



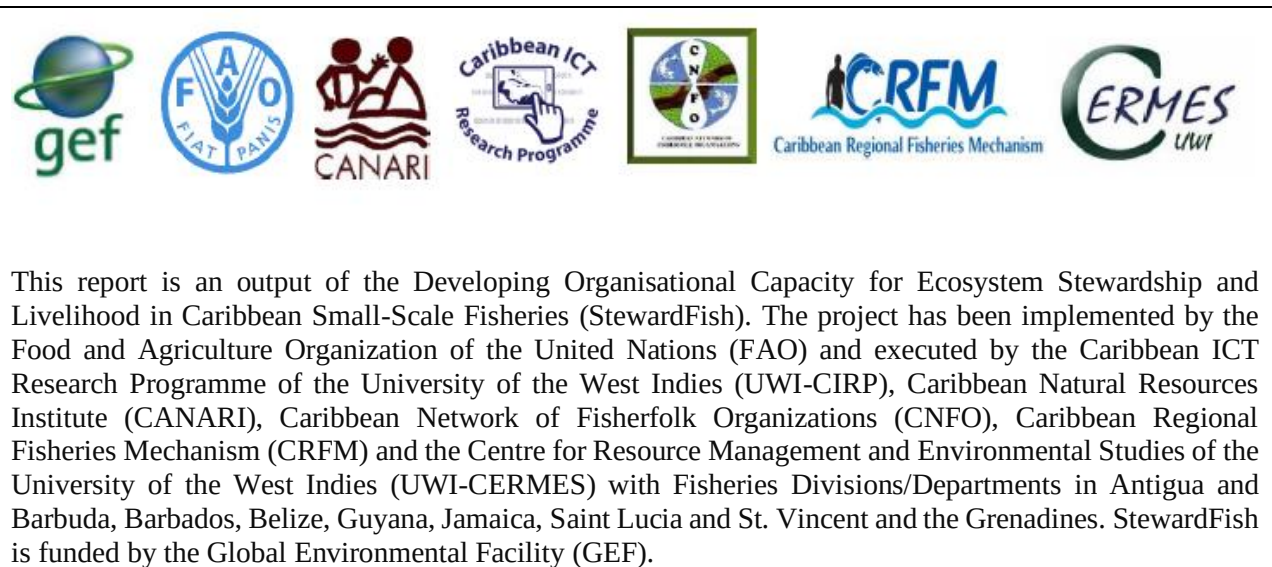
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FINAL TECHNICAL REPORT: DEVELOPING A COMMUNICATION STRATEGY AND ACTION PLAN FOR THE FISHERIES SECTOR IN GUYANA

Prepared by

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CRFM Secretariat
Belize, 2021

CRFM TECHNICAL & ADVISORY DOCUMENT – NUMBER 2021/13

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This report has been produced by CRFM as an output of the StewardFish project. The views expressed herein are those of the authors, and can therefore in no way, be taken to reflect the official opinions of the Fisheries Department of the Ministry of Agriculture in Guyana, Global Environmental Facility, Food and Agriculture Organization of the United Nations or other co-executing partners of the StewardFish project.

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ABBREVIATIONS AND ACRONYMS

CANARI	Caribbean Natural Resources Institute
CLME+ SAP	Caribbean & North Brazil Shelf Large Marine Ecosystems Strategic Action Programme
CRFM	Caribbean Regional Fisheries Mechanism
CSAP	Communication Strategy and Action Plan
EAF	Ecosystem Approach to Fisheries
FAD	Fish Aggregating Device
FAO	Food and Agricultural Organisation
GEF	Global Environment Facility
GNFO	Guyana National Fisherfolk Organisation
SAP	Strategic Action Programme
TED	Turtle Excluder Device

EXECUTIVE SUMMARY

Communication is critical for both internal and external coordination of activities and for disseminating of key messages. The success of ecosystem-based management can be attributed to the hard work and enthusiasm of all stakeholders directly or indirectly involved in resource management. However, communication has been performed on an *ad hoc* basis, without a coherent framework between the Guyana Fisheries Department and fisherfolk stakeholders involved in the artisanal sector. With a growing urgency to implement ecosystem-based management, consistent branding, coherent messages and partnerships are required.

This consultancy provided considerable insights into how the Guyana Fisheries Department communicates with artisanal fisherfolk, based on responses from members of the Department and GNFO stakeholders. The survey responses, together with a review of the CANARI Report (2020), lead to the recommendations for enhanced cooperation and increased collaboration to achieve the objectives of the pilot project “*Developing Organizational Capacity for Ecosystem Stewardship and Livelihoods in Caribbean Small-Scale Fisheries (StewardFish) project*” and pilot project executed by the CRFM Secretariat and the Guyana Fisheries Department. Continued progress therefore lies in achieving the overarching objectives of the CSAP and recommendations listed herein to promote and support ecosystem stewardship.

1.0 INTRODUCTION

1.1 Background and Context

The fisheries sector is an important driver of economies in the Caribbean region, and healthy fish stocks are vitally important for the sustainability of coastal communities and rural livelihoods. All the countries exploit fisheries resources in their waters, and some beyond. The fishing fleets and fishing gears used in marine capture fisheries are predominantly small-scale. Fishers operate from landing sites that range from undeveloped beaches, where vessels can be hauled or shallow areas where boats can be safely tied or moored to multi-million dollar fishing facilities with processing areas and cold storage.

In 2013, countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region) adopted a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP). The CLME+ SAP consists of six Strategies and four Sub-strategies. SAP strategies 1 to 3, focus on governance, and are crosscutting, while strategies 4 to 6 tackle the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. The CLME + SAP aims to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

The CLME+ SAP regional and sub-regional attention to transboundary institutional arrangements is necessary, but not sufficient, to address the three transboundary threats of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region. These include:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance.
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability.
- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance.
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies.
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

In an effort to address these challenges, the StewardFish project aims to implement the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States: Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, and St. Vincent and the Grenadines by empowering fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components:

1. Developing organizational capacity for fisheries governance,
2. Enhancing ecosystem stewardship for fisheries sustainability,
3. Securing sustainable livelihoods for food and nutrition security, and
4. Project management, monitoring and evaluation, and communication.

