

**Training of the Caribbean Network of Fisherfolk Organisations in EAF and climate change**  
*Bird Rock Beach Hotel, St. Kitts and Nevis*  
*October 16-19, 2012*

**WORKSHOP REPORT**



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## 1 INTRODUCTION

The Caribbean Natural Resources Institute (CANARI) was contracted by the ACP Fish II project for the activity training in ecosystem approach to fisheries management (EAF) and climate change (CC) for the Caribbean Network of Fisherfolk Organisations (CNFO). The purpose of this three and a half month project was to develop the capacity of fisherfolk leaders and organisation members in Antigua and Barbuda, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines Suriname, and Trinidad and Tobago to participate in fisheries policy and other discussions on mainstreaming of EAF and CC into small-scale fisheries at the national and regional levels.

A needs assessment of the fisherfolk organisations in the region, including a desk review of key documents as well as semi-structured interviews with CNFO members, was conducted to inform design of this four-day workshop in St. Kitts. Design of the workshop also benefitted from input by the Technical Team appointed by the ACP Fish II project.

## 2 WORKSHOP OBJECTIVES

The workshop aimed to:

1. Build awareness of climate change impacts on fisheries and potential adaptation actions
2. Build awareness of EAF and the role of fisher folk
3. Build skills to communicate and develop relationships for advocacy, policy influence as part of governance
4. Build capacity of participants to act as trainers and in turn build capacities of their member FFOs including through developing an action plan for participants to implement workshop recommendations
5. Facilitate strategic visioning of CNFO members

## 3 PARTICIPANTS

Eighteen participants from 11 countries participated in the workshop, representing National Fisherfolk Organisations (NFOs) and Primary Fisherfolk Organisations (PFOs). The Technical Team was asked to recommend the names of two regional organisations to be represented as resource persons/volunteers. Both the Caribbean Regional Fisheries Mechanism (CRFM) and the Centre for Resource Management and Environmental Studies (CERMES) of the University of the West Indies (UWI) were recommended and each sent one representative to the workshop. The ACP Fish II Regional Manager for the Caribbean also attended as an observer. Two members of CANARI facilitated the workshop. The list of participants is attached as Appendix 1.

## 4 METHOD

The agenda for the workshop is attached as Appendix 2. The workshop was launched with an Opening Ceremony on the first day; the agenda is attached as Appendix 3. In the following session, the participants introduced themselves and their organisation, and noted their expectations from the workshop on fish-shaped cards, which were posted on a poster of a fishing net. A practical introduction to EAF followed, using a hypothetical case study of an island. Participants were divided into two teams: one team looked at how fishing impacts the environment and other activities; the second team looked at how other activities impact on fishing. The teams illustrated the impacts on the prepared maps using craft materials. A peer learning session followed, where the CNFO Coordinator presented on the FAO Code of Conduct for Responsible Fisheries (CCRF) and Small Scale Fisheries (SSF) guidelines. Participants then were introduced to climate change, including the key projected trends for the Caribbean. They then worked to apply these trends to the island case studies that they had developed to analyse the resulting impacts on natural ecosystems, physical infrastructure, and human activities and possible adaptation strategies. Participants were then asked to work in their two teams to conduct video



**Figure 4.1** Joslyn Lee Quay, Deputy Coordinator of the CNFO, speaks at the Opening Ceremony

interviews with each other to document how climate change was impacting each of them and what adaptation measures, if any, were being implemented.

The second day of the workshop started with a review of the first day's work, and an activity to further analyse the island case studies developed by analysing how an EAF approach can be used to address CC impacts. Participants then prepared for the field trip, with groups being assigned one of the three areas of EAF to examine at each site visited: ecosystem integrity/ecological well-being, human well-being, and good governance. They then embarked on the field trip, which took participants to a variety of sites around the entire circumference of St. Kitts.

On the third day, the teams presented their analysis from the field trip. The rest of the day was spent on building their capacity to communicate to raise awareness and influence policy about EAF and CC through working through each of the elements of a communication plan. Practical exercises developed or refined

these components. After reviewing the list of target audiences that had been developed under a previous MarGov project, a role play was conducted to help build understanding of the different perspectives of target audiences. Participants acted as guests on a panel discussion on a morning show, with CANARI as host. The topic discussed was that fish were becoming more expensive, why, and what should be done. Participants worked in groups to prepare the panellists to represent the views of the Minister, the head of the fisheries division, the head of the fisherfolk organisation, and someone from the private sector doing fish processing. After the role play was conducted and lessons debriefed, the

participants brainstormed messages on EAF and CC. These were compared with earlier messages that had been developed under other projects. Participants then were asked to prioritise the target audiences and identify which communication products and pathways were best suited to each of the different target groups. A table recording this was developed from their work. In the final session of the day, participants worked in teams to develop selected priority communication products on EAF and CC: a slide show, a press release, and a video clip. A team also worked to refine the wording of the communication messages.

On the final day, these communication products were presented to the whole group by the teams and discussed. The various ongoing and planned initiatives in the Caribbean on fisheries governance and CC adaptation were then presented and discussed as opportunities for fisherfolk to build their capacity to participate in governance. A meeting of the CNFO was then held, including elections. Finally, participants prepared to host a media event to present their messages using the communication products that they had developed. This was held in the afternoon, including presentations and fielding questions from the media. After this, participants each presented their individual plans to implement actions to apply what they had learnt in the workshop back in their countries and organisations. The workshop evaluation was conducted by dividing participants into three teams to play a game of Jeopardy to test their knowledge on EAF, climate change and communication. Facilitated sharing was done by asking participants to choose from a set of cartoon faces with different emotions to describe how they felt as a result of the workshop. They also moved their fish with their expectations into the net to measure how far their expectations had been achieved (and the fish were caught). A written evaluation was completed by each participant.

## 5 FINDINGS

### 5.1 Opening ceremony

Ms. Leotaud welcomed participants to the workshop, and expressed CANARI's pleasure at being involved in this initiative given the Institute's long history of work with fisherfolk and ongoing programme in this area. Ms. Grant shared information on the ACP Fish II Programme, which is a global €20M initiative being implemented in 78 countries. The Caribbean €3M component spans 15 countries, with €187,000 allocated for strengthening fisherfolk organisations. Projects being implemented include business planning, strengthening cooperatives, and training in EAF and CC. Mr. Lee Quay spoke about the important role fisherfolk needed to plan in EAF and fisheries governance, and that this was a key strategy in addressing poverty in the region. Mr. Stanley noted the importance of addressing food security through finding equilibrium between economic and environmental interests. In St. Kitts and Nevis, there was a need for greater fish production and installation of Fish Aggregation Devices (FADs) had doubled the fish landings. However, imported fish



Figure 5.1 Permanent Secretary Stanley opens the workshop on October 16, 2012.

was still cheaper. Climate change was seen to be generally decreasing landings, although the *Sargassum* influx brought an increase in dolphin fish. Mr. Stanley further noted the importance of developing alternative livelihoods, including marine and brackish aquaculture, as a strategy to respond to the impacts of CC. He explained that the Government of St. Kitts and Nevis was currently reviewing legislation to make management more participatory, including potentially co-management arrangements with fisherfolk organisations, especially for the management of FADs.

## 5.2 EAF and CC

Participants discussed the definition of EAF as being how to manage fisheries paying attention to the impacts of all of the other activities taking place in the ecosystem. A simplified description by participants was “**fishing in balance with nature**”.



Figure 5.2 Participants used a map of a hypothetical island to understand some of the impacts of fishing and impacts of other activities on fishing

Participants analysed issues in a hypothetical, but representative, Caribbean island, using an EAF approach. The analysis focused on: (1) How other activities taking place in an ecosystem impact on fishing (2) How fishing impacts on other activities taking place in the ecosystem. The results of the analysis are presented in Appendix 4.

Participants used an EAF as an integrated approach looking at ecosystem well-being, human well-being and governance to examine what impacts climate change will have on fisheries, what issues will be created, and potential adaptation measures. The results of the analysis are presented in Appendix 5.

Participants applied EAF as an integrated approach to climate change adaptation planning, by focusing on ecosystem well-being, human well-being and governance. This was done for selected sites in St. Kitts visited during the workshop – Old Road facility, Sandy Point, Dieppe Bay / Black Rock, the SNAPPER project and Cockleshell. The results of the analysis are presented in Appendix 6.

## 5.3 CCRF and SSF guidelines

CCRF: This is a voluntary instrument for use by states and other stakeholders, including fisherfolk. It is a pro-fishing measure and provides a basis for arguments for participation of fishers in governance and promotion of good practices for sustainable and responsible fisheries (including the precautionary approach and EAF). Fair allocation of resources to fisheries development is a critical issue. Use of data and use of traditional knowledge is considered.

SSF: Development of the SSF draft guidelines is in progress. Fisherfolk have the opportunity to input before January 2013 before the final draft is presented for negotiation in May 2013. These guidelines were requested by government representatives that are part of the UN Committee of Fisheries. The recognised that SSF employs over 90% of fish workers, produces 50% of the total catch and two-thirds of the catch used for human consumption. It is important for food security, economic growth, poverty alleviation, and livelihoods. However, small scale fishers are marginalised and their contributions marginalised in governance. The purpose of this voluntary instrument is to enhance governance of SSF and promote fishers participation, with a focus on developing countries.



Figure 5.3 Mitchell Lay presented the CCRF and SSF guidelines to his peers

#### 5.4 Communication



Figure 5.4 Horace Walters (right), Vernel Nicholls (centre) and Mitchell Lay (left) filming a clip that would later appear in the CNFO's climate change video on October 19, 2012

The ideas developed by participants on their communication objectives, messages, target audiences, products and pathways were incorporated into an updated CNFO Communication Plan in Appendix 7. The communication products developed were a press release (Appendix 8), a slide show (Appendix 9) and a video clip (<http://www.youtube.com/watch?v=MaOOK-iLgTw>). The video can also be downloaded at [https://docs.google.com/folder/d/0Bw4zG0kvova\\_SHNrdVZ00FU5RjQ/edit](https://docs.google.com/folder/d/0Bw4zG0kvova_SHNrdVZ00FU5RjQ/edit).

