

# **Communication Plan for Uptake Promotion of ParFish**

**2005**

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## 1 INTRODUCTION

This document is an updated communications plan for promoting ParFish 'Participatory Fisheries Stock Assessment'. It relates to Output 3 of the project, and also covers communications at a local level related to the ParFish case study in Zanzibar, Tanzania.

This communications plan gives a background to the project and how the project objectives and communication objectives are linked (Section 1). It then covers the following areas:

- Section 2: National level stakeholders (Tanzania)
- Section 3: Regional and international level stakeholders

Each of these sections covers the communication objectives, a stakeholder analysis, prioritisation of stakeholders and a communications plan.

### **Background to the project**

This is an uptake promotion project that falls within DFID's FMSP research programme, and builds on a previous project under this programme: R 7947 'Integrated artisanal fisheries co-management using a multi-disciplinary assessment methodology and participatory management decision-making'. The outputs of this previous project include a software package for undertaking participatory fisheries stock assessments (ParFish) and a manual to accompany the software.

### **The project purpose, outputs and communication objectives**

The overall purpose of this project is to achieve increased uptake of the ParFish approach and methodology. The project aims to achieve this by producing and promoting a ParFish Toolkit consisting of:

- **ParFish Guidelines:** describe the overall approach for implementing ParFish to assist fishers and other stakeholders enter a cycle of learning, management planning, implementation and evaluation;
- **ParFish Software:** allows data from the ParFish assessment to be entered and analysed;
- **ParFish Software Manual:** explains how to use the software with step-by-step instructions.

The project purpose is supported by three Outputs:

1. ParFish Toolkit developed and refined
2. Increased capacity of Tanzanian Institute of Marine Sciences (IMS)
3. ParFish promoted nationally, regionally and internationally.

Promotion activities therefore fall into Output 3 and aimed to develop interest in the ParFish approach and thereby develop an audience for the finalised Toolkit. A number of specific objectives have been outlined for each stakeholder group e.g. those at the local, national, regional or international level.

## **2 NATIONAL LEVEL STAKEHOLDERS (TANZANIA)**

### **Communications Objectives**

The local level communication objectives centre on effective communications with fishers and other local stakeholders in Zanzibar in order to undertake the ParFish case study in Kizimkazi, Zanzibar.

The specific objectives include:

