



Fisheries Governance 2 Communication, Visibility & Knowledge Management

**STATUS OF
IMPLEMENTATION -2021**



Table of Contents

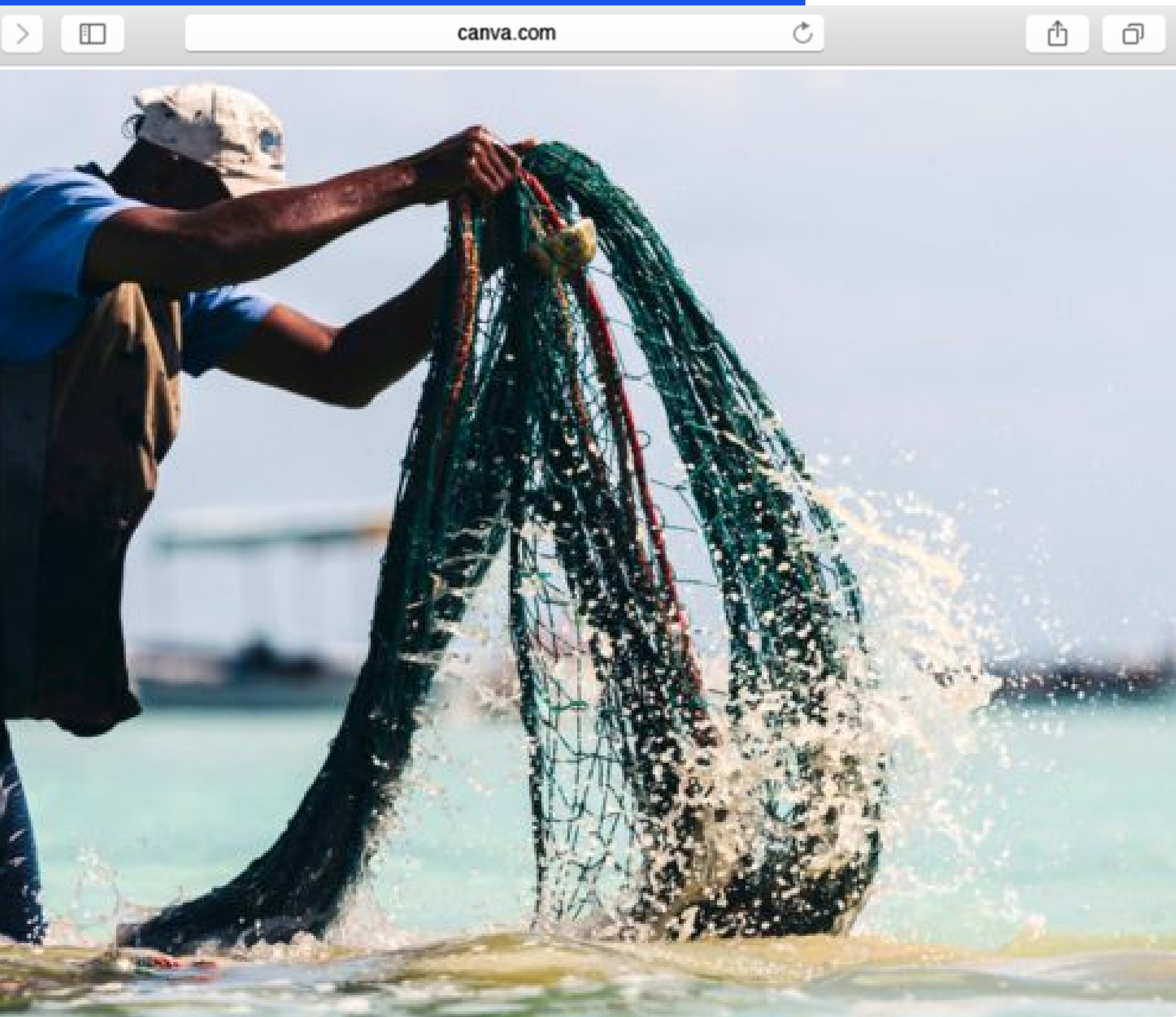


Part 1	Background
Part 2	Target Audiences
Part 3	Key Messages
Part 4	Implementation
Part 5	Measuring Success



