



AFRICAN UNION  
**INTERAFRICAN BUREAU  
FOR ANIMAL RESOURCES**



Sweden  
**Sverige**

# **Communications & Knowledge Management Implementation Status Report**

**CONSERVING AQUATIC BIODIVERSITY  
2ND PROJECT TECHNICAL COMMITTEE  
MEETING**

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## Communication Plan

Conserving Aquatic Biodiversity in the Context of the  
Africa Blue Economy Strategy  
2021-2024

The plan addresses the 4 strategic objectives aligned to the conservation and protection of aquatic biodiversity and ecosystems in the context of the Africa Blue Economy Strategy.

- Ratifying and/or aligning relevant international/regional instruments related to blue economy themes (with specific reference to protecting and conserving biodiversity)
- Optimizing conservation and sustainable biodiversity while minimizing conflicts among users of blue economy resources
- Strengthening measures for mitigating the negative impacts of coastal and marine tourism, oil, gas, deep sea mining and climate change on aquatic biodiversity and the environment.
- Strengthening gender inclusivity in aquatic biodiversity conservation and environmental management





# Objectives



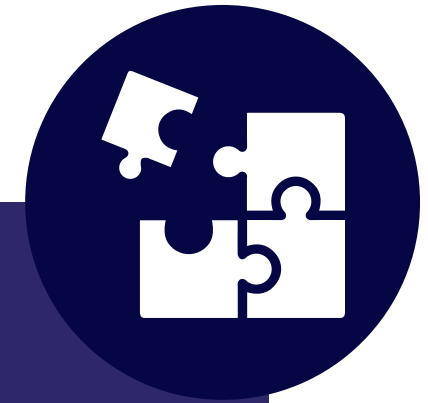
- Raise awareness on aquatic biodiversity conservation within the context of the Africa Blue Economy Strategy.
- Advocate for aquatic biodiversity conservation (via research), policies, and best practices.
- Empower Science Communicators and partners to engage in better communication on conserving aquatic biodiversity.
- Facilitate networking and knowledge transfer among stakeholders.
- Align information resources and tools for stakeholder use.

**The Communication Plan recognises two supporting elements supporting the three objectives. These relate to:**



## **Communications**

Raising public awareness on value of aquatic biodiversity by offering action perspectives to societal stakeholders

