



Global FISH Alliance
Fisheries Improved for Sustainable Harvest

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October 1, 2011 – March 31, 2012 Activities

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I. Summary of Activities

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.

This document describes activities under the Global FISH Alliance during the period from October 1, 2011 to March 31, 2012. 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: With Family Health International (FHI) acquiring the assets of the Academy for Educational Development (AED), G-FISH has been operating under the newly formed entity FHI 360.
- Cost Share and Leverage: To date, G-FISH has captured \$361,018 (14.2%) of cost share (\$96,503 pending official approval) as well as \$4,855,049 (191%) in leveraged funds.

Partnerships and Collaboration

- Partnerships: The Global FISH Alliance has worked with current Alliance members and other partners in the three countries where the program is active including Adelphi Consulting, Belizean government, the Center for Marine Ecology (CME), Central American regional fisheries organizations, Environmental Defense Fund (EDF), The Nature Conservancy (TNC), Wildlife Conservation Society (WCS), WorldFish Center, World Wildlife Fund (WWF), and many others over the last six months.
- Pemba, Mozambique: G-FISH continues a pilot SCALE (System-wide Collaboration for Action on Livelihoods and the Environment) demonstration in northern Mozambique's Pemba Bay focused on reforming the Bay's fisheries. G-FISH has held more than 30 meetings with over 200 hundred participants and has launched a strategic communications campaign as well as engaged Wildlife Conservation Society to conduct a perceptions survey and develop recommendations for fisheries reforms.
- Cambodia: G-FISH continues to do a SCALE demonstration on the Tonle Sap fishery of Cambodia in the Kampong Thom Province. In Cambodia, G-FISH has held more than 30 meetings with over 170 participants and has initiated a flooded forest replanting campaign, community patrolling initiative, and capacity building trainings for local communities.

Associate Awards

FHI 360 continues to work with partners and explore opportunities for Associate Awards. G-FISH also continues to search for opportunities to use the SCALE methodology and strategic communications to improve biodiversity program outcomes.

Component 2: Knowledge Management and Sharing

Media Coverage

Nationally, a story was run in January 2012 on NBC's Today Show as well as NBC's Rock Center with Brian Williams featuring the plight of the spiny lobster fishery and divers in

Honduras. Additionally, local coverage of G-FISH's work in Honduras was covered in multiple media outlets.

Materials Produced

G-FISH produced two quarterly G-FISH Tales and contributed to a Wildlife Conservation Society study done in Pemba, Mozambique as well as provided feedback on an Ecotrust white paper that is being used to jump-start discussion about the World Oceans Fund. Additionally, a report of the Global FISH Alliance Annual Meeting was written and circulated.

Conferences and Meetings

G-FISH attended the World Oceans Summit in Singapore, the 2012 International Boston Seafood Show, and hosted the G-FISH 2011 Annual Meeting. Additionally, G-FISH became an official partner in sponsoring a meeting focused on developing an Oceans Investment Fund to increase private investment for innovative fisheries projects that promote a triple bottom line approach. G-FISH also became a sponsor of the upcoming 10th International Seafood Summit hosted by SeaWeb. G-FISH submitted abstracts for panel discussions at this event.

SCALE Methodology for Social Change

The FHI 360 Center for Environment, Energy, and Economic Development featured G-FISH in a presentation to USAID about the use of SCALE and the importance of improved communications to strengthen the success of technical programs focused on fisheries management, biodiversity conservation, and livelihood improvement.

Component 3: Spiny Lobster Initiative

Honduras

The Initiative continues with strong momentum in Honduras impacting the design of the new fisheries law, advising on the transition plan for industrial lobster diving, developing a media awards program, and promoting biodiversity conservation through a network of marine protected areas along the Honduras Coast.

II. October 1, 2011 – March 31, 2012 Activities and Results

Alliance Development

Management

Transition to FHI 360

With Family Health International acquiring the assets of AED, G-FISH has been operating under the newly formed entity FHI 360. FHI 360 is a global, non-profit organization dedicated to improving lives by advancing integrated, locally driven solutions for human development. FHI 360 was created in 2011 when the teams of experts from Family Health International and AED came together into one organization. FHI 360 offers a unique mix of capabilities to address the inter-related areas of human development – health, education, economic development, civil society, environment, gender, and youth. FHI 360 serves more than 60 countries and all 50 U.S. states and U.S. territories.

Cost Share and Leverage

G-FISH has captured \$361,018 (14.2%) of cost share (\$96,503 pending official approval) as well as \$4,855,049 (191%) in leveraged funds. G-FISH has identified and documented cost share and leverage of activities or other efforts that have complimented, supported, or enhanced G-FISH goals and objectives including partnerships with WCS, WorldFish, TNC, OSPESCA, and EDF, sponsorship of key technical meetings, new business development and leveraging of funds to support improved fisheries management, and media coverage.

Partnerships and Collaboration

Adelphi Consulting of Germany: G-FISH continues discussion with Adelphi Consulting regarding working together on additional SCALE demonstrations in coastal communities.

Center for Marine Ecology: In Honduras, the Spiny Lobster Initiative is working with CME and The Nature Conservancy on a network of marine protected areas (MPAs) in the Honduran Caribbean which is funded by the Summit Foundation.

Environmental Defense Fund: The Spiny Lobster Initiative collaborated with EDF on an exchange visit of Honduran lobster fishers to Belize to learn about the successes of conservation measures in Belize and the benefits these efforts have for local communities.

