



GENERAL FISHERIES COMMISSION  
FOR THE MEDITERRANEAN  
COMMISSION GÉNÉRALE DES PÊCHES  
POUR LA MÉDITERRANÉE



**GENERAL FISHERIES COMMISSION FOR THE MEDITERRANEAN**

**Thirty-first Session**

**Rome, Italy, 9-12 January 2007**

**REPORT OF THE NINTH SIPAM ANNUAL MEETING\***

\*AVAILABLE ONLY IN ENGLISH



GENERAL FISHERIES COMMISSION  
FOR THE MEDITERRANEAN  
COMMISSION GÉNÉRALE DES PÊCHES  
POUR LA MÉDITERRANÉE



**9<sup>th</sup> SIPAM Annual Meeting**

Larnaca, Cyprus, 15–17 November 2006

– **MEETING REPORT** –

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## OPENING SESSION

1. The Ninth Annual Meeting of the Network on Information System for the Promotion of Aquaculture in the Mediterranean (SIPAM) of the General Fisheries Commission for the Mediterranean (GFCM) Committee on Aquaculture (CAQ) was held in Larnaca, Cyprus from 15 to 17 November 2006. The Meeting was attended by the National Coordinators of ten countries, the CAQ Focal Point for Slovenia and Officers from the SIPAM Regional Centre. The list of participants is attached as Appendix B.

2. Mr Haris Zannetis from the Ministry of Agriculture, Natural Resources and Environment, Cyprus, welcomed the participants on behalf of the Permanent Secretary Mr Panikos Poulos and officially opened the Meeting. The importance of SIPAM as a tool for the circulation of specialized aquaculture national information of regional interest was highlighted along with the importance of having a functional web-based information system. The growing importance of aquaculture in Cyprus and its contribution to the national economy was emphasized. He further stressed that the main objective of the Government was to ensure its role in supporting the sustainable development of the sector by applying the precautionary approach. The importance of this meeting in addressing the needs to acquire better credibility through an enhanced performance of SIPAM was recognized. The full statement of Mr Zannetis is attached as Appendix C.

3. Mr George Georgiou, Director, Fisheries and Marine Research Department, Cyprus, welcomed the participants and emphasized the importance of aquaculture as a growing economic sector in the Mediterranean. He briefly recalled the history and objectives of SIPAM since its inception under the MEDRAP project in 1995, including as a transversal instrument to serve the three former CAQ networks (TECAM, SELAM and EAM<sup>1</sup>), as a planning tool for its Member countries and a provider of strategic information for the aquaculture industry. He concluded by stressing the importance of having a functional and dynamic SIPAM as the sector is expanding and needs to face competitive challenges in the global market place.

4. Mr Savvas Agrotis, President of the Cyprus Mariculture Association, highlighted the benefits acquired from the former MEDRAP project and stressed that, in order to assist aquaculture producers in their daily activities, there is a need to strengthen collaboration with scientists and other stakeholders as well as to ensure the efficient and timely dissemination of relevant information through networks such as SIPAM.

## ADOPTION OF THE AGENDA AND MEETING ARRANGEMENTS

5. The Agenda was presented by the Secretariat and adopted with minor changes and is attached as Appendix A of this report. Mr Francois René was elected as chairperson of the meeting.

## NEW ROLE OF SIPAM2006

6. Mr René, First CAQ Vice-chairman, in view of the decisions taken at the Fifth session of the Committee (Santiago de Compostela, Spain, 5–7 June 2006) and discussions during the first Coordination Meeting of the ad hoc Working Groups (CMWG-1) held from 6 to 7

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<sup>1</sup> TECAM: Technology and Aquaculture in the Mediterranean; SELAM: Socio-Economic and Legal Aspects of Aquaculture in the Mediterranean; EAM: Environmental Aspects of Aquaculture Management.

November 2006 in FAO, presented the agenda item on the new role of SIPAM. He informed the participants that at the Santiago meeting the Committee agreed to establish, based on the recommendation of two workshops, the following three ad hoc Working Groups: (i) Working Group on Marketing; (ii) Working Group on Sustainability; and (iii) Working Group on Siting and Carrying Capacity.

