Global Socioeconomic Monitoring Initiative for Coastal Management (SocMon/SEM-Pasifika)

Strategic Plan: 2015-2019

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Introduction

The Global Socioeconomic Monitoring Initiative (SocMon) has been in existence since 1997. There are currently seven regions throughout the world that are conducting socioeconomic monitoring through the Global SocMon Initiative. These are; Caribbean, Central America, Southeast Asia, Western Indian Ocean, Pacific Islands, South Asia and Brazil. This Global Initiative fills a critical need by advancing a global and regional understanding of human interactions with and dependence on coastal resources.

This Global Monitoring Initiative of (primarily) coastal communities is connected to a wider monitoring effort focused primarily on coral reef monitoring. The Global Coral Reef Monitoring Network (GCRMN) was established in 1994 to support the International Coral Reef Initiative's (ICRI) call for action to increase research and monitoring of coral reefs to provide the data needed to inform policy and decision making in coral reef nation states. Like SocMon the GCRMN works through a network of stakeholders with the primary goal aim of supporting management and conservation of coral reefs. In fact the development of the socioeconomic assessment manual[1] was supposed to complement the biophysical manual[2]. These manuals are used in conjunction with region specific Guidelines for more information go to the following link: http://www.socmon.org/publications.aspx.

It should be noted that specially monitoring guidelines were developed for coastal managers in Pacific Island Countries leading to the SEM-Pasifika Guideline[3]. In the Pacific Region, SocMon is known instead as SEM_Pasifika. For the purpose of this document we will refer to all human dimension Global Monitoring Initiative activities as SocMon, but this includes SEM-Pasifika.

Since 2003, reporting on socioeconomic monitoring activities in the world's coral reef areas through the Global Socioeconomic Monitoring Initiative has been observed improving. From the development of the Socioeconomic Manual in 2000, to the formation of the SocMon network in 2002 as well as subsequent publications of regional specific guidelines (as referenced above) and several training and monitoring assessment over the years. To date, over 70 assessments have been completed in over 30 countries (For more information visit www.socmon.org).

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[1] Socioeconomic manual for coral reef management. Bunce, L., P. Townsley, R. Pomeroy and R. Pollnac, 2000 Global Coral Reef Monitoring Network, Australian Inst. Marine Science, Townsville, Australia, 251 p.

[2] English, S., Wilkinson, C., and Baker, V., 1997, Survey Manual for Tropical Marine Resources, 2nd Edition. (Townsville: Australian Institute of Marine Science)

[3] SEM-Pasifika: socio-economic monitoring guidelines for coastal managers in Pacific Island Countries Wongbusarakum, S., B. Pomeroy, C. Loper, C. Vieux, M. Guilbeaux, A. Levine and C. Bartlett, 2008

Goals and objectives for site assessments are usually tailored to each sites needs and have focused on a variety of socioeconomic aspects of coastal communities and coastal management sites including inter alia:

- Baseline data gathering on coastal communities against which to measure changes
- Informing fisheries and MPA management plans
- Developing socio-economic profiles for fisheries
- Promoting the use of socio-economic data in fisheries management
- Assessment of management effectiveness of MPAs to inform and adapt management
- Determining the adaptive capacity of coastal communities to climate changes
- Using socio-economic data to compliment biophysical monitoring
- Enhancing management capacity of stakeholders

The Global SocMon Network

As mentioned above the SocMon Initiative relies on a network of volunteer individuals and institutions to conduct training and monitoring. There is a Global Coordinator who works along with regional coordinators who have agreed to participate in facilitating training, data collection and other activities as part of their regular roles in their respective institutions. Our regional coordinators are primarily affiliated with Academic institutions, research centers and non-governmental agencies. The current global coordinator is affiliated with National Oceanic and Atmospheric Administration (NOAA) Coral Reef Conservation Program. For more on the global and regional coordinators see link here: http://www.socmon.org/contactus.aspx.

Planning for the future

For any organization including a network of volunteers such as this initiative, it was felt that after ten years the time was right for taking a moment for introspection, reflecting on the past, examining the present realities and planning for the future. In February 2014, SocMon/SEM Pasifika partners met in Washington DC for a three day planning meeting to share lessons learned and to contribute ideas towards the development of a new strategy for the Global Socioeconomic Monitoring Initiative. As a result of the deliberations during the three day

meeting some expectations were articulated in the hope that if achieved they would contribute towards overall improvement of SocMon[4].