MASPLESCA (Sub-Regional Fisheries Management of the Caribbean Spiny Lobster Fisheries): In collaboration with MASCPLESCA, G-FISH sponsored five lobster industry representatives from Honduras and Nicaragua to attend the International Boston Seafood Show (IBSS) held from March 11 to 13, 2012. The purpose of industry participation was to learn about certification schemes, market trends for sustainable seafood, and liaise with industry and government leaders to discuss their experience with fisheries improvement projects.

The Nature Conservancy: In Honduras, the Spiny Lobster Initiative partnered with TNC to promote conservation areas in the Honduran Caribbean through a Summit Foundation award.

Wildlife Conservation Society: In Mozambique, G-FISH entered into a sub-agreement with WCS to do a perceptions survey of fishers from communities using the fisheries resources of Pemba Bay. This study culminated in an in-depth report of the findings of the survey as well as a policy

brief that will be used to inform fishers and fisheries managers in Pemba of best practices to reform and improve fisheries conservation while improving livelihoods.

WorldFish Center: G-FISH continues to collaborate with WorldFish Center in Cambodia on their Stargo Project as both organizations implement activities in the Path Sanday community of the Tonle Sap Lake.

World Wildlife Fund: G-FISH has continued collaboration with WWF in Honduras and attended WWF sponsored meeting in Washington, DC as well as at the IBSS.

Over the past six months G-FISH has continued pilot projects in Mozambique and Cambodia to further demonstrate how strategic communications improves biodiversity program outcomes.

Mozambique - Pemba Bay Initiative

The main vehicle for G-FISH work in Pemba Bay is the Conservation Committee formed at the Whole System in the Room event in July, which named itself the *Iniciativa Local para o Desenvolvimento da Pesca Sustentavel na Baia de Pemba*. The Committee is very active and meets twice a month; local G-FISH consultants carry out follow-up work between meetings, such as hosting community meetings and gathering and disseminating information to stakeholders. G-FISH efforts respond to the requests of the Committee based on the premise that sustainable change is most effective when responding to local demands. Therefore, the Conservation Committee helps G-FISH vet investments and also alerts G-FISH to where outside expertise is needed.

From October 1, 2011 – March 31, 2012 G-FISH facilitated 25 meetings with 248 participants, including 30 women. The Conservation Committee met bi-weekly and is composed of community leaders, fishers, community council of fisheries leaders (CCP), and government officials from the Department of Fisheries and Department of Education. In addition to the Conservation Committee meetings, G-FISH has regular community outreach and sensitization meetings as well as community forums for fishers, community leaders, NGOs, and government officials to discuss needed reforms to fisheries management and create strategies to achieve these reforms.

Below are some activities carried out over the past six months as well of some of the local demands G-FISH will respond to over the coming six months:

Roll Out of a Communications Strategy

In order to raise awareness, promote local ownership, and improve compliance in the Pemba fishery, G-FISH and the Conservation Committee, rolled out a strategic communications campaign aimed at achieving these three objectives which will support implementing a co-management plan.

Community Strengthening

As part of our awareness building campaign and call to action to improve compliance and co-management of the Bay, G-FISH conducted a series of community meetings around Pemba. These meetings featured community leaders, CCP heads, and Department of Fisheries representatives in an effort to engage communities in reforming the fishery. Key to these meetings are local capacity building trainings to ensure that meeting facilitators are optimizing the meeting time and continue to build a common vision and create constructive and actionable plans for fishery reforms.

Strengthen Partnerships with Local Government

The Conservation Committee has partnered with the Department of Fisheries to improve communications and collaboration. The Department of Fisheries has begun facilitating town hall meetings to further engage communities in reforming the Pemba fisheries. As a result, G-FISH will look to strengthen relations between the Conservation Committee and local government to improve the effectiveness of each stakeholder group's mission of improving management of the Pemba fishery while promoting biodiversity conservation.

WCS Consultation

G-FISH worked with Wildlife Conservation Society and James Cook University to conduct a perceptions survey of fishers, community leaders, and fisheries management practitioners in Pemba, Mozambique. This study, conducted in February 2012, interviewed 60 stakeholders of the Pemba fishery and focused on agreement with restrictions and techniques that can be used to improve management of fisheries in Pemba. Early findings suggest Pemba is uniquely ready to pursue and develop a co-management plan for the Bay. The findings will be an essential part of forming a co-management plan for Pemba that has local stakeholder buy-in and thus can be successfully implemented. Findings of this study will be crafted into a policy brief for local use, as well as a longer paper for circulation (Appendix 1: WCS report).

Meeting with Director of Fisheries

In an effort to create a multi-stakeholder approach to reforming Pemba fisheries, G-FISH has been working with the Provincial Director of Fisheries to call a town hall meeting. This meeting was convened in January 2012 by the Director of Fisheries; fishers and other Pemba fishery stakeholders were invited to discuss and suggest fisheries reforms directly to the Director of Fisheries. This is the second such meeting in a process of creating direct linkages between communities, CCPs, and the Department of Fisheries. Another meeting has been scheduled for May 2012 to discuss the findings of the WCS report and plan next steps in reforming the Pemba fishery.

Strategic Communications and Social Marketing Campaign Launched

G-FISH has launched a strategic communications and social marketing campaign in Pemba to gain wide support for the recommendations made by the WCS report for reforms to the fishery that will improve fisheries management and biodiversity conservation in and around Pemba. This campaign includes radio programming, development of print materials, working in schools, numerous town-hall meetings with cinema screenings, and potential engagement of a local community theater group. Ideas for the slogan of the campaign are currently being developed, vetted, and tested by the Conservation Committee and selected fishers.

