



Kaş-Kekova Special Environmental Protected Area Sea Management Plan and Implementation (*Southern Medpan Turkey Pilot Project*) Communication Strategy

Introduction

The objective of this document is to outline the communication strategy for the last two years of the “Special Environmental Protection Area Sea Management Plan and Implementation” project, undertaken jointly by WWF-Turkey and the Turkish Environmental Protection Agency for Special Areas (EPASA). The strategy presents a framework for communication activities to be undertaken on local, national and international levels during 2011 and 2012.

During the preparation of the communication strategy, special attention was paid to activities undertaken as part of the project in previous years, and the communication history of the project is presented below.

In the strategy, the “primary target audience” is defined as the audience to which the message must be communicated in order to ensure the success of the Kaş-Kekova project. **The primary target audience comprises the local population, local and central government, and internal communication.** The main point of departure of the communication strategy is to make sure that the local population embraces the principles and limits brought about by the Management Plan, “not as an imperative”, but **as a lifestyle**.

Since **the Management Plan is the first Sea Management Plan to be prepared with a participative approach**, and thus lays the basis for the formation of national legislation in this area, the objective and scope of the project need to be correctly grasped by local and central government. As part of the strategy, central government organs will be provided information about the processes and outcomes of the project, in order to ensure the multiplication of this significant breakthrough in other sea areas.

Besides, due to the increasing demand for tourism in the region, the general public is also considered to be part of the target audience. Communication activities aimed at this specific audience are designated as awareness campaigns, media communication activities and online efforts.

The strategy provides the overall framework of the communication activities related to the project. The details and time schedule of these communication activities will be presented in yearly action plans.



1. Project History

As part of “The Ecological Region Protection and Responsible Tourism Project on the Lycian Coast” Project launched by WWF-Turkey in 2002, a Marine Biological Diversity Survey was undertaken in a sea area spanning the 210 km between Patara and Antalya. The research revealed that, in terms of flora and fauna, one of the richest locations is the coastal line between Kaş İnceburun and Uluburun, as well as the nearby islands. On September 26th, 2003, WWF-Turkey made a formal application to the Environmental Protection Agency for Special Areas, suggesting the closest protection area, namely the Kekova Special Environmental Protected Area (SEPA) to be expanded to include the environs of Kaş, rich in marine biological diversity. This proposal became the first concrete example in Turkey of an attempt to protect marine biological diversity, based on the outcomes of scientific research. As a result, the Council of Ministers declared the Kekova-Kaş Special Environmental Protected Area in 2006 by including Kaş area to the Kekova Special Environmental Protected Area which covers a total area of 260 km².

Efforts in the Kaş-Kekova SEPA are undertaken through cooperation between WWF-Turkey and EPASA. In the Kaş-Kekova SEPA, the project features research on marine biological diversity, and complementary oceanographic surveys, as well as socioeconomic studies on agriculture, fishing, tourism and anthropogenic effects; and in addition, the sea management plan is prepared with the participation of all concerned parties. **A four-year-period is envisaged for the completion and implementation of the region’s management plan.**

The objective of the MedPAN South Project is to ensure the permanent protection of the large ecosystems of the Mediterranean Basin and the sustainable use of marine resources through a harmonious sea protection network. Turkey figures among the countries to host one of the five pilot projects of the MedPAN South Project. The objective for the Kaş-Kekova SEPA pilot project is to identify the criteria for protection and use, and to develop best practices in a marine area.

The communication activities undertaken as part of the project between 2009 and 2010 are summarized below.

February 16th, 2010, Launch of the Project: The meeting was undertaken jointly by WWF-Turkey and EPASA. The official start of the project was declared, and the outcomes of the Biological Diversity survey and the objectives of the project were communicated to stakeholders (local government, fishermen, diving clubs, boat owners, public agencies). Around ten journalists participated in the event.