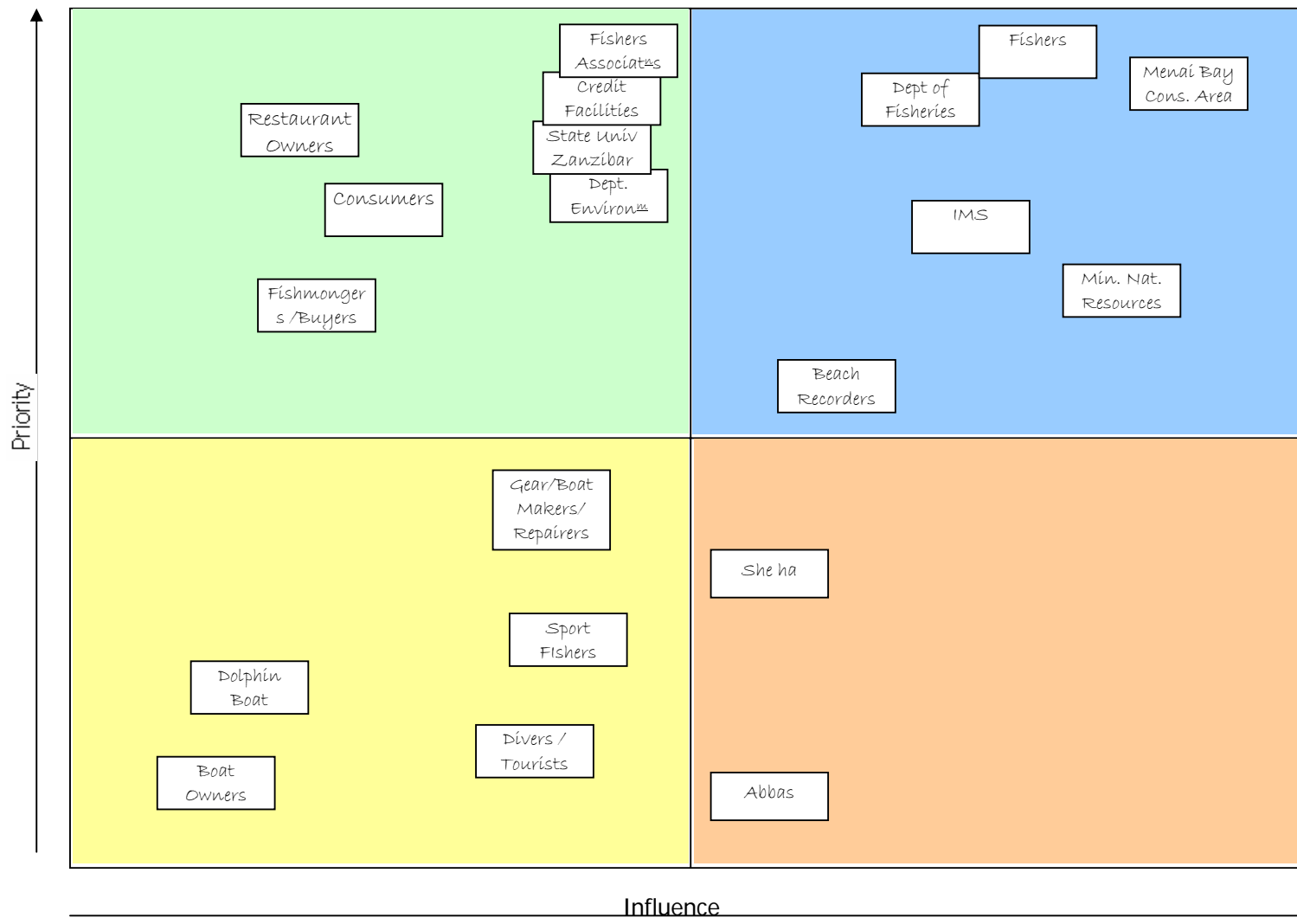
- Fishers and local stakeholders understand the benefits of ParFish and engage in development of the questions to be addressed and in the collection of information;
- Communication channels developed between local stakeholders and IMS for feedback on ParFish results and discussion on management options.
- Achieve Increased awareness of ParFish for all national level stakeholders
- Promote the further use of ParFish within Zanzibar and Tanzania

### **Stakeholders**

A stakeholder analysis was undertaken as one of the first activities of the Zanzibar case study with the Institute for Marine Sciences and a representative from the Fisheries Department (in September 2004). Primary stakeholders were defined as the resource users and those directly affected by the management of the fisheries resource. Secondary stakeholders were defined as those involved in the management of the resource.

The influence of each stakeholder and the priority of engaging and communicating with them were considered (Figure 1). Following this the interests of the stakeholders were assessed and the possible impact of ParFish considered as summarised in Table 1. Lastly the Knowledge, Attitude, Practice and Attitude for each Secondary National Level Stakeholder were considered (Table 2). Knowledge was defined as their knowledge of ParFish, attitude as their likely attitude towards use of the ParFish approach, practice as their current use of ParFish; and influence a measure of their likely influence over the outcome of implementing and promoting ParFish in Tanzania.

Figure 1 Illustration of the relative priority and influence of National Level Stakeholders in relation to the ParFish approach



