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منظمة  
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## EUROPEAN INLAND FISHERIES AND AQUACULTURE ADVISORY COMMISSION

### Thirtieth Session

**Dresden, Germany, 11 – 13 September 2019**

### EIFAAC Draft Strategy 2020-2024 and Communication Strategy

#### Executive Summary

This document provides a draft EIFAAC strategy 2020-2024 and communication strategy. The draft strategy is in line with the UN Sustainable Development Agenda 2030 and FAO Strategic Objectives as agreed at the 29<sup>th</sup> Session, Stare Jablonki, Poland, September 2017.

#### Suggested action by the Commission

- Discuss the draft strategy and approve the final goals and EIFAAC five-year strategy for 2020-2024 as outlined in paragraphs 12–18;
- Discuss and approve the draft EIFAAC Communication Strategy and Communication workplan as outlined in paragraphs 19–21.

## BACKGROUND

1. At the 28<sup>th</sup> Session of EIFAAC<sup>1</sup> (The Commission), the Commission adopted a new organizational structure, namely based on project templates and the introduction of a functional process for project review, monitoring and reporting. At the 29<sup>th</sup> Session of EIFAAC, the Chairman reported on the progress under this new organizational structure and the Commission agreed to continue its work along these lines.

## OBJECTIVES, GOALS AND INITIATIVES

2. EIFAAC work is influenced by challenges facing inland fisheries and freshwater aquaculture sector in the region, and the growing need for evidence-based policymaking, especially in the face of climate induced changes in availability and use of freshwater resources and fish habitats in Europe.<sup>2</sup>

### FAO and UN Objectives

3. At the 29<sup>th</sup> Session, EIFAAC revised its goals to best reflect the overarching goals of the United Nations and the Food and Agriculture Organization of the United Nations (FAO). FAO's Strategic Objectives (SOs) guide the work of the organization, including Article VI Bodies as part of FAO technical commissions. The five SOs are based on FAO's comparative advantage and its priorities in reaching the goal of "achieving food security for all". The five SOs are:<sup>3</sup>

- SP1 – Help eliminate hunger, food insecurity and malnutrition
- SP2 – Make agriculture, forestry and fisheries more productive and sustainable
- SP3 – Reduce rural poverty
- SP4 – Enable inclusive and efficient agricultural and food systems
- SP5 – Increase the resilience of livelihoods to threats and crises.

4. The FAO Regional Office for Europe and Central Asia (REU), which hosts the Commission, identified, through its regional conferences and informal consultations with Member governments, four priority areas. Three of these priority areas manifested into Regional Initiatives (RIs) with expected regional results, milestones, and indicators of achievement:

- Regional Initiative 1 – Empowering Smallholders and Family Farms for Improved Rural Livelihoods and Poverty Reduction (aligns with SO3)
- Regional Initiative 2 – Improving Agrifood Trade and Market Integration (aligns with SO4)
- Regional initiative 3 – Sustainable Natural Resource Management Under a Changing Climate (aligns with SO2)

The 4th priority area – Addressing food insecurity and reduction of all forms of malnutrition – is overarching and mainstreamed in the three regional initiatives.

5. The United Nations Sustainable Development Summit approved the 2030 Agenda for Sustainable Development, including the 17 Sustainable Development Goals (SDGs), on 25 September

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<sup>1</sup> Report of the Twenty-eighth Session of the European Inland Fisheries and Aquaculture Advisory Commission, Lillehammer, Norway, 17-19 June 2015, FAO Fisheries and Aquaculture Report, SEC/R1117 (En): <http://www.fao.org/3/a-i4936e.pdf>

<sup>2</sup> Findings and recommendations of the EIFAAC International Symposium on Climate Change, Stare Jablonki, Poland.

<sup>3</sup> Detailed information on FAO Strategic Objectives can be found at: <http://www.fao.org/about/en/>

2015.<sup>4</sup> The development of the SDGs<sup>5</sup> was a Member-government driven process, inclusive of civil society and other actors. The 17 Sustainable Development Goals (SDGs) are global objectives that succeeded the Millennium Development Goals on 1 January 2016, and require country level interventions and reporting on indicators of achievement. From ending poverty and hunger to responding to climate change and sustaining our natural resources, food and agriculture lies at the heart of the 2030 Agenda. FAO as a specialized agency of the United Nations system supports Member countries in achieving the SDGs and is responsible for monitoring indicators of achievement for SDG targets related to its mandate.