The expected outcomes include:

- Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security;
- Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

The CRFM Secretariat is a project partner, with established and recognized expertise in the Caribbean and abroad in areas such as fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements. Under Component 1: Developing organizational capacity for fisheries governance, the CRFM Secretariat is responsible for Activity: 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 above and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Secretariat liaised with CANARI during their implementation of Activity 1.2.1.1 – Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in Guyana and recommend priority areas for improvement. The institutional analysis and organizational assessment identified current strengths, as well as opportunities for improvement in the Guyana Fisheries Division, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations.

It was found that while the Fisheries Division is considered to be adequately supporting ecosystem stewardship by fisherfolk and their organisations in the capacity area of practices, there are some critical gaps to be addressed such as irregular communication and work with artisanal fisherfolk due to the large size of Guyana and the limited accessibility to landing sites, and the lack of a clear process for consultation on artisanal fisheries management. The CRFM Secretariat held subsequent consultations with the key stakeholders which led to the approval of a pilot project to develop a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

This consultancy aims to develop a communication strategy and action plan with a communication product to improve knowledge sharing and effective communication of the fisheries laws, policies and plans between the Guyana Fisheries Division and fisherfolk operating in the artisanal sector. The ultimate purpose of the project was to improve the communication capacity of the Guyana Fisheries Division to support fisherfolk organisations and their roles in stewardship through the development of the communication strategy and action plan.

2.0 METHODOLOGY

The Consultant employed the following methodology to gather the relevant information to develop the CSAP.

A detailed review was done to identify key stakeholders operating in the artisanal sector to participate in the consultation process. Additionally, an assessment was done to identify Guyana's national laws, policies and plans relevant to the artisanal fisheries sector. The desk review provided initial findings and identified the objectives most relevant to the sustainable development of the fisheries sector in Guyana. The documents reviewed were the:

- *Fisheries Act (2002)*
- *Fisheries Regulations (2018)*
- *Marine Fisheries Management Plan (2013-2020)*
- *Artisanal Fisheries Guyana's Strategic Framework and Management Plan (2019-2024)*

A semi-structured questionnaire was developed and distributed via email to the focal points of the Guyana Fisheries Department and GNFO. Given the time constraints of the project, the focal points consulted with their respective teams to complete the questionnaires, which were returned to the consultant via email after a week. The consultation process collected the views and opinions of the stakeholders to develop the CSAP and communication product. The survey instrument and modality used were the most effective and reliable to facilitate the consultations with the stakeholders in a timely manner, and aligned with national protocols amidst the current COVID-19 pandemic.

The CSAP and communication product prepared by the Consultant was subjected to a one-week review process to validate the contents of the document and product. The document was sent to the Guyana Fisheries Department, GNFO stakeholders and CRFM Secretariat. This process ensured the messages were accurate and the communication product developed reflects the vision of the key stakeholders for accurate and effective communication. All recommendations, changes and updates provided from each stakeholder were considered to improve the CSAP and the communication product. The final CSAP document and communication product were circulated to ensure the information and amended work have been confirmed prior to distributing.

The Consultant prepared a final technical report based on the findings of the scoping desk review and consultation process. The final report ensured that the requirements outlined in the description of services for the assignment were met.

3.0 RESULTS AND DISCUSSION

This section of the report outlines the key deliverables for the entire project, and are presented in the Annex to this technical report. Each component was developed separately, independent of each other, and includes the findings at each stage of the project. The key components are:

- I. **The Inception Report:** This document (Annex 2) identifies the outline and timelines for the execution of the actions in the project Terms of References (TOR) (Annex 1).
- II. **Communication Strategy and Action Plan (CSAP) and communication product:** A desk review and consultations were done to prepare the document (see Methodology). The CSAP outlines the findings of the consultation processes and includes the communication product (Annex 3). The structure of the CSAP includes: Introduction, Analysis of the key national laws, policies and plans; Purpose;

Target audience; Objectives; Messages; Communication tools, Mechanisms, Expected outcomes, Monitoring and evaluation plan, the Communication product and References.

- III. **Final Technical Report:** The structure of the FTR includes: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations; Appendix, Annex 1 Terms of Reference; Annex 2 Inception Report; Annex 3 Consultancy Products: Work plan; CSAP and communication product.

4.0 RECOMMENDATIONS

The recommendations outlined below form the basis of the CSAP and feeds into overarching communication objectives. These are:

- The Guyana Fisheries Department needs to increase the frequency of the communication in order to deliver information to fisherfolk stakeholders in a timelier manner.
- The Department should develop a CSAP social media strategy.
- The Department should utilize the MoA/Fisheries Department website and social media pages to highlight community data and products and improve access to MoA/ Fisheries Department publications.
- The Department should create an online platform for fisherfolk to collaborate and share information.
- The Department can prepare short, targeted products such as flyers/brochures to fisherfolk representatives to improve communication.
- The Department should conduct an annual follow-up Communications Survey to evaluate the implementation of the CSAP.
- The GNFO should develop a communication and social media strategy.

5.0 LESSONS LEARNT

- An articulated strategy that has involved key stakeholders will increase the chances of successful implementation of the CSAP.
- Technology provided a virtual environment to facilitate the consultation process amidst the COVID-19 pandemic. This was necessary since face-to-face focus group consultations were limited because of national COVID-19 measures.
- Effective planning and commitment were key to completing the project under the short-time timeline for execution.

6.0 CONCLUSIONS

The CSAP provides a framework that can maximize cooperation and understanding between the Guyana Fisheries Department and the fisherfolk to increase effective communication of Guyana's fisheries laws, policies and plans relevant to the artisanal sector. The CSAP is intended to serve as a tool to enhance stewardship of fisheries resources and livelihood benefits. It highlights the key messages, communication tools, and mechanisms identified through the consultation process inclusive of a product, to increase cooperation and grow partnerships, as well as to enhance the overall visibility of the Guyana Fisheries Department amongst fisherfolk.