October 16th-27th, 2010 “No Other Kaş in the Mediterranean”: In order to raise awareness on the environment and underwater life, a number of training activities were undertaken as part of this event. Delivered by the personnel of the Coast Guard Command, the Kaş Underwater Association (KASAD), the members of STH (Underwater Clean-Up Movement) and the experts from WWF-Turkey, the training was organized so as to reach a maximum number of people and to foster awareness on the environment and underwater life in order to ensure the protection of the natural wonders of Kaş. As such, over 700 students were given seminars in primary schools and junior high schools; meetings were organized to inform fishermen, divers and boat owners about the sea protection areas, the coasts and underwater areas were cleaned up, and children who had never seen the sea before were taken on a boat ride.



August 15th-27th, 2010, The Project Stand: A WWF-Turkey stand was installed on the yacht pier, and locals and tourists were provided with information on the activities undertaken.

Press Releases: Press releases were communicated to the local and national media as regards the activities undertaken and completed.

In addition, meetings were held with fishermen and in diving clubs and schools in order to inform individuals about the project.

A project brochure was published to be used for the promotion of the project.

2. Project Objectives and Targets

The main objectives of the Kaş-Kekova Project are as follows:

- The completion of the sea management plan of the Kaş-Kekova SEPA by through participative mechanisms, the reinforcement of the Kaş-Kekova SEPA management system, the identification and implementation of the principles of protection and use.
- The enhancement and improvement of the management measures to conserve the functions of the sea ecosystem and the sustainable use of its resources.
- The completion of zoning design, the establishment of a non-take zone and the complete prohibition of harpoon fishing in the protection area.
- The strengthen of the capacities of the agencies in charge of marine and coastal protection areas.
- The inclusion of the Kaş-Kekova SEPA in MedPAN, the Mediterranean network of Marine Protected Areas managers.

3. Communications Goal, Objectives and Targets

Goal

In short, the ultimate aim is to **enhance the effective engagement of Kas-Kekova SPA stakeholders in the MPA planning process.**

Objectives

The primary objectives of the project communication strategy are

- to **provide information** to and to raise the awareness of locals, local decision makers and other stakeholders about the scope and importance of the project, and
- to **urge them to embrace the project and participate** in the management plan to be created during the project.

Kaş-Kekova SEPA is critical for the protection of the biological diversity of the Mediterranean coast in Turkey and for the sustainability of fishing and tourism, the main economic activities in the region. Raising awareness of the ecological importance of the area and its biological diversity, having the participation of the communities for protection efforts and overall, raising awareness of Kaş-Kekova Marine Protected Area are among the communication objectives.

An **umbrella campaign** which will include separate messages to different target groups will be created. The umbrella campaign would not only support project's recall in general but also enable target groups to make the connection among different messages. Besides, the communication activities of this project are bound to contribute to the promotion of WWF in the long term.

3.1 Factors That Could Affect Communication Targets - SWOT Analysis-

Strengths	Weaknesses
<ul style="list-style-type: none"> - The scientific basis of the study - The guidance provided by the international prestige and expertise of WWF - Cooperation with the Environmental Protection Agency for Special Areas and other local authorities - The fact that the general public already has general information about the region, owing to its tourist popularity - The inclusion of certain easily communicable activities, which could draw the attention of the general public - The existence of Kaş project office for better management 	<ul style="list-style-type: none"> - The possibility of the project budget to fall short of the communication requirements - The limited human resources of the WWF-Turkey Communication Team
Opportunities	Threats

<ul style="list-style-type: none"> - For WWF to come to be known as an environment protection organization which is one of the facilitators in Turkey to lead a participatory process to draft MPA management plans. - Contribution to the public awareness of the WWF brand, due to the region's tourist popularity - The reinforcement of WWF-Turkey's image as an organization that takes concrete steps for the protection of the environment - Gaining new members through the WWF Kaş Office in the summer season - Increased awareness of sea protection areas among the decision makers of local government and agencies, as well as local associations. 	<ul style="list-style-type: none"> - The failure of the relevant public agencies to take concrete steps about the management plan, and to transfer sufficient financial and human resources to the Kaş-Kekova SEPA - The possibility of the fishermen to refuse the project, and the Ministry of Agriculture to reject the establishment of a non-fishing zone - Overlaps between the authorities of the ministries responsible for the SEPA, the existence of multiple agencies in charge, and the difficulty of establishing coordination among these ministries - The difficulty of the general public to grasp the project
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4. Target Audiences

4.1. Primary Target Audiences

The “primary target audience” is defined as those social groups who will play a **pivotal role in the success of the project** in attaining its objectives and targets. The main goal of the communication strategy is to ensure that this key audience understands and embraces the project, and thus adapts its lifestyle and practices accordingly. In the following chapters, the correct and efficient methods for reaching out to the primary target audience and the main messages to be delivered are outlined.

