



The African Platform for Regional Institutions in Fisheries, Aquaculture, and Aquatic Systems (APRIFAAS)

Communication and Visibility Strategy

2024 - 2026



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1.0 Introduction

The African Platform for Regional Institutions in Fisheries, Aquaculture, and Aquatic Systems (APRIFAAS) stands at the forefront of regional cooperation in Africa’s fisheries and aquaculture sector. As a network of regional organizations united by a shared commitment to advancing the sustainable development of aquatic resources on the continent, APRIFAAS recognizes the critical role effective communication and knowledge management play in achieving its mission.

In our dynamic and interconnected world, where the sustainable management of fisheries and aquaculture resources is pivotal to the livelihoods and well-being of countless communities across Africa, APRIFAAS acknowledges the pressing need to amplify its voice, extend its reach, and foster collaboration among its diverse membership. This Communication and Knowledge Management Strategy represents a comprehensive blueprint for APRIFAAS to harness the power of communication, information sharing, and knowledge exchange to drive meaningful impact.

Over the next two years, APRIFAAS is committed to strengthening its visibility, promoting dialogue, and

facilitating the seamless exchange of expertise among its members, partners, and stakeholders. This strategy is not only a roadmap but also a testament to our unwavering dedication to the Policy Framework and Reform Strategy for Fisheries and Aquaculture in Africa, the Malabo Declaration, African Union Agenda 2063, and the Sustainable Development Goals.

Through innovative communication channels, knowledge sharing platforms, and strategic advocacy, APRIFAAS endeavors to inspire a collective sense of purpose among its members, empowering them to shape the future of fisheries and aquaculture governance on the continent. Our strategy envisions a future where information flows freely, expertise is accessible, and collaboration flourishes, ultimately leading to enhanced food security, improved livelihoods, and shared prosperity for all Africans.

As we embark on this journey of communication and knowledge management, APRIFAAS invites its members, partners, and stakeholders to join hands, share insights, and work together to realize our shared vision of a thriving, sustainable, and equitable aquatic ecosystem in Africa. Together, we are poised to make a lasting impact, shaping the future of fisheries and aquaculture across the continent.

2.0 Rationale

Creating a two-year communication and visibility strategy for the African Platform for Regional Institutions in Fisheries, Aquaculture, and Aquatic Systems (APRIFAAS) requires a thoughtful approach to engage its diverse membership and stakeholders while advancing its mission. Here's a comprehensive strategy for APRIFAAS:

3.0 Objective

To enhance APRIFAAS's visibility and communication, fostering collaboration among its members, partners, and stakeholders and promoting the sustainable development of fisheries and aquaculture in Africa.

4.0 Specific Strategic Objectives

By setting clear communication and visibility objectives, APRIFAAS can strategically plan and execute its activities to achieve these goals over the course of the communication and knowledge management strategy, ultimately advancing its mission and contributing to the sustainable development of fisheries and aquaculture in Africa.

4.1 *To Enhance Member Engagement*

- Foster active participation and collaboration among APRIFAAS member organizations.
- Facilitate regular information exchange and knowledge sharing among members.
- Increase member engagement in APRIFAAS activities and initiatives.

4.2 *To Raise Awareness of APRIFAAS's Mission and Impact:*

- Promote APRIFAAS's role in advancing African fisheries and aquaculture governance.
- Increase understanding of how APRIFAAS aligns with key African policy frameworks (e.g., Malabo Declaration, African Union Agenda 2063).

- Highlight APRIFAAS's achievements and contributions to sustainable development and food security in Africa.

4.3 *To Strengthen Stakeholder Relationships*

- Engage with African Union bodies and institutions, African governments, donors, and international organizations.
- Foster partnerships and collaborations to amplify the impact of APRIFAAS initiatives.
- Build stronger relationships with civil society organizations and local communities engaged in fisheries and aquaculture.

4.4 *To Advocate for Policy Alignment*

- Influence policymakers at regional and national levels to align fisheries and aquaculture policies with African Union strategies.
- Promote evidence-based advocacy through policy briefs and position papers.
- Contribute to policy dialogue and decision-making processes.

