

# The 4th EAS Youth Forum

Charting the Future We Want:  
Engaging Young Champions  
for the Ocean Beyond 2015

The Toolkit

#EASCongress2015  
#EASYouthForum2015  
#TheFutureWeWant



## The Organizers



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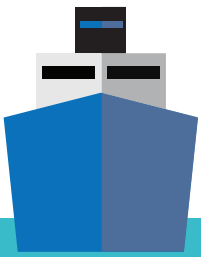
## About the Toolkit

This toolkit serves as the overall guide for the Fourth East Asian Seas (EAS) Youth Forum: Charting the Future We Want - Engaging Young Champions for the Ocean Beyond. It outlines the activities for the Youth Forum (YF) along with useful information on the speakers and the focus of their presentations.

This toolkit contains pertinent information that may help you in drafting your youth action plans. It provides concrete tips for developing your project proposal and helping your action plans come to life for on-the-ground implementation.

The section on the different sustainable development targets will help you understand our journey to sustainable development. Exciting opportunities and career options are also presented here to highlight that ocean and coastal management is indeed an exciting field of specialization.





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# Partnerships in Environmental Management for the Seas of East Asia (PEMSEA)



The Partnerships in the Environmental Management for the Seas of East Asia (PEMSEA) is a partnership arrangement involving various stakeholders of the Seas of East Asia, including national and local governments, civil society, the private sector, research and education institutions, communities, international agencies, regional programmes, financial institutions and donors. It is also the regional coordinating mechanism for the implementation of the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

Tasked to facilitate the realization of the SDS-SEA shared vision, mission, action programs and desired changes, PEMSEA gathers the stakeholders to work together and act dynamically and in a coordinated manner, within the SDS-SEA and the Sustainable Development of Coastal Areas framework.

PEMSEA's mission is to enable governments, businesses, scientific institutions and communities as partners in sustainable development of coasts and oceans, applying integrated management solutions across the Seas of East Asia -- one economy, one community, one partner at a time.

## Objectives

- Strengthening capacities through value-added products and services.
- Empowering governments, communities and people
- Applying innovative governance policies and management practices at the regional, national and local levels
- Sustaining awareness and commitment through continual assessment and improvement



# Partnerships in Environmental Management for the Seas of East Asia (PEMSEA)

In supporting governments and stakeholder partners to realize their shared vision and mission, PEMSEA implements various programs with focus on the following categories:

## Partnerships and Management

Consisting of activities that point to the establishment of long-term, self-sustaining regional mechanisms, which lead to approved partnership programs for effective SDS-SEA implementation.

## Core Operations

Consisting of activities that directly assist countries on national policy reforms, scaling up of ICM programmes at the national and local government levels, technical cooperation in integrated and ecosystem-based management of watersheds, estuaries and adjacent coastal seas.

## Supporting Activities

Consisting of activities related to the development of core human, financial, scientific, technical, legal and information resources which are necessary for the satisfactory performance of the programmes, and those that facilitate sustainability of the SDS-SEA initiatives.

PEMSEA consists of 11 Country Partners, which include:



Cambodia



China



Democratic People's  
Republic of Korea



Indonesia



Japan



Lao People's  
Democratic Republic



Philippines



Republic  
of Korea



Singapore



Timor-Leste



VietNam

# Partnerships in Environmental Management for the Seas of East Asia (PEMSEA)

Aside from these, PEMSEA also has 20 non-country partners including:



ASEAN Centre for Biodiversity



Coastal Management Center (CMC)



Conservation International (CI) Philippines



International Center for the Environmental Management of Enclosed Coastal Seas (EMECS)



International Ocean Institute (IOI)



IOC Subcommission for the Western Pacific (IOC/WESTPAC)



International Union for Conservation of Nature – Asia Regional Office



Korea Environment Institute



Korea Institute of Ocean, Science and Technology



Korea Maritime Institute



Korea Marine Environment Management Corporation



Northwest Pacific Action Plan



Ocean Policy Research Institute



Oil Spill Response Limited



Plymouth Marine Laboratory



PEMSEA Network of Local Governments for Sustainable Coastal Development



Swedish Environmental Secretariat for Asia



UNDP/GEF Small Grants Programme



UNEP Global Programme of Action for the Protection of the Marine Environment from Land-Based Activities (UNEP/GPA)



UNDP/GEF Yellow Sea LME Project (YSLME)



# The East Asian Seas Congress



Since 2003, the East Asian Seas (EAS) Congress has served as a key platform in advancing commitment and cooperation toward the achievement of the shared vision of sustainable East Asian Seas through the implementation of the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

Held every three years, the Congress gathers various government agencies, international organizations, research institutions, private companies, and community-based groups to form partnerships and discuss the challenges, opportunities and effective strategies in protecting the Seas of East Asia.

Previous Congresses were held in Putrajaya, Malaysia (2003), Haikou City, China (2006), Manila, Philippines (2009) and Changwon City, Republic of Korea (2012).

The past four congresses have established the EAS Congress as an intellectual marketplace and has continued to live up to its concept as a region-wide platform for dialogue, knowledge exchange, capacity building, strategic action and cooperation.

With the theme “Global Targets – Local Benefits: Setting the Sustainable Development Agenda for the Seas of East Asia Beyond 2015” the EAS Congress 2015 will be held on November 16 to 21, 2015 in Danang City, Vietnam.

## Programme of Activities

### NOVEMBER 15, 2015, SUNDAY

- All day Arrival and Check-in  
Respective hotels
- 1300 Registration  
General Orientation  
Danang People's Committee  
Hall
- 1430 Dry run of Opening Ceremony  
Furama Hotel Grand Ballroom

### NOVEMBER 16, 2015, MONDAY

- 0800 Bus leaves for Danang People's  
Committee Hall  
Assembly points at respective  
hotels
- 0900 Youth Forum Orientation  
Danang People's Committee  
Hall
- 0930 Team building activities  
Danang People's Committee  
Hall
- 1230 Lunch
- 1400 Bus leaves for Furama Hotel  
Assembly points at respective  
hotels
- 1600 East Asian Seas (EAS) Congress  
Opening Ceremony  
Furama Hotel Grand Ballroom
- 1730 Welcome Reception  
Furama Hotel
- 1930 Bus leaves  
Assembly points

### NOVEMBER 17, 2015, TUESDAY

- 0800 Bus leaves for Furama Hotel  
Assembly points at respective  
hotels
- 0900 Opening Plenary  
Furama Hotel Grand Ballroom
- 1030 Bus leaves for Danang People's  
Committee Hall  
Assembly points

- 1100 YF Keynote Presentation: Role of the  
Youth on the Road to Sustainable  
Development  
Danang People's Committee Hall

- 1230 Lunch

- 1400 Youth in Green Entrepreneurship  
Danang People's Committee Hall

- 1645 Country Presentations: Best Practices  
Danang People's Committee Hall

- 1800 Bus leaves for dinner  
Assembly points

- 1930 Bus leaves for youth hotels  
Assembly points

### NOVEMBER 18, 2015, WEDNESDAY

- 0800 Bus leaves for Furama Hotel  
Assembly points at respective hotels
- 0900 Plenary: Keynote and Panel Discussion  
Furama Hotel Grand Ballroom
- 1030 Managing Risks in Climate Change and  
Disasters in the Seas of East Asia  
Furama Ballroom 3
- 1230 Lunch  
Furama Hotel
- 1400 Scaling up ICM: Innovations and  
Impacts at Local, National and  
Regional Levels  
Furama Ballroom 1
- 1930 Bus leaves for dinner  
Assembly points
- 2100 Bus leaves for youth hotels  
Assembly points

### NOVEMBER 19, 2015, THURSDAY

- 0800 Bus leaves for Furama hotel  
Assembly points at respective hotels
- 0900 Plenary: Keynote and Panel Discussion  
Furama Hotel Grand Ballroom
- 1030 Bus leaves for Danang People's  
Committee Hall  
Assembly points
- 1100 Youth in Environmental Advocacy  
Danang People's Committee Hall

## Programme of Activities

- 1200 Lunch
- 1330 Skills Development and Youth Engagement  
Danang People's Committee Hall
- 1600 Finalize Youth Statement  
Danang People's Committee Hall
- 1800 Bus leaves for Partnership Night at VinPearl Hotel  
Assembly points
- 2000 Bus leaves for youth hotels  
Assembly points

### NOVEMBER 20, 2015, FRIDAY

- 0800 Bus leaves for Furama Hotel  
Assembly points at respective hotels
- 0900 East Asian Seas (EAS) Congress Closing Ceremony  
Furama Hotel Grand Ballroom
- 1300 Bus leaves for East Sea Resort  
Assembly points
- 1400 Scavengers' Hunt  
East Sea Resort
- 1600 Youth Forum Closing Ceremony  
East Sea Resort
- 1800 Bus leaves for dinner  
Assembly points
- 1930 Bus leaves for youth hotels  
Assembly points

### NOVEMBER 21, 2015, SATURDAY

- 0800 Bus leaves for Field Trip Assembly  
Assembly points at respective hotels
- 0900 Field Visit
- 1800 Farewell Event  
Furama Hotel

### NOVEMBER 22, 2015, SUNDAY

Departure of youth participants.



# Host City: Danang, Vietnam



Danang City is located in the middle of Central Vietnam, between Hanoi and Ho Chi Minh City. It is surrounded by Thua Thien Hue along the northern border and Quang Nam on the southern border. It has a coastline of 92 km, and 1,283.4 km<sup>2</sup> land area.

The City which is home to 926,000 people is known for its impressive mountains, yellow sand beaches, rare animal species and historical structures/sites.



## Danang : One of the leading examples in Integrated Coastal Management (ICM) implementation

The coastal City of Danang is one of the 11 demonstration sites for ICM under the Partnerships in Environmental Management for the Seas of East Asia (PEMSEA).

As one of Vietnam's national economic growth centers, Danang has been subjected to various environmental issues and concerns. Striking a balance between economic development and environmental protection has been difficult, but through ICM and concerted efforts, Danang City is now working towards becoming a full-fledged Environmental City.

# Speaker Profiles



## Mr. Douglas Woodring Ocean Recovery Alliance

Mr. Woodring the Founder of Ocean Recovery Alliance, a non-profit organization which is focused on bringing innovative solutions, technology, collaborations and policy together to impact positive improvements for the health of the ocean. Two of its global programs were launched at the Clinton Global Initiative in 2010. He is a UNEP Climate Hero for his efforts on plastic pollution, and has been on the advisory board of the XPrize, and The Economist's World Oceans Summit, and in 2011, he co-authored the UNEP Yearbook chapter on the danger of plastic in the ocean. The group is the first NGO in the world to be working with both UNEP and the World Bank on plastic pollution and ocean issues.

Born in California, Mr. Woodring has a dual master's degree from The Wharton School (MBA) and Johns Hopkins University, School of Advanced International Studies (SAIS) where he studied Environmental Economics. He has an undergraduate degree in Economics and Political Science from U.C. Berkeley.

