



# Stakeholder Involvement and Communication

*based on lectures delivered by Dr. Chua Thia-Eng*



Convention on  
Biological Diversity

SUSTAINABLE  
 OCEAN  
INITIATIVE

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## Introduction

Welcome to the Secretariat of the Convention on Biological Diversity's (CBD) training guide on Stakeholder Involvement and Communication. This training guide aims to provide an overview of:

- The various methods for building stakeholders' involvement and consultation into the integrated coastal management (ICM) program;
- The communication approaches required for different stakeholder types, as well as indigenous peoples and local communities; and
- Multi-stakeholder engagement

You will receive an accurate example of how these points can be achieved, learn how to implement them yourself, or train others to do so.

This guide has been created in support of marine biodiversity and the sustainability of marine resources and should supplement CBD training sessions and workshops. As not all the skills learned in a CBD training session can be implemented based on memory alone, this guide will help training participants pull through their new skills into real world work scenarios.

It is important that readers use this guide as a reference when putting stakeholder involvement and communication into action. To get the most from this guide, readers should aim to draw upon the guide directly when planning, preparing, or practicing, or to use it as a base for the creation of their own training sessions or workshops.

This module is based on lectures delivered by Dr. Chua Thia-Eng during Sustainable Ocean Initiative capacity building workshops, coordinated by the CBD Secretariat.



## Stakeholder Involvement and Consultation

Incorporating stakeholder involvement and consultation into ICM program development and implementation, and successfully managing it once incorporated, is an essential component of ICM. Successfully doing so will help gain support from invested parties, thus strengthening political and social acceptance, which is critical in ensuring outcomes.

### The Various Forms of Stakeholder Involvements

There are various forms of stakeholder involvement. Three key forms are displayed below:

