



**NAIROBI CONVENTION
STRENGTHENING OCEAN PROTECTION IN COMOROS PROJECT
(June 2022 – June 2023)**





Title of the approved PRC project: *Strengthening management effectiveness and sustainably managing coral reef areas crucial to coastal livelihoods and ecosystems in Comoros.*

Expected Accomplishment(s)

- Activity 1: Awareness campaigns conducted on the conservation, restoration, and protection in priority MPAs in Comoros that are renowned for coral reef and climate change-affected 'refugia of WIO.

ACTIVITY DELIVERY SUMMARY

1. Social Media Content

The WILDTRUST Communications (Comms) team has provided continued increased awareness and knowledge about the value of ocean protection and the role of Marine Protected Areas (MPAs) within Comoros. The Comms team has rolled out several social media posts and shared exciting news and activities of the project.

The latest campaign titled 'Discovering Comoros' MPAs,' and sought to profile each MPA in Comoros (Moheli National Park, Coelacanth National Park, Shisiwani National Park, and Mitsamiouli-Ndroute National Park) and provided interesting facts about each MPA, thus, highlighting the importance of each of them. Amongst this content, we also continued to share some exciting work that the project team and its partners engage in on the ground.



Social media graphics are being rolled out on the project's Facebook page.

Please see page 7 for the media and social media report.

2. Media Coverage/Placement

The Comms team secured a monthly budget for the placement of project articles and interviews and press coverage for upcoming events. This is an activity that will continue throughout the RPOC project period, ensuring we reach the local audience in Comoros and continue to share exciting forthcoming events and news. The placement of this media coverage is sitting with the Project Manager – as he can engage directly with media on the ground.





3. Film Translation

Translation and overlaying French subtitles onto the Our Oceans Series: *Return of the Giants, Shark Sanctuary, and the Journey of Discovery* feature film was completed. These are expected to be shared with the local communities and schools in the coming months.

4. Capacity Building Training

From a capacity-building, training, and resource-sharing perspective – the Comms team is pulling together some material that will form the basis of an online training workshop with the team in Comoros. The Comms team is now communicating with the Comoros team to determine a date and time that will suit them to attend the training workshop via Zoom.

The training workshop is a 1-day session. It will include the things that the team and partners in Comoros shared as being valuable during Lauren van Nijkerk's, Director of Campaigns at the WILDTRUST visit in January:

- **Social Media (Facebook)** - How to build your page/ Effective posts & content/ How to TAG, boost and advertise.
- **Hospitality & Tourism 101** – The dos and don'ts (for the Eco Lodges).

This workshop will help provide capacity building and valuable skill sets to the team in Comoros.

5. Community and Media Database

During Van Nijkerk's trip to Comoros, she also met with the team in Comoros to discuss the need to communicate about the project more effectively amongst the communities and media representatives. The Communications team drafted a spreadsheet for a community and media database that includes the necessary information to be completed. The spreadsheet has since been completed, with the project manager providing essential information from community members, media representatives, and the local partners also providing their essential data.

The community database will be used to communicate in a more structured way (for example, send out a graphic/ event invite/ message on WhatsApp) with relevant communities in and around a particular park/ activation/ area. The Communications team realizes an email address might only be available for a few of the people in communities, but a cell phone number is what would be ideal for immediate, focused communication at or leading up to key events/ dates.





The media database also aims to communicate in a more structured way with relevant media in and around a particular park/ activation/ area/ village to get them to our events/ activations and subsequently reporting or writing about those events and our project. The Communications team is in contact with ORTC (the National Broadcaster) but realizes there are many media representatives in villages across Comoros, and we need to communicate with them as well, hence why we have developed a media database.

MEDIA & SOCIAL MEDIA COVERAGE

Social Media

Within the nine months of the launch of the Facebook page, the Strengthening Ocean Protection in Comoros Project has been very present on social media. The page has garnered **2 439 followers** and **2 302 page likes**. During the reporting period, we had **97 Facebook posts** and a **total reach of 137 832 people**.

Below is a breakdown of how the social media platform performed according to reach, reactions, engagements, and views over the 9 months.

FACEBOOK

Facebook posted **97 posts** in this period. These posts combined reached **137 832** people, had 837 engagements, and 114 views on all videos posted. Here are some of the posts that were the highlights for the period.