## Mr. Tan Zhong Yi Avelife and Green Prints

Zhong Yi is currently Executive Director of Avelife. He was instrumental in the growth of Avelife, helming its environmental efforts locally and regionally. Avelife is an environment charity registered in Singapore, UNEP environment education partner and a recognized Environment Non-Government Organization under the UN Framework Convention on Climate Change.

He is also the Assistant Director of Green Prints ([www.greenprints.sg](http://www.greenprints.sg)), an award-winning environment social enterprise focused on printing using sustainable materials. Started in 2007, Green Prints has evolved into a leading global green printing services e-commerce. Green Prints is currently preparing for its first public listing.



It began as a curiosity to know how each product is made, the individual components that the product requires and its impact on our society. The details and processes involved in the manufacturing of this product such as mining and transporting have a daily impact on our environment and society. However, few businesses cater to the impact of it on our natural world other than the monetary value their products are able to generate.

This is the microcosm of our modern society. We pursue the betterment of ourselves through monetary values while thoroughly neglecting the environment in which we live in.

This led me to appreciate the value in which Green Entrepreneurship and Environment Conservation program can create. They create non-monetary profit by providing positive impacts to our natural world.

# Speaker Profiles

## Ms. Adeline Tiffanie Suwana Sahabat Alam



Adeline Tiffanie Suwana is a youth environmental activist who strongly advocates youth involvement against climate change. Her initiative led to the formation of the non-governmental organization 'Sahabat Alam', or Friends of the Nature, which engages youths in environmental activities such as marine conservation, wildlife preservation, reforestation, and energy development and sustainability. Since its foundation in 2008, more than 25,000 youths has been empowered nationwide and been nurtured a sense of urgency and action at an early age. Adeline's envoy has been recognised and awarded internationally, and she has represented her country in various United Nations conferences since 2009.

"I could still vividly remember the warm atmosphere of mid-July 2008 as it was time for the change of season in Indonesia. It was supposedly only an ordinary transition from sunny to rainy season, but the changing season seven years ago turned out to be an unforgettable memory. I was only twelve years old when the local water sewers started to overflow and a massive flood submerged my entire neighbourhood, reaching its peak of more than ten feet. Other districts suffered worst – floods were as tall as their roofs and lives were lost. As I sat down in an evacuation jeep, the weather anomaly piqued my curiosity.

After relentless pursuit of answers of this irregularity, it led me to learn newfound knowledge on climate change and global warming. I soon came across on a thought that I wanted to actively participate in taking care of our environment, starting with myself. I decided that it was time to trigger actions, spreading the cause of volunteerism to anyone I knew. The reaction was amazing. I first started my environmental envoy by planting mangroves in a nearby swamp with more than 100 kids from three different schools who had all voluntarily come to act. With enormous support and positive feedbacks from my peers, the activity has become the first of many environmental projects to come, which is humbly called as "Sahabat Alam", or in English means Friends of the Nature.

Years later, Sahabat Alam has now become a well-established non-governmental organization transcending places beyond Jakarta. In our journey, Sahabat Alam has become a youth platform with more than 25,000 youths, teachers and other activists actively participating, organizing and volunteering in the environmental projects. Now, more than 125 activities ranging from simple actions such as biking to school and making bio-pores in local parks to nationwide-scale projects such as coral reef conservation and hawksbill turtle conservation."

"What you do makes an impact, and it's solely on your decision on what kind of impact it will be. However, it has never been more urgent to shift your impacts for the greater good of the environment."



## Dr. Natalie Degger PEMSEA

Dr. Natalie Degger has provided consultancy and technical services to networks of national departments, universities, science institutions and industrial partners involved in marine pollution monitoring and earth observational science. During her time with MERIT, Natalie was involved with the Global Artificial Mussel Watch Program and delivered training to environmental managers and scientists from the International Atomic Energy Agency. Natalie has dedicated her time to the Hong Kong Shark Foundation where she worked on various campaigns centered around the shark fin industry, the conservation of sharks and educating the public on making responsible and sustainable choices. Currently, Natalie is undertaking a Fellowship in Coastal and Marine Resources Management under PEMSEA's professional upgrading program where she is involved in activities supporting the UNDP/GEF Scaling up SDS-SEA implementation project.

Natalie holds a Ph.D. in Environmental Science from the University of Hong Kong and a M.Sc. in Zoology from the University of Johannesburg.

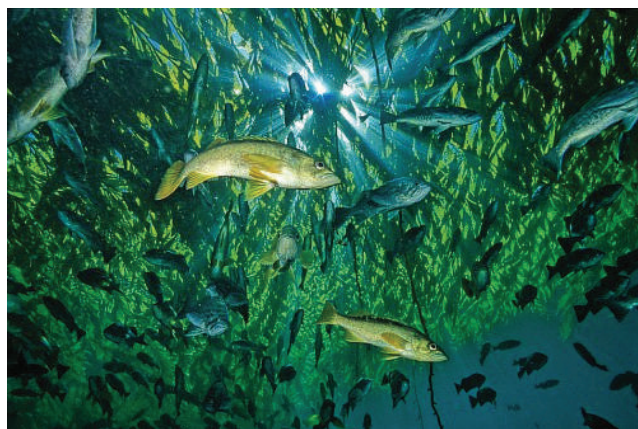
"Too much time has been spent talking about the environmental challenges we face. Resolving these issues and creating the future you want will require dedicated action and effort. Your legacy as a young ocean champion will be determined by what you do, not by what you say."

# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### Background

The protection and sustainability of our oceans is key to the survival of present and future generations. Young people are key stakeholders in the future of coasts and oceans and the achievement of the Sustainable Development Goals (SDGs). Sustainable development efforts can only be achieved if young people are actively involved in working towards the sustainability of our shared seas.



With the ease of digital technology such as social media at their fingertips, today's youth have great potential to become powerful advocates for the seas. They can be effective agents of change by increasing awareness about issues threatening coasts and oceans and rallying for concrete actions in addressing these issues. Doing so also encourages leaders from local and national governments, development organizations, companies and research institutions to engage the youth in their activities.

PEMSEA engages the youth through special events such as the Youth Forum held simultaneously with the East Asian Seas Congress. Launched in 2006, the Youth Forum serves as a platform for young people in the region to become stronger environmental advocates and collaborate on innovative solutions for managing coasts and oceans. It is an opportunity for youth to interact with thought leaders and integrated coastal management (ICM) practitioners who can impart knowledge and inspire future projects.



# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### Background

The 1st YF adopted the Youth Agenda for the Seas of East Asia, detailing a plan of action on informing, inspiring and involving the region's youth. In 2009, the 2nd YF committed to the sustainable development of the seas of East Asia through the Youth Statement and Country Work Plans. The 3rd YF in 2012 formulated the Changwon Youth Declaration on the Protection of the Seas of East Asia.



Now on its fourth cycle, the EAS Youth Forum (YF4) carries the theme, “Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015.”, The YF4 will gather young leaders in the EAS region to showcase their initiatives contributing to the sustainable development agenda. Putting the youth as actors for and stakeholders to a healthy world, YF4 will encourage participants to display ideas and convictions, innovative frameworks, approaches and methodologies in addressing pressing environmental issues in their respective communities.

The YF4 aims to:

1. Discuss the youth's crucial role in the post-2015 development agenda by recognizing young leaders and innovators involved in youth-led ridge-to-reef initiatives in the EAS region;
2. Provide a conducive platform for mutual exchange of knowledge, experience and skills in sustainable ocean and coastal management;
3. Strengthen the youth's capacity to develop and/or lead initiatives in the local, national or regional level;
4. Review the recommendations to national and local governments, nongovernmental organizations, universities and the private sector drafted in previous youth forums (e.g., Changwon Youth Declaration 2012, EAS Youth Forum Statement 2009, Youth Agenda for the Seas of East Asia 2006);
5. Sustain and expand the network of young people empowered to take actions in protecting the region's oceans and coasts through the EAS Youth Network and its country hubs; and
6. Feature case studies showcasing the environmental initiatives of the youth participants.



# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Background



### EAST ASIAN SEAS YOUTH AGENDA

#### Vision

We envision the seas of East Asia with healthy marine life and abundant resources, where there is harmonious co-existence between the environment and every sector of society and where people of every generation work hand in hand to secure the sustainability of the East Asian seas.

#### Recommendations

I3 = E

INFORM × INSPIRE × INVOLVE = EMPOWERMENT

##### Inform

- Provide education to bring about positive change for the environment
- Exchange and share information among various stakeholders on sustainable development strategies
- Develop more opportunities for youth to learn how to protect and preserve our marine resources for the future generations
- Intensify research efforts to develop eco-friendly technologies and to use new information technologies such as internet, GoogleEarth

##### Inspire

- Increase appreciation of the value of the environment
- Promote protection of the environment as an integral part of each person's culture
- Incorporate education for sustainable development as a compulsory element starting from preschool through all educational level

##### Involve

- Encourage public, civil society, private companies and government involvement to reduce land-based pollution, practice sustainable ecotourism and green consumerism
- Increase youth involvement in environmental issues including the outreach activities for out-of-school youth
- Access opportunities such as research grants and competitions to encourage youth to apply science & technology in marine conservation



# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Background



### EAST ASIAN SEAS YOUTH FORUM STATEMENT 2009

Mabuhay!

We, the Youth of the East Asian Seas Region, gathered here in Manila, Philippines for the East Asian Seas Congress 2nd Youth Forum 2009 learned about climate change, sustainable development, different cultures and experiences, and most importantly build friendship and partnership.

We have agreed to step up and take on the challenge in protecting our environment through Informing, Inspiring and Involving other youths.

For the next three years we promise to educate and create awareness among our young generation on climate change, marine biodiversity and natural resources conservation. Also, we will be involved in several activities including tree planting, clean-up drives, environmental youth camps and practice 3R's (reduce, reuse, recycle).

With our youthful hearts and minds, we commit ourselves to teach, to care, to conserve, to protect, to involve, to empower, and to ACT.

For the children and the youths...

For the Seas and the Oceans of East Asia!

Anyeong hasaeyo Korea in 2012!



# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Background



### Vision

We, the young champions for the oceans, envision a blue economy for the communities in East Asia that see and understand the value of the marine ecosystem and biodiversity through sustainable residential and industrial practices and knowledge enrichment.

### Recommendations

We believe that there needs to be a multi-stakeholder and multi-lateral approach to solve these problems.

Governments need to engage NGOs and volunteer groups. They should open funding opportunities for research projects. The governments should enforce the use of environment-friendly technology for waste prevention and management. They should create additional policies and impose strict penalties to the violators of environmental laws.

The central governments and the local communities need to team up for more effective implementation of laws and projects. Communities must be directly involved in decision-making processes combining traditional knowledge with groundbreaking innovations. We encourage community-based protection of tourist sites by limiting the number of tourists and promoting sustainable practices. Their participation is essential in improved management of wastes and response to natural and manmade disasters such as oil spills, earthquakes, tsunamis, flooding and landslides.