6. The most important challenges for inland fisheries and freshwater aquaculture of Europe in the 21<sup>st</sup> century were identified and approved by the 29<sup>th</sup> Session as part of the EIFAAC Strategy Plan for 2017-2021. These challenges include climate change, interest of different stakeholder groups in water use, varying management interest in aquatic organisms, increasing demand for sustainable development in these sectors, insufficient restoration of degraded habitats and differences in member countries legislative framework and implementation of rules.

### **MEANS OF DELIVERY OF EIFAAC OBJECTIVES**

7. The FAO SOs and RIs, as well as the UN SDGs, can provide insight and guidance on the development of the EIFAAC work plan to achieve mutually beneficial goals and provide shared resources for related projects. The Commission is encouraged, wherever possible, to identify these potential synergies from linking the work plan to the SOs, RIs and SDGs. The impact of the work of the Commission and especially the availability of financial resources to carry out EIFAAC projects will be greater if synergies can be identified between EIFAAC objectives and objectives of the other actors. In addition, the relevance of EIFAAC projects in relation to the need for science-based policymaking in the region, would improve visibility and uptake of EIFAAC outputs.

8. The Secretariat invites Members of the 30th Session to review and revise the Strategies, bearing in mind the need to specify the Timeline for delivery and proposing measurable indicators of achievement.

9. Research and policy guidance from EIFAAC on inland aquaculture might include:

- The areas of reduction of environmental impact. RAS and recycling and other innovations may be considered.
- Management of larger farms and operations and the associated impacts and management requirements may be considered.
- Possibilities for technological transfers (of freshwater aquaculture) for intensified systems to Eastern Europe may be an area of interest.
- Aquaculture linkages to eels and invasive species (other existing EIFAAC programmes).
- Aquatic Genetic Resources is somewhat covered through linkages to the FAO CGRFA State of the world report.
- Links to issues related to the implementation of Water Framework Directive.

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<sup>4</sup> Detailed information on the UN Agenda 2030 can be found at:

<https://sustainabledevelopment.un.org/post2015/transformingourworld>

<sup>5</sup> SDGs can be found at: <https://sustainabledevelopment.un.org/sdgs>

10. MC cautioned that EIFAAC activities should not duplicate actions of other bodies, such as the European Aquaculture Society. MC has also raised concerns about the formation of new sub-regional organizations, especially in the area of freshwater aquaculture, that duplicate the role of EIFAAC and draw resources away from EIFAAC projects.

11. The Sustainable Development Goals could be the focus of EIFAAC research, in view of the subtle and less known contribution of inland fisheries and aquaculture to the 17 goals. Although reporting on SDG targets is the responsibility of the relevant ministries, there is a vacuum of information on economic and social valuation of inland fisheries and aquaculture, including in European countries. This is an area where scientific investigation could improve the methodologies or statistical estimation processes for valuing the contribution of this sector. As a first step, the MC has linked the past and current EIFAAC projects to the relevant SDGs.

## **DRAFT EIFAAC STRATEGY PLAN: 2020-2024**

### **Introduction**

12. The European Inland Fisheries Advisory Commission (EIFAC) was established in 1957 by the FAO Council under Article VI-1 of FAO Constitution and held its first session in 1960 in Dublin, Ireland. The EIFAC reform process started at the Seventeenth Session in 1992. However, from 1992 to 2007 the issue of restructuring and strengthening EIFAC was addressed only briefly. The Twenty Fifth Session of EIFAC, held in Antalya, Turkey, from 21 to 28 May 2008, had finally agreed to change the name of EIFAC, introducing aquaculture in order to recognize the importance of aquaculture to the countries in Europe and to properly reflect the activities of EIFAC, and decided to approve the revised name of the Commission, whereby the European Inland Fisheries Advisory Commission (EIFAC) is now called European Inland Fisheries and Aquaculture Advisory Commission (EIFAAC). Furthermore, the Session agreed that a process be initiated to review the possibilities for improvement of EIFAC. As a first step, a workshop was held in The Hague (The Netherlands) in March 2009, which made proposals for strategic orientations options, associated objectives and possible action plans. The workshop ideas and expectations were considered in an options paper as a basis for decision. Then the country delegates were invited to a second workshop in Mainz (Germany) in January 2010 to discuss the various options proposed.

