



**Global FISH Alliance**  
***Fisheries Improved for Sustainable Harvest***

**Semi-Annual Report #6**  
**October 31, 2011**

**Report Covering**  
**April 1, 2011 – September 30, 2011 Activities**

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Submitted by:  
FHI 360

Submitted to:

Barbara Best, PhD  
Coastal Resources and Policy Advisor  
USAID/EGAT/NRM  
202-712-0533  
[bbest@usaid.gov](mailto:bbest@usaid.gov)

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## I. Summary of Activities

The Global FISH Alliance promotes sustainable fisheries and aquaculture practices through the application of a system-wide approach that balances economic, environmental, governmental, and social components essential to enhancing livelihoods and biodiversity. Supported by the U.S. Government and partners, G-FISH brings together government, private sector, and civil society to work collaboratively on specific fisheries around the world.

This document describes activities under the Global FISH Alliance during the period from April 1, 2011 to September 30, 2011. As summarized here and detailed in subsequent sections of this report, the major activities during this reporting period included:

### Component 1: Alliance Development

#### **Management**

- Transition to FHI 360: On July 1, 2011 Family Health International (FHI) acquired the assets and expertise of Academy for Educational Development (AED). G-FISH is now under management of FHI Development 360.
- Cost Share: FHI 306 has submitted approximately \$200,000 in cost share.

#### **Partnerships and Collaboration**

- Partnerships: The Global FISH Alliance worked with Environmental Defense Fund, Worldfish Center, Adelphi Consulting, and World Wildlife Fund in the last six months.
- Pemba, Mozambique: G-FISH began a pilot SCALE demonstration in northern Mozambique, Pemba Bay focused on reforming the Bay's fisheries. The work has led to key fisheries stakeholders working together to form a common vision of a sustainably fished Pemba Bay to implement marine protected areas.
- Lake Niassa, Mozambique: G-FISH visited Lake Niassa to assess work partner WWF has done establishing the Lake Niassa Partial Reserve. G-FISH has offered technical assistance through the development of a communications strategy to support WWF's effort on the Lake.
- Cambodia: G-FISH partnered with WorldFish Center and collaborated with Adelphi Consulting to do a SCALE demonstration on the Tonle Sap fishery of Cambodia. This effort has led to the development of six Task Forces that are informing key decisions about the management of the Lake's fisheries.

#### **Associate Awards**

FHI Development 360 continues to work with partners and explore opportunities for Associate Awards. G-FISH began pilot projects in Mozambique and Cambodia to further demonstrate how strategic communications improved biodiversity program outcomes.

### Component 2: Knowledge Management and Sharing

**SCALE Methodology for Social Change**: G-FISH has been demonstrating to partners and USAID the importance of improved communications to strengthen the success of technical programs focused on fisheries management, biodiversity conservation, and livelihood improvement.

**Media Coverage**: The New York Times published an article referencing G-FISH, NBC News contacted G-FISH about Alliance work in Honduras, and Channel 4, a British documentary channel, went to Honduras to cover the story of dive fishers in Honduras.

**Materials Produced:** The Summer 2011 quarterly G-FISH Tales newsletter was released in July 2011; a Fall 2011 newsletter is currently being developed. Fact sheets highlighting the importance of fish for food security are featured on the Alliance website.

**Map of Partner Activities:** G-FISH continues to maintain the map of partner activities feature on the Alliance's website.

### **Component 3: Spiny Lobster Initiative**

**Honduras:** The Initiative continues with strong momentum in Honduras impacting the design of the new fisheries law, improving diving condition for lobster fishers, and promoting biodiversity conservation along the Honduras Coast.

## **II. April 1, 2011 – September 30, 2011 Activities and Results**

### ***Alliance Development***

#### **Management**

With the official acquisition of AED's programs, expertise, and other assets, FHI Development 360 now manages the Global FISH Alliance. Continuing the work of AED and this program, FHI Development 360 will design and implement comprehensive, multidisciplinary programs that address the world's complex challenges around fisheries. By combining the expertise of FHI and AED, two organizations that share similar missions, the organization will continue to implement programs around the world to improve lives.

#### **Partnerships and Collaboration**

WorldFish and G-FISH implemented the SCALE process in Cambodia focusing on improving livelihoods and biodiversity conservation in the Tonle Sap fishery. This collaboration is further highlighted in the Activities Section of this report. Adelphi Consulting in Germany collaborated with G-FISH on the work in Cambodia. In addition, G-FISH and Adelphi have been in discussion about future collaborations in Uganda and other countries.

Environmental Defense Fund (EDF) and G-FISH are exploring follow-on work to the SCALE training in Mexico that G-FISH facilitated in January 2011. In addition, G-FISH and EDF have collaborated in Honduras through the Lobster Symposium and by linking EDF with the Government of Honduras to learn about catch-shares and how implementation in Honduras could help sustain the country's fisheries.

#### **Associate Awards**

FHI 360 continues to work with partners to investigate opportunities for associate awards. Over the past six months, G-FISH has begun pilot projects in Mozambique and Cambodia to further demonstrate how strategic communications improved biodiversity program outcomes.

#### **Mozambique - Pemba Bay Initiative**

G-FISH began a pilot project in Pemba financed through USAID/Washington in response to a USAID Mozambique Mission's request for a SCALE demonstration in Pemba Bay. In late April, the Global FISH Alliance sent a team to Mozambique to map the context of the Pemba Bay fisheries and form a Working Group tasked with planning for a three day Whole-System-in-the-Room (WSR) retreat. The purpose of this retreat was to gather key stakeholders working on issues related to fisheries development in Pemba Bay, enhance intersectoral communications, and create collaborative work plans focused on creating a sustainable fishery and healthier ecosystem for Pemba Bay.

During the initial assessment and launching visit, the G-FISH team participated in 33 meetings and three community presentations to begin dialogue about improving the region's fisheries through collaborative actions and a systems approach. These included meetings with four NGOs, 13 government representatives, and five private sector stakeholders. Multiple meetings with local universities, media outlets, and microfinance institutions were also conducted in an effort to determine how stakeholders were currently working on fisheries management and biodiversity conservation and to assess their willingness to

coordinate efforts. Approximately 65 people attended the three community meetings including local leaders, as well as representatives from women's associations, vendors, educators, and fishers. The outcome of these meetings was the establishment of the Pemba Bay Fisheries Working Group which held its first meeting on May 5, 2011 (Appendix 1).

The Working Group started with ten members representing stakeholder groups from different sectors. The group identified 17 stakeholder groups and ten key issues currently impacting the fisheries sector, a key first step at determining who should participate in the July retreat. The Working Group set the dates of the WSR strategic planning meeting for July 26 to July 28, 2011 and committed to meeting every two weeks leading up to the event.

### *WSR Outcomes*

The WSR was conducted in Pemba, the Cabo Delgado region of Mozambique, on July 26-28, 2011. The whole system was gathered at the Catholic University of Mozambique in Pemba under the theme "*Improving Livelihoods through Sustainable Fisheries in Pemba Bay*". There were 69 participants present representing eight stakeholder groups: government, fishers, community leaders, researchers, middle men, media, NGOs/associations, and the private sector. USAID sent a representative from the development office, Sergio Dista.

Eight common goals were agreed upon by all participants. Conservation of the environment was a consistent theme for a number of groups who made it a key component of their common goals. Everyone agreed to pursue, the following common goals (in no particular order) in the next ten years:

- Improve Conservation and Management of Marine Resources
- Improve Communications for Collaboration and Coordination
- Increase Training and Capacity in Best Practices
- Greater Promotion of Alternatives to Fishing Activities
- Improve Monitoring and Regulations
- Create More Research Initiatives in the Fisheries Sector
- Increase Investment in Infrastructure
- Encourage More Associations



As a result of the WSR, stakeholders formed three committees aimed at realizing the common ground goals. These committees were a Conservation Committee tasked with improving fisheries management and biodiversity conservation of the Bay; a Communications Committee promoting public awareness and action in line with the Conservation Committee's goals; and finally a Research Committee with the aim of connecting research initiatives' objective with the needs and demands of Pemba Bay communities.

Since the WSR, the Conservation and Communications Committees have met frequently, held community sensitization meetings, and are developing a strategy to implement Marine Protect Areas (MPA) around Pemba Bay to improve fisheries and biodiversity conservation. Additionally, a local research effort through Lorio University is planning a stock assessment and critical habitat mapping of Pemba Bay. Our Committees are working to align this research project's outcomes so results provide scientifically sound research to the formation

of MPAs. A full WSR report was completed and disseminated to WSR participants and other interested parties (Appendix 2).

G-FISH conducted a survey to measure social relationships to analyze later using social network analysis for SLI's program overall evaluation and lessons learned report.

In addition, FHI360 submitted a letter to Anandarko, a U.S. based oil and gas exploration company, who is searching for natural gas off the coast of Pemba Bay, to inquire about investment opportunities in Pemba. The letter explained the program in Pemba and inquired about corporate social responsibility programs they are conducting in the region.

### *Follow-on Activities*

The Global FISH Alliance will focus on communication and collaboration support for the Committees created at the WSR event. G-FISH, through our Communications and Networking Specialist, Miro Guarda, will convene meetings, support transportation, and promote continued information sharing and collaboration. In particular, there will be a focus on informing communities about protected areas and building their knowledge using visits to successful reserves in the area.

### Mozambique - Lake Niassa

As a result of five years of investment by USAID Mozambique through the efforts of the World Wildlife Fund (WWF), the Government of Mozambique passed a law on April 26, 2011 to approve the establishment of a Lake Niassa Partial Reserve for biodiversity conservation and fisheries development. Lake Niassa was also designated as a "Ramsar Site", which means it will be included in the list of Wetlands of International Importance. At the request of USAID/Washington, FHI 360 sent a G-FISH assessment team to Lake Niassa from May 7-12, 2011 to determine how WWF could be supported in their upcoming efforts to put the Lake Niassa Partial Reserve law into action.

The G-FISH team met with approximately 150 community members to discuss how information had been communicated regarding the Reserve. At the meeting, several leaders spoke for the community expressing their support of the Reserve but the community was in need of more clarity as to what happens now that enforcement of the Reserve will begin.

During the assessment visit, the G-FISH team met the representative of the local Governor, the District Director of the Ministry of Fisheries, and the Provincial Director of the Ministry of Fisheries. The team had several meetings with WWF to learn more about the efforts over the past years and the plans for the upcoming months. WWF's communications budget for the Lake Niassa Partial Reserve is minimal and there is no one on staff working solely on strategic communications activities.

Given the barriers presented, the G-FISH assessment team proposed collaborating with WWF on communications and behavior change interventions on the lake. G-FISH proposed to help WWF create a communications and marketing strategy that is based on the common goals of all of the partners concerning communications activities (Appendix 3). It is expected that after G-FISH helps WWF determine the common goals and collaborative action plans of all partners, G-FISH would then provide technical assistance in the development of communications tools and activities focused on technical training, strategic planning, and information sharing. Negotiation to finalize an agreement with WWF is ongoing.

### Cambodia - Tonle Sap Project

In Cambodia, the G-FISH SCALE Demonstration is: 1) providing a forum for sharing information on the importance of productive and biologically diverse fisheries to food security in Cambodia; 2) engaging key stakeholders to jointly assess the governance obstacles and opportunities for sustainable development of fisheries livelihoods on the Tonle Sap; and 3) facilitating communication and networking among local stakeholders to achieve common goals in support of this aim.

In June, the FHI 360 G-FISH team traveled to Cambodia to “Map the Context” of the Tonle Sap fishery with partner WorldFish Center and others (Appendix 4). The purpose of this visit was to connect with traditional and non-traditional stakeholders of the Tonle Sap fishery and form an Advisory Group tasked with framing the issues that are impacting the fishery. The team met with a variety of stakeholders, donors, and potential partners including:

- USAID Cambodia Mission
- Coalition of Cambodia Fishers
- The Learning Institute
- Cambodia Development Resource Institute
- Danida
- European Commission Delegation
- World Conservation Society
- HARVEST
- Coalition of Women NGO
- Fisherman from Phat Sanday
- Royal University of Cambodia
- Fisheries Administration

A group was formed with representatives from the Culture and Environment Preservation Association, Cambodia Peace Building Network, Fisheries Administration, Community Fisheries Development Department, Coalition of Cambodia Fishers, Learning Institute, Royal University of Agriculture, World Conservation Society, Cambodia Development Research Institute, and WorldFish Center. The Advisory Group was tasked with creating an invitation list for the WSR retreat which brought together the system of stakeholders impacting or impacted by the fishery to increase communications and collaboration amongst these stakeholders



### *WSR Outcomes*

During the retreat, more than 100 participants went through eight self-guided exercises focused on building trust, connections, and communication skills between all retreat participants around a common vision for the Tonle Sap fishery. Over the course of the exercises, the participants used a democratic process to present ideas, work through challenges, and ultimately report to the group at large about the results of their small group discussions.

The retreat culminated with agreement by all participants on five common goals:

- Improvement of community livelihoods through proper natural resource management
- Effective and efficient communications on Tonle Sap resource management
- Improvement of collaboration among stakeholders
- Effective compliance with fisheries laws

- Conservation of flooded forests and promotion of sanctuaries for future generations to have food to eat

Voluntary Task Forces were formed to address the common goals agreed upon by the WSR participants. The Task Forces were started to tackle discrete activities or work in focus areas to achieve the common goals. The Task Forces are as follows:

- Conservation of Inundated (Flooded) Forest Task Force (7 members)
- Fishing Lots Advisory Task Force (11 members)
- Improving Tonle Sap Livelihoods Task Force (7 members)
- Patrolling, Enforcement, and Regulation Task Force (9 members)
- Tonle Sap Fisheries Communication Task Force (11 members)
- Tonle Sap Sanctuaries Task Force (8 members)

These Task Forces will be the main organizing entities to promote and lead collaboration among stakeholders. G-FISH will work to support the Task Forces in the coming months. A three-page summary of the WSR was developed (Appendix 5). In addition, a full WSR report will be disseminated to WSR participants and other interested parties.

G-FISH conducted a survey to measure social relationships to analyze later using social network analysis for SLI's program overall evaluation and lessons learned report.