#### 5.5 Relevant regional initiatives

The session presented several regional initiatives being planned or underway that present opportunities for fisherfolk to build their capacity to participate in fisheries policy and other discussions on mainstreaming of EAF and CC into small-scale fisheries at the national and regional levels. These were:

- **Strengthening fisherfolk networks to participate in governance for food security:** This is a four-year project beginning in 2013 funded by the EU and managed by CANARI, CERMES and Panos Caribbean. The project will take place in 18 countries in the Caribbean.
- **International Guidelines for Securing Sustainable Small-scale Fisheries.** A Zero Draft will be reviewed at a meeting in Jamaica meeting in December 2012, to which fisherfolk in the region will be invited. The document establishing guidelines for small scale fisheries will be finalised in May 2013.

- **Too Big To Ignore:** This project will be introduced at a side event at the annual Gulf and Caribbean Fisheries Institute Conference. CERMES has partnered with a university in Canada to enhance stewardship in small scale fisheries in the region focussing on fishing technology/marine environment interactions, systems for monitoring such interactions and advocacy/capacity for stewardship.
- **Caribbean Large Marine Ecosystem (CLME):** This is a region-wide project that seeks to help participating countries to improve fisheries governance through the use of EAF.
- **Rallying the region for action on climate change (RRACC):** This is a five year Organisation of Eastern Caribbean States (OECS) project was launched in 2011 to assist OECS governments with building resilience through the implementation of climate change adaptation measures.
- **Climate change adaptation and disaster risk management:** This is a CRFM project to strengthen regional and national cooperation and develop capacity in addressing climate change impacts and disasters in the fisheries and aquaculture sector.
- **CRFM/ IOI training opportunity:** CRFM has partnered with the International Oceans Institute to offer eight week training courses to stakeholders in the region. The out of pocket cost is approximately USD \$16,000.

One project was in development but was important to note was:

- **Climate resilience in Eastern Caribbean MPAs:** This project is being developed by The Nature Conservancy (TNC).

## 5.6 Workplan for action

The participants discussed how the fisherfolk collectively needed to work together to influence policy and participate in decision making, through the CNFO and NFOs. They each identified specific actions that they would take in the short term to start to apply what they had learnt in the workshop. This is documented in a workplan in

## 6 RESULTS AND EVALUATION

The workshop objectives were fully achieved:

1. **Awareness of climate change impacts on fisheries and potential adaptation actions was enhanced.** Participants apply knowledge on EAF to analysing climate change impacts and potential adaptation measures in a case study and at field sites.
2. **Awareness was built on what is EAF and how it can be applied in fisheries governance and the role of fisherfolk in this.** Participants applied knowledge on EAF to identify management issues and recommendations in a case study.
3. **Skills were built to communicate and develop relationships for advocacy, policy influence as part of governance.** An updated CNFO Communication Plan was developed by participants with communication objectives, messages, prioritised target audiences, and appropriate products and pathways. Three communication products were drafted by participants, which can be adapted and used by CNFO, NFOs and PFOs. Participants practiced their interview skills and ran a press conference. Action plans developed by participants revealed their intention to collaborate with other fisherfolk to raise awareness of other stakeholders and to influence policy.

4. **Capacity of participants to act as trainers and in turn build capacities of their member FFOs was built including through developing an action plan for participants to implement workshop recommendations.** The action plans revealed commitments of participants to share knowledge from the workshop with their NFOs and PFOs.
5. **Facilitate strategic visioning of CNFO members.** A meeting of the CNFO was held, which was critical to facilitate internal elections and planning for continued development of the organisation and its members. In addition, the workshop served to re-energise and motivate participants to lead and strengthen their organisations, and to work collaboratively (including at the regional level via the CNFO) to participate in fisheries governance. Participants strengthened their relationships with key support agencies in the Caribbean (ACP Fish II, CANARI, UWI CERMES and CRFM) and made commitments to continue to work closely with them.



**Figure 6.1 Fish with participants expectations recorded moved to the top of the net to represent that they were fully achieved.**

The summary form of the written evaluations is in Appendix 11. The jeopardy game revealed that participants had knowledge in the three key areas for the workshop: EAF, climate change and communication. Participants all expressed that they felt happy and had gained ideas from the workshop. Most evaluated that the workshop fully met their expectations, with their fish being completely caught at the top of the net as shown in Figure 6.1. Some people felt that actions needed to continue beyond the workshop so their expectations were still in progress.

## 7 LESSONS AND RECOMMENDATIONS

- Key needs for CNFO capacity building were identified as building the capacity of leaders to train and communicate with others and building the capacity of fisherfolk to engage in governance (by enhancing basic education, specific skills, willingness to participate). Further and ongoing support is needed in this area, and planned and existing initiatives need to build on this workshop to expand and deepen capacity building and support.
- Other stakeholders from different sectors must be involved, along with fisherfolk, to achieve EAF. Existing initiatives should be promoted / engaged, including national intersectoral committees which provide an opportunity for a multi-stakeholder approach. CRFM is looking at decision-making tools that incorporate information from many sectors and information from and engagement of fisherfolk in important.

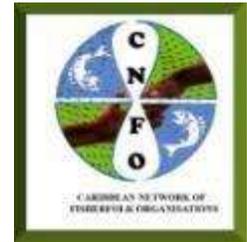
- It needs to be clearly communicated that fisherfolk already know what EAF is and have been practicing this for years. Artisanal fisheries are in balance with ecosystem and other activities, much more than other fisheries.
- The strategy for fisherfolk to enhance their participation in fisheries governance involves several elements:
  - Getting organised – fisherfolk need to get together to communicate and lobby together “then we have a force”
  - Building capacity of fisherfolk to be engaged (education, skills in communication)
  - Analysing an issue thoroughly, map it out, get the facts
  - Inviting all of the stakeholders to the table to discuss
  - Developing consensus on the position of fisherfolk
  - Communicating to raise awareness of other stakeholders of the issues and getting allies
  - Using communication and partnerships to influence the government

## **APPENDIX 1: LIST OF PARTICIPANTS**

Name	Sex	Organisation	Country	Telephone (mobile/ground line)	E-mail address
Mitchell Lay	M	Caribbean Network of Fisherfolk Organizations (CNFO)	Antigua and Barbuda	1 268 784 4690	<a href="mailto:mitchlay@yahoo.com">mitchlay@yahoo.com</a>
Vernel Nicholls	F	Barbados National Union of Fisherfolk Organisations	Barbados	1 346 426 5189 / 1 246 268 7168	<a href="mailto:vfnic@yahoo.com">vfnic@yahoo.com</a> ; <a href="mailto:barnfo@caribsurf.com">barnfo@caribsurf.com</a>
Huron Vidal	M	National Association of Fisherfolk Cooperation	Commonwealth of Dominica	1 767 466 6135 / 767 245 3737	<a href="mailto:huronvidal@yahoo.com">huronvidal@yahoo.com</a>
Chuburt (Desmond) Gill	M	St. John's Fishermen Association	Grenada	1 473 444 8043 / 1 437 420 6735	<a href="mailto:crafton.isaac@gmail.com">crafton.isaac@gmail.com</a>
Hazel Oxenford	F	Centre for Resource Management and Environmental Studies (CERMES)	Barbados	1 246 417 4571	<a href="mailto:hazel.oxenford@cavehill.uwi.edu">hazel.oxenford@cavehill.uwi.edu</a>
Glaston White	M	Jamaica Fishermen Co-operative Union Ltd.	Jamaica	1 876 357 9613	<a href="mailto:wglaston@yahoo.com">wglaston@yahoo.com</a>
Winston Hobson	M	St. Kitts and Nevis National Fisherfolk Organisation	St. Kitts and Nevis	1 758 718 6229	<a href="mailto:atta.fish4u@hotmail.com">atta.fish4u@hotmail.com</a>
Horace Walters	M	Saint Lucia Fisherfolk Co-operative Society Limited	Saint Lucia	1 758 718 6299	<a href="mailto:horacewalters@hotmail.com">horacewalters@hotmail.com</a>
Eocen Victory	M	Goodwill Fisherman's Cooperative	St. Vincent and the Grenadines	1 784 529 2127	<a href="mailto:fishdiv@vincysurf.com">fishdiv@vincysurf.com</a>
Marcus Serrant	M	Trinidad and Tobago Unified Fisherfolk Organisation	Trinidad and Tobago	1 868 728 4068	<a href="mailto:marcus_serrant@live.com">marcus_serrant@live.com</a>
Joslyn Lee Quay	M	Caribbean Network of fisherfolk organisations (CNFO)	Trinidad and Tobago	1 868 374 7520	<a href="mailto:joslee_56@outlook.com">joslee_56@outlook.com</a>

Petronila Polius	F	Fisheries Department, Ministry of Agriculture, Food Production Fisheries and Rural Development	Saint Lucia	1 758 717 0696 / 1 758 468 4143	<a href="mailto:ppolius@hotmail.com">ppolius@hotmail.com</a>
Mark Lall	M	Visserscollectif	Suriname	011 597 868 7838	<a href="mailto:markspen2@yahoo.com">markspen2@yahoo.com</a>
Charles James	M	All Tobago Fisherfolk Association	Trinidad and Tobago	1 868 776 0209	<a href="mailto:jamesnew22@yahoo.com">jamesnew22@yahoo.com</a>
Lorna Warner	F	St. Kitts and Nevis National Fisherfolk Organisation	St. Kitts and Nevis	1 869 664 3324	
Susan Singh-Renton	F	Caribbean Regional Fisheries Mechanism (CRFM)	-St. Vincent and the Grenadines	1 784 457 3474	<a href="mailto:ssinghrenton@vincysurf.com">ssinghrenton@vincysurf.com</a>
Nadine Nembhard	F	Belize Fishermen Cooperative Association	Belize	011 501 624 5364	<a href="mailto:nadine_nem@yahoo.com">nadine_nem@yahoo.com</a>
Michael Davis	M	St. Kitts and Nevis National Fisherfolk Organisation	St. Kitts and Nevis		

