



THE EAST ASIAN SEAS CONGRESS 2015

Global Targets
Local Benefits

Setting the Sustainable Development Agenda
for the Seas of East Asia beyond 2015

16-21 November 2015 • Danang, Vietnam

Seas of East Asia Knowledge Bank

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PEMSEA



Global Targets Local Benefits

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Objective of PEMSEA KM Project

- Provide knowledge products and services for other WB-GEF projects;
- **Facilitate investment partnerships** between local/national governments and donors, private investors and development financing institutions for more ICM projects in the region;
- Set up and develop the technical infrastructure, CoPs/networks and other support services to achieve the above.

Cross-project learning

Investment brokering

Regional KM platform

PEMSEA Knowledge Management Project

WB Programme:

Scaling Up Partnership Investments for Sustainable Development of the Large Marine Ecosystems (LME)) in East Asia and their Coasts

Component 1: Pollution Reduction ("Brown Agenda")

Philippines	Manila Bay Integrated Water Quality Project
China	Guangdong Agricultural and Rural Pollution Reduction Project

Component 2: Sustainable Marine and Coastal Resources Management ("Blue Agenda")

Indonesia	Coral Reef Management Project, Phase 3 (COREMAP 3)
Vietnam	Coastal Resources for Sustainable Development Project (CRSD)
Philippines	Philippines Rural Development Project (PRDP)

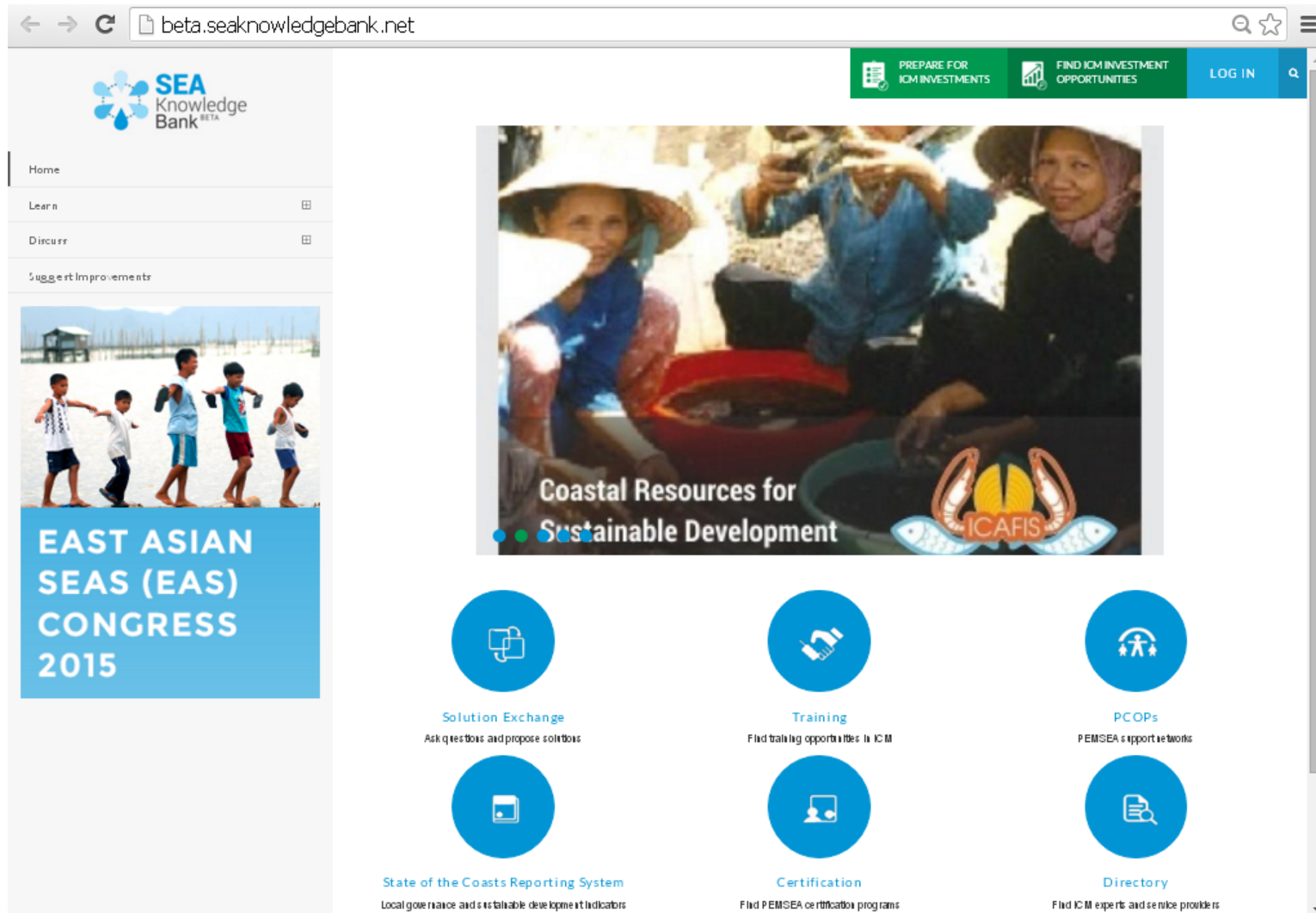
Component 3: Targetted Learning and Knowledge Management

U Queensland	Capturing Coral Reef Ecosystem Services in East Asia (CCRES)
PEMSEA	Application of Knowledge Management (KM) to Scale Up Partnership Investments for Sustainable Development of the LMEs in East Asia and Their Coasts (MSP)



Workshop Title: Application of KM in Scaling up Partnership Investments in a Blue Economy

One of the Project Outputs: Seas of East Asia Knowledge Bank



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Similar Websites

- IW:Learn
 - Portfolio-wide and cross-project learning among GEF projects under international waters
 - Global portal for knowledge resources, networking and training
- Coral Triangle Initiative (CTI)
 - CT Knowledge Network: knowledge sharing among six CTI country members
 - Adaptation Marketplace: matching of climate change adaptation (CCA) projects with donors
- LifeWeb of UNCBD
 - Matching of biodiversity project proposals with donors and funding agencies
- Resilient Cities Connect (under construction)
 - Marketplace for connecting local governments with providers of goods and services in disaster risk reduction and preparedness, CCA and resiliency

Workshop Title: Application of KM in Scaling up Partnership Investments in a Blue Economy