#### *Follow-on Activities and Task Force Objectives*

The Global FISH Alliance will focus on communication and collaboration support for the Task Forces created at the WSR event. G-FISH, through our Communications and Networking Specialist, Bunny Yorth, will convene meetings, support transportation, and promote continued collaboration with all Task Forces. In particular, there will be an initial focus on developing short-term plans to move forward on key issues related to the Task Force topic with commitments to action by the members of the group. Initial task force meetings have been organized for early October. G-FISH was also invited to present the outcomes of the WSR at the Technical Working Group on Fisheries at the Fisheries Administration in October.

### ***Knowledge Management and Sharing***

#### **G-FISH Tales**

G-FISH Tales is a quarterly newsletter updating Alliance partners and friends about the activities of G-FISH and our partners. The last edition of G-FISH Tales was Summer 2011, released in July. This edition reported on the G-FISH work in Pemba Bay and Lake Niassa in Mozambique, the mapping of the context in the Tonle Sap Fishery in Cambodia, and highlighted the Second Lobster Symposium sponsored by SLI in Honduras. We are currently working on the next edition for Fall 2011 (Appendix 6).

#### **Media Coverage**

In September 2011, the New York Times published an article about the lobster dive issues in Honduras. The article focuses on the Moskito lobster divers recounted through the eyes of the doctor in charge of the hyperbaric decompression chamber who emphasized the impact of the lobster diving on the diver's health. The Global FISH Alliance is mentioned in the article as the sponsor of conferences in La Ceiba to encourage conservation in the lobster fisheries and to map out alternatives for the fishermen. The doctor is a member of the SLI Working Group and supports G-FISH efforts.

The New York Times article sparked a lot of interest in the issue of lobster diving in Honduras. Channel 4, a British public-service television broadcaster covers a broad range quality and diverse programming and contacted SLI expressing interest in discussing the diving issue. Channel 4 was going to travel to La Moskitia and La Ceiba to film a documentary later in October.

Additionally, NBC News contacted G-FISH and traveled to Honduras to interview SLI's Chief of Party and to conduct an exploratory visit for a possible future feature on the network's new primetime newsmagazine Rock Center. This program is to be hosted by the NBC Nightly News anchor, Brian Williams, and is scheduled to start airing weekly starting on October 31.

## **SCALE as a Proven Form of Social Change**

A key component to G-FISH work around the world is implementing the SCALE process through to improve communications, behavior change, and ultimately conservation of fisheries using Future Search methodology. G-FISH has reviewed literature and is working on demonstrating the effectiveness of this methodology.

In the research report [Research Integration Using Dialogue Methods](#), it states that "Future search conferences have been conducted in many different sectors, including commerce and industry, local communities, religious communities, schools and higher education, the environment, government, health care and human services...Future search conferences are particularly useful in situations of rapid change (for example, changes in knowledge, society, technology, the environment) where various stakeholders can be expected to make different judgments about the implications of change for the future."

The future search conference was evaluated systematically (Polanyi 2001) using the grounded theory method of Corbin and Strauss (2008). The evaluation revealed a high level of participant satisfaction with its process and outcomes. This method contrasts with other methodologies discussed in that the conferences are frequently very large, sometimes including hundreds of participants. This provides scope for great diversity, including significant opportunities for researchers' input in the process and ability to shape its outcomes. Unlike some other dialogue approaches, future search conferences focuses explicitly on developing action plans for implementation after the conference concludes. The action plans reflect the shared understandings, visions and common ground established in the conference itself. The method has been used in diverse settings. In terms of research integration specifically, one can envisage it being used in research institutions where disciplinary barriers need to be addressed to produce an integrated approach to a program of research, based on a set of agreed goals and action plans.

In this [review](#) of Future Search it claims the process provides, "...a sense of alignment and common ground as the 'one brain, one heart' effect... Diana Whitney and David Cooperrider (1998) assert that in these events the search is not for common ground, but for a higher sense of possibility that excites, inspires, and drives action. They refer to this sense of higher possibility as 'higher ground'. During appreciative interviews and small and large group dialogues, people are encouraged to identify the most moving, innovative, and meaningful ideas and possibilities, not the most frequent or most common. Doing so gets people excited and more inspired to follow through with actions, decisions, and more exciting future possibilities...."

## **Fisheries and Food Security**

FHI 360 continues to promote the [food security fact sheets](#) on eight countries.

## **Mapping of G-FISH Partner Fishery Management Activities**

G-FISH continues to pursue the goal of improving awareness of where partners work around the world. To help disseminate this information G-FISH developed a map of [Alliance Partner Activities](#). It can be viewed as either a Google map or in table format. Consistently updated, it features 54 projects from eight organizations, is searchable by keyword, and can be filtered by organization, location, or activity focus. FHI 360 continues to update the map for accuracy.

## ***Spiny Lobster Initiative - Honduras***

### **Formation of a Congressional Special Commission**

In May 2011, members of the Spiny Lobster Initiative (SLI) Working Group took advantage of an opportunity to speak directly with congressional representatives and lawmakers during a session of the National Legislative Congress held in La Ceiba, Honduras. SLI members created momentum for bringing the lobster fishery onto the agenda, particularly in regards to the legislative and political visibility. Working Group members first met with Venancio Sabio, the Atlantida-La Ceiba Governor, who agreed to lobby other members of Congress about the important role of SLI and new fisheries legislation. Mr. Sabio was able to get two governors from Moskitia and Bay Islands, as well as three Congressmen from La Moskitia, Bay Islands, and Atlantida, to introduce the lobster fishery issue at the upcoming Congressional session.

While the National Congress was in La Ceiba, the WG members met with Congressional members to discuss the new fisheries law and the diving issue in particular. With the support of the governors from Atlantida, Bay Islands, and La Moskitia, they drafted a petition to ask Congress for the creation of a Congressional Special Commission on fisheries. When Congress was in session, the fisheries issue was brought to the floor in front of the full Chamber (128 members) and the Congress agreed to create a Special Commission on Fisheries, which included representatives from Bay Islands, La Moskitia, and others. Subsequently, the Working Group helped draft the technical objectives with the Organization of Fishing and Aquaculture in Central America (OSPESCA) and shared with the community the creation of the newly formed Commission. The Fishery Commission in the Congress is now playing a key role in the formulation and approval of bills for the fishery sector in Honduras, including the lobster fishery.

### **Lobster Symposium II**

On June 1-3, 2011 in La Ceiba, SLI hosted the second spiny lobster symposium entitled "Strengthening the lobster fishery through better management, governance, and administration for a healthier environment." This second technical symposium was held to strengthen networks and collaboration amongst key stakeholders in and around the lobster fishery. The symposium was technically supported by USAID-funded Central America Management of Aquatic Resources and Economic Alternatives (MAREA) program and OSPESCA, the regional fishery authority. The symposium featured technical panels, thematic workshops, presentations, and field trips.

Various donors contributed to the event including USAID-MAREA, BCIE, NOAA, OSPESCA, Environmental Defense Fund (EDF), and others. During the event, OSPESCA expressed a

particular interest in the continuation of the SLI and discussions were initiated about how to make the initiative a regional effort. There was a strong regional representation at the symposium including the participation of fishery authorities from eight countries throughout Central America and over 170 attendees representing every sector: environment, civil, private, and government.

The objectives of the symposium were to strengthen and improve fisheries by building mechanisms for improved governance of the lobster fishery and to promote effective implementation of regulations. The symposium promoted the application of good fishing practices for growth, management, and maintenance of the lobster fishery throughout Central America. The industrial boat diving association and the Honduran Department of Fisheries and Aquaculture (DIGEPESCA) made important commitments to follow a more regulated lobster season and to patrol fishery areas.

During the symposium, the Minister of Agriculture and Fisheries announced a two-year extension to allow scuba dive fishing to continue while fishers transition to different livelihoods. To promote safe diving during the two-year extension, there was discussion about organizing workshops on safe diving for the lobster scuba divers. The Association of Industrial Fishing Caribbean Honduras (APICAH) held a workshop where 55 captains and divers were trained for three days and received the Diver Alert Network (DAN) certification. Captains, divers, and processors involved in the extraction of lobster also received a training to learn about the regulatory framework for the next fishing season.



Another important exchange during the symposium was when Miskitos met with other indigenous group from Panama to learn about community right use, access to the fishery resources, as well as territorial indigenous fisheries and conservation sites. This symposium highlighted the importance of the social system around fisheries and demonstrated enthusiasm in working together, exchanging experiences, and implementing collaborative actions to make lobster fishery environmentally sustainable, economically profitable, and safe for everyone involved. Some other key highlights included:

- Twenty-eight representatives from the Honduran government, DIGEPESCA, attended including 17 who participated in different workshops.
- DIGIPESCA shared their interest in developing a new fisheries law based on best practices citing FAO management guidelines.
- The workshop on safe diving in the lobster fishery was made mandatory by APICAH and 55 captains and divers were trained for three days and received DAN certification.
- The MASPLESCA Initiative held a training workshop for 16 DIGEPESCA inspectors on the application of rules OSPESCA 02-09 on the lobster fishery in Central America.
- The lionfish demonstration and tasting allowed many to see and taste the lionfish for the first time and resulted in industry discussions on how to move forward.
- The symposium received TV and print media coverage. The media were heavily involved in coverage of the event and interviewed participants.

## **Honduran Fishery Law**

The governmental authority in charge of regulation and fishery management, DIGEPESCA, a SLI partner, has been working to develop the new fisheries and aquaculture law for Honduras through a series of technical meetings and has hired a consultant to coordinate the process. During August and September, DIGEPESCA held a series of regional consultations with fisheries stakeholders across Honduras based on recommendations from SLI Working Group members. This was important to have a genuine consultation process amongst the stakeholders for drafting the new fisheries law. Several SLI members and lobster stakeholders were invited to participate in these consultation workshops, co-facilitated by SLI, in La Ceiba, Roatan (Bay Islands), and La Moskitia. During these events important feedback and critical comments and suggestions were collected. DIGEPESCA is currently drafting the final version of the bill, which the Minister of Fisheries will submit to the National Congress in late October, at which point debate will start around the new law.

## **Delay in Fishing Season**

SLI facilitated dialogue between the between the Miskito Diving Association and APICAH to delay the opening of the fishing season by one month to August 1st, 2011. APICAH requested a disposition from the government to delay the opening of the season by one month because the lobsters were still small and divers were still undergoing training. The extension was granted. The agreement to delay the opening of the fishing season was an important accomplishment in order to conserve resources and guarantee that lobsters grow to legal size before being fished which resulted from APICAH's attendance and discussions at the SLI lobster symposium.

Despite this delay, when the fishing season officially opened in August, the lobster production was still not as expected and economic losses were reported. Additionally, lobster divers experienced difficulties with the arrival of rainy season; therefore, some members of APICAH further advocated for a short closure among the diving industry and were able to collect the necessary signatures from partners to comply with a mini-ban.

The mini-ban is set to occur from mid-October through November. The ban is intended to protect lobster resources since they were not adequate yet for commercialization. During the closure period, a series of trainings on safe diving have been planned for Miskito divers and medical examinations can also be performed.

## **Poster Development**

As part of SLI communication strategy, during the summer of 2011, SLI developed a media campaign entitled "Fish Lobster Responsibly for a Better Future." The campaign included four different posters designed for fishers and boat captains to promote best fishing practices for the new fishing season. SLI developed the core message for the posters, as well as the layout design. The Working Group members actively discussed the best approach to get their message across to the intended audience and decided on the language to be included. The posters contain messages in Spanish and English for fishers not catch female lobster with eggs or patches, or young lobsters with less than 5.5 inches tail-size. Additionally, the posters warn against the use of improper equipment and gear in order to protect marine refuge areas. Final editing of the materials is still in progress and OSPESCA is expected to print the posters. There is also an interest from some of the partners to support the printing the posters on a Central American scale.

## **Radio Spots**

SLI also developed a series of radio spots for their communication campaign with the same core messages to promote best fishing practices for the new fishing. The spots were developed in Spanish, Miskito, and Creole for the fishers, divers and captains. The spots aired on the high-rating radio stations in three regions; La Moskitia, Bay Islands and La Ceiba focused on targeted audiences of the SLI. According to feedback from stakeholders, the spots were well received and easily accepted by the target audiences since the message was clear and sharp, and also aired in local languages. Approximately 150 CD copies of spots were produced and given to trap and dive lobster association in order for the spots to be played onboard while the crew and divers are on their fishing trips.

## **Roatan Seafood Campaign Technical Support**

SLI members and partners collaborated with Utila Centre for Marine Ecology and Roatan Marine Park on the development of the Bay Island Responsible Seafood Campaign. This collaboration produced a series of social marketing materials printed earlier in the year, which included a guide for responsible seafood decisions. SLI serve as a technical advisor and reviewed campaign materials aimed at informing retailers, restaurants, and consumers how to make responsible seafood choices.

The guide provides recommendations and information that help people make informed decisions about what seafood to eat. By using a simple traffic light system, the guide categorizes seafood into three groups; best choice, choices with caution, and avoid eating. The recommendations presented in the guide are aimed at steering people away from seafood that is at risk from overfishing and the negative effects associated with it. It allows for retailers, restaurants, and consumers to play a part in helping to protect fish stocks, their habitats, and the livelihoods of the fishermen that depend on them.

SLI's involvement allowed the campaign to gain greater visibility than originally anticipated. SLI's partners worked together to strengthen the network of local partners, including restaurants and hotels. Around 18 restaurants in Roatan and 13 in Utila are actively participating in the campaign. A first round of training for the restaurant staff was held from March to June to 2011 and is ongoing. A re-launch of the seafood campaign is planned for late October, with a new edition of marketing materials.

## **Other Updates**

As mentioned above, OSPESCA approved a two-year extension of the suspension of lobster diving in Central America as part of the Integration of Fisheries and Aquaculture Policy while transition strategies are being implemented.

After commitments agreed upon during the Lobster Symposium II, a meeting was held in the middle of June between APICAH and the board directors of the Association of Divers of Gracias a Dios in Honduras (APBGADH). At this meeting, divers signed a commitment to raise awareness among other divers not to dive in depths greater than 90 feet, not to fish for small lobster, and agreed to zone out the areas where they fish. Furthermore, they also decided to apply penalties for divers who take out double advances (payment in advance for lobsters not yet caught), strictly comply with guidelines for treating divers who become sick, and punish divers who take drugs on board. This agreed upon framework allows for strengthening safety measures for fishing and diving activities and to reduce accidents. APICAH has planned for a series of trainings on accident prevention for the Miskito divers which are planned for late October into November and will be led by Dr. Elmer Mejia.