The participants expressed the hope that at the end of the three days of deliberations the following would be realized;

- An exploration of existing and new relationships between SocMon and other major projects and entities such as the GCRMN and the Global Environment Facility (GEF) leading to sustainable monitoring in the regions
- Sharing of lessons and examples where SocMon has been used for policy and management decisions
- Strengthening of SocMon networking and durable partnerships
- Learning about new methods and approaches for human dimensions monitoring
- Adoption and use of other innovative monitoring techniques and the sharing of survey/data collection techniques with others
- Improved collaboration to address real challenges, within and outside the SocMon network
- Better understanding of SocMon's relationship with ICRI/GCRMN leading to strengthening of integrated coral reef monitoring
- Better understanding of how people value oceans and seas. Understanding value-added human dimension component

These expectations along with prior input from regional coordinators and other partners were used to develop this strategic plan. The (first ever) strategic plan was developed to identify and prioritize the way forward for the network. The strategic plan reflects the input from coordinators from the regional nodes, key stakeholders and partners interested in improving the integration of human dimensions monitoring into wider coastal ecosystem monitoring efforts. The plan presents a vision for short, medium and long term expectations for the initiative.

Current Status of SocMon

As with any planning process an evaluation of the current status was conducted in order to plot out a course for setting goals and objectives for the SocMon Initiative. The meeting participants conducted a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) of

[4] Pena, M., P. McConney and P. Edwards. 2014. Strategic planning meeting for the Global Socio-economic Monitoring Initiative for Coastal Management. NOAA Headquarters, Silver Spring, 25-27 February 2014. 40pp

SocMon and its related activities, the results of which were used to guide the main components of the Strategic Plan. Table 1 below shows the results of the SWOT analysis [5]

Table 1 SWOT Analysis of SocMon/SEM Pasifika

Strengths	Weaknesses
• Trained SocMon partners • Existing toolbox (e.g. guides, manual etc.) • Institutional back-up [NOAA as global coordinator and regional (nodes) institutions for support] • Simple and flexible methods • Product development • Community involvement • Simple adaptive, participatory, serves as awareness building tool (outreach) • Inclusive	• Organisational priorities [do not favour socio-economic monitoring] • Limited use of alternative informative techniques [data collection] • Project based • Lack of global vision/directing long-term plan • Manual focuses on assessment, not monitoring • Not integrated with biophysical monitoring • Unsustained capacity [training not well used – no follow-up] • From assessment to monitoring • Biophysical and socio-economic integration [data] • Limited scope such as valuation, GIS, EBM etc
Opportunities	**Threats**
• Room for SocMon in EAF/EBM budget • NOAA funding (and other Federal) • Addresses need for incorporating communities in conservation • Sharing success stories • Upcoming coastal fishery projects • Potential for use in decision-making • Linkage with other global initiatives • Regional and global partners • Apply to other ecosystems • Links to other large networks • Links to weaknesses (e.g. Discussion between biophysical monitoring	• Gap between assessment and monitoring [to decisions] • Lack of sustainable funding for monitoring • Business as usual, left out from important global initiatives • High turnover [personnel changes] • No or limited uptake of SocMon information for decision-making • No follow-ups after training • Funding driven • Inconsistent/unsustainable funding • Movement of trained people • Priority to biological data monitoring/budget • Funding

After completing the SWOT, participants were asked to identify in the positive section of the wall (strengths and opportunities) key assisting factors for SocMon. Similarly, for the negative

[5] Pena, M., P. McConney and P. Edwards. 2014. Strategic planning meeting for the Global Socio-economic Monitoring Initiative for Coastal Management. NOAA Headquarters, Silver Spring, 25-27 February 2014. 40pp

section of the wall (weaknesses and threats) key resisting factors were identified. These are highlighted in Table 2 below[6].

Table 2 A list of assisting and resisting factors to SocMon

Assisting factors	Resisting factors
• Sharing success stories • Linkage with other global initiatives (e.g. LME); inputs from related efforts • Institutional back-up [academic institutions, nodes and global] • [Evolving] product development [simple, flexible, ok communication] • Potential for use in decision-making [planning inclusive]	• Inconsistent/unsustainable funding • [Not going] from assessment to monitoring • No or limited uptake of SocMon information for decision-making • Biophysical and socio-economic integration (data) weak • No follow-ups after training

Based on these two exercises the group was able to go into the planning process using the information above to think strategically about what goals and objectives can build on the assisting and resisting factors.