7. During the CMWG-1 the experts prioritized the activities and outputs of the newly established *ad hoc* Working Groups and agreed that SIPAM should provide adequate support in terms of additional statistical data and information as required. During the CMWG-1 meeting three potential projects were identified under the *ad hoc* Working Groups as indicated below:

- Development of a strategy for marketing and promotion of Mediterranean aquaculture products – *Ad hoc Working Group on Marketing*.
- Employing the ecosystem approach in selection of indicators for sustainable development of aquaculture and guidelines for their use in the Mediterranean – *Ad hoc Working Group on Sustainability*.
- Developing siting and holding capacity guidelines for Mediterranean aquaculture – *Ad hoc Working Group on Siting and Carrying Capacity*.

8. The SIPAM National Coordinators acknowledged with satisfaction the recommendations of the CAQ regarding SIPAM's new role in providing the *ad hoc* Working Groups with an appropriate web-based working environment. This would allow the Working Groups to share and elaborate information and organize transversal discussions. It was however noted that, should appropriate requests be forwarded to SIPAM, the requisite support will need to be provided.

## **PRESENTATIONS OF SIPAM2006**

9. An overview of SIPAM2006 highlighting the main features was presented. The system is user friendly and allows easy data entry and retrieval. Its main objective is to facilitate data management and speed up the publication process of up-to-date aquaculture related information easily accessible to a vast number of users. The system is also set-up to support the activities of the ad hoc Working Groups through the use of specific tool such as the “dossier” directories. Dossiers are Web pages created upon request to provide preliminary outlooks on the major emerging regional aquaculture issues.

10. SIPAM2006 was redesigned applying the most up-to-date information technology and database management in accordance with international IT standards. Previous DBMS (Database Management System) solutions in MS-ACCESS were replaced by dynamic and multi-use data access into a SQL (Structured Query Language) server environment.

11. Contrary to the previous system, SIPAM can now be accessed by three different categories of users, each able to perform specific functions: (i) anonymous users can access the home page and all information contained therein; they do, however, have limited access to data stored in the eight SIPAM databases; (ii) registered users have open access to the system, and can add new data, which will be certified by the National Coordinators prior to posting on the internet; and (iii) National Coordinator users have a more system approval function, certifying the data submitted by national registered users and uploading to the system specific set of data (e.g. national aquaculture statistics). The revised SIPAM can be used as the

repository for most of the aquaculture national data provided by national institutes, aquaculture departments, experts and through relevant projects.

12. The work was carried out by the SIPAM/MedFisis revitalization team, which was specifically created by the GFCM for this task. Given that the post of system analyst/programmer is foreseen in the GFCM budget, SIPAM has the possibility to be hosted and technically maintained within the GFCM portal. The release of the final product will be launched at the forthcoming GFCM Session scheduled to be held in Rome in January 2007.

## **SIPAM COMMUNICATION STRATEGY**

13. The SIPAM Information and Communication strategy was presented to the National Coordinators. In particular, the tools for promoting SIPAM visibility at both the national and regional level were reviewed. The national SIPAM stakeholders' analysis was further discussed along with the national information and communication strategy. The revised Communication Strategy is attached as Appendix D. Due to the diversity of the aquaculture sector in the various SIPAM Countries, the need to refine the national communication strategy so to ensure an effective involvement of the national stakeholders was highlighted. This would be carried out by the SIPAM/MedFisis revitalization team along with the active support of each National Coordinator.

14. The importance of providing SIPAM promotional material (e.g. brochures, pamphlets) and organizing ad hoc seminars in the national languages was emphasized. National Coordinators agreed to assist with the translation of the material produced by the FAO-SIPAM team. Furthermore, the participation of SIPAM representatives at national and international aquaculture events and major aquaculture exhibitions was proposed as a mean to promote SIPAM, hence targeting at a larger spectrum of potential users.

15. The major involvement of aquaculture producer associations with SIPAM could result in the improvement of the information services provided. In this regard, the possibility of seeking collaboration amongst FEAP (Federation of European Aquaculture Producers) and the southern Mediterranean countries associations should be explored by SIPAM.

16. The National Coordinator of Spain provided a short presentation on the National Communication Strategy, outlining the activities carried out over the last two months in order to promote SIPAM.