- **Local Population**
 - Fishermen
 - Owners of diving centers
 - Hotel owners
 - Restaurant owners
 - Boat owners
 - School children
 - Divers
 - Locals who engage in free diving and harpoon fishing
 - Local NGOs
 - Tour operators
- **Local Government**
 - Kaş Prefecture
 - Kaş Municipality
 - Demre Prefecture
 - Demre Municipality



- Provincial Directorate of Environment and Forestry
- District Directorates of Agriculture and Rural Affairs (Demre, Kaş)
- Provincial Directorate of Culture and Tourism
- Undersecretariat for Maritime Affairs, Kaş Harbor Directorate
- Vessel Commands of the Coast Guard
- Village headmen included in the SEPA (Çevreli, Üçağz (Kaleköy), Belenli)
- **National Government**
 - Ministry of Environment and Forestry
 - Ministry of Agriculture and Rural Affairs
 - Ministry of Culture and Tourism
 - Undersecretariat for Maritime Affairs
 - Coast Guard Command
- **WWF-Turkey Internal Communication, WWF-Mediterranean Office and MedPAN**

Internal communication in the WWF-Turkey covers the flow of information among the project officers undertaking various efforts in different provinces of Turkey, as well as communication activities directed at the Board of Directors and the Board of Trustees.

The objective of the communication with WWF-Mediterranean Program Office and MedPAN is to raise the awareness about the project in the network and to make use of the expertise of the network in possible problems that could come up in the process.

4.2. Secondary Target Audiences

The social groups indirectly influential in the attainment of project objectives and targets is defined as the **“secondary target audience”** and no special activities were planned in the communication strategy to target this group, given the budget and time limits of the project during this phase. **Nevertheless, the nationwide promotion of the project will feature the announcement of main outcomes and various subcampaigns**, which in turn will be devised so as to appeal to the secondary target audience.

- **Tourists**
 - Foreign tourists
 - Domestic tourists
 - Locals’ relatives residing outside the region
- **General Public**

4.3. Overall message



Kaş-Kekova is among the most valuable places both cultural and natural wise. MPA in Kaş-Kekova will not only secure the beauty of its natural habitat for the livelihoods of the local communities but it will ensure this heritage to be passed to future generations.

The commitment of communities starting from today will play a crucial role in defining the future of Kaş-Kekova.

Kaş-Kekova is home to endangered species like groupers and Posidonia.

In order to keep region in the spotlight, we need to invest in our marine treasures.



5. Main Objectives, Messages, Activities and Tools per Target Audience				
Target	Objectives	Messages	Activities	Tools
Local governments	<ul style="list-style-type: none"> - Getting their active support during the process - Establishing the relevant regulations - Enforcing regulations - Recruiting Mayor of Kas and Deputy governor as real ambassadors for the MPA 	<ul style="list-style-type: none"> - Kas Kekova MPA needs your active support - You have to actively cooperate for the future of the MPA - You are THE key players in that process - You have the power to make this happen - Together, let's make the best MPA out of Kas - You can be an example for the country? 	<ul style="list-style-type: none"> - Committee meetings - Fields trips - Briefings about MPA - Attending to local events/festivals - Campaign ad (local newspaper) 	<ul style="list-style-type: none"> Regular face-to-face meetings -Management Plan Hand Book - Project brochure for institution - Documentary film – 2012 (30/4/1 min versions), additional short films to be completed summer 2011 - Information board (This area is SEPA, WWF-Turkey project info) - Websites of municipality and district - A brochure with maps explaining the Sea Protection Area zoning regions and the relevant regulations and legislation
Fishermen	<ul style="list-style-type: none"> - Get them to understand the general goal and benefits of MPAs (including recovery of groupers' population- groupers being a good indicator for marine habitat's 	<ul style="list-style-type: none"> - A "NO take zone" for fish/groupers' populations to recover. Fish population will grow! - Your revenue should grow in 	<ul style="list-style-type: none"> - Field trips in other MPAs - Briefings and interactions at their meeting point - Local stakeholders committees - Cooperative meetings 	<ul style="list-style-type: none"> - Regular face-to-face meetings - Documentary film – 2012 - Sustainable fishing factsheet - Video distribution (Medpo, short videos...) - Campaign promotional

