



**The 2<sup>nd</sup> Regional Scientific and Technical Committee Meeting for  
the SEAFDEC/UN Environment/GEF Project on Establishment and Operation of  
a Regional System of Fisheries *Refugia* in the South China Sea and Gulf of Thailand**

21<sup>st</sup> – 23<sup>rd</sup> May 2019

Thansur Sokha Hotel, Kampot Province (Fisheries Refugia Site), Cambodia

**AWARENESS BUILDING ON FISHERIES REFUGIA CONCEPT**

Prepared by PCU

- 1) The meeting discussed types of awareness building and promotional materials of fisheries refugia project as follows:
  - Extension media for promotion of fisheries refugia:
  - Establishment of the education/information center at sites, public either for private or public institutions such as aquarium/museum.
  - Documentary filming for target species
  - Series of **Cartoon Books for promotion fisheries refugia**
  - Stickers for social communication/media
  - Posters:
  - Radio news
  - Billboard
- 2) Country could come up with their own way to develop media or promotional materials for promotion and build the awareness to specific stakeholders to understand the Refugia concept. However, PCU requests country to share those materials or media for consideration where appropriate could be shared to other countries.

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