## **TRAINING AND FEEDBACK**

17. Training on SIPAM2006 was carried out by the SIPAM/MedFisis revitalisation team using wireless internet connections. The site contents were presented and the different functions clearly shown, tested and explained. The SIPAM National Coordinators had the opportunity to access the new Web site and navigate through it with the guidance of the team. The National Coordinators found the training carried out to be most informative and useful.

18. Feedback on the new system was received from all participants. Changes and suggestions were proposed to improve the system's layout and functionalities in order to better respond to national and regional requirements. The SIPAM/MedFisis revitalisation team adhered to the comments received and confirmed that actions, in this regard, would be taken accordingly. The National Coordinators would however need to navigate more on the

new Web site in order to familiarize with the system and provide further suggestions to the revitalisation team.

19. The National Coordinators pointed out that the system had been radically improved and as a result is much more user-friendly. They congratulated the SIPAM/MedFis revitalisation team for the work carried out to date. The system allows the stakeholders to enter data rather than the National Coordinators who are required to collect and certify aquaculture production statistics, and promote SIPAM, at the national level.

20. The functional operation of the new system would however still require strong commitment from SIPAM Member countries. In this regard, the National Coordinators present at the meeting expressed their disappointment for the absence of the official representative of the other SIPAM Member countries. It was suggested to remind the Governments participating in SIPAM their commitment to ensure adequate support to the National Coordinator at the national level. The National Coordinators agreed that it would be important to have, as soon as possible, a Web site with reliable information on Mediterranean aquaculture as feedback to the governments' commitment and as a mean of raising the awareness of the international aquaculture community.

21. The National Coordinators of Lebanon and Egypt expressed their concern with regard to the issue that SIPAM should only report brackish and marine aquaculture production, without considering freshwater aquaculture which is of primary importance in their countries. The participants agreed that freshwater aquaculture production statistics should be included in the SIPAM databases. Furthermore, the Egyptian delegate reported that all the aquaculture production attributed to his country derives from inland waters and requested that all data in FAO and SIPAM should be considered as such.

22. It was agreed that SIPAM2006 would be made available on 11 December 2006 for testing and for data entry by the National Coordinators. All National Coordinators agreed to make a special effort, in this initial phase, to provide the system with basic information and reliable data to make the SIPAM2006 attractive enough for the largest number of users, stimulating the submission of fresh information and for presentation at the next GFCM Session (January 2007).

## **SIPAM WORK PLAN PROPOSAL – 2007**

### **Finalization of initiated activities**

23. At the completion of the revitalization task (January 2007), the system will be handed over to the GFCM. The following are the most important technical steps to be considered:

- consolidation of SIPAM2006 (feedback/inputs from National coordinators);
- migration of SIPAM into the GFCM portal;
- customize the GFCM portal for full integration with SIPAM;
- training of the SIPAM Regional Centre staff on SIPAM2006 functionalities;
- data entry and management of minimum sets of data for running the system;
- migration of clean data banks from old SIPAM to the new system;
- preparation of a web-based user manual for SIPAM users;
- handing over SIPAM2006 to the GFCM database/system administrator;
- support the CAQ *ad hoc* Working Groups (mini projects).

**Immediate action from National Coordinators to support SIPAM implementation**

- promotion of the new SIPAM and dissemination of the information contained at the national level in coordination with the SIPAM/MedFisis revitalisation team;
- stimulate and supervise data entry at national level;
- cooperate in updating and verifying old data sets (where applicable);
- report to the SIPAM Regional Centre/GFCM any problems and suggestions;
- provide five complete records for each database prior to December 2006 to enable the new system to run and for presentation at the Thirty-first GFCM Session.

**SIPAM Regional Centre**

- assist in the implementation of the new system;
- supervise data entries and import of old data sets into SIPAM2006.
- assist in training the National Coordinators in data entry.

**Proposed Budget for 2007**

Items of expenditure	Expected (US\$)	Note
Software upgrade	1 000	
Development of a Web-based user manual	4 000	
System Designer	4 000	
System Developer (*)	0	
Aquaculture/Information expert part-time (**)	24 000	consultant
Technical documentation	2 000	
Support to National Coordinators	16 000	
Support to CAQ Working Groups	TBA	
SIPAM promotion	5 000	
<b>Total:</b>	<b>56 000</b>	

(\*) Funds for post provided by GFCM.