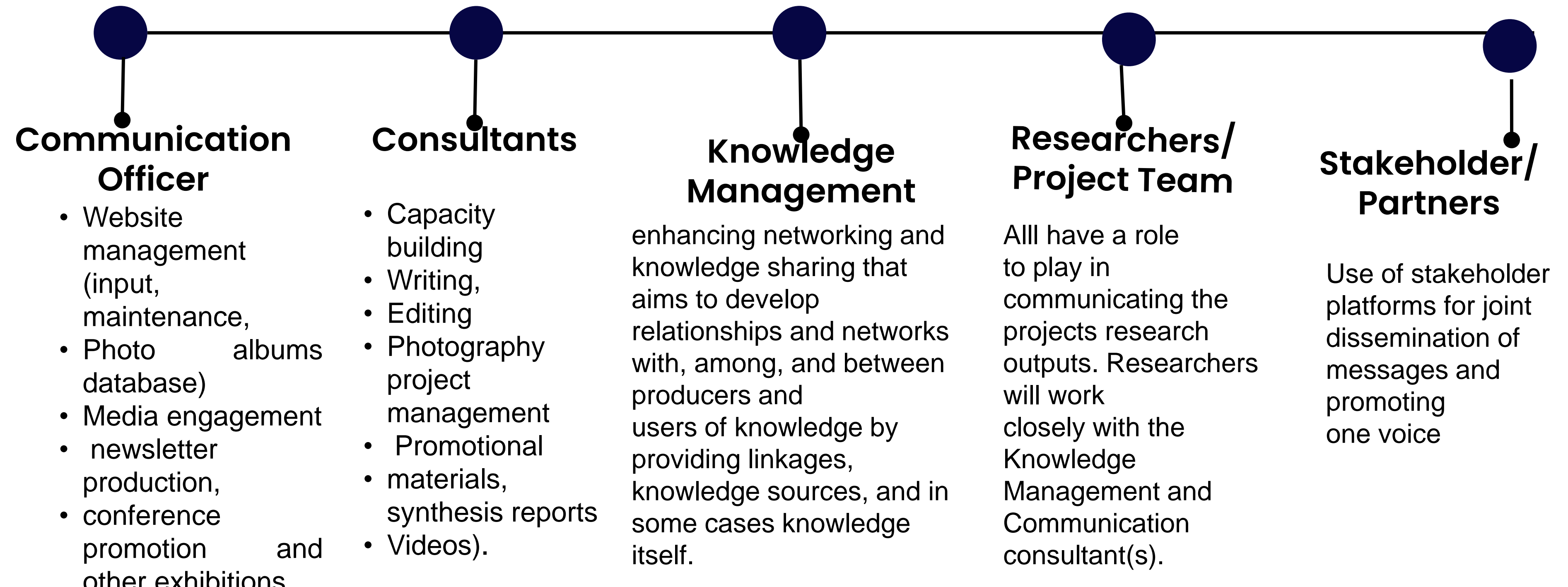


## **Knowledge Sharing**

Increasing coherence and cooperation on continent-wide biodiversity initiatives through knowledge sharing



# Responsibility Entities for Communications (people/ institutions)



## Action 1:

Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding the conservation of aquatic biodiversity issues

- Campaigns & Social Media – promoting One Voice - e.g. ACS; Knowledge Share Fair (IGAD & ECOFISH); International Day for Biological Biodiversity; World Mangrove Day
- Project Microsite
- 23 - Media Engagement & partnerships (in-country support; including aggregators)



FCWC/CPCO @FCWC... · 03/07/2023  
Reps of @FCWC\_CPCO & @au\_ibar have completed a country scoping mission, meeting with @NAFAA\_2017 @ejfoundation staff and leadership of collaborative management association to determine 🇺🇸's status of MCS & aquatic biodiversity conservation and environmental protection efforts.



FCWC/CPCO and 3 others



AU-IBAR  
@au\_ibar

#Mangrove restoration is an important step towards conserving #CoastalEcosystems. AU-IBAR is implementing the Conserving Aquatic Biodiversity Project, supported by SIDA & is happy to observe #WorldMangroveDay. 🎥 Watch our video on #AquaticBiodiversity.

[youtu.be/B9\\_T4J57O8o](https://youtu.be/B9_T4J57O8o)



malaboh and 9 others

23:48 · 26/07/2023 from Earth · 417 Views



## Action 1:

**Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding the conservation of aquatic biodiversity issues**

- E Platform

News; blogs; calendar; documents; videos; photos; various access levels

<https://networks.au-ibar.org/show/conserving-aquatic-biodiversity-in-african-blue-economy>

<https://networks.au-ibar.org/show/fisheries-3>

# CONSERVING AQUATIC BIODIVERSITY IN THE CONTEXT OF THE AFRICA BLUE ECONOMY STRATEGY (ABES)

The screenshot shows a Facebook group page with a green header. The main content area features a video player with a red play button and a logo for 'Conserving Aquatic Biodiversity in African Blue Economy Strategy'. The page includes various navigation and interaction options such as 'Overview', 'Home', 'News', 'Photos', 'Videos', 'Events', 'Discussions', 'Workshop Documents', 'Links to Associated Networks', 'Participants', and 'Messages'. On the left side, there are buttons for 'Send Email to Members', 'Send This Page to a Friend', 'Add to My Lists', 'Invite Members', 'Contact Us', 'Leave This Group', and 'Clone This Group'. On the right side, there is a 'Group Profile' section with the text 'Conserving Aquatic Biodiversity in African Blue Economy', a 'Like this?' section with 'Help share this page with others!' and social media sharing options (Share, Tweet, Email), and an 'Enhance this space' section with the text 'You can add images, videos, links and more.'