Education is a major player in achieving a blue economy. Mandatory environmental subjects should be introduced to schools starting at the pre-school level. These subjects should be proper, gradual, continuous, and must focus on issues relevant to their countries.

# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Background



### CHANGWON YOUTH DECLARATION FOR THE PROTECTION OF THE SEAS OF EAST ASIA

We should take advantage of social networking sites such as Facebook, Twitter, and YouTube to raise awareness about coastal and marine issues, and constructively engage the youth by sharing opportunities to be involved in environmental initiatives.

There should be emphasis on individual action. Every person must commit to a more environment-friendly lifestyle by purchasing quality local products, being more proactive in managing wastes, and supporting promising local projects.

**In summary, these are our proposed EASY (East Asian Seas Youth) ACTIONS:**

**A**wareness  
**C**ollaboration  
**T**echnology  
**I**nitiative  
**O**rganization  
**N**egotiation  
**S**ustainability

**We, the young champions for the oceans, are already taking action.**

**We, the young champions for the oceans, will not remain idle and apathetic because this is for our survival. Recognizing the efforts and sacrifices of the past generations, we are eagerly fighting for justice of the present and future generations.**

**We are the young champions for the seas of East Asia. Save our seas, save our future!**

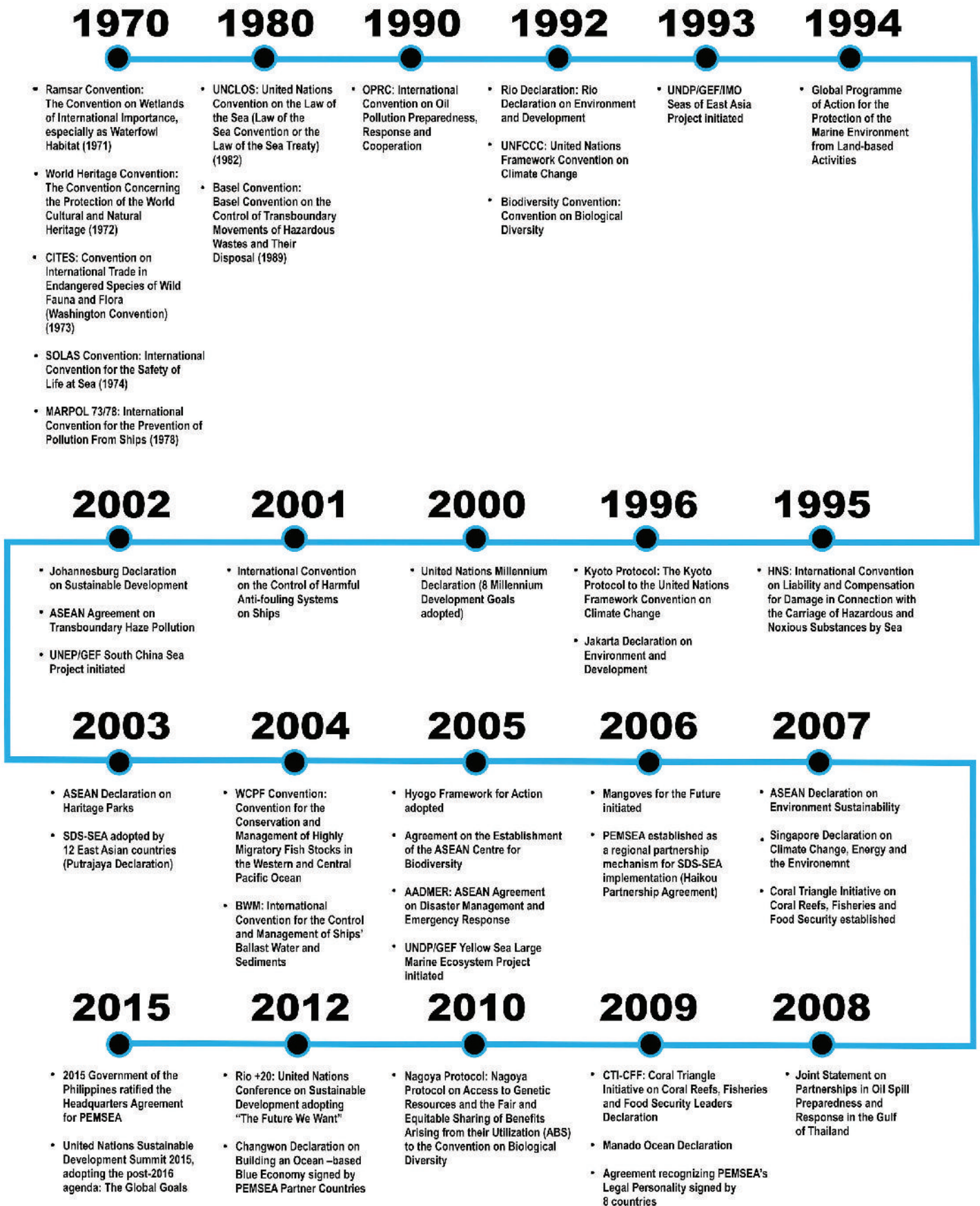


*\*Agreed upon by the delegates of the Third East Asian Seas Youth Forum, held in Changwon City, Republic of Korea from July 8 to 13, 2012, supported by the Partnerships in Environmental Management of the Seas of East Asia, Swedish International Development Agency, Ministry of Land, Transport and Maritime Affairs of RO Korea, and the City Government of Changwon.*

# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### Road Map to The Sustainable Development Goals



# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Road Map to The Sustainable Development Goals

The 1972 United Nations Conference on Human Environment held in Stockholm raised awareness from the international community on the state of the environment and the environmental impacts of human activities.[1] This pushed world leaders to mobilize their nations to protect and preserve irreplaceable natural resources in hopes of achieving sustainable development. Several conferences and significant UN agencies were formed to support the conferences' plans and commitments and to execute these more effectively.



**RIO+20**  
United Nations  
Conference on  
Sustainable  
Development

For instance, the creation of the United Nations Environment Programme (UNEP) in December 15, 1972 was a response of the UN General Assembly to the first UN Conference on the Human Environment (UNCHE) to act as the global body and environmental conscience of the UN system.[2] Furthermore, organizations of the United Nations, governments and other groups involved in areas where humans impact the environment adopted Agenda 21 in the 1992 Rio Earth Summit. Agenda 21 served as a comprehensive plan of action to be taken globally, nationally, and locally.[3]

One of the most remarkable global efforts in addressing the sustainable goals is the Millennium Development Goals (MDGs), established during the Millennium Summit in September 2000. World leaders adopted the MDGs as a global partnership to mobilize their countries to reduce poverty and work towards a series of 8 time-bound targets to achieve sustainable development within 15 years.[4] These eight time-bound targets are:

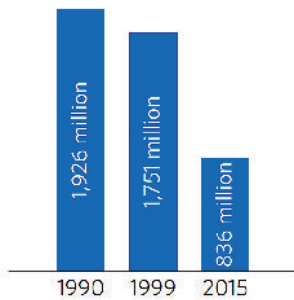


# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### Road Map to The Sustainable Development Goals

#### Global number of extreme poor



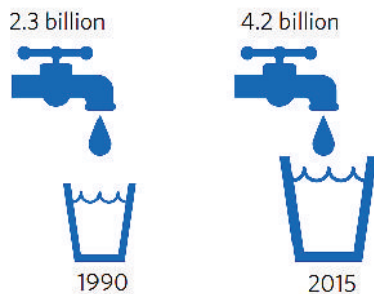
According to the 2015 MDG Report, several targets have been achieved.[6] For instance, the number of people living in extreme poverty declined by more than half, decreasing from 1.9 billion in 1990 to 836 million in 2015.[7]

As for the Environmental Sustainability goals, the ozone layer is expected to recover by the middle of this century as the ozone-depleting substances have been virtually eliminated since 1990.[8]

#### 98% of ozone-depleting substances eliminated since 1990



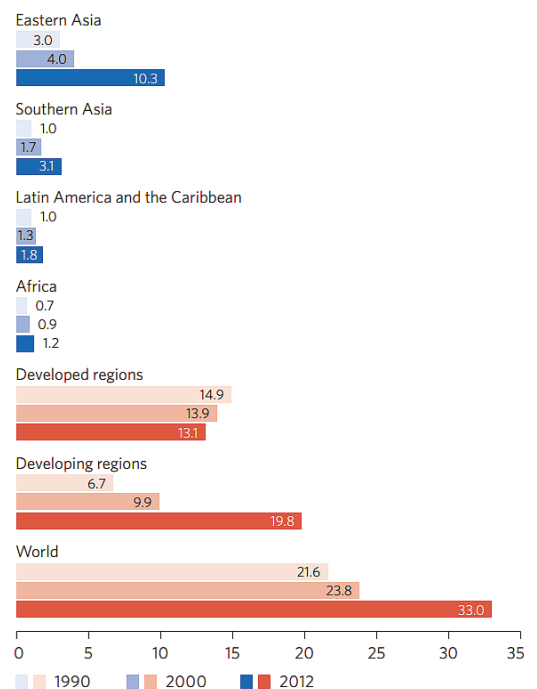
#### 1.9 billion people have gained access to piped drinking water since 1990



Regarding drinking water sources, 91% of the global population has access to drinking water compared to 76% in 1990.[9] 58% of the global population enjoy a higher level of water service.[10] Currently, there are 147 countries that have met the drinking water target, 95 countries that have met the sanitation target and 77 countries that have met both.[11]

However, challenges still remain and there continues to be significant gaps in achieving sustainable development. Despite the positive reports and progress towards the MDGs, about 800 million poor people still live in extreme poverty and suffer from hunger.[12] Progress in achieving the MDGs varies from one region to another. In the case of climate change and environmental degradation, poor people have suffered the most from its effects.[13] Over 50% of global emissions of carbon dioxide increased since 1990.[14] This remains to be a critical challenge for the global community as the rise in greenhouse gas emissions and the impacts of climate change have created imbalanced ecosystems, weather extremes and hazardous risks to society.[15]

#### Emissions of carbon dioxide, 1990, 2000 and 2012\* (billions of metric tons)



\* Data for 2012 are preliminary estimates and the breakdown for some MDG regions is not available. Therefore, the regional estimates do not add up to the total.

# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Road Map to The Sustainable Development Goals



During the Rio+20 Conference in 2012, “one of the main outcomes was the agreement by member States of the UN to launch a process to develop a set of Sustainable Development Goals (SDGs), which will build upon the MDGs and converge with the post 2015 development agenda.”[16] In 2013, the Open Working Group of the General Assembly on Sustainable Development was established to draft and develop the new set of SDGs.[17] The latest agenda on SDGs, Transforming our world: the 2030 Agenda for Sustainable Development has already identified new targets as they seek to complete what the MDGs did not achieve. By 2030, the agenda hopes to achieve these 17 goals:[18]





# The Fourth East Asian Seas Youth Forum

Charting the Future We Want: Engaging Young  
Champions for the Ocean Beyond 2015

## Road Map to The Sustainable Development Goals

### THE GLOBAL GOALS For Sustainable Development



- Goal 1. End poverty in all its forms everywhere.
- Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
- Goal 3. Ensure healthy lives and promote well-being for all at all ages.
- Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- Goal 5. Achieve gender equality and empower all women and girls.
- Goal 6. Ensure availability and sustainable management of water and sanitation for all.
- Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all.
- Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

- Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- Goal 10. Reduce inequality within and among countries.
- Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable.
- Goal 12. Ensure sustainable consumption and production patterns.
- Goal 13. Take urgent action to combat climate change and its impacts (acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change).

- Goal 14. Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
- Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
- Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
- Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### The Role of the Youth

#### The World Programme Action for Youth

The World Programme Action for Youth (WPAY) is the United Nations policy framework that provides guidelines for national action and international support to improve the global situation of the youth. This was adopted by the General Assembly in 1995. The WPAY includes 15 action fields as identified by the international community such as education, employment, hunger and poverty, health, environment, substance abuse, juvenile justice, leisure-time activities, girls and young women and the full participation of youth in the life of society and in decision-making, as well as globalization, information and communication technologies, HIV/AIDS, armed conflict, and intergenerational issues.[19]



Last May 29, 2015, WPAY celebrated its 20th anniversary with the objective of integrating the involvement of the youth with the post-2015 development agenda.[20] According to the Secretary-General's Synthesis Report, the success of the Sustainable Development Goals is rooted in ensuring the full and effective implementation of existing mechanisms and processes like the WPAY.[21] UN Secretary-General Ban Ki-moon, who was present during the event, also stated the youth's importance in the adoption of the new set of SDGs.[22] He referred to the youth as the driving seat of change for they are the largest youth the world has ever known. He encouraged them to be the first generation to end poverty and the last generation that can act to avoid the worst effects of climate change. He also addressed the governments to "enhance their efforts to implement the World Programme of Action for Youth under the new post-2015 development agenda and to include young people as part of their delegations to the summit in September."

# The Fourth East Asian Seas Youth Forum

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An online campaign, #YouthNow was launched under the Office of the Secretary-General's Envoy on Youth last February 2, 2015.[23] Every week, #YouthNow will be sharing information on a different topic that impacts youth development that covers issues on health, education, poverty, climate change, and so much more.[24] Through this, youths all over the world could engage in the sharing of information and their experiences by using the hashtag, #YouthNow in their social media accounts such as Twitter, Instagram, Facebook, Tumblr, and Vine.[25] This does not only raise awareness and involvement among the youth to step up in accomplishing the SDGs but it also encourages leaders from States, Major Groups, International Organizations and NGOs to include the youth in their activities.



# The Fourth East Asian Seas Youth Forum

## Charting the Future We Want: Engaging Young Champions for the Ocean Beyond 2015

### The Role of the Youth

### Road Map to The Sustainable Development Goals

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# DEVELOPING ACTION PLANS



## **GUIDELINES AND TIPS TO CHAMPION YOUR CAUSE**



This section serves as your step-by-step guide in developing your action plans for projects that you will be implementing when you get back to your communities. This section is adapted from the Global Changemakers Activist Tool Kit\*.

\*<http://www.global-changemakers.net/wp-content/uploads/2014/05/GCMPProjectManagementToolkit.pdf>

# Vision

It can be really tricky to go from a bunch of cool, exciting ideas to one clear project. Sometimes people jump straight into their projects without thinking - and writing down - why they are doing it. But this can easily lead to confusion and frustration later. So spend a moment reflecting on the issues you are interested in - and why you care about them.



**What are the issues that you feel most strongly about? Why?**

ISSUE	I CARE BECAUSE...

# Vision

What are the good things that are happening about these issues?






What are the things you would like to change?


What would your changes look, feel and smell like?


## WHAT IS YOUR VISION?

Reread what you've written above and summarize your vision for the future in one paragraph. What you'll have is a vision statement.

### TIPS ON WRITING YOUR VISION STATEMENT

-  Write as if your vision has already been achieved - painting a picture for others (remember, what do people see, and feel that's different?)
-  If it is longer than a sentence or two, start with a powerful and memorable phrase.
-  Describe the outcome you're seeking to create. Don't worry about including any specific thing you will do.
-  Be passionate and simple - don't try and use complex language.





# Vision

## WHICH ONE WOULD YOU WANT TO DO?

Which are you most excited about?	
Which one do you think would make the biggest difference?	
Which one is the most manageable, given everything else you have going on in life?	
Which idea will be easiest to get support for and most likely to succeed?	

## WHAT ARE YOUR OBJECTIVES?

Objectives are the key things that you want your project to achieve. Although it can be tempting to try and do everything in one go, it is usually wiser to focus your project on achieving just a few core outcomes. This keeps you focused.

Objectives are about numbers – like “how many?”, “how well?” and “how long?” It’s important that you’re able to measure the success of your idea, and that you have a clear idea of what to focus on when things get busy.

## MAKE SURE YOUR OBJECTIVES ARE SMART.

- S**PECIFIC Your objectives should be specific about what they want to achieve
- M**EASURABLE You should be able to measure whether you are meeting your objectives or not
- A**CHIEVABLE Are the objectives you set achievable?
- R**EALISTIC Can you realistically achieve your objectives with the resources you have/ are likely to get?
- T**IME-BOUND When do you want to achieve the objective?

## MAKING YOUR OBJECTIVES SMART GIVES YOUR PROJECT A MUCH GREATER CHANCE OF SUCCESS.

A **SMART** objective will look like:

*In 2016, we will hold an event to train 30 local school students in climate change science.*

Rather than:

*We will hold an event in our community about climate change with lots of people.*



# Plan

HAVING BIG DREAMS, EVEN SPECIFIC OBJECTIVES IS GREAT – BUT BEFORE YOU GO RUSHING INTO IT, IT'S ALWAYS GOOD TO SIT DOWN AND DO A LITTLE PLANNING AND PREPARATION.



## ACTIVITIES

How can you make your objectives a reality? What will you actually do? Rather than figure it out entirely as you go, it's good to brainstorm it as much as possible upfront. Think about each objective, and write down on your worksheet all the different things you want to do to achieve it and group similar types of activities together

Objective 1

Objective 2

Objective 3

# Plan

## WORKPLAN AND TIMELINE

To help develop a timeline you need to consider

- What needs to happen before I can do this?
- What can be done once I've done this?
- And, how long will it take to do? (What date will you start? What date will the activity be complete?)

Often you'll have a deadline for your project to be complete, so once you've finalized the order of the activities you might want to work backwards from the deadline.

Now - use your worksheet to write all of this down in one place - the overall categories, the specific activities, and the dates you'll complete them. This is called a workplan. If you already know who will be doing the tasks, you can even put names next to the tasks so everyone knows who has agreed to do what - and by when they need to have them finished.

Date	Specific tasks/Activity	Person in charge

## RECRUITING YOUR TEAM

The really great thing about running a project is that you can get other people excited by your vision, and have them work with you to make it a reality. Working with friends and others who are passionate about your idea also means that you can achieve a lot more than if you were working by yourself. You won't be alone. And there will be others with specialist skills who can do things you can't.



Sometimes you'll already have a team or a group of friends who want to help out before you've even fleshed out your idea. Other times, you'll want to decide the roles you need and then go out and find the right people for the jobs.

# Plan

## HOW WILL YOU PAY FOR EVERYTHING?

The other key thing to think about before you start your project is money! Developing a budget can seem daunting, but it's a really just a quick two-step process.

### EXPENSES

Start with expenses, and list estimated figures on how much you think things will cost.

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### INCOME

Now, think about your income. List where you are expecting or hoping to get money from. Estimated figures are fine at this stage.

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Look at your budget, and ask the question "Is that realistic?" After realizing that it's usually not, think "but really, what can I do".

Categorize your items in your expense budget by **importance**.

- What things are non-negotiable and just cannot be reduced.
- What could you scale down?
- What's optional?
- And is there anything that is not important at all?

And also by **type**:

- Cash - do you have to raise the cash to pay for them?
- In-kind - it is more likely you can get them given to you, which is called "in-kind"

### WHAT COULD GO WRONG?

There are lots of ways of preparing a risk assessment. A useful way of doing this is going through your workplan and asking the question "what if?"

What are the things that could go wrong?	What are you going to do to make sure they don't?	If it does go wrong, how will you manage it?

# Promote

BEING ABLE TO PROMOTE YOUR IDEA IS ABOUT DESCRIBING IT TO PEOPLE IN A WAY THEY IDENTIFY WITH AND SPURS THEM TO GET INVOLVED. THIS SECTION WILL HELP YOU IDENTIFY WHO YOU NEED TO COMMUNICATE WITH AND HOW YOU CAN DO IT.

## WHAT ARE YOU PROMOTING?

It's vital to make sure your promotional activity is designed to help achieve your objectives. After all, it's generally not a good use of your time to promote your project to people just for the sake of it. Think about why you will need to use promotion to achieve these; write your reasons in the column next to the objective.

Objective	Reasons for promoting

## WHAT ARE YOU TARGETING?

To develop a successful communications plan you need to identify specific audiences and tailor your communication to them.

We will break down who these different audiences are, what you want to say to each of them, and how you'll tell them about what you're doing - so that they can get involved. As a starlight point, think about who these specific audiences are, and what you want to say to each of them. To build a detailed profile of the types of people, ask questions such as:

Who are they?	
Why do you want to target them?	
How old are they?	
Why would they be interested in what you're doing?	
What else are they interested in?	
What questions are they likely to have about what you're doing?	
What media do they use?	

# Promote

## WHAT ARE YOU GOING TO TELL THEM?

Messaging is about condensing the **who, what, when, where, how** and **why** of your idea, in a way that's really brief, simple and exciting.

### CREATE A HOOK!

**Context:** What you're doing and how is it relevant to them?

**Impact:** Why you're doing it and what you hope to achieve?

**Ask:** What would you like them to do?

## HOW WILL YOU COMMUNICATE WITH THEM?

Reaching your target audience is all about picking the best combination of channels to get your message through. Let's look at some of the pros and cons of different types of communications channels in terms of time, cost and impact. Generally you want to have a mix of channels that you use, targeted at different times to different audiences.

CHANNEL	COMMENTS	PROS	CONS
ONLINE SOCIAL NETWORKS	Great way of mixing word of mouth with online, and great for spreading awareness. Often needs to be followed up by real conversations to make sure people will do what they say they will.	Spread quickly.	Needs follow up.
PAID ADVERTISING	Good for events and strong brand promotion, but cost prohibitive, especially for small numbers.	Good for brand.	Very expensive.
FREE ADVERTISING	Free advertising is often hard to turn down but make sure you don't spend a long time preparing ads that are seen by irrelevant audiences for your project.	Great opportunity.	May reach irrelevant audiences.