## **APPENDIX 2: WORKSHOP AGENDA**



**Training of the Caribbean Network of Fisher Folk Organisations in EAF and climate change  
Bird Rock Beach Hotel, St. Kitts  
October 16-19, 2012**

**Workshop objectives**

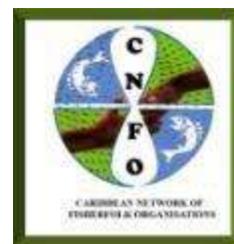
1. Building awareness of climate change impacts on fisheries and potential adaptation actions
2. Building awareness of EAF and the role of fisher folk
3. Building skills to communicate and develop relationships for advocacy, policy influence as part of governance
4. Building capacity of participants to act as trainers and in turn build capacities of their member FFOs including through developing an action plan for participants to implement workshop recommendations
5. Facilitating strategic visioning of CNFO members

**Draft agenda**

<b>TUESDAY OCTOBER 16, 2012</b>		
	<i>Time</i>	<i>Topics</i>
	9:00am-10:00am	Opening Ceremony
	10:00-10:30am	BREAK
	10:30-11:00am	Welcome, introductions, objectives, assign roles
	11:00am-1:00pm	Introduction to the Ecosystem Approach to Fisheries (EAF) concepts and approaches <ul style="list-style-type: none"> <li>• EAF and benefits</li> <li>• Application of EAF</li> <li>• EAF and the FAO Code of Conduct for Responsible Fisheries and Small Scale Fisheries</li> </ul>
	1:00pm-2:00pm	LUNCH
	2:00pm-3:00pm	Introduction to climate change
	3:00-3:15pm	BREAK
	3:15pm-5:00pm	Introduction to climate change (cont'd)
<b>WEDNESDAY OCTOBER 17, 2012</b>		
	8:30-8:45am	Feedback from Day 1
	8:45-9:45	Using EAF as tool for climate change adaptation
	9:45-10:00am	Assigning groups and tasks for field visit to understand how EAF can be applied
	10:00am-10:30am	BREAK and leave for field trip

	10:30am-4:30pm	Field trip (including LUNCH)
<b>THURSDAY OCTOBER 18, 2012</b>		
	8:30-8:45am	Feedback from Day 2
	8:45am-10:00	Debrief field trip
	10:00am-10:30am	BREAK
	10:30 am – 1:00 pm	Developing a communication plan
	1:00pm-2:00pm	LUNCH
	2:00 – 3:00 pm	Developing a communication plan (cont'd)
	3:00 – 4:30 pm	Developing communication products to influence policy
<b>FRIDAY OCTOBER 19, 2012</b>		
	8:30-9:00am	Feedback from Day 3
	9:00-10:00am	Review of communication products developed
	10:00-10:30am	BREAK
	10:30-11:30am	Identifying opportunities: Mapping relevant initiatives in the region on EAF and climate change and the current and potential involvement of fisherfolk
	11:30-1:00	Meeting of the CNFO
	1:00pm-2:00pm	LUNCH
	2:00pm-2:30pm	Preparation for the press conference
	2:30pm-3:30pm	Press conference: Media invited to speak with participants
	3:30pm-4:30pm	Individual workplanning for next steps Evaluation Thanks and close

## **APPENDIX 3: OPENING CEREMONY AGENDA**



**Training in EAF and climate change  
for the Caribbean Network of Fisher Folk Organizations  
October 16-19, 2012  
Bird Rock Beach Hotel  
St. Kitts and Nevis**

**Opening Ceremony  
AGENDA**

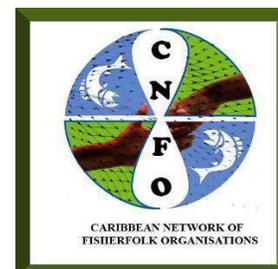
9:00-9:05am	Welcome, anthem and prayer	Nicole Leotaud, Caribbean Natural Resources Institute (CANARI)
9:05-9:10 am	Introduction to the ACO Fish II Programme	Sandra Grant, Regional Manager for the Caribbean, ACP Fish II Programme
9:10-9:15am	About the project to strengthen fisherfolk organisations	Jocelyn Lee Quay, Deputy Coordinator, Caribbean Network of Fisher Folk Organisations (CNFO)
9:15-9:20am	Remarks and open the workshop	Sam Heyliger, Department of Marine Resources
9:20-9:35am	Feature address	Ashton Stanley, Permanent Secretary, on behalf of Dr. the Hon. Senior Minister Timothy Harris, Ministry of Agriculture, Marine Resources and Constituency Empowerment
9:35am	Close of the Opening Ceremony	Nicole Leotaud, Caribbean Natural Resources Institute (CANARI)

## **APPENDIX 4: ANALYSIS OF ISSUES IN FISHERIES GOVERNANCE USING EAF**

## Caribbean Network of Fisherfolk Organisations (CNFO)

### Analysis of issues in fisheries governance using EAF

October 2012



This analysis was developed by participants at the workshop held in October 2012 on “Training of the Caribbean Network of Fisher Folk Organisations (CNFO) in the Ecosystem Approach to Fisheries (EAF) and climate change (CC)” funded by the ACP Fish II Programme. It highlights analysis of issues in a hypothetical, but representative, Caribbean island. The analysis focuses on:

- How other activities taking place in an ecosystem impact on fishing
- How fishing impacts on other activities taking place in the ecosystem

Other activities in an ecosystem impact on fishing via:

- resulting in less resources and less access;
- limiting options of fisherfolk as they need to fish further out and abandon some traditional methods – this limits the diversification potential of the fishing industry;
- socio-economic impacts on fisherfolk.

<i>Activity</i>	<i>Impact on fishing</i>
Oil drilling and storage	Seismic surveys damage and chase away fish  Pollution (oil spills) kills and damages reefs – no reefs, no fish  Positive impact – rigs act as FADs so attract fish
Agriculture	Soil runoff kills reefs, fertilizers cause moss
Human activities (ships, houses, fisherfolk, etc)	Cause garbage which gets into the sea – plastic bags kill fish and turtles
Ships (cruise and other)	Anchors damage reefs, dispose waste into sea, destroy fish traps
Coastal development	Sewerage and sediment kills reefs, less fish  Destroys mangrove  Displaces fisherfolk from coastal areas

Quarries	Causes deforestation, which results in soil erosion, sedimentation causes damage to reefs and other habitats of fish
Spear fishing	Damages reefs, juvenile fish
Water skis	Frighten away fish
Harvesting charcoal from mangrove unsustainably	Destroy mangrove – lose nursery for fish More soil and nutrients are washed into the sea – causes sedimentation of reefs
Recreation (e.g. yachts)	Anchor on reefs and destroy reefs Disturb fisherfolk from catching fish in areas where recreation is taking place
Dynamite fishing	Destroys almost everything in the area
Yacht marinas	Displace fishermen

Fishing impacts on other activities in the ecosystem, both positively and negatively.

<b>Activity</b>	<b>Positive impacts</b>	<b>Negative impacts</b>
Tourism	Provide quality seafood	Fish refuse along coast (rivers, beaches) is unattractive for other coastal users
Coastal development	Sport fishing	Compete for space with other coastal development
Beach mining	Provides cultural fishing experience	Harvest boat and gear materials from forest
Forestry	Strengthen socio-economic development of rural communities	Fishing boats and gear (FADs etc.) interferes with passage of other boats
Agricultural production		
Industry (power and manufacturing)		
Shipping		
Cruise tourism		
Oil spills		

Conclusions from the analysis were that:

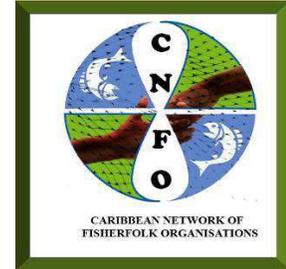
- The EAF approach is essential because fisheries cannot be managed in isolation.
- Human activities need to be managed and different actors need to be engaged to understand their impacts.
- Lobbying government before they approve developments may allow zoning for multiple uses.

## **APPENDIX 5: EAF AND CC ANALYSIS**

## Caribbean Network of Fisherfolk Organisations (CNFO)

### Analysis of climate change impacts and potential adaptation measures for fisheries governance using EAF

October 2012



This analysis was developed by participants at the workshop held in October 2012 on “Training of the Caribbean Network of Fisher Folk Organisations (CNFO) in the Ecosystem Approach to Fisheries (EAF) and climate change (CC)” funded by the ACP Fish II Programme. It uses an EAF as an integrated approach looking at ecosystem well-being, human well-being and governance to examine what impacts climate change will have on fisheries, what issues will be created, and potential adaptation measures. Although these are analysed separately they are closely inter-related.

	<b>Impacts of climate change</b>	<b>Potential adaptation measures</b>
<b>Ecosystem well being</b>	<ul style="list-style-type: none"> <li>Coral bleaching, reefs damaged or destroyed</li> <li>Loss of habitats (e.g. mangrove, forests, wetlands); loss of coastal biodiversity and resilience</li> <li>Loss of land space</li> <li>Coastal erosion</li> <li>Soil erosion</li> <li>Islands and cays lost or smaller</li> <li>Loss of beaches</li> <li>Shellfish can't make shells</li> <li>Loss of fishing grounds</li> <li>Fish migration</li> </ul>	<ul style="list-style-type: none"> <li>Artificial reef development</li> <li>MPAs</li> <li>Relocating infrastructure</li> <li>Adaptation in fishing gear</li> <li>Enabling migration of coastal ecosystems (e.g. mangroves) inland</li> <li>Improve or enforce building codes</li> <li>Limit development along the coast</li> <li>Establish or strengthen marine protected areas</li> <li>Develop or use land use policy to guide zoning and development</li> </ul>
<b>Human well being</b>	<ul style="list-style-type: none"> <li>Loss fishing, agriculture, tourism livelihoods</li> <li>Lost jobs and income</li> <li>Food security threatened</li> <li>Increased flooding</li> <li>Loss life</li> <li>Loss of community spirit</li> <li>Loss of recreational space and aesthetic quality</li> <li>Conflict</li> <li>Increase in cost of production</li> <li>Displaced families</li> <li>Rise in insurance</li> </ul>	<ul style="list-style-type: none"> <li>Employment diversification</li> <li>Aquaculture / mariculture development</li> <li>Mental coping strategies education</li> </ul>
Governance	Social dislocation	Cross-sectoral collaboration

	<p>Conflict / piracy Loss of infrastructure Coastal erosion</p>	<p>Land use planning (e.g. housing, infrastructure, drainage) Managed retreat and relocation of communities Alternative livelihoods developed Participatory governance (consultative process) Food security policies and new strategies (e.g. aquaculture) Long-term economic development planning Construction adaptation measures (e.g. sea walls, building codes) Community development</p>
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**Potential positive opportunities from climate change were identified as opportunities to:**

- build community spirit to address the crisis;
- motivate people to participate in decision-making as the issues will directly and critically address them;
- build more resilient communities, both in terms of physical resources and “thinking” and coping strategies for constant change;
- encourage innovation;
- encourage livelihood and economic diversification;
- encourage long-term sustainability thinking;
- highlight the importance of the fisheries sector in food security.