Similar Websites



IW:Learn



Coral Triangle Knowledge Network

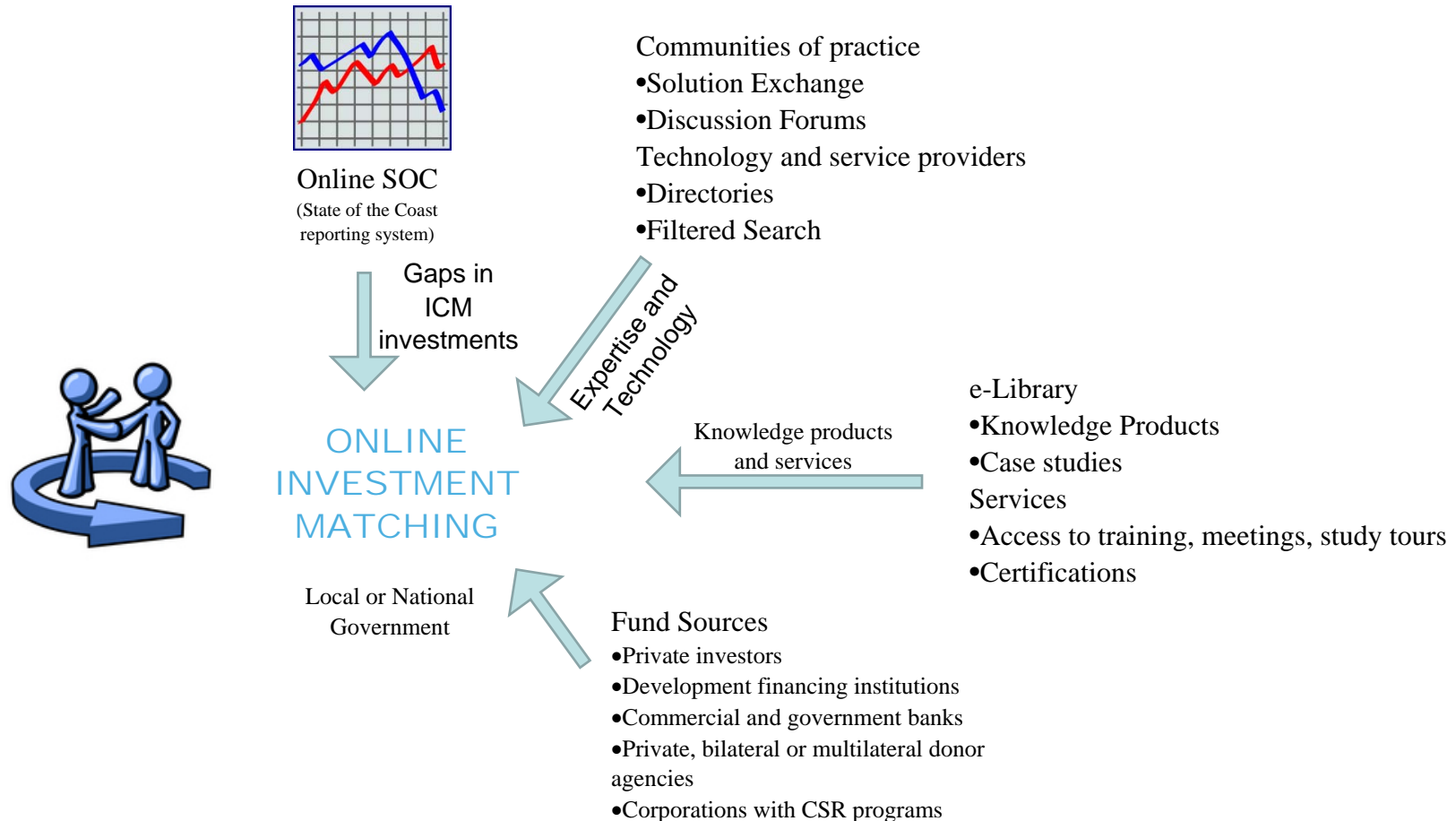


Adaptation Marketplace

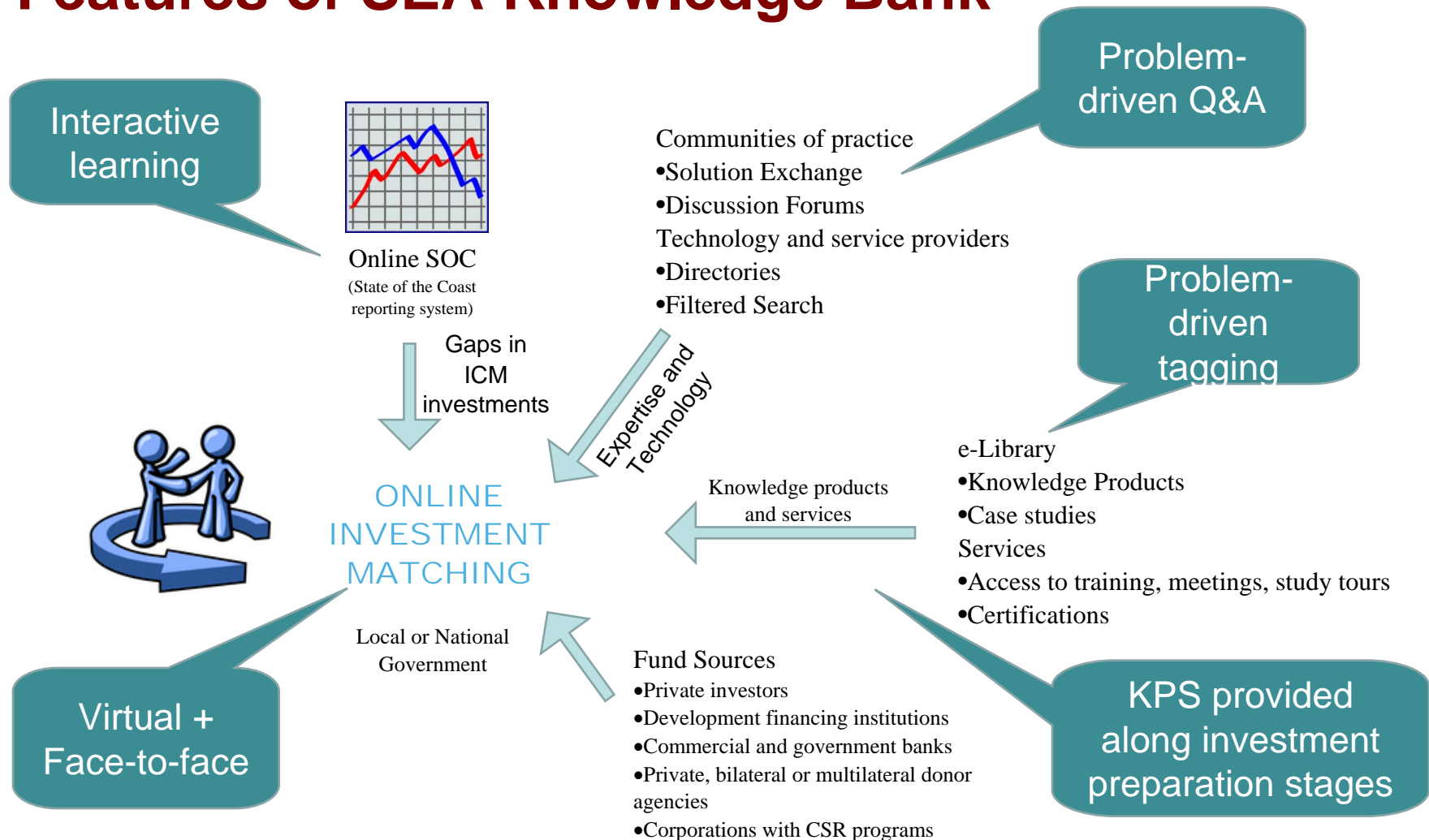
Observations on Similar Websites

- **IW:Learn**
 - A knowledge portal but not a market place
- **Coral Triangle Initiative**
 - Many interactive features
 - Adaptation market place (a) focuses on climate change adaptation and (b) matches projects with donors
- **Resilient Cities Connect by UNISDR**
 - Virtual market place: matches cities' demand for products and services in disaster risk reduction/preparedness, resiliency and climate change adaptation with commercial and non-commercial suppliers

Seas of East Asia Knowledge Bank



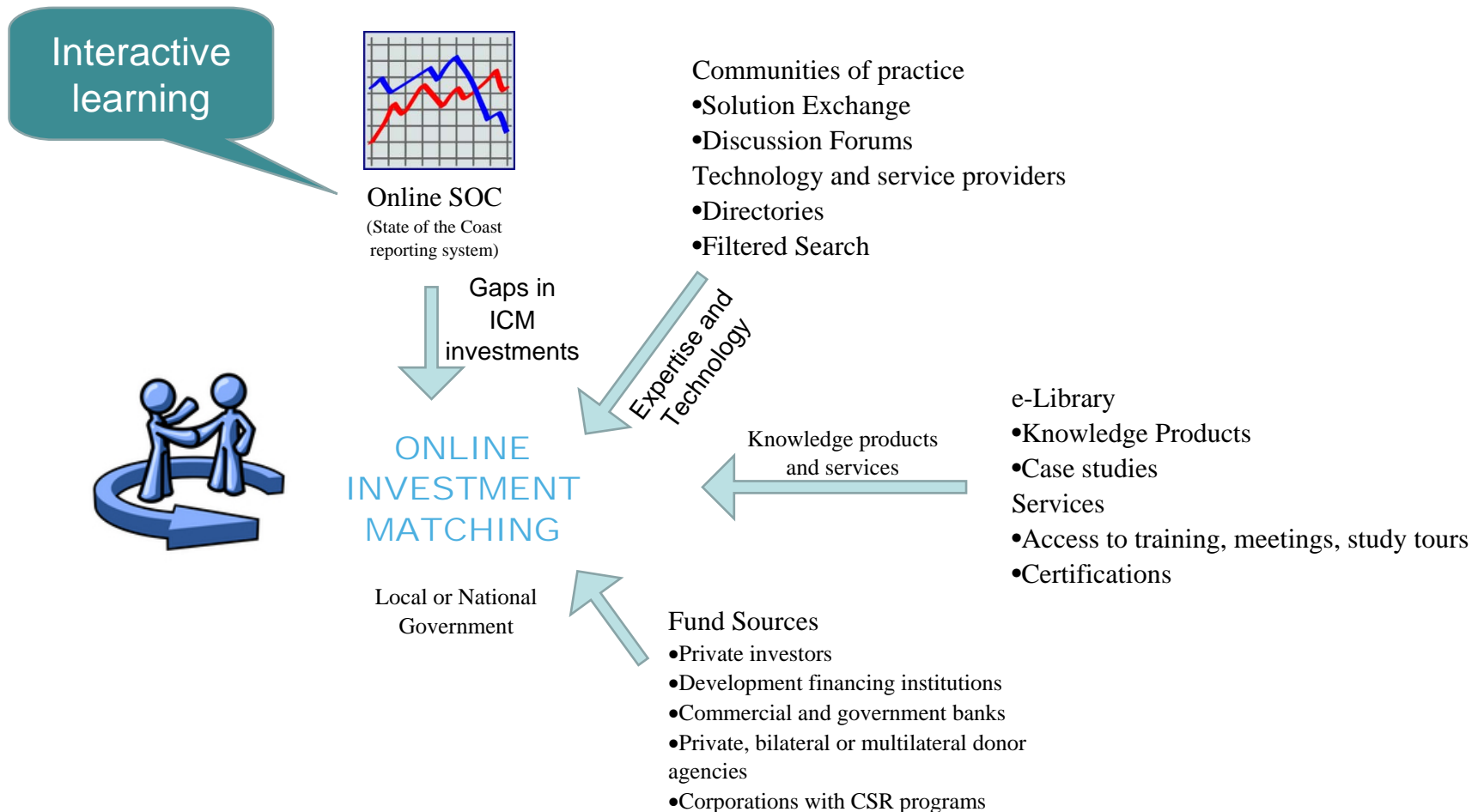
Features of SEA Knowledge Bank



Expected Users

- **Primary Users**
 - National governments and local governments in PEMSEA Partner Countries' coastal areas
 - World Bank ICM projects and other similar projects in the region
 - Investors, businessmen, private corporations interested in PPP or CSR engagements in ICM, multilateral development banks, donors, development funding institutions
- **Other Users**
 - Technology and service providers
 - Academic and research institutions
 - ICM researchers, teachers and professionals

Online State-of-the-Coasts Reporting System



Online State-of-the-Coasts Reporting System

- Interactive learning about
 - What is SOC and its benefits
 - What are the indicators in the SOC Reporting System
 - SOC scores of some local government sites
 - Use of smileys to evaluate each indicator
- Simple online self-scoring system
 - Compare one's scores with regional averages
 - Shows ICM investment gaps in one's local area
 - User can proceed to the Investment Preparation pages

Online State-of-the-Coasts Reporting System

← → ↻ beta.seaknowledgebank.net/learn/state-of-the-coast-reporting-system 🔍 ☆ ☰

Home

Learn

SOC

Good Practices

Discuss

Suggest Improvements

STATE OF THE COASTS REPORTING SYSTEM

The State of the Coasts (SOC) reporting system is a tool to assist local governments in assessing the progress and benefits of Integrated Coastal Management (ICM) implementation. The SOC also allows local governments to document and measure the effectiveness and impacts of policy and management interventions in support of sustainable coastal development, and evaluate progress towards local, national and international targets for sustainable development.