Radio Programming

In an effort to reach the target audience and disseminate information about the need to reform fisheries and solutions for reform, G-FISH began a radio program about fisheries-related issues around Pemba. The first radio program was a panel discussion airing on March 24 and March 25, 2012 and covered the topic of: what is sustainability and how do we create a sustainable fishery? The panel was composed of a researcher, government representative, a community leader, and a Community Council of Fisheries (CCP) leader. The program had a broad reach around Pemba and many fishers and community members have contacted G-FISH asking to get involved in the local initiative and contribute their thoughts and expertise.

Engage partners

As G-FISH continues activities in Pemba, further engaging partners remains a priority to leverage funding and expertise to both scale up our efforts and continuously improve the effectiveness and reach of our activities. Over the coming months, G-FISH will look to partner with local institutions such as AMA, Lorio University, and Radio Sens Fronteras among others; as well as engage WCS, TNC, WWF, and others interested in collaborating on efforts in Pemba.

The Work Ahead

Over the coming months, G-FISH will continue to work through the Conservation Committee and apply scientific and social interventions to continue reforms that protect biodiversity conservation in Pemba Bay. The issues and questions that will be addressed and how are:

1. Lack of communication channels between all stakeholders;
2. Communication problems between the three CCPs;
3. Communities historically have not felt part of the problem nor part of the solution;
4. Fishermen historically have felt they are powerless and neglected;
5. CCPs feel they do not have the right means to enforce fisheries laws;
6. Foreign fishermen with more economic power are using harmful fishing gears and exploiting the resources of Pemba Bay;
7. Lack of capacity to enforce rules and regulations at the government level;
8. General lack of legislative knowledge;
9. Artisanal and subsistence fisheries currently have open access to fishery resource without any standardized reporting requirements of catch size, species caught, or gear used;
10. The rampant use of harmful fishing gears.

G-FISH approach and upcoming activities:

1. Improve communications between all stake holders especially between government departments, CCPs, community leaders, and fishers;
2. Through the Conservation Committee, G-FISH is promoting a call to action through newsletters, sensitization meetings, community forums, and radio debates;
3. Finding partners that are pursuing similar goals and with whom we can cooperate, for example Lorio University;
4. Bring awareness to problems that are impeding sustainable fisheries;
5. Through the Conservation Committee, demonstrate that all stakeholders can contribute positively to changes in fisheries management and biodiversity conservation;
6. Engaging community leadership, women, and children in project initiatives;
7. Spread knowledge and awareness of legislation and define the benefits of sustainable fishing practices;
8. Further introduce scientific expertise into the local context of fisheries management.

Cambodia - Tonle Sap Project

During the period of October 1, 2011 – March 31, 2012, G-FISH facilitated 26 meetings with 177 participants, 30 of which were women. These meetings took place in Phnom Penh, Pursat, Siem Reap, and the floating village of Path Sanday on Tonle Sap Lake. Meetings included Task Force meetings as well as sensitization and strategic planning meetings with communities. The fishing lot suspension was declared permanent in February 2012 making the need for organization and collaboration even more necessary on the Tonle Sap. One of the main issues

is that the Government of Cambodia is reviewing the role of the Fisheries Administration (FiA), until recently regarded as the leading government authority in sustainable fisheries and management of fishing lots. Donor organizations, conservation agencies, and communities are confused about the priorities of the government and how fisheries issues will be addressed in the months and years to come without the leadership of the FiA. While the suspension of fishing lots in Cambodia poses a big question and challenge for FiA and all stakeholders in the fisheries sector, it underscores the role that G-FISH has to play in building partnerships to build social capital and demonstrate a cohesive sector approach that demands that Tonle Sap fisheries, providing 70% of nutrition of the Cambodian people, become a priority for the national government. G-FISH is also playing a role in improving communications among stakeholders at the local, regional, and national level; an activity that no other stakeholder seems to be focused on during the current crisis in the sector. Below are key activities carried out in the past six months.

Task Forces Established to Focused on Common Goals

Six Task Forces were established at the Whole-System-in-the-Room (WSR) retreat in Siem Reap in September to tackle the challenges of keeping all stakeholders focused on the common goals and implementing pilot activities to demonstrate the benefits of cross-sector collaboration in the sector. The common goals established at the WSR retreat included community livelihood improvement through proper natural resource management, capacity building, effective/efficient communications, compliance with fisheries laws, improved collaboration among stakeholders, conservation of flooded forests, and promotion of sanctuaries. During the month of October, G-FISH responded to the call at the WSR to support Task Forces composed of volunteers who would help keep the sustainable fisheries stakeholders focused on their common goals and working towards them through collaborative actions. G-FISH facilitated meetings for the following Task Forces and agreed to help the Task Forces look for partners to achieve the following goals:

Flooded Forests Task Force committed to hold a series of community meetings focused on building community awareness and momentum to conserve flooded forests.

Fishing Lots Task Force decided that its primary focus would be to provide a forum and voice for all to discuss how the 35 suspended fishing lots in the Tonle Sap Lake should be handled going forward.

Communications Task Force laid out an action plan to provide more information about Tonle Sap fisheries through radio spots. The Task Force also aimed to highlight the need to stop illegal fishing activities in Tonle Sap through a communications campaign.

Livelihoods Task Force committed to improving access to vocational training and providing tutorials on writing small grants for communities along the Tonle Sap.

Patrolling Task Force decided to focus on improving collaboration among stakeholders to better help with patrolling and compliance of the Tonle Sap fishery rules.