MASPLESCA, a regional fisheries body and SLI partner, convened a workshop on best practices for spiny lobster fishing held in La Ceiba for fishery officers and Honduran and Nicaraguan government officials involved in management and protection of fishery resources. SLI Working Group members were invited to the workshop and drafted guidelines for good fishing practices. In another workshop, these guidelines were integrated into a Manual of Good Fishing Practice for spiny lobster which will be released later this year.

## **Transition**

As part of beginning the transition of SLI activities to its own entity, in September 2011 the Working Group members were notified about the phasing out of the program, and they started discussing the delegation of the communication role, such as managing the email account and to whom media communication and press releases should be directed. Another important component being discussed was the continuation of connecting stakeholders without SLI mediation. SLI has been empowering the Working Group members by starting to hand-over communications to the members and providing all the documents, database and contact information needed to allow for a smooth transition.

Additionally, as part of the transition and the monitoring and evaluation process, SLI will hire an external consultant to perform quantitative and qualitative data collection needed for the Social Network Analysis (SNA) and for SLI's program overall evaluation and lessons learned report.

## Appendix 1

### G-FISH: Pemba Bay Travel Report

From April 27, 2011 until May 6, 2011 the Global FISH Alliance sent a team to Mozambique to map the context of the Pemba Bay fisheries and form a Working Group tasked with planning for a three day Whole-System-in-the-Room (WSR) retreat. The purpose of this retreat is to gather key stakeholders working on issues related to fisheries development in Pemba Bay, enhance inter-sector communications, and create collaborative work plans focused on creating a sustainable fishery and healthier eco-system for Pemba Bay.

During the initial assessment and launching visit, the G-FISH team participated in 33 meetings and 3 community presentations to begin dialogue about improving the region's fisheries through collaborative actions and a system's approach. These included meetings with 4 NGOs, 13 government representatives, and 5 private sector stakeholders. Multiple meetings with local universities, media outlets, and micro-finance institutions were also conducted in an effort to determine how stakeholders were currently working on the issue and to assess their willingness to coordinate efforts. Approximately 65 people attended the 3 community meetings including local leaders, as well as representatives for women's associations, fishermen, vendors, educators, and fishermen. The outcome of these meetings was the establishment of the Pemba Bay Fisheries Working Group which held its first meeting on May 5, 2011.

The Working Group will start with 10 members representing stakeholder groups from different sectors. The group identified 17 stakeholders and 10 key issues currently impacting the fisheries sector, a key first step at determining who should participate in the July retreat. The Working Group tentatively set the dates of the WSR strategic planning meeting for July 26 to July 28, 2011 and committed to meeting every two weeks leading up to the event. Attached are the meetings notes of the first Working Group meeting.

The G-FISH team also hired a small communications unit comprised of 2 consultants that are charged with facilitating the continued collaboration of the Working Group and conducting additional meetings with Pemba Bay fisheries stakeholders as they continue to be identified. This unit will also be responsible for logistics of the WSR. The communications unit established an office in Pemba through August 2011.

In consultations with fisheries stakeholders and WWF, the G-FISH team identified the need for a study tour of fishermen and Working Group members to visit the marine portion of Quirimbus National Park. These study tours will take place in June to demonstrate the role proper management plays in marine conservation, livelihoods, food security and integrated development.

In addition, the G-FISH team will begin a Social Network Analysis study which will monitor the interactions between attendees of the WSR. This study will examine the correlation between social capital and the conservation of Pemba Bay. This survey will also do a baseline assessment of food security and value-chains around Pemba Bay.

## Appendix 2

### GFISH Whole-System-in-the-Room (WSR) Strategic Planning Workshop Report

The second step of the SCALE process is the Whole-System-in-the-Room (WSR) strategic planning workshop in which diverse stakeholders come together to establish common goals and elaborate collaborative work plans. This report is about the WSR conducted in Pemba Bay, Cabo Delgado, on July 26-28, 2011 for the Global FISH Alliance – Pemba Bay project. The whole system was gathered at the Conference room of the Catholic University of Mozambique in Pemba under the theme “*Improving Livelihoods through Sustainable Fisheries in Pemba Bay*”.

Notes are provided in the first couple of pages to provide workshop results at a glance. One can continue reading the rest of the report to have more details about the workshop exercises and subsequent results. The report is divided as follows:

- I. Workshop at a Glance
- II. Opening of the Workshop
- III. Focus on the Past
- IV. Focus on the Present
- V. Focus on the Future
- VI. Common Goals
- VII. Collaborative Action Plans
- VIII. Closing

#### I. Workshop at a Glance

- 69 participants (in total)
- 8 stakeholder groups:
  - Government
  - Fisherman
  - Community Leaders
  - Researchers
  - Middleman
  - Media
  - NGOs/Associations
  - Private Sector
- 8 common goals agreed upon by all participants. Conservation of the Environment was the overwhelming winner in terms of how many groups promoted that as their common goal. Everyone agreed to pursue, in the next ten years, the following common goals:
  - Improve Conservation and Management of Marine Resources
  - Improve Communications for Collaboration and Coordination
  - Increase Training and Capacity in Best Practices
  - Greater Promotion of Alternatives to Fishing Activities

- Improve Monitoring and Regulations
  - Create More Initiatives in the Fisheries Sector
  - Increase Investment in Infrastructure
  - Encourage More Associations
- Stakeholder groups elaborated and presented short-term and medium-term collaborative action plans (3 months and 3 years). These plans will now help the GFISH outline exactly what the project will address in the coming three-year effort. Some of the actions included, but are not limited to:
- Government: improve communications with fisheries actors; elaborate a plan of action to create an entity that will work on sector coordination.
  - Fisherman: create a committee for conservation.
  - Community leaders: control and policing on use of harmful fishing equipment.
  - Researchers: do a baseline study on existing species; creating a database of marine life and start with the process of creation of conservation areas.
  - Middleman: form association of middlemen and work with other stakeholders conservation efforts.
  - Media: dissemination of fisheries legislation and creation of weekly information spots in several local languages.
  - NGO's and associations: creation of management committees and preservation of marine resources.
  - Private Sector: disseminate information on fisheries legislation.
- 42 interviews were conducted for a Social Network Analysis baseline study.

## II. Opening of the Workshop

**Opening:** The workshop opened with a speech by the facilitator Mr. Patrick Papaina who explained that the conference was funded by USAID and is a part of a larger GFISH (Global FISH Alliance) effort. The WSR (whole system in a room) approach would be used throughout the workshop. He introduced students as helpers of the event and announced that Mr. Miro Guarda, Zacarias Mário and Eça de Queirós would assist in facilitation. He explained that the participants would be working together in self-managed sessions over the next three days using exercises provided by AED, part of the SCALE approach to project management. Over the following sixteen hours of exercises, the participants would come up with common goals and create a collective action plan.

**Opening Speech:** The opening speech was given by Mr. Armando John Supeta on behalf of the Members of the Pemba Bay Stakeholders Group (Local Initiative for the Development of Sustainable Fisheries in Pemba Bay). He greeted all of the participants and introduced the other members of the group. Mr. Supeta noted that the goal of the project was to improve the fisheries sector in Pemba Bay, with a focus on spreading the benefits of fisheries to all segments of the population while assuring better natural resource management.

**Key Point of speech:** Improving fisheries in Pemba Bay with a strong emphasis on protecting the environment.

The participants broke for lunch. When they returned, the facilitators introduced the principles of the WSR. Patrick Papania led an activity in which each participant placed his/her fingers together in order to form a square. Each participant then looked through the square at students Felix Chicote and Jeque. When observing the students with their hands outstretched, participants were able to only see only part of them, some seeing only their heads, others only their hands. When the participants pulled their hands closer to their faces, they were able to see the two students entirely. Mr. Papania announced that the goal of the workshop is to help the participants see sustainable fisheries through the perspective of others; every participant has a role to play in fisheries, but everyone is currently working only on a small portion of the entire system. By coming together, all actors can work together towards improving fisheries in Pemba Bay by establishing common goals and beginning to work more collaboratively.

The facilitators then described the format of the workshop to the participants:

- 1) All ideas are welcome; the objective is to establish common goals, not solve problems; problems will not be solved during the workshop, but they will be noted.
- 2) Presentation of different roles of self-management: moderator, time keeper, note taker, and presenter; these roles will allow each group to manage itself with minimal assistance from the facilitators.
- 3) Different people learn in different ways; we must respect how others learn and the knowledge that they bring.
- 4) Common objective (sustainable fisheries) must be achieved through local solutions developed in a global context.

### **III. Focus on the Past**

The facilitators introduced the exercise for studying the past and determining what has brought everyone to the Catholic University that day. All participants have a common past which they were asked to identify. Each participant was asked to record past events that influenced their lives and fisheries in three different categories:

- a. Personal events that influenced one's own life
- b. Local events (in one's own town, region or country) that influenced sustainable fisheries.
- c. Global events that affected tourism on the global level

After all of the participants noted the events on three large time lines, they were asked to make three- minute reports that summarized the commonality of each time line. During this exercise, the participants were seated at nine tables in mixed groups. Three groups worked on each category. Each group gave a presentation on its assigned event. The goal of the exercise went beyond "breaking the ice" to demonstrate how everyone at the workshop shared a common past. Below is a brief account of three of the reports that were made:

#### 1) Local events

One event of particular importance for participants was the death of the 1<sup>st</sup> President of the country, Mr. Samora Moisés Machel. This event is of particular importance in the sense that uncertainty surrounding the future of the country and mistrust led to uncontrolled widespread use of natural resources, damaging the environment and depleting fauna. It put pressure on the need for seafood to ensure food security. Other events listed were:

- 1964: Fishing in Pemba was a large scale compared to the present;
- 1964-1985: Number of fishermen was lower, as well as the vessels;
- 1975: Independence of Mozambique;
- 1986-2011: increase in the number of fishermen and boats;
- 2000-2004: Increase in number of illegal fishermen and decrease of fish;
- 1980: Increase in environmental damage;
- 1981: Increased death of a whales and the civil war in Mozambique;
- 1986: There were many fish in the district of Metuge;
- 1985: Erosion and separation of the neighborhood of Paquitequete and Kumissete;
- 2011: Piracy, road accidents, lack of fish;
- 1984: Shipwreck that killed 60 people from Pemba;
- 2005: Fisheries development in the district of Pemba-Metuge; expansion of the city of Pemba;
- 2004: Cabo Delgado is supplied with electricity from Cahora Bassa Dam;
- 2005- 2011: High prices and reduction on the size of fish.

## 2) Global events

The Portuguese revolution in 25th of April 1974 opened the doors for the independence of former Portuguese colonies in Africa. Even though this brought freedom of movement and allowed people to use more of the resources, it created the conditions for destruction of marine life. Other events mentioned by participants as having a great impact on their lives were:

- 1940: World War II
- 1950: Establishment of the UN
- 1960: Baby Boom
- 1992: Freedom of Nelson Mandela and the Rio World Summit
- 2002: Brazil the world champion of football
- 2008: Election of Barack Obama
- 2011: New state of Southern Sudan

## 3) Personal experiences

There are several key personal experiences that were shared by all participants. While bound together by these common experiences, the diversity in the groups allowed them to provide different perspectives on how they became interested in fisheries. Below were some of the experiences:

- 1960: Initiation rites;
- 1964: He was a fisherman;
- 1965: Start of studies;
- 1960: Loss of first and second child;
- 1968: Death of parents; Travel by boat for the first time; Legalization of fishing boat;
- 1973: Military life, learned to fish for the first time in the river Lurio;
- 1972: First time air trip;
- 1975: Independence of Mozambique;
- 1984: Travel to Portugal in search of better living conditions;

- 1990: Marketer of fresh fish; first time in the madrasa and school; graduation in Islamic teaching in Sudan;

#### **IV. Focus on the Present**

**Presentation by facilitators:** Guarda and Zacarias led this group brainstorming sessions, which opened Day 2 exercises. He explained that participants would be focusing on present trends in Pemba Bay fisheries. Trends would not be judged or evaluated; the purpose was only to identify important movement within the fisheries sector. This would be a reflection on the present that would help all the participants to create a “mind map” that identified all current trends. The trends that were noted included:

##### **Increases**

- Increase in material suitable for fisheries
- Increase in construction of houses on the coast (at the shoreline)
- Increase in the use of mosquito nets for fishing
- Increase in demand for fish
- Increase in number of associations
- Increase in conservation areas
- Increase in demand of tourists
- Increase in marine pollution
- Increase in prices of fishing boat engines
- Increase in temperature at sea
- Increase in the number of foreign fishermen
- Increase in harmful fishing techniques
- Increase in the capture of small fish
- Increase in fuel prices
- Increase in practice of marine sport
- Increase in purchasing power of foreigners
- Increase in pressure to the sea
- Increase in the number of informal vendors
- Increase in the number of foreign migrants
- Increase in the price of meat
- Increase in number of hotels
- Increase in research
- Increase in funding for the fishing sector
- Increase in destruction of corals
- Increase in destruction of mangroves
- Increase in drag fishing.

##### **Decreases**

- Decrease in the capture of fish
- Decrease in respect for traditional culture
- Decrease in benefits for the population
- Decrease in sanitation and hygiene
- Decrease in employment opportunities
- Decrease in alternatives to fisheries
- Decrease in the fishing engines

After having created a raw list of trends, individuals voted on the six trends that are of most interest to them and where they would most like to focus their energy.

Next, the participants returned to their sits. The various stakeholder groups were asked to identify 3-5 trends of most concern to them. Each group identified the trends, listed ways they were addressing these trends and what they were not doing that they would like to be doing. Below is an account of what each stakeholder group reported:

### **Government**

The most important trends for the government group in fisheries today are:

1. Use of harmful fishing techniques;
2. Decrease in enforcement of fisheries legislation;
3. Devastation of mangroves;
4. Dissemination of sustainable fishing techniques;
5. Creation district and provincial committees of fisheries management;

Local governments believe that incentives should be given for fishing at open sea and control of fishing equipment should be done. All actors must participate in the process and especially the communities since they are the ultimate beneficiaries.

### **Media**

The most important trends for media groups in fisheries today are:

1. Increase in the use of harmful fishing techniques;
2. Increased in the fishing period;
3. Decrease in control and policing in the sea;

The media believes that increased collaboration among stakeholders is of paramount importance. The radio and press can be used to better inform the population about important issues, and also to educate them in best practices and better use of natural resources. They are important players in contributing for the dissemination of important information to the public. They have collaborated with AMA and NUNISA on awareness programs through debates in the radio.