## Promote

CHANNEL	COMMENTS	PROS	CONS
E-MAIL	You need to have a good mailing list to make this work. Great way to direct action if well written - but you need to take time to write properly.	Strengthens engagement.	It will take time.
WORD OF MOUTH	The most effective way to get people to do things, but also the most time-consuming. Not possible to do on a large scale, but great for follow up after initial interest.	Get people to do things. Great for follow up.	Time consuming.
WEBSITES	Putting stuff up on websites is important as it gives good brand presence, but it can be difficult to get people to commit to doing anything.	Builds your profile. Helps people find out more.	Small scale. Will anyone visit?
MASS MEDIA	Great way to reach many people with a simple message. Challenging because we don't control the message, it can be hard to setup, and it's hard to follow up interest.	Reach many.	Lose control of message. Hard to follow up.

## HOW WILL YOUR PROJECT LOOK AND FEEL?

Once you've picked some channels that will reach your target audience, you need to make sure what you produce is actually appealing - in how it looks, and what it says.

### TIPS:

- Coming up with a consistent look for your project. Pick a font, a color, and a logo that you can use every time.
- Take inspiration from others. Go through websites your target audience would find appealing and write down what is it that "works for them."
- Don't let text dominate. Add some big bold pictures or leave lots of white space.
- When you are writing, use simple words and keep it brief.
- A basic tip is "Show don't tell" - instead of saying something will be great, describe why it will be amazing using examples.
- It may never be your number one priority, but having a credible image can really help improve more people and raise the support you need.



## Do

BY THIS POINT YOU HAVE A VISION, PLAN AND A WAY TO PROMOTE YOUR PROJECT, NOW YOU NEED TO  
TURN THAT THINKING AND PLANNING INTO A REALITY



## TEAM MANAGEMENT

**a. Valuing and caring for your team.** Your team doesn't stay involved because they love meeting deadlines or reporting. They stay involved because they feel that they're making a difference, that they are valued, and that they're getting something out of their work.

**b. Understand the people on your team.** It's vital to understand the people in your team. Volunteers are far more than their job descriptions and outputs. Find out what motivates them, what gets them out of bed in the morning, and what they want to achieve in the world. Spend some time getting to know your team as people - have them round for dinner, go out for a drink with them, relax at the end of a meeting.

**c. Creating a caring environment.** It's difficult to share with someone what makes you tick, so in order to care for your team, you need to create an environment in which caring is possible and appropriate. In order to do this you need to:

- Create an atmosphere of trust
- Make yourself approachable and trustworthy
- Actively encourage people to share such information.
- Provide circumstances under which people can get to know each other outside of "work"
- Remember the fundamental importance of confidentiality.

## TIME MANAGEMENT

One of the biggest implementation challenges in any project is time management. Projects attract busy people so it's essential to make the most of every minute.



### HERE ARE SOME TIPS:

- **Avoid procrastinating** - that is, doing anything but the task you need to. If something is both urgent and important to your mission, make sure you get it out of the way.
- **Create a to-do list.** Once you've listed everything you need to do, immediately do all of those which take less than two minutes - to get them out of the way and clear your head. Prioritize everything else based on urgency and importance.
- **Delegation.** If something is not very important to your mission or role, maybe you shouldn't be doing it at all. It might be better to delegate it to someone else in your team.
- **Get in the mood.** Different people work better in different spaces and environments. Think about times when you've been very productive and the space you were in - the music, the noise levels, the amount of light, the temperature and the people around you - and try and make your work space like that.
- **Have others hold you accountable.** Often, we're not very good at holding ourselves to account for our promises, and need others to do that for us. Make sure you let your team know by when you'll be completing tasks so you also have deadlines. And remember, guilt isn't very productive. If you can't achieve a task with a certain date, it's okay! It's more important that you focus on the next task - guilt can just make you unhappy and even more unproductive.

## PROJECT SUSTAINABILITY

If getting your project off the ground is hard – making it sustainable so that it can survive into the future is even harder.



### THERE IS NO SURE PATHWAY TO SUSTAINABILITY BUT AS A START...

- Avoid taking on too much at the start because the more successful your project is, the more opportunities will emerge as you go. It'll be key for you to learn to say no so you don't burn yourself out.
- Partnerships with other organisations can be a great way to tap into resources and go further – especially if you have very similar objectives.
- Try and create a model program that can be easily replicated – copied - by others without substantial involvement from you. An organisation that is built around a simple concept is much easier to sustain than one that goes from project to project – and the idea can even outlast the actual organization.
- If you can, avoid projects that require major ongoing costs. It's unfortunately often harder to fundraise to keep something good going, than it is to start it in the first place.



## FUNDRAISING

Fundraising can happen in various ways – through specific events (think bake sales, special events, flea markets, etc.), online, through donations, through grants – but regardless of the source, think about it by going through the following eight steps. If you do the magic 8, the future will look decidedly good!

### a. Set a goal

Know what you're trying to achieve. Once you've decided what you're raising funds for (and again, funds means more than just money – it's all the resources you will need to make the project successful long-term) – step one is to figure out what specifically you will need to get there and whom you're going to ask for help.

### b. Know your competitors ... and your collaborators.

After you've decided what you want to achieve and set your fundraising goals to make sure you get there, the next step is to figure out who is already doing what you're trying to do. Knowing your competition and researching not only what they are doing well, but who is funding them and why, is critical.

### c. Do your homework ... design an individual approach for each potential partner.

Potential sponsors and partners operate the same way. The key to success is to do your homework and figure out what the person or company you're targeting is interested in. Figure out your potential partner's goals and see how what you're trying to achieve can fit in. Don't underestimate the powerful effect of a positive and professional first impression!

### d. Do not be afraid to ask (in person is best)...and be creative.

How do you get over your fear and pick up the phone? There is no magic bullet on this one – you have to just do it. Practicing with friends first can help though at some point you will have to plunge in. And the sooner the better. The good news is that it DOES get easier with practice and experience. Remember, nothing makes a stronger impression than an in-person meeting, so be creative in your approach, and in getting introductions to those you've identified as your targets. Remember – nothing beats asking face-to-face!

### e. Think beyond just money.

During your face-to-face meeting, you have the opportunity to discover and get a feel for all the things that your research didn't or couldn't answer. Ask lots of questions to make sure you understand what is important to your potential partner, and what resources they might have at their disposal that are beyond simply cash. Remember, fundraising is about ALL the resources you need to accomplish your goal. Think broadly and remember that money isn't everything.

### f. Stay informed.

To be a successful fundraiser, information is key, especially when it comes to potential partners. So what can you do? Read, talk to people, surf the web, join online networks – do whatever you need to do so you can keep track of what organizations in your community are getting funding, from whom, and for what purpose. Be on the lookout for opportunities!

### g. Think about the long-term.

In the course of staying informed and your meetings with potential partners, you will undoubtedly come across opportunities that don't quite fit what you're trying to achieve – but you will be tempted to pursue them because of the money involved. Remember to think long-term. Remember that reputation matters and that potential funders do talk with another – so a small gain in the short-run, may be a big loss long-term.

### h. Manage your relationships.

You will certainly have meetings with loads of potential sponsors and partners who say no to you. Do not be discouraged, and remember, a no now doesn't mean no forever.. Be friendly, polite, and don't get upset with the person if the answer is no. Remember, you are building your project for the future – and you never know who will be able to help going forward.

# Review

## REVIEWING YOUR PROJECT IS REALLY IMPORTANT FOR A FEW KEY REASONS:

**First**, people who give you money – especially grants – will likely expect to know what and how you did. **Second**, you'll be able to learn from your mistakes and adjust your strategies. And **third**, you'll find the simple process of doing a quick review after each project milestone ensures that ideas and any frustrations of team members are aired openly and can be resolved!

Don't leave your review until the end – do quick reviews after each key milestone to learn as you go. This doesn't have to be complicated – just ask your team members for some quick feedback. At the end of your project, or perhaps at a specific point in the year you'll want to do a more comprehensive review.

## HOW TO DO IT?

**First, figure out what you're evaluating.** You'll remember that in your **SMART** objectives, the **M** stood for **Measurable**. So you should already have some sense of what it is you're trying to measure and what would be an indicator of success. For example, if your objective was to hold 200 workshops across your country on climate change issues, an indicator of success would be the number of workshops held. Another indicator might be the percentage of participants who said they were happy with the workshop.

**Second, figure out how you can actually measure these results – what evidence is there?** You could keep a logbook where you write down the details of all the workshops you run. Or if there are no existing results you could conduct a survey of your participants to find out how they felt about the event.

**Once you know what you're measuring and how you're doing it – you can summarise your results and think about why you achieved what you did.** If everything went according to plan, what contributed to that success? If some things were not as successful, what were the reasons?

Objective	Indicator	Actual Achievement	Reason	Reccomendation

Often many of the most exciting results from a project can be unanticipated in your original plan – a surprise! This is not necessarily a bad thing. Make sure your evaluation also considers results that helped achieve your objectives but were not originally identified in the indicators of success. And there may be some exciting results that achieved much good but were not even related to your original objectives. When you have surprising results, think about why it happened. Next time, you might want to actually aim for a repeat experience. Or you might still want to figure out how you can avoid them because they were not central to your overall mission.



## Making Use of the Internet and Social Media

According to International Telecommunication Union statistics, almost a quarter of the world's youth (15-24 years old) uses the internet. Social media is present in almost every aspect of the lives of many of us, and social causes and activism are no exception.

This section highlights the potential of social media and other digital technologies in inspiring and encouraging more youth to engage in activities related to ocean and coastal conservation. This section is also adapted from the Global Changemakers\* Social Media Toolkit\*\*.