TOP FACEBOOK POSTS



6 June 2022


On 5 June, a 35 kg coelacanth was caught off Anjouan Island at National Park Shiswani by a fisherman from Mirontsy in Comoros.

Through the interventions from the site coordinators at National Park Shiswani, the fisherman proceeded to release the specimen back into the ocean.





A total number of **15 616** people were **reached** through this post and had **255 total engagements**.







 **Strengthening Ocean Protection in Comoros - R-POC** ...
02 Sept 2022 · 🌐

Recently, project team members of the Strengthening Ocean Protection in Comoros project underwent an open water dive t... See more

See insights and ads [Boost post](#)

  45 5 comments · 18 shares

2 September 2022

The R-POC project team members underwent an open water dive training-made possible by Oceans 5, at the Moheli Laka Lodge Diving Center, based in Nioumachoua, Mwali.

A total number of **5 243** people were **reached** through this post and had **213 total engagements**.

 **Strengthening Ocean Protection in Comoros - R-POC** ...
10 May · 🌐

It's day two of the workshop and today was another session packed with interactive training and engaging discussions on marine... See more

 · Rate this translation






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10 May 2023

Regional project partners to the R-POC project hosted an ocean literacy training workshop in Moheli as part of a 3-day workshop.

A total number of **4275** people were **reached** through this post and had **166 total engagements**.





Strengthening Ocean Protection in Comoros - R-POC
12 May · 🌐

Yesterday was the final day of a jam-packed 3-day workshop! Nikki Chapman- project manager at the WILDTRUST, hosted the last workshop ... See more



See insights and ads

Boost post

👍❤️ 30

1 comment · 8 shares

12 May 2023

This post showcases the final day of the 3-day workshop. Nikki Chapman- project manager at the WILDTRUST, hosted the last workshop session at Ouallah Village in Moheli.

The session aimed to brainstorm exciting ideas around composing a Comorian children's storybook highlighting the four MPAs and the beautiful creatures within those MPAs.

A total number of **3206** people were **reached** through this post and had **153 total engagements**.

Strengthening Ocean Protection in Comoros - R-POC
14 Feb · 🌐

The Union of the Comoros declared its first marine protected area in 2001, and this subsequently became Parc National de Mohéli at the ... See more



See insights and ads

Boost post

👍❤️ 35

1 comment · 15 shares

14 February 2023

This post introduces the next social media campaign- *Discovering Comoros' MPAs*, which explores some interesting facts and information about Comoros' four amazing MPAs.

A total number of **3113** people were **reached** through this post and had **113 total engagements**.



TOP FACEBOOK VIDEO POSTS

 **Strengthening Ocean Protection in Comoros - R-POC** ...
01 Dec 2022 · 🌐

#ThrowbackThursdays! One of the Park Rangers' duties at each of the Marine Protected Area (MPA) sites is to patrol the various beaches a... See more



See insights and ads

Boost post

👍❤️ 15

7 shares · 281 views

1 December 2022

Video capturing a sighting of a Green turtle in Moheli National Park that had just finished laying her eggs and returning safely at sea. Park Rangers captured the video.

This post received a total of **281 views**. A total number of **939** people were **reached** through this post and had **44 total engagements**.

 **Strengthening Ocean Protection in Comoros - R-POC** ...
18 Jul 2022 · 🌐

RAISONS DE CÉLÉBRER L'OcéAN DES COMORES

#6 Ses récifs profonds fournissent un s... See more

See translation



See insights and ads

Boost post

👍❤️ 11

7 shares · 181 views

18 July 2022

Video capturing Comoros' beautiful deep sea as part of the 'Reasons to Celebrate Comoros' Ocean' social media campaign.

This post received a total of **181 views**. A total number of **825** people were **reached** through this post and had **26 total engagements**.

FUNDED BY:



IN PARTNERSHIP WITH:





Strengthening Ocean Protection in Comoros - R-POC ...
21 Sept 2022 · 🌐

WATCH: Biodiversity Monitoring Training using BRUV... See more



21 September 2022

CORDIO East Africa- one of the project partners for the R-POC project, hosted a biodiversity monitoring training session for site coordinators situated in Mitsamiouli-Ndroudé National Park and Coelacanth National Park.

