FINAL NATIONAL FISHERFOLK WORKSHOP REPORT

Anguilla

Held as part of the project

Strengthening Caribbean Fisherfolk to Participate in Governance

Prepared by: Fisherfolk mentor, Anguilla

September 17-18, 2015

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1 INTRODUCTION

The Caribbean Natural Resources Institute (CANARI) recently received a €1,032,099 grant from the European Union, through its EuropeAid programme, to improve the contribution of the small-scale fisheries sector to food security in the Caribbean. This will be achieved through building the capacity of regional and national fisherfolk organisation networks to participate in fisheries governance and management.

The four-year project covers fisherfolk working across the Caribbean, including in Anguilla, Antigua and Barbuda, the Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands.

As part of the project, eight countries were selected to build the capacity of national fisherfolk networks to participate in fisheries governance. Anguilla is one of the eight chosen to (i) analyse the issues at the national level; (ii) analyse policy and planning initiatives at the national level and opportunities for fisherfolk participation; (iii) review or validate policy positions communication plans; and (iv) analyse capacity needs of fisherfolk to effectively participate in governance and management. The two (2) day workshop was held September 17-18, 2015 at the La Vue Hotel, Anguilla.

1.1 Objectives of the workshop
The objectives of the workshop were for fisherfolk to:
- identify challenges to fisherfolk in Anguilla playing an effective role in fisheries governance and management
- identify priorities for strengthening fisherfolk organisations in Anguilla
- develop communication messages to influence policy
- improve knowledge of project cycle management and participatory monitoring and evaluation
- undertake an evaluation of the Strengthening Caribbean Fisherfolk to Participate in Governance project

1.2 Participants
Eleven (11) persons participated in the workshop including fisherfolk and representatives from the Department of Fisheries and Marine Resources (DFMR) and the Anguilla National Trust (ANT). The full participants list is attached at Appendix 1.

1.3 Method
The workshop was co-facilitated by Ms. Melanie Andrews Technical Officer, CANARI and Kafi Gumbs, Anguilla Fisherfolk Mentor/Director, DFMR. The approach to delivering the workshop was participatory and interactive, using facilitation techniques such as plenary presentations and discussions which encouraged lively discussions.
2 WORKSHOP PROCEEDINGS

2.1 Welcome and update on the SCFPG project
The welcome was given by the Director, DFMR and a prayer was done by Mr. Kenroy Rawlins, Fisheries Officer, DFMR.

The roles of the fisherfolk mentors and the Fisherfolk Action Learning Group were discussed during a presentation on the Strengthening Caribbean Fisherfolk to Participate in Governance (SCFPG) project made by the Technical Officer, CANARI (see presentation attached at Appendix 2). It was noted that the first National Fisherfolk Meeting in Anguilla in 2014, was undertaken as a scoping visit by CANARI, to find out more about fisheries in Anguilla and the newly formed (AFFA).

The workshop participants introduced themselves and volunteered for various responsibilities for the meeting including, chair, rapporteur and mood investigator.

The Director, DFMR reviewed the agenda (please see agenda at Appendix 3).

2.2 Identifying problems facing fisherfolk
With the co-facilitators (mentor and TO), the participants undertook a participatory exercise to identify, categorise and analyse the problems facing fisherfolk in Anguilla. The findings from this exercise are set out in Table 2.1.

<table>
<thead>
<tr>
<th>Common themes</th>
<th>Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operational costs</td>
<td>o  High cost and expense of fishing</td>
</tr>
<tr>
<td></td>
<td>o  High cost of boat fuel</td>
</tr>
<tr>
<td>Communication/Education</td>
<td>o  Some fishers think that they know it all and further learning is not necessary or important</td>
</tr>
<tr>
<td></td>
<td>o  Lack of fish catch data</td>
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<td></td>
<td>o  Poor communication between government and fishers and vice versa</td>
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<tr>
<td>Attitudes/Culture</td>
<td>o  Opposition to change</td>
</tr>
<tr>
<td></td>
<td>o  Low interest in working in groups</td>
</tr>
<tr>
<td></td>
<td>o  Hesitancy in working together</td>
</tr>
<tr>
<td></td>
<td>o  Low levels of trust among fishers</td>
</tr>
<tr>
<td></td>
<td>o  Fishermen are too independent</td>
</tr>
<tr>
<td></td>
<td>o  There needs to be more education on the importance of conservation</td>
</tr>
<tr>
<td></td>
<td>o  Fear of trying new methods</td>
</tr>
<tr>
<td>Marketing</td>
<td>o  Inadequate market for fish</td>
</tr>
<tr>
<td></td>
<td>o  Absence of a flake ice machine</td>
</tr>
<tr>
<td></td>
<td>o  Fishermen do their own marketing and bill collection</td>
</tr>
<tr>
<td></td>
<td>o  Awareness about the importance of fish hygiene is lacking</td>
</tr>
<tr>
<td></td>
<td>o  There is a need for processing plants, storage and maintenance</td>
</tr>
<tr>
<td>Markets</td>
<td>Management</td>
</tr>
<tr>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>- There is no fish processing plants to assist with sales and export (meeting export requirements)</td>
<td></td>
</tr>
<tr>
<td>- Small scale fishing for a living. Not good for reliable markets, reliable fishers, insufficient use of resources</td>
<td></td>
</tr>
<tr>
<td>- Management of fisheries is lacking</td>
<td></td>
</tr>
</tbody>
</table>

