Cross-Sector Applications & Solutions

Fri. Nov 13, 2026 2:00 PM - 3:30 PM JST | Fri. Nov 13, 2026 5:00 AM - 6:30 AM UTC | Room D (Icho) (3F)

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Chair: Klaas Deneudt, Michio Kawamiya

2:45 PM - 3:00 PM JST | 5:45 AM - 6:00 AM UTC

[8uJbD0lg-04] Bridging the Blue Gap: A Media-Based Decision-Support and Participation Model for Localizing Nature-Based Solutions in Thailand

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Coastal communities are increasingly exposed to climate variability and disaster risks, yet global ocean models and frameworks such as Nature-based Solutions (NbS) or Nature Posotive often remain insufficiently translated into locally actionable practices. This creates a severe "Blue Gap" a communication barrier between complex scientific ocean data and local community engagement. This study addresses this challenge by developing a media-based participation and decision-support model to localize climate information and support disaster risk reduction (DRR) in Thong Tom Yai, Chumphon, Thailand. Utilizing a qualitative, participatory action research approach, the study integrates scientific ocean-climate data into science-based creative media prototypes. These media tools serve as localized cognitive platforms to simulate environmental changes, communicate ocean risks, and facilitate co-design processes for bottom-up community planning. Preliminary findings indicate that local ecological knowledge deeply aligns with NbS principles, especially in traditional mangrove conservation and resource management. When abstract scientific concepts are translated into culturally relevant visual formats, they effectively bypass complex data jargon. Local stakeholders transition from passive information recipients to active co-designers, enabling them to collectively map coastal risk zones and co-create ecosystem-based adaptation strategies. This research demonstrates that effective coastal resilience relies not only on high-level technical data, but on inclusive communication systems that foster community data ownership. The proposed framework offers a scalable, transferable approach to bridge the ocean science-to-society gap, transforming raw environmental insights into actionable, community-led management policies across climate-vulnerable coastal regions.

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