### **Community Leaders**

The most important trends for community leader's group fisheries today are:

1. Increase in night fishing;
2. Decrease in control and policing in the sea;
3. Increase in the use of harmful fishing techniques.

Community leaders have engaged in different activities especially in regulating and policing of their areas. This has led to the capture and confiscation of harmful fishing equipment. They would like in the future to work with authorities in the establishment of night fishing prohibition.

### **NGO'S and Associations**

The most important trends for the NGO's and Associations group in fisheries today are:

1. Credit crunch: there is a lack of credibility in the access to credits;
2. Increase in the use of dragging fishing technique;
3. Increase in the price of fish.

The associations are working with the middleman to raise awareness of the fish traders who sell the fish depending on the amount of purchase.

### **Researchers**

The most important trends for the researchers group in fisheries today are:

1. Increase in mangrove destruction;
2. Increase in use of harmful fishing techniques;
3. Decrease in control and policing in the sea;
4. Increase of illegal fishing.

Researchers propose to do a study on the impact and propose measures to change the current scenario. This will include collection of environmental data in the Pemba Bay and dissemination of results of study to different stakeholders in Pemba Bay. Also, they want to create awareness among fishermen on the consequences of the use of certain fishing techniques.

### **Middleman (informal vendors)**

The most important trends for the middleman group in fisheries today are:

1. Increase in the use of harmful fishing techniques;
2. Decrease in the amount and size of captured fish;
3. Increase in the price of fish;
4. Increase in fuel prices;
5. Increase in the number of fishing boats.

Middlemen are engaged in raising awareness among fishermen to use the appropriate fishing nets at sea.

### **Private Sector**

The most important trends for the private sector group in fisheries today are:

1. Reduction of credit opportunities;
2. Increased in marine pollution;
3. Decrease in compliance with legislation,
4. Increase in the price of fish.

Private sector is increasingly doing lobbying and advocating work with government in order to provide more credit schemes for private sector and fisherman.

## **V. Focus on the Future**

The facilitators explained that in the next exercise each group of mixed stakeholder representatives would imagine that it was in the year 2021. The groups would then imagine how life had changed over the past ten years, and expressed their vision of the future in a creative manner.

**Group 1 Scenario:** Group 1 staged a play where, in a imaginary future setting the amount of fish in the bay has increased substantially. This was due to several actions undertaken by the whole community namely: repopulation of species, mangrove reforestation and existence of micro credit schemes that allowed fisherman to acquire sustainable fishing equipment. In 2021 the whole community is happy with the outcome of their joint efforts, food security is assured and livelihoods have improved.

**Group 2 Scenario:** This group presented a scene where there's a televised debate with three invitees, namely: a fisherman, a middleman and community leader, are invited to give their thoughts regarding the current situation with the fisheries sector. They all agreed on the fact that the conservation efforts and community involvement have brought benefits to the community: increased amount of fish in the bay, reduced level of poverty.

**Group 3 Scenario:** The third group presented a play in where a group of community members are involved in monitoring and policing. They capture harmful fishing equipment such as mosquito nets and this equipment is destroyed in front of the whole community.

**Group 4 Scenario:** This group started by imagining a scenario that starts in the year 2011. In this year, there's no fish and a fish vendor almost closes his shop because the size of fish is too small and the price of fish is extremely high. Costumers can't afford to buy fish because is too expensive. In another year, 2015, though there's fish, the size is still small and he refuses to buy fish from the fisherman. Finally in 2021 the amount and size of fish is considerable different. Fishermen get their fish, the vendor buys it and costumers can afford to buy fish since their incomes have increased.

**Group 5 Scenario:** The fifth group created a scenario where two fishermen meet in a bar and start to talk about how life has improved ten years after the Whole-System-in-the-Room. After that meeting held at the Catholic University in 2011 they started creating collaborative actions. A fishermen association was born after that meeting which allowed them to work with other stakeholders in conservation efforts and allowed them to access funding from IDPPE and other small credit schemes. Today, in 2021, they can afford to buy cars, live in better houses and spend time with friends.

## **VI. Common Goals**

On Tuesday evening, mixed groups came together to identify their common goals in Pemba Bay Fisheries. Each group formulated goals. Wednesday morning, everyone discussed the various goals and created categories to better organize those goals. These categories became the common goals of everyone in the system, and they are as follows:

### **Preservation and conservation of Marine Resources**

- Creation of sanctuaries and managed areas
- Support and disseminate use of best practices
- Plantation of mangrove;
- Improve hygiene and sanitation in Pemba neighborhoods

### **Investments in infrastructures**

- Paved roads throughout the fishing regions
- Supply of electricity to the fishing regions;
- Purchase of equipment for processing;

### **Improving Communication for Coordination and Collaboration**

- Develop of methods of communication;
- Better inform stakeholders about fisheries related legislation;
- Improve accessibility of communication in relation to fisheries;
- Create a center for coordination and communication;
- Outreach and dissemination of fisheries legislation;
- Establish a communications framework that is effective and long lasting.

### **Training and Capacity Building in Best Practices**

- Improve fishing techniques
- Train fisherman on open sea fishing

### **Promotion of Alternative Activities to Fisheries**

### **Creation of Incentives for the Fishing Sector**

- Create small credit schemes for fisherman;
- Develop and manage tourist sites to promote a clean environment

### **Improving Monitoring, Evaluation and policing**

- Mobilize communities to do control and policing;
- Acquisition on means for policing;
- Licensing of fisherman for better control.

### **Encourage Associations**

- Help fisherman, middlemen in the creation of associations.

## **VII. Collaborative Action Plans**

After creating the common goals, each stakeholder group came up with a short and medium-term action plans. They were presented by each group as follows:

### **Government**

Short term actions:

- Publish and disseminate legislation;
- Enforce regulations;
- Disseminate and demonstrate sustainable fishing techniques;
- Increase monitoring and policing of the coast;
- Control and monitor fishing equipment;
- Mobilize fishermen on the advantages of open sea fishing;
- Lectures in schools and community regarding best practices.

Long term actions:

- Improvement of infrastructure such as roads, electricity;
- Work with other stakeholders in efforts for participative resource management;
- Reforestation of mangrove;
- Acquisition of equipment for policing the coast;
- Lobbying with donors in the creation of other funding schemes.

### **Fisherman**

Short term actions:

- Mobilize fisherman and educate them on the benefits of sustainable fisheries;
- Create committees of management of marine resources;
- Improve and disseminate knowledge on sustainable fisheries.

Long term actions:

- Reforestation of mangrove;
- Creation of marine protected areas;
- Repopulate marine species.

### **Community Leaders**

Short term actions:

- Mobilize communities for monitoring and policing;
- Work with government for prohibition of night fishing.

Long term actions:

- Mobilize communities in co-management efforts.

### **Researchers**

Short term actions:

- Studies on existing marine species;
- Creation of a database;
- Results dissemination.

Long term actions:

- Creation of conservation areas;
- Repopulation of species in extinction;
- Reforesting of mangrove.

### **Middleman**

Short term actions:

- Mobilization of fishermen on the advantages of sustainable fishing techniques;
- Creation of an association of informal vendors;
- Lobby with government and communities in the creation of more fishing areas.

Long term actions:

- Work with micro finance institutions in micro credit schemes for fishermen and middlemen.

## **Media**

Short term actions:

- Improve communication for collaboration;
- Dissemination of fishing legislation;
- Weekly information on fishing activities;

Long term actions:

- Lobbying for the creation of protected areas;
- Hold specialized debates with experts, fishermen, community leaders;
- Create articles in the press;
- Quarterly bulletins

## **NGO's/Associations**

Short term actions:

- Creation of committees on preservation and management of marine resources
- Regulate and control price speculation;

Long term actions:

- Creation of areas of marine protection;
- Reforesting of mangrove;
- Repopulation of species;
- Build supporting infrastructure for the fisheries industry.

## **Private Sector**

Short term actions:

- Disseminate fisheries legislation;
- Inform other members of the group on the outcome of the WSR;
- Hold periodic multi-sector meetings;
- Work with communities in marine preservation and conservation.

Long term actions:

- Work with community in change of mentality;
- Lobby with government and NGO's for the establishment of micro-credit schemes;
- Training to associations and middlemen on Business Plan elaboration;
- Work with government and NGO's in the promotion of alternative activities to fisheries.

## **VIII. Closing**

Papania concluded the meeting by reminding the participants how the action plans will help everyone identify the needs of the community in order to come up with potential interventions. He told the participants that the project is small financially but it will have a

big impact due to increased communication and collaboration among all stakeholders. He noted that it's important that participants are loyal to their commitments, and that success of the project will depend on the collaborative actions engaged in by local actors. Neither money nor foreign experts will solve the challenges of sustainable fisheries, but success can be reached through better communication and collaboration between the different groups. Papania challenged the participants to unite behind their goals. He claimed that in three years, if everyone all united in the goals they articulated; there will be a big impact in sustainable fisheries in Pemba Bay.

## **Appendix 3**

# **G-FISH: Lake Niassa Partial Reserve Travel Report and Recommendations**

### **Introduction**

As a result of five years of investment by USAID Mozambique through the efforts of the World Wildlife Fund (WWF), the Government of Mozambique passed a law on April 26 to approve the establishment of a Lake Niassa Partial Reserve for biodiversity conservation and fisheries development. Lake Niassa was also designated as a "Ramsar Site", which means it will be included in the list of Wetlands of International Importance. At the request of USAID/Washington, AED sent a G-Fish assessment team to Lake Niassa from May 7-12, 2011 to determine how WWF could be supported in their upcoming efforts to put the Lake Niassa Partial Reserve law into action.

The Niassa Partial Reserve covers approximately 75% of the Mozambique coastline on Lake Niassa. While the Reserve is primarily a marine based conservation area that extends 150 km in length and 4 km out from the coast there are guidelines established for the land based "buffer zone". The Government of Mozambique, through the Ministry of Fisheries, is responsible for the enforcement of the Lake Niassa Partial Reserve, an activity that will require increased efforts in strategic communications to build awareness and change behaviors within the 33 communities living in the buffer zone.

WWF, in partnership with a local NGO called OMANJI, has done a remarkable job in the past months and years in rallying the communities behind the idea of the conservation area. More than two years ago, the local communities and local government entities approved the concept and master plan for the Reserve and presented the Mozambique Parliament a bill to pass into law its establishment. It was obvious during the visit of the G-FISH assessment team that WWF had excellent relations with local authorities and community leaders based on the friendly and supportive rapport that was observed. WWF has established a working relationship with 19 of the 33 communities, 16 of which OMANJI meets with on a regular basis.

### **Assessment Trip Meetings**

During the assessment visit, the G-FISH team met the Representative of the local Governor, the District Director of the Ministry of Fisheries, and the Provincial Director of the Ministry of Fisheries. The team had several meetings with WWF to learn more about the efforts over the past years and the plans for the upcoming months. During these meetings, it became apparent that WWF's communications budget for the Lake Niassa Partial Reserve was minimal and there was no one on staff working solely on strategic communications activities and tools. Later in discussions with WWF in Maputo we were informed that the budget is

approximately \$5000 per year. To date there has been no print material developed for the local communities and there are currently no plans to create materials for distribution. The most used-technique of information sharing was radio broadcasts and one-on-one meetings. However, meetings were limited due to distances and transportation costs and radio broadcasts did not reach all communities since some listen to Mozambican radio and other listen to Malawian radio stations.

Mr. Geraldo Chizango, the WWF Niassa Project Executant based in Linchinga and Mr. Nandja based in Metangula, expressed concerns about maintaining the interest of the population in the Reserve since enforcement would begin with such a small communications budget. They both requested support from G-FISH to work specifically on communications and community mobilization efforts. They explained how they were able to create a Coordination Committee that had representation of the communities along with the main Government entities. They also created community councils for each of the communities. While the appropriate structures for information flow seem to be well in place, how the structures are being engaged to involve the entire communities and to address many issues about behavior change still seem unaddressed and lack funding to implement. The WWF representatives were open to advice about how to mobilize the committees to create a strategic plan for communications efforts.

The G-Fish team met with approximately 150 community members to discuss how information has been communicated regarding the Reserve. At the meeting, several leaders spoke for the population expressing their support of the Reserve. However, some statements were made to indicate that the community was in need of more clarity as to what happens now that enforcement of the Reserve will begin. In response to questions raised, from the assessment team, regarding what will occur over the next six months, the answer was that there was no information on next steps.

The G-FISH team also met with OMANJI leaders in the town of Cobue. During this meeting, the idea of partnership marketing was introduced by the G-FISH team in order to better understand how the NGO works to mobilize communities after awareness is raised about specific social issues. The exercise designed to assess how many partners the NGO engages in their communications efforts and whether or not the informational needs of the entire community are being addressed. The NGO expressed appreciation for the dialogue and stated that they would make an attempt to begin involving more partners in their efforts to educate and mobilize the community behind the Lake Niassa Partial Reserve.

The assessment team noted the following challenges that WWF faces in the coming months when attempting to mobilize communities behind enforcement of the Reserve:

- Long distances, bad roads, and difficult and expensive transport
- Lack of public media outlets aside from radio (no local news papers)
- No town criers (informal information distribution systems)
- Language barriers (Portuguese and local language)

- Illiteracy prevalence
- Small WWF staff (Executant, Coordinator and Driver)

## **Recommendations**

The assessment team recommends that G-FISH assist WWF in the roll-out of the Lake Niassa Partial Reserve by supporting community mobilization efforts through strategic marketing and communications efforts. G-FISH could help WWF build important alliances within the community, those not currently being addressed, to improve information flow. Partners from the entire communities will be targeted by G-FISH to create a “living” communications strategy in which they each understand their role and the importance of successfully implementing the regulations of the Reserve efficiently. The following partners would be targeted by G-FISH for involvement, demonstrating more of a whole-system approach than is currently in progress:

- Traditional Healers
- Religious Leaders
- Elementary School educators
- Community Guards
- Other NGOs
- Radio Stations
- Community Artists
- Government entities
  - Ministry of Education
  - Ministry of Health
  - Ministry of Youth
  - Ministry of Finance
  - Ministry of Fisheries
  - Ministry of Tourism
  - Ministry of Environment

The G-FISH assessment team proposes helping WWF hire sufficient staff (two are estimated as needed) to focus primarily on communications and behavior change. G-FISH would help WWF create a communications and marketing strategy that is based on the common goals of all of the partners concerning communications activities. It is expected that after G-FISH helps WWF determine the common goals and collaborative action plans of all partners, G-FISH would then provide technical assistance in the development of communications tools and activities focused on technical training, strategic planning, and information sharing.