There is no fish processing plants to assist with sales and export (meeting export requirements). Small scale fishing for a living is not good for reliable markets, reliable fishers, and insufficient use of resources. Management of fisheries is lacking.

Figure 2.1 President of the Anguilla Fisherfolk Association discussing some of the issues affecting fisherfolk in Anguilla

2.3 Analysing problems facing fisherfolk

Participants discussed the issues, and then brainstormed some of their possible root causes. They were then further grouped by issues arising from weak capacity, poor communication, weak policy or no enforcement of policy. The underlying problem and issues were further investigated and possible solutions to them were discussed. The participants gave a lot of living examples, some from personal experiences. Some of the capacity needs included improved skills and knowledge through education and outreach activities. Some of the policy needs included the need for more formal written laws and policies and better enforcement of laws. At the end of the session, participants voted on the priority issues to be addressed. The need for better communication came out on top.

2.4 Communicating to influence policy

In this session the need for effective communication to influence policy was discussed. To start the session the Technical Officer, CANARI presented on some key aspects of communicating to influence policy (please see presentation at Appendix 4). It was noted that communication messages should be clear, concise, correct/credible, comprehensive and consistent (5C’s). The different types of influencing, namely, evidence and advice; public campaigns and advocacy; and lobbying and negotiation were highlighted. Following the presentation, participants watched a participatory video ‘Fishing for gas’
developed by fishers in Blanchisseuse, Trinidad and Tobago. This imparted several things on the workshop participants. They were able to identify that they can get their messages across by use of the media and through creative videos. They also noted that in other countries fishermen experience the same plight as they do. The various products and pathways used to communicate with target audiences was discussed. Participants identified the following products and pathways for communicating with fishers in Anguilla:

- social media
- infomercials (radio and TV)
- talking to fishers at the landing sites i.e. going directly to your audience
- workshops/meetings

The need for advocacy and the manner in which fisherfolk could possibly go about it was also explored. Various ways in which the Strengthening Caribbean Fisherfolk to Participate in Governance project could help with communication and advocacy were identified, including through small grants and support from fisherfolk mentors.

2.5 Identifying policy opportunities to address key issues

This session had a lot of input from the DFMR; which was very informative for the fisherfolk and representatives from the Anguilla National Trust. The Technical Officer, CANARI gave a presentation on the Caribbean Common Fisheries Policy and the FAO Small Scale Fisheries Guidelines (see presentation attached at Appendix 5). It was noted that fishers should become more aware of regional and national policies since many of these address the issues identified by fishers earlier in the workshop. The importance of fishers building their capacity to participate in decision-making and ability to advocate for what they need was discussed.

2.6 Presentation of the Anguilla Fisherfolk Association’s Fisherfolk Strengthening Fund project proposal

President of the Anguilla Fisherfolk Association and Director of the Anguilla National Trust gave a brief presentation on the AFFA’s project proposal that was submitted in October 2014 for funding consideration under the Fisherfolk Strengthening Fund. It was noted that the objectives of the project were to:

- To strengthen the internal governance arrangements and leadership capacity of the Anguilla Fisherfolk Association to participate in fisheries governance and management
- To develop a five year strategy and business plan for the Anguilla Fisherfolk Association

The objectives would be achieved by:

- Organising and delivering a fisherfolk organisation development and leadership workshop for the AFFA
- AFFA Executive members participating in and completing short courses (one week or less) in leadership and business management at the Anguilla Community College
- Facilitating a two-day strategy and business planning workshop to draft a five year strategy and business plan with and for the AFFA

One concern raised about the successful implementation of the project was the possibility of low participation by fishers in the various workshops.
2.7 Basic principles of project cycle management

The Technical Officer, CANARI delivered a presentation on the basic principles of project cycle management and participatory monitoring and evaluation (please see presentation attached at Appendix 6). It was pointed out that for the AFFA to successfully implement their FSF project it would be good to understand some of the key concepts related to managing and monitoring and evaluating projects.