13. The breakthrough could be achieved at the Twenty-sixth Session of EIFAC held in May 2010 in Zagreb where the Commission agreed to restructure EIFAC to a project-based organization while abolishing all Sub-Commissions and Working Parties with the aim to make the Commission's work more efficient. The Twenty-sixth Session also agreed to modernize Statutes, mission statement and objectives. The functioning of the Commission has further strengthened by setting up a Technical and Scientific Committee (TSC). A Management Committee (MC) replaces the former Executive Committee. The Management Committee has to implement the decisions of the Commission and coordinate and monitor the work of the TSC. The Technical and Scientific Committee main functions are the recommendation, evaluation and monitoring of programmes or projects. All former Working Parties were scrutinized by the MC and those that performed well were converted into projects.

14. The change of name and revised Statutes of EIFAAC were approved by the FAO Council at its Hundred and Fortieth Session on 3 December 2010 through Resolution No 3/140 under Article VI

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paragraph 1 of the FAO Constitution. The new Rules of Procedure were adopted at the Special Session on 27 October 2011 in Rome. These Rules specify that a Strategy Plan should be elaborated for approval by the Session. The Strategy Plan is a recommendation with main achievable goals and covers the duties for the time period 2017–2019.

### **Stakeholders**

15. **Members:** Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, European Union, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom. EIFAAC Stakeholders further include:

- a. other international fishery organizations (e.g. NASCO, GFCM, FAO Regional Fishery Bodies)
- b. political, management and research institutions,
- c. NGOs as observers,
- d. Inland fisheries (commercial and recreational), aquaculture and environmental organizations (national and international) in Europe.

### **Mission Statement**

16. The mission of EIFAAC is to promote the long-term sustainable development, utilization, conservation, restoration and responsible management of European inland fisheries and aquaculture, consistent with the objectives and principles of the FAO Code of Conduct for Responsible Fisheries and other relevant international instruments, and to support sustainable economic, social, and recreational activities towards these goals through:

- e. providing advice, information and coordination;
- f. encouraging enhanced stakeholder participation and communication; and
- g. the delivery of effective research.

### **Objectives, Goals and Initiatives**

17. **The objectives of EIFAAC are:**

- h. promote the sustainable development, utilization, conservation, management, protection and
- i. restoration of European inland fisheries and aquaculture resources based on the best available
- j. scientific advice and the application of an ecosystem approach, the precautionary approach and the need to safeguard biodiversity;
- k. identify and address strategic issues for European inland fisheries and aquaculture and provide advice and recommendations on future policies, measures and related actions needed to address the issues in a rapid and accountable manner as requested by Members;

- l. provide advice to managers/decision makers of inland fisheries and aquaculture as requested based on scientific, social, economic, legal and other factors; and
- m. serve as a forward-looking international platform for the collation, validation, dissemination and consideration of information on common challenges and opportunities to European inland fisheries and aquaculture, and to this end, inter alia, proactively identify:
  - i. relevant scientific, social, economic, legal, statistical and other information and make recommendations for decision makers taking into account the need to protect and preserve the aquatic ecosystems; and
  - ii. common problems and solutions, and harmonized approaches as appropriate.

18. Members expressed a strong desire for EIFAAC to focus more on the following issues, which should be incorporated in existing projects or should give rise for a new project. The Members acknowledged the necessity for review of these priorities and requested that the MC facilitate a review of these priorities during the life of the draft strategic plan.

**I. Management-related issues and principles for inland fisheries and aquaculture**

These issues are described as “management-related” with suggestions focused on advancing management principles such as sustainability and biodiversity and ecosystem management, and included providing assessments and management advice in relation to inland fisheries and aquaculture including their interactions.

**II. Protection and restoration of the fresh water aquatic environment and species**

Habitat protection and restoration to support self-sustaining aquatic communities.

**III. Social and economic aspects of inland fisheries and aquaculture**

Determination of economic, cultural and social values of inland fisheries and aquaculture.

**IV. Adaptation of inland fisheries and aquaculture to climate change**

Assessing, preparing and adapting to the impact of climate change on inland fisheries and aquaculture.