## **Potential Tools:**

- Map of Reserve communicating rules and regulations
- Fact sheets for partners
- Regulation Guidebook
- Educational supplemental materials

**Potential Activities:**

- Strategic Planning Meetings of the Coordinating Committee
- Training on how to make fish nets
- Training Community Guards on Educational Outreach
- Training for School Teachers (establish Environmental Clubs)
- Theater plays depicting the main topics of the Partial Reserve
- Boat Operator Trainings

The G-FISH assessment team recommends an initial investment of approximately \$50,000 to begin supporting WWF through the hiring of two staff members and the technical guidance in conducting strategic planning meetings and creating effective tools for outreach. The project will focus on partnership marketing to ensure that entire communities along the coast of Lake Niassa remain committed to success of the Partial Reserve. After this initial step, G-FISH recommends expanding activities according to the demands of the partners, the gaps, and needs within the system.

Success with the development of sustainable fisheries on the Mozambique side of Lake Niassa, according to the assessment team, will be the basis for future success around the Lake in Tanzania and Malawi. If the Niassa Partial Reserve succeeds, the Lake has a model to follow. If it fails, it is unlikely for any sort of conservation activity around the Lake to do better. Currently, tri-party government talks are stalled due to Lake zoning disputes and show no sign of being solved. Therefore, biodiversity conservation efforts along the lake are currently most effective when targeting lake-side communities. To be successful, a strong communications strategy regarding the implementation of the Lake Niassa Partial Reserve will play a huge role its success, as many communities will depend on information and activities to stay engaged.

WWF is a G-FISH Alliance partner. The WWF representatives in Maputo, Brit Zolha and Alice Costa, have confirmed their interest in G-FISH providing the sort of assistance that has been outlined above with AED guidance on all technical input. It is recommended that G-FISH proceed immediately on drafting a subcontract with WWF to begin this intervention.

## Appendix 4

# Key issues of resource competition and governance: Tonle Sap Lake fisheries, Cambodia

## ‘Mapping the Context’ Assessment Report

Global FISH Alliance  
WorldFish Center

*Executive Summary: This report summarizes key issues around resource competition and governance affecting fisheries and livelihoods in the Tonle Sap Lake, Cambodia. As part of the Global FISH Alliance SCALE Demonstration, this report features key background and technical information from partners and stakeholder consultations, including field visits to Phat Sanday and Kompong Kor communities in Kompong Thom Province, to promote cooperation and collaborative action plans for the lake.*

### 1. Background & ‘Mapping the Context’

The Global FISH Alliance (G-FISH) promotes sustainable fisheries and aquaculture practices through the application of a system-wide approach that balances economic, environmental, governmental, and social components essential to enhancing livelihoods and biodiversity. Supported by the U.S. Government and partners, G-FISH brings together government, private sector, and civil society to work collaboratively on specific fisheries around the world.

Applying a systems approach to social change developed and refined for over 15 years, FHI 360 uses the SCALE approach; a communications-driven management approach that results in greater impact at scale, creating social capital, strengthening governance, and increasing sustainable economic growth and livelihoods. This innovative approach provides all stakeholders with a common road map to initiate, implement, and evaluate system-wide collaboration. The only way to ensure a sustainable solution is to involve all parties who have a vested interest in fisheries. The end result is that stakeholders become committed to implementing action plans created together and sharing resources, thus translating ownership of the issue into local leadership structures. G-FISH seeks to empower people to become the drivers of their own development process by strengthening their capacity for informed decision making and sustainable, collaborative action.

In Cambodia, the G-FISH SCALE Demonstration is: 1) providing a forum for sharing information on the importance of productive and biologically diverse fisheries to food security in Cambodia; 2) engaging key stakeholders to jointly assess the governance obstacles and opportunities for sustainable development of fisheries livelihoods on the Tonle Sap; and 3) facilitating communication and networking among local stakeholders to achieve common goals in support of this aim.

This activity will build on prior efforts and a new project “Strengthening Aquatic Resources Governance: Institutional innovation to build livelihood security and reduce conflict in the Lake Victoria, Lake Kariba, and Tonle Sap/Lower Mekong ecoregions,” implemented by WorldFish Center and partners.

The first step of the SCALE process is ‘Mapping the Context’; in this case, the Tonle Sap Lake fishery. During the mapping phase, an Advisory Group is identified to inform and carry out the SCALE process. Three months after the mapping exercise, a Whole System in the Room (WSR) retreat brings traditional and non-traditional stakeholders together to create collaborative work plans and commitment to achieve common goals agreed to by all WSR participants.

In June, the FHI 360 G-FISH team traveled to Cambodia to “Map the Context” of the Tonle Sap fishery with partner WorldFish Center and others. The purpose of this visit was to connect with traditional and non-traditional stakeholders of the Tonle Sap fishery and form a Advisory Group tasked with framing the issues that are impacting the fishery. The team met with a variety of stakeholders, donors, and potential partners including:

- USAID Cambodia Mission
- Coalition of Cambodia Fishers
- The Learning Institute
- Cambodia Development Resource Institute
- Danida
- European Commission Delegation
- World Conservation Society
- HARVEST
- Coalition of Women NGO
- Fisherman from Phat Sanday
- Royal University of Cambodia
- Royal University of Agriculture
- Fisheries Administration

The Advisory Group was formed and consisted of representatives from the Culture and Environment Preservation Association, Cambodia Peace Building Network, Fisheries Administration, Community Fisheries Development Department, Coalition of Cambodia Fishers, Learning Institute, Royal University of Agriculture, World Conservation Society, Cambodia Development Resource Institute, and WorldFish Center. The Advisory Group was tasked with creating an invitation list for the WSR retreat which brings together the system of stakeholders impacting or impacted by the fishery to increase communications and collaboration amongst these stakeholders.

## 2. Key issues: poverty, resource competition, and governance

There are several social and economic issues that affect the Tonle Sap Lake fishery. Poverty levels remain high in provinces surrounding the Tonle Sap Lake, and poverty reduction efforts depend significantly on progress addressing the challenges of natural resource competition and governance (See Box 1 and 2).

### **Box 1. Poverty in Tonle Sap fishing communities<sup>1</sup>**

**The Tonle Sap Lake plays a critical role in rural livelihoods, food security, and the national economy.** The Tonle Sap Lake and its floodplain provide important sources of livelihoods, food and employment to about 4.1 million people (about 31 percent of Cambodian population) living in six provinces around the Lake (Kompong Chhnang, Pursat, Battambang, Banteay Meanchey, Siem Reap and Kompong Thom). More than 1.2 million people make a direct living from fisheries related activities. The Lake provides more than half of the total inland fish catch and its floodplain habitat is essential to the productivity of the Mekong basin fishery within Cambodia and beyond.

<sup>1</sup> Boxes in this document are excerpted from So Sovannarith, Blake D. Ratner, Mam Kosal, and Kim Sour, 2011 (in press). *Conflict and Collective Action in Tonle Sap Fisheries: Strategic Priorities to Improve Governance and Support Community Livelihoods*. Policy Brief. Phnom Penh: Cambodia Development Resource Institute. An extended report (CDRI Working Paper), including full referencing on sources of background data, is also available.

**However, poverty in the Tonle Sap basin remains high relative to other regions.** About 46 percent of the population in the Tonle Sap basin was poor in 2008, significantly higher than in the Mekong plain (12 percent), the central plateau (34 percent) and the coastal area (11 percent). With limited alternatives for income generation, poor households in the basin rely heavily on natural resources, including fish, to sustain their livelihoods. Of all fishing households, 90 percent are small scale. Almost all diversify their livelihood strategies, incorporating fishing, fish processing, farming and other occupations.

**Poor households face challenges in securing benefits from the fisheries reform.** In 2000–01, the government introduced a series of reforms that constituted the most dramatic, large-scale shift in all of Asia from private, commercial use rights to community access in inland fisheries. More than 538,000 hectares, 56 percent of the former total area of commercial freshwater fishing lots, were released for public access. While the early post-reform years were characterised by intense conflict and de facto open access in the absence of a legal and institutional framework to replace the commercial lot system, this framework has gradually been strengthened. Initiatives supported by the government, development partners and NGOs have promoted awareness of fisheries and environmental laws and regulations, built the capacity of community fisheries, addressed local conflict management and supported the establishment of fish sanctuaries in community fishery areas to improve resource productivity. However, the development challenges in the Tonle Sap basin remain intense. Unlike their better off neighbours, poor households often lack human and financial capital to take advantage of the opportunities generated by the fisheries reform to improve their livelihoods and move out of poverty.

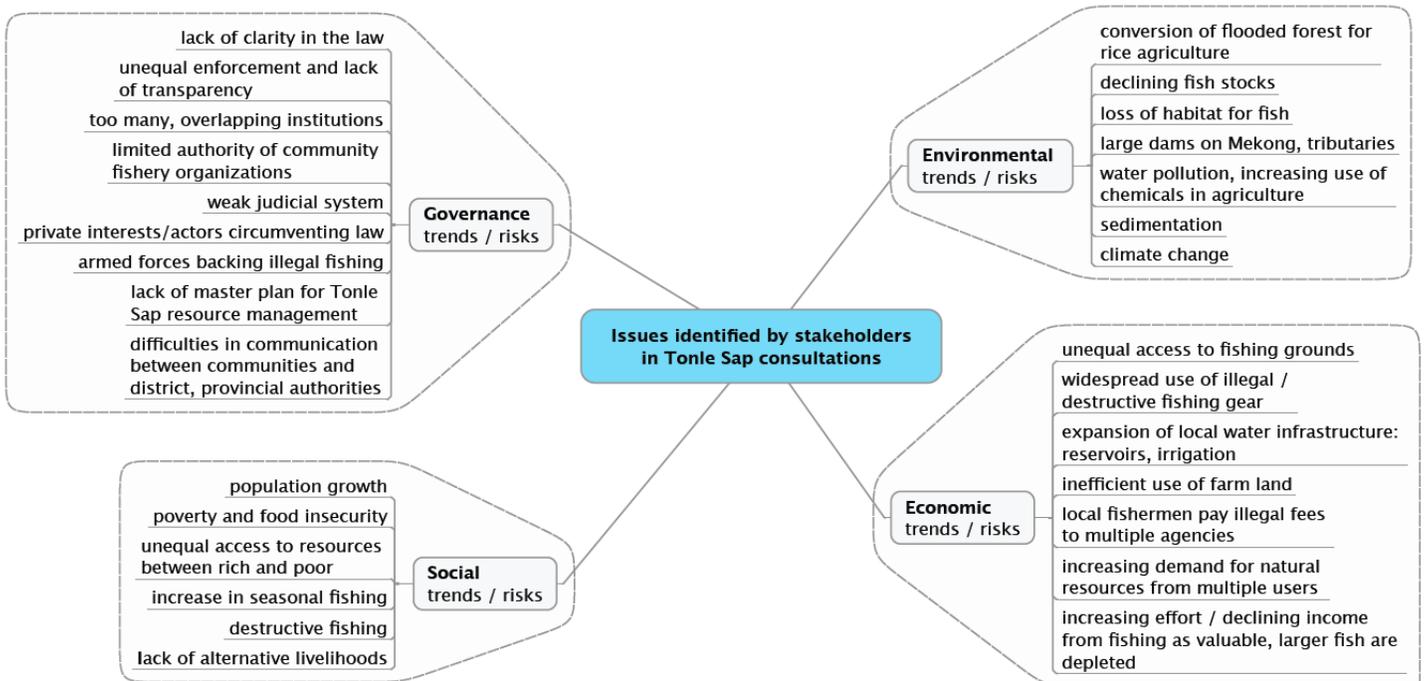
## **Box 2. Governance Challenges of Tonle Sap Fisheries**

**Sustaining poor people’s access to fisheries resources requires coordination across multiple sectors.** Coordination to address resource competition spanning provincial boundaries and involving the mandates of different agencies clearly requires national leadership. The issue of divergent maps used by environment officers versus their fisheries counterparts and the enforcement authority of the Ministry of Environment and FiA, for example, was addressed in a national management plan developed jointly in 2007. Remaining concerns about their respective roles on the ground, coordination and the decision-making authority and accountability of local officers have reportedly been the subject of inter-ministerial negotiations for three years. Inter-agency coordination is one of the main responsibilities of the Tonle Sap Authority (TSA), established only in mid-2009. Among other duties, this body is responsible for “coordinating the management, conservation and development of the Tonle Sap basin, including ongoing and planned activities/projects of ministries and agencies, local authorities, national and international organizations, NGOs and civil society working in Tonle Sap basin areas in order to make work smooth and effective.” With a broad mandate and limited staff, the TSA has yet to become closely involved in operational issues about rights and responsibilities that hinder effective inter-agency coordination.

**Challenges of effective sub-national inter-sectoral coordination are closely linked to progress with the decentralization reforms.** The decentralization and deconcentration (D&D) reform process envisions more functions and authority to support local natural resources management delegated to the sub-national administration through the commune, district, and provincial development planning councils. A review is underway to assess the functions, resources, and responsibilities of the national ministries and agencies for the transfer of basic key functions and resources to appropriate sub-national council. One current proposal, for example, is that cantonment and lower-level fisheries staff take on a stronger role reporting to provincial and local government, and a looser affiliation with the central FiA.

**Accountability and access to justice remain critical in determining how resource conflicts emerge and are resolved.** Major gaps exist in the accountability of powerful private players and public officials, particularly downward accountability to resource-dependent communities, but also horizontal accountability to other sectors. Likewise, when the poor have legitimate grievances, they have few reliable available channels to seek justice through the formal mechanisms of public administration or the courts. Without such channels, fishers and other locals often seek alternate routes to influence, which may include public protests, direct action to punish competing groups or illegal activity motivated by a sense of injustice and distrust in authorities. All these routes are risky and can escalate conflicts. More attention must be devoted to strengthening governance at all levels in ways that promote better planning and more public participation, reduce corruption and increase public sector accountability and responsiveness.