By December, each multi-stakeholder Task Force had met three times and worked together to create work plans complete with budgets, time frames, and stakeholder commitments, for improving the Tonle Sap fisheries. Activities covered in these work plans include such ideas as capacity building workshops, radio programming, flooded forests replanting, sign postings of spawning habitat, community patrolling initiatives, community meetings to raise awareness and compliance with fisheries improvement projects, and stakeholder engagement meetings

between the Tonle Sap Authority and communities to layout a common understanding and framework for managing the Lake's resources.

As the Task Forces completed the work plans, G-FISH used the plans as a strategic opportunity to invest program funds since all work plans are developed locally, meaning the demands of local stakeholders are receiving a direct response make the outcomes of our investments more sustainable. G-FISH also committed to helping the Task Forces present their work plans to the donor community to seek further investment.

Combining Efforts of the Task Forces

After reviewing the work plans and receiving feedback from partners, the Flooded Forests, Patrolling, Conservation, Fishing Lots, Livelihoods, and Communications Task Forces merged into three Task Forces in February 2012 to become more focused and combine the voluntary efforts of the members more efficiently. The new entities, the Conservation Task Force, the Communications Task Force, and the Livelihoods Task Force, decided to focus efforts in the Path Sanday commune of Kampong Thom Province so that a model of cooperation could be established that might be replicated later around the Tonle Sap Lake, given more funding is identified.

The newly created Task Forces, in collaboration with G-FISH, have issued a call for proposals from local and national conservation agencies to support targeted communities in the implementation of activities such as replanting flooded forest, patrolling, promoting flooded forest conservation, developing sign posts, and promoting conservation areas. At the time of writing this report, selection of the implementing partner has been determined and the sub-agreement is being negotiated. Activities are scheduled to begin in April.

G-FISH Facilitates Locally-Driven Solutions

After working to develop plans and areas of interest for future collaboration, the Task Force members decided to focus G-FISH efforts on three communities in Path Sanday commune on the Tonle Sap Lake. This decision was based on the following information:

1. The conflicting laws on fisheries and environment are not clear about land boundaries and there have been many local and provincial debates about the management of the areas as they cover many parts the same areas;
2. Even though two communities are tasked by law to protect the resources, they have normally blamed each other or even blamed by others for deficiencies;
3. The same areas of Path Sanday have been designated for (1) a fisheries community, (2) environment protection (core area), and (3) previous fishing lots with levels of authority that are overlapping: two communities have access and protection rights but do not have harvesting rights and fishing lot owners had all three rights;
4. There are a lot of reports about the degradation of resources including cutting down of flooded forests, destruction of biodiversity, illegal fishing, and conspiracy among officials to be involved in illegal activities causing many difficulties in conserving the resources;
5. Flowing across Kampong Thom province, Stung Sen River provides a good habitat for fish, birds, wildlife, and other water species. With such biodiversity, the Stung Sen River in the Kampong Svay district has been protected for its unique flooded forests including a relative intact area of gallery forest, covering a span of 6,355 hectares.

As G-FISH focused efforts on the floating villages of the Path Sanday, a local Working Group was established to vet ideas and implement strategies to further engage community members and build support for G-FISH led conservation interventions. The local Working Group is

comprised of fishers, community leaders, local NGO extension workers, and government officials.

Experts Engaged in Tonle Sap Demonstration through Partner Engagement and Collaboration

The G-FISH team conducted meetings with the Fisheries Action Coalition Team (FACT), Wildlife Conservation Society (WCS), USAID-funded Helping Address Rural Vulnerabilities and Ecosystem Stability Program (HARVEST), WorldFish research project STARGO, local NGO Live and Learn, Tonle Sap Authority (TSA), Heifer International, and the Communications Task Force over the past six months. Meetings focused on ways to collaborate on implementing activities such as media awards, field visits to model fishing villages, essay competitions, patrolling initiatives, replanting of flooded forest work, and capacity building workshops for community members.

Communications Task Force Launches Media Outreach Program

In collaboration with the Communications Task Force, the G-FISH team has drafted a media outreach strategy to respond to the goals and commitments of stakeholders at the WSR retreat. The media outreach strategy involves media field trips, media capacity building, press conferences, and radio programs. All efforts are aimed at improving the partnership of the media in the sustainable fishery sector. A media awards program that will recognize journalists in print and broadcast media at the national and local levels for excellent coverage of sustainable fishery issues is also underway and the media awards gala event has been scheduled for August 15, 2012, on the eve of National Fishery Day.

To draft the media outreach strategy, G-FISH called a meeting of the Communications Task Force and eight people attended; included three journalists and two women. They all said they were afraid to report on certain issues due to government ramifications. There had been a media awards program very similar a few years back with low participation. At that time, 42 people were recruited for the training sessions and asked to participate in the awards program but only six submitted stories. G-FISH led a discussion at the meeting about revising the format to improve the possibilities of success of the media awards activities. Though the community members supported the awards, journalists were very hesitant and talked of bad experiences they had endured when covering FiA related stories and having government officials show up at their home asking/demanding not to do a similar article again. The journalists suggested doing certificates instead of cash prizes since many of their news outlet stations would not allow accepting cash awards because of their code of ethics. It was agreed to launch the media awards program with in-kind awards (certificates) and to organize media field trips and trainings for community members.

In addition, G-FISH also produced and circulated to all stakeholders a sustainable fisheries newsletter during the month of October. The newsletter highlighted the results of the WSR with the aim of helping those stakeholders who participated to communicate the common goals and commitments made to collaborative action to other stakeholders who were not able to participate.

