



FROM THE PORTER DIAMOND TO THE THEORY OF CHANGE

“THE *BLUE HOPE*”

TECHNICAL COOPERATION PROGRAM

BLUE HOPE INCEPTION MEETING



TUNISI 4 - 5 OCTOBER 2018



THE BLUE HOPE APPROACH IS COHERENT WITH THE REGIONAL PLAN OF ACTION FOR SMALL-SCALE FISHERIES IN THE MEDITERRANEAN AND THE BLACK SEA

MALTA CONFERENCE 25/26 OCTOBER 2018



Food and Agriculture Organization of the United Nations

High-level conference on sustainable small-scale fisheries in the Mediterranean and the Black Sea

Malta 25-26 September 2018

Ensuring best practice becomes future standard practice



TECHNICAL COOPERATION PROGRAM "THE BLUE HOPE"



FROM FAO APPROACH TO THE CIHEAM TARGET

1. Identify business development, investment opportunities and needs to improve product quality, value added and profitability, and capacity to access to the market.
2. Prepare a plan for training on improved sanitary controls and quality of fish, and value added products
3. Coherence level for implementing pilot actions aimed to facilitate exchange of experiences, fishermen network , model replication



Algiers fishing port and Gouraya , Zarzis Fishing Areas, Gokova Bay



ASSESSMENT

SSF VALUE CHAIN AS KEY FOR SUSTAINABILITY

VALUE CHAIN

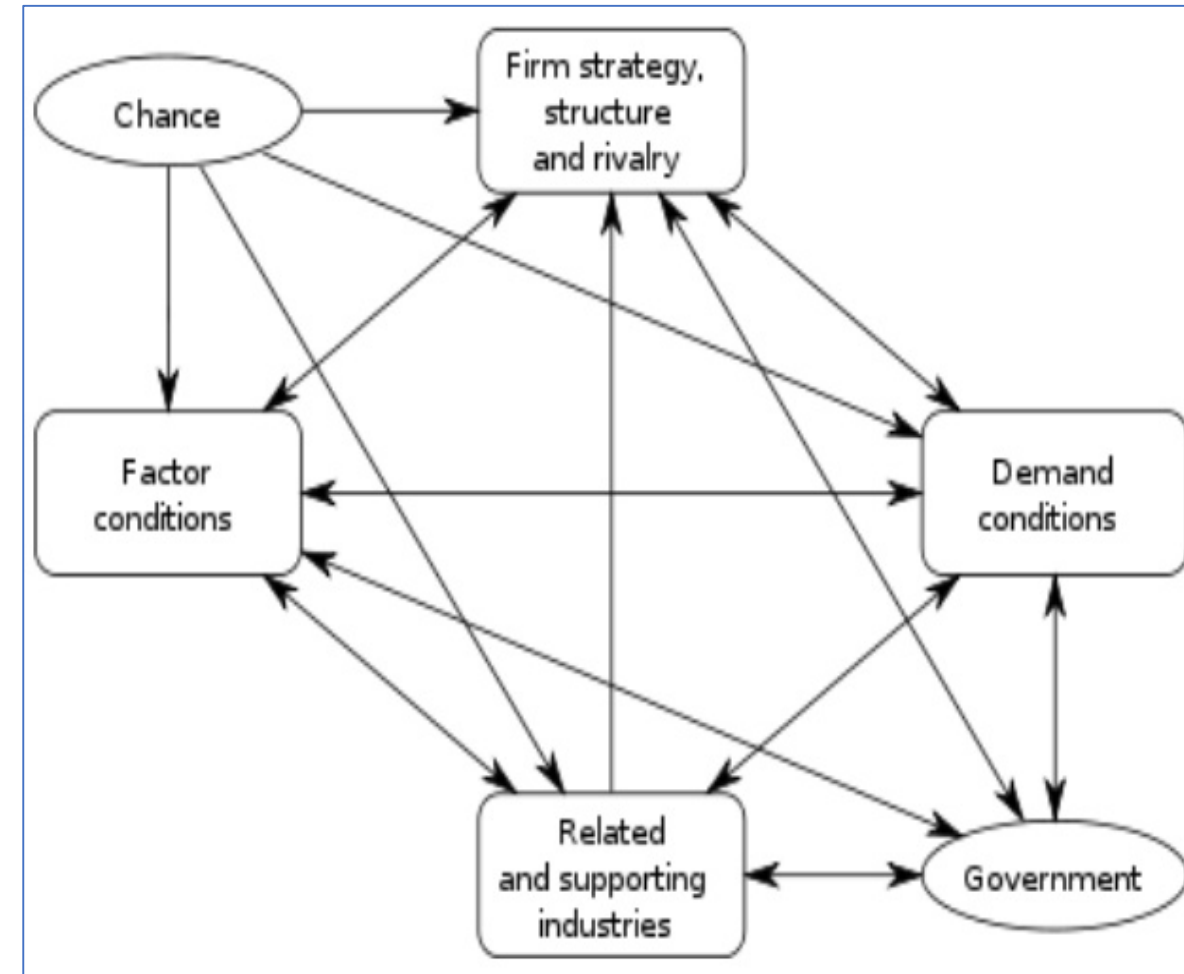
SSFs value chains element of marine/coastal clusters.

