GAEA SEYCHELLES | COMMUNICATIONS PLAN (2023 – 2030)

Freshwater Biodiversity Information System

Strategic Outreach, Stakeholder Mobilisation, and Partnership Integration



Prepared by Gaea Seychelles

Supported by the JRS Biodiversity Foundation

SECTION 1: CONTEXT, MISSION, AND STRATEGIC OBJECTIVES

1.1. Context and Purpose

Gaea Conservation Network Seychelles (Gaea Seychelles) functions as a research-driven, citizen science-based organisation dedicated to promoting civic engagement and collective action for environmental management. As operations scale across Mahé and Praslin islands anchored by the Little Explorer's Club and the JRS-River Project this strategic framework establishes guidelines for unified internal and external communication.
Effective communication is the core tool that translates scientific field data into measurable policy updates and behavioural changes within the community. This document sets an actionable roadmap for Board members, project managers, and conservation partners to optimise outreach, secure co-management agreements, and maintain high institutional transparency.

1.2. Mission Statement

To empower and mobilise strategic action by local actors through impactful, community-based environmental projects that create sustained, positive change for the betterment of the Seychellois people and their native natural habitats.

1.3. Core Communications Objectives

- **Data-Driven Advocacy:** Translate freshwater ecosystem monitoring metrics into simplified policy briefs to support evidence-based management by national authorities.
- **Local Ownership and Capacity Building:** Strengthen the communication loops of grass-roots community practitioners, ensuring local actors can manage and advocate for their respective watersheds.
- **Behavioral Transformation:** Deploy targeted public awareness campaigns and immersive citizen-science initiatives to inspire lifelong learning and positive environmental stewardship.
- **Institutional Advisory Excellence:** Standardise technical advisory outputs to seamlessly support sister environmental NGOs, corporate partners, and regulatory institutions.

SECTION 2: STAKEHOLDER MANAGEMENT FRAMEWORKS

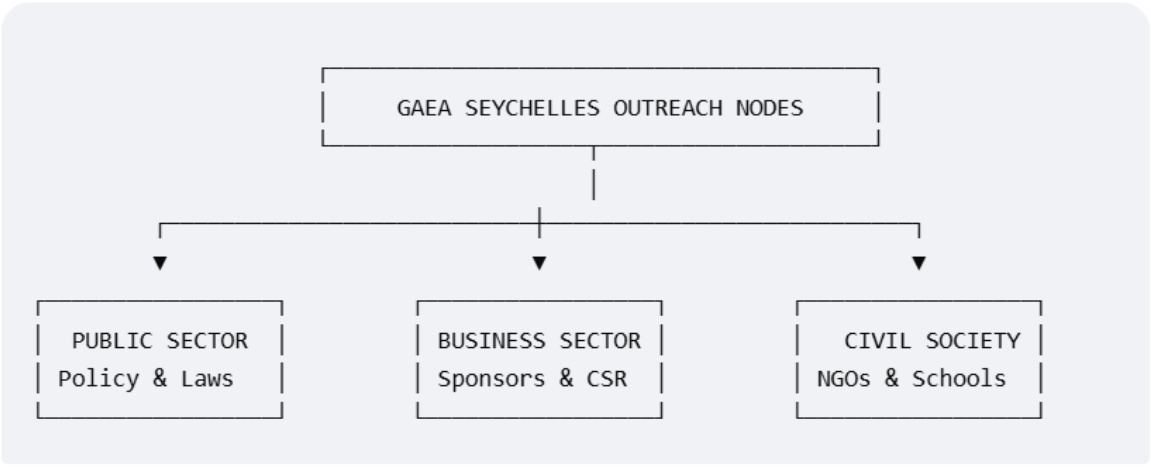
2.1. Internal Stakeholder Matrix

To maintain rigorous operational standards, internal channels ensure fluid coordination between strategic planners and field teams.

Governing Body / Team	Core Function	Engagement Approach	Operational Strategy	Primary Responsibility
Gaea Seychelles Board	Guarantees the organization's general governance, legal oversight, financial compliance, and high-level strategy.	Formal and non-formal technical reporting.	• Annual general meetings • Executive email briefs • Direct messaging & secure video platforms.	Chairman, Director, Secretary.
Operating Team	Oversees the daily execution of the JRS workplan, field data collection, and nursery operations.	Monthly formal milestones and active field updates.	• Face-to-face syncs • Monthly progress reports • Real-time secure team channels.	Project Coordinator, Field Officers, Project Officer.