Participation in a National Fisheries Workshop and Technical Working Group (TWG) Meeting

G-FISH has participated on the Technical Working Group for Fisheries since October 2011, when the team was invited to present on project activities and the results of the WSR at the

TWG quarterly meeting. There was not enough time in the schedule at that meeting for G-FISH to present but the team has continued to participate in the scheduled meetings to informally update members of the TWG. G-FISH is scheduled to present its activities at the upcoming April meeting.

Participation in a Fisheries Action Coalition Team (FACT) workshop

G-FISH participated in a national workshop hosted by FACT and contributed to the drafting of a letter that was sent to the Government of Cambodia. The nine points in the recommendation letter for the government to take action on were:

1. Implement roles and duties of fisheries managers and communities;
2. Execute laws effectively against all kinds of illegal fishing activities;
3. Clearly demarcate boundaries and put up posts surrounding fishing lots and communities;
4. Build capacity of community members and provide technical support to communities in order to enhance their livelihoods;
5. Improve effectiveness of auction advertisements for fishing lots in 2015;
6. Further disseminate information to communities in order for communities to be more aware of fishing laws and instruments;
7. Encourage participation in managing flooded forests, especially motivating women's groups to further participate;
8. Prevent outsiders from entering local community fishing grounds to commit illegal fishing activities and destroy the flooded forest;
9. Strengthen collaborations among all stakeholders in order to upgrade governance of flooded forests and fishing areas.

The Work Ahead

Currently, G-FISH is entering a sub-agreement with FACT. This agreement will engage FACT to design and roll-out flooded forest replanting efforts, sustainable patrolling schemes, and demarcation of fisheries conservation areas in the Path Sanday communities. (Appendix 2: FACT Scope of Work).

Associate Awards

FHI 360 continues to work with partners and investigate opportunities for Associate Awards.

Knowledge Management and Sharing

G-FISH Tales

G-FISH Tales is a quarterly newsletter updating Alliance partners and allies about the activities of G-FISH and our partners. The last edition of G-FISH Tales was Spring 2012, released in April. This edition reported on the G-FISH work in Pemba Bay, the Tonle Sap fishery in Cambodia, and highlighted the continued work by SLI in Honduras. Additionally, a Winter 2011-12 edition of G-FISH tales was sent out in Feb 2012.

Media Coverage

An important story on the plight of divers in Honduras, an issue the Spiny Lobster Initiative has focused on for three years, was featured on NBC's Rock Center with Brian Williams on Monday, January 2, 2012. Lobster demand from the U.S. has led to overfishing and unsafe and destructive fishing practices in Honduras. The G-FISH Spiny Lobster Initiative has worked with local stakeholders in Honduras for the past three years to improve the safety and management of the spiny lobster fishery to support the divers and their livelihoods. Overall, G-FISH promotes

better management practices to increase lobster populations, enhance livelihoods, and conserve biodiversity. With Dr. Elmer Mejia as a member of the Initiative, G-FISH has supported safe diving trainings for boat captains and divers along the Miskito Coast.

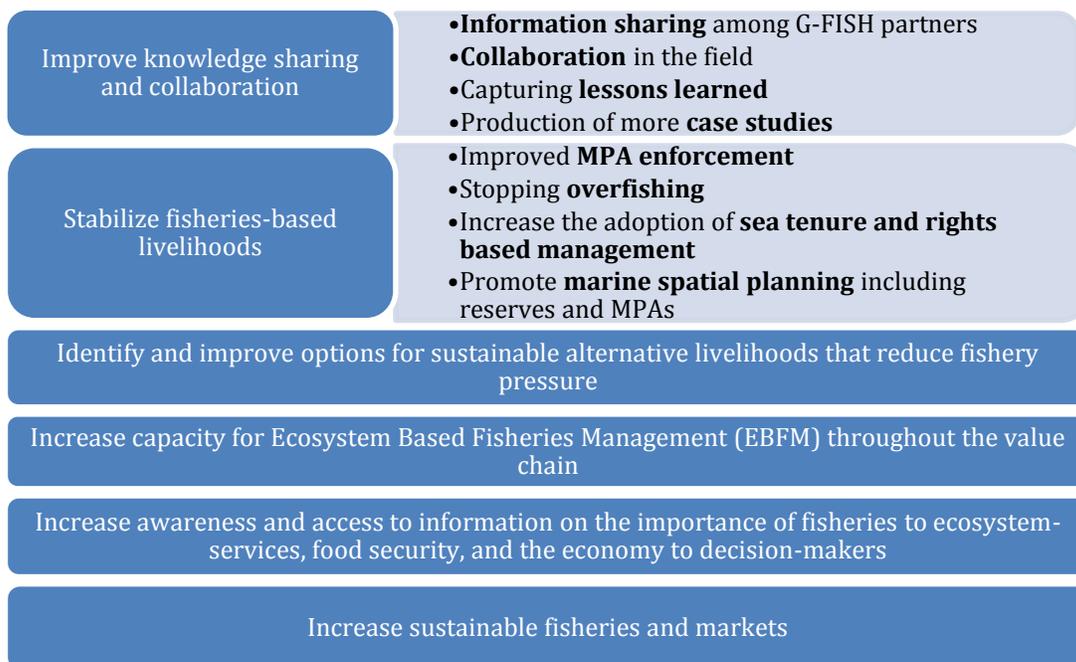
The video can be found on the NBC [website](#) as well as news articles entitled “[Dying and disabled in Honduras, in pursuit of lobster to sell to the U.S.](#)” and “[Doctor's quest to save injured lobster divers](#)”. (Appendix 3: Full press release).