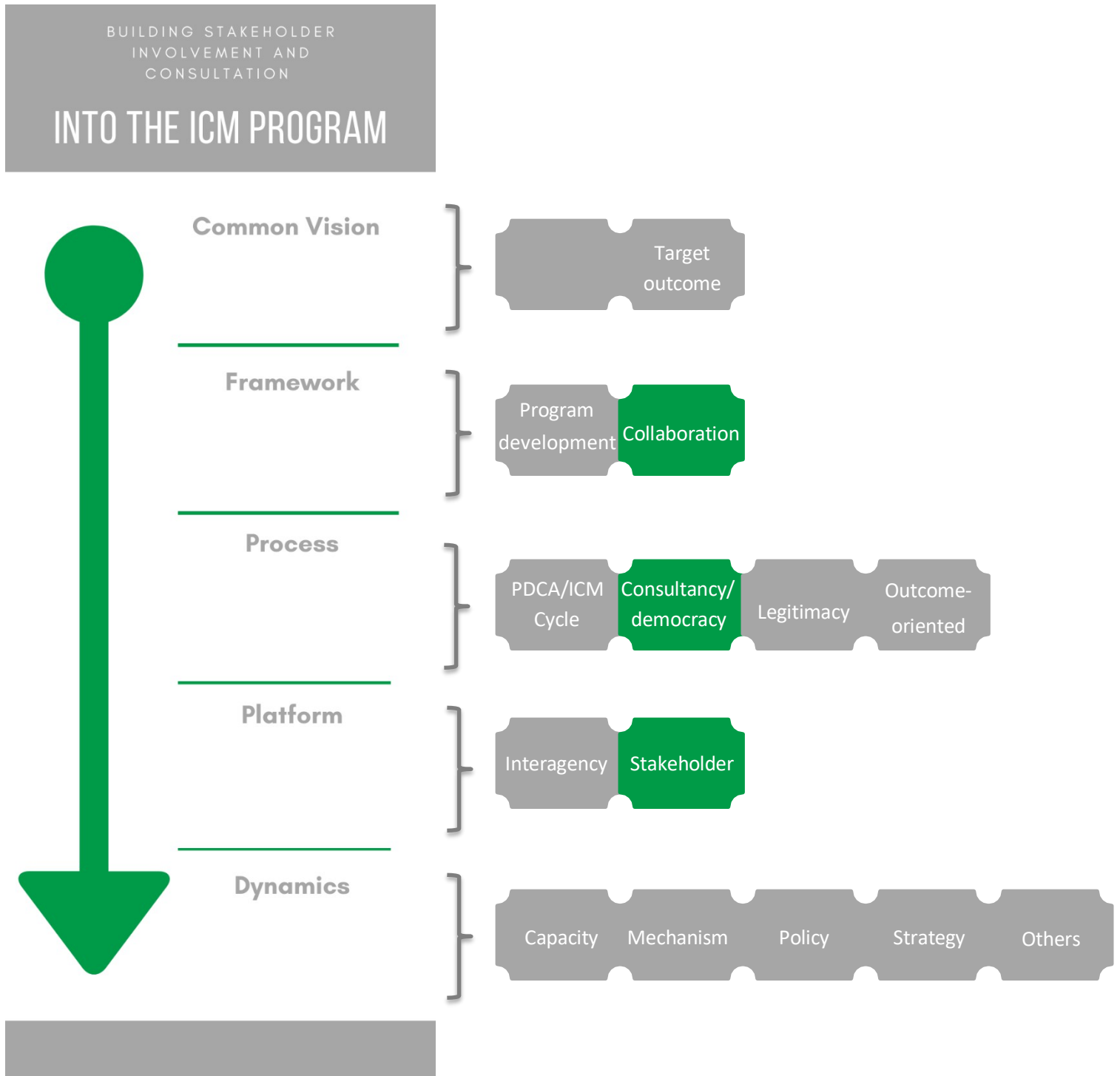


How can their involvement be built into an ICM program? The next section will provide an