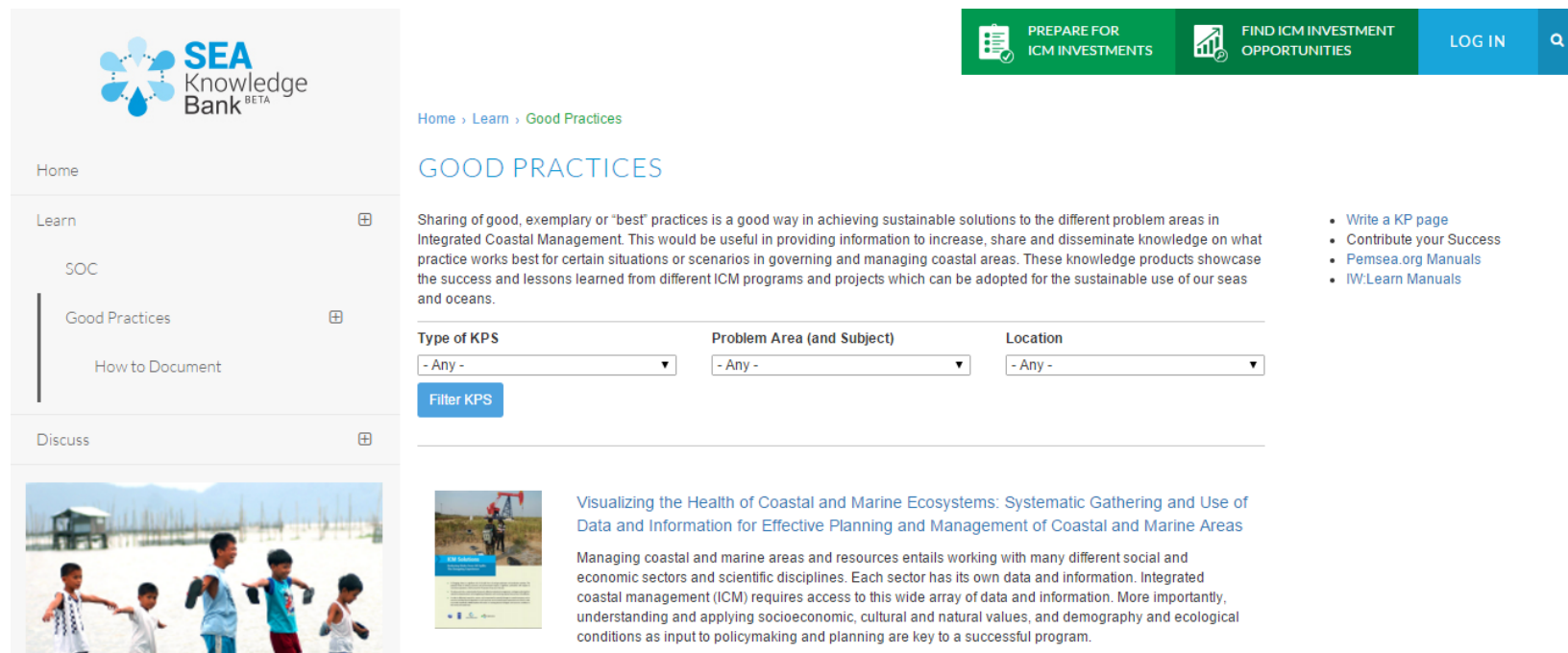
SHOWING: 001 COASTAL PROFILE/ENVIRONMENTAL RISK ASSESSMENT

EAST ASIAN SEAS (EAS) CONGRESS 2015

EAS Congress 2015
THE EAST ASIAN SEAS CONGRESS 2015

Knowledge Products (Explicit Knowledge)

- Learn > Good Practices



The screenshot displays the SEA Knowledge Bank website interface. On the left is a navigation menu with links for Home, Learn, SOC, Good Practices, How to Document, and Discuss. The 'Learn' section is active, showing a breadcrumb trail: Home > Learn > Good Practices. The main content area is titled 'GOOD PRACTICES' and includes a descriptive paragraph about sharing good practices in Integrated Coastal Management. Below this is a filter section with three dropdown menus: 'Type of KPS' (set to '- Any -'), 'Problem Area (and Subject)' (set to '- Any -'), and 'Location' (set to '- Any -'). A 'Filter KPS' button is positioned below these filters. To the right of the filter section, there is a list of links: 'Write a KP page', 'Contribute your Success', 'Pemsea.org Manuals', and 'IW:Learn Manuals'. At the bottom of the page, there is a featured article titled 'Visualizing the Health of Coastal and Marine Ecosystems: Systematic Gathering and Use of Data and Information for Effective Planning and Management of Coastal and Marine Areas', which includes a small image of people on a beach and a brief description of the article's content.

Knowledge Products (Explicit Knowledge)

- Learn > Good Practices



ICM Solutions

Engaging Civil Society Organizations in Sustainable Development of Coastal and Marine Areas through ICM

- The human factor, such as local people dedicating themselves to protecting marine and coastal areas and risks is the most important factor in protecting the local environment and the benefits it provides to communities.
- The lack of capacity, awareness and participation of community groups and civil society organizations is a barrier to effective planning, implementation and sustainability of development projects. Local governments can overcome this barrier by partnering with these groups, developing their awareness and capacities, and proactively them in sustainable development projects and initiatives.
- Integrated coastal management (ICM) provides an opportunity for local governments to work directly with communities and community groups, developing the capacity of and empowering civil society groups to participate in the protection and management of their local areas and resources, and to sustain or even scale up good practices beyond the initial project.