## Action 1:

Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding the conservation of aquatic biodiversity issues

- Repository for Project Documents and research outputs:

<http://repository.au-ibar.org/handle/123456789/1169>

- Calendaring:

<https://networks.au-ibar.org/show/au-ibar/calendar>

<https://networks.au-ibar.org/show/au-ibar/calendar>

<https://networks.au-ibar.org/show/au-ibar/calendar>

Sep Events (2)

13 Wed (Today)


### 2nd Project Technical Committee Meeting

#### Conserving Aquatic Biodiversity in Africa Blue Economy

Starts 2023/09/13 at 8:00 AM CAT  
Ends 2023/09/14 at 5:00 PM CAT

[Add to Your Calendar](#)

Added by Fahim Kremerier



@ Naivasha

Are you interested in this event?

[Yes](#) [No](#) [Report this as inappropriate](#)

[Tags](#)

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### DAIRY MANUFACTURING AFRICA SUMMIT & EXPO

Starts 2023/09/13 at 4:50 PM CAT  
Ends 2023/09/15 at 4:50 PM CAT

[Add to Your Calendar](#)

[+ Add an Event](#)

[Configuration](#)

September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7 1	8 1	9 1
10	11	12	13 2	14 2	15 2	16
17	18 1	19 1	20 1	21 1	22 1	23
24	25 1	26 1	27 1	28	29	30
1	2	3	4	5	6	7



## Action 1:

Identify, develop and use the right mix of communication channels and tools to promote advocacy surrounding the conservation of aquatic biodiversity issues

- Events & Visibility

**African Union**  
Stakeholder National Master Plan Frameworks Marine Tourism  
22 - 24 May

**Union Africaine**  
Atelier National de Révision des Règlements Domestiques de Conservation de Gestion de Bu

**Union Africaine**  
Atelier pour la République de réviser les politiques les cadres régionaux à intégrer les instruments et mondiaux de la biodiversité de l'environnement

**African Union**  
National Meeting Developing Country Role Collaboration in the K Trans-boundary Marine Area (TBC)

**AFC** **IUCN**  
**GALO SO GALOTSE C ELECTION AND T CRMC ANI**

**Union Africaine**  
Atelier de formation renforcer les capacités États membres de matière de systèmes lutter efficacement INN et de protéger aquatique et l'environnement  
28 - 30 Juin 2023

**African Union** **Sweden Sverige**  
THE BLUE ECONOMY IS SUSTAINABLE USE OF OCEAN / AQUATIC RESOURCES FOR ECONOMIC GROWTH, IMPROVED LIVELIHOODS AND JOBS, WHILE PRESERVING THE HEALTH OF MARINE AND COASTAL ECOSYSTEM.

**CONSERVING AQUATIC BIODIVERSITY IN AFRICA BLUE ECONOMY**  
9 au 11 Juin  
Ouagadougou

**CONSERVING AQUATIC BIODIVERSITY IN AFRICA BLUE ECONOMY**  
13 au 14 Juin  
Yaoundé

**24<sup>th</sup> - 25<sup>th</sup> August**  
Dar es Salaam, Tanzania

**CRMC - Community Resource Management Committee**  
**CREMA - Community Resource Management Area**

**Opportunities for Blue Economy**  
Blue Economy provides avenues for sustainable development of the blue economy through tourism, fishing and aquaculture, maritime transport, ocean-based renewable energy, marine biotechnology, and other activities.  
Some of the key sectors linked with food security, nutritional security and livelihood security like the fishery sector is associated with Blue Economy  
Ocean space provides huge opportunities for unleashing the potential of marine resources for the expansion of businesses, promoting entrepreneurship, increasing exports, creating jobs, and empowering the native coastal communities



## Action 2:

### Develop and implement capacity building and awareness to media partners and stakeholders on issues surrounding conserving aquatic biodiversity

Media engagement opportunities have been used as avenues to strengthen familiarisation and reporting on aquatic biodiversity management.

- E platform used for knowledge sharing



#### **Africa endowed with productive marine ecosystems to spur Blue Eco...**

By Judith Akolo Experts now say Africa's...