It was recognised that fisherfolk need to be pro-active to take advantage of these opportunities by:

- building awareness about the issue;
- building knowledge – both scientific and traditional – ensuring access to information;
- engaging in policy development and decision-making;
- promoting a coordinated approach, with the development of appropriate institutional structures and governance processes to facilitate this.

**Recommendations**

- Other stakeholders from different sectors must be involved, along with fisherfolk, to achieve EAF
  - national intersectoral committees are one opportunity for the multi-stakeholder approach
  - CRFM looking at decision-making tools that incorporate information from many sectors
- Fisherfolk already know what an EAF is and have been practicing this for years
- Artisanal fisheries are in balance with ecosystem and other activities, much more than other fisheries
- Strategy for fisherfolk
  - Get organised – fisherfolk need to get together to communicate and lobby together “then we have a force”
  - Build capacity of fisherfolk to be engaged (education, skills in communication)
  - Need to analyse an issue thoroughly, map it out, get the facts
  - Invite all of the stakeholders to the table to discuss

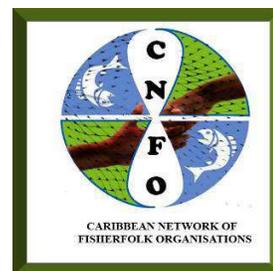
- Develop a position
- Communicate to raise awareness of others of the issues and get allies
- Use to influence the government
- Education of fisherfolk is needed
- Need to re-brand fishing and related livelihoods as respected and viable occupations

## **APPENDIX 6: EAF AND CC CASE STUDY**

## Caribbean Network of Fisherfolk Organisations (CNFO)

**Analysis of management issues and climate change impacts and adaptation actions needed in fisheries governance at selected sites in St. Kitts**

**October 2012**



This analysis was developed by participants at the workshop held in October 2012 on “Training of the Caribbean Network of Fisher Folk Organisations (CNFO) in the Ecosystem Approach to Fisheries (EAF) and climate change (CC)” funded by the ACP Fish II Programme. It highlights analysis of issues and recommendations at selected sites in St. Kitts visited during the workshop – Old Road facility, Sandy Point, Dieppe Bay / Black Rock, the SNAPPER project and Cockleshell. The analysis presents a model of application of knowledge by fisherfolk on how to apply the EAF as an integrated approach to climate change adaptation planning, by focusing on ecosystem well-being, human well-being and governance. It also contains useful information that may be relevant to other sites in the Caribbean. Strategies recommended include temporal measures (e.g. closed seasons), spatial measures (e.g. MPAs, zoning use), gear changes and governance.

### Ecosystem well-being

<i>Issues/threats</i>	<i>How will be affected by climate change</i>	<i>Recommendations</i>
<b>Old Road:</b> Garbage Watercourse passing through market Coastal erosion	Worse with climate change – will be flash flooding	Engineers to look at drainage system Build a breakwater
<b>Sandy Point:</b> Loss of beach space Garbage, especially plastic bags	Nesting for sea turtles going to get worse because of sea level rise and stronger hurricanes	Moratorium on hunting sea turtles Offshore breakwater (groynes) Drainage Stop beach sand mining taking place nearby Leatherback turtles will relocated to nearby beach to nest
<b>Dieppe Bay / Black Rock:</b> Loading and mooring site depending on reef Catching undersized and berried lobsters	Sea level rise will mean that beach is no longer protected by the reef Will lost rocky habitat for lobsters	Planned relocation Protect reef Education of fisherfolk Implement closed season for lobsters Policies (regulations) for lobster management

<i>Issues/threats</i>	<i>How will be affected by climate change</i>	<i>Recommendations</i>
		Develop alternative livelihoods
<b>SNAPPER project:</b> Erosion Tilapia escaping to sea where will be destructive to ecosystems (eat smaller fish) Concern on impact of soil from using seawater if in the future need to do agriculture at the site	Flooding from sea level rise or heavy rains	Can be positive alternative when lose fishing grounds because of climate change, can still get source of fish protein for food security, can to get more farmers involved in aquaculture
<b>Cockleshell:</b> Lush sea grass and important nursery especially for lobster and conch	Quite protected and there is beach space with little construction on beach so unlikely to have major impacts	Move forward with establishing as a MPA Education about importance of area and how MPAs can benefit livelihoods Potential to extend MPA across to Nevis

### Human well-being

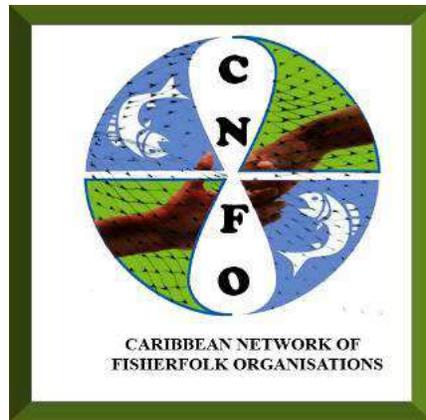
<i>Issues</i>	<i>Recommendations</i>
<ul style="list-style-type: none"> <li>Human well-being is being affected at all sites, threats are similar</li> <li>Climate change will have effects – loss of land, loss of livelihood</li> <li>Cost of operation increasing</li> <li>Poor communication between cooperatives and fisherfolk organisations</li> <li>Disconnect between government and fisherfolk, consultation process broke down and dispute between government and fisherfolk</li> <li>Conflict with other resource users (divers)</li> <li>Drainage is a health hazard</li> <li>Private aquaculture enterprise is not involving local farmers, and not sure if it can be promoted to local farmers or fishermen given high costs, need for land space and technical capacity</li> </ul>	<ul style="list-style-type: none"> <li>Develop alternative livelihoods, government support for transition</li> <li>Government – fisheries and cooperative department – needs to act on their responsibility to build the capacity of and support fisherfolk. Need for more collaboration between these two government agencies, as well as with fisherfolk</li> <li>Fishers cooperative needs to play a greater role, strengthen communication and involvement by fishers themselves</li> <li>Development of MPAs</li> <li>Monitor divers at sites and hold accountable to pay for fish pots that have been cut</li> <li>Seine – need to transition to different types of nets for new methods of fishing – government fund transition to modify nets</li> <li>Address drainage issues because is a health hazard</li> </ul>

### Governance

<i>Issues</i>	<i>Climate change impacts</i>	<i>Recommendations</i>
<ul style="list-style-type: none"> <li>Infrastructure needed in some areas, with appropriate design (following building codes and</li> </ul>	Caribbean rocky side and higher: a	<ul style="list-style-type: none"> <li>Relocation</li> <li>Land use plan</li> </ul>

<p>addressing needs of users) and management involving fisherfolk</p> <ul style="list-style-type: none"> <li>• Safety of vessels</li> <li>• Land tenure issues need to be addressed to clarify ownership and use rights</li> <li>• Lack of stakeholder involvement in management, lack of stakeholders taking responsibility</li> <li>• Market management</li> <li>• Sand mining needs to be stopped as it is exacerbating coastal erosion</li> <li>• Conflict between fishers and tourism – zone areas for use</li> <li>• Adherence to regulation – conch, lobster</li> </ul>	<p>lot of erosion seen</p> <ul style="list-style-type: none"> <li>• Sea wall protection</li> <li>• Relocation</li> <li>• Infrastructure built to building code, including hurricane shutters in the design</li> </ul> <p>Atlantic side more sandy: will be impacted by sea level rise</p> <ul style="list-style-type: none"> <li>• Negatively impact buildings at a certain distance from the sea</li> <li>• Sand mining exacerbate impacts of climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Enforce building code</li> <li>• Co-management / participation</li> <li>• Cross-sectoral governance</li> <li>• Regulate sand mining</li> <li>• Stakeholder education</li> <li>• Fisheries regulations updated / enforced</li> <li>• Safety at sea – vessels and operation</li> <li>• Food safety – HACCP, ice</li> <li>• Facilities – markets, moorings</li> </ul>
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## **APPENDIX 7: COMMUNICATION STRATEGY**



## **Caribbean Network of Fisherfolk Organisations (CNFO)**

### **Communications Strategy**

***October 2012***

## **Acknowledgements**

This Communication Strategy of the Caribbean Network of Fisherfolk Organisations (CNFO) was developed through support under two projects:

- A grant from the International Development Research Centre (IDRC), sub-granted to the CNFO through the Marine Governance in the Eastern Caribbean (MarGov) Project implemented by the Centre for Resource Management and Environmental Studies (CERMES) at the University of the West Indies Cave Hill Campus, Barbados (see [http://www.cavehill.uwi.edu/cermes/margov\\_profile.html](http://www.cavehill.uwi.edu/cermes/margov_profile.html)). The document produced is cited as: CNFO. 2011. Communication Strategy. Caribbean Network of Fisherfolk Organisations, Antigua. 4pp.
- Technical assistance funded under the ACP Fish II project through a contract with CANARI to facilitate a workshop to build the capacity of the CNFO to participate in decision-making about the Ecosystem Approach to Fisheries (EAF) and climate change (CC) adaptation (see [YouTube link](#)). Findings from the workshop were used to revise the 2011 Communication Strategy.