(\*\*) To be filled until appointment of the GFCM Aquaculture expert.

**ANY OTHER MATTERS**

24. The National Coordinators acknowledged the initiative to prepare and provide the NASO (National Aquaculture Sector Overview) in place of the previous Annual Report. The National Coordinators appreciated the work done to date and noted that ten NASOs of SIPAM Members have been published on the Web. The Secretariat informed participants that NASOs for the remaining Mediterranean countries have already been received and are presently in the pipeline for publication and translation into the official languages of FAO.

25. Updating of the NASOs was discussed. The NASO activity is part of FAO Fisheries Department Regular Programme. It was decided to update the online documents every 4/5 years. However, the meeting agreed on the need to have the NASOs of SIPAM countries updated on a more regular basis. It was agreed that National Coordinators would revise the NASO of their country on a bi-annual basis by delivering the revised document at the Annual Meeting. The revised version of each NASO would be properly credited in the citation.

26. The future role of the SIPAM Regional Centre was discussed. The Regional Centre should remain in Tunisia during this transitional phase until its relocation to the GFCM

Secretariat is adequately addressed. The Tunisian Government has confirmed its support to maintain the Regional Centre until the end of 2007 and has agreed to support the Centre during the transitional phase, if required. The meeting acknowledged the important role that the SIPAM Regional Centre team would play 2007 during the validation process of the data and its migration to the new SIPAM2006. The future role of the Centre in 2008, if any, will be defined in 2007.

27. Participants expressed their concern for the National Coordinators who were unable to attend the meeting and missed the training session on SIPAM2006. The meeting recommended that those countries which were not present support the training of their National Coordinators in cooperation with the MedFisis revitalisation team and the SIPAM Regional Centre. The participation of every National Coordinator is essential for the proper functioning of SIPAM.

28. The meeting agreed to propose to the Committee on Aquaculture that the FAO-SIPAM team be authorized to investigate the possibility for private companies to commercially advertise on the SIPAM site and to use the funds generated to finance additional SIPAM activities. Reservations of its feasibility were however expressed by the Algerian National Coordinator.

29. With specific reference to statistical data and in view of the difficulties concerning the harmonization of FAO-FIDI and SIPAM aquaculture statistics it was proposed to consider organizing an ad hoc group of experts to analyze and compare official data with data available from other sources and highlighting any discrepancy.

30. The Spanish National Coordinator presented a new GIS application that allows to easily localise aquaculture facilities, both marine and continental, throughout the country. In addition, it allows adding interesting data regarding each facility such as photographs and other descriptive information. The National Coordinator underlined the importance of GIS applications to be used both in the new SIPAM as well as to assist the newly established CAQ ad hoc Working Groups.

31. The participants thanked the National Coordinator of Cyprus for the hospitality and for the organization of the meeting.

## **NEXT SIPAM ANNUAL MEETING**

32. The National Coordinator of Lebanon offered to host the following SIPAM Annual Meeting in his country, in 2007, the exact venue and date will be agreed upon in due course. The National Coordinator of Egypt also offered to host the next meeting.