In addition, Honduras has received extensive media coverage nationally and internationally. Multiple newspaper articles at the national and regional levels, several TV interviews with local stakeholders, and a media field trip to La Moskitia were part of the coverage in the last few months. Internationally, UK Channel 4 published and broadcasted stories about the plight of lobster divers and the current status of the lobster fisheries in Honduras.

Conferences and Meetings

2011 Annual Meeting

The Alliance held its third Annual Meeting on Friday, December 9, 2011, at the FHI 360 Offices in Washington, D.C. Members and associates of the Alliance participated in a one day meeting to provide updates on current work, to re-affirm the Alliance’s common goals, and commit to collaborative action and engagement going forward. Representatives from eight Alliance partners attended the meeting including Conservation International (CI), EDF, FHI 360, Sustainable Fisheries Partnership (SFP), USAID, WCS, The WorldFish Center, and WWF, as well as a delegate from the Clinton Foundation. During the Annual Meeting, Alliance partners did a series of self-guided exercises aimed at improving collaboration, and then committed to common goals for the Alliance highlighted in the graphic below. (Appendix 4: Annual Meeting report).



World Oceans Summit

The Alliance attended the World Ocean’s Summit hosted by *The Economist* in Singapore from February 22 to 24, 2012. Organizers convened this conference to discuss increased economic

activities around the world's oceans and its impact on marine ecosystems. Heads of governments, businesses, universities, NGOs, and conservation organizations from around the world gathered in Singapore to explore how the increasing activity in and around the oceans can be managed sustainably and what this means for business and other key stakeholders. More than 300 participants took part representing companies such as Google, Tiffany & Co, Shangri-La Hotels, Electrolux, Maersk Line, Norpac, China Fishery Group. Nonprofit and conservation organizations such as The Nature Conservancy, FishWise, WorldFish Center, New England Aquarium, and others were also represented.

At the event, the World Bank announced its new Global Partnership for Oceans which aims to raise US\$1.5 billion for governments, scientists, NGOs, and companies to collaborate on ocean initiatives such as improving marine protected areas, reforming fisheries management, and expanding sustainable aquaculture. G-FISH will participate in the first meeting launching the partnership in Washington, DC in mid-April.

Ecotrust Ocean Fund

At the World Ocean's Summit, G-FISH met with the Executive Director of Ecotrust and discussed ways to increase private investment for innovative fisheries projects that promote a triple bottom line approach. Ecotrust invited G-FISH and USAID to attend and sponsor an event called "Developing an Ocean Investment Fund: Advancing Healthy Ocean Ecosystems and Communities through Integrated Investment" tied to the announcement of the World Bank Global Partnership for Oceans. G-FISH will act as a Contributing Partner in support of this event. The overarching goal of the meeting is to advance global private and public investment in coastal and ocean ecosystems that achieves sustainable economic, ecological, and social returns. This meeting will be held at the World Bank in Washington DC from April 25 to 26, 2012.

Fisheries Course

Since January 2012, G-FISH has been developing a fisheries training course for USAID staff. The purpose of this course is to introduce USAID staff to fisheries issues and their importance to development objectives such as food security, economic growth, poverty reduction, governance, and biodiversity conservation. The course will focus on presenting proven approaches for improving and reforming fisheries management. In January, G-FISH had a conference call with 11 representatives from seven partner organizations to brainstorm ideas for the course. In particular, some key topics discussed included:

- What is "sustainable fisheries management"?
- What roles *do and should* fisheries play in USAID's priority initiatives (like climate change, food security, global health, etc.)?
- What can USAID staff do in their jobs to support sustainable fisheries where they work?

The training agenda includes a focus on fisheries and development trends, lessons learned in fisheries management, linking fisheries to USAID programs, and sessions led by G-FISH partners sharing what has worked in fisheries programs and giving programmatic examples of successful approaches. The course will be held in late spring or summer of 2012 in Washington, DC.

International Boston Seafood Show

G-FISH, in collaboration with the Sub-Regional Fisheries Management of the Caribbean Spiny Lobster Fisheries (MASPLESCA) and the Spiny Lobster Initiative, sponsored five lobster industry representatives from Honduras and Nicaragua to attend the International Boston

Seafood Show held from March 11 to 13, 2012. Participants were Shawn Hyde: Owner Mariscos Hyburn and Governor of the Bay Islands, Honduras, Erico Cruz: Administrative Manger, Pesca del Atlantico, Richard Bonilla: President of the Dive Boat Caribbean Association in Honduras (APICAH) and dive boat owner, Maurice Morgan: General Manager, Pacific Seafoods de Nicaragua, and Edgardo Goff, General Manager, Moskitia Pride. The purpose of industry participation was to learn about certification schemes, market trends for sustainable seafood, and liaise with industry and government leaders to discuss their experience with fisheries improvement projects.

Some key takeaways from the conference were: 1) sustainability and certification have traction with industry and retailers; 2) there are examples of successful industry led efforts and government led efforts to improve lobster fisheries in the Caribbean and South America; and 3) in the absence of political will, industry has to lead and devise solutions. The delegation sponsored by G-FISH and MASPLESCA committed to continuing dialogue focused on improving lobster fishery sustainability and social conditions in Honduras and Nicaragua.

