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Organización
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Naciones
Unidas
para la
Agricultura
y la
Alimentación

FISHERY COMMITTEE FOR THE EASTERN CENTRAL ATLANTIC

Twenty-second Session

Libreville, Gabon, 17-19 September 2019

PESCAO project: Improved regional fisheries governance in west Africa

SUMMARY

The following document summarizes the main results of the PESCAO-CECAF project inception meeting held in Ghana 2018.

The Committee is asked to review the outcomes of the inception workshop, consider the project the workplan on the outputs of the cost-benefit assessment and provide supporting information from a national perspective on the means to apply the necessary actions.

INTRODUCTION

1. A project inception meeting for the FAO PESCAO-CECAF project (*Improved regional fisheries governance in West Africa*) was held in Akosombo, Ghana from 24-26 April 2018.
2. This paper summarizes the key highlights from the project inception meeting, building on the outcomes of the twenty-first CECAF session held in Dakar, Senegal 2016. Participants contributed a number of possibilities to advance the PESCAO-CECAF project under the CECAF umbrella for the benefit of regional fisheries management.
3. The PESCAO-CECAF project focuses on improved regional governance of marine resources in the CECAF competent area, specifically supporting member countries in the application of management advice, information sharing with other organisations in the region and contributes to supplementary processes at sub-regional with partners such as the Fisheries Committee for the West Central Gulf of Guinea (FCWC) and regional organisations such as ECOWAS in line with global targets (i.e. the Sustainable Development Goals).
4. Areas that the PESCAO-CECAF project focuses on include the integration of management advice, fisheries management collaboration, fisheries assessment methods, the revision of Standard Operating Procedures (SOPs) and identifying the means to advance knowledge on small scale fisheries.
5. The committee is requested to consider the outputs of the PESCAO-CECAF inception meeting, provide suggestions and possible contributions to the follow up options actions.

INCEPTION MEETING KEY CONCLUSIONS AND FOLLOW UP ACTIONS

6. Under CECAF, the PESCAO-CECAF project works in tandem with other relevant ongoing initiatives in the Africa region – namely the EAF-Nansen Programme, SIDA-SSF and Coastal Fisheries Initiatives (CFI), GREPAO and DEMERSTEM projects.
7. Project outputs were presented and discussed with participants agreeing on an initial draft. The 2019 (Year 1) Work plan activities were also presented to participants and agreed on with minor adjustments. For the workplan table see annex A.
8. The workshop highlighted the importance of stimulating science-management and policy dialogues across the region and recommended CECAF to set up a small group consisting of SSC and working group chairs and interested managers, to improve existing management summaries with the goal to convert recommendations into tangible fisheries policies.
9. The consideration of development of policy briefs on specific topics were also suggested.

10. Participants highlighted the need to maximize complementarity and synergies in fisheries research/ management and avoid duplication of effort and welcomed the proposed activities in support of mechanisms that will improve data and information sharing between regional, sub-regional and national level.
11. FAO was requested to compile and disseminate existing relevant publications to participants regarding data collection and stock assessment.
12. Participants highlighted the need for involvement of universities in capacity building including on fisheries assessment methods, data preparation and analysis, scientific writing and project formulation.
13. Participants shared information on tentative venues and dates of meetings relevant to the project.
14. Participants highlighted the importance of sensitizing policy makers the uptake of scientific advice by management.

PESCAO-CECAF project communications and visibility plan

15. A key output of the PESCAO-CECAF project is the delivery of the communications and visibility plan. Participants and stakeholders, including the European Union (EU), provided comments and suggestions to enrich this document and will undergo further inputs from all project partners on concise deliverables and communications and visibility materials specific to PESCAO-CECAF. The submitted communication and visibility strategy can be referred to in annex B.
16. The committee requests member countries to support communications and visibility activities related to both CECAF and the PESCAO-CECAF project.

Country case studies

17. The inception workshop defined criteria for a case study in selected countries under Activity 1.1. It was determined that FCWC will consult with its member states for their expression of interest and submit results to FAO for final selections according to the agreed timeline.
18. At present, six CECAF countries have submitted official expressions of interests for the case studies. These countries are: Benin, Côte d'Ivoire, Ghana, Liberia, Nigeria, and Togo.