## APPENDIX A



**9<sup>th</sup> SIPAM Annual Meeting**  
Larnaca, Cyprus, 15–19 November 2006  
- Agenda -



<b>Tuesday, November 14<sup>th</sup></b>		
a.m./p.m.	Arrival of participants and transfer to the hotel	
<b>Wednesday, November 15<sup>th</sup></b> Morning 09:00		
1.	<b>Opening of the meeting</b> Official welcome	Government of Cyprus Official Mr A. Lovatelli, CAQ Tech. Secr.
2.	<b>SIPAM 2006</b> <ul style="list-style-type: none"> <li>• Presentation of the new role of SIPAM in the GFCM-Committee on Aquaculture (CAQ);</li> </ul> <p><u>Output:</u> to brief the participants on the reviewed regional aquaculture management framework (GFCM-CAQ), its mechanisms, challenges and opportunities, and introduce the role of SIPAM and the National Coordinators within the new framework.</p>	GFCM Secretariat Mr A. Lovatelli
3.	<b>Presentation of SIPAM 2006 information system</b> <ul style="list-style-type: none"> <li>• The overall review</li> <li>• The structure and the system administration;</li> <li>• The databases;</li> <li>• The network;</li> <li>• The user management;</li> <li>• The information contribution process;</li> <li>• Data quality controls and validation;</li> </ul> <p><u>Output:</u> to inform National Coordinators on the main functional aspects of the new release of SIPAM.</p>	Mr R. Coppola  Mr. A. Candeloro Ms. D. Crosetti Mr. M Bendag
4	<b>Open debate on the new System by Participants</b>  Output: To receive preliminary feedback from the participants on the new SIPAM Release	Mr. R. Coppola
5.	<b>SIPAM 2006 communication strategy</b> <ul style="list-style-type: none"> <li>• Regional and national communication strategies</li> <li>• Mailing list and Newsletter.</li> </ul>	Mr A. Candeloro Mr. M. Bendag

- National Coordinators' role and interaction with the Regional Centre.

Output: to discuss with the National Coordinators the main issues related to widening and improving the effectiveness of the SIPAM network and promoting SIPAM at regional and national level.

<b>Thursday, November 16<sup>th</sup> Morning 09:00</b>		
<b>6.</b>	<p><b>Formal training on the new system of National Coordinators</b></p> <ul style="list-style-type: none"> <li>• General outlook and information resources</li> <li>• The hierarchical access</li> <li>• Navigation tools and functionalities</li> <li>• Data submission, validation and system administration</li> <li>• Outputs and Reports</li> </ul> <p>Output: A general overview of SIPAM 2006 for National Coordinators in a common session</p>	<p>Mr R. Coppola Ms. D. Crosetti Mr. A. Candeloro Ms. R. Chebyl Mr. M. Bendag</p>
<b>7.</b>	<p><b>In-depth training targeting small groups of Coordinators</b></p> <ul style="list-style-type: none"> <li>• Divide National Coordinators into “homogeneous” small groups (by language, skill, expertise, etc..) and deliver appropriate customised additional training.</li> </ul> <p>Output: detailed introduction of the logic, the functionalities and the information management mechanisms of the new system at different levels of detail and participation.</p>	<p>Mr R. Coppola Ms. D. Crosetti Mr. A. Candeloro Ms. R. Chebyl Mr. M. Bendag</p>
<b>Friday, November 17<sup>th</sup> Morning 09:00</b>		
<b>8.</b>	<p><b>Presentation of the final set up of the SIPAM 2006.</b></p> <ul style="list-style-type: none"> <li>• <b>Summarise comments and feedback from participants</b></li> <li>• <b>Implementation of the network strategy,</b></li> <li>• <b>Countries', GFCM and Regional Centre contributions,</b></li> <li>• <b>Implementation process and schedule</b></li> </ul> <p>Output: To find agreement with the National Coordinators on the final steps of the proposed implementation process.</p>	<p>Mr. R. Coppola</p>
<b>9.</b>	<p><b>SIPAM consolidation and follow-up/budget</b></p> <ul style="list-style-type: none"> <li>• Possible maintenance and/or development scenarios for 2007 (activities and requirements, expected time frame and budget)</li> <li>• Monitoring tools</li> <li>• Requirements and functionalities identified by the CAQ working groups (WGs), chairs for the potential SIPAM WGs supporting component and discussion of the possible solutions for its implementation. Future objectives and funding of SIPAM Network.</li> </ul>	<p>Mr. R. Coppola  Mr. A. Lovatelli</p>
<b>10.</b>	<p><b>Next SIPAM Annual Meeting</b></p> <ul style="list-style-type: none"> <li>• How the format of the annual SIPAM Meeting could evolve in order to better match the new dimension of the initiative (timing, aspects, level of the decisions to be made)</li> </ul>	<p>GFCM Secretariat Mr A. Lovatelli</p>

- Organizational issues and preparation of the draft agenda.

**11. Any other matters**

**Saturday,  
November 18<sup>th</sup>**

- 12. Additional half-day training for some National Coordinators (on request and instead of the one-day trip).** Mr. R. Coppola  
Ms. D. Crosetti  
Mr. A. Candeloro  
Ms. R. Chebyl  
Mr. M. Bendag
- 12. One day field trip to visit aquaculture facilities in Cyprus**

**Sunday,  
November 19<sup>th</sup>**

a.m./p.m.