overview of how this can be achieved.



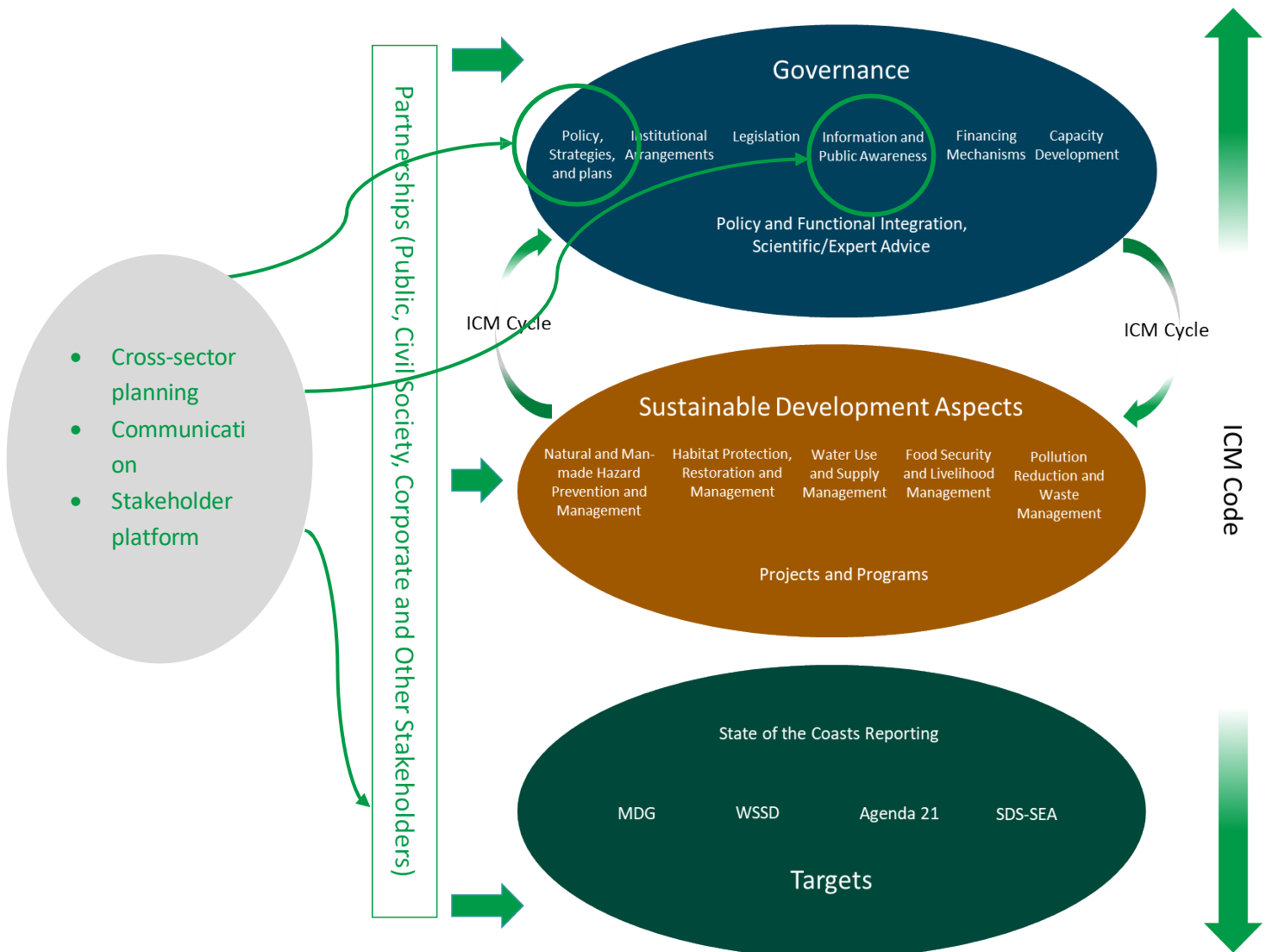
## Building in Stakeholder Involvement and Consultation