An issue mapping exercise conducted at the first Advisory Group meeting (June 9, 2011) identified a wide range of issues and trends of current concern to stakeholders. These are shown below, supplemented by several additional points raised in local consultations and individual stakeholder meetings.



In the second Advisory Group meeting, the process and specific tasks were explained including identifying participant stakeholder groups and creating an invitation list. Between the two meetings, additional Advisory Group members were added such as the head of a Women's Group along Tonle Sap, the head of the Fishery Department at a University, and World Conservation Society. Therefore, the meeting also focused on strengthening connections that previously existed of Group members as well as helping create new networks of people, institutions, and groups working on the Tonle Sap fishery.

### 3. Strategic context and opportunities for dialogue

#### 3.1. Shifting roles and responsibilities of key agencies

In order to understand the changing dynamics of the Tonle Sap Lake, it is important to consider roles and responsibilities of government agencies that influence natural resource management in the Tonle Sap Lake and its floodplain and points of institutional competition and overlap that remain central challenges (see Box 3).

Recent declarations by Prime Minister Hun Sen have introduced significant changes and uncertainties in the institutional context for fisheries management in particular. At the recent celebration of the 9th National Fish Day, held in Svay Rieng province, the Prime Minister publicly ordered the Minister of Agriculture, Forestry and Fisheries Chan Sarun to remove fishery chiefs in five provinces around Tonle Sap Lake in order to make way for an investigation into fishery offences. As central concerns, he cited irregularities in the allocation of fishing lot concessions and chronic illegal fishing, particularly in the closed season. In addition, Deputy Prime Minister Bin Chhin was also ordered to form a task force consisting of members from concerned ministries to look into illegal fishing, including the irregularities with fishing lots in five provinces. The dismissal was described as part of a push for fishery sector reform in order to

secure and sustain fish stocks that provide an important source of protein in the diet of Cambodian people.

**Box 3. Clarifying roles and responsibilities of key players in fisheries management, and resolving overlapping claims on resource tenure**

Even if divisions in the responsibilities among government agencies at different levels are clear from the perspective of fisheries and environmental protection law, they remain a source of confusion and contention. Clarifying roles should be a priority in the gradual institutional reforms within the decentralization and deconcentration program. However, much can be done in the short term as well. For example, formation of a standing provincial task force chaired by the governor to address fisheries conflicts, to coordinate roles and responsibilities for more effective law enforcement and to facilitate communication. If such task forces became more lasting, they could also play an important role in monitoring and evaluating reductions in conflict and improvements in resource management and benefit sharing.

A related priority is completing the demarcations and harmonising maps and regulations governing fisheries' resource management plans, agricultural development and environmental conservation. Since this requires inter-ministerial consultation and agreement, coordination by the Tonle Sap Authority should be considered. As a first step, provincial task forces, including representatives from CFs, could initiate a review of all existing maps and development plans for the Tonle Sap floodplain and surrounding area (zones 2 and 3) within each province, to identify points of overlap and dispute.

This unexpected removal of fisheries officials has produced a wide range of reactions. While fishing communities call for improved enforcement of fishing laws as a prime demand, they also note that the fisheries officials represent only one among many agencies concerned, and their decision-making authority at the local level can be quite constrained. The vacant posts have been filled by other fisheries staff, and there is also concern that they may lack the authority, independence, and knowledge to address the enforcement issues effectively.

Under the Prime Minister's directive, the Ministry of Water Resources and Meteorology (MoWRAM) has also taken on an increasingly important role in exercising authority over enforcement of fisheries regulation and resource management more generally in the Tonle Sap Lake. The Tonle Sap Authority (TSA) has a mandate to coordinate activities across all sectors for the use and management of Tonle Sap Lake resources. In practice, however, the TSA lacks provincial and local level staff, and therefore relies heavily on MoWRAM for implementation. As TSA is now chaired by the Minister of Water Resources, moreover, this represents a consolidation of authority and opens questions as to the relative powers and mandate of the Fisheries Administration (FiA), among other agencies.

### 3.2. Destructive and illegal fishing

The institutional shifts described above follow a very public effort of the Prime Minister to crack down on illegal fishing, as well as illegal construction of reservoirs and related structures that block water flows to the lake in the dry season. In his visit on 19 May 2011, to Kok Trabek village, Kampong Thom province, the Prime Minister ordered the Ministry of Water Resources and Meteorology to work with Fisheries Administration in a coordinated effort to remove fishing traps set up to block tributaries flowing into the lake. This builds on earlier proclamations since July 2010 to address artificial reservoirs built illegally in the Tonle Sap floodplain, principally for the purpose of irrigating dry season rice, which also prevent fish migration and destroy critical habitat.

With less than two weeks between the Prime Minister's announcement and the beginning of the closed fishing season (which started at the end of May 2011), a range of senior officials from the

national level spread across the lake to personally monitor the removal of fishing gear and illegal water control structures. In past years, large-scale gear such as bamboo fencing had been collected and stored on site by the fishing lot operators. The push for strict removal this year has raised concerns about the high costs and negative environmental impacts from heavy equipment employed to move the gear while water levels are low. Many questions remain, as well, concerning how well the various agencies will be able to coordinate efforts among themselves and with community fishery organizations (see Box 4).

**Box 4. Linking civil society and government efforts at law enforcement**

The most successful examples of enforcing resource management laws and regulations rely on the combined efforts of different levels of government, multiple agencies and community organisations. They also depend on efforts to improve transparency and accountability by reducing the overlap in roles—especially where the collection of money for fines and permits is concerned. While community fishery representatives welcome the invitation from the FiA to report violations of fisheries law on the lake, they also seek systematic institutional changes and sustained efforts to collaborate with communities to improve law enforcement.

Another aspect of collaboration concerns the fit between community fishery areas established under the authority of the FiA and community protected areas established under the Ministry of Environment. Often the CF areas include a community-managed fish sanctuary as part of their management plan. Conservation and livelihood improvement are very complementary, but in practice differences in interpretation of fisheries and environment law and regulations create unnecessary tensions. A more coordinated enforcement could improve the effectiveness of these community-based management initiatives, for example through joint training of field officers and joint participation in district and provincial development planning.

### 3.3. Partnerships and advocacy in support of local livelihoods

With increasing pressures on Tonle Sap fishery resources from small-scale and commercial users alike, and declining returns from fishing effort widely reported, a range of groups are seeking ways to strengthen local livelihoods while reducing pressure on the resource base. Advocacy groups such as the Fisheries Action Coalition Team (FACT), grassroots networks such as the Coalition of Cambodian Fishers (CCF), and a range of development NGOs are directing increased attention to the importance of building community-based organizations to support alternative livelihood opportunities beyond fishing, through varied mechanisms such as microcredit and savings cooperatives, training in handicrafts development, poultry rearing, etc. Fisheries Administration officials have also declared support for this intent (see Box 5.) The Tonle Sap Sustainable Livelihoods (TSSL) program, financed by the Asian Development Bank, is premised on a similar rationale.

While there are a range of practical challenges to building collaboration in support of local livelihoods, one recent move that has raised profound concerns among the NGO community and grassroots organizations is a push for new regulation that would govern the civil society sector. The draft NGO law would require registration under a supervising line ministry, and reporting of work plans and finances, among other requirements, and is viewed by many as an effort to restrict in particular the activities of advocacy NGOs and community groups. Among those likely to be affected are community-based networks (many of them unregistered) and NGOs active in the fields of human rights and defense of community interests in the face of conflicts over agricultural land, forests, water, and fisheries, among other activities deemed ‘political.’ The Prime Minister has stated that NGOs focused on service delivery need not worry; the implication is that those who are vocal critics of government or private sector interests would be targeted and could be subject to closure under the new law. Along with NGOs and civil society groups themselves, several official development agencies and foreign governments have been vocal in raising concerns about the draft legislation, including the US Embassy.

Most recently, the government has indicated a readiness to incorporate NGO feedback into the revision of the draft law, but the ultimate fate of the legislation remains unknown.

**Box 5. Strengthening partnerships for a multifaceted approach to livelihoods development in fishing communities**

Households that depend on fishing for their livelihood face multiple stresses from environmental, economic and institutional change. The consultations repeatedly demonstrated the importance of strengthening multiple livelihood opportunities to reduce competition for fisheries resources. Community-based livelihood diversification also reduces the incentives for destructive and illegal resource use, and creates bonds of cooperation that can help poor and vulnerable households cope with crises. Indeed, community fishery organisations have diversified in their functions, supporting efforts such as ecotourism, vegetable cropping, and microenterprise. A range of NGOs, development projects and government agencies supports these efforts, but sustaining them after the end of external funding is a common challenge.

An obstacle to replicating these successes is the reluctance of many agencies to seek out expertise from other sectors and share resources when required. Improving government capacity to assess and respond to community needs, working flexibly across different sectors locally, is therefore an important priority. More targeted efforts are also needed to reach the poorest households. Credit on fair terms, for example, can help poor fishers work their way out of the obligations to middlemen that often push them into illegal fishing. As Ms. Kaing Khim, deputy director general of the FiA explained, developing alternative livelihoods “is one of the most important ways to reduce poverty and to improve fisheries management. But it’s not something we can do alone ... we all have to work together.”

### 3.4. Local and provincial development planning

The long-term process of decentralization and deconcentration (D&D) reforms has reached an important juncture. Significant efforts have focused on building capacity of the subnational development planning committees at provincial, district, and commune levels, and redirecting fiscal decision-making to provide these committees the resources to allocate to locally-determined development priorities. In the coming months and years, there are plans to review and revise the roles and responsibilities and lines of reporting for sub-national technical agencies, so that they can contribute more effectively to decentralized development planning. One of the options that remains under serious consideration is to place the staff of the fisheries and forestry administrations at provincial-level and below under the principal authority of the provincial governor rather than the line agencies at central level (see Box 6). This introduces another element of uncertainty alongside the recent institutional changes described above affecting the Fisheries Administration.

**Box 6. Integrating fisheries management more effectively into local and provincial development planning**

The decentralization and deconcentration reforms provide an important opportunity to improve coordination in support of local resource management. Integrating fisheries management and livelihood concerns into broader commune, district, and provincial development planning will reduce the incidence of different agencies working at cross-purposes. It should also help to coordinate external assistance to fishing communities and build local capacity to seek out and link with appropriate sources of higher support. A particular priority for the FiA is to assist in integrating local CF area management plans into commune development planning, so that CF committees may access commune development funds.

In addition to clarifying authority and accountability, there is a need for local technical capacity building to enable more effective, integrated development planning. Pilot efforts in Kompong Thom province have demonstrated that integrating fisheries ecology and livelihood concerns into participatory commune agro-ecosystems analysis can improve decision making about competing uses of water. By responding directly to community needs, such a participatory process builds momentum for collective action. And, by involving a range of district and provincial

government agencies, it also builds leadership to support implementation and enforcement of integrated management plans.

As the various stakeholders work through changing relationships and roles in the context of D&D, a new point of reference is provided by the Strategic Planning Framework (SPF) for the fisheries sector. The SPF was adopted by the Ministry of Agriculture, Forests, and Fisheries (MAFF) in March 2011 and is being published by the Fisheries Administration. The document links fisheries sector policy to broader national policy and strategic goals, including outlining the sector's contributions to food security, nutrition, poverty reduction, and economic development. Importantly, the SPF also espouses a partnership approach, providing a basis for all relevant stakeholders including civil society groups to make their contribution to the sector, along with guidance for various departments under the Fisheries Administration in partnering with other players to deliver their respective mandates.

### 3.5. Addressing emerging risks

Dams planned for the Mekong mainstream and its tributaries figure centrally among emerging risks to fisheries ecology in the Tonle Sap Lake (see Box 7). A number of stakeholders consulted, notably the Cambodia National Mekong Committee (CNMC) and the Inland Fisheries Research and Development Institute (IFReDI), pointed to a very significant shift in the policy context for mainstream dam development in recent months. A major Strategic Environmental Assessment of mainstream dams on the Mekong commissioned by the Mekong River Commission concluded with a core recommendation to halt all planning for mainstream dam construction for a period of 10 years. This recommendation was not adopted formally by the Mekong River Commission governing Council because of the opposition of Lao PDR; however, Vietnam and Cambodia have both endorsed a moratorium on construction of mainstream dams, concerned about the downstream impacts on fisheries among other factors. The Prime Ministers of both Vietnam and Cambodia have personally lobbied Lao PDR to defer plans for development of the Xayaburi Dam in particular, which was on track to become the first mainstream dam on the Lower Mekong River. (Because of their projected impacts on the flood regime and fish migration patterns, the prospect of dams on the Lower Mekong poses a much more serious threat to fisheries than those already in operation and under construction on the Upper Mekong River in China.)

#### **Box 7. Developing strategies to address emerging risks and to monitor progress towards poverty reduction in fishing communities**

Emerging risks include dam development on the Mekong and tributaries, agricultural expansion and pollution, and oil exploitation in the Tonle Sap basin. Existing procedures for environmental and social impact assessment have been shown to be inadequate in anticipating the impacts on fisheries livelihoods in the basin. Technical aspects related to fisheries ecology and its role in the rural economy are typically poorly addressed, cumulative impacts of multiple projects at larger ecosystem scales are typically not considered, and the public often does not have appropriate access to information and time for deliberation before decisions are made.

This is another area where collective action links government and civil society. For government agencies, it means collaborating beyond the traditional confines of their sectoral authority. For civil society organisations, it means moving beyond protest and advocacy by working with researchers and government agencies to understand emerging risks, identify effective responses and document lessons. For international organisations, it means assisting in policy dialogue that provides a voice for local players and also making available the best scientific analyses of alternative resource management options in an understandable form.

## 4. Next Steps & Implications for WSR planning

As part of the strategy to increase communications and collaboration among Tonle Sap stakeholders, G-FISH assisted WorldFish Center in hiring a Communications and Networking Consultant to act as the communications arm of the Advisory Group. The Consultant will be responsible for responding to Advisory Group needs, plan for the WSR, and preventing inertia from taking hold of the Advisory Group throughout this process. Yorth Bunny was hired as the Consultant; he will make sure of the free flow of information and knowledge sharing happens among all working group members.

Along with identifying key issues and recent trends in the institutional and governance context affecting Tonle Sap fisheries and livelihoods, consultations and early deliberations of the Advisory Group sought to scope out implications for organizing the WSR.