Transfer to the airport and departure of participants

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**APPENDIX C****OPENING REMARKS**

of

Mr Panikos POUROS

Permanent Secretary of the Ministry of Agriculture, Natural Resources and Environment  
Nicosia, Cyprus

Ladies and Gentlemen,

On behalf of the government of the Republic of Cyprus, I would like to welcome you to our country. It gives me great pleasure to open the ninth SIPAM annual meeting, which focuses this year on the revitalisation and improvement of the visibility and the effectiveness of the SIPAM system with the aim of enhancing and facilitating the circulation of specialized information on Mediterranean aquaculture.

The objectives of SIPAM, to develop national information systems with a similar structure, which could communicate amongst themselves, allows participating countries to access information from other countries and keep abreast of developments on a regional level. Further more, it acts as a tool for participating countries to be better equipped to deal with, and respond to changes, emerging challenges and new technologies in the sector.

Aquaculture is an important activity in Cyprus and has been a pioneer in Mediterranean Marine aquaculture. The contribution of the aquaculture sector in the economy of the country has increased considerably during the last decade with the growth mainly of marine aquaculture. Its products are now marketed locally and abroad, and it is expected that there will be further growth, a development that will ensure its sustainability in the context of the new market conditions that are expected to prevail. The last two years, the increase of aquaculture exports, mainly bluefin tuna but also seabass and seabream, has resulted in overturning the three to one trade deficit of the fisheries sector.

The main objective of the government policy concerning aquaculture is the sustainable development of the sector taking into consideration the protection of the marine environment by applying the precautionary approach. As far as marine aquaculture is concerned, which represents 95% of the sector, off shore cage culture methods are used which are considered by the EU Commission as techniques that substantially reduce environmental impacts and are included in the same priority category, as extensive aquaculture techniques.

The goal set out in the National Strategic Plan for the Fisheries Sector, within the framework of the Common Fisheries Policy, is the attainment of a competitive and sustainable commercial fisheries and aquaculture industry, which is capable of offering to the consumers high quality products that can meet the demands of the market, and be able to successfully face both the European challenge and the broader international competition.

The main objectives of the Common Fisheries Policy of the EU regarding aquaculture are as follows:

1. Increase aquaculture production in order to supply the market with fisheries products and satisfy market demand.

2. To develop Coastal Management Plans in order to deal with the increasing competition among the users.
3. To improve the governance in the sector.

I believe that the main objectives set out in the EU Common Fisheries Policy also reflect the objectives of the policies of the Mediterranean countries.

If we try to assess the general prospects for its future development, we can conclude that there is great potential for further growth, due to the increasing demand for fisheries products in conjunction with the stable or declining fisheries catches. This potential for further growth should be dealt with careful planning and management, taking into account the main challenges the industry faces, such as the significant market changes and increasing pressures on the industry in relation to food safety, the protection of the environment and the management of coastal zones and aquatic resources.

To achieve the goals and objectives that have been set out requires substantial commitment by the Food and Agriculture Organization (FAO), the European Union (EU), the national authorities, and the industry itself. Further more, high quality and well-advised management, combined with appropriate consultation of the other users of the ecosystem could help solve a considerable number of problems associated with the further development and sustainability of the aquaculture sector.

I would like to note the importance that the SIPAM network has in collecting and disseminating this information to all the participant countries so that there is a common approach in dealing with the challenges the aquaculture sector is facing. The SIPAM objectives, to progressively encompass all the 21 Mediterranean and Black Sea countries, which are members of the GFCM and become part of the permanent structure as one of the networks under the GFCM Committee on Aquaculture, will ensure its sustainability.

Having said this let me wish you a constructive and fruitful meeting as well as pleasant stay in Cyprus.

Thank you very much.

**APPENDIX D****SIPAM2006 – REVISED COMMUNICATION STRATEGY**

(Version updated: 12 December 2006)

**1. Objective**

Promote SIPAM at regional and national level. Implement and ensure an effective SIPAM2006 data and information flow. National SIPAM stakeholders regularly post and retrieve data and information on SIPAM.