2.2. External Stakeholder Matrix

External pathways are structured into specialised sectors to target policy, corporate sponsorship, and public engagement.



Entity / Sector	Primary Function	Strategic Approach	Mediums & Outputs	Oversight
MECENR / Government	Secures constitutional rights to a balanced environment; shapes national climate resilience policy.	Policy alignment and regulatory endorsement.	• Targeted policy briefs • Multi-agency workshops • Data-sharing protocols.	Board Members & Director
LWMA	Manages national solid waste streams, sewerage policies, and landfill logistics.	Circular economy collaboration (Upcycling initiatives).	• Clean-up coordination data • Waste repurposing briefs • Joint community flyers.	Operational Team / Officers
Ministry of Education	Oversees state school curricula, technical professional centers, and higher learning.	Educational engagement and youth mobilization.	• Little Explorer guidelines • School club presentations • Interactive eco-competitions.	Communication Officer
PUC	Manages national electricity grids, treated water distribution, and wastewater processing.	Watershed protection and catchments co-management.	• Hydrological metrics sharing • Joint conservation boards • Shared mapping platforms.	Board & Project Lead
Private / Tourism Sector (Hotels, SeyBrew, DMCs)	Delivers local commercial services; impacts water utilization and runs eco-tours.	CSR partnership growth and commercial asset sponsorship.	• Specialised commercial offers • High-impact infographics • Co-branded packaging concepts.	Communication Officer
Environmental NGOs (PCA, SIF, ICS, WCS)	Execute localised biodiversity studies, island rehabilitation, and protected area management.	Strategic technical alliances and joint field programs.	•Memorandums of Understanding • Shared scientific publications • Combined media releases.	Operational Team
University of Seychelles (UniSey)	Delivers higher education; administers the BSc in Environmental Science.	Academic integration and data collection loops.	• Joint field practicals • Peer-reviewed research papers • Public symposia and webinars.	Director & Academic Liaison

SECTION 3: DIGITAL STRATEGY AND COMMUNICATION MEDIUMS

3.1. External Digital Channels

To maximise public traction, Gaea Seychelles will deploy a synchronised, cloud-managed digital footprint across multiple channels.

- **Official Web Platform (gaeaseychelles.sc):** Serves as the central repository for peer-reviewed technical reports, downloadable field protocols, species identification maps, and donor tracking data.
- **Facebook & Instagram Ecosystem:** Structured to maximize community engagement using visual storytelling. Content must focus on solution-oriented titles, high-resolution imagery, and active partner tagging.
- **WhatsApp Mass Messaging Network:** Dedicated coordination node for community actions, instant citizen-science alerts, and direct parents-educator channels for the Little Explorer's Club.
- **Traditional Broadcast Media:** Semi-annual partnerships with national television and radio networks to broadcast localised conservation short documentaries and news.

3.2. Standardised General Communication Matrix

To remove ambiguity across public and private interactions, messaging must strictly adhere to the following framework:

GENERAL COMMUNICATION ARCHITECTURE		
Target Audience	**Strategic Aim**	**Operational Approach**
Grantors & NGOs	Systematic Information	Formal Technical Reporting
Public Sector	Secure Endorsements	Policy & Legislative Briefs
Private Sector	Secure CSR Funds	Commercial Co-Branding Plans
General Public	Community Mobilisation	Public Educational Marketing
National Media	Broad Awareness Scale	Press Releases & Features

3.3. National Language Protocol

In strict compliance with the multi-cultural fabric of the Seychelles, Gaea Seychelles enforces a trilingual approach:

1. **Creole:** Used as the primary language for grass-roots community workshops, public radio programs, and youth field camps on the islands to optimise local inclusivity.
2. **English:** The default language for formal scientific publications, international donor reporting, grant writing, and academic coordination with UniSey.

3. **French:** Strategically deployed for specialised eco-tourism media campaigns and international regional symposiums within the Indian Ocean commission network.