This post received a total of **352 views**. A total number of **806** people were **reached** through this post and had **38 total engagements**.

Strengthening Ocean Protection... · Follow ... ✕
08 Jun · 🌐

WATCH as our project manager, Houssoyni Housseni, gives us a tour of the incredible work that ... See more



See insights and ads

Boost post

👍❤️👏 10

5 shares · 252 views

8 June 2023

Video capturing a tour of the incredible work done on the ground to celebrate World Ocean Day. To celebrate the day, our team hosted an extensive beach clean-up at Bimbini Village on Ajouan Island. The beach clean-up partnered with local NGOs, AIDE, OPAS, and UMAMA.

This post received a total of **252 views**. A total number of **478** people were **reached** through this post and had **25 total engagements**.





Strengthening Ocean Protection in Comoros - R-POC

24 Jan

Lauren van Nijkerk, WILDTRUST's Director of Campaigns is currently visiting the [Strengthening Ocean Protection in Comoros - R-POC](#) ... See more



24 January 2023

Scenic video captured by the WILDTRUSTS Director of Campaigns, Lauren van Nijkerk, during her weeklong visit to Comoros.

This post received a total of **214 views**. A total number of **443** people were **reached** through this post and had **34 total engagements**.

SOCIAL MEDIA - CAMPAIGNS

1. Reasons to Celebrate Comoros' Oceans (Graphics)



IN PARTNERSHIP WITH:





Reasons to Celebrate Comoros' Ocean

Following the commencement of the Facebook page, we launched a mini campaign (both in English and French) that shares facts and imagery that showcase some of the 7 reasons to celebrate the beautiful ocean in Comoros.

Reach: 4 305 people reached
Engagement: 242 (likes, comments, shares)

2. Reasons to Celebrate Comoros' Oceans (Videos)

Reasons to Celebrate Comoros' Ocean

In addition to the graphics created, we launched a mini campaign that shares footage of some of the 7 reasons to celebrate the beautiful ocean in Comoros. See link to the videos: <https://drive.google.com/drive/folders/1QauX2PsnGXUBFSimAWoblYmSq5YTwnEK?usp=sharing>

Views: 592
Reach: 3 002 people reached
Engagement: 167 (likes, comments, shares)

3. #10 Benefits of MPAs

| | | |
|---|--|--|
|  <p>01 PROTECT ECOSYSTEMS, HABITATS, AND THREATENED SPECIES</p> |  <p>02 COMBATTRE LES EFFETS DU CHANGEMENT CLIMATIQUE</p> |  <p>03 SUPPORT FISHERIES</p> |
|---|--|--|





#10 Benefits of MPAs

Following on the ‘Reasons to Celebrate Comoros’ Ocean,’ we launched a mini campaign (in both English and French) that highlights the top 10 benefits of MPAs.

Reach: 3 825 people reached

Engagement: 91 (likes, comments, shares)

4. Discovering Comoros’ MPAs

| | | |
|---|---|--|
| <p>DISCOVERING COMOROS’ MPAS</p> <p>COELACANTH NATIONAL PARK</p>  <p>FACT:</p> <p>COELACANTH NATIONAL PARK IS SITUATED ON THE LARGEST ISLAND IN COMOROS</p>  | <p>A LA DÉCOUVERTE DE L'AMP DES COMORES</p> <p>PARC NATIONAL DE COELACANTHE</p>  <p>FAIT:</p> <p>LE PARC NATIONAL DE COELACANTHE SE COMPOSE DE ZONES QUI ONT DES HABITATS MAGNIFIQUES</p>  | <p>DISCOVERING COMOROS’ MPAS</p> <p>COELACANTH NATIONAL PARK</p>  <p>CHALLENGE:</p> <p>HUMAN PRESSURES AND CLIMATE CHANGE HIGHLY AFFECT THE REEF ECOSYSTEM</p>  |
|---|---|--|

Discovering Comoros’ MPAs

Following on the ‘#10 Benefits of MPAs, we launched the next social media campaign (in both English and French) that seeks to profile each MPA in Comoros (Moheli National Park, Coelacanth National Park, Shisiwani National Park, and Mitsamiouli-Ndroude National Park) and provide interesting facts about each MPA, and highlighting the importance of each of them.

Reach: 8 172 people reached

Engagement: 218 (likes, comments, shares)