	<p>overall quality)</p> <ul style="list-style-type: none"> - Get their support for the “No take zone” in groupers’ breeding area 	<p>the long term</p> <ul style="list-style-type: none"> - Sustainable fishing will ensure fish population growth for future generations - KK MPA: the life insurance for your activity - In KK MPA, illegal fishing will not be tolerated 		<p>materials (pin, sticker, poster)</p> <ul style="list-style-type: none"> - Sustainable fishing guide (creating awareness on ecosystem based fisheries management...)
Diving clubs	<ul style="list-style-type: none"> - Design and implement a sustainable plan for responsible diving (using buoys...) - Raise the awareness of their clients about the MPA (value, beauty) 	<ul style="list-style-type: none"> - KK is the diving spot in Turkey - KK MPA is your life insurance for your business - Invest in the MPA and you’ll get a good return in investment - Promote responsible diving practices 	<ul style="list-style-type: none"> - Local stakeholders committees - Field trip to MPAs - Divers briefing and training (the do’s and don’ts about responsible diving) - Training the divers to properly brief their clients - Underwater photo contest (2012) - Promoting KK MPA in other MPAs’ diving clubs. - <i>sign a responsible diving charter with the administration of the SEPA?</i> 	<ul style="list-style-type: none"> - Regular face-to-face meetings - Documentary film - Fact sheet about responsible diving - Project brochure for general public (for diving clubs and their clients) - Video distribution (Medpo, short videos...) - Campaign promotional materials (pins, sticker, poster) - Underwater Photos exhibit on the pier -
Hotel and restaurant owners	<ul style="list-style-type: none"> - Increase their share of fish supply from local fishermen - Raise their awareness on 	<ul style="list-style-type: none"> - The MPA will drive more qualitative tourists to KK - The KK MPA: the life 	<ul style="list-style-type: none"> - Local stakeholder committees and group meetings 	<ul style="list-style-type: none"> - Documentary film - -- Project brochure for general public



	<p>sustainable fishing</p> <ul style="list-style-type: none"> - Do not buy / sell illegally caught fish - Raise awareness of their clients about MPA 	<p>insurance for your business</p> <ul style="list-style-type: none"> - It's your area, help keep it attractive 	<ul style="list-style-type: none"> - Briefings about MPA and qualitative tourism for current managers and students at Kas' school 	<ul style="list-style-type: none"> - Video distribution (Medpo, short videos...) - Info on hotels/restaurants websites - Stickers/pins/ advertising for the campaign
Boat tour operators/owners	<ul style="list-style-type: none"> - Respect "new" regulation of MPA (speed, traffic, density, number of boats, waste) - Raise awareness of their clients about the MPA - Ensure that they use buoys to protect Posidonia - Prevent harpoon fishing by informing them through meetings 	<p>KK is the (marine) sightseeing spot on the Lycian coast</p> <ul style="list-style-type: none"> - KK MPA = your life insurance for your business - It's your area, help keep it attractive 	<ul style="list-style-type: none"> - Local stakeholder committees - Meetings with Unions (Fethiye + Kaş) 	<ul style="list-style-type: none"> - Regular face-to-face meetings - Documentary film - A5 general public leaflet for their clients - - Poster explaining the area usage *after zoning plan
General public	<ul style="list-style-type: none"> - Inform those who visit the region about KK MPA - Ensure they respect the regulation - Make them ambassadors for the MPA 	<p>Kaş-Kekova is a MPA, a special place where you will experience the stay in its most natural form.</p> <ul style="list-style-type: none"> - Enjoy the beauty but respect it - Watch out the regulations to support the efforts of protecting KK's rich marine 	<ul style="list-style-type: none"> - Information given in restaurants, diving clubs - Attendance to the local events/festivals - Open public talks on Kaş-Kekova and MPA in harbor area and around 	<ul style="list-style-type: none"> - Project brochure for general public - Face-to-face activity at the port - Information board (This area is SEPA, WWF-Turkey project info) - Sign Board About Illegal Fishing - - Documentary film - Underwater photo exhibition at the port