Part 1:

BACKGROUND



Aim

To develop information on Fisheries Governance Project activities, and its achievements on an ongoing basis, and disseminate these to all relevant stakeholders; in accordance with Communication and Visibility Manual for EU External Actions published by the European Commission and those applied by the AUC for AU-IBAR & AUDA-NEPAD

Objectives

1

Enhance visibility
of FishGov 2 on
sustainable
fisheries and
aquaculture

2

**Strengthen
advocacy on** policy
reform in fisheries
and aquaculture

3

**Continue raising
awareness on**
Fisheries and
aquaculture policies
in Africa - -African
Fisheries Reform
mechanism, AFRM
Sustainable fisheries
and aquaculture in
context of Africa
Blue Economy
Strategy

4

**Promote behavior
change** among
stakeholders on
illegal,
unregulated and
unreported fishing
practices which
arise from weak
monitoring,
control and
surveillance;

5

**Facilitate
knowledge
sharing** among
the project
partners, relevant
external actors,
and final
beneficiaries; and
their role in
fisheries
governance ;

Evidenced-Based Communication & Knowledge Base

Research & Scientific Literature

Empirical Studies
Working Papers
Policy Briefs

Continental & Global Instruments

Policy Framework and Reform Strategy
for Fisheries and Aquaculture in Africa;
Africa Blue Economy Strategy
Agenda 2063
Sustainable Development Goals



Practitioners

Professional expertise;
best practices, lessons

Stakeholders

Values, concerns,
inclusiveness & engagement



Part 2:

Target Audiences

Target Audiences

Researchers & Academia

African Union Centers of Excellence
in fisheries and aquaculture
Research & Academic Institutions

National, Regional, Continental & Global Institutions

African Union
Regional Economic Communities
Public services providers and
municipalities
National/ Local Governments,
Departments and Ministries in charge
of fisheries & aquaculture production
International Organisations