PARTNERSHIPS

19. In the inception workshop, various stakeholders made presentations on ongoing projects in the CECAF area as follows:

- a. The Fisheries Committee for the West Central Gulf of Guinea (FCWC) were supporting the functioning of the fisheries regional Information System by specifically establishing the Regional Fisheries Data Centre for Artisanal Fisheries. The FCWC however indicated the need for upscaling the data collection in Nigeria and Liberia.
- b. ECOWAS-CPCO highlighted to the meeting that significant progress has been made in areas of harmonisation of legal frameworks, development of national plans to fight against illegal fishing and facilitation of cooperation of countries on fisheries management in the ECOWAS region.
- c. The FAO EAF-NANSEN Programme is another ongoing project in the region supporting 35 countries Africa and in the Bay of Bengal in sustainable fisheries to improve food and nutritional security. Specifically, the project supports national fisheries management and research institutions in sustainable management of fisheries according to Ecosystem Approach to Fisheries (EAF) principles and provision of timely scientific advice for fisheries management respectively. The project also supports capacity building for fisheries management.
- d. The FAO Coastal Fisheries Initiatives (CFI) was indicated as another initiative to the tune of USD 34 million in West Africa specifically targeting Senegal, Côte d'Ivoire and Cape Verde and is one of six global initiatives with total funding of USD 202 million. The project specifically supports member countries in provision of sustainable incentives along the fisheries value chain, institutional structures and processes, best practice, collaboration and performance assessments.
- e. The FAO Small-scale fisheries (SSF) umbrella programme, including a project funded by the Swedish organization Sida, supports the implementation of the *Voluntary Guidelines for Securing Sustainable Small-scale Fisheries in the Context of Food Security and Poverty Eradication* (the SSF Guidelines). The 4-year project consists of four interrelated components: (i) raising awareness, (ii) strengthening the science-policy interface, (iii) empowering stakeholders, and (iv) implementation support. In the region, current ongoing activities include compilation of artisanal fisheries data in Senegal, Gambia, Guinea and Guinea-Bissau within the framework of the FAO/WorldFish/Duke University study *Illuminating Hidden Harvests* (IHH).
- f. The West Africa Non-State Actors for Artisanal Fisheries and Aquaculture (WANSAFA) advocates for sustainable management of artisanal fisheries and aquaculture including post-harvest issues. They also indicated that they ensure that emerging issues in the fisheries sub-sector such as climate change and oil/gas exploration and exploitation are considered.
- g. The FAO FISHERIES STATISTICS Branch (FIAS) highlighted the importance of data and information in food and nutritional security as well as employment. FIAS

helps in identification of technical capacity for organisations and governments and in responding to the multiple report obligations of various stakeholders at national, regional and global levels such as FCWC, CECAF, ECOWAS, and IFAD, among others. Available FIAS online resources, such as the Fishery and Resources Monitoring System (FIRMS), were mentioned.

- h. The DEMERSTEM project indicated that they were involved in the improvement of knowledge on shared stocks through stock identification, stock assessment, essential fish habitat, ecosystem approach to management, and information dissemination on demersal stocks. Of complementarity to the PESCAO-CECAF project was the proposed work on stock assessments.

COLLABORATION MODALITIES AND IMPLEMENTATION OF THE PESCAO-CECAF PROJECT WITH OTHER PROJECTS AND PROGRAMMES IN THE REGION

- 20. The identified linkages and common areas of focus from ongoing projects and the PESCAO-CECAF project were fully discussed. During this discussion it was apparent that small scale fisheries dominate the fish catches in West Africa and CECAF supports a strategy to obtain relevant data to ensure their proper management. The other key areas of discussion included harmonization and possible collaborations in the area of data collection and fisheries statistics, in addition to the establishment of dialogue between scientists and policy makers. The discussion ended with key conclusions and follow-up actions as detailed in the next section.
- 21. Participants shared information on tentative venues and dates of meetings relevant to the project.