		biodiversity and cultural values - Respect starts with you	- Presentation to primary school students	- Campaign promotional materials (pin, sticker, poster) - Website news, press releases - Website (maps, photos on flicker...) -Blogs and Forums - Mail Groups - Press tour -Press releases -feature articles -Content for columnist -Local-National Festival -interactive maps
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External Communication

Internal Communication

Target	Objective	Main Message	Means of Communication
WWF-Turkey	- Regular flow of information between WWF-Turkey Employees, Board of Directors and Board of Trustees, as regards the project's progress. - Ensure that the project is also embraced by those WWF-Turkey employees not directly involved in it.	-WWF-Turkey protects valuable and vulnerable marine ecosystems to sustain biodiversity as well as livelihoods -WWF-Turkey presents scientific and yet practical solutions by engaging communities	- Internal Communication Mails: The communication team will send periodic mails to employees to provide information about developments in Kaş-Kekova - Presentations to the Board of Directors: Presentations and field tours to ensure that the Board members are informed about the project process
WWF-Mediterranean	- Coordination of the project with the Mediterranean Office and provision of	- This project lives up to international standards.	- Coverage by e-Newsletters



Office	<p>information about project outcomes</p> <ul style="list-style-type: none"> - Sharing experiences - Ensuring the international representation of the project 	<ul style="list-style-type: none"> - Turkey is really moving ahead in the protection of its marine biodiversity - Turkey is drawing from Mediterranean best practice with the support of MedPO 	<ul style="list-style-type: none"> - Coverage by web sites - Workshop and meetings
MedPAN	<ul style="list-style-type: none"> - Sharing information and experience with managers from MPAs of other countries involved in the MedPAN network - Communicating with and supporting the Mediterranean SPA network 	<ul style="list-style-type: none"> _ The KK team is doing a great job - Turkey is really moving ahead in the protection of its marine biodiversity - Turkey is drawing from Mediterranean best practice 	<ul style="list-style-type: none"> - Coverage by e-Newsletters - Coverage by web sites - Workshop and meetings -Exchange visit



5.4 Communication Methods and Means

Online

- **Viral Videos:** Short videos that will convey the campaign's content and background, and raise awareness about marine biological diversity
- **Photographic Archives:** The creation of online news articles and photo albums about the main activities to be undertaken in Kaş during the Project, and their publication via Flickr.
- **Blogs and Forums:** Dissemination of information in blogs and forums on diving, fishing and boating
- **Interactive Maps:** Following the completion of the zoning effort, the creation of interactive
- **Mail Groups:** Participation in Google and Yahoo mail groups on diving, fishing etc.

MEDIA– Print, Visual and Radio

- **Press Releases:** The regular dissemination of press releases on activities, efforts and campaigns in the field.
- **Press Tour:** A press tour for columnists at the end of the project (upon the completion of zoning and buoying efforts)
- **Communication with Columnists:** Delivery of detailed fact sheets to help columnists to write on the issue
- **Interviews:** Print and visual interviews, either in the field or at the Istanbul Office
- **Viral Videos:** Short videos that could be used in project meetings or TV channels, to lay the basis of the documentary to be shot at the end of the project.
- **Feature Articles:** Technical articles in magazines such as Atlas, National Geographic, Eko IQ and Yeni Çevre in order to explain the project or a specific activity within, and more popular pieces for specific hobby or travel magazines
- **TV:** The shooting of a single episode documentary with İz TV on the sea-human relationship at Kaş and the creation of content for the TV programs, NTV Yeşil Ekran and CNN Yeşil Aşkı
- **Project documentary with a duration of 30" film produced by İz Tv**
- **Local/national festivals and activities**