Development of messages in the ACP Fish II workshop benefitted from review of messages developed at a workshop conducted with fisheries managers under the Sustainable Management of the Shared Marine Resources of the Caribbean Large Marine Ecosystem (CLME) and Adjacent Regions project, Case Study for the Shared Stocks of the Shrimp and Groundfish Fishery of the Guianas-Brazil Shelf implemented by the United Nations Food and Agriculture Organisation (FAO) and contracted to CANARI.

The CNFO would like to thank these partners for their support and confirm that the views expressed in this Strategy are the views of the CNFO and do not necessarily represent the views of partners.

## **Scope of the Strategy**

This Communication Strategy is a living document which will continue to be updated by the CNFO. The current draft places special emphasis on EAF and CC adaptation issues and strategies. This scope may be expanded in future versions of the Strategy. The Strategy will be used by the CNFO as well as its members – the national fisherfolk organisations (NFOs) and primary fisherfolk organisations (PFOs) at the local level.

## **Citation**

CNFO. 2012. Communication Strategy. Caribbean Network of Fisherfolk Organisations, St. Johns. 10pp.

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## 1. Communication objectives

The CNFO's communication objectives are to:

1. Raise awareness and share knowledge among all fisherfolk about how they can apply EAF and CC adaptation principles.
2. Encourage fisherfolk to take action to apply EAF and CC adaptation principles.
3. Encourage fisherfolk to work with policy makers and managers in government to input into decisions about fisheries management.
4. Raise awareness of policy makers and managers in government about the issues, needs and ideas of fisherfolk in making decisions about fisheries management and CC adaptation.
5. Encourage policy makers and managers in government to work with fisherfolk in making decisions about fisheries management and CC adaptation.
6. Bring fisherfolk together at local, national and regional levels to develop common positions and messages to collectively communicate
7. Raise the visibility of the CNFO and its members at the national and local levels

## 2. Target audiences

The CNFO has identified four main categories of target audience comprising the groups of persons listed under each (see Table 1).

Table 1: Four categories of target audience

<i>Type of audience</i>	<i>Policy makers</i>	<i>Change agents</i>	<i>Resource users</i>
Government	Government ministers  Permanent Secretaries and CEOs of statutory bodies with marine jurisdiction  Cooperatives Department	Fisheries divisions  Cooperatives departments  Coastal zone managers  Middle level administrators	
Inter-governmental	CRFM Ministerial Council  CARICOM  ACS  WECAFC	Technical advisors/trainers (e.g. FAO, CRFM)	

	CEOs of regional organisations		
Civil society	High level media executives CEOs of NGOs CNFO	NGO officers Researchers from academic institutions Technical advisors/trainers (e.g. UWI CERMES, CANARI)	Fisherfolk organisations Coastal community groups General public Media representatives
Private sector	CEOs of major companies		Fisherfolk Non-fisheries coastal users including the private sector

The target audience groups are analysed in terms of their interest, power and also the action that is recommended in terms of what the CNFO will communicate to them to do (see Table 2).

Table 2: Target audience analysis

<b><i>Audience</i></b>	<b><i>Interest</i></b> <b><i>1 -5, 1 greatest</i></b>	<b><i>Power</i></b> <b><i>1-5, 1 greatest</i></b>	<b><i>Recommended Action</i></b>
Government Ministers	1	1	Provide policy directives for sustainable fisheries
Fisheries divisions			Involve fisherfolk in fisheries governance
Permanent Secretaries and CEOs of government agencies with marine jurisdiction	1	3	Be transparent and equitable in carrying out fisheries policies.
Heads of major companies, NGOs and regional organisations	3	3	Develop interest in working with fisherfolk
High level media	2	5	Inform and educate the public on fisheries

executives			issues.
Fisheries Managers	1	2	Increase collaboration and sharing of data and information with fisherfolk and other fisheries stakeholders
Coastal Zone Managers	2	3	Engage and share information with fisherfolk and fisheries managers
Middle level administrators	2	2	Increase awareness and involvement in fisheries management.
NGO officers	3	5	Information sharing and collaboration with researchers, fisherfolk and fisheries managers.
Researchers	3	5	Data and information sharing and collaboration with fisherfolk and other fisheries stakeholders
Technical advisors/trainers	1	3	Increase data information sharing while strengthening partnerships
Fisherfolk	1	2	Data and information sharing, build capacity, increase participation and provide representation and support
Fisherfolk organisations	1	1	Data and information sharing, build capacity, increase participation and provide representation and support
Non-fishery coastal/marine users	3	5	Engage and provide information
Coastal communities	4	4	Engage and provide information
Media representatives	2	4	Inform and educate the public
General public	5	5	Become aware of fisheries issues
Project teams	1	1	Build capacity, increase communication levels, share information and data

The top priority target audiences were further refined and ranked (see Table 3).

Table 3: Ranking of target audiences

<b>Rank</b>	<b>Audiences</b>
1	Fisheries managers/ fisheries divisions
2	Cooperative divisions
2	Fisheries organisations (NFOs and PFOs)
3	Technical advisors/ trainers (e.g. CERMES, CANARI, FAO, ACP Fish II)
4	Government Ministers
5	Fisherfolk (individuals)
6	Intergovernmental bodies (CRFM Ministerial Council, OECS, ACS, CARICOM, WECAFC)
6	Media
7	Researchers
8	General public

### 3. Messages

Messages need to be clear, credible, concise, correct and consistent. Bringing across the different voices of fisherfolk, for example through interviews and participatory video, brings credibility to the messages. Simple non-technical language is important in the messages to ensure understanding and clarity of communication.

Key messages are:

1. Fisheries need to be managed in a holistic and sustainable manner for the conservation of ecosystems and the benefit of all people.
2. Transparency, accountability and participation are important in fisheries management.
3. Fisherfolk bring local and traditional knowledge to fisheries management.
4. Fisherfolk need to get together to have a united and strong voice.
5. Climate change is real... it is here.
6. Climate change will have a serious and negative impact on the way of life of fisherfolk.
7. Fisherfolk need to take immediate action to adapt to climate change.
8. Governments need to support fisherfolk and implement adaptation strategies for coastal communities.

#### 4. Products and pathways

The CNFO already uses a variety of communication products and pathways, including telephone calls, e-mails, CNFO and NFO websites, the CNFO yahoo group, the GCFI listserv, brochures, the CNFO Bulletin (newsletter), meetings, newspaper articles, radio and television interviews, scientific papers and community notice boards.

A greater emphasis will be placed on using products and pathways suitable for the different target audiences, including using more innovative communication products and pathways (e.g. participatory video [PV], podcasts). A preliminary illustrative analysis of this is presented in Table 4.

Table 4: Products and pathways for specific target audiences

<b>Rank</b>	<b>Audiences</b>	<b>Products</b>	<b>Pathways</b>
1	Fisheries managers/ fisheries divisions	Policy briefs, PV	Workshops, meetings, conferences, panel discussions, site visits (face to face)
2	Cooperative Division	E-mails	Internet  Face to face meetings  Telephone calls
2	Fisheries organisations (NFOs and PFOs)	E-mails  News articles  Promotional products (e.g. T-shirts)  Dramatic presentations  Podcasts  Art  Toolkits	Internet  Telephone calls  Social events  Podcasts
3	Technical advisors trainers (e.g. CERMES, CANARI, FAO, ACP Fish II)	Newsletter  E-mails	Internet  Listservs  Discussion groups
4	Government Ministers	PV	Marches

		Letters	Demonstration Face to face News articles Talk shows Press conferences
5	Fisherfolk (individuals)	Text messages Flyers Art Promotional products	Mobile telephones Social events Songs Internet YouTube Exhibitions or fairs Face to face meetings Town criers
6	Inter-governmental bodies (CRFM Ministerial Council, OECS, ACS, CARICOM, WECAFC)	Policy briefs E-mails	Internet Telephone calls Influential people as intermediaries Workshops, meetings (face to face)
6	Media	Flyers Press releases E-mails	Telephone calls Internet
7	Researchers	E-mails Slide presentations Webpages Case studies	Internet (e-mails, websites, social media tools) Telephone calls

		Blogs	
8	General public	Flyers Audio recordings Information briefs Videos Songs Billboards Exhibits Posters Public service announcements Poems Dramatic presentations	Internet (social media e.g. Facebook, Twitter) Theatre Radio Newspapers Social events Caribbean Fisherfolk Day

CNFO commits to using the most effective communication methods with the resources they have available. Consideration of the relative benefits and costs of different communication products and pathways is therefore important. A preliminary analysis of this is presented in Table 5.

Table 5: Analysis of pros and cons of different communication products and pathways

<b>Method</b>	<b>Pros</b>	<b>Cons</b>
Policy briefs (2-4 pages, brief with clear recommendations)	Short, to the point	Don't get all the information Requires skills to write Needs graphic design and printing so cost increases
Workshop, meetings, conferences	Rich exchange when there is personal contact Different avenues for interaction and feedback	Expensive (to host and attend the meeting)
Participatory video	Affordable	Require skill to facilitate

	<p>Messages are strong and effective</p> <p>Realistic</p> <p>Provides credibility through giving direct voice</p>	Requires commitment of participants in the process
Site visits	Brings stakeholders to experience situation first hand	Costly
Podcasts	Effective because direct to target audience	<p>Costly</p> <p>Skills needed to develop and disseminate</p> <p>Equipment needed</p>

## 5. Implementation strategies

Key strategies for implementation of this Communication Strategy include:

- building capacity of the CNFO, NFOs, and PFOs in equipment and other resources to facilitate communication, including:
  - Telephones for voice communications
  - Computers for internet access, messenger and voice communications
  - Printing hardware
  - Physical location with offices and staff
- ensuring all CNFO members at the national and local levels have access to the internet to facilitate e-mails and other web-based communication;
- getting all fisherfolk involved so that a strong collective position can be communicated;
- building the capacity of NFOs to communicate issues at the national level;
- increasing capacity in developing and using communication tools (e.g. website development);
- being non-partisan and target all political parties in communications;
- using influential intermediaries to reach key target audiences;
- selecting communication products and pathways that provide the best value (effectiveness for investment of resources);
- using more than one communication strategy to reach each target audience.