[6] Pena, M., P. McConney and P. Edwards. 2014. Strategic planning meeting for the Global Socio-economic Monitoring Initiative for Coastal Management. NOAA Headquarters, Silver Spring, 25-27 February 2014. 40pp

Mission Statement

The mission of SocMon was developed by the original partners in the Initiative (as outlined on the main web page www.socmon.org). It reads as follows:

The Global Socioeconomic Monitoring Initiative for Coastal Management (SocMon) aims to help coastal managers better understand and incorporate the socioeconomic context into coastal management programs. SocMon/SEM Pasifika works through regional and local partners to facilitate community-based socioeconomic monitoring.

Vision Statement

Vision statements usually precede mission statements however given that the primary purpose of the February 2014 planning meeting was to prepare for the future after completing some introspection and reflection. The overall mission remains the same however a vision that encapsulate past and future plans for the Initiative was articulated by meeting participants. The vision statement was produced after an iterative process led primarily by regional coordinators and other core SocMon/SEM-P partners.

The meeting participants developed the Vision Statement for Global SocMon that reads:

> *"SocMon/SEM-Pasifika becomes the adopted global methodology for integrated socio-economic monitoring that contributes to adaptive coastal management."*

The strategic plan will be guided by this overall vision statement for the Global Initiative.

Goals and Objectives

Based on the discussions and SWOT analysis mentioned previously six main goals were identified that would support the mission of the network and the vision statement. The two main goals were to improve capacity development and to better integrate socioeconomic information with biophysical information to improve comprehensive coastal management. There are four additional goals that support the mission of SocMon. These are sustainable financing for training and monitoring, improved networking for efficient use of resources, improved tools and techniques for socioeconomic monitoring and clearly communicating the outputs and outcomes of monitoring and training efforts. Figure 1 below is a diagrammatic representation of the identified goals for the initiative.

Figure 1 **Major goals of the SocMon strategic plan**

Goal A – <u>Capacity Development</u>:

Objective: To maximize the benefits of socioeconomic monitoring in coastal communities through sustainable capacity development of people and strengthening of institutions.

This addresses the primary mission of SocMon to continue working with local partners in improving community based social science monitoring. Institutional strengthening is a new area of focus

Goal B – <u>Integrate Comprehensive Monitoring for Decision Making</u>

Objective: To ensure that coastal ecosystem resource management decisions are informed through integrated social and biophysical monitoring

Effective coastal resource management is only possible if biophysical and social science disciplines work together at the inception of any monitoring program. This involves combining complementary research questions in order to solve management and policy needs.

Goal C – <u>Sustainable Financing</u>

Objective: To secure sustainable financing for training and monitoring activities through new and existing partnerships.

This is a key component to any successful monitoring initiative as funding is required to implement assessment, training and capacity building activities and inadequate funding has been a major reason for monitoring not being sustained.

Goal D - <u>Networking for Resource Mobilization</u>

Objective: Effective coastal resource management and decision making achieved by balancing social economic and ecological needs through well informed governance and increased community engagement.

There is a need to build different types of partnerships across institutions (intergovernmental, government, non-government) as well as different fields of research and academic interests. In addition to building partnerships with larger international bodies continued engagement with key stakeholders at the local level will also be required.

Goal E – <u>Designing Improved Monitoring</u>

Objective: Develop guiding steps for integrating socioeconomic, biophysical and governance monitoring

Improved approaches to monitoring and incorporating new techniques support the Vision statement. These new approaches are required in order to respond to emerging threats and opportunities in marine and coastal areas. The development of improved SocMon monitoring tools and techniques that can enhance monitoring and respond to management needs

Goal F – <u>Communicating to Different Stakeholders</u>

Objective: Clearly communicate and share process, outcome and outputs successes to different stakeholders

Improved communication strategy will support all the aforementioned goals. There is a need to build the SocMon brand, in addition to fulfilling vision of the initiative as the globally adopted coastal socioeconomic monitoring method. This will require an adaptable, multifaceted and cutting edge communication approach.

Action Plan

Capacity development

Challenge – Since SocMon is not usually part of organizational priority of natural resource management agencies or marine science research institutions training in, and implementation of, socio-economic monitoring and assessment occurs infrequently. Usually on a project-by-project basis and there is often turnover of staff therefore capacity is lost. Social science methods including survey methods and the use of socioeconomic data to improve natural resource management is often absent in post-secondary/tertiary level training.

