

After reviewing the communication strategy and work plan, the team proceeded to identify the different communication activities that are doable for 2016*

GOALS	OBJECTIVES	TASKS / ACTIVITIES (to reflect the communication tools development in Section 6)	2016				LEAD	SUPPORT
			Q1	Q2	Q3	Q4		
G1 & G5		**Task 1. Strengthen Regional Communication Coordination**						
		Reach out to NCCs to determine priority outreach needs, refine key messages, and identify major events for 2016	☐	☐	☐	☐	CTI-CFF Reg. Sec.	NCCs
		Identify the communication point of contact (POC) for each NCCs and Partners	☐				CTI-CFF Reg. Sec.	NCCs and Partners
		Reach out to Partners to determine priority outreach needs, refine key messages, and identify major events for 2016	☐	☐	☐	☐	CTI-CFF Reg. Sec.	Partners
		Conduct market research/ assessments for CTI-CFF brand			☐		CTI-CFF Reg. Sec.	Partners
All Goals		**Task 2. Enhance the CTI-CFF Communications Strategy**						
		Develop the Branding Protocols which includes (i) Visual Identity; (ii) Brand Guidelines; (iii) Photography / Imagery Guidelines)	☐				CTI-CFF Reg. Sec.	Partners
		Develop the Editorial Style Guide [which includes editing processes for communication products]		☐			CTI-CFF Reg. Sec.	Partners
		Finalize CTI-CFF Communications Strategy (2016-2019) & present to SOM12	☐				CTI-CFF Reg. Sec.	Partners

GOALS	OBJECTIVES	TASKS / ACTIVITIES (to reflect the communication tools development in Section 6)	2016				LEAD	SUPPORT
			Q1	Q2	Q3	Q4		
		Finalize 2016 Communications Work Plan	☐				CTI-CFF Reg. Sec.	Partners
All Goals		**Task 3. Develop and maintain CTI-CFF communication tools and products**						
		Apply CTI-CFF Branding Guidelines for all communication materials and products	☐	☐	☐	☐	CTI-CFF Reg. Sec.	NCCs, Partners
		Develop Media Kit		☐			CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
		Develop Briefing Package & associated tokens		☐			CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
		Develop CT6 Country Factsheets		☐			CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
		Develop Social Media Plan	☐				CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
		Maintain CTI-CFF website and related cross-cutting initiative sites and develop related content	☐	☐	☐	☐	CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
		Conduct user assessment for CTI-CFF website	☐				CTI-CFF Reg. Sec	NCCs, Partners
		Maintain CTI-CFF Social Media accounts and develop related content	☐	☐	☐	☐	CTI-CFF Reg. Sec.	Consultants, NCCs, Partners
		Develop Thematic Factsheets		☐			CTI-CFF Reg. Sec.	TWGs and Partners
		Develop RPOA Infographic	☐				CTI-CFF Reg. Sec.	Consultants, Suppliers, NCCs, Partners
		Re-launch CTI-CFF Newsletter		☐	☐	☐	CTI-CFF Reg. Sec.	NCCs, Partners
G1, G4 &G5		**Task 4. Provide communication support for CTI-CFF events and international fora**						
		Seascapes Write-shop (Apr'16)		☐			CTI-CFF Reg. Sec.	NCCs, Partners
		Coral Triangle Day (June'16)		☐			CTI-CFF Reg. Sec.	NCCs, Partners
		ICRS (June'16)		☐			CTI-CFF Reg. Sec.	NCCs, Partners

GOALS	OBJECTIVES	TASKS / ACTIVITIES (to reflect the communication tools development in Section 6)	2016				LEAD	SUPPORT
			Q1	Q2	Q3	Q4		
		CTI Local Governance Network General Assembly (tentatively in Apr'16)		☐			CTI-CFF Reg. Sec.	NCCs, Partners
		IUCN-WCC (Sept'16) [with TNC]			☐		CTI-CFF Reg. Sec.	NCCs, Partners
		6th MPA REX (July'16)			☐		CTI-CFF Reg. Sec.	NCCs, Partners
		2nd Seascape REX (tentatively in July'16)			☐		CTI-CFF Reg. Sec.	NCCs, Partners
		SOM12 & MM6 (Nov'16)				☐	CTI-CFF Reg. Sec.	NCCs, Partners
		CT Fishers' Forum (tbc)					CTI-CFF Reg. Sec.	NCCs, Partners
G1, 2 & 5		**Task 5. Conduct media relations**						
		Reach out to relevant media and develop media contact list	☐	☐	☐	☐	CTI-CFF Reg. Sec.	Media, NCCs, Partners

Session 10: Communication Plan Presentation to ED

By Andie Wibianto

The focus of this session is to present the proposed Communication Plan for 2016 to the Regional Secretariat Executive Director for his comments and approval. Budget for each communication activity was also included as inputs to the Secretariat's budget planning for this year. In this session, CTI-CFF Communication Specialist, Andie Wibianto, presented the plan. The resource persons were at hand to help answer the questions of the Director as well as to make clarifications regarding the proposed activities and budget. ED shared his insights and suggestions on how to enhance the work plan and strategies. In the end, the plan was approved.

Comments/questions:

- ED wanted the activities to be monitored and evaluated on a regular basis.
- For budget allocation, Communication Specialist to consult with Finance Advisor for project/program implementation.

Next Steps:

- Jasmin to clean up the work plan and budget by integrating the comments and feedback from ED. This output should be integrated in the process and output documentation of the Branding and Communication Workshop
- Jasmin to finalized the CTI-CFF Communication Design and Strategy as a separate document
- Alvin and Ilham to draft the CTI-CFF Branding and Marking protocols based on the ASEAN guidelines and circulate it to the concerned staff (Andie, Jasmin, Toni, Kirana, and Astrid) for comments and suggestions.
- Andie to introduce himself to the communication person of each NCCC and start the interaction and connection
- Kirana and Alvin to write the Branding and Communication Process and Output Documentation to be reviewed by Andie, Jasmin and Astrid before submission to the Executive Director.

Wrap up and Synthesis

To officially close the Branding and Communication Workshop a short closing program was conducted. ED was at hand to give a closing message to the staff expressing his expectations after the workshop and the need to strengthen the technical capacity of the team by getting the proper support. He also encouraged everyone to think of ways on how to engage the Pacific countries in various CTI-CFF sponsored activities; how to make them more active and participative. ED ended his speech by thanking the resource persons for their time and effort and for sharing their knowledge and expertise to the team.

The speech was followed with the distribution of certificates of appreciation to the resource persons and certificates of participation to the participants. The workshop finally ended with a group picture.

Participants and resource persons together with the Executive Director CTI-CFF, Widi A. Pratikto (center)

Annex A
List of Participants

Name of Participant	Position	Contact details/email address
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