ICM Solutions

Transforming Traditional Pond Aquaculture to Modern Ecological Aquaculture in Dongying, PR China

- Dongying City of Shandong Province, PR China, has transformed traditional pond aquaculture to a modern ecological aquaculture by using the natural process of tide and nutrients to farm sea cucumber, shrimps, and crabs.
- Applying multiple uses of seawater has resulted in a zero nutrient emission from Dongying's aquaculture along with significant social and economic benefits to the local community.
- Ecological aquaculture products are very much accepted in markets. Dongying City has developed implemented strategies to take a higher percentage of market share of its fishery products by adopting integrated management practices, branding its products, and delivering timely and efficient public services to ensure quality and safety of its eco-friendly products. Growing markets for ecologically friendly aquatic products promise continued return on investments in ecological aquaculture.
- Enabling national, provincial, and local strategies, policies and legal instruments have helped Dongying City establish reliability in pursuing its sustainable farming practices.



ICM Solutions

Expanding Green Spaces for a Healthier City: A Pilot Project in Da Nang, Viet Nam

- The expansion of urban spaces has generated considerable economic benefits for Da Nang City, Viet Nam. However, rapid urbanization has its downsides. The green areas of the city have been reduced, leading to a series of socioeconomic and environmental impacts, including loss of landscape, increased energy consumption, and increased vulnerability to typhoons.
- An urban greening project has demonstrated a number of early benefits in Da Nang as a consequence of restoration and recovery of green space, including:
 - improvement in the landscape and the aesthetic appeal of the city providing more areas for relaxation and recreation for the residents;
 - enhanced volunteerism of the various sectors of the community, including industry, in urban tree planting;
 - improved technical capacity in planting technologies of the agencies responsible in urban greening; and
 - broadening of ecological awareness among the citizens of Da Nang.
- Ultimately, as Da Nang becomes greener, it will create a more attractive place for people to live, work, and invest in, which in turn will enhance the potential for job creation, inward investment, and economic growth.

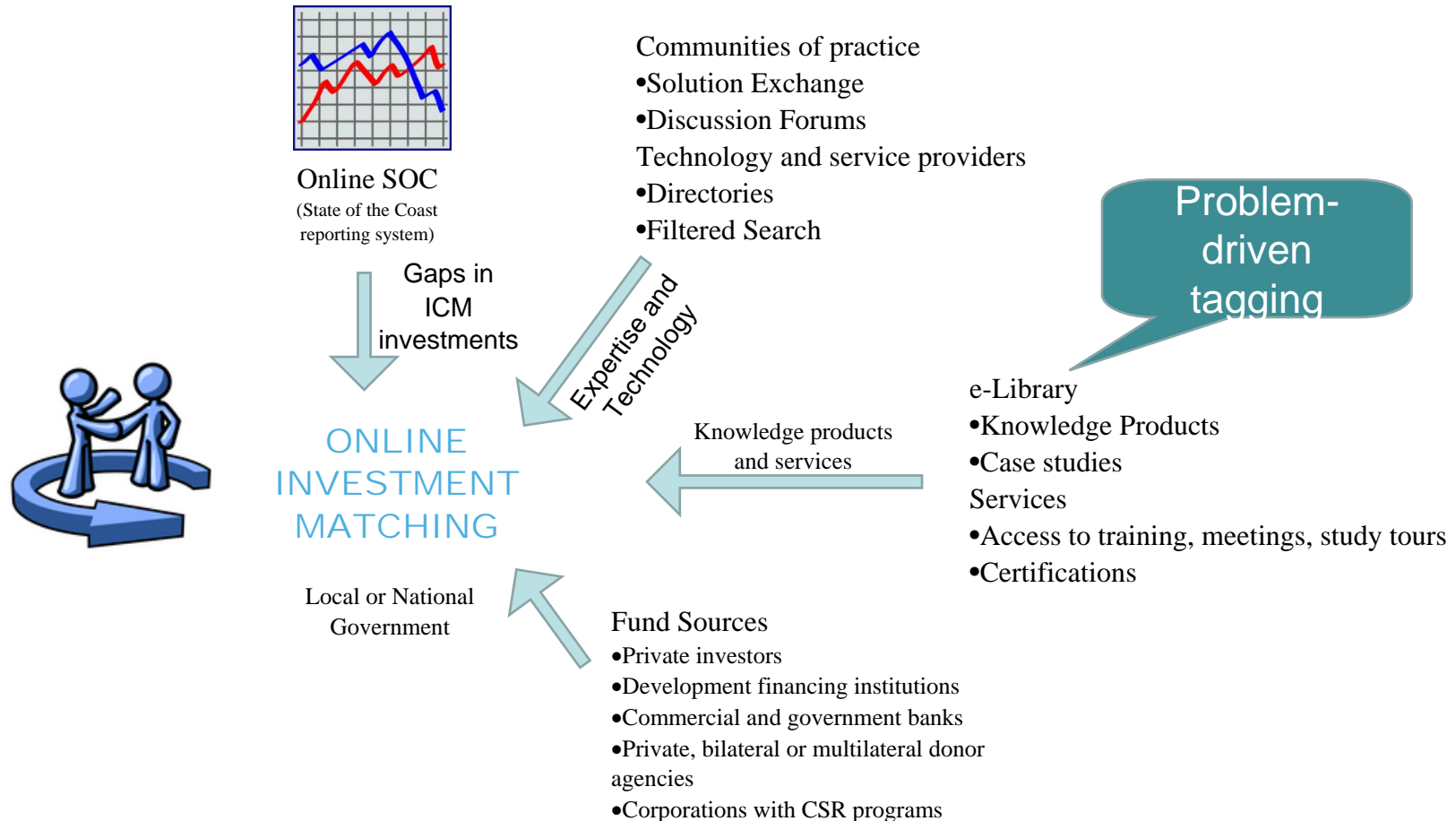


Knowledge Products (Explicit Knowledge)