7.0 REFERENCES

- Caribbean Natural Resources Institute (CANARI). 2020. Institutional analysis and organisational assessment of fisheries-related state agencies for enabling ecosystem stewardship in the fisheries sector of Guyana. Barataria, Trinidad: CANARI.
- Fisheries Act 2002 (Act 12 of 2002). *Laws of Guyana*, Chapter 71:08, Amended by 18 of 2010. Government of Guyana. 2012.
- Fisheries Department, Government of Guyana 2013, *Marine Fisheries Management Plan (2013-2020)*, Ministry of Agriculture – Fisheries Department, Georgetown.
- Fisheries Regulations 2018 (No. 3 of 2018). *Legal Supplement – B*, Made under the Fisheries Act (CAP: 71:08). Government of Guyana. 2018.
- WWF-Guianas (World Wildlife Fund Guianas). 2019. Artisanal Fisheries Guyana’s Strategic Framework and Management Plan (2019-2024). Georgetown, Guyana: WWF-Guianas.

APPENDIX 1: QUESTIONNAIRE

Project title: Developing Organizational Capacity for Ecosystem Stewardship and Livelihoods in Caribbean Small-Scale Fisheries (Steward Fish) – Guyana

Consultant: Leanna Kalicharan, lkalicharan@yahoo.com

Overview

The purpose of the project is to improve the capacity of the Guyana Fisheries Division to support fisherfolk organisations and their roles in stewardship through the development of the communication strategy and action plan alongside a communication product to improve knowledge sharing and effective communication of the fisheries laws, policies and plans.

The objective of this survey is to gather data to develop a communication strategy and action plan with one communication product to improve knowledge sharing and effective communication of the fisheries laws, policies and plans between the Guyana Fisheries Division and fisherfolk in Guyana.

The questions are enclosed. Please answer the questions as best you can. Your responses will be confidential and no identifying information will be collected. Please return the survey by April 9, 2021 to email lkalicharan@yahoo.com.

Thank you for your assistance in this important endeavor.

QUESTIONS TO FISHERFOLK	ANSWERS
1. Does the Fisheries' Division share any information on Fisheries laws, policies or plans with fisherfolks? If yes: I. What are they? II. What media are used to share the information? III. How often is the information shared?	
2. Are you aware of the laws, policies and plans related to the Fisheries sector? If yes: I. What are they?	
3. Did you learn of these laws, policies and plans from the Fisheries Division?	

QUESTIONS TO FISHERFOLK	ANSWERS
If yes: I. How often is the information shared?	
4. What type of information on the Fisheries' laws, policies and plans would benefit you? Is there any specific information you would want to be aware of?	
5. What would be best the tool to communicate (share) such information on the laws, policies and plans to fisherfolk?	
6. What would be the best means (channel/mechanism) the Fisheries Division can share this information with you?	
7. How often would you want to receive this information?	

QUESTIONS TO FISHERIES DIVISION	ANSWERS
1. What are the main laws, policies and plans direct to the fisheries sector need communicating?	
2. Who are the main audience (Fisheries Manager Groups, Fishers? Etc.) for communication strategy?	
3. What would be the goal and objectives of the communication strategy?	
4. What are the key messages to be communicated?	
5. What would the best tool to communicate the messages to the target audience?	
6. What would the best channels/mechanisms to communicate the messages to the target audience?	
7. What is a recommended frequency to circulate the communication product/tool to the target audience?	
8. Is there any information on fisheries laws, policies and plans currently being shared to fisherfolk? If yes: I. What are they? II. What media is used to share the information? III. How often is the information shared?	

LIST OF RESPONDENTS

Questionnaires were sent to the focal points identified below for distribution.

1. Mr. Pamashwar Jainarine – Chairman (Focal point), GNFO
2. Rabani Gajnabi – Fisheries Officer (Focal point), Guyana Fisheries Division, MoA

ANNEX 1: TERMS OF REFERENCE

TERMS OF REFERENCE

CONSULTANT SERVICES

Developing Organizational Capacity for Ecosystem Stewardship and
Livelihoods in Caribbean Small-Scale Fisheries (StewardFish)

Technical Support For Implementation of A Pilot Project to Address Priority Gaps in The Fisheries-Related State Agency – Development of a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

GUYANA

1. Introduction

The fisheries sector is an important driver of economies in the Caribbean region, and healthy fish stocks are vitally important for the sustainability of coastal communities and rural livelihoods. All the countries exploit fisheries resources in their waters, and some beyond. The fishing fleets and fishing gears used in marine capture fisheries are predominantly small-scale. Fishers operate from landing sites that range from undeveloped beaches, where vessels can be hauled or shallow areas where boats can be safely tied or moored to multi-million dollar fishing facilities with processing areas and cold storage.

In 2013, countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region) adopted a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP). The CLME+ SAP consists of 6 Strategies and 4 Sub-strategies. SAP strategies 1-3, with a focus on governance, are cross-cutting, while strategies 4-6 tackle the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. The CLME+ SAP aims to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

The CLME+ SAP regional and sub-regional attention to transboundary institutional arrangements is necessary, but not sufficient, to address the three transboundary threats of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region, including:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability
- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

In an effort to address these challenges, the StewardFish project will aim to implement the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States (Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines) by empowering fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components: 1- Developing organizational capacity for fisheries governance; 2 - Enhancing ecosystem stewardship for fisheries sustainability; 3 - Securing sustainable livelihoods for food and nutrition security; and 4 - Project management, monitoring and evaluation, and communication.