Synergies between private and institutional actors

Cooperation and competition

Service and products

ECONOMIC OPPORTUNITIES LINKED TO SOCIAL ISSUES





ACTIONS



ALGERI FISHING PORT AND GOURAYA BAY

1. Consolidation of Medical Centre
2. Fishermen Training on Standard and Quality
3. Fishermen Training on Sustainable Fishing Technologies/Gears
4. Tourism and ecosystem service / SSF integration and scenario





ACTIONS



GOVERNORATE OF MEDENINE ZARZIS AREA

1. JDARIA FISHING VILLAGE GDAP SBIRSA Women empowerment project for fish processing



2. HESSI JERBI value chain improvement ice production and distribution fish counter for direct sale to consumers



3. GDAP AJIM Value chain fishery products Fish processing plant for canned products and direct sale to consumers

4. GDAP EL GRINE co management clam resource. Depuration center hatchery for reproduction and management plan and support to Biotoxine Lab





ACTIONS



GOKOVA BAY

- 1. Akyaka, Akçapinar , Sarnıç-Akbük fishery Cooperatives
Labeling protected area traceability**
- 2. Co management and institutional support**
- 3. Ice production, refrigerated vehicle for transport
restaurant (financial support)**
- 4. Training on post harvesting cold chain management and
on improved sanitary controls and quality of fish, and value
added fisheries products**