There are several points in the ICM program that are ideal for building in stakeholder involvement and consultation. They are highlighted in blue below.



## What does ICM Provide for Stakeholder Communication and Participation?

Essentially, the ICM system provides the needed platform, framework and process for stakeholder communication and participation. See how different elements of ICM contribute to stakeholder communication and participation in the figure below.

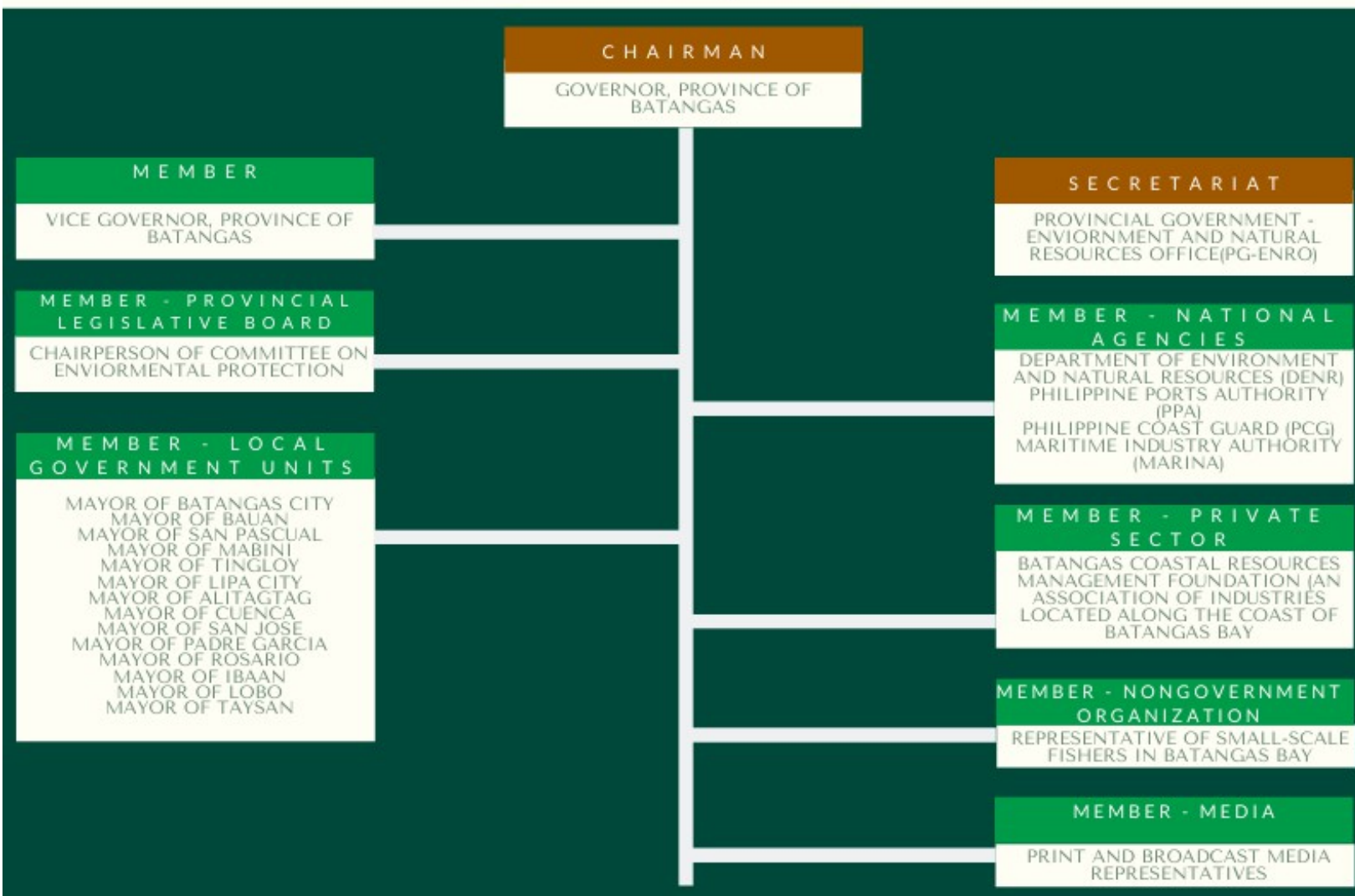




## Institutional Coordinating Mechanism

The Institutional Coordinating Mechanism is another method of including stakeholder representation. Below is an example of this mechanism in use:

# BATANGAS BAY REGION ENVIRONMENTAL PROTECTION COUNCIL (BBREPC)

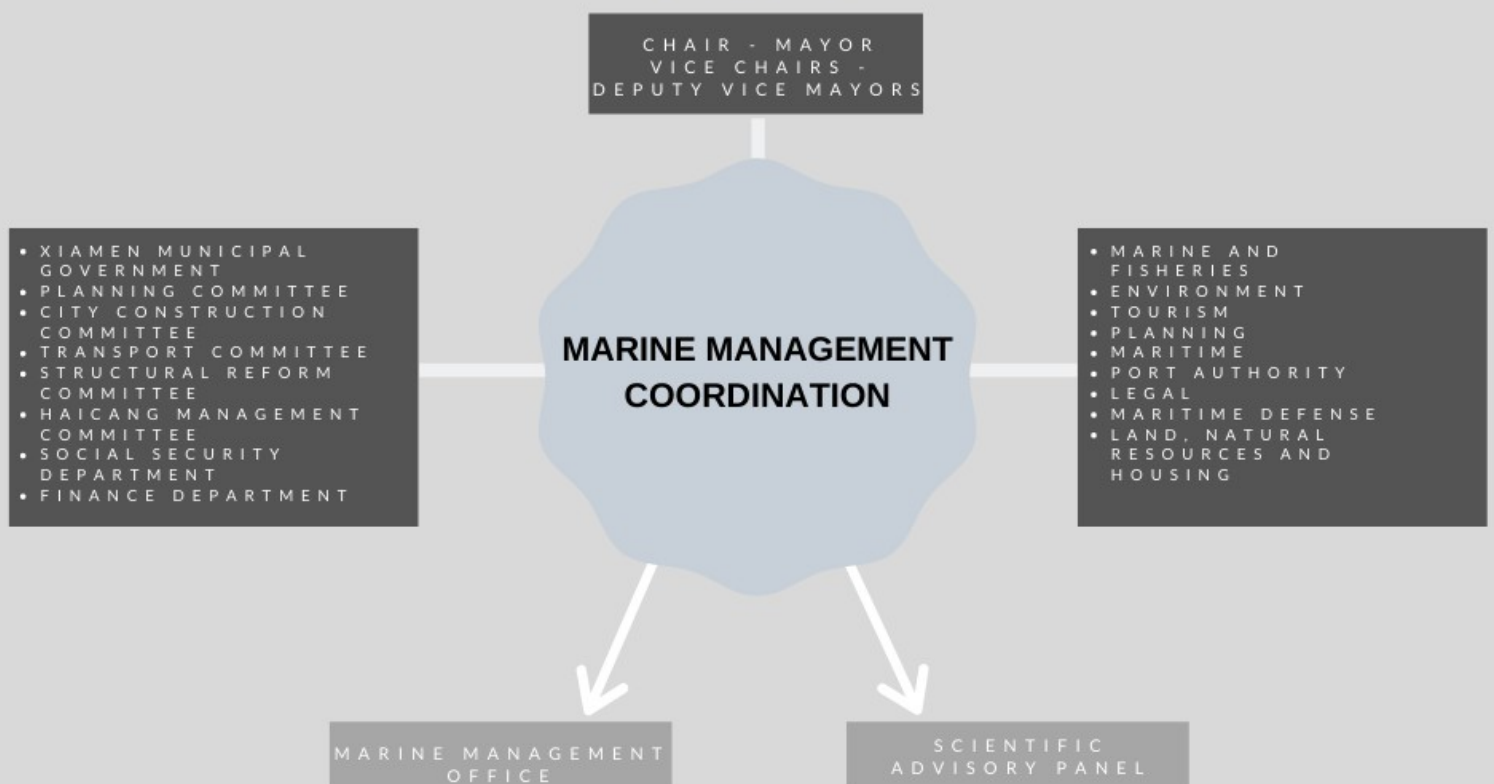




## Institutional Arrangement

Institutional arrangement is another method of facilitating stakeholder involvement. Below, you can see an example of how institutional arrangement facilitates cross-sectoral planning and management in Xiamen:

### COORDINATING MECHANISM FOR INTER-AGENCY AND STAKEHOLDERS COLLABORATION AND PARTNERSHIPS - XIAMEN



## The Importance of an Informed Public

The public is a key stakeholder and it's in their best interest to be kept informed. An informed public provides a strong political base for ICM program implementation.

# BENEFITS OF AN INFORMED PUBLIC

5 reasons to keep them in the loop

### INFORMATION

Keeping the public informed will allow for information flow between the ICM program and the public.

### UNDERSTANDING

An informed public will be more understanding of the ICM program, leading to increased support.

### INTERNALIZATION

A public who can understand, appreciate, and transform the information/knowledge provided into personal and public perception and belief is a great asset.

### BELIEF

Being more informed on the ICM program will allow the public to feel more included, and as a result to have more belief in the project.

### ACTIONS (PROTESTS/VOTES/COOPERATION)

Keeping the public informed will enable them to take the appropriate actions, which may include protesting, voting, and giving cooperation.



## Stakeholder Involvement: Case Studies

For a more comprehensive look at how stakeholder involvement can be put into action in real-world scenarios, consider using the following case-studies as an example:

**The petrochemical controversy in Xiamen, China**

**01**

**The freshwater supply issue in Xiamen**

**02**

**Cage and raft culture in navigational channels in Xiamen**

**03**

**Beach management in Sihanoukville, Cambodia**

**04**

**Crab “condominium” project in Chonburi, Thailand**

**05**

**Batangas CRM foundation in Batangas, Philippines**

**06**



## Information and Communication



The next part of this guide will focus on information and communication and how it can be achieved within ICM.