The expected outcomes include the following:

- Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security;
- Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

The CRFM Secretariat is a project partner, with established and recognized expertise in the region and abroad in such areas as fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements. Under Component 1- Developing organizational capacity for fisheries governance, the CRFM Secretariat is responsible for Activity : 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 above and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Secretariat liaised with CANARI during their implementation of Activity 1.2.1.1- Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in Guyana and recommend priority improvement. The institutional analysis and organizational assessment identified current strengths, as well as

opportunities for improvement in the Guyana Fisheries Department, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations. It was found that while the Fisheries Division is considered to be adequately supporting ecosystem stewardship by fisherfolk and their organisations in the capacity area of practices¹, there are some critical gaps to be addressed such as irregular communication and work with artisanal fisherfolk due the large size of Guyana and the limited accessibility to landing sites, and the lack of a clear process for consultation on artisanal fisheries management. The CRFM Secretariat held subsequent consultations with the key stakeholders which led to the approval of a pilot project to develop a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

2. Objective, Purpose & Expected Results

2.1 Overall Objective

The objective of this consultancy is to develop a communication strategy and action plan with one or two communication product (s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

2.2 Purpose

The purpose of this assignment is to improve the capacity of the Guyana Fisheries Department to support fisherfolk organizations and roles in stewardship through the development of a communication strategy and action plan with one or two communication product (s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

3. Expected Results

A communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

4. Scope of Work

The Consultant will work under the general direction of the Executive Director of the CRFM to undertake this assignment.

Maren Headley, Programme Manager, Fisheries Management and Development, CRFM Secretariat is responsible for management of the project on behalf of the CRFM.

The scope of work covers all activities necessary to accomplish the Expected Results stated. The main tasks/activities are as follow:

¹ The translation of the organisation core beliefs into actions that support ecosystem stewardship by fisherfolk organisations as it relates to decision making, collaboration and information sharing.

4.1 Inception activities

- 1.) Attend an initial virtual briefing with the CRFM Technical Team to discuss the objectives, activities, approach, expected outputs and any other issues related to the the execution of the assignment that require clarification.
- 2.) Within five (5) days of the briefing meeting, The Consultant will prepare a report of the briefing (inception report) and work plan clearly identifying an outline and timelines for the execution of the actions.

4.2 Technical Work

- 1.) Using a participatory approach, develop a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana. DUE March 22, 2021.

4.3 Final Technical Report

- 1.) Prepare a final technical report, taking into account comments provided by the CRFM Secretariat. The report would, at least, contain the following sections: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations (including lessons learned); Annex 1 Terms of Reference; Annex 2 Inception Report; Annex 3 Consultancy Products, namely: Work plan; A communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana. Due Apr 1
- 2.) Drafts of each product are to be reviewed by the CRFM, prior to finalization. DUE April, 12

5. Deliverables

5.1 Inception report and work plan.

- 1.) An inception report and work plan clearly identifying an outline and timelines for the execution of the actions.

5.2 Technical Work

- 1.) A communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

5.3 Final Technical Report

- 1.) Draft, revised and final versions of a final technical report, which would comprise at least the sections referred to in the scope of work above.

6. Assumptions & Risks

6.1 Assumptions underlying the project

The following assumptions underlie this Terms of Reference:

- 1.) The Consultant will receive feedback on documents/products in a timely manner.
- 2.) The Consultant will have the support of the StewardFish focal point in each country for the implementation of the pilot projects and development of the appropriate documents/products.
- 3.) The Consultant will have the support of the StewardFish focal point in planning and executing the stakeholder consultations. This will include liaising with stakeholders, and confirming their participation in the consultations (virtual/face to face) depending on the national COVID-19 protocols.

6.2 Risks

The following are anticipated risks:

- 1.) The current COVID-19 pandemic could impact data gathering and consultations with stakeholders.

The Consultant should consider alternative methods and approaches for data collection and consultation should these risks arise, which will enable them to deliver the expected outcomes of this project.

7. Roles and Responsibilities

The Consultant is responsible for execution of the main Actions and accomplishing the Expected Results and Deliverables as outlined above.

In the conduct of the assignment the CONSULTANT (criteria are given in Annex A) will be supported by the CRFM Secretariat, which will provide overall guidance on implementation of the contract. The CRFM Secretariat will assign two (2) staff (fisheries experts) who will work closely with the team at all times. The CRFM Secretariat will also assist in the circulation of documents for regional-level review; and, facilitate the finalization of all documents produced.

The CONTRACTING PARTY, through the CRFM Secretariat in Belize and St. Vincent and the Grenadines, will provide the assistance to the CONSULTANT in a timely manner, as agreed during the inception meeting and recorded in the inception report.

8. Reporting

The CONSULTANT will prepare an inception report and final report. The final technical report should include methodologies used to deliver the various outputs, with lessons learned and recommendations for follow up action, and include final technical deliverables in publisher-ready (in Microsoft Word for Windows) format. The reports should be produced in Microsoft Word for Windows format and submitted electronically to the CRFM Secretariat.

9. Logistics

All logistical arrangements pertaining to in-country travel by the CONSULTANT and workshop participants (in accordance with national COVID-19 protocols) are the responsibility of the CONSULTANT.

10. Duration

The assignment will require 3 months, from the period March 16th 2021 to 30 April 2021.

11. Budget

The indicative budget is summarized as follows:

Item	Unit	No.	Cost (USD)
Professional Fees (US \$ 400/d for key expert)	Days	10	4,000
Preparation and finalization of communication strategy and action plan and products (report preparation, design, printing, dissemination, stakeholder consultations in accordance to national protocols)	-	Lumpsum	3, 200
Total			7,200

ANNEX 2: INCEPTION REPORT

Developing Organizational Capacity for Ecosystem Stewardship and

Livelihoods in Caribbean Small-Scale Fisheries (Steward Fish)

Guyana

INCEPTION REPORT

March 2021

Submitted to

Caribbean Regional Fisheries Mechanism (CRFM) Secretariat

Presented by

Leanna Kalicharan

ABBREVIATIONS AND ACRONYMS

CANARI	Caribbean Natural Resources Institute
CLME+ SAP	Caribbean & North Brazil Shelf Large Marine Ecosystems Strategic Action Programme
CRFM	Caribbean Regional Fisheries Mechanism
EAF	Ecosystem Approach to Fisheries
SAP	Strategic Action Programme

INTRODUCTION

Background and Context

The fisheries sector is an important driver of economies in the Caribbean region, and healthy fish stocks are vitally important for the sustainability of coastal communities and rural livelihoods. All the countries exploit fisheries resources in their waters, and some beyond. The fishing fleets and fishing gears used in marine capture fisheries are predominantly small-scale. Fishers operate from landing sites that range from undeveloped beaches, where vessels can be hauled or shallow areas where boats can be safely tied or moored to multi-million dollar fishing facilities with processing areas and cold storage.