Appendix A: PESCAO-CECAF PROJECT – YEAR 1 WORK PROGRAMME AND INDICATIVE WORK PROGRAMME 2020-2021

Oc1: Enhanced regional policy dialogues, improved science-management processes for the CECAF region, and the integration of CECAF management advice into national frameworks.								
iOc1: Enhanced interaction and strengthened linkages between CECAF and other regional bodies to harmonize data and streamline reporting into different global and regional processes.								
Outputs	Activities	Q1	Q2	Q3	Q4	Description	Date and Venue	Partners/responsibility
Output 1.1: Challenges of integrating CECAF management advice into the management processes of selected CECAF Member Countries identified and mitigation measures made available.	A1.1.1: Case study reviews for challenges and mitigation measures		X			Develop a concept note and TORs for the review of case studies.	Desk work	To share for comments with partners, director of fisheries, FCWC
			X	X		Conduct national consultations in 3 countries (including 2 days stakeholder meeting in each country)	3 countries Venue and exact dated to be confirmed based on selection	EAF-Nansen Programme, FCWC
					X	Production of case study reviews (reports) for selected countries on the identification of challenges and determination of mitigation measures	Desk work based on outcomes of consultation	EAF-Nansen Programme FIAF/FIAP, FCWC
					X	Consolidate Findings into a scoping document (working document) for the multi-stakeholder consultation)	Desk work consolidating findings of case study reports	EAF-Nansen Programme FIAF/FIAP, FCWC
	A1.1.2: Development of a strategy for the science-management advice framework of CECAF				X	Sensitization of stakeholders to issues and conduct multi-stakeholder meeting. Options to have a second meeting to sensitize Ministers to the issues and to facilitate applications).	November/December 2019, 3 days (or 2020)	FCWC, SRFC, EAF-Nansen Programme Look to back to back opportunities e.g. FCWC Ministerial meeting
		X	X			Development of the strategy. (Might be adjusted based on below)		2020 (Q1 -2)

	A1.1.3: Monitoring system proposal for assessing the uptake of CECAF recommendations		X	X		Development of a monitoring system for assessing the uptake of CECAF recommendations (Might be adjusted based on below)		2020 (Q2-Q3)
				X	X	Feedback at SSC		2020 (SSC) Q3-4
			X			Adoption at CECAF Committee		Committee (2021)-Q2
Output 1.2: Collaboration on data and information sharing procedures and research enhanced between relevant countries and sub-regional and regional organizations to harmonize data and knowledge.	A1.2.1: Data reporting requirements of global and regional processes			X		Develop of concept note and TORs for the overview of reporting requirements for review by partners (TORs to address requirements and challenge)	Desk work	FAO FIAF/FIAP/FIAS FCWC/SRFC/ECOWAS/UEMOA, country partner focal points
					X	Prepare an overview (report) synthesizing reporting requirements of different global and regional processes, potential for sharing information, and required contributions at national and regional levels including challenges for addressing these (e.g. data collection, research, advice etc) (to be used as a baseline for furthering collaboration).	Desk work (also in 2020)	FAO FIAF/FIAP/FIAS FCWC/SRFC/ECOWAS/ UEMOA (see also 2.1)
	A1.2.2: Inventory of research activities in CECAF	X	X			Propose structure of inventory in consultation with relevant research partners in the region. (overview of surveys to be included- see also IOC; AU study on research in the region.)	Desk Work/ email exchanges	EAF-Nansen, national research institutions in the CECAF Area, DEMERSTEM, AU, UEMOA

				X	X	In consultation with the SSC, develop an inventory of existing, relevant research activities and map opportunities for CECAF to promote, encourage, and coordinate this research.	Desk work/ Consultations during CECAF working groups	EAF-Nansen, national research institutions in the CECAF Area, DEMERSTEM, ASFA
		X	X	X	X	Discuss research inventory at CECAF SSC and agree on approach to facilitate coordination and address research needs of CECAF	CECAF SSC Q3-4 2020	
		X	X	X	X	-Communicate with research initiatives on research needs of CECAF	Throughout	
	A1.2.3: Regional capacity assessed for reporting to the various national and regional sharing initiatives					Prepare for training workshops, including the development of training material	Desk work Q1 2020	FAO FIAF/FIAP/FIAS FCWC/SRFC/ECOWAS/UEMOA
						Conduct two dialogue/training meetings to assess regional capacity in reporting to the various national and regional sharing initiatives (e.g. SDGs and CWP). (2 sub-regions, 3 days each) and prepare reports	In Accra and Dakar in Q3 and Q4 2020. Try to do it as early as possible	FAO FIAF/FIAP/FIAS FCWC/SRFC/ECOWAS/UEMOA
Output 1.3: Assessment methods adapted to the different data situations in CECAF identified/developed and integrated into a CECAF assessment toolbox.	A1.3.1: Review of assessment methodologies for CECAF		X	X		Scope existing initiatives for potential use by CECAF, considering in particular in relation to known challenges and develop a document on available assessment methodologies of relevance to CECAF Working Groups. Consider including data analysis approaches and corrections of data		CECAF Working Group members EAF-Nansen Programme FAO FIAF, CFI (?), DEMERSTEM