### Information and Communication within ICM

As stated earlier in this guide, the ICM system provides the needed platform, framework and process which facilitate stakeholder awareness and participation.

See [What does ICM Provide for Stakeholder Communication and Participation?](#) for more information.





## State of the Coast Reporting

State of the Coast (SOC) reporting has proven to be a useful reporting system for all stakeholders, not only for understanding the current socioeconomic and environmental conditions, but also for the level of management inputs and outcomes it enables, thus enhancing accountability of coastal governance.

There are three main components of SOC reporting:


















1. General demographic and socioeconomic information
2. Summary of targets and responses
3. Detailed information on targets and responses



















SOC mainly uses indicators from:

1. MDG (Millennium Development Goals)
2. WSSD (World Summit on Sustainable Development)
3. SDS – SEA (Sustainable Development Strategies of East Asian Seas)

### Key Findings of SOC for Batangas Bay

The images on the right show the trend between 1990 and 2007 for different indicators.

SOC Code	Indicator	Trend * (1990–2007)
001	Coastal profile/Environmental risk assessment	
002	Coastal strategy and action plans	
003	Local government development plan, including coastal and marine areas	
004	Coordinating mechanism	
005	Participation of stakeholders in the coordinating mechanism	
006	ICM enabling legislation	
007	Administration and monitoring of compliance to legislation	
008	Environmental cases filed/resolved	
009	Public education and awareness	
010	Stakeholder participation and mobilization	
011	Availability/accessibility	
012	Human resource capacity	
013	Budget for ICM	
014	Sustainable financing mechanisms	
015	Level of preparedness for disasters	
016	Degree of vulnerability to disasters	
017	Social and economic losses due to disasters	

SOC Code	Indicator	Trend * (1990–2007)
018	Habitat management plan and implementation	
019	Areal extent of habitats	
020	Protected areas for coastal habitats and heritage	
021	Reclamation and conversion	
022	Water conservation and management	
023	Access to improved water source	
024	Incidences/deaths due to waterborne diseases	
025	Fishery management plan and implementation	
026	Fisheries Production	
027	Malnutrition rate	
028	Poverty, education and employment	
029	Livelihood programs	
030	Management plans	
031	Water quality	
032	Air quality	
033	Sanitation and domestic sewerage	
034	Municipal solid waste	
035	Industrial, agricultural and hazardous wastes	





## Preparing a State of the Coast Report

State of the Coasts is an easy to prepare document for communicating information with stakeholders developed by PEMSEA with adequate guidelines and a standardized common template. The steps for developing SOC reports are below:



## Key Messages

This guide was designed to assist with and provide an example for ICM stakeholder involvement and communication.

Here are some key messages to take away from this guide:

- The ICM system ensures inclusiveness and active participation of all stakeholders
- Creating a common vision is essential to fostering multi-sector and stakeholder participation and collaboration
- Information gathering and dissemination should be included in the planning process
- Creating an informed public through effective communication strategy strengthens effectiveness in coastal governance and management

## References

Chua, T.E., L.M. Chou, G. Jacinto, S.A. Ross, and D. Bonga (Editors). 2018. Local Contributions to Global Sustainable Development Agenda: Case Studies in Integrated Coastal Management in the East Asian Seas Region. Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) and Coastal Management Center (CMC), Quezon City, Philippines, 566 p.

CBD (Convention on Biological Diversity). 2015. Practical Guidelines on Implementing Integrated Coastal Management in the Context of Achieving Aichi Biodiversity Target: Using PEMSEA Experience and Lessons Learned for Coastal and Ocean Governance. CBD Technical Series 76. 108 p.



## **Convention on Biological Diversity (CBD)**

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 196 Parties, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 172 Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 124 Parties.