**2. Actors and Roles**

- a) **National Coordinators.** As decided at the 8<sup>th</sup> SIPAM Meeting, the role of the National Coordinator should change to be more concentrated on the managerial aspects of the system and on the implementation of strategies to promote SIPAM and its use as a tool for information exchange, for planning and monitoring.
- b) **Information Expert.** *During the “Revitalisation phase”, he will provide guidance and support to the National Coordinators for the design and implementation of a proper national SIPAM promotion strategy based on the adaptation of the overall strategy to the specific national context. He will design and coordinate the implementation of the information actions included in the strategy in strict coordination with the National Coordinators, with the Regional Centre and with the GFCM Secretariat. Part of this role should be taken over by the SIPAM Administrator at the end of the SIPAM Revitalisation project.*
- c) **National Aquaculture Stakeholders.** They will receive SIPAM information products and will be invited and encouraged to use SIPAM posting data and making available information resources.

*Key stakeholder groups to be involved:*

- National decision makers (government, advisors)
- Technical and research institutions
- Producers
- Potential producers
- Investors
- Suppliers
- Aquaculture Industry Associations
- Traders
- NGOs
- Local decision makers (local authorities, advisors)
- General public

**3. Expected results of the Communication Strategy**

- A positive and collaborative **working climate** is established with and among the National Coordinators.
- SIPAM stakeholders’ **expectations and needs** are identified and taken into consideration in the SIPAM 2006 information and communication workplan.
- National Coordinators define and implement their National SIPAM communication strategy and SIPAM2006 is adequately **launched and promoted** in the member countries.
- Data, information and news items relevant to the scope of SIPAM are **regularly published** by the 16 member countries.

- A self-reinforcing virtuous loop is activated: the dissemination of information products on SIPAM and the publication of data on the portal increase its usage in terms of number of **users**, of number of **visits** and of quantity of **information** uploaded and downloaded.

#### 4. Tools

- **Press release to be distributed to National and Regional specialised journalists.** Once the date for the launch of SIPAM has been defined, the more appropriate channels for the dissemination of the press release should be identified. A draft document will be made available by the FAO MedFisis SIPAM team in English to the National Coordinators and FAO Media Relations for dissemination.
- **Exchange of links and information with national and regional Aquaculture related web sites.** This should be a continuous activity. A preliminary list of national and regional Aquaculture related web sites should be prepared by the FAO MedFisis SIPAM team in collaboration with the Regional Centre and the National Coordinators. The webmaster of each selected web site should be then contacted by the National Coordinator or the FAO MedFisis SIPAM team or the SIPAM Administrator with the proposal of an exchange of links and information. The link to SIPAM should be possibly made clearly visible in the Home page of each “partner” web site. Specific attention should be given to the involvement of private sector entities in this activity.
- **Positioning of SIPAM in the Search Results of the main Internet Search Engines.** Proper actions will be identified and implemented by the FAO MedFisis SIPAM team.
- **SIPAM2006 “NEWS” section (to be activated once the new system is available online).** This section of the portal will include news items concerning
  - ✓ the SIPAM system and the network,
  - ✓ the content of the 8 SIPAM databases and newly available data sets, reports and functionalities,
  - ✓ aquaculture events and newly published documents relevant to the Mediterranean.

SIPAM stakeholders will be able to post news items that will be cleared by the National Coordinators and by the FAO MedFisis SIPAM team or the SIPAM Administrator and made available on the portal. This opportunity should be properly announced to the national SIPAM stakeholders.

- **SIPAM\_Revitalisation Bulletin.** During the “Revitalisation project” the FAO MedFisis SIPAM team will keep the “SIPAM Community” updated on the activities of the project through this electronic publication. The Bulletin is sent by e-mail to the National Coordinators, the CAQ Focal Points, the GFCM and CAQ Secretariats, FAO backstopping officers and other stakeholders. It can be further disseminated by the National Coordinators through the National Mailing list. After the launch of SIPAM 2006, the same tool could be used to announce newly available data sets, information, reports, functionalities, and the activities of the SIPAM network. It should be compiled by the SIPAM Administrator.
- **SIPAM leaflet.** A light information product will be designed by the FAO MedFisis SIPAM team. It will be made available to the National Coordinators for distribution to the national aquaculture stakeholders. This product will aim on one side at introducing the main user and data management features of the new release of the system and on the other at providing SIPAM 2006 with a smart “image”.
- **SIPAM Mailing list.** The national mailing lists will be created by the National Coordinators. They will be in charge of collecting e-mail addresses of national aquaculture stakeholders and managing the national SIPAM mailing list. At regional level, the national lists will be made available to the FAO MedFisis SIPAM team or the SIPAM Administrator who will

manage the regional list. The lists will be used for an easier dissemination of communications concerning the system, its content and its functionalities.