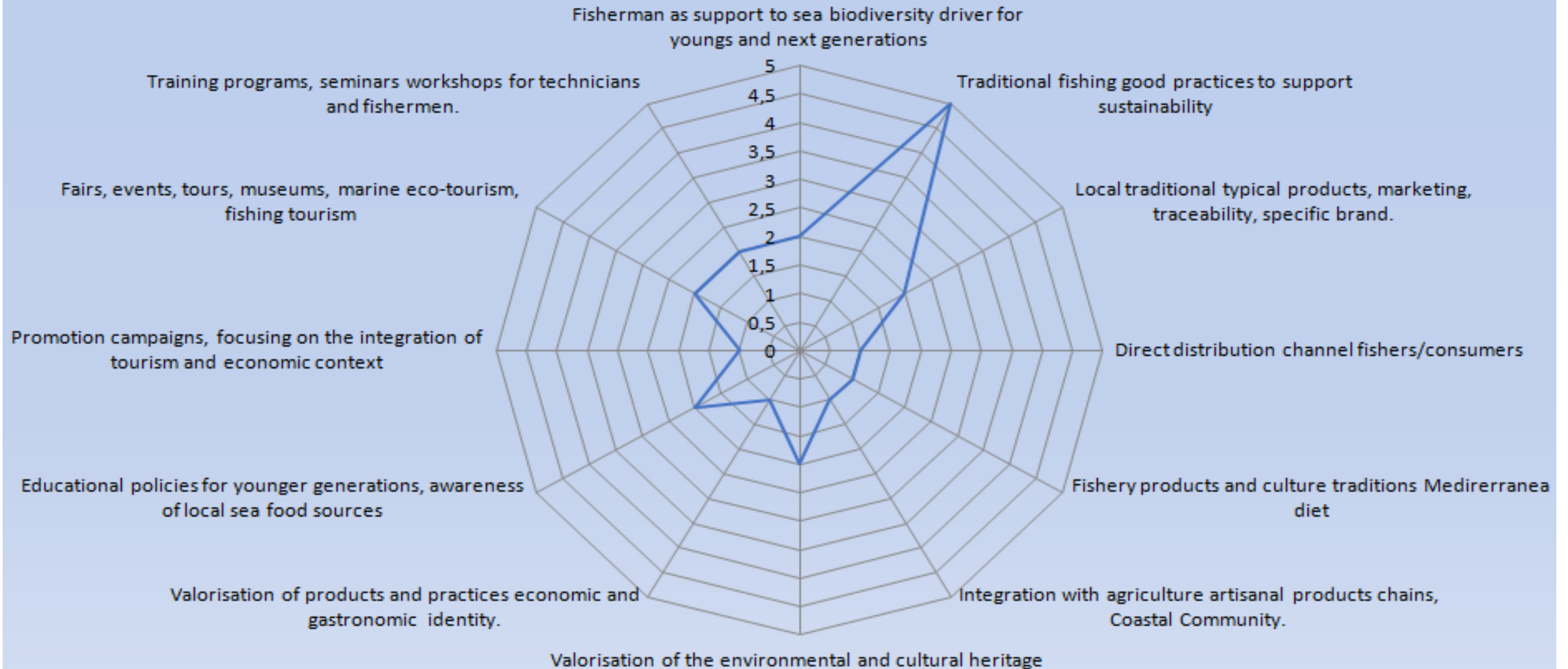




CLUSTER ASSESSMENT



STATUS OF GOVERNORATE OF MEDENINE CONTEXT

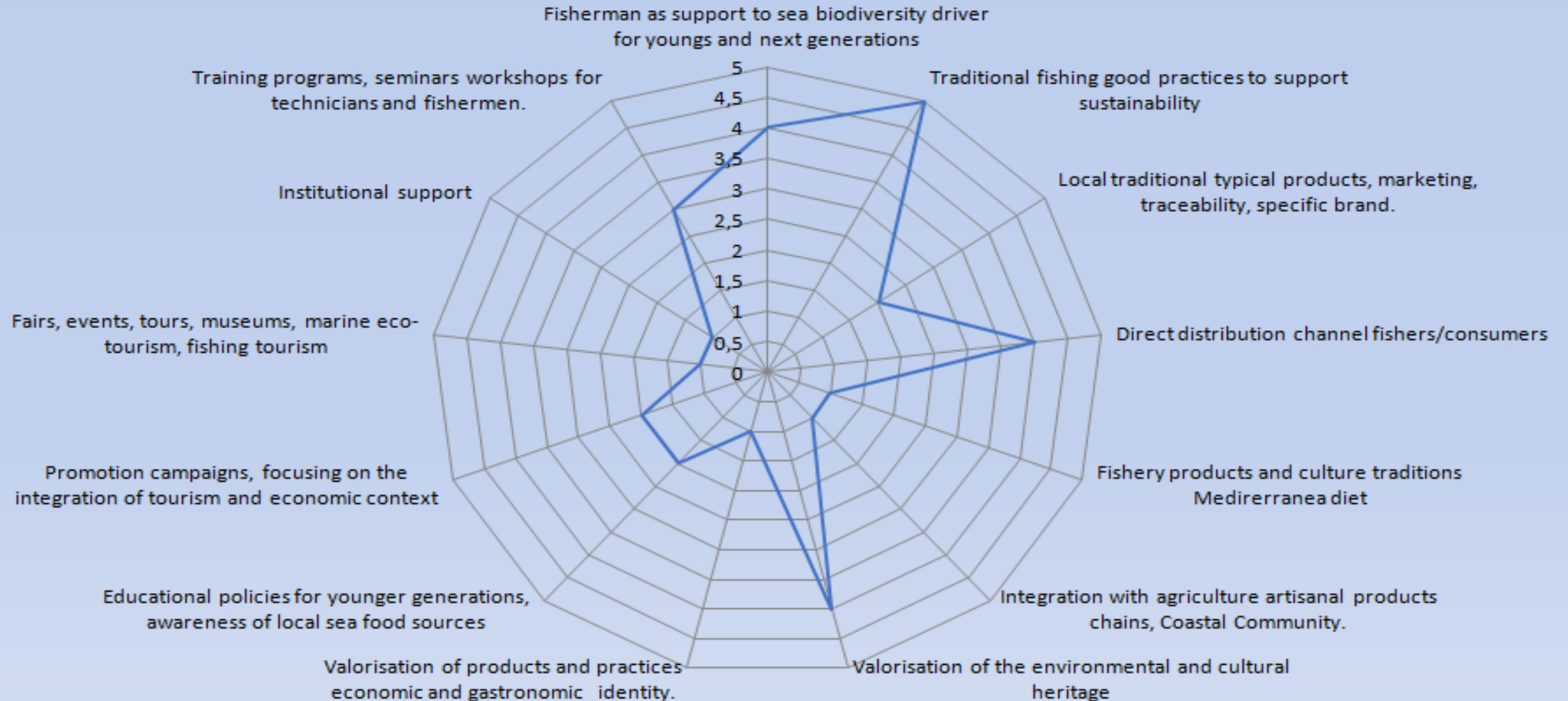




CLUSTER ASSESSMENT



STATUS OF GOKOVA BAY SSF CONTEXT

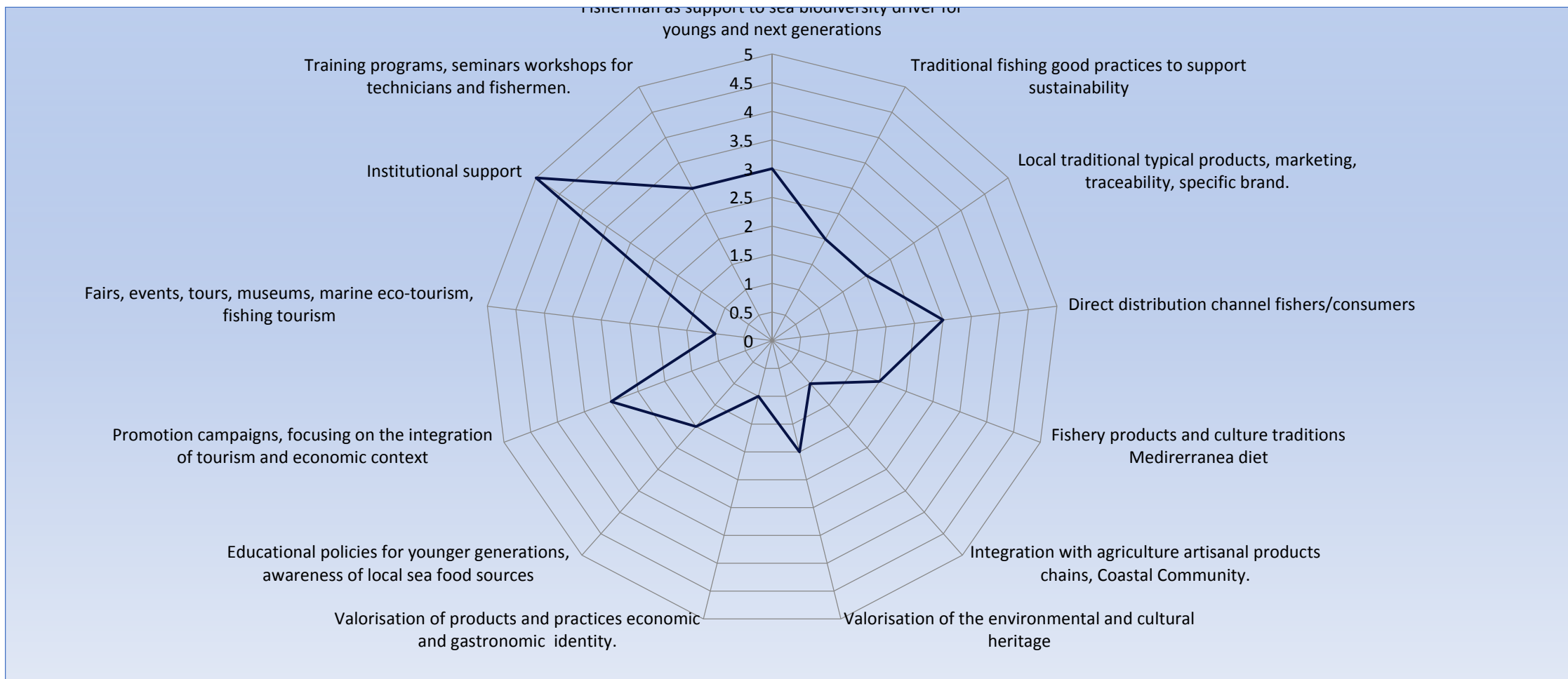




CLUSTER ASSESSMENT



STATUS OF SSF ALGERIAN CONTEXT





ASSESSMENT



PRODUCTION	PROCESSING	MARKETING
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HIGH PRIORITY

Marketing studies, various production options for fishermen level profitability. Strengthen fishermen groups at various levels	Transform SSF value chain into BP's operation, for reducing per unit productive cost and to consolidate standard level	Improve marketing performance and shift to branded, value-added products
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OTHERS

<p>Promote permanents stakeholder consultative mechanism</p> <p>Promote co management of fishing areas /resources control</p> <p>Consolidate the Institutions action for extension service</p> <p>Increasing fishery exchange of experience at Med Level</p> <p>Improve capacity of Institutions /Tricase event/Traning</p>	<p>Develop price information system and to share minimum price s at local level</p>	<p>Develop niche markets and marketing/branding</p> <p>Partnership with supermarket chains</p>
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HIGH PRIORITY SYSTEMIC ISSUES