#EASCongress2015 #EASYouthForum2015 #TheFutureWeWant

\*Global Changemakers is a British Council-funded global youth programme for young social entrepreneurs and community activists from 112 countries. The programme exists in order to help skill up Changemakers, invest in their projects, and lend the experience of Changemakers to high level political and economic gatherings. You can learn more about the program here: <http://www.global-changemakers.net/>

\*\*[http://www.global-changemakers.net/wp-content/uploads/2014/05/GCM\\_SocialMediaToolkit.pdf](http://www.global-changemakers.net/wp-content/uploads/2014/05/GCM_SocialMediaToolkit.pdf)

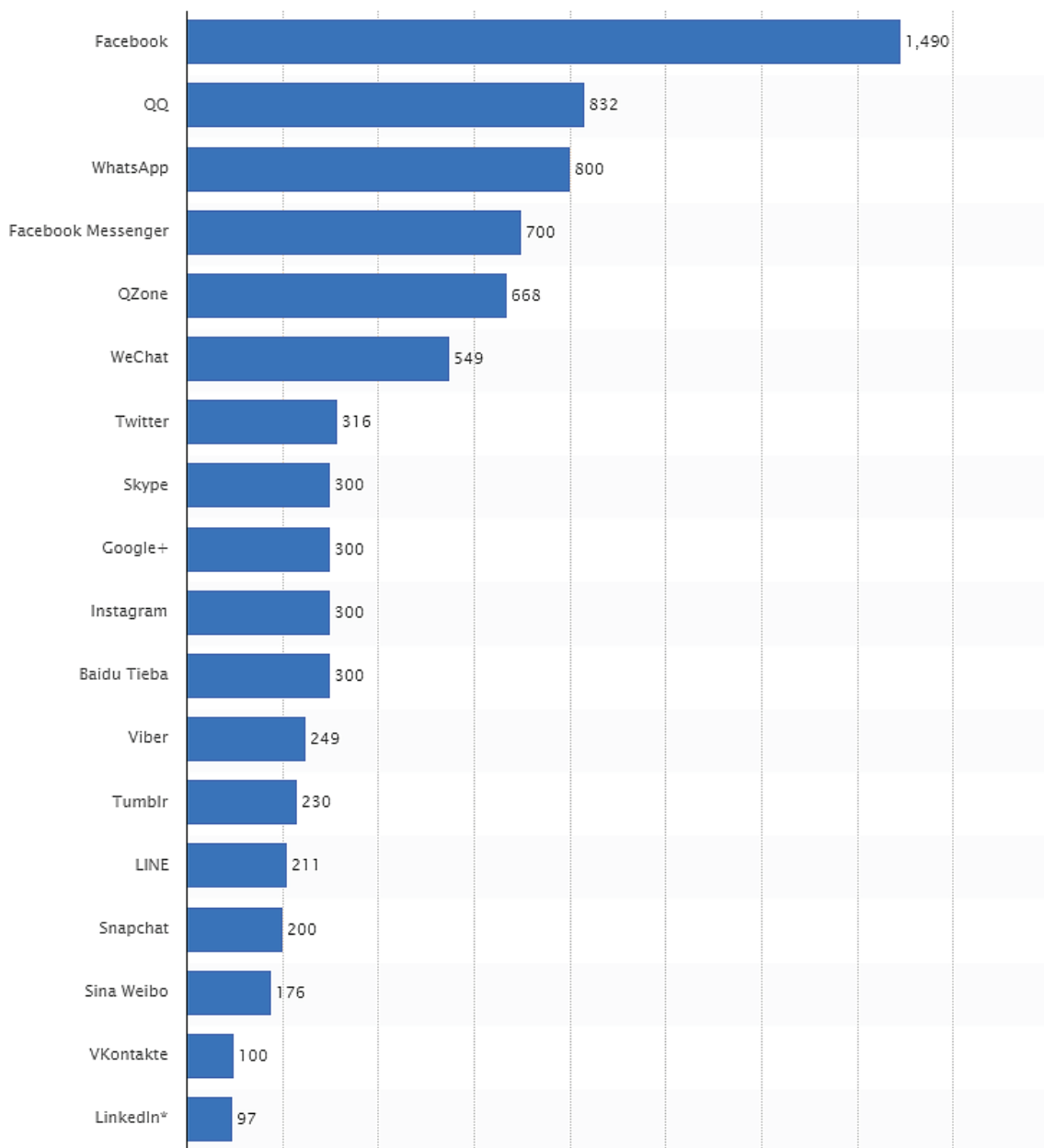
# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels

### FACEBOOK



Facebook.com is the first social networking site to surpass one billion registered accounts, and is the most visited social networking site on the World Wide Web. And just recently, Facebook has recorded, for the first in its history, one billion people who used it in a single day (August 28, 2015). It is undeniable that Facebook reaches many people across the world. Along with its interactive features, it is an effective social platform to further a cause, spread ideas, and expand networks



Number of active users in millions

Source: <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>



# Making Use of the Internet and Social Media

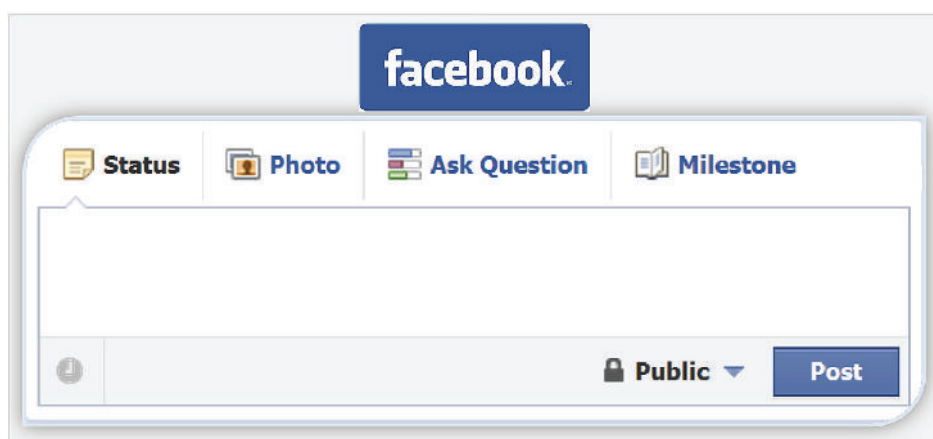
## Quick Facts and Tips for Different Social Media Channels



### What Sets Facebook Apart

Aside from the reply feature that promotes the interaction between your project and your intended audience, Facebook is a platform that you can use to expand your social networks. While the former ensures that you effectively get your message across, the latter helps you to meet people and strengthen connections with people of the same advocacies as you are.

In beginning to establish your project's presence in Facebook, you can opt for creating either a group or a fan page. While both are similar in principle, you choose the best one that can clearly bring your message to your intended audience.



### Facebook Tips

- Remember that Facebook is about interaction, so take advantage of this! Make sure your posts encourage people to participate, and also to share your content with their friends.
- Use the robustness of the social connections that we mentioned above. Your project may get recommended more if you create posts based on some of the connections these people can have (for example, say you are an environmental activist on Facebook; you can post eco-friendly party ideas and ask your readers to share them with their best friends).
- Don't forget some other of Facebook's tools, such as their ads. Even though those aren't free, Facebook Ads is one of the online advertising spaces that allows you to customise your audience preferences at a lower cost.
- People like colors, and Facebook lets you use lots of them. You can post photos, videos, links, interactive features (polls, app freebies). Posts of this type consistently receive more attention than those that are entirely based on text.





# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels

### TWITTER



With 316 million monthly active users and 500 million tweets sent each day, Twitter.com is the go-to for quick updates. It is a realtime information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. It allows people to post 140-character updates, but their messages don't have to be limited to that; in each message, people can link to photos, videos and stories. People can subscribe to other users' updates (which is called 'following' on Twitter).

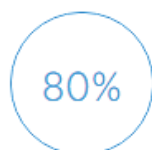
### TWITTER USAGE / COMPANY FACTS



Monthly active users



Tweets sent per day



Active users on mobile



Employees around the world



Offices around the world



Accounts outside the U.S.



Languages supported



Employees are engineers

*All numbers approximate as of June 30, 2015.*



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels



### What Sets Twitter Apart

You can find lots of interaction on Facebook, but Twitter is not the best place for that. That's not to say that people don't interact there (because they do); it's just that the 140-character limit makes it hard to sustain long conversations between many people. So what can you achieve with those 140 characters? Think of Twitter as the love child of broadcasting and texting. One tweet can potentially reach millions of people, and it may get you basic responses from people who see it.



Something else that sets Twitter apart is that people on it are more prone to be following users who are outside of their circles of friends or family. People may be reluctant to interact with you on Facebook because you're not their friend, but it's seen as perfectly normal for you to get in touch with 'strangers' on Twitter.

Also: the ease with which people can make searches on what is being said. Just type something into the search bar and get all the tweets that have included that word in the last few days. Related to searches are Twitter's hashtags (words that are marked with a # at the beginning, and that thus become searchable with a click). Hashtags are used by people who are interested in one topic; many people will do hashtag searches every day to keep up with the topics they're interested in.



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels

### Twitter Tips

Follow (and try to get in touch with) people who are influential among the people you want to reach, or in topics that are related to your project. Sometimes tweeting at a celebrity and asking them to please repost your message can work.

Now, lots of people will be doing just that, so you'll have a lot of competition. You can stand out by doing the following:

- Make sure to target celebs who have shared other people's messages before, and who are interested in your cause.
- Be loyal to those who share your messages; thank them whenever they do, and share their messages, too.
- Take advantage of hashtags. Find those that are related to the themes of your project.
- Take advantage of Trending Topics, too. On one side of the page, Twitter has a list of topics that are currently being mentioned a lot. If you find topics that can be used to promote your project, go for it!
- Follow people as a means to get their attention. Many people will subscribe to your updates if they see that you subscribed to theirs.
- Don't forget to use our general content tips whenever you post on Twitter, but we have some Twitter-specific recommendations too: if you want to use the possibility of interaction, pose questions to your readers (but make sure they don't require complex answers that need a lot more than 140 characters). Post ideas that you think your readers may be interested in sharing (quotes, links to interesting stories, even cool images).



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels

### YOUTUBE (and other media-sharing websites)



Media-sharing websites enable users to share more complex and specific types of content such as videos, photos, and music.

YouTube, a media sharing website, provides a platform for billions of people to discover, watch, and share originally-created videos. It also provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform of original content creators and advertisers large and small.



#### Youtube Statistics:

- YouTube has over a billion users - almost a third of all people on the Internet - and everyday, people watch hundreds of millions of hours of YouTube videos and generate billions of views.
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year olds than any cable network in the US.
- The number of hours people spend watching videos (aka watch time) on YouTube increased by 60% y/y, the fastest growth in 2 years.
- The number of people watching YouTube each day has increased by 40% y/y since March 2014.
- The number of users coming to YouTube who start at the YouTube homepage, similar to the way they might turn on their TV, has increased by more than 3x y/y.



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels

### What Sets Youtube (and other media-sharing-websites) Apart



Since these websites can be used mostly to share one type of content, they can be used on two levels:

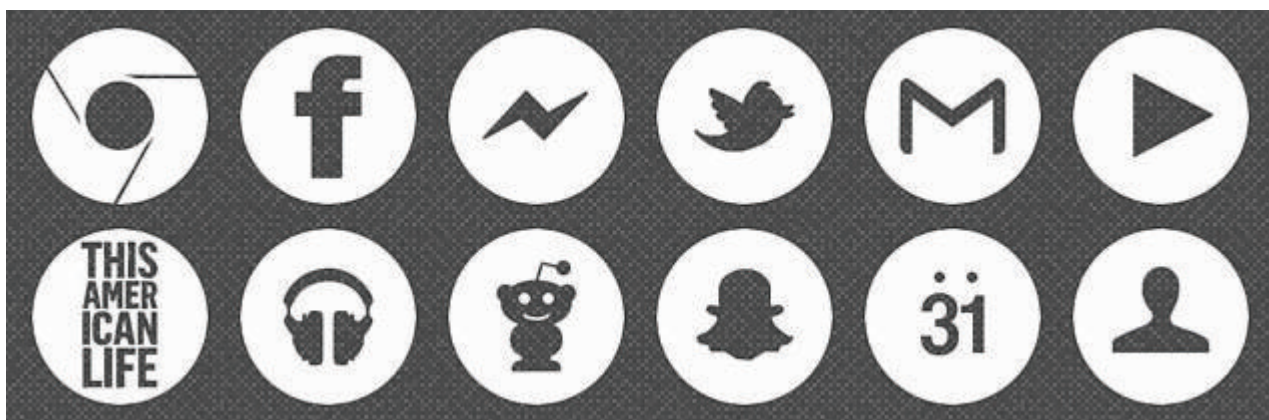
1. As one of the secondary parts of your project's online presence. Basically, as the place where you post your photos or your videos, which aren't one of the main thing you do with your project.
2. As one of the main channel for your project's online presence. In other words: you do a really big part of all your awareness-raising via these services.