- **Targeted communications to national stakeholders to introduce SIPAM and involve them in the information contribution process.** They will include electronic and ordinary mailing campaigns, organisation of meetings and small events, participation and delivery of presentations during national aquaculture events, production and distribution of promotional material (leaflets, calendars, etc.), calls for contributions, and distribution of questionnaires. They will be prepared by National Coordinators with the support of the FAO MedFisis SIPAM team or the SIPAM Administrator. They will be targeted to getting specific responses by well identified categories of SIPAM stakeholders. The appropriate media and approach to be used will be identified according to the specific situation of the aquaculture sector in each country.
- **Portal Usage Tracking Tool.** A tool will be integrated in the Portal in order to regularly monitor its usage. The results will be analysed to evaluate the overall use and impact of SIPAM.

## 5. Proposed Calendar of the activities

### 5.1. Preparation Phase. September 2006 – January 2007

- Review the “Stakeholder analysis – User requirements” document in collaboration with the National Coordinators in order to better define expectations and needs of the national SIPAM stakeholders. **September – October 2006.**
- Sharing the SIPAM communication strategy with the National Coordinators and integrating their feedback. **October – November 2006.**
- Supporting the National Coordinators in the design of a National SIPAM Communication strategy. **October – November 2006.**
- Encouraging the National Coordinators to start posting news items (to be initially published on the SIPAM Revitalisation Bulletin). **November – December 2006.**
- Producing and disseminating the SIPAM Revitalisation Bulletin. **September 2006 – January 2007.**
- Preparation of the SIPAM launch press release and the relevant distribution lists. **January 2007.**
- Building up a first release of the SIPAM mailing list in collaboration with the National Coordinators. **October – December 2006.**
- Preparation of a list of national and regional aquaculture related web sites for exchange of links. **December 2006 – January 2007.**
- Designing the SIPAM “News” section and implementing a preliminary pilot release. **October 2006 – January 2007.**

### 5.2. Launch phase. January – February 2007

- Design and make available to the National Coordinators the SIPAM 2006 leaflet. **January – February 2007.**
- Launching of SIPAM2006 and supporting the National Coordinators in the promotion of SIPAM2006 at national level. Raising the attention of national and regional aquaculture stakeholders on the possibilities offered by the new system and pushing them to start posting information on it. **January – February 2007.**

- Distribution of the press release.
- Activation of the links within other national and regional aquaculture related web sites.
- Targeted communication to national and regional aquaculture stakeholders
- Printing and dissemination of the leaflet.
- Running the SIPAM “News section”.

### 5.3. Consolidation phase. February 2007 – onwards.

- Positioning in the search result list of the main Search engines will be completed.
- The activities started during the launch phase will be continued and possibly expanded
  - Exchange of links and information with national and regional Aquaculture related web sites.
  - Targeted communication to national and regional aquaculture stakeholders.
  - Dissemination of the leaflet.
  - Running the SIPAM “News section”.
- Portal usage tracking tool will measure the **quantity** of data, information and news items uploaded and downloaded by the National SIPAM stakeholders.
- The SIPAM Regional centre will provide an evaluation of the **quality** of data and information posted on SIPAM by the stakeholders.
- The impact of the Information and Communication strategy is evaluated and appropriate changes to the strategy are defined. A new work plan will be prepared.

## 6. Assumptions

- SIPAM Member countries establish in due time the new functions of the National Coordinators.
- National Coordinators actively respond to the invitation to participate in the design and implementation of the SIPAM information and communication strategy.
- National aquaculture stakeholders are interested in participating to SIPAM as information contributors and, when involved, actively collaborate to its implementation.