				X	X	In consultation with the CECAF Working Group members review/test available assessment methodologies for consideration of inclusion into a CECAF Assessment Toolbox (during working group sessions)	During WG sessions: July 2019, SPWGN, Casablanca, Morocco; SPWGS, Q3 2019 – Mauritania Demersal North Working Group; Q4 2019 - Côte d'Ivoire Small Pelagics Working Group – subgroup South; Q4 2019 – Cabo Verde Demersal South Working Group Q4 2019 – Democratic Republic of the Congo Artisanal Fisheries Working Group	EU Demersal project, EAF-Nansen
						Review/test methods during 2020 WG sessions	During WG sessions in 2020	EU Demersal project, EAF-Nansen
						Support to an ad-hoc Working group on testing of assessment methods to agree on final selection of assessment methodologies for the toolbox	Q3-4 2020	CECAF Working Group members EAF-Nansen Programme FAO FIAF, CFI ?, DEMERSTEM
	A1.3.2: Development of an Assessment Toolbox and guidelines for CECAF					Agree on structure and format of Toolbox to be presented to SSC and Committee (consultations with WG members)	Q3-4 2020. During ad-hoc working group of assessment methods	

						Develop technological requirements based on WG needs (negotiate access through CECAF webpage); Implementation of Tool	Q1-Q2 2021	FAO FIAS/FIAF
						Development of guidance/training material for the use of the tool	Q1-Q2 2021	FAO FIAF/FIAS
	A1.3.3: Training on the Assessment Toolbox					Conduct two training sessions with the CECAF Working Groups and Focal points from regional organizations (as appropriate) on the use of the approved methods available through the Assessment Toolbox	Q 3-4 2021	FAO FIAF, EAF-Nansen Programme, DEMERSTEM
Op1.4: Revised protocols for data provision and sharing in line with the agreed assessment framework for the CECAF south Demersal Working Group, using case studies as examples.	A1.4.1: Revised data protocols and procedures for the southern Demersal Working Group		X	X	X	In close consultation with the Demersal South WG, review current data preparation procedures and protocols among FCWC members on a stock by stock basis and develop revised data protocols and procedures (national level and reporting to the WGs)		EU demersal project, EAF-Nansen Programme, FIAF
					X	Support participation of FCWC members to the Demersal South WG where recommendations on streamlining of data will be discussed	Q4 2019 – Cabo Verde Demersal South Working Group (and the subsequent group in 2021)	EU demersal project, EAF-Nansen Programme, FIAF
					X	Present recommendations on revised protocols and procedures for data provisions and sharing presented to the CECAF Scientific Sub-Committee for discussion	CECAF SSC in Q3-4 2020	