In 2013, countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region) adopted a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP). The CLME+ SAP consists of 6 Strategies and 4 Sub-strategies. SAP strategies 1 to 3, focus on governance, and are cross-cutting, while strategies 4 to 6 tackle the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. The CLME + SAP aims to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

The CLME+ SAP regional and sub-regional attention to transboundary institutional arrangements is necessary, but not sufficient, to address the three transboundary threats of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region, including:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance.
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability.
- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance.
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies.
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

In an effort to address these challenges, the StewardFish project aims to implement the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States: Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, and St. Vincent and the Grenadines by empowering fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components:

- Developing organizational capacity for fisheries governance,
- Enhancing ecosystem stewardship for fisheries sustainability,
- Securing sustainable livelihoods for food and nutrition security, and
- Project management, monitoring and evaluation, and communication.

The expected outcomes include:

- ❖ Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- ❖ Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- ❖ Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- ❖ Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security;
- ❖ Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

The CRFM Secretariat is a project partner, with established and recognized expertise in the Caribbean and abroad in areas such as fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements. Under Component 1: Developing organizational capacity for fisheries governance, the CRFM Secretariat is responsible for Activity: 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 above and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Secretariat liaised with CANARI during their implementation of Activity 1.2.1.1 – Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in Guyana and recommend priority areas for improvement. The institutional analysis and organizational assessment identified current strengths, as well as opportunities for improvement in the Guyana Fisheries Division, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations.

It was found that while the Fisheries Division is considered to be adequately supporting ecosystem stewardship by fisherfolk and their organisations in the capacity area of practices, there are some critical gaps to be addressed such as irregular communication and work with artisanal fisherfolk due the large size of Guyana and the limited accessibility to landing sites, and the lack of a clear process for consultation on artisanal fisheries management. The CRFM Secretariat held subsequent consultations with the key stakeholders which led to the approval of a pilot project to develop a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

OBJECTIVE, PURPOSE AND SCOPE

The overall objective of this consultancy is to develop a communication strategy and action plan with one communication product to improve knowledge sharing and effective communication of the fisheries laws, policies and plans between the Guyana Fisheries Division and fisherfolk in Guyana.

The purpose of this project is to improve the capacity of the Guyana Fisheries Division to support fisherfolk organisations and their roles in stewardship through the development of the communication strategy and action plan alongside a communication product to improve knowledge sharing and effective communication of the fisheries laws, policies and plans.

The project will be carried out within the following scope:

Inception Work

1. Attend an initial virtual briefing with the CRFM Technical Team to discuss the objectives, activities, approach, expected outputs and any other issues related to the execution of the assignment.
2. Prepare an Inception report and work plan within five (5) days of the briefing meeting which identifies the outline and timelines for the execution of the actions.

Technical Work

1. Develop a Communication Strategy and Action Plan (CSAP) with one communication product.
2. Final Technical Report (FTR): Prepare a FTR which contains the following sections: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations (including lessons learned); Annex 1 Terms of Reference; Annex 2 Inception Report; Annex 3 Consultancy Products, namely: Work plan; A communication strategy and action plan with one communication product.

Details of meeting the objective and scope of the assignment are provided in the attached description of services to be provided by the Consultant (Annex 1).

METHODOLOGY

An Inception meeting was held on March 22, 2021, with the following personnel:

- Maren Headley, Programme Manager, Fisheries Management and Development, CRFM,
- June Masters, Statistics and Information Analyst, CRFM,
- Denzil Roberts, Chief Fisheries Officer, Guyana Fisheries Division, Ministry of Agriculture, and
- Leanna Kalicharan, Project Consultant.

The agenda of the meeting discussed the project work-plan, timeline, approaches and report preparation. Ms. Headley suggested sharing a Draft Table of Contents for the Communication Strategy and Action plan to assist the Consultant. Mr. Roberts recommended another Fisheries Officer of the Department to work along with the Consultant on the assignment to develop the CSAP with the communication product. An extension for submission of key deliverables was discussed to facilitate the project delays. The work-plan considers the extension timeline.

The Consultant shall employ multiple methods but particularly will use the following methodology to gather the relevant information.

Desk Review: The Consultant will undertake a detailed review of the key stakeholders along with the policies, laws and plans relevant to the fisheries sector in Guyana. The desk review will help to provide initial findings and identify the objectives most relevant to the sustainable development of the fisheries sector in Guyana.

Survey instrument: A combined method of structured survey, questionnaires and/or virtual interviews with relevant stakeholders will be utilized to collect views and opinions on developing the CSAP and communication product. The methods are safest to gather the data and facilitate the consultations with the relevant stakeholders amid the current COVID-19 pandemic and are in alignment with national protocols.

Preparation of Communication Strategy and Action Plan (CSAP): The Consultant will prepare the CSAP with one communication product to improve the knowledge sharing and effective communication of Guyana's Fisheries laws, policies and plans. The CSAP developed will be based on findings from the key stakeholder consultations. It will contain the following sections: Introduction/ Background (Overview of Fisheries laws, policies and plans), Purpose, Goal and Objectives, Target Audience Messaging,

Communication Product, Dissemination Channels, Branding and Promotion, Expected outcomes and outputs and Communication indicators and evaluation plan.

Validation of the CSAP: The CSAP document prepared by the Consultant will be subjected to a review process. The key reviewers include the: Guyana Fisheries Department, Fisherfolk stakeholders and the CRFM Secretariat to ensure the messages are accurate and the communication product developed reflects the vision of the key stakeholders for accurate and effective communication. All recommendations, changes and updates will be considered to improve the CSAP and the communication product. The final CSAP document and communication product will be circulated to ensure the information and amended work have been confirmed prior to distributing.