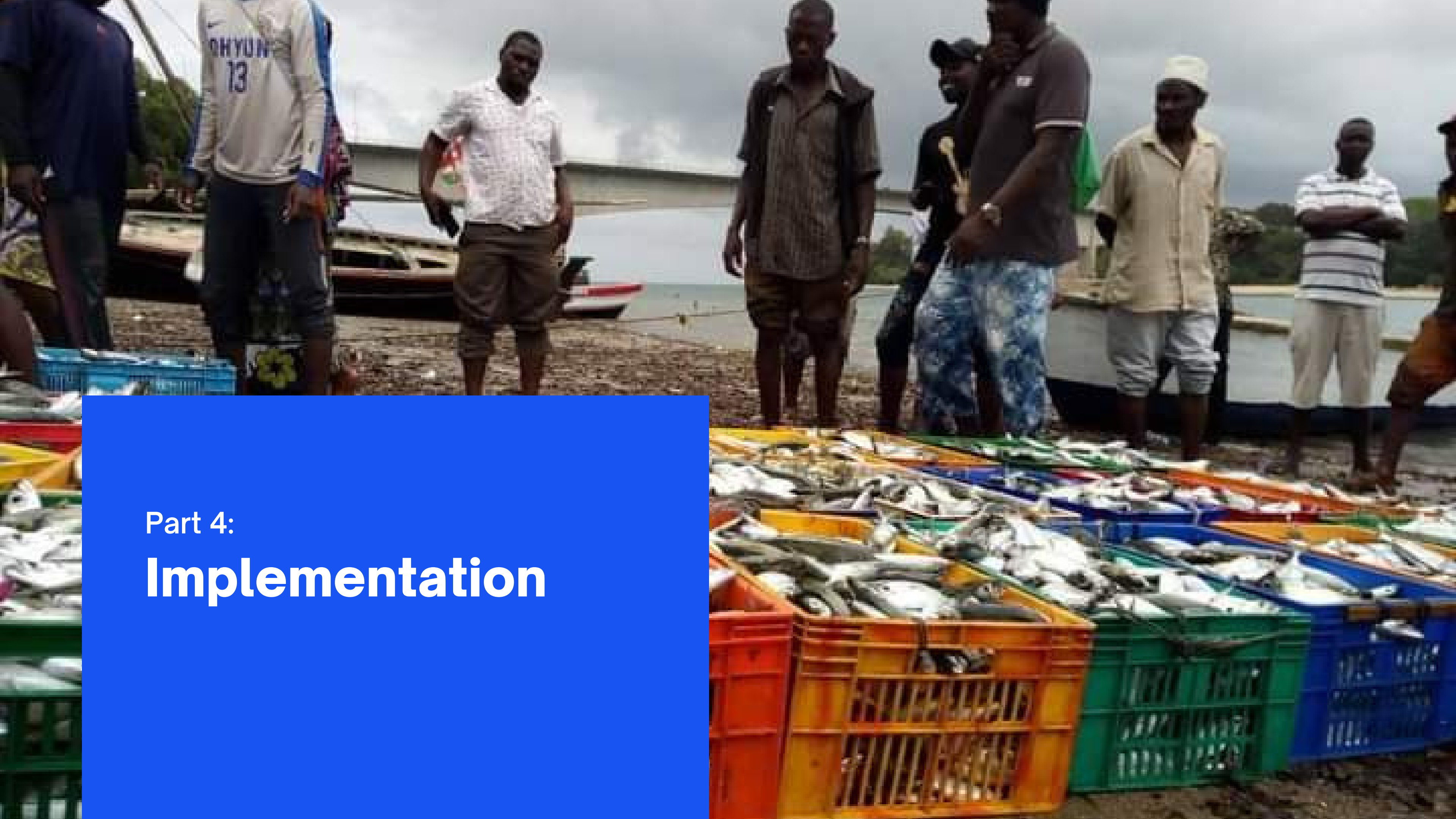


Practitioners

Fishermen, aquaculture
producers, fisher-folks engaged in
artisanal fishing, small-scale and
informal fish processing and fish
trading. Other Blue economy
sectors (marine shipping, island
water way, offshore mining etc)

Stakeholders (Targeted)

Women, Youth, Small-Scale,
vulnerable actors in the
ecosystem
Private Sector;
European Union



Part 4:

Implementation

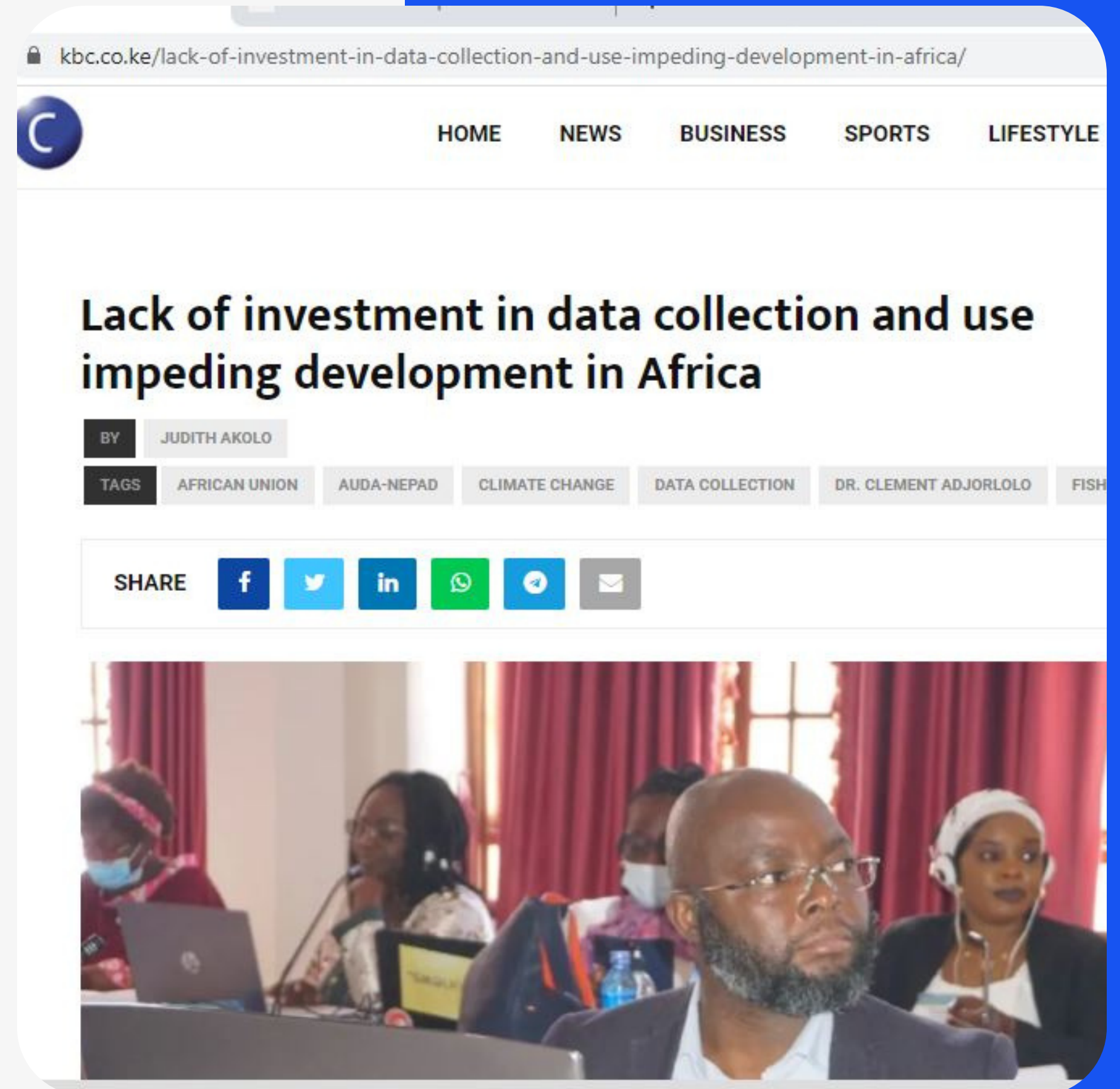
Communication & Visibility

Media Awareness and Engagement - Zamzibar - increase in social media followers and articles; increase in types of messages.

Validation of Communication and Visibility Strategy & contribution towards implementation plan.

ToRs for Multimedia Productions (video, media partnerships)

ToRs for content curation and online newsletter production





Home / Project Strategy /

Enhancing sustainable fisheries management and aquaculture development in Africa: A programme for accelerated reform of the sector

Enhancing sustainable fisheries management and aquaculture development in Africa: A programme for accelerated reform of the sector



Acronym:

FishGov 2

Project Start:

2021

Project Completion:

2025

Project Status:

Operational

Project Donors:



Project Brief/Background

Outcomes/Objectives

Implementing Partners

Stakeholders

Results and Activities

Resources

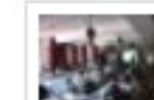


News



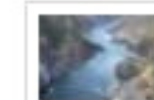
Non-State actors in the fisheries and aquaculture sector strengthen coordination mechanisms by establishing an African NSA Coordinating Platform

© Sun, 14-11-2021 15:00:00



AUDA-NEPAD and AU-IBAR strengthen media reporting on Fisheries and aquaculture

© Wed, 10-11-2021 15:00:00



APRIFAAS nominates new bureau members during General Assembly held on 28-29 September 2021

© Wed, 20-10-2021 15:00:00

+ show more

**FishGov2
Microsite
maintained
and regularly
updated**

**Social Media - Engage; inform;
message translation;
advocacy**

@au_ibar

@NEPAD_Agency

#FishGov2

↻ You Retweeted
 **Charles Mkoka** @chamkoka · 3d :
SADC think-tank on fish goes into expert presentations in areas of domesticating blue economy, trade and efficient fish smoking to save natural resources @Agenda2063N @NEPAD_Agency @AAbuJ @au_ibar @CAAdjorlolo @lauriegoering @ochiengogodo @sardcnet @SADC_News – at Bingu wa Mutharika International Conference Centre