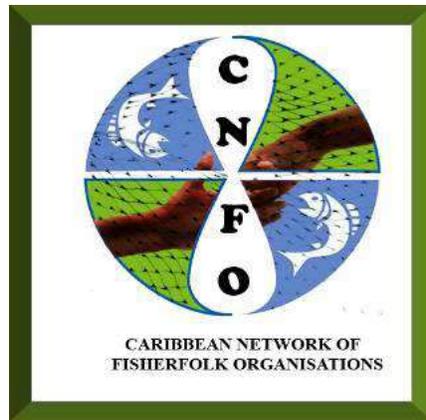
## 6. Evaluation mechanisms

Systematic evaluation of the effectiveness and impact of communication to different target audiences is important. CNFO will evaluate its communications by monitoring the following indicators:

- Responses confirming receipt of communication will be recorded electronically.

- Comments and postings on internet media are indicators of the effectiveness of the communication and facilitate improvements.
- CNFO and its activities are relevant to national and regional fisheries governance as determined by the CNFO being invited to forums relevant to fisheries management.
- Increased involvement of other resource users in fisheries matters.
- Media items include references to CNFOs' activities.

## **APPENDIX 8: PRESS RELEASE**



## **Caribbean Network of Fisherfolk Organisations (CNFO)**

### **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **Caribbean fisherfolk develop recommendations to address climate change**

*Basseterre (Caribbean Network of Fisherfolk Organisations) 19 October 2012*—Fisherfolk representatives from eleven Caribbean countries met in St. Kitts and Nevis 16-19 October 2012 to discuss how climate change is affecting their livelihoods and to identify adaptation measures that can be implemented by them and by national governments.

Climate change is very real in the Caribbean, and the fisherfolk reported that they have been observing impacts such as rising sea levels, increased storms and hurricanes and changing and unpredictable weather patterns and seasons.

This is already negatively affecting fisheries in the Caribbean. It is one of the major factors affecting fisheries, adding to existing problems including pollution, overfishing and habitat loss and degradation.

Coastal erosion is wreaking havoc on coastal fishing facilities. Fisherfolk are recommending that fishing facilities may need to be relocated, or sea walls or other protective structures built.

Beaches are being lost. In St. Kitts, for example, some beaches have been completely eroded hence fisherfolk have been forced to stop beach seining and have had to switch to other methods.

Fish migration patterns have changed. Fisherfolk are reporting across the Caribbean that they are no longer catching in the traditional fishing grounds and they have had to move to new areas.

Seaweed (*Sargassum*) is now widespread across the Caribbean. It is washing up on beaches and entangling fishing lines, nets and propellers.

The Caribbean Network of Fisherfolk Organisations (CNFO) is mobilising its members across the region to take immediate action to adapt to the serious threats to their livelihoods because of climate change. Joslyn Lee Quay, Deputy Coordinator of the CNFO, stated that “Climate change is here, we got to prepare.”

The CNFO has also identified a number of strategic policy recommendations for urgent action by national governments. They say that a proactive and long-term view is needed.

Some of the recommendations include:

- Land use planning is critical to address the loss of coastal area and infrastructure.
- Managed retreat and relocation of communities will need to take place.
- The development of complementary and alternative livelihoods for fisherfolk needs to be supported.
- Fisherfolk must be effectively engaged in the decision-making processes for policy development and planning.
- Food security policies need to be developed to address the potential loss of marine fish stocks.

These recommendations were identified at the workshop, which was funded by the ACP Fish II programme and facilitated by the Caribbean Natural Resources Institute (CANARI), with support from resource persons from Caribbean Regional Fisheries Mechanism (CRFM) and the Centre for Resource Management and Environmental Studies (CERMES) of the University of the West Indies. Fifteen participants attended, representing fisherfolk organisations from: Antigua and Barbuda, Barbados, Belize, Dominica, Grenada, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago.

Within the CNFO, national and community fisherfolk organisations are united and prepared to work with government and other stakeholders to ensure food security, employment and livelihood protection, and economic development in the Caribbean.

**About CNFO:**

The Caribbean Network of Fisherfolk Organisations is a non-profit regional network operating in all of the CARICOM countries. Its mission is to ***“Improve the quality of life for fisherfolk and develop a sustainable and profitable fishing industry through networking, representation and capacity building.”***

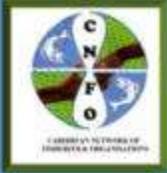
**For more information:**

Contact XXXX, CNFO Coordinator, at [cnfo\\_cu@yahoo.com](mailto:cnfo_cu@yahoo.com) or telephone.

National country contacts

**APPENDIX 9: CNFO'S CLIMATE CHANGE POWERPOINT PRESENTATION**

 **Climate change and fisher folk in the Caribbean**



**Climate change is real, and it is already here**

 **Sea level is rising**



Coasts are eroding

 **Sea is getting hotter**



Corals are turning white and dying (coral bleaching)



 **Storms are getting worse (hurricanes)**



 **Sea water more acid**



whelks and conch shells and corals could dissolve




## How will climate change affect you?



## Loss of fish habitat

↓

## Less fish

↓

## Less \$\$



## Loss of beach

- No safe place to pull-up boats
- No place for beach selling
- No recreational activities



The beach at Larry Point in S. Africa has been lost.



## Loss of property

- Boat, engine, gears
- Properties close to shore
- Damage to set gears (pots, nets)






## ACT NOW!



## Get organized

- Join a local fisher folk organizations






### Get informed

- Contact local Fisheries Division (xxx-xxxx)
- Local fisher folk Organizations (xxx-xxxx)




### Fish responsibly

- FAO Code of Conduct for Responsible Fishing (CCRF)
- Small-scale Fisheries guideline

Fishing Gear has impacts

IMPACT	MODERATE IMPACTS	SEVERE IMPACTS
Bottom trawl	Cast net/trawl	Hand net/pots
Purse seine	Cast net/pots	Hand net/pots
Cast net/pots	Hand net/pots	Hand net/pots
Small-scale trawl	Hand net/pots	Hand net/pots
Hand net/pots	Hand net/pots	Hand net/pots
Hand net/pots	Hand net/pots	Hand net/pots



### Live sustainably



- Reduce garbage and reuse or recycle
- Save energy and use renewable energy if you can
- Do not damage or destroy nature



### CLIMATE CHANGE

It is here.  
It is impacting fisher folk.  
We need to take action now!



A message from the Caribbean Network of Fisherfolk Organizations



### Thanks to our partners

## **APPENDIX 10: CNFO WORKPLAN**

## Caribbean Network of Fisherfolk Organisations (CNFO)

### Draft workplan for participating in fisheries governance

**October 2012**



This draft workplan was developed from commitments made by participants at the workshop held in October 2012 on “Training of the Caribbean Network of Fisher Folk Organisations (CNFO) in the Ecosystem Approach to Fisheries (EAF) and climate change (CC)” funded by the ACP Fish II Programme. It highlights specific follow-up activities that they committed to doing to implement learnings from the workshop.

<b>Person responsible</b>	<b>Activity</b>	<b>Deadline</b>
Glaston White, Jamaica	<ul style="list-style-type: none"> <li>Facilitate a workshop with the primary and national cooperatives in Jamaica on climate change and EAF</li> </ul>	<ul style="list-style-type: none"> <li>By the end of December 2012</li> </ul>
Petronila Polius and Horace Walters, Saint Lucia	<ul style="list-style-type: none"> <li>Hold a larger meeting with all fishers to talk about CC</li> <li>Use the press release with national media</li> </ul>	<ul style="list-style-type: none"> <li>By the end of 2012</li> <li>End of October 2012</li> </ul>
Nadine Nembhard, Belize	<ul style="list-style-type: none"> <li>Turn the press release into an article for the CNFO newsletter</li> <li>Place the information on the Yahoo group</li> <li>Put the video produced on YouTube</li> <li>Upload documents on CNFO’s website</li> </ul>	<ul style="list-style-type: none"> <li>By the end of January 2013</li> <li>By the end of October 2012</li> </ul>
Winston ‘Atta’ Hobson, St. Kitts and Nevis	<ul style="list-style-type: none"> <li>Use the press release to go on “Eye on Agriculture”</li> <li>Meet with fishers to talk about the workshop</li> </ul>	<ul style="list-style-type: none"> <li>By the end of October 2012</li> <li>By the end of 2012</li> </ul>
Eocen ‘Chin’ Victory, St. Vincent and the Grenadines	<ul style="list-style-type: none"> <li>Go to the Goodwill general meeting and meet with 15-16 fishers and share information on EAF and CC</li> <li>Share information on EAF and CC when NFO meets on Thursday 25 Oct</li> </ul>	<ul style="list-style-type: none"> <li>By Sunday 21 Oct 2012</li> <li>By Thurs 25 Oct 2012</li> </ul>
Vernel Nicholls, Barbados	<ul style="list-style-type: none"> <li>Share information on EAF and CC on: Government Information Service (gives 3 minute spots to BARNUFO); Farmers’ Corner on radio (gives BARNUFO 5 minute spots)</li> <li>Show video at the graduation for fisherfolk on 24<sup>th</sup> October 2012 when the Minister will be present</li> <li>BARNUFO’s Fisheries Advisory Committee report will include the information from this workshop</li> </ul>	<ul style="list-style-type: none"> <li>By the end November 2012</li> </ul>
Charles James, Trinidad	<ul style="list-style-type: none"> <li>Share information on EAF and CC at the ATFA</li> </ul>	<ul style="list-style-type: none"> <li>By the end of</li> </ul>