**Table 1 Summary of Stakeholder Analysis undertaken for National level stakeholders. Prepared by: IMS, September 2004**

Stakeholder group	Interests	Possible impact of ParFish	Influence – Priority
<b>Primary</b>			
Fishers	-Continue fishing -Participate in management -Fish sustainably -Data collection	+ / – (positive in long term but may require short-term reductions in catches)	H-H
Beach recorder (fisheries)	-Help coordinate/intermediary -Measure fish / collect data -Ensure enforcement of management -Has background info on fishery	+ / –	H-H
Boat owners	-Profits, more fish -Tourist activities	+ / –	L-L
Fishmongers/Buyers (individual / bulk)	-Continuous supply of fish	+ / –	L-H
Consumers	-Continued availability of fish at good price	+ (-)	L-H
Divers/Tourists	-See pristine reefs -Non-destructive fishing -Eat fish	+	L-L
Sport fishers	-Catch fish and sustainability	+ / –	L-L
Gear & Boat Makers / Repairers	-Continued / sustainable fishing activities	+ / –	L-L
Dolphin Boat Operators	-Pristine areas	+ / –	L-L
Fishermens Associations	-Sustainable management -Fishers rights and participation	+	L-H
Abbas (powerful boat owner in the dolphin and tourist industry)	-Continued fishing -Good reef areas / Dolphin boats	+ / –	H-L
<b>Secondary</b>			
Credit facilities	-Fishers continue to catch fish to repay loans	+ / –	L-H
Restaurant owners	-Supply of good quality fish	+	L-H
Dept of Fisheries	-Fisheries management -Participation of fishers	+	H-H
She ha	-No conflict between fishers -Management enforcement	+ / –	H-L
Menai Bay Conservation Area	-Fisheries management -Sustainability -Community participation	+	H-H
Min. Natural Resources & Agriculture	-Fisheries management -Sustainability -Community participation -Conservation	+	H-H
Dept. of Environment	-Sustainable fisheries management -Community participation -Conservation	+	L-H
IMS	-Research & provide advice -Better management -Encourage and facilitate PFSA	+	H-H
State University of Zanzibar	-Research -Better management	+	L-H

**Table 2 Current Knowledge, Attitude, Capacity, and Influence of National level stakeholders**

<b>Stakeholders</b>	<b>Knowledge</b>	<b>Attitude</b>	<b>Capacity</b>	<b>Influence</b>
<b>Government Institutions</b>				
Department of Fisheries (Zanzibar)	Low	High	Low	High
Ministry of Agriculture, Natural Resources, Environment and Cooperatives in Zanzibar (MANREC)	Low	High	Low	High
Department of Fisheries (Tanzania)	Low	High	Low	High
Ministry of Natural Resources in Tanzania (MNRT)	Low	High	Low	High
Department of Environment (Zanzibar)	Low	High	Low	Med
National Environment Management Council	Low	High	Low	Med
Marine Parks Unit (MNRT)	Low	High	Low	Med
<b>Projects/Programmes</b>				
Tanzania Coastal Management Partnership	Low	high	Low	High
WWF - Mafia Island Marine Park	Low	High	Low	Med
Tanga Coastal Zone Conservation and Development Programme	Low	High	Low	High
<b>Training Institutions</b>				
Tanzania Fisheries Research Institute (TAFIRI)	Low	High	Low	High
Faculty of Aquatic Sciences and Technology at Kunduchi (FAST)	Low	High	Low	Med
Mbengani Fisheries Development Centre	Low	High	Low	Med
State University of Zanzibar	Low	High	Low	Low
University of Dar es Salaam (Natural Resource Information Centre - TANRIC)	Low	High	Low	Low
Costech Commission for Science and Technology	Low	High	Low	Low

**Selection of Priority Stakeholders**

Priority communication stakeholders were selected through selecting those with highly affected by the ParFish (high priority) and those with high influence on the process and outcome. These are summarised in Table 3.

**Table 3 Priority Local Level Stakeholders**

<b>Primary Stakeholders</b>	<b>Secondary Stakeholders</b>
<ul style="list-style-type: none"> <li>• Fishers;</li> <li>• Fishermen associations</li> <li>• Beach recorders</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Fisheries, Zanzibar</li> <li>• Menai Bay Conservation area/ WWF</li> <li>• Ministry of Natural Resources &amp; Agriculture (MANREC)</li> <li>• Department of Fisheries, Tanzania</li> <li>• Tanzanian Coastal Management Partnership (TCMP)</li> <li>• Tanzanian Fisheries Research Institute (TAFIRI)</li> </ul>

## National level communications plan

Table 4 summarises the national level communications plan for the priority stakeholders. It illustrates the groups of stakeholders, the objectives, means of communicating and monitoring these activities. It also illustrates the activities undertaken.