[www.kbc.co.ke](http://www.kbc.co.ke)

<https://www.kbc.co.ke/africa-endowed-with-productive-marine-ecosystems-to-spur-blue-economy/>



## Action 3:

### Upscaling of best practices on aquatic biodiversity issues

Project documentary incorporating stakeholder testimonials & best practices on aquatic biodiversity initiatives:

- Fisheries Committee for the West Central Gulf of Guinea - FCWC, (Tema, Ghana);
- Mikoko Pamoja (Gazi Bay, Kenya);
- Transboundary Initiative and Vanga Blue Forest Filming (Vanga, Kenya);
- Western Indian Ocean Marine Science Association (WIOMSA)
- Kenya Marine Fisheries Institute.

#### Abridged version:

[https://www.youtube.com/watch?v=B9\\_T4J57O8o](https://www.youtube.com/watch?v=B9_T4J57O8o)

#### 12 minute version:

<https://www.youtube.com/watch?v=P7i-R5y1M5Y&t=71s>





## Action 4:

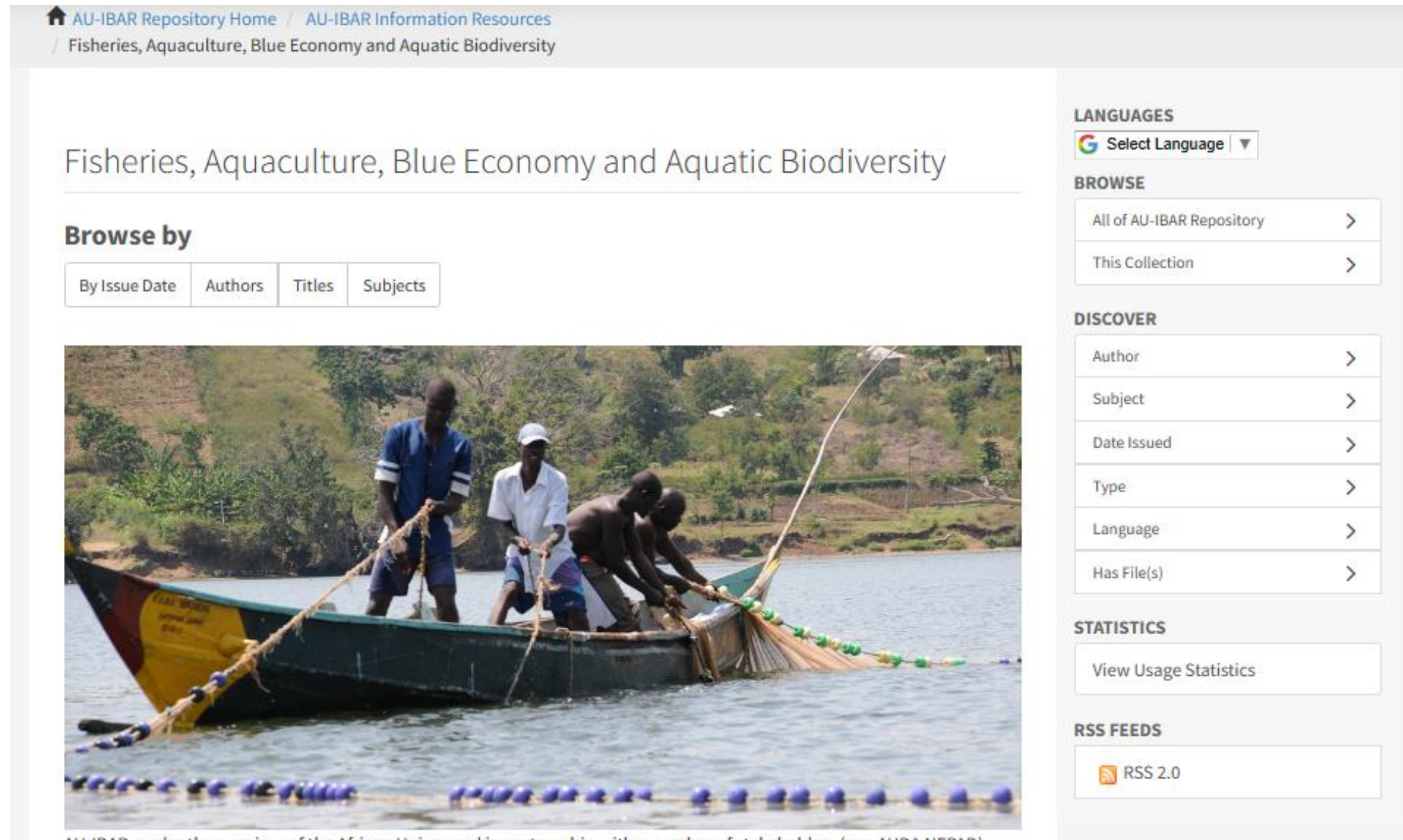
# Strengthen networking and knowledge sharing among networks and stakeholders to ensure better collaboration on aquatic biodiversity issues