			X			Present recommendations on revised protocols and procedures for data provisions and sharing presented to the CECAF Committee for adoption.	CECAF 23 in Q2 2021	
iOc2: Improved knowledge on and management advice for the small-scale fisheries sector, to jumpstart efforts of the CECAF Artisanal Working Group, and to contribute to food security and sustainable livelihoods.								
Outputs	Activities	Q1	Q2	Q3	Q4	Description	Date/ Venue	Partners/responsibility
Op2.1: Technical support to advance knowledge on small-scale fisheries provided along the value chain.	A2.1.1: Develop a strategy for obtaining relevant data for the Artisanal Fisheries Working Group		X	X	X	<p>Scope existing initiatives to understand available information (e.g. FCWC, CSRP, UEMOA, National systems)</p> <p>Prepare an overview document on existing data collection systems for PA in CECAF countries</p> <p>Prepare and conduct a survey to obtain relevant socio-economic data</p> <p>Conduct two studies on: role of migrations of fisheries in relation to economic, social and ecological factors and role of women in SSF and make reports of studies available to partners and the artisanal WG</p>		<p>Economic groups (ECOWAS AND UEMOA), African Union Fisher networks, FCWC, SRFC, WARF, GOWAMER, FAO FIAS, FIAP, FIAF</p> <p>FAO FIAS, FIAP, FIAF, SSF Umbrella Programme/SIDA, EAF-Nansen, CFI</p> <p>SSF Umbrella Programme, CFI. GREPPAO</p>
						Prepare a strategy document based on above studies and outcomes of the discussions at first artisanal fisheries WG (share with partners)	Q1-2 2020	FCWC, SRFC, SSF Umbrella Programme/SIDA
	A2.1.2: Improved participatory management actions			X	X	<p>Preparation and conduct dialogue meetings with fisher representatives in two selected case study countries (under guidance from artisanal WG)</p> <p>Reports of the dialogue meetings shared with relevant and interested parties, and discussed at the 8th Artisanal</p>	Nigeria and Senegal Q -3-4 2020	FCWC, CSRP, SSF Umbrella Programme/SIDA, GREPPAO ?, WANSABA

						Working group session for sharing of lessons learned.		
	A2.1.3: Artisanal Fisheries Working Group sessions				X	Conduct 6 th session of the Artisanal Fisheries working Group	Q4 2019 – Democratic Republic of the Congo Artisanal Fisheries Working Group	SSF Umbrella Programme/SIDA
				X	X	Conduct 6 th session of the Artisanal Fisheries working Group	Q 3-4 2021	SSF Umbrella Programme/SIDA

Appendix B: COMMUNICATION AND VISIBILITY PLAN

Improved regional governance of marine resources in the southern CECAF area

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Introduction

The project *Improved regional governance of marine resources in the southern CECAF area* (CECAF PESCAO project), aims to strengthen the Fishery Committee for the Eastern Central Atlantic (CECAF) as a knowledge-sharing advisory body for marine resources in Western Africa by enhancing the national-regional science continuum for knowledge generation, and improve reporting that builds on existing processes and protocols within CECAF. BY using CECAF as a study, this will ensure the integration of these action results into regional governance processes and dissemination of the results. The southern CECAF area is the focus of this project as issues in relation to data collection, research, and assessment capacity as well as uptake of management advice have been highlighted as a particular concern by CECAF. The general study area within CECAF is the region of the Fisheries Commission for the Western Central Atlantic (FCWC) and its member countries (Benin, Côte d'Ivoire, Ghana, Liberia, Nigeria, and Togo), to further enhance the uptake of advice for management and policy.

The overall objective of the CECAF PESCAO project is to improve regional governance of marine resources in the CECAF area using knowledge-based advice by strengthening management processes to contribute to sustainable fisheries, food security, and sustainable livelihoods. Specifically, the project aims to enhance regional policy dialogues, improved science-management processes for the CECAF region, and the integration of CECAF management advice into national frameworks. The project will be implemented through five key activities that will: (1) identify challenges to integrating CECAF management advice into the management processes of selected CECAF member countries, and develop mitigation measures/solutions for these challenges; (2) facilitate and promote regional dialogue and discussions between CECAF and sub-regional and regional organizations to discuss data, reporting, and monitoring needs using capacity development assessments; (3) provide technical

support to advance knowledge on and management advice for the small-scale fisheries along the value chain; (4) contribute to the development of a CECAF assessment toolbox, with methods adapted to the different data situations in the ECOWAS region and conduct training courses in how they can be applied to build the necessary capacity in the competent authorities to apply the most relevant methods in support of stock assessment tools and fisheries management planning; and (5) revise current protocols for data collation and management for the southern demersal Working group of CECAF, using case studies as examples.