**Table 4 National level communication plan**

<i>Prioritised Stakeholders</i>	<i>Communication objective</i>	<i>Media/Channels (Promotion activities)</i>	<i>Monitoring and Evaluation Indicators</i>	<i>Activities</i>
<b>Primary Stakeholders</b>				
Fishers	Engage in data collection and discussions on management options based on assessment results.	Community meetings organised through local chiefs (She has)  Meeting held in Swahili	Monitor numbers at community meetings	Community meetings:  <i>Dimbani:</i> 1 <sup>st</sup> meeting 10 fishers 2 <sup>nd</sup> meeting 20-30 fishers  <i>Mkunguni:</i> 1 <sup>st</sup> meeting 20 fishers 2 <sup>nd</sup> meeting 20-30 fishers  One multi-stakeholder workshop was held to discuss management options. Representatives from each village included: 11 fishers from Mkunguni 15 fishers from Dimbani 11 fishers from Mtende
Fishermen associations	Endorse ParFish approach and assist in the coordination of data collection & management	Community meeting  Meeting held in Swahili	Monitor numbers at meetings	Representatives from fishermen associations present at all meetings
Beach recorders	Assist with data collection and facilitating information feedback to fishers. (Important connections with communities)	Community meetings  Meeting held in Swahili	Monitor attendance at meetings	Beach recorders present at all meetings
<b>Secondary Stakeholders</b>				
Department of Fisheries	Support the use of ParFish and engage in discussion of management options	Involvement in the ParFish process  Presentation to the department	Numbers involved in process  Numbers present at meeting	One representative from the Fisheries Department involved fully with the ParFish process in Kizimkazi  15 people present at a presentation given to the Department of Fisheries from MCS, Marine products, statistics, Menai Bay conservation area, Pemba conservation area, Licensing, Planning and Artisanal fisheries divisions.
Menai Bay Conservation Area	Support the use of ParFish and engage in discussion of management	Involvement in management discussions	Attendance to meeting  Statements of support	Representative of Menai Bay present at presentation given to Department of Fisheries



	options			
Ministry of Natural Resources and Agriculture, (MANREC)	Support the use of ParFish.  Offer support to Department of Fisheries	Flyers/Briefs	No. of flyers and briefs disseminated	Received project flyers and briefs through the Institute of Marine Sciences
Department of Fisheries, Tanzania	Increased awareness of ParFish  Support the use of ParFish	Flyers/Briefs	No. of flyers and briefs disseminated	Received project flyers and briefs through the Institute of Marine Sciences
Tanzania Coastal Management Partnership	Increased awareness of ParFish	Flyers/Briefs	No. of flyers and briefs disseminated  Email correspondence	Received project flyers and briefs through email
Tanzanian Fisheries Research Institute (TAFIRI)	Increased awareness of ParFish  Consider future involvement/use of ParFish for assessments on the mainland	Flyers/Briefs	No. of flyers and briefs disseminated  Email correspondence	Received project flyers and briefs through email  Correspondence maintained through email

### 3 REGIONAL AND INTERNATIONAL LEVEL STAKEHOLDERS

#### Communication objectives

Communication at the Regional and International level focused on institutions that are likely to be able to use ParFish within their work to benefit the management of small-scale fisheries and benefit the poor.

Specific objectives included:

- Increase awareness and promote ParFish approach and Parfish Toolkit (comprising of guidelines, software and software manual)

#### Stakeholders

The stakeholders detailed in Table 5 have been identified through a range of contacts.

#### Selection of Priority Stakeholders

Priority stakeholders to date have been selected by those with a relative high capacity for ParFish and a high attitude to the methodology.

#### Regional and International level communications plan

Table 5 summarises the regional and international level communications plan for the priority stakeholders. It illustrates the groups of stakeholders, the objectives, means of communicating and monitoring these activities. It also illustrates the activities undertaken to date and further planned activities.