4.5 To Expand APRIFAAS's Online Presence

- Enhance the APRIFAAS website as a central hub for information and resources.
- Increase followers and engagement on social media platforms (Twitter, LinkedIn, Facebook).
- Establish an active presence on relevant online knowledge-sharing platforms.

4.6 To Promote Transparency and Accountability

- Ensure transparency in APRIFAAS's activities, decisions, and financial management.
- Share updates on APRIFAAS's governance and accountability mechanisms.
- Encourage feedback and involvement from stakeholders to enhance accountability.

4.7 To Measure Impact and Effectiveness:

- Develop and track key performance indicators (KPIs) to assess the effectiveness of communication efforts.
- Monitor the reach and engagement of communication channels (website traffic, social media analytics, event attendance).
- Collect feedback from members and stakeholders to inform continuous improvement.

4.8 To Secure Funding and Resources

- Develop a resource mobilization plan and promote it to secure funding for APRIFAAS initiatives.
- Highlight the value and impact of APRIFAAS's work to attract potential donors and partners.
- Diversify funding sources to ensure the sustainability of APRIFAAS activities.



5.0 Target Audiences

1. APRIFAAS Member Organizations (RECs, RFBs, Water-Based Commissions, LMEs, and others)
2. African Union bodies and institutions
3. African governments and policymakers
4. Donors and funding organizations
5. International and regional fisheries and aquaculture communities
6. Civil society organizations and NGOs
7. Local communities engaged in fisheries and aquaculture

6.0 Key Messages:

1. APRIFAAS's role in advancing African fisheries and aquaculture aligned with key policy frameworks.
2. The importance of collaboration among regional institutions for sustainable aquatic resource management.
3. The impact of APRIFAAS's initiatives on improving livelihoods and food security in Africa.
4. Highlight the diversity of members and their contributions to APRIFAAS's mission.

7.0 Communication and Visibility Activities

1. **Annual Report and Infographics:**
 - Develop and disseminate an annual report highlighting APRIFAAS's achievements, collaborations, and impacts.
 - Create visually appealing infographics to illustrate key statistics and success stories.
2. **Website Enhancement:**
 - Update and maintain the APRIFAAS website, ensuring it serves as a central hub for information.
 - Share relevant resources, reports, and publications.
 - Create a dedicated section for news, events, and member updates (such as events).
3. **Quarterly Electronic Newsletter:**
 - Produce a quarterly newsletter featuring member profiles, project updates, and success stories.
 - Share recent developments in African fisheries and aquaculture.
4. **Social Media Engagement:**
 - Maintain active social media profiles (Twitter, LinkedIn, Facebook) to share news, articles, and events.

- Encourage members to contribute to social media content.

5. Knowledge Sharing Platform:

- Develop an online platform for APRIFAAS members to share knowledge, best practices, events, and research findings.
- Facilitate webinars and online discussions on relevant topics.

6. Annual Event:

- Host an annual APRIFAAS conference or symposium to showcase achievements and encourage collaboration.
- Include sessions on policy alignment and sustainable development.

7. Policy Advocacy:

- Develop policy briefs and position papers advocating for sustainable fisheries and aquaculture policies in alignment with African Union

frameworks.

- Engage policymakers through targeted advocacy campaigns.

8. Resource Mobilization:

- Develop a resource mobilization plan and promote it through communication channels to secure funding for APRIFAAS initiatives.
- Develop a resource mobilization plan specifically on communication and knowledge management; including resource sharing plan (technical and financial)

9. Strengthening Global Presence:

- Engage in global fisheries and aquaculture forums (e.g., FAO COFI) to represent African interests.
- Participate in exhibitions/ or knowledge sharing updates and outcomes from these forums with members and stakeholders.



8.0 Evaluation and Feedback Mechanism

Periodically assess the effectiveness of communication efforts through surveys and feedback from members.

- Use feedback to make necessary adjustments to the strategy.

9.0 Budget Allocation

Allocate resources for website maintenance, content creation, social media management, event hosting, and resource mobilization efforts.

10.0 Monitoring and Evaluation

Regularly assess the strategy's effectiveness using key performance indicators (KPIs) such as website traffic, social media engagement, event attendance, and policy impact.