Participants learned about a government-led effort in Brazil to improve the lobster fishery as it pursues Marine Stewardship Council (MSC) certification. The United Nations Environment Program (UNEP) has been working with the Brazilian Government on the country's artisanal spiny lobster fishery and liaising with major buyers in the U.S. to promote sustainable practices.

Additionally, WWF hosted a meeting about the Bahamas Fishery Improvement Project it is working on with The Nature Conservancy detailing how industry in the Bahamas has led an effort to pursue MSC certification. Members of the Honduran, Nicaraguan, Brazilian, and Bahamian delegations met to discuss their efforts and how they can share best practices moving forward. G-FISH and SLI will invite key stakeholders to the Spiny Lobster Symposium in Honduras in May.

While at the International Boston Seafood Show, G-FISH also met with other Alliance members and partners to expand our work globally; this included a meeting Sustainable Fisheries Partnership (SFP).

2012 Seafood Summit

In September 2012 the Seafood Summit will be hosted in Hong Kong. In support of this, G-FISH has committed to a silver level sponsorship of the Summit. Additionally, G-FISH has submitted abstracts for panel discussions at the Seafood Summit. The panel proposals are focused on G-FISH work in biodiversity conservation initiatives using the SCALE methodology for social change. A panel was proposed for each country project: Honduras, Mozambique, and Cambodia; and an additional panel was proposed as a comparative study and discussion about working across the three different geographic areas.

SCALE as a Proven Form of Social Change

In February, FHI 360 presented the body of work that has used the SCALE methodology over the past 15 years. In an effort to show the success of engaging across the entire value chain in programming, USAID requested that FHI 360 provide an update on the status of SCALE.

Six years-ago, a USAID Steering Committee launched demonstrations of SCALE in Morocco and Kenya. Since then, this methodology has been applied in more than ten countries across multiple sectors with considerable impact. FHI 360 presented on what SCALE has accomplished and where it is going. The use of SCALE on the Global FISH Alliance was featured in the presentation with particular focus on the work in Honduras. The presentation

concluded with an updated definition of SCALE 2.0 where FHI 360 highlighted the key elements of this methodology that accelerates stakeholder engagement to sustain local action around a development issue.

The main elements of SCALE 2.0 include:

- Enhance Measurement of Development Impact (Random Control Sampling)
- Incorporate ICT Applications (PDAs, etc.)
- Incorporate integrated GIS and SNA Applications
- Incorporate Social Marketing and Social Media Innovations

FHI 360 explained the future applications of SCALE for USAID as:

- Regional, national, and local strategy development
- Program Design
- Program Implementation
- Participatory monitoring and evaluation
- Partnership development
- New sectors: climate change adaptation and food security

(Appendix 5: USAID SCALE 2.0 Presentation)

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 we 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.

G-FISH Website

The Global FISH Alliance redesigned its [website](#) to feature its new work. G-FISH has also increased its social media presence by developing a G-FISH Facebook page which can be found at: <https://www.facebook.com/pages/Global-FISH-Alliance/198270160253219?sk=wall>.

Spiny Lobster Initiative (SLI) - Honduras

October 2011 to March 2012 has been a busy and productive time for SLI. There are many changes happening in Honduras related to fisheries including: the new Honduran fishery law is being discussed in regional consultation workshops, a transition away from diving for lobster is being pursued through a national lobster diving transition plan, and the initial steps to create a no-fishing areas on the north coast of Honduras are being explored. SLI has been working to mobilize stakeholders to bring enhanced participation and management around all these issues. Below is a summary of the work during this period.

Consultation Workshops for New Honduran National Fisheries Law

To promote a more transparent and legitimate communication process with fisheries stakeholders, SLI stressed to the government of Honduras the importance of holding regional consultative workshops to discuss the proposed fisheries law. SLI facilitated three workshops

led by DIGEPESCPA, the national fisheries authority, in October 2011 in the main lobster fishing regions of La Ceiba, Bay Islands, and La Moskitia. Approximately 150 stakeholders from different sectors of the lobster fishery participated and provided important inputs during this process. Currently, the fishery law is under revision by the national congress and a legal commission awaits debate and approval.

Partner Engagement for a Fishery Improvement Project (FIP)

The lobster industry in Honduras has started to move towards certification of the fishery in order to become more competitive and gain access to new markets concerned with sustainability. Since an initial assessment showed that the lobster fishery would not meet certification standards, WWF has been engaging members of the lobster industry and seafood processing plants to begin discussing a FIP as part of the certification process. In December 2011, a two-day workshop was held in Roatan with 30 participants representing fisheries experts, industry, managers, and fisheries authorities to discuss the first steps of the FIP during the 2012-2013 lobster fishing season.

National Plan for Transition and Closure of Lobster Diving

SLI members have been directly involved in technical meetings and consultation workshops to develop the national plan for transition and closure of the scuba-dive lobster fishery that the government is developing. In November 2011, approximately 80 representatives from the industrial dive-caught fisheries (mostly private sector and divers) attended three regional workshops in La Moskitia, La Ceiba, and the Bay Islands to provide input on the development of a strategic two-year plan (2012-2013) to phase out industrial dive-caught lobster fishing in Honduras. The national transition plan is based on consensus and concrete action plans agreed upon by the stakeholders. In addition, the plan lays out technical components and funding mechanisms for a gradual transition away from diving.