**Table 5 Communication Plan for Regional and International Level Stakeholders**

<i>Prioritised Stakeholders</i>	<i>Communication objective</i>	<i>Media/Channels (Promotion activities)</i>	<i>Monitoring and Evaluation Indicators</i>	<i>Activities to date</i>
East African Fisheries management or research organisations <ul style="list-style-type: none"> <li>• WWF Kenya</li> <li>• CORDIO</li> <li>• LVFO</li> <li>• WIOMSA</li> </ul>	Promote understanding of ParFish and use of toolkit	Flyers and Briefs Emails Telephone conversations	Distribution of flyers & briefs Email correspondence Requests for ParFish tool kit	ParFish flyers and briefs sent by email Presentation held with representatives from LVFO and Eastern African research institutes ParFish Flyer sent out with WIOMSA September newsletter and posted on the WIOMSA web-site Interest in using methodology illustrated through email correspondence and participation in proposals
West African Fisheries management or research organisations	Promote understanding of ParFish and use of toolkit	Flyers and Briefs Emails Telephone	Distribution of flyers & briefs Email correspondence	ParFish flyers and briefs sent by email Email correspondence maintained and interest

<ul style="list-style-type: none"> <li>Sustainable Fisheries Livelihood Project</li> </ul>		<p>conversations</p> <p>Presentation</p>	<p>Requests for ParFish tool kit</p>	<p>in ParFish indicated</p> <p>Idea of presentation at FAO accepted</p>
<p>Asian Fisheries management or research organisations</p> <ul style="list-style-type: none"> <li>Andhra Pradesh Fisheries Department</li> <li>Bay of Bengal Intergovernmental Organisation</li> <li>World Fish</li> <li>FAO Asian Regional Office</li> </ul>	<p>Promote understanding of ParFish and use of toolkit</p> <p>Obtain interest in collaboration for further development of ParFish</p>	<p>Training workshop</p> <p>Flyers &amp; briefs</p> <p>Emails</p> <p>Telephone conversations</p> <p>Presentation</p>	<p>Distribution of flyers &amp; briefs</p> <p>Email correspondence</p> <p>Requests for ParFish tool kit</p>	<p>ParFish flyers and briefs sent by email</p> <p>Email correspondence maintained and interest in ParFish indicated</p> <p>Training held with number of Indian and nearby States including: 6 from Andhra Pradesh; 6 from Orissa, 6 from West Bengal, 3 from Karnataka and two from Bangladesh, 1 from the Central Marine Fisheries Research Institute (CMFRI) and 1 from Central Institute for Fisheries Education (CIFE).</p> <p>Andhra Pradesh fisheries department involved in DFID proposal to test a case study of ParFish.</p>
<p>Other fisheries organisations in:</p> <ul style="list-style-type: none"> <li>South West Africa</li> <li>South America</li> <li>Europe</li> <li>Pacific</li> <li>US</li> <li>Middle East</li> </ul>	<p>Promote understanding of ParFish and use of toolkit</p>	<p>Flyers &amp; Briefs</p> <p>Emails</p> <p>Telephone conversations</p>	<p>Emails of interest</p> <p>Requests for further information/software and tool kit</p>	<p>Sent information brief and some limited email exchange</p> <p>Interest in using methodology obtained</p>
<p>International donor organisations:</p> <ul style="list-style-type: none"> <li>FAO</li> <li>World Bank</li> <li>DFID</li> <li>WIOMSA</li> <li>CARE</li> <li>WWF</li> </ul>	<p>Support the development and further use of ParFish</p>	<p>Flyers &amp; Briefs</p> <p>Emails</p> <p>Meeting and presentation</p> <p>Proposals</p>	<p>Emails of interest</p> <p>Acceptance of proposals</p>	<p>Idea of presentation at FAO accepted</p> <p>Interest from World Bank MACEMP project in ParFish through meetings and emails</p> <p>Interest from FAO Asian and Pacific Regional Office via emails</p> <p>WIOMSA letter of intent received</p> <p>WWF-EAME concept note received</p> <p>DFID proposal for follow up project received and accepted</p>