### Media-sharing website Tips

Bear in mind that media-sharing websites can concentrate a higher amount of specialists than other websites. This can be a double-edged sword: if the specialised photographers that see your works on Flickr become interested in the topics you're covering, chances are they may raise awareness on those topics too; however, specialists can be hard to impress when you have little experience with the types of work that are shared on the media-sharing website you choose.

Also, media-sharing websites aren't built to enable interaction to the extent that Facebook is. While you can still interact and share more than just the type of media the site is intended for, you will have to work harder to find ways to adjust their structure to suit their needs.

Most media-sharing websites are used by big or small communities that are consistent in paying attention and giving feedback to the people in their own community. It can be helpful to find those communities, and try to join one that has interests that can be compatible with the topics you want to raise awareness on.



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels



### Website Tips

Before building a website, go through this toolkit to work on your social media strategy and define whether the content you need to share is indeed only suited for a website, or if you are better off keeping only other social media accounts updated. Consider that many of the people you want to engage with already have accounts in a number of social media sites and are less likely to look at webpages outside of that radar, so a good rule of thumb is: 'do not build an entirely new website unless it's absolutely necessary'.

If your project does need a website...

- We suggest you use your website as a 'media central', Facebook as an 'interaction central' and Twitter as a 'sharing central'. If you write articles, post photos or want people to look at something, you should first post it on your website, and then link people on your Facebook pages and your Twitter feeds to your website, and encourage discussion on Facebook. If you post your entire texts or photo galleries on Facebook, then it's time to reconsider whether you really need a website.
- Related to the last point: don't fall into the customisation trap. Even though you can technically have anything you want, some things will just make no sense cost-wise. As we mentioned, there's probably no point building a social networking site when you can take advantage of Facebook's robustness. Also, the more you want out of your website, the more resources it will need!
- Make sure you come up with a good social media cocktail in order to attract traffic to your site. Also, pay special attention to the forms of social media integration you can take advantage of: on Facebook, apart from linking to your website, you can find the tools you need to use Facebook registration and 'likes' on your own site; you can find similar tools on Twitter (rather than do 'likes', it will allow your users to retweet). These tools can make it easy for the people to read your website to link their friends to it.
- A tech tip: even though it may not be in your heart to be a 'geek', you need to have someone on your team who has basic web-building skills (even basic knowledge of XHTML, CSS editing) so that you don't need to call the web designer all the time you need to work on small details.
- Another tech tip: if there is something that there is a lot of public information on, that's website-building. Before you embark on a project of that scale, take a look at what people have written. Google 'how to build a website', 'Wordpress website building' (Wordpress is a very basic, user-friendly service to get the work done).



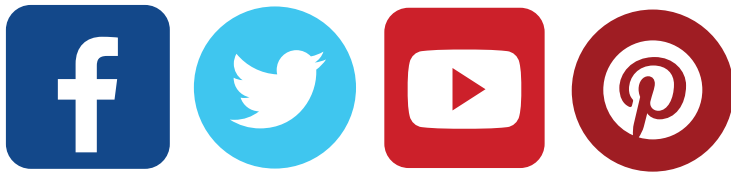
### Getting started

1. Test all the services you plan to use by opening personal accounts on them.
2. Make a rough plan about the things you will do with each tool you've chosen.
3. Write a list of things you need to gather to start implementing your plan (and gather them!)
4. Once you've gathered all the content you need to begin with, go ahead and open accounts for your project on all the services you've chosen.
5. Start posting!
6. If needed, make weekly/monthly plans for all your tools.



# Making Use of the Internet and Social Media

## Quick Facts and Tips for Different Social Media Channels



### General Tips!

- 🔗 Sometimes (well, a lot of the time) it is best to keep it brief
- 🔗 Polish your use of language
- 🔗 Don't be too active, nor too lazy
- 🔗 Write it for your audience
- 🔗 Don't make it controversial, and do make it inclusive
- 🔗 Say interesting things!
- 🔗 Remember people like colors
- 🔗 Make it easy (and encourage others) to share
- 🔗 Think of what you want your audience to do with your message, and shape your message to suit that
- 🔗 Always check for efficiency
- 🔗 Don't be a dinosaur: be aware of new media
- 🔗 Integrate, integrate, integrate
- 🔗 Do your (basic legal) research
- 🔗 Solve your strategy's problems by asking concrete questions



## Career Options and Opportunities for Further Studies

This section lists down opportunities and career options related to ocean and coastal conservation and other environment-related fields. This section hopes to inspire the youth to continue to pursue careers and other endeavors related to the protection of Mother Earth.

## Courses on Coastal and Ocean Management and Other Related Fields of Study

- Aquaculture
- Bioeconomics
- Coastal and Marine Civil Engineering
- Coastal and Ocean Engineering
- Coastal Conservation and Management
- Environmental Governance
- Environmental Science
- Environmental Technology
- Fisheries
- Hydraulic Engineering
- Hydrology
- Irrigation and Drainage for Cultivated Crops
- Marine Affairs
- Marine and Coastal Management
- Marine and Coastal Structure
- Marine Biology
- Marine Chemistry
- Marine Environmental Chemistry
- Marine Geology and Geophysics
- Marine Hydro-lithodynamics
- Marine Physics
- Marine Policy and Culture
- Maritime Safety and Environmental Management
- Ocean Environmental Technology
- Oceanography
- Tropical Coastal Management
- Water Resources Development
- Water Resources Planning and Management
- Water Supply and Drainage
- Wildlife Management

## Universities in the EAS Region Offering Ocean-related Fields of Study

### Brunei Darussalam

- ▶ University of Brunei Darussalam (Bandar Seri Begawan)

### Cambodia

- ▶ Pannasastra University of Cambodia (Phnom Penh)
- ▶ Royal University of Phnom Penh (Phnom Penh)
- ▶ University of Management and Economics (Battambang)

### China

- ▶ Chinese Academy of Science (Qingdao)
- ▶ East China Normal University (Shanghai)
- ▶ Hainan University (Hainan)
- ▶ Hong Kong University of Science and Technology (Hong Kong)
- ▶ Ocean University of China (Qingdao)
- ▶ Peking University (Beijing)
- ▶ Shandong University (Shandong)
- ▶ Sun Yat-sen University (Guangdong)
- ▶ University of Hong Kong (Hong Kong)
- ▶ World Maritime University (Shanghai)
- ▶ Xiamen University (Xiamen)

### DPR Korea

- ▶ Kim Il-Sung University (Pyongyang)

### Indonesia

- ▶ Bandung Institute of Technology (Bandung)
- ▶ Bogor Agricultural University (Bogor)
- ▶ Hasanuddin University (Makassar)
- ▶ Mulawarman University (East Kalimantan)
- ▶ Sultan Ageng Tirtayasa University (Banten)

### Japan

- ▶ Japan Agency for Marine Research (Yokosuka)
- ▶ Keio University (Tokyo)
- ▶ Kobe University (Kobe)
- ▶ Mie University (Mie)
- ▶ Tokyo University of Marine Science and Technology (Tokyo)
- ▶ United Nations University (Yokohama)
- ▶ University of Ryukyus (Okinawa)
- ▶ Waseda University (Tokyo)

### Lao PDR

- ▶ National University of Laos (Vientiane)

### Malaysia

- ▶ Universiti Kebangsaan Malaysia (Selangor)
- ▶ Universiti Putra Malaysia (Selangor)
- ▶ Universiti Sains Malaysia (Penang)

### Philippines

- ▶ Cavite State University (Naic, Cavite)
- ▶ Miriam College (Quezon City, Metro Manila)
- ▶ Palawan State University (Puerto Princesa, Palawan)
- ▶ University of the Philippines (Quezon City, Metro Manila)
- ▶ University of the Philippines Cebu College (Cebu City, Cebu)
- ▶ University of the Philippines Los Baños (Los Baños, Laguna)
- ▶ University of the Philippines Visayas (Miag-ao, Iloilo)

### Singapore

- ▶ Nanyang Technological University (Singapore)
- ▶ National University of Singapore (Singapore)

### Thailand

- ▶ Burapha University (Bangsaen, Chonburi)
- ▶ Chiang Mai University (Chiang Mai)
- ▶ Chulalongkorn University (Bangkok)
- ▶ Kasetsart University (Bangkok)
- ▶ King Mongkut's Institute of Technology Ladkrabang (Bangkok)
- ▶ Maejo University (Chiang Mai)
- ▶ Mahidol University (Bangkok)

- ▶ Prince Songkla University (Pattani)
- ▶ Rajamongkralajit University of Technology (Nakhon Si Thammarat)
- ▶ Thammasat University (Bangkok)
- ▶ Ubon Ratchathani University (Ubon Ratchathani)
- ▶ Walailak University (Nakhon Si Thammarat)

### Timor-Leste

- ▶ Universidade Nacional Timór Lorosa'e (Dili)

### Vietnam

- ▶ Cần Thơ University (Cần Thơ)
- ▶ Nha Trang University (Nha Trang)
- ▶ Vietnam National University (Hanoi)
- ▶ Water Resources University (Hanoi)



## Scholarships and Fellowship Grants

### Asian Development Bank – Japan Scholarship Program (ADB-JSP)

Funded by the Government of Japan, this program aims to provide an opportunity for well-qualified citizens of ADB's developing member countries to pursue postgraduate studies in economics, management, science and technology, and other development-related fields at participating academic institutions in the Asia Pacific Region.

<http://beta.adb.org/site/careers/japan-scholarship-program/main>

### Asia Foundation Development Fellows

Emerging Leadership for Asia's Future program provides highly qualified, young professionals from Asia with an unparalleled opportunity to strengthen their leadership skills and gain in-depth knowledge of Asia's critical development challenges. The year-long professional advancement program draws on The Asia Foundation's extensive 18-country network and deep expertise working with innovative leaders and communities across the region. The program is designed to be a multifaceted experience, involving intensive learning modules – short courses, conferences, and study tours in Asia and the U.S. – to enhance leadership skills, Asian development knowledge, professional networks, and international exposure.

<http://asiafoundation.org/program/overview/asia-foundation-development-fellows/>

### Asian Future Leaders Scholarship Program

The Asian Future Leaders Scholarship Program (AFLSP) is a full scholarship program designed to promote interaction among the young people of Asia.