CECAF PESCAO Communications

Overall communication objectives

The overall communications objective of the CECAF PESCAO project is to ensure that the beneficiaries of the project, the FCWC member countries and the member countries of CECAF, benefit from the capacity building initiatives of the project with respect to the science-management processes for the CECAF region. While building a platform for the fisheries stakeholders of the region to share knowledge and good practices, the project will contribute to ensuring synergy and avoiding duplication of efforts among the various fisheries projects/programs in the region. The communications efforts of the CECAF PESCAO project will also ensure the sustainability of the project impacts. Specifically, the communications objective will:

1. Make the project and its results known to direct (FCWC member countries and CECAF member countries) and indirect (national research institutions, local communities, NGOs/civil society, wider public) stakeholders through both digestible and persuasive content;
2. Disseminate capacity building initiatives and that these are well understood by the relevant stakeholders;
3. Ensure that the partner organizations (FCWC and CECAF) and the EU will gain more visibility through the project; and
4. Highlight the role of the EU in providing financial and other substantive support to the project.

Target groups

The project is focused on CECAF member countries, and specifically members of FCWC. The main target groups are based in these countries and will broadly include government, academia, fishers and the public and media. However, the activities are of relevance to a broader set of regional and global stakeholders and hence the audience may be wider (neighbouring areas of the Atlantic Ocean, worldwide):

1. Regional governance leaders
 - a. Presidents of countries in the region
 - b. Ministers of fisheries and/or aquaculture
 - c. Directors of ministries and departments
 - d. National, regional, local administrators
2. Policy-makers and researchers

- a. Education institutions
 - b. Research institutions
 - c. Intergovernmental organizations
3. Implementation partners
 - a. International development agencies
 - b. NGOs
 - c. Civil society organizations
 - d. Partner programmes and projects
 - e. Local administrations
4. Industry practitioners
 - a. Fish processors
 - b. Fish traders and retailers
 - c. Artisanal and industrial fishers
 - d. Fisher communities

Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

The specific objective for all target groups is the promotion of sustainable and responsible fisheries in the CECAF region throughout the phase of the project.

Target Groups	Communication Objective	Foreseen Impact
FCWC	<ul style="list-style-type: none"> - Clear information on the project; its background, objectives, procedures, benefits and results. - Clear information on the objectives of the project activities, the anticipated outcomes, and intents and purposes for planned CECAF activities. 	<ul style="list-style-type: none"> - Increased awareness of the project and its objectives. - Enhanced interaction and strengthened linkages to harmonize data and streamline reporting into different global and regional processes. - Improved knowledge and management advice for the small-scale fisheries sector.
CECAF member countries	<ul style="list-style-type: none"> - Information shared on the results of the project and communicated in a relevant and practical manner. - Highlight the contribution of the EU in supporting sustainable and responsible fisheries in the CECAF region throughout the phase of the project. 	
Academia	<ul style="list-style-type: none"> - Information on the project, its background, objectives, benefits, and results are shared with the wider public. - Highlight the contribution of the EU in supporting sustainable and responsible fisheries in the CECAF region throughout the phase of the project. 	<ul style="list-style-type: none"> - Increased awareness of the project and its objectives. - Knowledge of project results and their uptake by the project partners.
Fishers		
Public and media		
EU Officials	<ul style="list-style-type: none"> - Information on the project: objectives, procedure, benefits and results. - Progress of project implementation. 	<ul style="list-style-type: none"> • Increased understanding of the progress and impact of the project. • Raised awareness and support

	- Project results and impact.	for the initiative.
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All relevant stakeholders and other recipients of the communication materials will be made aware of the roles of FAO and the EU in the action, including for funding and organizational (where applicable) support. According to the Visibility & Communications requirements, the EU logo will be placed on all published and/or printed material (e.g. reports, brochures, factsheets, posters), and on any presented material (e.g. PowerPoints), considering also FAO's Corporate Communications policies and requirements, and written and/or oral credit will be given to the EU where applicable. The communications and visibility activities will raise awareness among partner countries and in the wider CECAF region in general, on the activities and objectives of FAO and the EU to deliver aid with the aim of improving sustainable management of natural resources. For instance, the FAO will ensure that all communications efforts related to the Action (whether local, regional, or global) will mention the EU-funded PESCAO project specifically and refer to its objectives and those of the broader Call for Action for the Gulf of Guinea. Communications and visibility activities will not only aim to present and disseminate results of the project in a digestible format, and promote upcoming activities, but will also raise awareness of how the EU and the FAO work together to support the fisheries sector and governance in the Gulf of Guinea. For instance, all published or presented material will include a standard text¹ explaining the nature of the FAO-EU collaboration through PESCAO.