By implementing this two-year communication and visibility strategy, APRIFAAS can effectively promote its mission, engage its diverse membership, and contribute to the sustainable development of fisheries and aquaculture in Africa.

11. Conclusion: APRIFAAS Communication and Knowledge Management Strategy

In concluding this strategic roadmap for communication and knowledge management, APRIFAAS stands poised on the threshold of a transformative era. This comprehensive strategy serves as a beacon, guiding our collective efforts towards a future where African fisheries and aquaculture thrive, ensuring prosperity, sustainability, and shared well-being for all.

As we embark on this journey, we recognize that effective communication and the strategic sharing of knowledge are not merely tools; they are the cornerstones of progress. Through the diligent execution of this strategy, APRIFAAS will foster deeper collaboration among its members, enhance its visibility on regional and global platforms, and advocate tirelessly for policies that align with the aspirations of the African Union.

By engaging stakeholders, raising awareness, and advocating for policy reform, we will amplify APRIFAAS's impact on the lives of millions, securing food security, enhancing livelihoods, and fortifying the aquatic ecosystems that sustain us. Through the transparent dissemination

of information, the cultivation of partnerships, and the advocacy for evidence-based decision-making, we will pave the way for a future where the vast potential of Africa's fisheries and aquaculture is fully realized.

In the spirit of collaboration and shared purpose, APRIFAAS calls upon its members, partners, and stakeholders to unite in this endeavor. Together, we will navigate the complexities of the fisheries and aquaculture landscape, championing innovative solutions, and forging pathways to prosperity. Our commitment to transparency, accountability, and continuous improvement will be the driving force behind our successes.

As we implement this strategy, let us remain steadfast in our dedication to the sustainable development of Africa's

aquatic resources. Let us celebrate our achievements, learn from our challenges, and adapt with resilience. Through our combined efforts, APRIFAAS will not only be a catalyst for change but a beacon of hope, illuminating the path towards a future where fisheries and aquaculture are not just industries but lifelines, ensuring a better tomorrow for all of Africa's people.

With unwavering determination and collective action, APRIFAAS embraces the future, confident in the transformative power of communication and knowledge management to shape a sustainable, equitable, and prosperous aquatic future for Africa. Together, let us turn this strategy into reality and chart a course towards a legacy of enduring impact.



Appendix

Communication and Visibility Implementation Plan and Budget:

Item	Activity	Implementation Period	Responsible	Budget
Annual Report and Infographics:				
	Develop and disseminate an annual report			\$5,000
	Create visually appealing infographics			\$2,000
	Print annual report			
Micro-Website Enhancement:				\$8,000
	Update and maintain the APRIFAAS website			
	Create a dedicated section for news, events, and member updates			
	Share relevant resources, reports, and publications			
	Member website to create links microsite			
	Integrate to online knowledge sharing platform			
Knowledge Sharing Platform				
	Develop an online platform			
	Moderators to Facilitate online discussions and content creation.			
Quarterly Electronic Newsletter:				\$3,000

Item	Activity	Implementation Period	Responsible	Budget
	Produce a quarterly newsletter - Share recent developments in African fisheries and aquaculture			
Policy Advocacy:				
	Develop policy briefs and position papers			
	Engage stakeholders in targeted advocacy campaigns (e.g. social media, multimedia messaging)			
Social Media Engagement				
	Maintain active social media profiles			
	Sensitize/ encourage members to contribute to social media content			
Resource Mobilization:				
	Develop a resource mobilization plan/ include a communications and knowledge management component			
Strengthening Global Presence & Benchmarking:				
	Engage in global fisheries and aquaculture forums through knowledge sharing events and exhibitions			
	Engage in organization learning (Benchmarking)			

Item	Activity	Implementation Period	Responsible	Budget
Evaluation and Feedback Mechanism				
	Periodically assess the effectiveness of communications and knowledge management strategy (Regularly assess the strategy’s effectiveness using key performance indicators (KPIs) such as website traffic, social media engagement, event attendance, and policy impact.)			
	Use feedback to make necessary adjustments to Communications and Knowledge Management Programme			



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