AUDA-NEPAD @NEP... · 12 Nov :
The Media Training Workshop on #FishGov2 has ended with stakeholders in the fisheries and aquaculture sector & the media fraternity agreeing on ways to jointly work together 2 bring about awareness and public knowledge on these sectors in Africa. Communique will be shared soon



You and 7 others





COMMUNICATION AND VISIBILITY

Visibility and Promotional Materials (i.e. Project memorabilia and collectables; EU visibility)

- Brochures; folders; memory sticks; banners
- Meeting Banners: - Technical Coordination Meeting (April 2021)
- Official Launch - Regional Centre of Excellence - AGEOS



Knowledge Sharing - External Collaboration & Coordination

- Nine AWFISHNET National Chapters have online spaces ; overarching fisheries and aquaculture, and blue economy & media; PRIFAAS - African Platform for Regional Institutions in Fisheries, Aquaculture and Aquatic Systems
- Calendering in use - but needs to be promoted
- Project based information sharing - retention
- KM firm has been engaged to assist in collaboration, onboarding of national platforms and enhance multi-language content development (English/ French.

Networks Countries Organisations People Events Agri-business

Public Profile Admin Configuration

Fisheries, Aquaculture & Blue Economy

Home News Photos Videos Upcoming Events Discussions Ads Stakeholders

Fisheries, Aquaculture and Blue Economy Home

Suggested Pages Edit Source Details

News and Updates

- Access news items on the Fisheries Governance Project 2
- Do you have news to share? Write a blog. We would like to hear from you
- Would you like to place an advertisement? Do so here.

Networks & Teams

- African Non State Actors Coordinating Platform in Fisheries and Aquaculture
- AAN - Africa Aquaculture Network
- APRIFAAS - African Platform for Regional Institutions in Fisheries, Aquaculture and Aquatic Systems

FAO State of World Fisheries and Aquaculture 2020: Sust... Copy link

FISH CONSUMPTION HAS MORE THAN DOUBLED FROM 9.0 KG/PER CAPITA IN 1961 TO 20.5 KG/PER CAPITA IN 2018.

Watch on YouTube

Signup @ <https://networks.au-ibar.org/>

Knowledge Sharing - Information Outputs

Information collection spaces on repository have been established for fisheries and aquaculture related content.

Populated mostly with FishGov 1 Project outputs.

Creating linkages and disseminating knowledge outputs via linkages to articles on website, or social media mentions.


The screenshot shows a web browser window displaying the AU-IBAR Repository website. The page title is "Fisheries Governance 2". The navigation bar includes "This Collection", "Search", "Login", and "Help". The breadcrumb trail is "AU-IBAR Repository Home / AU-IBAR Project Documents / Fisheries and Aquaculture / Fisheries Governance 2".

Fisheries Governance 2

Browse by

By Issue Date Authors Titles Subjects

Fisheries Governance Project 2 (FishGov 2)

 The logo for FishGov 2 Project features a stylized blue fish swimming upwards, with a green and yellow wave below it, all enclosed in a circular frame with the text "FishGov 2 Project" around the perimeter.

The Enhancing Sustainable Fisheries Management and Aquaculture Development in Africa (Fisheries Governance 2) Project provides accelerated reform to the sector. The project implementation period is from 2021 to 2025, and is jointly implemented by AU-IBAR and AUDI-NEPAD under funding by the European Union. The Fisheries Governance 2 Project is a follow-up of the First phase of the Fisheries Governance Project (FishGov 1) that was implemented between 2014 and 2018. The project's overall objective is to enhance the contribution of sustainable fisheries and aquaculture to the achievement of the AU Agenda 2063's objectives, notably in terms of food security, livelihoods and wealth creation.