Improve export performance and returns to fishermen; Facilitate collaboration to promote branding
 Develop a training curriculum for best technical/business practices throughout the value chain
 Request EU and other funds for capacity-building activities related to standards, training etc.
 Research and data analysis on value chain combined into an integrated database for decision support



FAO APPROACH TO THE CIHEAM TARGET SEPTEMBER 2018 TRICASE EVENT

HIGH LEVEL SEMINAR BLUE HOPE TCP

(FAO, CIHEAM, CNR, COUNTRY DELEGATIONS, STAKEHOLDERS)

INTERNATIONAL TRAINING SCENARIO /PROPOSAL

“COASTAL MANAGEMENT AND BLUE HOPE”

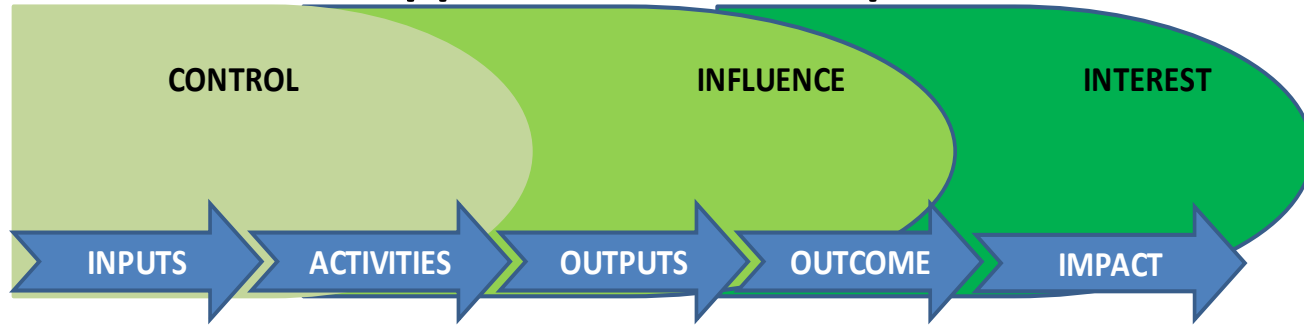
**TO BUILD NEW PROFESSIONALS AND NEW POLICY MAKERS
IN THE MEDITERRANEAN CONTEXT**

CIHEAM BARI TRICASE MARINE OUTPOST 13/14 September 2018



CHALLENGE

SMALL SCALE FISHERY VALUE CHAIN ToC approach for development



Participative approach involves the main stakeholders and their interests within the context of the Project strategy/expected impact, implementing activities aimed to consolidate the influence and achieving short and medium term results (outcomes).

Theory of Change

ToC Methodology

Attention to outcomes rather than outputs and deliverables:

Change in behaviour (outcome)
long-term impact for producing changes and improving the life of the target group

Work and resources on outcomes rather than outputs / deliverables.



ToC methodology is a Project inside the project

Attention to outcomes rather than outputs and deliverables

Results Chain	Assumptions	Indicator	BASELINE	TARGET	Means of Verification
Impact : Strengthened Institutional and international Agency capacity to develop and implement multi-sectoral policies, strategies and tools	Policy and institutional actions/reform for a) inclusion of ecosystem management, social and economic tools, in the context of the FAO Blue Growth Initiative. b) Support action to coastal communities to assess and reconfigure their fisheries and aquaculture in order to make them more productive and sustainable.		Assessment data	Number of Beneficiaries for whom capacity to develop and implement multi-sectoral policies, strategies and tools is strengthened	Surveys and Reports before and after TCP implementation.
Outcome Designed and implemented national policies for inclusive and efficient SSF system	Institutional capacity-building to implement multi-sectoral management plans through the FAO Blue Growth Initiative approach to make fisheries, aquaculture and related sectors more productive, sustainable, more inclusive and efficient.		Assessment data	Country that implements or integrates the Blue Growth Approach	Institutional Reports for comparing baseline and project outcomes
Output Analytical Studies	Fishermen/Stakeholder capacity to implement multi-sectoral management plans through the FAO Blue Growth Initiative approach to make fisheries, aquaculture and related sectors more productive, sustainable, inclusive and efficient.		Study and strategy sharing	analytical study delivered	Analytical studies
Activity	Assesment, Consultations, training, etc				



CIHEAM
BARI



“THE *BLUE HOPE*”
**THANK YOU FOR
YOUR KIND
ATTENTION**