2012 Lobster Ban across Central America Began March 1st

Framed by the Central American Integration System (SICA) and in compliance with OSP Regulation 02-09 all lobster fishing has been suspended and the third ban of lobster fishing has begun simultaneously in all of Central America. This closed season will last from March 1 to June 30, 2012. During this period, SLI has been working with local partners to develop an activity plan to engage lobster fishery stakeholders in collaborative actions, organize the third lobster fishery technical symposium, and create a communication campaign to highlight coverage of sustainable fisheries issues in the media.

No-Take Reserves Initiative on the Honduran Caribbean Coast

The Summit Foundation launched a five-year initiative in collaboration with TNC, CME, and SLI to create a no-take marine reserve network along the Honduran Caribbean coast. The goal is to create no-take reserves (NTR) that could represent up to 20% of the fishing areas in the coastal marine area of Honduras. Another component under consideration by the Initiative is the establishment and zoning of areas for responsible fishing. To achieve this goal, the project will seek the active participation of all sectors of the country's fisheries and aim to empower local authorities and fisheries resource users to create, zone, declare, and manage their fisheries in a sustainable and profitable manner. The first NTR is to be created in 2012 around the lobster fishery grounds of La Moskitia banks and cays, as well as in Punta Gorda, Roatan Island. SLI will support this project by developing communications guidelines and messages for the Moskitos and Garifuna stakeholders in the NTR regions. (Appendix 6: No Take Reserve proposal ideas)

Media Awards for Excellence in Sustainable Lobster Fishery Reporting

SLI, in collaboration with several local partners, has developed a media awards program to recognize excellence in coverage by journalists in topics such as the state of the lobster fishery, environmental sustainability, conservation of marine ecosystem, and biodiversity conservation in Honduras. This program will be a competition for reporters who are encouraged to submit materials covering the topics mentioned above from April 12 to August 25, 2012. Submissions will be reviewed by a multidisciplinary evaluation committee of media, fishery representatives, as well as tourism officials. An awards ceremony will be held in September during which awards and recognition for the best coverage will be presented to selected journalists. The Ministry of Tourism is supporting this effort and providing cost share and leverage.

Socio-economic Census for Divers in La Moskitia

As part of the dive transition, two divers' association in La Moskitia contacted partners, including SLI, to request support in conducting a socio-economic census of divers. SLI connected the two divers associations with CME who agreed to assist them in 2012.

As a first step, SLI shared the latest version of the survey developed in 2010 with CME who updated and tested the questions by doing exploratory visits to La Moskitia. CME vetted the three-page survey with the Miskito diver's associations. The survey is to be conducted in Miskito language and trainings have already been conducted with 10 Miskito data collectors hired by CME. Both divers' organizations have already announced their support of the survey over the radio notifying all Moskitia divers in their villages to be ready to be surveyed and explained the benefits of providing accurate data. The census has started in some villages of La Moskitia with CME staff coordinating the activity. The CME staff will be in charge of cataloguing, analyzing, and reporting the data. Data analysis is planned for June and reporting out for July 2012. This collaboration represents a key and important collaborative action from SLI technical partners.

Transition

In light of the upcoming transition of SLI activities, the Working Group members were notified about the phasing out of SLI in December 2011, and started discussing the delegation of the communications responsibilities, such as managing the Initiative email account and designating a person responsible for media communications. As an SLI industry partner and Working Group member, Pesca del Atlantico has started to take the lead in the developing the Spiny Lobster Initiative bi-monthly newsletter which is distributed to all partners of the Initiative. SLI is starting to empower Working Group members to take ownership by handing over the communications role to the members and providing all the relevant documents, databases, and contact information to allow for a smooth transition.

Social Network Analysis Time Series Three

As part of the monitoring and evaluation (M&E) process, SLI hired an external M&E consultant from November 2011 to January 2012 to perform quantitative and qualitative data collection needed for the third time series of the social network analysis (SNA). The M&E expert collected data through mapping and surveying of 43 stakeholders in key organizations across multiple sectors in La Moskitia, the Bay Islands, and Tegucigalpa. The data collection is currently being analyzed for program evaluation and lessons learned from SLI activities; results are expected to be reported on in the next quarter.

The Work Ahead

Third Annual Technical Lobster Symposium in May 2012

The SLI is organizing the third annual Lobster Symposium which will be held from May 29-30, 2012 in La Ceiba, Honduras. Participation in the symposium is expected to include the government, private sector, fishermen, and NGOs. Thus far key elements for the agenda of the symposium include a plenary on best marine practices in sustainable fisheries management, promoting the implementation of best fishing practices among fisheries communities, as well as a law enforcement presentation stressing the importance of ecosystem based fisheries management principles in the new Honduran fisheries law. The Symposium seeks to engage local and international partners such as EDF, United Nations Development Program, MAREA, OSPESCA, as well as local Honduras government bodies such as the Navy, National Congress, and Fisheries Department.

Presentation in April of the National Plan for Transition and Closure of Diving

The government of Honduras through the Ministry of Agriculture and Livestock (SAG) and the Directorate General of Fisheries (DIGEPESCA) will present the national plan for the June 2013 transition and closure of diving in Honduras in mid-April in Tegucigalpa. The transition plan will be comprehensive and include all of the components of the transition -- different phases of the closing, financing strategies, and technical implementation.

Exchange of Honduran Lobster Diving Leaders with Artisanal Fishers in Belize

As part of the activities focused on the transition away from lobster diving, SLI will sponsor a field visit to Belize in mid-April for four community leaders from the Active Miskito Diver Association and other key stakeholders to learn about the experience of Belizean fishers and best practices for the artisanal lobster fishery. This trip is being implemented with the logistical and technical support of Environmental Defense Fund in Belize.