Preparation of a Draft Final Report: The Consultant will prepare a draft final report based on the findings of the scoping desk review, interviews, data gathering and data analysis. The draft final report will ensure that the requirements outlined in the description of services for the assignment are met.

KEY DELIVERABLES

In addition to the present inception report, the Consultant recognizes the following as major deliverables:

1. The Communication Strategy Action Plan and Communication product
2. Final Technical Report

WORK PLAN

The Consultant will use the following work-plan to undertake the Project:

ACTIONS	Timeline/Unit days
Sign & Mobilize with CRFM Inception Meeting	March 15 th to 19 th
Inception Report & Work Plan	March 22 nd to 26 th
Review of and updating Inception Report	March 29 th to April 2 nd
Submission of Inception report Desk review of Laws, policies and plans Interviews/questionnaires with key stakeholders and data analysis	April 5 th to 9 th
Preparation of Communication Strategy Action Plan and Communication product	April 12 th to 16 th
Validation Communication Strategy Action Plan and communication product with the Fisheries Department, Fisherfolk stakeholders and CRFM Preparation of Final Technical Report (Draft 1) and submission for review	April 19 th to 23 rd
Submission of Final Technical Report (revised and final versions)	April 26 th to 30 th

KEY QUESTIONS

The following are key questions which will be used in the interviews and/or develop the questionnaire for the Fisheries Department

1. What are the main laws, policies and plans direct to the fisheries sector need communicating?
2. Who are the main audience (Fisheries Manager Groups, Fishers, Media and General Public) for communication strategy?
3. What are the goal and objectives of the communication strategy?
4. What are the key messages to be communicated?
5. What are the best communication product and channels to communicate the messages to the target audience?
6. Is there any information currently being shared to fisherfolk and via what media? If yes, how often?
7. What is a recommended frequency to circulate the communication to the target audience?

The following are key questions which will be used in the interviews and/or develop the questionnaire for the fisherfolk stakeholders.

1. Does the Fisheries Department share any information on Fisheries laws, policies or plans with fishers? If yes, what are they?
2. Are you aware of the laws, policies and plans related to the Fisheries sector?
3. Did you learn of these laws, policies and plans from the Fisheries Department? If yes, how often this type of information is communicated?
4. What type of information on the Fisheries' laws, policies and plans would benefit you? Is there any specific information you would want to be aware of?
5. What is the best method to communicate the information on the laws, policies and plans to you?
6. What would be the best means (media channel) the Fisheries Department can share this information with you?
7. How often would you want to receive this information

DEVELOPING ORGANIZATIONAL CAPACITY
FOR ECOSYSTEM STEWARDSHIP AND
LIVELIHOODS IN CARIBBEAN SMALL-SCALE
FISHERIES (STEWARDFISH)

GUYANA

COMMUNICATION STRATEGY AND
ACTION PLAN

April 2021

For:

Caribbean Regional Fisheries Mechanism
(CRFM) Secretariat

By:

Leanna Kalicharan

ABBREVIATIONS AND ACRONYMS

CANARI	Caribbean Natural Resources Institute
CLME+ SAP	Caribbean & North Brazil Shelf Large Marine Ecosystems Strategic Action Programme
CRFM	Caribbean Regional Fisheries Mechanism
CSAP	Communication Strategy and Action Plan
EAF	Ecosystem Approach to Fisheries
FAD	Fish Aggregating Device
FAO	Food and Agricultural Organisation
GEF	Global Environment Facility
GNFO	Guyana National Fisherfolk Organisation
SAP	Strategic Action Programme
TED	Turtle Excluder Device

INTRODUCTION

Background and Context

The fisheries sector is an important driver of economies in the Caribbean region, and healthy fish stocks are vitally important for the sustainability of coastal communities and rural livelihoods. All the countries exploit fisheries resources in their waters, and some beyond. The fishing fleets and fishing gears used in marine capture fisheries are predominantly small-scale. Fishers operate from landing sites that range from undeveloped beaches, where vessels can be hauled or shallow areas where boats can be safely tied or moored to multi-million dollar fishing facilities with processing areas and cold storage.

In 2013, countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region) adopted a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP). The CLME+ SAP consists of six Strategies and four Sub-strategies. SAP strategies 1 to 3, focus on governance, and are crosscutting, while strategies 4 to 6 tackle the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. The CLME + SAP aims to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

The CLME+ SAP regional and sub-regional attention to transboundary institutional arrangements is necessary, but not sufficient, to address the three transboundary threats of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region, including:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance.
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability.
- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance.
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies.
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

In an effort to address these challenges, the StewardFish project aims to implement the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States: Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, and St. Vincent and the Grenadines by empowering fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components:

1. Developing organizational capacity for fisheries governance,
2. Enhancing ecosystem stewardship for fisheries sustainability,
3. Securing sustainable livelihoods for food and nutrition security, and

4. Project management, monitoring and evaluation, and communication.

The expected outcomes include:

- Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security;
- Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

The CRFM Secretariat is a project partner, with established and recognized expertise in the Caribbean and abroad in areas such as fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements. Under Component 1: Developing organizational capacity for fisheries governance, the CRFM Secretariat is responsible for Activity: 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 above and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Secretariat liaised with CANARI during their implementation of Activity 1.2.1.1 – Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in Guyana and recommend priority areas for improvement. The institutional analysis and organizational assessment identified current strengths, as well as opportunities for improvement in the Guyana Fisheries Department, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations.

It was found that while the Fisheries Department is considered to be adequately supporting ecosystem stewardship by fisherfolk and their organisations in the capacity area of practices, there are some critical gaps to be addressed such as irregular communication and work with artisanal fisherfolk due the large size of Guyana and the limited accessibility to landing sites, and the lack of a clear process for consultation on artisanal fisheries management. The CRFM Secretariat held subsequent consultations with the key stakeholders which led to the approval of a pilot project to develop a communication strategy and action plan with one or two communication product(s) to improve knowledge sharing and effective communication of fisheries laws, policies and plans between the fisheries state agency and fisherfolk in Guyana.