Proposed Actions

- **Conduct regional capacity assessment**. For each region it is recommended that an evaluation of capacity for conducting socioeconomic assessments, data analysis and reporting is conducted. This will assist in making decisions on the trade-off between training a local and regional monitoring team(s) OR whether or not to hire (external) experts to assist with data analysis and dissemination. .
- Following the capacity assessment then **focus attention and resources on particular areas of need**. For example training and assistance with; stakeholder communication, data interpretation, adaptation, data analysis, survey research design, facilitation skills, physical resources, communication of final resultsand information for decision makers.
- For each Global Region **create and support a roving team** that assists and guides site level monitoring with local partners. This team will lead the training in primary data collection (household surveys, focus groups and key informant interviews). The roving team will also provide input and guidance in the collection of relevant secondary data. The roving team could comprise trained local personnel that travels to sites within each region as needed. The other approach if funding allows is to utilize subcontracted consulting entities as appropriate. The composition and tasks of each team will depend on the results of the capacity assessments and areas of need.
- **Develop multi-level SocMon training programmes** (SocMon Basic & SocMon Advanced) and link them with key institutions including natural resource management agencies, NGO's and others. Training programmes could be targeted at community leaders and decision-makers, executive directors and heads of resource management agencies and upper to mid-level government officials. Sensitize and make upper level managers aware of the applicability of the approach and how it can provide information for management. Key institutions could take on "trainer of trainers" roles. [over the next 3-4 years]
- **Integrate SocMon core concepts, manuals and guidelines into post-secondary training institutions** (universities and colleges). Incorporation into the syllabus of courses focused on coastal/natural resource management or related geography/social science research methods. Training of candidates who may end up working in government and

NGO coastal resource management institutions. This will require partnerships with key academic staff to be successful.

- **Develop SocMon distance learning training programs** for decision-makers and other practitioners. This could include multi-media approaches (online, live streaming, video, PowerPoint, other).
- **Develop a list of contacts and areas of expertise and share with SocMon/SEM-P network**. This would include lists of key resource persons and institutions in each region. These individuals may have content expertise in areas such as; sample design, survey development and implementation, data analysis, focus group etc. Providing these links to regional SocMon/SEM-P teams can enhance the work and result in recruiting new persons who may be interested in participating.

Integrate comprehensive monitoring for decision-making

Challenge – Biophysical monitoring is often conducted in isolation from social science monitoring (if it even occurs). This can lead to research questions and data that are ill- suited to provide useful coastal resource management information

Proposed Actions

- **Conduct an assessment of the main institutions and individuals** (government, universities, NGOs, MPAs etc.) conducting biophysical monitoring or research in coastal areas of interest[7].
- Seek out and **make contact with key biophysical coastal scientists and resource managers**. Investigate possible partnerships and discuss ways how monitoring can be integrated. Assess the needs of the biophysical monitoring partners, evaluate if their research goals can be supported by human dimensions data.
- If biophysical monitoring is occurring assess if it is part of a long term program. Also **investigate comparability of the methods** and the potential for creating standardized approaches for the given resource (coral, fish, mangrove productivity etc).
- Investigate the possibility of **developing combined research projects** for targeted policy or management relevant questions making links with biophysical and human dimensions indicators. Look for key drivers of ecological change and their link to society/human dimensions actions and impacts.
- **Develop multidisciplinary (or transdisciplinary) and integrated monitoring programmes** keeping in mind the potential for expanding the number of sites per region as well as repeated monitoring exercises. Ensure that reporting of monitoring information must be integrated.

[7] These locations may be close to coastal communities of interest OR the communities may harvest/utilize the resources from the sites (e.g. offshore reef) even if it is located some distance away. This could apply to fisheries, tourism, gleaning, wood burning, mining etc.

- **Find examples or case studies of bio-socio integration and learn from them** where biophysical and socioeconomic monitoring or research was successfully integrated. Ideally with some management outcome or recommendation based on findings from combined data. Explore opportunities to replicate these examples
- **Conduct joint workshops comprising multi-disciplinary teams** in order to develop integrated monitoring plans for sites or regions of interest.
- **Develop research questions that are driven by decision-making or policy context**. When there is a demand for the monitoring information/data then there is a higher likelihood it will be used.