Commencing operation in 2014, AFLSP aims to support young Asians wishing to undertake study abroad within the Asia-Pacific region, advance cross-cultural understanding, and foster individuals capable of contributing to goodwill and development both in Asia and globally in the future.

[http://www.kyoto-u.ac.jp/static/en/news\\_data/h/h1/news5/2014/140915\\_1.htm](http://www.kyoto-u.ac.jp/static/en/news_data/h/h1/news5/2014/140915_1.htm)

### Asian Scholarship Foundation – ASIA Fellows Award

ASIA Fellows awardees are placed at top-ranking research universities and non-academic institutions such as museums, archives or think tanks. Fellows should identify preferred placements in host countries. They may engage in an organized field research in the host country.

[http://www.asianscholarship.org/asf/General%20information\\_Grant%20Information.php#](http://www.asianscholarship.org/asf/General%20information_Grant%20Information.php#)

### Chinese Government Marine Scholarship

In order to enhance international cooperation and exchange, to promote the ocean development in the region and around the world, the State Oceanic Administration of China and the Ministry of Education of China have jointly set up the Chinese Government Marine Scholarship to support outstanding students from the coastal countries or regions around the South China Sea, the Pacific and the Indian Oceans and African developing countries to study in China in a master's or doctoral program in oceanography or other related fields.

<http://admissions.xmu.edu.cn/en/show/60.html>

### Environmental Fellowship Program at Harvard University

The Harvard University Center for the Environment created the Environmental Fellows program to enable recent doctorate recipients to use and expand Harvard's extraordinary resources to tackle complex environmental problems. The Environmental Fellows will work for two years with Harvard faculty members in any school or department to create new knowledge while also strengthening connections across the University's academic disciplines.

<http://environment.harvard.edu/environmental-fellows-program>

### International Climate Protection Fellowships

The fellowship allows future leaders to spend a year in Germany working on a research-based project of their own choice in the field of climate protection and climate-related resource conservation. Fellows are free to choose their own hosts. A maximum of 20 fellowships are granted annually. Experts who are active in the fields of scientific, engineering, legal, economic, health-related or social aspects of climate change are welcome to apply for this fellowship. An intensive German-language course is given to the candidates for their ease of life in Germany as well as complete support by the foundation.

<https://www.humboldt-foundation.de/web/icf.html>

### IRENA Scholarship Programme

In an effort to promote talented academics in the field of renewable energy, the International Renewable Energy Agency (IRENA) awards up to 20 scholarships annually at the Masdar Institute of Science and Technology in Abu Dhabi, UAE. The IRENA scholarship programme offers various opportunities in addition to the Masdar Institute Scholarship. These include exclusive high-level lectures, aimed at presenting the latest developments in the field of renewable energies.

<http://irelp.irena.org/Scholarship/Scholarship.aspx>

### Japan International Research Center for Agricultural Sciences (JIRCAS): Visiting Research Fellowship Program

JIRCAS, through international collaborative research, one of the schemes of its main activities, aims to provide scientific solutions to the various problems confronting the countries in the developing regions of the world, particularly in the areas of agriculture, forestry and fisheries.

[http://www.jircas.affrc.go.jp/english/public\\_relations/jircasfellow/jircas\\_fellow.html](http://www.jircas.affrc.go.jp/english/public_relations/jircasfellow/jircas_fellow.html)

### John Allwright Fellowship

ACIAR awards the John Allwright Fellowship for university post-graduate studies in Australia. Applicants are citizens of ACIAR's priority partner countries, and engaged in an ACIAR collaborative project at the time of application. Each awardee pursues research at an Australian tertiary institution relevant to the project in which the awardee is engaged prior to taking up the award.

<http://aciarc.gov.au/training/jaf>

### Mia J. Tegner Memorial Research Grants in Marine Environmental History and Historical Ecology

The Marine Conservation Institute awards grants to promising young scientists studying what our oceans were like before humans began significantly altering marine ecosystems. This information is essential for helping us set appropriate targets for marine conservation efforts. <http://www.marine-conservation.org/what-we-do/program-areas/oceans-past/tegners-grants/>



## Scholarships and Fellowship Grants

### **Norman E. Borlaug Leadership Enhancement in Agriculture Program (LEAP)**

The Norman E. Borlaug Leadership Enhancement in Agriculture Program (Borlaug LEAP) is a fellowship program, funded by the United States Agency for International Development (USAID), to enhance the quality of thesis research of graduate students from developing countries who show strong promise as leaders in the field of agriculture and related discipline. <http://leap.ucdavis.edu/>

### **Open Society Youth Fellowship**

Open Society Foundations are inviting youth activists to apply for the Youth Fellowship Program, which funds work that supports young activists and organizers as thought leaders and allies in crafting solutions and youth-focused approaches to open society challenges. Prospective fellows could be youth activists tackling a critical open society issue in their respective region, or might be given for projects that are dedicated to creating tools or content-rich material (toolkits, studies, etc.) that broadly supports youth work. <https://www.opensocietyfoundations.org/grants>

### **Pew Fellows Program in Marine Conservation**

The prestigious Pew Fellowship in Marine Conservation is annually awarded to five outstanding global leaders or teams who are working to preserve and protect the world's oceans and marine species. <http://www.pewtrusts.org/en/projects/marine-fellows>

### **Society for Underwater Technology - Educational Support Fund**

The Society for Underwater Technology's Educational Support Fund offers sponsorship awards to high calibre undergraduate and postgraduate students, either starting or continuing a degree which embraces at least one relevant component area of marine science, underwater technology or offshore engineering. <http://www.sut.org/educational-support-fund/>

**Southeast Asian University Consortium for Graduate Education in Agriculture and Natural Resources (University Consortium): Graduate Scholarship**  
The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) invites applications for its graduate scholarship (MS and PhD) in agriculture and related fields (including biological sciences, social sciences, economics and statistics, forestry and fisheries, environmental sciences, agroindustrial technology and engineering, biochemistry, and development management) <http://www.searca.org/index.php/component/content/article/26-scholarship-announcements/990-searca-graduate-scholarship-for-southeast-asians-2014-2015>

### **TED Fellows program**

Twice a year, a group of interesting and impactful people gathers for the week-long TED experience – which attendees have described as “the ultimate brain spa” and “a journey into the future in the company of those creating it.” It's a winning formula of brilliant, curious minds and groundbreaking content in an immersive and focused environment. <http://www.ted.com/participate/ted-fellows-program/apply-to-be-a-ted-fellow#>

### **UNEP/UNESCO/BMU International Climate Protection Fellowship of the Alexander von Humboldt Foundation**

This fellowship enables the recipients to conduct a research-related project of their own choice with hosts in Germany. Besides applicants with an educational background of natural sciences or engineering, particularly applicants are encouraged to apply, who are dealing with the legal, economic and social questions of climate change. <https://www.humboldt-foundation.de/web/icf.html>

### **Woods Hole Oceanographic Institution (WHOI): Marine Policy Fellowship Program**

Qualified individuals in the social sciences are invited to apply their training and expertise to the economic, legal and policy issues that arise from use of the world's oceans. At the Institution's Marine Policy Center, emphasis is placed on multidisciplinary research to advance the conservation and management of coastal and marine resources. <https://www.whoi.edu/page.do?pid=8115>

## Internship and Volunteer Opportunities

### **ASEAN Youth Volunteer Programme**

The ASEAN Youth Volunteers Program (AYVP) is a dedicated youth volunteerism platform that intends to create opportunities in knowledge-driven volunteerism, support the exchange of learning experiences, develop capacity, enhance cross-cultural understanding, and forge a sense of regional identity while making a sustainable difference to communities across ASEAN. <http://www.asiaengage.org/about-the-asean-youth-volunteer-programme/>

### **Asian Development Bank (ADB)**

ADB welcomes motivated, open-minded and self-directed individuals to apply for internship assignments requiring further research and assistance. <http://www.adb.org/site/careers/internship-program>

### **UN Volunteers**

The United Nations Volunteers (UNV) programme is the UN organization that contributes to peace and development through volunteerism worldwide. <http://www.unv.org/>

### **World Wide Fund for Nature (WWF)**

WWF is running a global volunteer programme for a select number of young people in various countries. [http://wwf.panda.org/how\\_you\\_can\\_help/volunteer/volunteer/](http://wwf.panda.org/how_you_can_help/volunteer/volunteer/)

### **United Nations Headquarters Internship Programme**

The United Nations provides opportunities for students enrolled in a graduate programme to undertake an internship at its Headquarters in New York, Geneva, Vienna, Nairobi, Addis Ababa, Bangkok, Beirut, and Santiago <https://careers.un.org/lbw/home.aspx?viewtype=ip>

### **United Nations Economic and Social Commission for Asia and the Pacific (UN ESCAP)**

UNESCAP provides opportunities for students who are enrolled in graduate programmes to undertake an internship with one of its diverse range of divisions and agencies, most of which are located at its Bangkok headquarters. <http://www.unescap.org/jobs/internships/>



## Leadership Programs and Environmental Awards for Youth

### **Bayer Young Environmental Envoy**

Selected students go to Germany on a weeklong study tour to experience how environmental protection is practiced by people, government and industry in one of the leading countries with regards to technology and environmental awareness.

<http://www.byee.bayer.com/en/At-a-Glance.aspx>

### **Future for Nature Award**

The Future for Nature Award is a prestigious international award, which celebrates tangible achievements in protecting wild animal and plant species. The Award provides the winners international recognition, financial support and reinforced linkages to an international conservation network.

<http://www.futurefornature.net/>

### **UNESCO Youth Peace Ambassador Programme**

A network of young leaders from different countries in working on youth projects related to peace

<http://www.unescobkk.org/rushsap/youth/youth-peace-ambassadors/>

### **Global Changemakers**

Global Changemakers is a vibrant global community of young social entrepreneurs, activists, and volunteers. Bringing together people from over 120 countries, it's a place to share experiences, build skills, apply and test ideas and access some truly amazing opportunities. Global Changemakers are at the forefront of running innovative projects in their communities, shaping policy and speaking truth to power through access to institutions and platforms such as the World Economic Forum.

<http://www.global-changemakers.net/>

### **JEEF Young Environmental Leadership Program in Asia**

Open to undergraduate/graduate students or young business persons with less than 3 year working experiences who wish to become the future environmental leaders in Asia. <http://www.jeef.or.jp/english/asia.html#A001>

### **Ship for the Southeast Asian Youth Program (SSEAYP)**

The Ship for Southeast Asian Youth Programme (SSEAYP) is an annual programme sponsored by the Japanese Government and supported by the member-countries of ASEAN. The programme brings together about 300 youths from ASEAN countries and Japan, providing them with the unique opportunity to interact on board the Fuji Maru and at different ports-of-call for 53 days.

<http://www.sseaypinternational.org/p/sseayp.html>





The EAS Youth Forum 2015  
The Toolkit