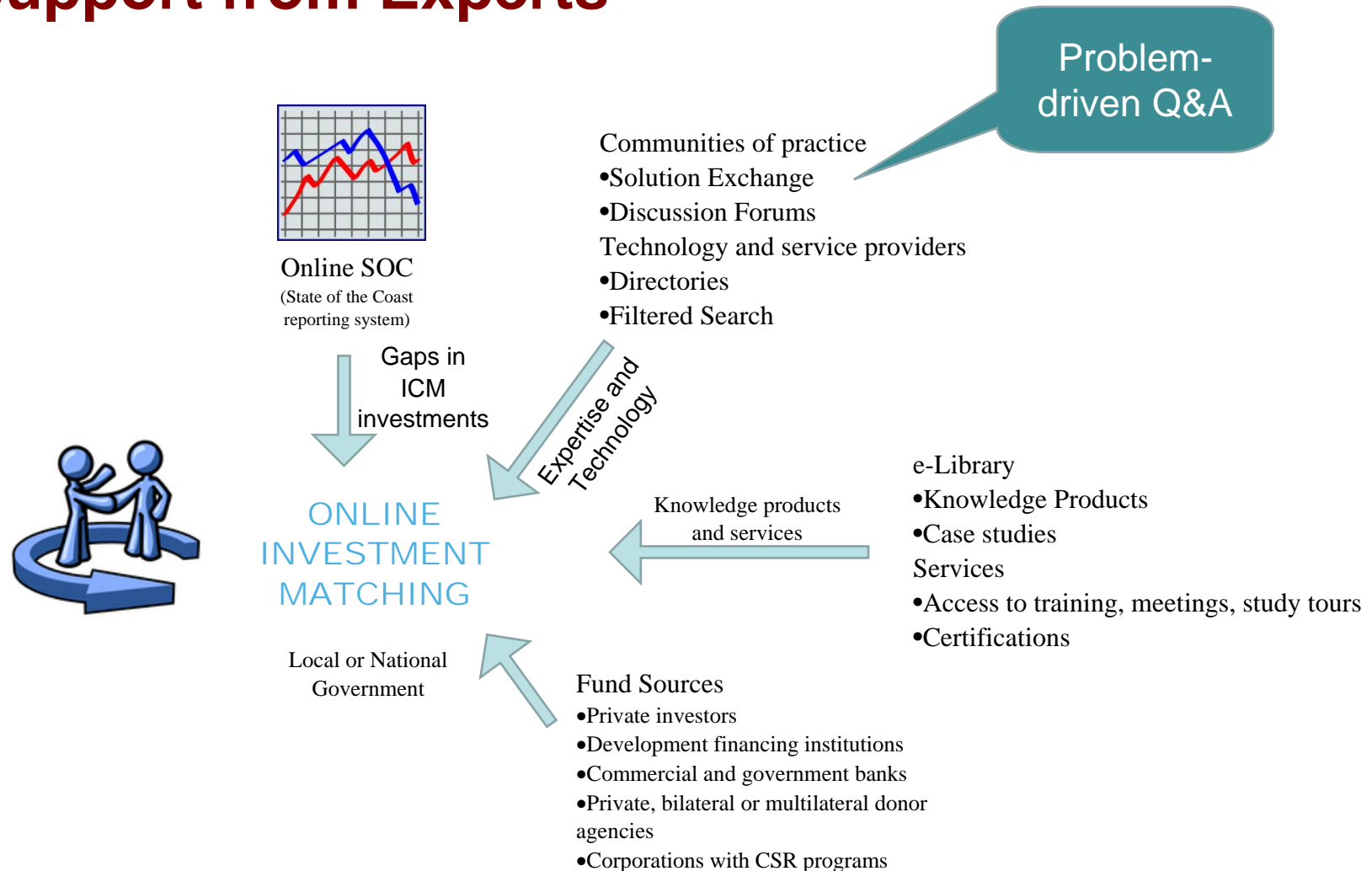
- Learn > How to Document

The screenshot displays the SEA Knowledge Bank website interface. On the left is a navigation menu with sections: Home, Learn (containing SOC, Good Practices, and How to Document), and Discuss. The main content area is titled 'HOW TO WRITE A KNOWLEDGE PRODUCT' and includes a brief definition of a knowledge product and a list of links: Good Practices, Contribute your success, and Practical Guidelines in Knowledge Translation. A large slide presentation titled 'Preparing Effective Knowledge Products' by PEMSEA, dated 18 August 2015, is featured. The slide has a light orange background with a blue banner at the bottom that reads 'EAST ASIAN SEAS (EAS)'. Navigation buttons for 'PREV', 'PAUSE', and 'NEXT' are visible at the bottom of the slide. A small note at the bottom left of the slide says 'Log in or register to post comments'.