¹ "This document was produced with the financial assistance of the European Union" (Ref: Art. 8, General Conditions).

Communications activities

Main activities that will take place during the period covered by the communication and visibility plan

Activity description	Format	Tentative date	Target group	Indicative budget	Indicators	Means verification of	Responsible
Identifying the EU as the source of funding through usage of the phrase “This Action is funded by the European Union” together with the EU logo on relevant project material	Project materials and promotional items RAF webpage Social Media	Throughout	All	See section on financial resources	Number of project materials with the phrase “This Action is funded by the European Union”	Project materials	Project staff
News and project activities posted on RAF-webpage and regularly updated	RAF webpage	Throughout	All	See section on financial resources	News articles and project details produced and updated on RAF-webpage	RAF webpage	Project staff
News and project activities posted on upcoming CECAF-webpage and regularly updated	CECAF website	Throughout once the CECAF webpage becomes operational	All	See section on financial resources	News articles and project details produced and updated on CECAF webpage	CECAF webpage	Project staff

Communications materials highlighting project objectives, results, and events published and disseminated at appropriate meetings and events	Promotional items including flyers, brochures, and factsheets	Throughout and as appropriate for relevant events	All	See section on financial resources	Promotional items produced and shared with target audience, and uploaded to project webpage	CECAF webpage, RAF webpage, printed materials	Project staff
Social media announcements on new publications, meetings, and events	Twitter, Facebook, LinkedIn, Instagram	Throughout and as appropriate for relevant events	All	See section on financial resources	Social media announcements	Twitter, Facebook, LinkedIn, Instagram	Project staff in collaboration with FAO OCC Department as appropriate

The plan foresees:

1. Making available communication and visibility material to CECAF members and beyond.
2. Press releases and social media coverage of relevant meetings; including local media and partner's communications platforms coverage if possible.
3. PESCAO (component 3) projects joint website, project description and events on RAF-webpage and upcoming CECAF-webpage.

The project is part of component 3 of the PESCAO program and the three projects of this component are committed to develop synergies among themselves. The first form of pooling proposed by the DEMERSTEM project was the setting up of a short description page of the 3 projects (<http://pescao.org>). Discussions will continue on the level of contributions the CECAF PESCAO project will have to the website.

The specific communication and visibility activities will be determined with Project Staff and with support from the communications officers based at FAO-RAF and Headquarters, in collaboration with project partners, as this will rely heavily on partners input, interest, and eligibility to contribute to any communications efforts. Throughout the life-cycle of the project, the coordinating unit will also liaise directly and frequently with the FAO Office for Corporate Communications unit in FAO-RAF to promote published material on the RAF webpage² and through social media, and work with local media outlets to highlight national activities or events as appropriate. Partners will also be encouraged to promote and share these FAO-led communications efforts through their own platforms.

Communication tools chosen

Materials

Project publications

The various project publications such as technical reports, training manuals, posters, presentations will be widely disseminated online to strengthen the knowledge and good practices sharing among beneficiaries and other stakeholders in the region.

FAO factsheets/brochures/flyers

The project coordination unit will work with the FAO communications branch to develop relevant information materials, as appropriate and as needed, on project results and upcoming work that will be shared online through the website and the social media as well as at relevant meetings and conferences. The information materials will include specific references/credit to the EU and its funding support to the Action (e.g. use of EU logo and standard text).

Newsletter articles

FAO-CECAF will contribute with articles on the project, updating on the project implementation and results, to PESCAO's quarterly newsletter throughout the duration of the project. Articles will be sent to the TA to PESCAO/ECOWAS (Component 1).