Use of AU-IBAR E Platform & Repository for:

- Calendaring
- Photo albums & workshop presentations
- Document repository

<https://networks.au-ibar.org/show/conserving-aquatic-biodiversity-in-african-blue-economy>

<http://repository.au-ibar.org/handle/123456789/1169>




AU-IBAR Repository Home / AU-IBAR Information Resources  
/ Fisheries, Aquaculture, Blue Economy and Aquatic Biodiversity

### Fisheries, Aquaculture, Blue Economy and Aquatic Biodiversity

**Browse by**

By Issue Date Authors Titles Subjects



LANGUAGES  
Select Language

**BROWSE**

All of AU-IBAR Repository >

This Collection >

**DISCOVER**

Author >

Subject >

Date Issued >

Type >

Language >

Has File(s) >

**STATISTICS**

View Usage Statistics

**RSS FEEDS**

RSS 2.0

All IBAR, under the auspices of the African Union, and in partnership with a number of stakeholders (e.g. AUDA-NEPAD)



## Action 5: Review communication plan annually

**Did we implement actions outlined in the plan?**

- **Have we achieved our objectives?**
- **Did we reach the right audience?**
- **Did we use the right channels and tools?**



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# Impact

- Increase in types dissemination channels used & users/ readers
- Increase in engagement – increase in followers; media; institutions & cooperating partners & staff engagement
- dissemination widened through various partnerships; such as media and institutional
- One-stop information reference points for knowledge retention

**However...**





# Challenges

## engagement

Lower engagement in general from the continent

## information literacy

Low levels of information literacy (information database searching; including media reporting – difficult concepts)

## non-English language speakers

Lower engagement from non-English language speakers

## moderators & joint resources

champions to engage in low-cost communication and knowledge management



# Example analytics

## Total Visits Per Month

	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023	September 2023
Unlocking ...	0	0	0	0	0	9	20

## File Visits

	Views
Policy Note_Gender Mainstreaming in Aquatic Conservation.pdf	1

## Top country views

	Views
United States	11
China	10
Zambia	3
Germany	2
Kenya	1



# Example analytics

	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023	September 2023
Continental ...	0	0	0	0	0	89	7