Problem-Driven Classification/Tagging of KPs



Support from Experts

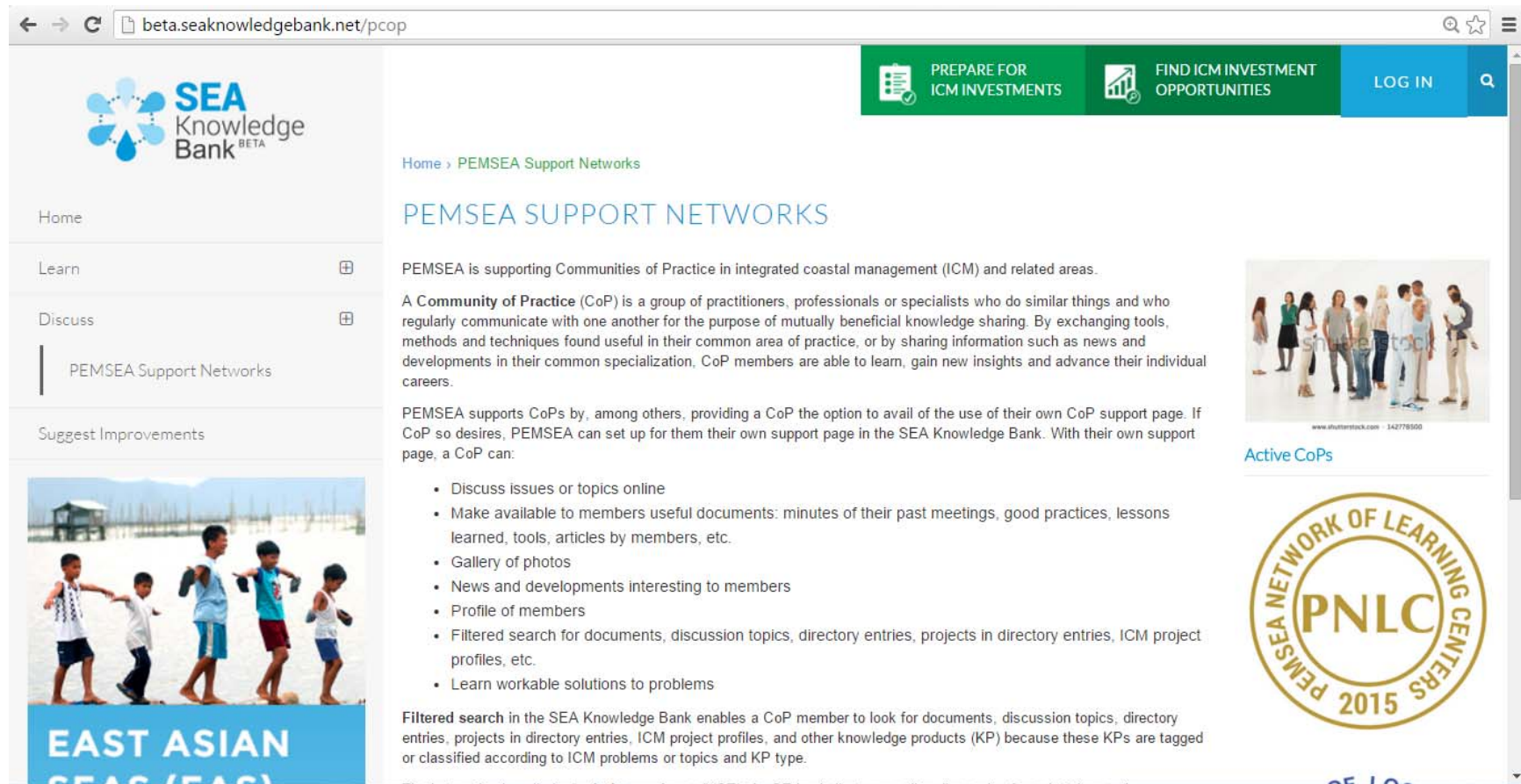


Support from Experts (Tacit Knowledge)

- Communities of Practice: thematic groups of experts for mutually beneficial knowledge sharing
 - Sharing of tools, good practices, technical articles
 - Online forums or discussions
 - Access to meetings, conferences and study tours
 - CoP support website
- Solution Exchange
 - Mechanism for matching problems submitted by local governments and workable solutions from other local governments and from CoP members
- Directories
 - Organizations or individuals' expertise are classified and tagged according to ICM problem areas that local governments are expected to address

Support from Experts (Tacit Knowledge)

- PEMSEA Support Networks



The screenshot shows the SEA Knowledge Bank website. The header includes the SEA Knowledge Bank logo and navigation links: Home, Learn, Discuss, and PEMSEA Support Networks. The main content area is titled "PEMSEA SUPPORT NETWORKS" and describes the purpose of the network in supporting Communities of Practice (CoP) in integrated coastal management (ICM). It lists various activities such as online discussions, document sharing, photo galleries, and news updates. A sidebar on the right features a group photo of people and a circular logo for the "PEMSEA NETWORK OF LEARNING CENTERS (PNLC) 2015".

Home > PEMSEA Support Networks

PEMSEA SUPPORT NETWORKS

PEMSEA is supporting Communities of Practice in integrated coastal management (ICM) and related areas.

A **Community of Practice (CoP)** is a group of practitioners, professionals or specialists who do similar things and who regularly communicate with one another for the purpose of mutually beneficial knowledge sharing. By exchanging tools, methods and techniques found useful in their common area of practice, or by sharing information such as news and developments in their common specialization, CoP members are able to learn, gain new insights and advance their individual careers.

PEMSEA supports CoPs by, among others, providing a CoP the option to avail of the use of their own CoP support page. If CoP so desires, PEMSEA can set up for them their own support page in the SEA Knowledge Bank. With their own support page, a CoP can:

- Discuss issues or topics online
- Make available to members useful documents: minutes of their past meetings, good practices, lessons learned, tools, articles by members, etc.
- Gallery of photos
- News and developments interesting to members
- Profile of members
- Filtered search for documents, discussion topics, directory entries, projects in directory entries, ICM project profiles, etc.
- Learn workable solutions to problems

Filtered search in the SEA Knowledge Bank enables a CoP member to look for documents, discussion topics, directory entries, projects in directory entries, ICM project profiles, and other knowledge products (KP) because these KPs are tagged or classified according to ICM problems or topics and KP type.