and Tobago	<p>meeting on October 25<sup>th</sup>, on Channel 5, TV6 Tobago</p> <ul style="list-style-type: none"> <li>• Discuss with Secretary for Division of Agriculture, Marine Affairs, Marketing and the Environment, Tobago House of Assembly since elections are near.</li> <li>• At the national level, hold a meeting in north and south Trinidad and Tobago to discuss EAF and CC with fisherfolk</li> </ul>	November 2012
Huron Vidal, Dominica	<ul style="list-style-type: none"> <li>• Share information on EAF and CC at the Eat Fish Day on November 4<sup>th</sup> and at the National Association of Fisherfolk Cooperatives (NAFCOOP) press conference</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of November 2012</li> </ul>
Chuburt (Desmond) Gill, Grenada	<ul style="list-style-type: none"> <li>• Use the video to motivate members in the primary fisherfolk organisation (PFO), which has not met for some time</li> <li>• Try to activate the national fisherfolk organisation (NFO)</li> <li>• Try to get things featured in the media</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of November 2012</li> </ul>
Mark Lall, Suriname	<ul style="list-style-type: none"> <li>• Report to the NFO and Chairman next week</li> <li>• Pass information to the NFO and publish a news article</li> <li>• Use Mitch Lay to assist with the press release when he is in Suriname</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of November 2012</li> </ul>
Lorna Warner, St. Kitts and Nevis	<ul style="list-style-type: none"> <li>• Meet with the NFO and PFO to tell them what meeting was about</li> <li>• Meet with the fisheries division</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of November 2012</li> </ul>
Marcus Serrant, Trinidad	<ul style="list-style-type: none"> <li>• Use the communication training to assist with cooperative division</li> <li>• Use the information to begin another fisherfolk organisation</li> <li>• Disseminate information to the NFO</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of October 2012</li> <li>• By December 10<sup>th</sup> 2012</li> </ul>
Mitchell Lay, Antigua and Barbuda	<ul style="list-style-type: none"> <li>• Share the information with the organisation that represents fisherfolk issues in the CNFO bulletin</li> <li>• Produce a flyer that links the slide show with the messages</li> <li>• Share information with the press in Antigua</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of 2012</li> <li>• May be after January 2013</li> </ul>
Joslyn Lee Quay, Trinidad and Tobago (see Charles James)	<ul style="list-style-type: none"> <li>• Work with TTUF to at the national level, hold a meeting in north and south Trinidad and Tobago to discuss EAF and CC with fisherfolk</li> </ul>	<ul style="list-style-type: none"> <li>• By the end of November 2012</li> </ul>

## **APPENDIX 11: SUMMARY EVALUATION FORM**

**FORM 3**  
**SUMMARY EVALUATION FORM**

**Training Title: Training in EAF and Climate Change for the Caribbean Network of fisher Folk**

**Organizations**

**Place: St. Kitts and Nevis**

**Date and duration: 16<sup>th</sup> October to 19<sup>th</sup> October**

**Reference project number: CAR/4.1/B16**

<b>Evaluation criteria</b>	<b>V. Good (%)</b>	<b>Good (%)</b>	<b>Fair (%)</b>	<b>Poor (%)</b>	<b>Excellent</b>
Overall course evaluation	80%	20%			
Definition of the course objectives	57%	43%			
Clarity of the lectures / presentations	73%	27%			
Balance presentations / discussions	60%	40%			
Facilitation by the trainer 1 <i>Keisha Sandy</i>	87%	13%			
Facilitation by the trainer 2 <i>Nicole Leotaud</i>	93%	7%			
Interest generated by the sessions	73%	20%			7%
Applicability of subject matter for your work	67%	26%			7%
Have your expectations been met?	97%	7%			
Duration of the workshop	29%	50%	21%		
General organization (enrolment, conf. room, etc.)	21%	57%	15%	7%	
Facilities at the training centre (rooms, food, conf. room etc.)	7%	28%	28%	37%	
<b>Specific sessions evaluation</b>					
<b>Day1</b>					
<i>"Morning session topic" Understanding EAF</i>	53%	47%			
<i>"Afternoon session topic" Climate change impacts and adaptation</i>	80%	20%			
<b>Day2</b>					
<i>"Morning session topic" Linking Climate Change and EAF</i>	53%	47%			
<i>Practical understanding of EAF and climate change (field trip)</i>	67%	33%			
<i>"Afternoon session topic" Practical understanding of EAF and climate change (field trip)</i>	67%	33%			
<b>Day3</b>					
<i>"Morning session topic" Field trip debrief</i>	60%	33%	7%		
<i>Developing a communication plan</i>	60%	40%			

<i>"Afternoon session topic" Developing communication products</i>	67%	33%			1
<b>Day4</b>					
<i>"Morning Session topic"</i>					
<i>Refining communication products</i>	67%	33%			
<i>Mapping initiatives in the region</i>	67%	26%	7%		
<i>Strengthening the CNFO</i>	73%	27%			
<i>Planning the way forward</i>	80%	20%			
<i>"Evening Session topic"</i>					
<i>Evaluating our understanding of EAF, Climate Change and communication</i>	73%	27%			
<i>Media conference: communicating to influence policy</i>	60%	40%			
<i>Workshop evaluation and close</i>	60%	40%			

Major comments and suggestions raised by the participants:

1. The overall workshop was very good. This is the second time I have had an opportunity to participate in a workshop with CANARI and was happy with the delivery of the information.
2. I would like to recommend that participants be given clear information on their travel arrangements considering that participants might be travelling to a country for the first time. I believe that the safety is that of the host organization.
3. I also recommend that a fridge and a kettle be in the rooms. Especially if the workshops is more than two days. This will help to facilitate a hot drink in the night or cold drink.
4. Arrange some time to visit host country.
5. This workshop met my expectations and it is difficult to make suggestions for improvement. The ladies facilitating were perfect and worked really hard to impact so much knowledge in such a short space of time. A by thank you Keisha, Nicole as well as Susan, Hazel Sandra of course Mitch.
6. I have enjoy the workshop and I have learn a lot out of the conference and will like you to come again or invite me to the next workshop
7. Most interactive and creative love the sessions learnt a lot.
8. Overall this is the best workshop I have attended in four days well done 😊. Nicole and Keisha, Cheers good luck in your future endeavors.
9. We need some time for visit to the town.
10. I love the workshop because it gave us the opportunity to go back home and share with my fisher folks in a way that is clear and understandable.
11. The hotel staff at the kitchen was not acceptable
12. A little more time may have been needed to expand on the sessions (elaborate) so as to facilitate a greater understanding of the objective.
13. The pace required serious memorizing techniques.

14. The sessions were very good. However you need to have a break of at least two hours during the middle of the sessions.
15. We need some time for visit to the town.

## APPENDIX 12: WORKSHOP PRESENTATIONS<sup>1</sup>

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<sup>1</sup> All PowerPoint presentation can be found at [https://docs.google.com/folder/d/0Bw4zG0kvova\\_SHNrdVZ0OFU5RjQ/edit](https://docs.google.com/folder/d/0Bw4zG0kvova_SHNrdVZ0OFU5RjQ/edit). Please request e-mail access.



**CANARI**  
Caribbean Natural Resources  
Institute

Training for the Caribbean  
Network of Fisherfolk  
Organisations in EAF and  
climate change

Bird Rock Beach Hotel, St. Kitts and Nevis  
16-19 October, 2012



**Objectives**

- Building awareness of climate change impacts on fisheries and potential adaptation actions
- Building awareness of EAF approaches and the role of fisher folk
- Building skills to communicate and develop relationships for advocacy, policy influence as part of governance



**Objectives**

- Building capacity of participants to act as trainers and in turn build capacities of their member FFOs including through developing an action plan for participants to implement workshop recommendations
- Facilitating strategic visioning of CNFO members



**Definition of an ecosystem**

- A functional unit that is made up of the living beings (plants, animals including humans, micro organisations), non-living things (air, soil, water, minerals, etc.) the environment and their interactions.



**What is the ecosystem approach?**

- The ecosystem approach is a strategy for the integrated management of land, water, and living resources that promotes conservation and sustainable use in an equitable way to reach a balance of conservation; sustainable use; and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources (CBD 1992)



**Definition of EAF**

- An ecosystem approach to fisheries (EAF) strives to balance diverse societal objectives, by taking account of the knowledge and uncertainties of biotic, abiotic and human components of ecosystems and their interactions and applying an integrated approach to fisheries within ecologically meaningful boundaries (FAO 2003)



### Key features of EAF



- Strategy seeks to include all critical stakeholders and takes human values into consideration
- Uses the precautionary approach because all the data are not known
- Takes both scientific and traditional information into consideration
- Uses ecological boundaries



### Key features of EAF



- Stresses sustainability of resources
- Ecological health is very important
- Equitable approach



### Principles governing EAF

- Governance should ensure both human and ecosystem well-being and equity.
- Fisheries should be managed to limit their impact on the ecosystem to an acceptable level.



### Principles governing EAF

- Ecological relationships between species should be maintained.
- Management measures should be compatible across the distribution of resources
- Must take the precautionary approach because we do not know everything about the ecosystem.



### Basic objectives of EAF

- Maintaining ecosystem integrity/ ecological well being
- Maintaining/ improving human well-being and equity
- Promoting/ enabling good governance



### International instruments

- The Convention on Biodiversity (1992)
- Convention of the Law of the Sea (1982)
- The United Nations Conference on Environment and Development (UNCED 1992)
- FAO Code of Conduct for Responsible Fisheries (1995)
- Reykjavik Declaration on Responsible Fisheries in Marine Ecosystem (2001)





### What is vulnerability?

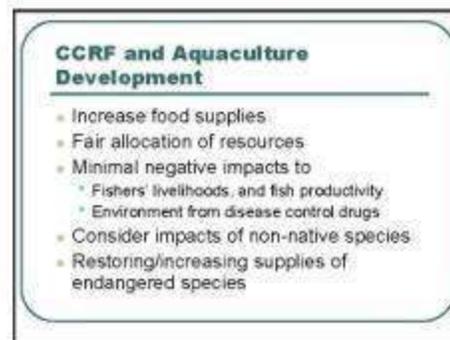
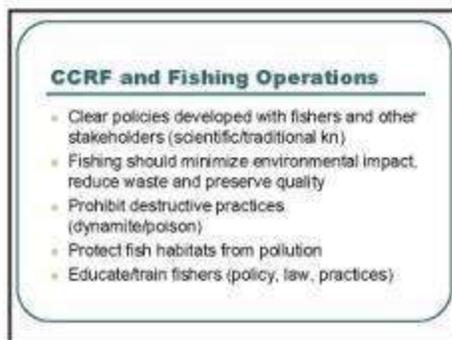
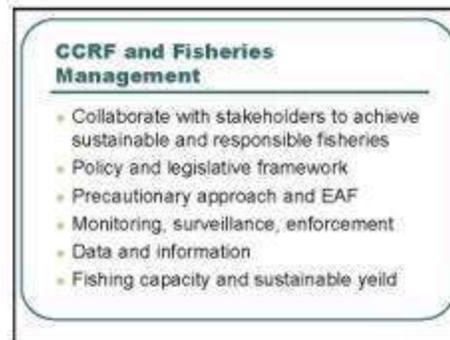
VULNERABILITY is a product of:

- EXPOSURE  
- the chance of experiencing an impact
- SENSITIVITY  
- the degree to which the effect will be felt
- ADAPTABILITY  
- the ability to cope / bounce back



### Definition: disaster

- Disaster is the occurrence of a sudden or major misfortune that disrupts the normal functioning of society or a community. An event or series of events which give rise to casualties and/or damage or loss of property, infrastructure, essential services or means of livelihood on a scale which is beyond the normal capacity of the affected community to cope with unaided. (FAO, 2007)



#### **CCRF and Coastal area management**

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- Coastal developments should consider fishers and their way of life
- Fishers' opinions to be included in development considerations
- Fishing activities should seek to avoid conflict among fishers and other users

#### **CCRF Post Harvest and Trade**

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- Standards for fish quality to protect consumer health.
- Transporting, processing and storing standards
- Minimize waste and promote valueadding
- Trade rules consistent with international (reviewed by fishers, and others)
- Traded fish not to include depleted stocks

#### **CCRF and Fisheries Research**

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- Responsible management needs sound data and information and scientific research.
- Monitor conditions of fish and habitats
- Data on fishing gear and effects
- Technical and international organisations to support
- Special attention to SIDs and LDCs

**Thank You**

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## Securing Small-Scale Fisheries Guidelines (Draft)

Overview  
For  
ACPFish/CNFO Workshop on EAF Climate Change – October 2012, St. Kitts and Nevis

## SSF Guidelines Development

- UN Committee fisheries (COFI)
  - SSF employ 90% of fish workers
  - Produce 50% catches
  - Food, economic growth, poverty alleviation, livelihoods
  - Marginalized and contributions hampered
- Consultative process
  - Draft for further input up to January 2013
  - Negotiation May 2013?

## Purpose

- Enhance governance and development of SSF
- Promote participation in decision-making
- Secure rights/benefits
- Bestow responsibilities for sustainability
- Framework with principles/actions

## Scope

- Voluntary
- Fishers and fish workers in all types of fisheries
- States and governance institutions, including RFBs
- Research and academic
- Focus on developing countries

## General Principles

- Good governance – transparency, accountability, participation, rule of law,
- Human rights – self determination, human dignity, equity, gender equality, livelihood opportunity
- EAF – holistic and integrated approaches, sustainability, responsibility, economic viability,

## Governance of rights, resource management and stewardship

- Secure access to resources – water, land
  - Use rights and management rights
- Responsible stewardship –practice, participation and representation
- Legal support and Conflict resolution
- Negative policy impacts to be avoided
- Climate change and adaptation
- Support regional cooperation

## Social Development

- SSF communities access - health, education, social security, capacity development
- SSF communities to benefit from development such as tourism and aquaculture
- Development of schemes for savings, financing, insurance
- Community safety and security
- Migrant fishers and fish workers

### Decent Work and Employment

- State policy allow for decent living from SSF
  - Enabling environment, respect and equity in partnerships
- Health and safety conform to ILO and IMO
- Child labour eliminated
- Border violations/overseas detentions
- Ongoing programme addressing health and safety at sea

### Post Harvest and Value Chain

- Appreciation of role and eliminate discrimination
- Integrate actors into SSF governance
- Support and develop market access and development
- Infrastructure development
- Eco labeling and certification
- Promotion of fish consumption

### Gender Equality and Equity

- Support and empower women
- State ratification of human rights instruments
- Develop policies, strategies and legislation to address issues
- Engage in research to inform strategies
- Encourage the sharing of household work,

### Disaster Risks and Climate Change

- DRM and CCA policy formulation, involve SSF actors
- Holistic/integrated approach to include adaptive management
- Emergency measures to include the concept of relief development continuum
- SSF actors to adopt measures for reduction in greenhouse gas emissions

### Policy Coherence, Institutional Coordination and Collaboration

- Sector policy should link to national planning processes for poverty reduction and development
- Long-term vision for SSF with cross-sectoral linkages, implementation and enforcement
- Information sharing and public awareness
- Inter-sectoral collaboration
- Subsidiarity in governance and development

### Research, Information and Capacity Development

- Transparency, availability and access to information
- SSF communities as holders, providers and receivers of information (local/traditional)
- Support collection/compilation/analysis of data, research and capacity building
- Organisational and institutional development.
- Information sharing within SSF communities

### Implementation, Support and Monitoring

- Enhance sector visibility and roles of SSF actors and sector in national development
- Broad collaboration – technical, financial, capacity development, knowledge/experience sharing
- Monitoring and assessment systems
- FAO to have a role in monitoring and assessment towards implementation

### Further Work

CNFO encourages fishers to fully examine the zero draft (available on FAO website) and to send comments/inputs to [VG-SSF@fao.org](mailto:VG-SSF@fao.org) by January 2013.

Caricom consultations to take place in December 2012 in Jamaica

Thank You

Presentation on communication




Developing a plan to communicate




Fish for Gas



**Step 1: Identify the objective of your communication**

- Your objective links ahead to desired outcomes and the change you would like to see effected. Consider your objective, identifying whether it is:
  - to raise awareness,
  - to share knowledge,
  - to effect a change in behaviour, Or
  - to advocate for 'action' (can further define the action).




**Possible communication objectives?**

- To raise awareness and share knowledge among all fisherfolk about how they can apply EAF and CC adaptation principles.
- To encourage fisherfolk to take action to apply EAF and CC adaptation principles.
- To encourage fisherfolk to work with policy makers and managers in government to input into decisions about fisheries management.



**Possible communication objectives?**

- To raise awareness of policy makers and managers in government about the needs and ideas of fisherfolk in making decisions about fisheries management and CC adaptation.
- To encourage policy makers and managers in government to work with fisherfolk in making decisions about fisheries management and CC adaptation.




**Step 2: Identify your audience(s)**

- Be very clear to whom your communication will be directed. For example is your audience a decision maker, resource user, or media representative? Ask yourself the following questions:
  - What are the interests, beliefs and agenda of this audience?
  - Do I know the background of the audience so that I can fine tune the approach I take?



Policy Makers	Change Agents	Resource Users	Project Partners
<ul style="list-style-type: none"> <li>Government ministers</li> <li>Parliament Secretaries and CEOs of statutory bodies with marine jurisdiction</li> <li>CEOs of major companies, NGOs and regional organisations</li> <li>High level academic researchers</li> <li>CNFO-CU</li> </ul>	<ul style="list-style-type: none"> <li>Fisheries managers</li> <li>Coastal Zone managers</li> <li>NGOs-level administrators</li> <li>NGO officers</li> <li>Researchers</li> <li>Technical advisors/trainees</li> </ul>	<ul style="list-style-type: none"> <li>Fisher folk</li> <li>Fisheries organisations</li> <li>Non-Governmental organisations including the private sector</li> <li>Coastal community groups</li> <li>General public</li> <li>Media representatives</li> </ul>	<ul style="list-style-type: none"> <li>OECS ESDU</li> <li>CEFM Secretariat</li> <li>CANARI</li> <li>CLMEE project</li> <li>International, extra-regional parties</li> <li>Funding partners</li> <li>International regional parties</li> </ul>

CNFO Marine Resource Unit, ANU Collaborative Working



### Step 3: Develop your message(s)

- Consider carefully your objective and what you hope to achieve by the delivery of your message.
  - Frame your message in a way that engages the target audience — conried with where the audience is now and guide your message to where you want it to go.
  - Ensure you observe "the 5Cs" of communication: be clear, concise, credible, comprehensive and consistent in your message.



Target Groups	Message
Resource users (fishers, other users), Change agents, Policy makers, FFUs, Policy makers, Fisheries managers, Researchers, FFUs	<p>EIF ESDU contributes to long-term resource availability and is important for improved and sustained livelihoods.</p> <p>Transparency, accountability and participation are important in fisheries management.</p> <p>Everyone is critical to the organisations' overall and each respective studies.</p>
Resource users, Partners	Learning from the experiences of others is highly beneficial for growth and capacity building.

Set national goals, create a vision, develop a strategy, identify stakeholders, develop a plan, implement, monitor and evaluate, review and improve.

1. Ecosystem Approach to Fisheries (EAF) is a holistic approach to sustainable development of fisheries for the benefit of all people.
2. EAF is the way to go. EAF can benefit biodiversity, the economy, and livelihoods.
3. All stakeholders have a role to play in EAF.
4. EAF is based on local (traditional) and scientific (ecological, economic, social, etc.) knowledge.
5. Get involved in the decision. Participation is indispensable.



### Step 4: Decide on the product and channel or pathway for delivery of message(s) to each target audience

- Selection of the mechanism for delivery of your message (product, pathway) will be linked to the audience's interests and preferences so you need to determine:
  - What media, forums etc. your target audience accesses.
  - Who influences the audience (i.e. who might be an intermediary messenger or champion)

	Product/Channel	<small>CNFO Marine Resource Unit Collaborative Working</small>
Phone (mobile and landline)	For information sharing and support among fisherfolk	
Internet media	To broadcast messages, send information to CNFO members and wider community ("Facebook messenger and voice communicators")	CNFO website, Yahoo group, email, Facebook
Print materials	Sharing information with FFUs and fishers who do not readily access the internet	
Mass media	Advocacy and public awareness	Press statements, promotional materials, interviews, discussions
Face to face meetings	Planning, information sharing, capacity building	



## CANARI communication products





### Activity

Work in small groups to prepare:

1. Slide presentation
2. Press release / article
3. Interview
4. YouTube video
5. Brochure
6. Blog entry