The facilitator noted that Project Cycle Management (PCM) is simply the term given to the process of planning and managing projects. Participants were informed that the project management cycle had four basic steps:
- Identify - the first step in the cycle is to identify an issue that a project can address
- Design - in this phase the scope of the project is considered, that is:
  - What is the goal of the project?
  - What is/are the objective(s) of the project?
  - How will we know if the project is meeting its objectives (indicators)?
  - What are the risks to the project?
  - What will be the cost of the project?
  - How long will the project take?
  - What is the quality of the outcome/outputs that we expect from the project?
- Implement - this is where the project begins. During the implementation of the project it is important to monitor and review the progress of the project
- Evaluate - when evaluating the project it is important to ask:
  - What were the impacts of the project?
  - Were the impacts positive or negative?
  - Were the impacts intended or unintended?

The facilitator noted that lesson learning should occur all throughout the cycle.

Participatory monitoring and evaluation

Participatory monitoring & evaluation (PM&E) was explained as a process through which stakeholders at various levels engage in monitoring and evaluating a particular practice, project, program, plan or policy. The PM&E process has four main steps:

1. Planning the PM&E process and determining objectives and indicators
2. Gathering data
3. Analysing data
4. Sharing information and defining actions to be taken

2.8 Evaluation of the Strengthening Caribbean Fisherfolk to Participate in Governance project

Using a Focus Group approach fisherfolk at the National Fisherfolk Workshops were asked to respond to the following questions:
- Over the past three years in what way has your involvement in decision-making at the local, national and regional levels changed?
- Has the “Strengthening fisherfolk…..” project helped in this process or not?
  o  For those involved in the project, how has the project helped you to communicate to influence policy at the local, national and regional levels?
  o  Since being involved in the project, how has the effectiveness of fisheries policies changed at the regional and national levels?
  o  How has your fishing community or group membership contributed to your participation in the project? What support did you receive?
  o  What strategies have you/your community come up with to bring the ideas/voices of regular fisherfolk into the project?
  o  What types of feedback from the project have you carried back to your fisher folk groups?

Participants were reminded that there were no right or wrong answers and were encouraged to speak openly and share their opinions. Participants were also informed that their feedback would form part of CANARI’s overall evaluation of the SCFPG project. The session was facilitated by the representative from CANARI.

Summary of evaluation findings

Fisherfolk in Anguilla highlighted greater involvement in decision making at the national level, noting in particular that they were in the process of consulting with the Department of Fisheries and Marine Resources on the issue of a taxation policy for fishers. They further noted that interaction with their fisherfolk mentor and participation in workshops held under the SCFPG project helped to improve their understanding of regional fisheries issues.

Fisherfolk stated that while they have not yet been able to influence changes to national fisheries policies, they were observing positive steps in the process.

Although it was not mentioned in the focus group session, it should also be noted that the fisherfolk action learning group member for Anguilla and fisherfolk mentor played instrumental roles in helping to form the Anguilla Fisherfolk Association.