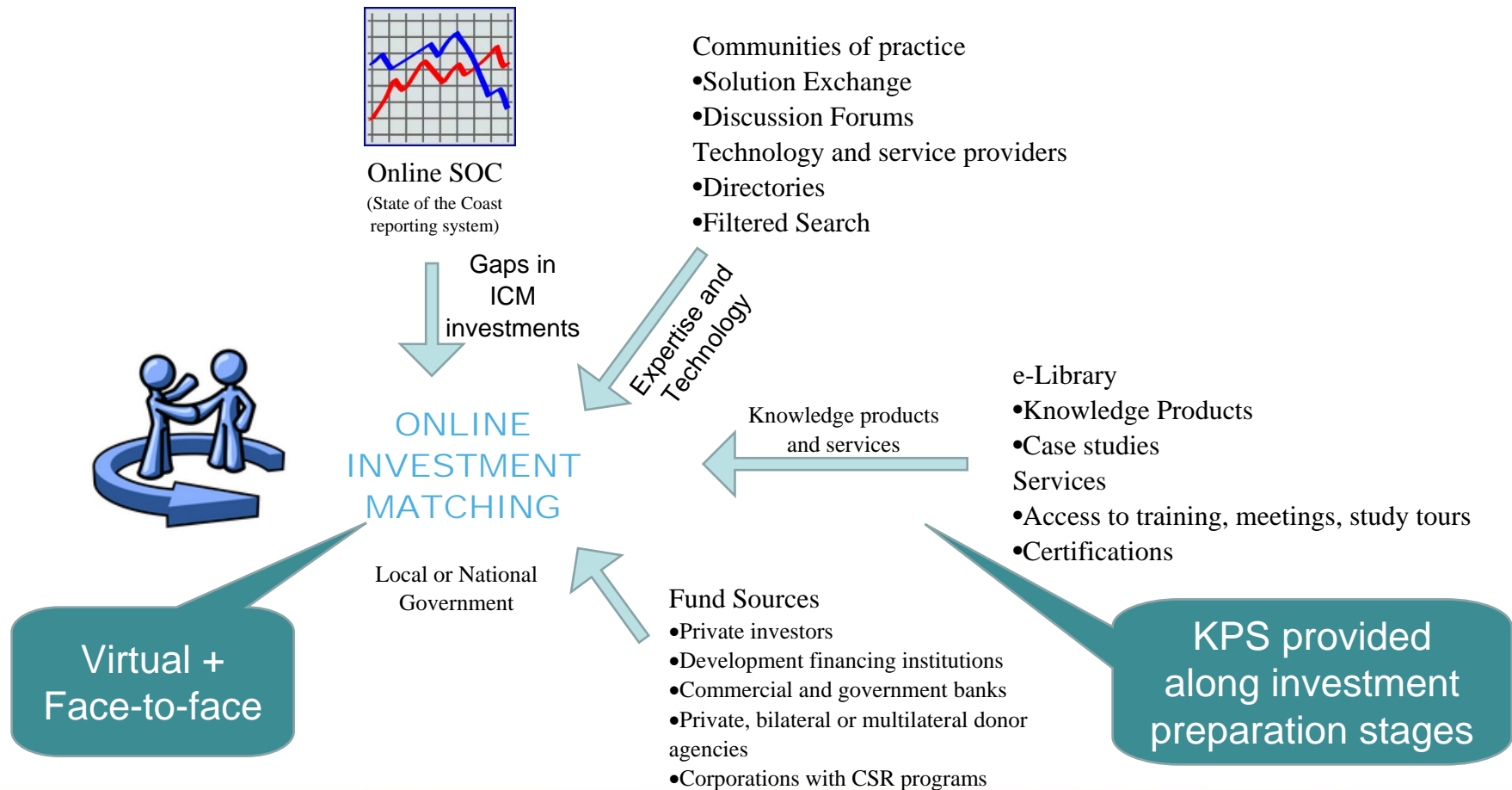
Active CoPs

PNLC 2015

Problem-Driven Classification/Tagging of KPs

- e-Library
 - While CoPs provide the tacit knowledge, the e-Library will provide explicit knowledge in the form of knowledge products (KPs)
 - KPs are written in a manner that it elicits interest from policy and decision makers and guides effective action (i.e. replication of a good practice) by project implementers
- Tagging
 - A classification and tagging system is adopted which is along ICM problem areas or investment gaps;
 - The tagging system is used not only for KPs and other documents but also for expertise of organizations/individuals in directories, meetings and conferences, topics in discussion forums, and most importantly project profiles submitted by local governments.

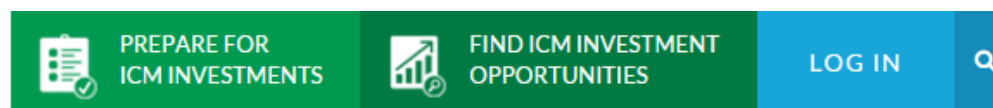
Assistance to Local Governments in Preparing for ICM Investments



Assistance to Local Governments in Preparing for ICM Investments

- Knowledge products and services (KPS) are organized into pages along stages of investment preparation:
 1. Learn what is ICM and its benefits
 2. Know how to create an enabling environment: policies, support services and infrastructures
 3. Identify problem areas, assess and map risks, prioritize investment gaps
 4. Assess investment readiness of one's local government
 5. How to prepare priority ICM project profiles (for presentation to interested investors or funders)
- Investment opportunities for investors, businessmen and donors
 - Investment landscape in various SEA Partner Countries
 - Project profiles waiting for funds
 - Opportunities to connect with national and local governments

Investment Preparation Pages



[Home](#) › [Investment Preparation](#) › [1\) Understanding Integrated Coastal Management](#)

1) UNDERSTANDING INTEGRATED COASTAL MANAGEMENT

Coastal management issues cut across sectors — e.g., the aquaculture sector, if not properly zoned, could affect ship navigation routes and tourism sites. The conventional, sectoral management approach, which addresses these challenges separately on a sector-by-sector basis, is typically not sufficient for solving complex problems in coastal areas.


Integration and coordination of various coastal and marine management efforts is the major objective of the integrated coastal management (ICM) approach. **ICM addresses the governance of human activities affecting the sustainable use of goods and services generated by coastal and marine ecosystems.** This approach overcomes the limitations of conventional sectoral management through the following:

- Facilitating better understanding of the uniqueness of the coastal resource system. Through an integrated management approach, ICM reminds the various stakeholders that diverse sectors are involved in ensuring coastal areas' sustainability, since their collective activities affect the overall ecosystem. In contrast, single-sector management often fails to consider the various impacts of multiple uses of coastal resources.
- Integrating ecological, social and economic information. This ensures that management strategies formulated under ICM are responsive to the multiple users and uses of coastal resource systems.
- Promoting interdisciplinary approaches and cooperation among users and beneficiaries to address complex

Prepare for ICM Investments

- 1 Understand the Benefits of ICM Investment
- 2 Establish Enabling Environment for ICM Investment
- 3 Discover ICM Investment Gaps and Opportunities
- 4 Improve Investment-Readiness Capacity
- 5 Prepare ICM Investment Project Profile

Find Investment Opportunities Pages



Home

Learn

Discuss

Suggest Improvements

Home > Investment Opportunities > 1) National ICM Investment Landscapes

1) NATIONAL ICM INVESTMENT LANDSCAPES

As you consider potential investment in East Asia, basic questions may arise around the overall investment landscape in particular countries. To help answer these questions, the SEA Knowledge Bank provides summaries of policies, procedures, national agencies and more guiding and impacting investment in each country.


The beta version of the SEA Knowledge Bank focuses on four countries: China, Indonesia, the Philippines and Vietnam. Additional countries will be added as the SEA Knowledge Bank portfolio continues to expand.

Policies, procedures, organizations and even government agencies change regularly across multiple countries, so we welcome your input and updates on these investment landscapes at info@pemsea.org.

PREPARE FOR ICM INVESTMENTS

FIND ICM INVESTMENT OPPORTUNITIES


LOG IN




EAST ASIAN SEAS (EAS) CONGRESS 2015

Find ICM Investment Opportunities

- 1 Understand the Investment Landscape
- 2 Find Investment-Ready Projects
- 3 Connect with Project Developers and Investors
- 4 Measure Impact





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Live walk-thru of the Beta Release of SEAKB

Visit: [beta.SEAKnowledgebank.net/
185.62.237.59/~pemsea00/dev/](http://beta.SEAKnowledgebank.net/185.62.237.59/~pemsea00/dev/)

Thank you for your attention



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