## **EIFAAC COMMUNICATION STRATEGY AND PLAN**

### **INTRODUCTION**

19. The principal line of communication for EIFAAC are the appointed Official Focal Points (OFPs), who are either from the relevant research institute or the respective line ministry. EIFAAC as an Article IV statutory body of FAO has other communication requirements that also need to be addressed by its technical commissions. Below is a simple Communication Strategy and Plan that will enable OFPs to satisfy these requirements.

## THE COMMUNICATION STRATEGY

20. Based on the recommendation of the 29<sup>th</sup> Session of EIFAAC, the Commission requested the MC to draft a Communication Strategy for consideration at the 30<sup>th</sup> Session. Below is the draft Communication Strategy, which outlines the needs, the objectives and they key audience the strategy would address.

1) *Defines EIFAAC's communication needs:*

- Increasing awareness and visibility for EIFAAC outputs to support evidence-based policymaking
- Providing visibility for potential donors to finance EIFAAC projects
- Advocating for greater investment by the government in inland fisheries and freshwater aquaculture for improved rural livelihoods and food security to achieve the UN SDGs
- Communicating key messages related to main issues in inland fisheries and freshwater aquaculture such as eels conservation, cormorant predation, animal welfare, fish passes, ecosystem approach for responsible fisheries, etc.
- Building partnerships with advocacy groups such as local government, community groups or NGOs who may be interested in forming or joining EIFAAC symposia or projects.

2) *Defines and prioritize the **objectives** of the strategy:*

- Ensuring that FAO's activities in the country are broadly known and supported throughout government and not just in the Ministry of Agriculture
- Ensuring that the donor community understands that FAO is an effective partner in implementing projects (bearing in mind that country-based donor representatives are often extremely influential when funding decisions are made)
- Ensuring that the sound economic arguments for investment in agriculture and the rural sector are known and understood by decision-makers in government.

3) *Identifies key stakeholders, who will be the **audiences** for EIFAAC communication efforts:*

- Political leaders and officials in the areas of inland fisheries and aquaculture of Europe to raise awareness of EIFAAC's capabilities and areas of comparative advantage
- Decision-makers across government, particularly in the European Commission, parliamentary committees and the EMFF concerned with budget priorities for fisheries and aquaculture
- The donor community, who influence funding decisions
- NGOs and civil society organizations, who can be partners both in programme implementation and in advocacy on behalf of inland fisheries and aquaculture sector
- The general public who may not be aware of the valuable contributions of the sector.

## THE COMMUNICATION PLAN

21. This section contains the draft workplan for communication for the period 2019–21 based on the draft communication strategy outlined in paragraph 20. It first outlines the main events, which would be covered for communication purposes. This is then followed by describing the relevant tools:

A. Main events to be covered in the intersessional period 2019–21

- EIFAAC Symposium, Dresden, Germany, 9-11 September 2019
- EIFAAC 30<sup>th</sup> Session, Dresden, Germany, 11-13 September 2019
- *EIFAAC Conference on linkages between inland fisheries and forestry management, Finland, 2020 (TBD)*
- EIFAAC Symposium, TBD, September 2021
- EIFAAC 31<sup>st</sup> Session, TBD, September 2021
- FAO websites (EIFAAC, REU, FIA Department) and publications (SOFIA, FAN, GLOBEFISH...) provide obvious opportunities to promote awareness of EIFAAC, its projects and comparative advantage as the only pan-European platform for inland fisheries and freshwater aquaculture.
- Other publications at national and/or regional level can raise awareness through active contributions by OFPs.

B. The appropriate **tools** for EIFAAC’s communication campaign and channels of communication

- World Fish Migration Day observance – distribute EIFAAC information at these events
- Year of the Salmon – participate by raising awareness to EIFAAC at these events
- Media field trips (print, radio, TV, internet)
- Media briefings and /or press conferences at EIFAAC Sessions and Symposia
- Commissioning video or photographic material for media distribution
- Distribution to local media of selected EIFAAC factsheets on project results in local languages (if necessary and possible) – build an email distribution list
- Preparation and distribution of country-specific press releases
- Preparation and distribution of an EIFAAC “brochure” for easy distribution by OFPs