Designing improved monitoring

Challenge: There is a need to keep pace with advances in social science while balancing the need to keep it usable at the community level

Proposed Actions

- **Assess whether monitoring should take place and by whom**. Determine if monitoring will be primarily be conducted by a core roving team with local support. This will require the level of expertise required as well as the level of training needed for a well-designed monitoring exercise and/or training. It should be noted that monitoring needs to respond to management needs. This could be facilitated via an online survey for key SocMon partners (Survey Monkey or similar web based survey tool).
- **Decide what type of monitoring should take place.** If monitoring is required then the type, frequency and level (basic or advanced) of monitoring most relevant to the site based on existing capacity and resources (financial and human) should be determined.
- **Create a core methods development team** consisting of a small number of individuals specifically tasked with evaluating and refining/updating existing SocMon methods and approaches. This may include reviewing the key data collection and analytical techniques in the GCRMN manual and regional guidelines. Where necessary this may require new updates to addendums and appendices.
- In conjunction with the collection of primary data through household surveys and key informant interviews, there is the need to **reinforce and encourage the collection and analysis of secondary data** as outlined in the GCRMN Socio economic manual and regional guidelines. This should include governance indicators. Reporting of key secondary (including governance) indicators should be made mandatory for assessments when linked to specific funding opportunities (for example NOAA, National Fish and Wildlife Foundation-NFWF, Global Environment Fund -GEF and others.)
- Review of the methods should also be influenced by the results from the evaluation of key common social science indicators that have been collected across all regions. **Completion of the Caribbean and Pacific common indicators assessments** should provide useful information for this process.
- The core methods team should **provide general guidelines for integrating socio-economic, biophysical and governance indicators** for consideration by the regional

partners. For example pairing key ecological variables with relevant drivers (e.g. underwater visual census of fish size and abundance compared/paired with number of fishers or species of fish targeted).

- In order to transition from single or infrequent assessments, one of the objectives is to **move towards medium to long term monitoring** which in turn influences and informs coastal resource management. Future SocMon training and monitoring exercises should include follow-up in monitoring plans. Guidelines for doing so can be provided in the methods updates.
- In order to improve SocMon tools and techniques in the short term and over the long term, **a "wish list" of products and applications should be created**. Based on this list and depending on feasibility these could be incorporated into future SocMon approaches. Some of these cutting edge approaches may already be used by large donors (World Bank, GEF, Inter-American Development Bank-IABD, Asian Development Bank-ADB, United Nations Development Programme-UNDP, United Nations Environment Programme-UNEP etc.). New products could be developed for adoption or adaptation at the global level.
- The core methods team should consider **evaluation of the level of effectiveness of training and the trainers**. This could be measured by observing improvements in the data quality and analysis.

Sustainable financing

Challenge – Sustainable financing for implementation of monitoring activities is often intermittent, largely ad hoc and based on project funding.

Proposed Actions

- **Develop a 3 year budget** that is in part focused on global coordination as well as regional projects and activities. This includes line items dedicated to development of other products from reports and assessments. For example, (regional and global) reports, web and other multi-media products. The budget should be linked to some of the action items highlighted in previous sections of this strategic plan
- Regional budgets **should include projected costs and funding already secured** (in kind and other) as well as funds needed to implement other activities.
- **Investigate other sources of support** from new funding agencies, global and regional institutions and organizations. Develop a funding toolkit for each region based in large part on budget needs and regional priorities (aligned with donors aims and objectives)
- **Form closer links with large intergovernmental financing sources** such as UNEP, UNDP, GEF and other entities.
- Highlight and **make an inventory of other non-cash, in-kind contributions and partnerships** that may be possible. Leverage complimentary activities and encourage incorporation of key socioeconomic indicators in partner's programmatic activities.

Networking for resource mobilisation

Challenge – Sustainability of the Initiative including lack of consistent financing is limited because of a relatively small number of partnerships with key stakeholders and funding sources.

Proposed Actions

- Increase the reach of SocMon/SEM-P by **building global partnerships across interdisciplinary network**s. This should include finding opportunities to participate in their meetings for example and by other means
- **Formalize linkage with regional and global organizations that rely on ecological/biophysical monitoring** to support coastal resource management. For example GEF international waters programs', Large Marine Ecosystem Projects currently use aspects of SocMon as part of their human dimensions monitoring. Encouraging reporting and submission of the data could assist in providing quality control while potentially creating avenues for funding and support of regional monitoring efforts
- Explore new opportunities to **promote more interaction of SocMon/SEM-P practitioners with local research and academic organizations**. Encourage social science into institutions (large/small) projects; integrate research/project design
- For each global region seek out opportunities to **initiate Memoranda of Understanding (MOUs)**, and other agreements etc. with research, government, NGO and other institutions. For example social science data provision and analysis needs that are linked to these organizations missions
- Promote the **(internal) sharing of resources and lessons learned** among and within SocMon/SEM-P resources among coordinators. Including structured conference calls between global regions where necessary. This builds on the existing channels such as the SocMonitor newsletter and regular emails.
- Regional SocMon/SEM-P practitioners and institutions should **organize and co-host workshops with partner coastal management entities** for sharing experiences/making connections. Could be aligned with a particular theme such as ecosystem approaches to fisheries management