Key points are:

- **Crossing multiple scales.** Even very local concerns over fisheries access rights, law enforcement, and land use raised during the field visits require actions by stakeholders at higher administrative levels, and often require coordination with other stakeholders across broader geographic scales. Participation in the WSR should aim for good representation across local, provincial, and national level stakeholders influencing resource management and livelihood options on the lake.
- **Focusing on local livelihood outcomes.** While recognizing the need to bring actors from multiple scales into the dialogue, Advisory Group members strongly note that this should support (not distract from) progress at improving livelihoods in practical ways. To maintain this focus, the group decided to bring a critical mass of participants from just four communities around the lake. Because these are sites where several organizations represented in the Advisory Group have worked together in the past, there is a basis for strengthening collaboration and addressing difficult institutional challenges.
- **Openness and trust.** Despite some experience working together, there remains palpable suspicion and mistrust among groups represented on the Advisory Group, and particularly between the Fisheries Administration and community representatives. This relates strongly to the underlying governance issues surveyed here, including community concerns about government's role in benefiting from illegal fishing and unevenly enforcing the law, as well as (on the government side) concerns about the advocacy goals of civil society groups. The WSR will purposefully address the roots of mistrust.
- **Gender balance.** Women are severely underrepresented in decision-making roles within government and community-based organizations alike, as well as many NGOs. Despite some early progress at improving the gender balance in the composition of the Advisory Group, this remains a significant problem. It is also reflected in the draft list of participants for the WSR. The WSR event will be organized to ensure that women's voices and perspectives are heard as much as possible.
- **Bringing in new stakeholders.** Several of the stakeholder groups identified in the mapping exercises and discussions are not typically represented in development-oriented workshops, yet their participation could be pivotal. These include the military and police, private fishing lot operators, large-scale traders, religious networks (especially Buddhist), the media, and networks representing the minority ethnic Vietnamese fishing communities.

After the G-FISH trip in June, the Advisory Group decided to host the WSR retreat from September 14-16, 2011 in Siem Reap, Cambodia. In preparation of the event, G-FISH has provided technical expertise to both the Advisory Group and WorldFish Center regarding communications, SCALE implementation, and planning strategies for the event. A G-FISH team will return to Cambodia in September to plan for the WSR and facilitate the event. In addition, the team will stay following event to build upon the collaborative work plans created at the WSR and begin the implementation of these work plans.

For more information, please contact:

**Jenny Barker**  
Acting Director  
Global FISH Alliance  
[jbarker@fhi360.org](mailto:jbarker@fhi360.org)

**Zach Fonner**  
Program Officer  
Global FISH Alliance  
[zfonner@fhi360.org](mailto:zfonner@fhi360.org)

## Appendix 5

### Whole System in the Room Strategic Planning Retreat Summary Tonle Sap Fishery, Cambodia

#### Background

The Global FISH Alliance (G-FISH) promotes sustainable fisheries and aquaculture practices through the application of a system-wide approach that balances economic, environmental, governmental, and social components essential to enhancing livelihoods and biodiversity. Supported by the U.S. Government and partners, G-FISH brings together government, private sector, and civil society to work collaboratively on specific fisheries around the world.

G-FISH empowers people to become the drivers of their own development process by strengthening their capacity for informed decision making and sustainable, collaborative action. Applying a systems approach to social change, the System-wide Collaborative Action for Livelihoods and the Environment (SCALE) communications-driven management approach results in greater impact at scale, creating social capital, strengthening governance, and increasing sustainable economic growth and livelihoods. The Global FISH Alliance initiated the SCALE process in Cambodia in June 2011 in conjunction with the German-funded STARGO project implemented by WorldFish Center. The first step in the SCALE process is to conduct multiple interviews with a wide range of stakeholders to identify key issues and major opinion leaders/change agents involved in the system (including fishers, civil society, government, and private sector). Key opinion leaders are invited to join an Advisory Group which drives the planning process from the start of the program.

The Advisory Group, comprised of key change agents, drives and owns the planning process. The Advisory Group identifies key organizations to include in the second step of the SCALE process, the Whole-System-in-the-Room (WSR) strategic planning retreat in which diverse stakeholders come together to establish common goals and collaborative work plans.

#### WSR Retreat At-A-Glance

The WSR took place in Siem Reap on September 13-16, 2011 for the Global FISH Alliance – Tonle Sap Initiative. The whole system was gathered under the theme *“Improving Livelihoods in Tonle Sap Lake Communities by Increasing Collaboration in Fisheries Resource Management and Governance.”* Eighty-seven participants were grouped into 10 stakeholder groups. These stakeholder groups represented:

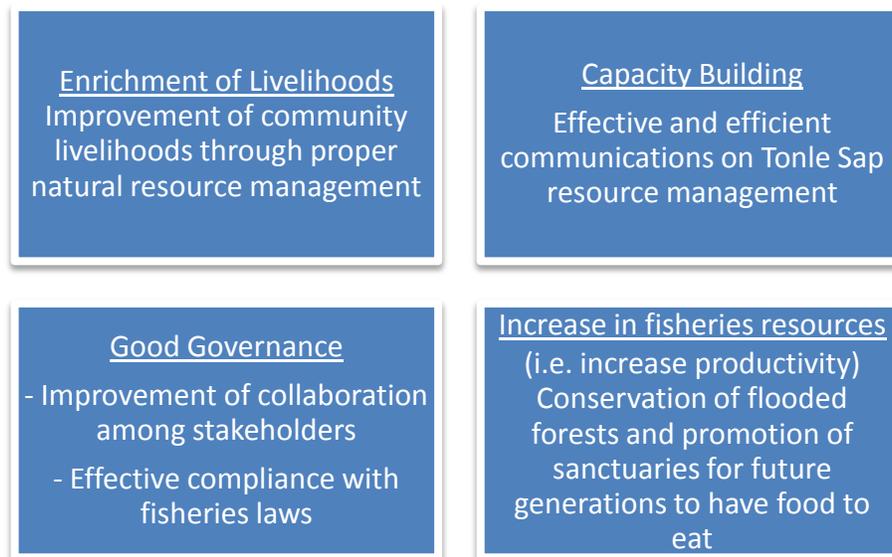
- Commune Leaders
- Researchers
- Private Sector
- Media
- NGOs



- Women’s Groups
- Fisheries Administration
- Coalition of Cambodia Fishers
- Government Enforcement Entities
- Observers

During the retreat, the participants went through eight self-guided exercises focused on building trust, connections, and communication skills between all retreat participants around a common vision for the Tonle Sap fishery. Over the course of the exercises, the participants used a democratic process to present ideas, work through challenges, and ultimately report to the group at large about the results of their small group discussions.

The retreat culminated with agreement by all participants on five common goals in four main categories.



Each of the 10 stakeholder groups jointly developed short-term (three months) and medium-term (three years) collaborative action plans. Next, voluntary Task Forces were formed to address the common goals agreed upon by the WSR participants. The Task Forces tackle discrete activities or work in focus areas to achieve the common goals. The Task Forces are as follows:

- Conservation of Inundated (Flooded) Forest Task Force (7 members)
- Fishing Lots Advisory Task Force (11 members)
- Improving Tonle Sap Livelihoods Task Force (7 members)
- Patrolling, Enforcement, and Regulation Task Force (9 members)
- Tonle Sap Fisheries Communication Task Force (11 members)
- Tonle Sap Sanctuaries Task Force (8 members)

These Task Forces will be the main organizing entities to promote and lead collaboration among stakeholders. G-FISH will work to support the Task Forces in the coming months.

### **G-FISH Next Steps**

The Global FISH Alliance will focus on communication and collaboration support for the Task Forces organized at the WSR event. G-FISH, through our Communications and Networking Facilitator, Bunny Yorth, will convene meetings, support transportation, and promote continued collaboration with all Task Forces. In particular, there will be an initial focus on developing short-term plans to move forward on key issues related to the Task Force topic with commitments to action by the members of the group. Initial task force meetings have been organized for early October. In addition, a full WSR report will be

disseminated to WSR participants and other interested parties. This report will outline the event, its outcomes, and the commitments of the each stakeholder group.

## KEY OUTCOMES

- A locally-driven and owned process was established through the **SCALE process** from the start of the activity. Key opinion leaders and change agents from within the community were identified and invited to join the **Advisory Group**, allowing for actions to be catalyzed from within the system; key actors were identified from producers (fishers), civil society, private sector, and government. The Advisory Group has representatives from: Fisheries Administration, Community Fishery, WorldFish Center, Coalition of Cambodia Fishers, Cambodia Peace Network, Cambodia Development. Research Institute, Culture and Environment Preservation Association, Cambodian Organization For Women Support (COWS), Learning Institute, Wildlife Conservation Society, and Royal University of Agriculture
- Through the WSR, the various stakeholders shared their perspectives, expanded and strengthened relationships, agreed upon common goals, and developed collaborative work plans towards those goals. (See WSR participant list):
  - In his opening comments, the **Director General of the Fisheries Administration encouraged everyone to openly participate** in the discussions and stated that this would be a different type of workshop. He pointed out, for example, that he was sharing the stage with a representative of the WorldFish Center and a representative of the Advisory Group, rather than USAID or the local governor.
  - All the participants openly engaged in discussions throughout the workshop. Participants called for **more transparent and accountable governance**.
- Illustrative examples of activities from the collaborative work plans include:
  - Women groups want to **expand access to financial services** for saving and lending.
  - NGOs plan to **expand marketing services for locally produced products** (such as fish paste), provide technical services (such as training in animal husbandry/chicken and vegetable farming), **assist in replanting of flooded forests**, and conserving fish sanctuaries.
  - Fishers called for enhancing fisheries productivity through greater protection of flooded forests, replanting of flooded forests, and **increasing the use of sanctuaries**.
  - Media will enhance accountability while maintaining confidentiality of sources, **broadcast fishery laws and best practices through TV and radio**, and invite fish authorities and other speakers to participate in shows.
  - Enforcement entities will **protect the flooded forest and fish in sanctuaries**.
  - Commune Leaders called for **increased education and training on fishery laws**, participation in patrolling and enforcement with FiA, improved fishery processing, and provide assistance on identifying markets for products.
  - Private sector representatives want to help establish more fish sanctuaries and replant flooded forests, **improve fish processing**, improve patrolling, and participate in extension of fishery laws.
  - The Research representatives want to help in **information exchange, collection, and dissemination**; provide training to fishery communities and to media; conduct research on factors that encourage members to participate in best fishing practices and community management; and **identify options for the 35 fish lots suspended** by the FiA and most effective management approaches.
- A total of **53 participants volunteered** to serve on the Task Forces. **Six Task Forces** were established to focus on key issues that are reducing the natural productivity of fisheries and impacting livelihoods.

For more information, please contact:

**Jenny Barker**  
Acting Director  
Global FISH Alliance  
[jbarker@fhi360.org](mailto:jbarker@fhi360.org)

**Zach Fonner**  
Program Officer  
Global FISH Alliance  
[zfonner@fhi360.org](mailto:zfonner@fhi360.org)

**Bunny Yorth**  
Communications & Networking  
Specialist  
Global FISH Alliance  
[bunnyyorth@gmail.com](mailto:bunnyyorth@gmail.com)

## Appendix 5

### G-FISH Tales Newsletter Updates Summer 2011

(the pictures have been removed but the [HTML version](#) can be viewed here)

#### **Mozambique:**

##### **PEMBA BAY**

In May, G-FISH launched a five-month pilot SCALE demonstration focused on Pemba Bay in Mozambique. Over the past decade the Pemba fishery has faced heavy pressure from both artisanal and commercial fisheries negatively impacting the productivity of the fishery. G-FISH is using SCALE to demonstrate that through an effective outreach strategy, local stakeholders can collaborate to bring positive change to the fishery. Over the past three months, G-FISH has hired a communication consultant in Pemba, formed an Advisory Group of 10-12 local stakeholders, facilitated a study tour to Quirimbas National Park, and planned for a Whole-System-in-the-Room (WSR) event for July 26-28, 2011. Through the SCALE process, local stakeholders are working together more effectively to own the issue of improving the health of the Pemba Bay fishery which will improve livelihoods, food security, and biodiversity conservation. The upcoming WSR will be a three day participant-guided retreat that produces collaborative work plans that commit to discrete activities that will improve Pemba Bay. To read more about the initial trip to Pemba and the ensuing work please [click here](#) (right click and "save as" to download pdf).

##### **LAKE NIASSA**

The G-FISH Team also visited the newly established Lake Niassa Partial Reserve while in Mozambique. With the passing of the Partial Reserve, implementation will be dependent on local authorities, the donor community, and most importantly buy-in from local communities to comply with the new regulations. To assist in the roll-out of the Partial Reserve, G-FISH is working with WWF Mozambique to establish an effective communications strategy that will increase local knowledge and involvement in complying with the reserve. Communications strategy development will begin in August. Please contact G-FISH for more information about the communications campaign.

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#### • **Cambodia:**

In June 2011, G-FISH with WorldFish Center began the SCALE process to improve communications and collaboration around the Tonle Sap fishery in Cambodia. Working with Adelphi Consulting from Germany to leverage funding and additional work they are doing in Cambodia, the initial trip focused on "Mapping the Context" of the Tonle Sap stakeholders and forming a cross-sector Advisory Group of traditional and non-traditional decision makers that are involved in and influence the fishery. The Advisory Group will set the theme for the upcoming WSR and create the participant list. The Tonle Sap WSR is set for September 14-16, 2011 and will integrate the SCALE methodology with WorldFish's expertise. Potential follow-on activities will be guided by WorldFish Center and Adelphi Consulting with the opportunity for further collaboration on Lake Victoria in the coming months. For more information please contact G-FISH.

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#### • **Spiny Lobster Initiative:**

##### **LOBSTER SYMPOSIUM II**

The Global FISH Alliance through the Spiny Lobster Initiative in Honduras hosted the second spiny lobster symposium "Strengthening the lobster fishery through better management, governance, and administration for a healthier environment" from June 1-3, 2011 in La Ceiba, Honduras. The second

technical symposium for the spiny lobster fishery had a more regional approach and included participation from throughout Central America. The agenda was shaped by technical panels, thematic workshops, oral presentations, and field trips.