CANARI (2020) recognized that one of the major challenges for enabling ecosystem stewardship in the Guyana's fisheries sector is fisherfolk having insufficient capacity and knowledge of ecosystem stewardship practices for developing and maintaining sustainability fisheries. The document also cites that there are critical irregular communication gaps between Guyana's Fisheries Department (State Agency) and fisherfolk operating in the artisanal sector. It also recommends improving communication within the fisheries institution.

Overall, Guyana has endeavored to improve and address management issues facing its marine small-scale artisanal fishery sector. As such, this Communication Strategy Action Plan (CSAP) serves as a strategy to guide communications between the Fisheries Department of Guyana and Fisherfolk stakeholders of the artisanal sector. Thereby, improving the communication capacity

of the Fisheries Division and artisanal fisherfolk to support ecosystem stewardship. Overall, this strategy intends to build artisanal fisherfolk engagement and encourage their support of key national fisheries laws, policies and plans to support ecosystem stewardship.

OVERVIEW OF KEY NATIONAL LAWS, POLICIES AND PLANS

The following are laws, policies, and/or plans identified as broad and crosscutting for the marine small-scale artisanal fishery sector in Guyana.

– Fisheries Act (2002)

This is the primary legislation regulating the fishery sector in Guyana. It makes provisions for fisheries management and development, registration of vessels (local and foreign), local fishing licenses, fees, marine reserves and fishing priority areas, prohibited fishing methods, gear and stowage, fish processing, import and export of fish, enforcement and judicial proceedings and the accompanying regulations. This Act does not directly include key terms such as ecosystem-based approach to management. However, it indirectly considers ecosystem well-being in two sections:

▪ VIII: Marine Reserves and Fishing Priority Areas

These are marine reserves established by the will of the Minister for protection of flora and fauna, breeding grounds and habitat for aquatic life, especially those threatened by extinction. Section 27. (1) States that: *“The Minister may, by Order, declare any area of the fisheries waters and, as appropriate, any adjacent or surrounding land, to be a marine reserve where he considers that special measures are necessary”*

▪ IX: Prohibited Fishing Methods, Possession of Prohibited Fishing Gear, and Stowage of Fishing Gear

This section of the Act prohibits the use of unsustainable fishing practices such as explosives, poisons and unsustainable fishing gear.

– **Fisheries Regulations (2018)**

Addresses local fishing vessels, high seas fishing, fishing gear and equipment, fish aggregating devices (FADs), bycatch reduction and turtles excluder devices, vessel monitoring systems, controlled areas and training and research. These regulations only highlights the consideration for the ecosystem well-being in sections: V, VI, VII and IX which address usage of fishing gear, FADs, TEDs and establishment of no take zones, respectively.

– **Marine Fisheries Management Plan (2013-2020)**

It includes an artisanal fisheries management plan (AFMP) with several objectives. The plan describes the legal and regulatory context, provides an overview of the status for each fishery, long-and short-term objectives, and an action plan. This plan considers the ecological well-being of fisheries resources. Specifically, the sixth goal of the plan *“is to preserve rare or fragile ecosystems, as well as habitats and other ecologically sensitive areas, especially estuaries, mangroves, seagrass beds and other spawning and nursery areas.”* The process to update this plan is in preparation. In addition, evaluation of implementation is in progress by the Fisheries Division in tandem with the CRFM.

– **Artisanal Fisheries Guyana’s Strategic Framework and Management Plan (2019-2024)**

This a five-year management plan for the artisanal fisheries sector. There are five objectives outlined that seek to address issues relating to licensing and registration, marine environment, safety and order at sea, dialogue cooperation and coordination, and finance. In specific:

- *Objective 1 – Licensing and Registration:* looks at licensing and registration of fishers;
- *Objective 2 – Marine Environment:* considers ecological well-being of fisheries resources;
- *Objective 3 – Safety and Order at Sea:* considers the safety at sea for fisherfolk, addresses social issues of piracy and unlawful activities occurring in Guyana’s marine space;
- *Objective 4 – Dialogue, Cooperation and Coordination:* addresses communication and trust between the Fisheries Department and the fishing community.
- *Objective 5 – Finance:* addresses funding and investment in the fisheries sector to improve artisanal management.

PURPOSE OF THE CSAP

The CSAP document details out an overarching communications pathway for building capacity for ecosystem stewardship and livelihood in the artisanal fishery sector in Guyana. This strategy presents a framework for meeting external communication needs through engagement with the Fisheries Department and fisherfolk in the artisanal sector. The main purpose of the CSAP is to improve knowledge sharing and effective communication of key fisheries laws, policies and plans by the Guyana Fisheries Department to support artisanal fisherfolk.

TARGET AUDIENCE

The primary audience for the Project’s communication campaign is fisherfolk. This group includes countrywide fisher groups and fishers constituting of the Guyana National Fisherfolk Organisation (GNFO) an umbrella body to unite fisherfolk, Cooperative societies and fishers at landing sites. The GNFO channels information to the societies, which communicates with fishers operating at landing sites.

OBJECTIVES

The overall objective of the CSAP is for the Guyana Fisheries Department to provide information to artisanal fisherfolk about its laws, policies and plans that is accurate, complete, objective, timely, relevant and understandable.

The specific objectives are to:

1. Increase the knowledge amongst fisherfolk on Guyana’s fisheries law, policies and plans.

2. Increase awareness of the objectives and visions of Guyana's fisheries laws, policies and plans amongst fisherfolk stakeholders involved in the artisanal fishery sector.
3. Improve communication and advocacy skills of the Fisheries Department (Officers and Managers) in support of ecosystem stewardship.
4. Improve communication and advocacy skills of fisherfolk (Fishers and fisher group and representatives) in support of ecosystem stewardship.

MESSAGES

The key messages should include information on the relevant laws, policies and/or plans that will:

- Strengthen the livelihoods of targeted artisanal fishers through sustainable fishing as recommended in the fisheries laws, policies and/or plans.
- Encourage strong willingness and ability to adhere to the fisheries practice and guidelines.
- Encourage fisherfolk participation and co-management that are fundamental in decision-making and advancing policy and regulatory framework for sustainable fishing practices and stewardship.