² <http://www.fao.org/africa/en/>

Local media coverage interviews/news stories

The project coordination unit will work with FAO offices at meeting venues to arrange local media interviews and news stories to highlight technical meetings and link them with processes and decisions of interest to those countries. The CECAF Secretariat has experience with this related to the technical Working Groups. Where applicable and appropriate, the FAO will liaise with the relevant in-country EU delegations to ensure harmony with key messages and other relevant work. Press releases will be developed and shared as appropriate before high-level meetings.

FAO presentation of Action works at relevant conferences/meetings/seminars, etc.

Where relevant and possible, the project coordination unit will attend relevant conferences, meetings, seminars, or others to present the work of the project and highlight key results, as well as the collaboration between FAO and the EU. This will involve the development of presentations, and possibly posters, to present the work, and it will be the opportunity to share any factsheets created for the project.

6. Channels

Project materials and promotional items

The EU will be identified as the source of funding in contacts made with the beneficiaries, external partners and the public.

Events

The communications materials planned will be distributed at events such as:

- The CECAF Scientific Sub-Committee and Committee meetings;
- National, regional and local Administrations and Research institutions meetings in member countries;
- Fisheries Technical meetings and conferences in the region; and
- Scientific international conferences (e.g. ICES), as appropriate, and through national and regional media outreach associated with different events.

Local media coverage

The project coordination unit will work with FAO offices at meeting venues to arrange local media press releases, interviews and news stories to highlight technical meetings and project activities and link them with processes and decisions of interest to those countries. The CECAF Secretariat has experience with this related to the technical Working Groups. Where applicable and appropriate, the FAO will liaise with the relevant in-country EU delegations to ensure harmony with key messages and other relevant work.

FAO social media

Relevant project meetings and events will be covered on social media (i.e. Twitter, FAO Blue Growth Blog, Facebook, Flickr, LinkedIn, etc.) and stakeholders will be encouraged to share the posts broadly.

The Twitter hashtags used for the project will be: #CECAFPescao, #PESCAO, #ECOWAS, #EU. A first post in FAO Blue Growth Blog can be posted presenting the project and the kick-off meeting. From this one, serial posts can be submitted during the project with interesting updates and news. Beneficiaries will be encouraged to share their feedback on the benefits of the project which will be disseminated through social media posts.

The project coordination unit will work with the FAO communications branch at FAO-RAF to develop a “Did You Know” (DYK) series of short tweets and blurbs that will highlight CECAF and FCWC, their roles, mandates, and the ongoing fisheries work within their areas, as well as the nature of the PESCAO collaboration between the EU and FAO. Specifically, the DYK series will announce interesting/informative facts about the relevant organizations and management processes, and about the science of the fisheries being managed to expand public knowledge and awareness of this work. In particular, key results of the project will be promoted as they become available through this channel.

FAO RAF and CECAF webpages

Through the regular communications channels of FAO-RAF (RAF News and Events website, Press Releases, Social Media (i.e. Twitter, FAO Blue Growth Blog, Facebook, Flickr, LinkedIn), etc.) and FAO Headquarters. A CECAF webpage is currently under development, to be hosted as a fao.org webpage, and it will also include information about the CECAF PESCAO project and relevant partnerships.

EU Representation at Project Activities

A representative of the EU will be invited to attend all relevant activities/meetings and to deliver opening remarks. FAO will also make explicit reference to the key role of EU as the donor of the project in opening and concluding statements by FAO officials at project activities.

Indicators of achievement

Completion of the communication objectives

The update of the communication activities is just initiating and will be on-going throughout the duration of the Project. The efforts will begin leading up to the Project Inception meeting utilizing FAO communication channels to promote the objectives of the project and the partners involved. The inception meeting detailed a communications strategy for the lifetime of the project that includes milestones and deliverables.

Provisions for feedback (when applicable)

- Project stakeholder meetings including the regular project steering committee meetings;
- All visibility initiatives will be reported in periodical reports to the EU;

Resources

Human Resources

The Fisheries Officer hired under the Project will be responsible for communication activities, under the overall supervision of the CECAF Secretary and the LTO. Support will be provided by regional and national communication officers at FAO representations, sub-regional offices in the CECAF region, and at the regional office for Africa.

Financial resources

The communications activities will be comprised of the budget allocated for VISIBILITY, PUBLICATIONS, and REPORTING COSTS: € 49 023 of the overall EC contribution of €1.5 million.