Communicating to different stakeholders

Challenge: Need to increase the visibility of SocMon/SEM-P, share lessons learned and data

Proposed Actions

- **Conduct a communications needs assessment**. This assessment should identify key stakeholders (funders, research institutions etc.) This activity could be led by a small communications team drawn from SocMon/SEM-P partners and outside assistance where appropriate.
- Based on the needs assessment, **formulate a communications strategy and action plan** that addresses gaps and addresses build capacity in communications and information dissemination.
- **Develop targeted messages for identified key stakeholders**. Focus on demonstrating the "what is in it for them" message (regarding using socioeconomic information for management).
- **Create a list of communications experts and partners** who can assist with SocMon communications needs (eg. Panos Caribbean). Build on existing resources with larger partners (UNEP, GEF, NOAA etc) who may have resources to assist.
- **Develop short informational videos** with key messages, findings and results for use in multi media applications.
- **Use information from other large intergovernmental projects** that may use socioeconomic monitoring for lobbying, leverage and promotion (Coral Triangle Initiative, Bay of Bengal LME, Caribbean LME). Develop SocMon/SEM-P case studies and stories based on this information.
- **Develop a variety of informational products tailored to specific audiences** (i.e. for scientific and technical community vs lay persons and public officials). This should involve clear communication of the process, outcomes, outputs and successes
- Engage in internal peer review process and **submit academic manuscripts for journal review**. Published literature improves the credibility of the method and can be used to increase the profile of the approach.
- **Improve upon the existing website.** Also encourage the development of regional SocMon websites (may be linked to existing institutions –for example CERMES). Improve submission to the database. Use improved website to build and promote the SocMon/SEM-Pasifika brand. This also includes increased use of social media.

Expected Outcomes

The goals objectives and subsequent actions for achieving those objectives are expected to yield a number of outcomes. If these outcomes are realized they should contribute to supporting the vision that the SocMon approach is adopted as a global standard for conducting socio-economic monitoring in coastal regions. This should also see the integration of human dimensions monitoring with biophysical monitoring and the use of the integrated information in adaptive coastal management, policy and decision making. Some of the expected outcomes are;

- SocMon/human dimensions information is integrated with biophysical/ecological data into decision-making, in policy and practice and in adaptive management
- Ecosystem Based Management (EBM) Approach is used thus resulting in the incorporation of socio-ecological systems into marine resource management
- Implementation of a long-term monitoring strategy with better management, planning and tools from meaningful time-series data by site and/region
- Improved ecological conditions of coral reefs and other coastal ecosystems
- Effective communication of data and policy implications to various stakeholders and communities
- Management decisions are informed by data that are gained from sustainable integrated monitoring
- Refinement of a socio-economic and bio-physical monitoring tools that are endorsed by different funding institutions and partners
- Social, economic and ecological balance is achieved through well informed governance
- Increased community engagement in management decision-making

Evaluation

An evaluation plan should be developed by SocMon regional managers in order to track progress post-implementation of the activities. This should be done after the passage of an appropriate period of time, for example every 3 or 4 years. It is important to decide on a few measurable indicators of success. These could be broadly linked to the major goals of this strategic plan as per Figure 1:

- Capacity Development - Number of Assessments and Training (Including repeat exercises), institutionalized training programs (curriculum inclusion – Tertiary Level)
- Sustainable Financing – increased level of funding, number of assessments/training funded
- Global Partnerships – (networking for resource mobilization) number of new MOU's, formal and informal partnerships
- Impact on Management Decisions/Policy – Examples of data from SocMon studies used in decision making or behavioral change etc.
- New Tools – new indicators, new tools (GIS approaches etc.), updates to methods, new manuals (language), incorporation of SocMon/SEM-P into other tools (InVEST, EcoPath, EcoSim, etc.)

Tracking the progress of these items will provide important feedback and can also be used to demonstrate the effectiveness of social science information in natural resource management. It is also important to try to link these indicators to biophysical indicators that may lead to improvements in community well-being in coastal areas (for example increase fish catch, or reduced vulnerability to coastal inundation).

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