## File Visits

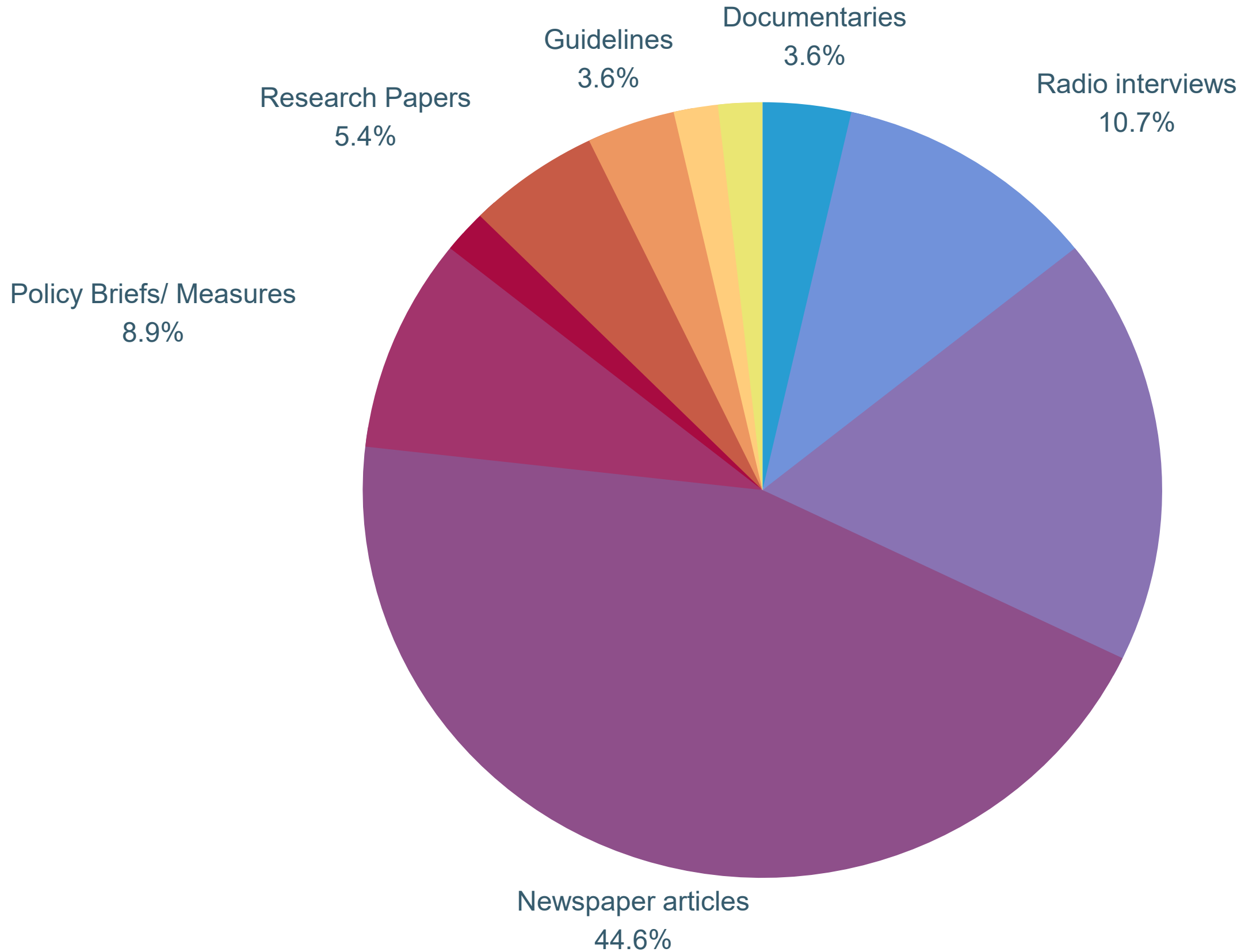
	Views
Policy Note_MSP Continental Guidelines_final.pdf	

## Top country views

	Views
United States	19
Kenya	16
China	15
France	15
United Kingdom	9
Russia	8
Gabon	4
Germany	1
Finland	1
Namibia	1



# Research & communication outputs



Television interviews/ appearances  
17.9%

Documentaries	2
Radio interviews	6
Television interviews/ appearances	10
Newspaper articles	25
Policy briefs/ Measures	5
Advocacy Note	1
Research Papers	3
Guidelines	2
Master Plan	1
Framework	1



# Future Plans

## Knowledge translation

audience specific localized content

Testimonials – IUCM, Community Resource Management Area (Gender/ AWFISHNET); Joint coverage – FCWC;

Briefs – newsletters

## Information literacy

information literacy (searching in specialized information databases;; including media reporting; terminologies and glossary

## language Coverage

Integrate translation modules on AU-IBAR website;  
encourage mechanism of knowledge sharing in French  
content

## Moderators & shared resources

Identify champions to engage in low-cost communication and knowledge management initiatives and use of information platforms  
undertake joint campaigns/ programmes with partners



# Thank You

[WWW.AU-IBAR.ORG](http://WWW.AU-IBAR.ORG)  
[REPOSITORY.AU-IBAR.ORG](http://REPOSITORY.AU-IBAR.ORG)  
[NETWORKS.AU-IBAR.ORG](http://NETWORKS.AU-IBAR.ORG)