The objectives of the symposium were to strengthen and improve fisheries by building mechanisms for improved governance of the lobster fishery and promoting effective implementation of regulations. In addition, the symposium supported the application of good fishing practices for growth, control, and maintenance of the lobster fishery throughout Central America. At the event, the Minister of Agriculture and Fisheries announced a two year extension to allow scuba dive fishing to continue while fishers transition to different livelihoods. The symposium included workshops to promote safe diving during the two-year extension on scuba dive lobster fishing.

- Approximately 170 individuals attended the event from eight countries representing four sectors: environment, government, private sector, and civil society.
- Twenty-eight representatives from the Honduran government, DIGEPESCA, attended including 17 who participated in different workshops.
- The symposium was technically supported by USAID MAREA and the regional authority, OSPESCA. Different donors contributed to the event including USAID MAREA, BCIE, NOAA, OSPESCA, Environmental Defense Fund (EDF), and more. Some were particularly interested in seeing the G-FISH SLI continue and discussions were started about how to make it a regional effort.
- This technical event enabled captains, divers, operators, and processors directly involved in the extraction of lobster to receive training and learn about the regulatory framework for the next fishing season.
- DIGIPESCA publically announced the two-year extension with the confirmation of OSPESCA.
- DIGIPESCA shared their interest in developing a new fisheries law based on best practices citing FAO management guidelines.
- The technical themes of the workshops reoriented the focus toward implementing a strategy for a sustainable, profitable, and safe fishery throughout all of Central America. Eleven representatives from diverse Central American fisheries presented their efforts and successes in collaborative activities throughout Central America.
- Provincial authorities including the Governor of Gracias a Dios (The Moskitia) and Governor of Atlántida (La Ceiba) attended ensuring the ongoing political advocacy strategy for the lobster fishery with the Commission on Fisheries in the National Congress is based on sound practices.
- The dive industry was well represented with the participation of 55 captains and divers, members of the Association of Industrial Fishing Caribbean Honduras (APICAH), and five seafood packing companies (EMPROMAS).
- The workshop on safe diving in the lobster fishery was made mandatory by APICAH and 55 captains and divers were trained for three days and received DAN certification.
- The MASPLESCA Initiative held a training workshop for 16 DIGEPESCA inspectors on the application of rules OSPESCA 02-09 on the lobster fishery in Central America.
- The lionfish demonstration and tasting allowed many to see and taste the lionfish for the first time and resulted in industry discussions on how to move forward.
- The symposium received TV and print media coverage. The media were heavily involved in coverage of the event and interviewed participants.

For more information, [see the full report](#) (right click and "save as" to download pdf).

#### **OTHER ACTIONS**

At a meeting of the national Congress in La Ceiba, the SLI Working Group requested an audience with the Congress and received approval to develop a special committee to address and evaluate issues

around fisheries. This commission is composed of two members of Atlantis Gracias a Dios and Islas de la Bahia.

At the offices of the Association Industrial Fishermen Caribbean Honduras (APICAH), with members of the Association for the Protection of Divers (APBGADH), the industry made a commitment to raise awareness amongst divers to not dive to depths greater than 90 feet, not to take small lobsters, and to apply sanctions and strict compliance to assist ill divers and punish use of drugs on board. A series of trainings on safe diving practices are being held with Miskito divers under the coordination of Dr. Elmer Mejia.

Also, the diving industry agreed to delay the open season for one month to allow lobsters to grow and provide training to all divers and boat captains on safe diving practices. In collaboration with the trap boat industry, the groups agreed to leave shallower waters to divers.

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- **Transition to FHI 360:**

With the official acquisition of AED's programs, expertise, and other assets, [FHI 360](#) is now the home of the Global FISH Alliance. Continuing the work of AED and this program, FHI 360 will design and implement comprehensive, multidisciplinary programs that address the world's complex challenges around fisheries. By combining the expertise of FHI and AED, two organizations that share similar missions, we will continue to implement programs around the world to improve lives.

- **Updates Spring 2011**

- **New Partners Announcement:**

The Global FISH Alliance is pleased to announce two new Alliance partners: WorldFish Center and the Florida International Teaching Zoo's Project Green Jungle. The Alliance is excited about these new partnerships and looks forward to explore potential areas of collaboration.

Blake Ratner, PhD, Governance Program Leader for WorldFish Center said, "WorldFish is committed to partnerships that help advance our mission to reduce poverty and hunger by improving fisheries and aquaculture in developing countries. We've been impressed with the innovative approach to stakeholder engagement the Global Fish Alliance partners have adopted in Central America, and now as the Alliance looks to expand activities in Africa and Asia, we're pleased to join in the effort."

*Information about WorldFish Center can be found at: [World Fish Center](#)*

*Information about Project Green Jungle can be found at: [Green Jungle](#)*

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- **G-FISH and WorldFish Center Collaborate for Pilot Project in Cambodia:**

In the coming months, G-FISH and WorldFish Center hope to collaborate on a joint initiative aimed at improving food security and biodiversity in the Tonle Sap fishery. This pilot project will begin with a participatory assessment of fisheries stakeholders then move towards forming a "common ground goals" road map to reform the fishery to improve food security and biodiversity. More news will come as the project gets under way.

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- **G-FISH and WWF Upcoming work in Mozambique:**

In April, G-FISH will begin a participatory assessment of the Pemba Bay fishery and Lake Niassa in Mozambique. G-FISH will engage with key stakeholders on the fishery to help design and implement ecosystem-based fisheries management solutions. In particular, the G-FISH team will work with WWF to examine opportunities on Lake Niassa and investigate opportunities to engage Malawi. As G-FISH begins work in Mozambique, we will engage WWF and any other partners working in Mozambique.

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- **Other work:**

G-FISH is exploring other opportunities to bring our SCALE methodology of social change to fisheries in Indonesia including improve the sustainability of fish stocks as well as increase the economic value of fish for fishermen.

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- **Bringing SCALE to Fisheries:**

As G-FISH begins work in Cambodia and Mozambique we aim to apply our expertise in social change, communications, and social marketing to improve fisheries management, biodiversity conservation, and food security. Using the SCALE methodology, G-FISH will utilize the natural synergies between our areas of expertise with partners' technical expertise. Working together, G-FISH and partners will have the ability to create the environment for positive change and then have the technical experience to guide the change in a way that improves fisheries management, biodiversity conservation, and food security. To see a more in-depth explanation regarding SCALE please visit: <http://ces.aed.org/Resources/>

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- **Spiny Lobster Initiative Activities Update:**

The first quarter of 2011 has been a busy and productive time for the Spiny Lobster Initiative (SLI). As changes to the Honduran fisheries law are being discussed, a transition away from diving for lobster is being pursued, and a strong push for the development of alternative livelihoods in La Moskitia region of Honduras are explored; the SLI has been working to mobilize stakeholders to bring positive change to these issues. Below is a summary of some of our work in the first months of 2011.

#### **JANUARY 2011**

- The SLI engaged the Central American Markets for Biodiversity (CAMBio) project, which promotes conservation and sustainability through enterprise development, to bring support to SLI partners looking for alternatives to dive fishing for lobster as a livelihood. CAMBio prepared and executed two trainings focused on the guidelines for applying to the CAMBio loan program for fisheries and tourism projects. These trainings were for a diverse audience of fishers and the SLI working group members. Moskitia and Garifuna fishers looking for alternative livelihoods were trained on how to apply for CAMBio loans. In addition, the CAMBio Coordinator for Honduras agreed to assist fishermen in the technical loan and grants application processes going forward. This will bring economic growth and safeguard livelihoods in La Moskitia and the north Garifuna region.
- The SLI is providing technical guidance for the Sustainable Seafood Campaign led by the Roatan Marine Park (RMP). The SLI is reviewing seafood guides and campaign materials to promote the sustainable consumption of seafood in restaurants in Roatan and Utila. SLI partners are working together to strengthen the network of local partners, including restaurants and hotels, to launch the seafood campaign. SLI involvement has allowed the campaign to gain more visibility than originally anticipated. In late March, Roatan Marine Park will commence the first trainings of restaurant staff.

#### **FEBRUARY 2011**

- SLI was invited to participate in a technical exchange workshop for fishers held in Baja, Mexico called "De Pescador a Pescador" sponsored by NIPARAJA and Environmental Defense Fund (EDF). The SLI Working Group selected two lady fishers from the Honduran fisheries system to represent the Honduran lobster fishery at the workshop. Upon return, the SLI has engaged the two women to share and promote the valuable information gained at the workshop with presentations to transfer knowledge about the importance of sustainable fisheries and how they bring value to a community.
- The SLI identified the lionfish invasion as an opportunity to promote alternative fisheries. Spiny Lobster staff has been in discussion with Project Green Jungle and NOAA in order to collaborate on this alternative fishery and build knowledge about lionfish. SLI working group members are

proposing a lionfish workshop amongst the SLI stakeholders to learn about the fishery along the north coast of Honduras to create potential alternatives for Miskito divers and Garifuna artisanal fishermen.

- SLI engaged the CAMBio Project to support upcoming workshops, such as the second annual Lobster Symposium and trainings for the SLI working group members. Those activities aim to increase knowledge about fisheries management tools and fisheries laws. CAMBio requested that SLI prepare a six month calendar of activities that CAMBIO could help support.
- DIGEPESCA prepared a two-year extension request to the regional fisheries body, OSPESCA, for lobster diving. The justification for the request is that Honduras is not ready to transition due to lack of alternative livelihoods and economic opportunities in La Moskitia. Closure in 2011 will hurt the community and cause unemployment unduly affecting families in that region. The SLI was approached about the extension request and has been working with DIGEPESCA and the SLI stakeholders to convey and create an action plan for the transition if the extension is approved. This action plan will be based on concrete actions and clear changes amongst all the partners and lobster stakeholders to measure the gradual decrease of the lobster diving until total closure after the extension period. Simultaneously, preventive measures against health concerns, including hyperbaric medicine first aid and other trainings, need to be taken during this extension period in order to prevent accidents and human loses.
- SLI engaged international and national partners to create collaborative actions in some technical expertise field: COBI (trap lobster certification), NOAA, Project Green Jungle (lionfish), and EDF (catch shares). SLI will continue to develop new relationships.
- SLI hired two consultants to support the development of communications materials to promote information and awareness about the issues surrounding the lobster fishery in Honduras and to disseminate it widely amongst different stakeholders throughout the country from Mikito fishers to the national government.

#### **MARCH 2011**

- In March 2011, Roberto Reynaud was appointed the new Director of DIGEPESCA. Shortly following his appointment, the SLI engaged the new Director by both providing information about the work SLI has done mobilizing the lobster fishery system and meeting with him and selected SLI working group members. This meeting featured the role of the SLI and its engagement with DIGEPESCA and important topics such as the lobster diving closure and the new fisheries law for Honduras. SLI will continue to be in communication with the Director and his advisors. As a follow up, the fisheries law will soon be released to the working group so they can be actively involved in the action plan for extension of the lobster diving closure process.

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- **Spiny Lobster Initiative- the Months Ahead:**

With all these developments, the SLI is organizing the second annual Lobster Symposium which will be held in early June in La Ceiba, Honduras. Participation in the symposium is expected to have representation from the government, private sector, fishermen, and the NGO communities.

Currently, plans for the Symposium include a plenary regarding the role of catch-shares in sustainable fisheries management, a round table discussion about changes to the Honduran fisheries laws, and the development of the Lionfish fishery as an alternative livelihood. The Symposium looks to engage local and international partners such as EDF, United Nations Development Programme, Project Green Jungle, MAREA, OSPESCA, as well as local Honduran government bodies such as the Navy, National Congress, and Fisheries Department.

In addition to the Symposium, SLI has hired two communications consultants to develop a social market campaign aimed at improving lobster fishing practices among fishing communities as well as promoting the importance of ecosystem based fisheries management principles in the new Honduran fisheries law.

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- **Environmental Defense Fund and G-FISH training in Mexico:**

In January 2011, AED provided a customized training for approximately 30 project managers, marine biologists, and fisheries specialists attending the annual EDF retreat. Senior Communications Strategist, Patrick Papania, presented the basics of SCALE during the first day and how to conduct a Future Search whole-system-in-the-room (WSR) gathering on day 2. In the SCALE training, the participants learned the basics of marketing and communications strategy, how to Map the Context to prepare for large scale interventions, and when to use specific social change methodologies to catalyze coalitions and encourage collaborative actions. On the second day, the participants were walked through all of the Future Search WSR exercises and explained how each could be used together in a retreat setting or individually for specific goals. All of the participants left the training with a clear understanding that one must involve many stakeholders and establish common goals in order to achieve large scale success.

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- **2011 Seafood Summit, Vancouver, Canada:**

The Global FISH Alliance sponsored and attended the 2011 Seafood Summit held in Vancouver, Canada from January 31- February 2, 2011. The Summit brought together over 500 people involved in the fisheries sector. Sessions highlighted the work academia, NGOs, and private sectors are doing to ensure sustainability of the world's fisheries. Aside from the technical sessions, the Seafood Summit provided an excellent opportunity to connect with G-FISH partners. An agenda with the presentations at the Seafood Summit can be found at: <http://www.seafoodchoices.org/seafoodsummit/Agenda2011.php>. The next Seafood Summit will be in Hong Kong over the summer of 2012.

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- **Boston Seafood Show:**

The Global FISH Alliance attended the annual International Seafood Show in March. The conference had tracks focused on retail, food service, seafood processing, and sustainability. The Global FISH Alliance met with several organizations, National Fisheries Institute, Sustainable Fisheries Partnership, Phillips Seafood, and Bali Seafood to discuss expanding collaboration on sustainable fisheries efforts around the world.

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- **Knowledge Management:**

In March, the Global FISH Alliance participated in the, "[Can You Hear Me Now? AED Hosts Social Marketing for Economic Development Roundtable Discussion](#)". AED hosted an interactive roundtable discussion with panelists from Save the Children and AED's Center for Environment, Energy and Economic Development who shared some of the innovative ways they have used social marketing principles to enhance economic development outcomes in their projects. The Deputy Director of G-FISH discussed the Alliance's mission to promote sustainable fisheries practices through the application of the System-wide Collaborative Action for Livelihoods and the Environment (SCALE) approach, AED's proven methodology for bring together "the whole system in the room" in order to initiate, implement and evaluate collaborative programs for large-scale impact. The presentation featured the [Know Your Source](#) campaign to raise awareness amongst buyers and consumers about issues surrounding their lobster purchases. Since its launch, the campaign's website averages 500 unique visits a month, from a total of 53 countries.