Printed Material

- **Brochures:**
 - A5 leaflet: a brief information about Kaş-Kekova and the importance of MPA
 - **Project brochure** : A4 + factsheets (previous version of the brochure will be revised; factsheets on fishing, tourism, biodiversity will be attached to the brochure) – english version will be printed depending on the budget
 - **A brochure with maps** explaining the Sea Protection Area zoning regions and the relevant regulations and legislation
- **Press Kits:** Press tours and informative kits to explain the project, its reasons, main activities and outcomes to columnists and editors-in-chief
- **Poster:** Informative posters on MPA with the main message and sub-messages on harpoon fishing, protecting grouper, use of buoys



- **Promotion Material:** MPA poster, stickers and pins saying “No harpoon diving/fishing”, “Save the grouper”, “Use Buoys” will be distributed to restaurants / hotels.

Outdoor Signboards

- **Signboards:**
 - **Signboards:** 2 Information board (This area is SEPA, WWF-Turkey and other project partnership project info), Sign Board About Illegal Fishing
 - **SEPA signboard:** One at the entry of Kaş and one at the harbor

6. Timeline – 2011 & 2012

Time plan 2011

Communication Materials /Activities	July	Aug	Sep	Oct	Nov	Dec
Regular face-to-face meetings with stakeholders						
Project brochure for institutions						
Project brochure for general public						
Documentary film (30") Documentary film – 2012 (tentative timing due to editing issues)						
Information board (This area is SEPA, WWF-Turkey project info)						
Management Plan Hand Book						
Sustainable fishing factsheet in the MPA						
Campaign promotional materials (pin, sticker, poster,,), advertising						
Sustainable fishing guide (creating awareness on ecosystem based fisheries management...) – 2012 * will be distributed when needed						
Fact sheet about responsible diving						
Poster explaining the area usage *after zoning plan						
Underwater Photos exhibit on the pier (2012)						
Sign board about illegal fishing, MPA						
Communication Timing						
Face-to-face activity at the port						
Websites of municipality and district						
Website news, press releases						
Website (maps, photos on flicker...)						
Blogs and Forums						
Mail Groups						
Press tour						
Interactive maps * timing is tentative due to regulations						
Photographic archives distributed through WWF-Turkey website and social network						
Video distribution (Medpo(with subtitle), short videos)						
Press Releases (season opening, grouper, decisions taken)						
Content for columnists						
Feature articles						
Local/national festivals, WWF TR created events						

Time plan 2012

Communication Materials /Activities	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep
Regular face-to-face meetings with stakeholders									
Project brochure for institutions									
Project brochure for general public									
Documentary film (30") Documentary film – 2012 (tentative timing due to editing issues)									
Information board (This area is SEPA, WWF-Turkey project info)									
Management Plan Hand Book									
Sustainable fishing factsheet in the MPA									
Campaign promotional materials (pin, sticker, poster,), advertising									
Sustainable fishing guide (creating awareness on ecosystem based fisheries management...) – 2012 * will be distributed when needed									
Fact sheet about responsible diving									
Poster explaining the area usage *after zoning plan									
Underwater Photos exhibit on the pier (2012)									
Sign board about illegal fishing, MPA									
Communication Timing									
Face-to-face activity at the port									
Websites of municipality and district									
Website news, press releases									
Website (maps, photos on flicker...)									
Blogs and Forums									
Mail Groups									
Press tour									
Interactive maps * timing is tentative due to regulations									
Photographic archives distributed through WWF-Turkey website and social network									
Video distribution (Medpo(with subtitle), short videos)									
Press Releases (season opening, grouper, decisions taken)									
Content for columnists									
Feature articles									
Local/national festivals, WWF TR created events									

7. Budget



8. KPI - Evaluating Success

- Local people and communities' knowledge in Kaş-Kekova about the concept of MPA
- Kaş-Kekova being known as a MPA both locally and nationally
- Application of zoning regulations by authorities and people who make their living with the limited activities in zone areas.