COMMUNICATION TOOLS

The following are tools identified through the consultations with the Fisheries Department and fisherfolk stakeholders to disseminate the messages ranked from most to least recommended.

- Electronic and printed flyers/brochures and/or Infographics.
- PowerPoint presentation (PPTX) oriented workshops targeting artisanal fisherfolk. The Fisheries Division should coordinate such workshops. Presentations should target a different section of the various fisheries laws, policies and plans relevant to the artisanal sector.
- Social media discussions targeting artisanal fisherfolk. These should be recorded so fisherfolk unable to attend can view / listen at their convenience. Best fishing practices and guidelines described by the relevant laws, policies and plans were recommended focal areas for discussions.

MECHANISMS

The channels recommended to disseminate the products are:

- Electronic flyers/brochures and/or Infographics
- Ministry of Agriculture/Fisheries Department Website
- Social Media: WhatsApp and/or Facebook Fisheries Department and GNFO Pages and/or groups
- CRFM Data Portal

A fisheries media network created via WhatsApp and/or Facebook is recommended to disseminate electronic flyers/brochures and/or Infographics and circulate presentation slides. Additionally, the media platform can be used to share other relevant information relating to the artisanal sector and initiate dialogue around the CSAP key messages. The Fisheries Department through a committee should be responsible for creating the network, preparing and sharing of the flyers, etc., and should actively encourage and engage in dialogue with fisherfolk.

1. Facebook Live discussions
2. Direct visits to landing sites
3. Organized Presentation workshops by the Fisheries Department

Best fishing practices and guidelines described by the relevant laws, policies and plans were recommended focal areas for discussions. The monitoring and evaluation plan outlines the frequency for items 2, 3 and 4 and highlights the responsibility of the Fisheries Department for coordinating such.

EXPECTED OUTCOMES

1. Increased availability of information for fisherfolk to learn about the existing laws, policies and/or plans relevant to the artisanal sector.
2. Increased knowledge of existing laws, policies and/or plans relevant to the artisanal sector.
3. Increased demand for knowledge and communication tools to enable fisherfolk to learn the objectives and visions of the existing laws, policies and/or plans relevant to the artisanal sector.
4. Increased dialogue between the Fisheries Department and fisherfolk on problems and solutions relevant to artisanal sector.
5. Increase in the quality of participation by fisherfolk in fisheries policy development, planning and implementation.

OVERALL MONITORING AND EVALUATION PLAN

Table 1: Monitoring and evaluation plan for key elements in the CSAP

No.	Activity	Indicators	Frequency	Responsibility	Means of Verification
1.	Completion of communication objectives	– Sharing of flyer/brochures or infographic with target audience (electronic/printed)	Quarterly Monthly	Fisheries Division	– Communication materials – Number of shares via Social Media – Photographs and/or Videos of Direct visits
2.	Facebook Live discussions	– Media engagement with fishers stakeholders	Quarterly Monthly	Fisheries Division and Fisherfolk Stakeholders	– Number of views – Record of session
3.	Direct visits to landing sites	– Engagement with Fishers/stakeholders – Communication materials produced and disseminated	Quarterly Monthly	Fisheries Division	– Communication materials – Meeting Reports – Photographs – Videos – Social/Print Media Clips
4.	Organized Presentation workshops	– Engagement with Fishers/stakeholders	Quarterly	Fisheries Division and Fisherfolk Stakeholders	– PPTX materials – Meeting Reports – Photographs – Videos – Social/Print Media Clips

COMMUNICATION PRODUCT

Guyana's Key Fisheries Laws, Policies and Plans



The artisanal fishery sector in Guyana is managed through:

- Fisheries Act (2002)
- Fisheries Regulations 2018
- Marine Fisheries Management Plan (2013-2020)
- Artisanal Fisheries Guyana's Strategic Framework and Management Plan (2019-2024)

FISHERIES ACT (2002)

Main legislation of the fisheries sector. It makes provisions for:

1. Fisheries management and development,
2. Registration of fishing vessels, licenses, fees,
3. Identifies prohibited fishing gear, methods and stowage,
4. Fish processing, import and export of fish, and
5. Enforcement regulations.

FISHERIES REGULATIONS 2018

Addresses:

1. Local fishing vessels,
2. Fishing gear and equipment,
3. FADs, BRDs and TEDs
4. Vessel Monitoring Systems,
5. Controlled areas, and
6. Training and research.

MARINE FISHERIES MANAGEMENT PLAN (2013-2020)

Includes the artisanal fisheries management plan (AFMP). Provides:

1. A legal and regulatory framework,
2. Long-and short-term objectives,
3. Status of the fishery, and
4. An action plan for management.

ARTISANAL FISHERIES GUYANA'S STRATEGIC FRAMEWORK AND MANAGEMENT PLAN (2019-2024)

A 5-year Management plan for the sector. Addresses:

1. Vessel licences and registration,
2. Safety at sea,
3. Dialogue cooperation, and
4. Finance.

ACKNOWLEDGMENTS

This communication product (brochure) was prepared under the Developing Organizational Capacity of Ecosystem Stewardship and Livelihoods in Caribbean Small-scale Fisheries' (StewardFish) project which is being funded by the Global Environment Facility (GEF) and implemented by the Food & Agriculture Organisation of the United Nations (FAO) Sub-Regional Office for Latin America and the Caribbean.

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Figure 1: Electronic brochure providing an overview of Guyana's key artisanal fishery laws, policies and plans

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The CRFM is an inter-governmental organization whose mission is to “Promote and facilitate the responsible utilization of the region’s fisheries and other aquatic resources for the economic and social benefits of the current and future population of the region”. The CRFM consists of three bodies – the Ministerial Council, the Caribbean Fisheries Forum and the CRFM Secretariat.

CRFM members are Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands.

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Caribbean Regional Fisheries Mechanism



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