



**UNDP/GEF PROJECT ENTITLED “REDUCING ENVIRONMENTAL STRESS IN THE
YELLOW SEA LARGE MARINE ECOSYSTEM”**

UNDP/GEF/YS/RWG-I.1/6
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Proposal for Public Awareness Campaign

A significant factor toward long-term ecosystem management effectiveness is the ability to increase public awareness of and participation in activities designed to protect the Yellow Sea. Educating the residents around the Yellow Sea coast and watershed, resource managers, and policy makers and increasing the number of people that take an active interest in protecting and restoring the Sea, helps to nurture long-term stewardship ideals in local communities.

A. Indicators

An inherent goal of any environmental education and public outreach programme is to assess environmental indicators such as changed human behaviour to improve the environment. While it is difficult, at best, to estimate the direct effects of these programmes on the population, several indirect indicators can be used. Demand for information from students, educators, researchers, managers, and the public on the health of the Yellow Sea can be one indicator. The Project's website installed a counter in March 2005. Visitors to the site are not limited to those from the region, but also include those from Europe and the Americas.

Projects that implement a “Small Grants Public Participation Programme” may produce another indicator based on the number of received applications. These education and outreach programmes cannot all be funded, but the seed money may provide support for important environmental work valued far in excess of their cost.

The transfer of initiated activities to the supervision by local governments, agencies, communities, or NGOs is one indicator of long-term sustainability of the Project and the success in enhancing public awareness and participation.

B. Strategy

The Yellow Sea public awareness and outreach strategy should include major elements such as:

- increasing community awareness and stewardship;
- promoting understanding;
- facilitating all levels of stakeholder and public participation;
- increasing communication and cooperation;
- enhancing education at all levels; and
- securing funding.

1. Increasing community awareness and stewardship

The development of informational materials for specific audiences may include printed materials, public exhibits, educational curricula, and research programmes to serve as primary outreach and education mechanisms. Through a Memorandum of Understanding signed between this Project and WWF's Yellow Sea Eco-Region Planning Programme, one of the agreements is to share WWF's public awareness materials with the Project, in particular, materials relevant to the RWG-Biodiversity. Additional materials will need to be produced. "The Yellow Sea and Youth" newsletter is one example.

2. Promoting understanding

An important means to promote public involvement is to keep partner agencies, municipalities, and all other stakeholders informed and abreast of Yellow Sea issues. Participating countries could incorporate Yellow Sea information into all related programmes wherever possible. All coastal municipalities should be provided with information on Yellow Sea Project implementation and how it would affect their cities and towns. Additionally, the partners are to provide briefings to stakeholder groups and assess and support opportunities for training and educating the environmental decision making community on Yellow Sea actions.

3. Facilitating all levels of stakeholder and public participation

The Project should consider that public participation should be involved in setting policy for the Yellow Sea, as well as participating in the cleanup of the Sea through hands-on activities. The Project partners (Regional Working Groups, National Project Co-ordinators, National Focal Points, Inter-ministerial Committees (IMCF), Regional Science and Technical Panel, PMO) are to provide financial and technical support for such activities as beach cleanups, habitat restoration projects, youth art competitions, volunteer monitoring programmes, "Small Grants Programme," producing information kits.

4. Increasing communication and co-operation

Public awareness training workshops and annual stakeholder conferences may help coordinate on-going governmental and non-governmental public outreach efforts. During the Project implementation phase, and thereafter, the partners are to encourage private and non-profit groups to continue to develop and implement Yellow Sea educational and outreach programmes.

5. Enhancing education at all levels

A key objective for enhancing public awareness and participation is to develop, among the citizens of Korea and China, a long-term sense of environmental appreciation for and understanding of the Yellow Sea by enhancing educational opportunities at all age levels. The NPCs, RWG-I, and IMCFs should work with appropriate school districts to develop educational materials to integrate into existing primary and secondary school curricula. The partners are to encourage natural history museums and nature centres to promote Yellow

Sea issues within their programmes and provide support for teacher training and workshops integrating Yellow Sea issues.

6. Securing funding

The PMO is to publicise grant opportunities whenever possible and to encourage all organisations associated with the public involvement and education effort, both governmental and non-governmental, to take advantage of the various grant programmes available that provide funding for educational activities and products. Private sector funding should also be sought when and wherever possible and identify other grant programmes for which Yellow Sea activities would be eligible.