# Communicating Environmental Protection

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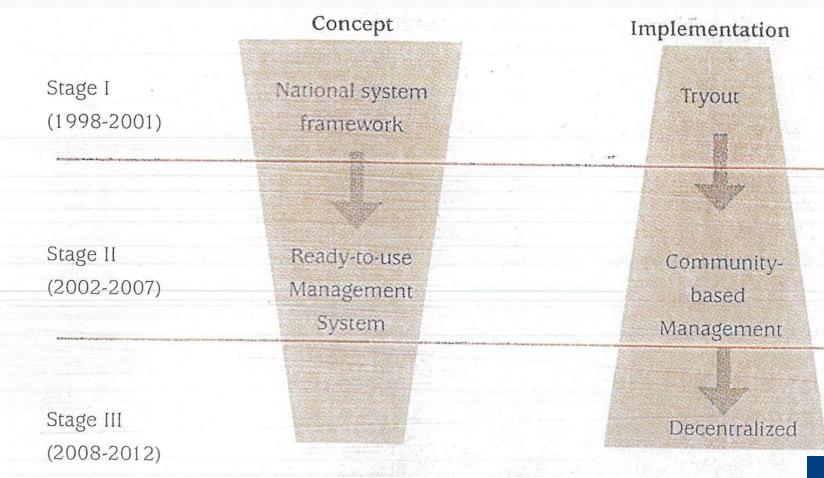
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PROJECT COMMUNICATIONS

# **INDONESIA COREMAP II Project**



## **Conceptual COREMAP MODEL Vision**





### **Actual COREMAP PHASES**

- Phase 1: Initiation (1998-2003)
  - Viable framework for a national coral reef system in Indonesia established
  - Assistance from: GOI, ADB, WB/GEF, AusAID
- Phase 2: Acceleration (2004 2011)
  - Replication in 15 districts, moving towards establishment of MPA establishment
  - Assistance from: GOI, ADB, WB/GEF
- Phase 3: Institutionalization (2014–2018)
  - Viable reef management systems established in priority districts operational, fully decentralized to regional governments and institutionalized through effective MPA management and financial mechanisms for sustainability and eco-system protection
  - Assistance from: GOI, ADB/GEF, WB/GEF

#### Target: Effective MPA:20 Million Ha by 2020 Indonesia marine territory: 310 Mio Ha

(Soegiarto and Stel, 1998)

#### Achievement up to 2010:

MPA: 13.951.361 Ha Equal to 4.5 % of territory area

Target in 2014:

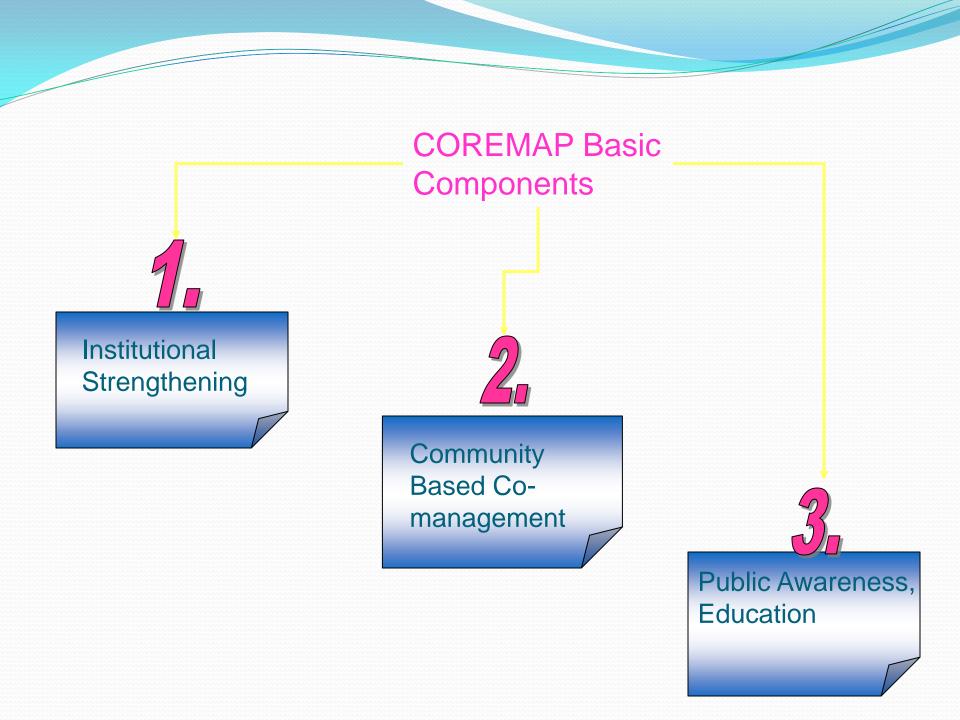
MPA: 15.5 Mio Ha Equal to 5.0 % of territory area

**Commitment in 2020:** 

MPA: 20 Mio Ha Equal to 6.5 % of territory area

**Commitment in COP CBD 2010: 10% of territory area** 

Equal to 31 Mio Ha of MPA



### **CORE Focus: Awareness Raising**



### **HOLISTIC APPROACH: Social Infrastructure**









# UNIQUE DESIGN FEATURES & COMMUNICATION CHALLENGES

- **Multi Stakeholder Inclusion** (including NGOs, academe, research institutions)
- Holistic multi-sector approach
- Monitoring ecosystem health/Fisheries Benefits by Scientific Body (LIPI)
- Decentralized Management (political commitment facilitated, capacity developed, paradigm shift on community-based co-management)