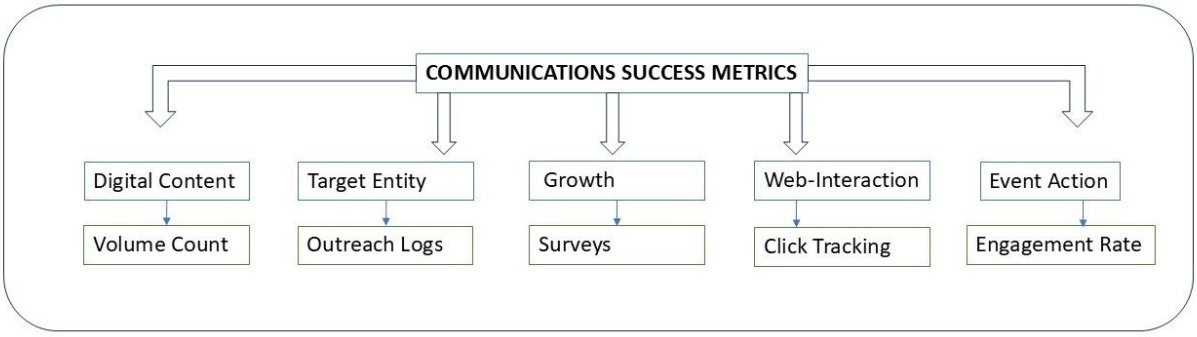
SECTION 4: BUDGETING, METRICS, AND ACCOUNTABILITY

4.1 Budgeting

Communication activities must be systematically itemised and presented to the Board and Director for approval. All core print, digital maintenance, and field-guide publishing overheads must be structured directly into active project budgets. Special public-facing initiatives such as national river roadshows will be funded via targeted local fundraising drives or dedicated corporate CSR sponsorships.

4.2 Key Performance Indicators (KPIs) & Success Tracking

To ensure complete accountability, the communication team will monitor progress using six verified performance baselines.



1. **Content Volume:** Continuous logging of published infographics, peer-reviewed articles, policy briefs, and educational brochures.
2. **Entity Reach:** Database management tracking the number of corporate, public, and NGO entities actively brought into the communication loop.
3. **Audience Audits:** Annual targeted surveys sent to public agencies and community clusters to identify communication gaps and misconceptions.
4. **Passive Digital Tracking:** Continuous monitoring of engagement, views, and interactions across active social channels.
5. **Growth Metrics:** Documenting the onboarding of new digital followers, registered volunteers, financial sponsors, and formal network members.
6. **Web-Interaction Click Tracking:** Implementation of Google Analytics frameworks onto the backend of the official website to trace user navigation paths and document downloads.

SECTION 5: INSTITUTIONAL BRAND AND CONTENT PROTOCOLS

To maintain structural consistency, all public materials generated by staff, interns, or partners must align with the standardised templates detailed below:

Annex A: Standardised Social Media Format (Facebook & Instagram)

All digital micro-content must adhere to a strict template before publishing:

1. **Title:** A concise, solution-oriented heading featuring an action verb.
2. **Copy Length:** Strictly limited to a maximum of 200 words to ensure punchy, scannable delivery.
3. **Imagery:** A minimum of one high-definition photograph captured on-site, bearing an integrated Gaea Seychelles copyright watermark or clear credit to the originating photographer.
4. **Consents:** Mandatory verification of written parental/guardian consent if media contains identifiable images of children or partners.
5. **Standardised Tagging Structure:** Every post must close with appopriate hashtag block: e.g. `#ConservationMatters #FreshwaterSpecies #FreshwaterManagement #GaeaSeychelles #EvidenceBasedDecisions #DataManagement`.

Annex B: Standardised Field and Event Poster Format

Public print collateral must be structured according to the following layout geometry:

- **Header Elements:** Primary campaign title (approved by the Executive Board) placed alongside the high-resolution official Gaea Seychelles Logo and corresponding partner logos.
- **Typography Hierarchy:** Primary bodies must utilise clear, high-contrast layouts. Supplementary technical details must utilise **Corbel Light** typography.
- **Text Constraints:** Narrative text must not exceed a 300-word limit, leaving 60% of poster real estate for data visualisation or high-impact photography.
- **Unified Footer:** Every poster must display the absolute contact signature: *Centre for Environment and Education, Anse Royale, Seychelles | Tel: +248 2 50 27 84 | Email: gaea@gaeaseychelles.sc*.

Annex C: Standardised PowerPoint Presentation Layout

Professional and academic presentation decks must structurally integrate the following features:

1. **Logo Placement:** The official Gaea Seychelles partnership logo must be hard-coded into the master slide layout, appearing uniformly across every single page.
2. **Typography:** Slide body elements must restrict font usage to Corbel Light (Font Size: 11–12) to match institutional styles.
3. **Mandatory Foundation Slide:** Slide two must present Gaea's core institutional background, including the formal Mission, Vision, and Strategic Objectives.
4. **Visual Asset Ratio:** Minimum of one verified, credited conservation photograph per content slide to balance text density.
5. **Closing Slide:** Must display full corporate contact detail signatures, website directory networks, and formal acknowledgement blocks for our primary grantors.