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Author >

Subject >

Date Issued >

Type >

Language >

Has File(s) >

STATISTICS

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RSS FEEDS

RSS 2.0

<http://repository.au-ibar.org/handle/123456789/1116>

Part 4:
Measuring Success





**Development Communication –
Utilisation of Data/ Evidence &
Expertise for improved
Livelihoods/ Economies,
transformed behaviour/ case
studies.**

**(Lagging behind in knowledge
translation)**

**–
Utilisation of FishGov 1
knowledge outputs**

A 10 Year Action Plan for Small Scale Fisheries Development in Africa



View/Open

[A 10 Year Action Plan for Small Scale Fisheries Development in Africa \(7.517Mb\)](#)

(en=English; ar=Arabic; fr=French; pt=Portuguese)

Language

[en](#)

Date

2017

Author

AU-IBAR

Editor

African Union Commission and NEPAD Planning and Coordinating Agency AUC

Type

[Book](#)

Item Usage Stats

87
views

15
downloads

The African Small Scale Fisheries account for more than 60 % of Africa's fisheries production and almost all the catches from the sector are destined for human consumption. The sector provides significant employment and income for poor rural communities. For many of those involved in small scale fisheries, the sector represents a way of life. The contribution of SSF to GDP in the whole Africa is estimated at 0,76%. Ten million Africans rely on small scale fisheries as their primary livelihood, and a further 90 million (farmers and resource poor) depend on fishing as part of a diversified livelihood strategy. More than 200 million Africans rely on fish as an affordable source of protein and important micro-nutrients and in most countries in Africa, small scale fishers account for the bulk of the local fish supply. For many millions of people in Africa, fishing and aquaculture is the only available source of jobs, income and animal protein, and the constraints associated with this – particularly in the context of free access and depleted fish stocks, and lack of effective management in the marine and inland small scale fisheries - represent a significant policy and good governance challenge for many African governments.

Subject

Fisheries

URI

<http://repository.au-ibar.org/handle/123456789/595>

Collections

- [FishGov 1](#) [1]

Metadata

[Show full item record](#)

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Platform Analytics

–
**visits, participation,
postings, downloads,
engagement, linkages,
onboarding, citations/
news coverage etc.**

Podcast: Strengthening Fisheries Governance in Africa – lessons from FishGov1 and Vision of FishGov 2



Posted by [Patricia Lumba](#) on 16 September 2021 2:20 PM CAT

451 views



In this podcast, listen to Ms. Malebo Hellen Moepi, an expert in the Aquaculture field, and working with AU-IBAR. Learn about the status of fisheries in the African continent and how issues related to governance and growth of the fishing

Platform Analytics

–

**visits, participation,
postings, downloads,
engagement, linkages,
onboarding, citations/
coverage**



AU-IBAR @au_ibar

The expected outcomes of the **#NonStateActors** in **#Fisheries** & **#Aquaculture** meeting is a two-year action plan for continental coordination; proposed roadmap & elected executive bureau of the continental coordination platform.

#FishGov2

pic.twitter.com/5IkAMCiu9D

Impressions

294

times people saw this Tweet on Twitter

Total engagements

21

Platform Analytics

—

**visits, participation,
postings, downloads,
engagement, linkages,
onboarding, citations/
coverage**

Focus Areas - 2022

Finalise 2022
Implementation
plan for Media
engagement -
e.g. Data &
Knowledge
Translation for
effective
reporting

Strengthen content
curation methods
& dissemination : -
media blogging;
use of champions;
MailChimp to draw
from disintegrated
platforms and
information spaces
- e.g. NSAs

Strengthen
collaboration -
e.g. calendaring
(Event Sharing)
and engagement

Develop
actionable
outputs for
various target
audiences from
translated
knowledge
products

Focus Areas - 2022

Promote more open access to various multi-lingual groups and platforms - e.g. french documents and collaborative online spaces to be multi-lingual - Systran

Strengthen linkages and internal communication between implementing partners (including the RECs)

Dissemination Plan for knowledge products

Staff and stakeholder capacity strengthening and awareness on data, Communication information and collaboration tools; branding & standardisation

Evaluations on usage of information tools and knowledge products

Thank You

WWW.AU-IBAR.ORG
REPOSITORY.AU-IBAR.ORG
NETWORKS.AU-IBAR.ORG
WWW.NEPAD.ORG