3  WORKSHOP EVALUATION

The last session which was an evaluation of the workshop was very good. It provided an opportunity to hear from all participants about how they felt the workshop helped them or did not help, and about what they learnt. It was very innovative and funny that the facilitator asked the participants to draw a face that would describe their workshop experience. Strangely, there were many different faces around the room. Some participants explained, along with their supportive illustrations that the workshop was a lot of work, a learning experience, they were happy or contented and so forth, but over all there were very good reviews on the material delivered and the way in which the workshop was conducted. All of the workshop objectives were successfully achieved.
Figure 3.1 Participants sharing their thoughts during the evaluation of the workshop.
<table>
<thead>
<tr>
<th>No.</th>
<th>First name</th>
<th>Surname</th>
<th>Title</th>
<th>Organisation</th>
<th>Tel Work</th>
<th>Tel Mob.</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Janeckza</td>
<td>Richardson</td>
<td>Conservation officer</td>
<td>Anguilla National Trust</td>
<td>497 5297</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Kenroy</td>
<td>Rawlins</td>
<td>Fisheries Officer</td>
<td>Department of Fisheries and Marine Resources</td>
<td>497 2871</td>
<td><a href="mailto:rali02126@gmail.com">rali02126@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Kafi</td>
<td>Gumbs</td>
<td>Director</td>
<td>Department of Fisheries and Marine Resources</td>
<td></td>
<td>The Valley</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Lindsay</td>
<td>Richardson</td>
<td>FF ALG Member</td>
<td></td>
<td>497 3046</td>
<td>584 2298</td>
<td><a href="mailto:lkrich@hotmail.com">lkrich@hotmail.com</a></td>
</tr>
<tr>
<td>5</td>
<td>Devon</td>
<td>Carter</td>
<td>PAMA/RA</td>
<td>Anguilla National Trust</td>
<td>497 5297</td>
<td>582 2176</td>
<td><a href="mailto:devon_497@hotmail.com">devon_497@hotmail.com</a></td>
</tr>
<tr>
<td>6</td>
<td>Aristo</td>
<td>Richardson</td>
<td>President, AFFA</td>
<td>Anguilla Fisher folk Association</td>
<td>772 2204</td>
<td></td>
<td><a href="mailto:ladymande99@hotmail.com">ladymande99@hotmail.com</a></td>
</tr>
<tr>
<td>7</td>
<td>Lyndon</td>
<td>Paul</td>
<td>Fisherman</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Remore</td>
<td>Johnson</td>
<td>Fisheries Officer</td>
<td>Department of Fisheries and Marine Resources</td>
<td></td>
<td>Long Ground</td>
<td><a href="mailto:remor.johnson@gov.ai">remor.johnson@gov.ai</a></td>
</tr>
<tr>
<td>9</td>
<td>Sheldon</td>
<td>Richardson</td>
<td>Agro Officer</td>
<td></td>
<td>584 9561</td>
<td></td>
<td><a href="mailto:shellrichardson@hotmail.com">shellrichardson@hotmail.com</a></td>
</tr>
<tr>
<td>10</td>
<td>Othlyn</td>
<td>Vanterpool</td>
<td>Advisor to Fisheries and Agriculture</td>
<td>Ministry of Infrastructure</td>
<td>497 2541</td>
<td></td>
<td><a href="mailto:othlyn.vanterpool@gov.ai">othlyn.vanterpool@gov.ai</a></td>
</tr>
<tr>
<td>11</td>
<td>Glen</td>
<td>Paul</td>
<td>Fisherman</td>
<td>Anguilla Fisher folk Association</td>
<td></td>
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</tbody>
</table>
Final National Fisherfolk Workshop  
September 17 -18, 2015  
La Vue Hotel  
Anguilla

Strengthening Caribbean Fisherfolk to Participate in Governance project

Introduction  
- Project targets the Caribbean Network of Fisherfolk Organisations (CNFO) and its member national fisherfolk organisations in 17 CARICOM countries  
- Enhances the capacity of fisherfolk organisations to participate effectively in fisheries governance and management of shared living marine resources to improve food security in the Caribbean region.

Introduction cont’d  
- 4 year project (January 2013 to December 2016)  
- Funded by the European Union EuropeAid Programme €1,032,099  
- Being implemented by 5 partners:  
  – Caribbean Natural Resources Institute (CANARI)  
  – Centre for Resource Management and Environmental Studies (CERMES) of the University of the West Indies (UWI)  
  – Panos Caribbean  
  – Caribbean Network of Fisherfolk Organisations (CNFO)  
  – Caribbean Regional Fisheries Mechanism (CRFM)

Specific objectives  
i. strengthen the CNFO and its member NFOs in the CARICOM countries

ii. build the capacity of the regional and national networks of fisherfolk organisations and their individual members to better participate in fisheries governance and management at the national and regional levels

iii. enhance communication within and among the networks of fisherfolk organisations for exchange of information, collaboration, and development of consensus on policy for the governance of Caribbean fisheries in relation to food security

iv. improve the effectiveness and equity of participation of fisherfolk in decision-making processes in the governance of Caribbean fisheries in relation to food security.

Activities

Update the 2005 needs assessment

- 17 project countries = 17 mentors  
- Meetings: project year 2 + project year 3 = 2 meetings  
- Mentors supporting fisherfolk organisations
Establish ALG
- 2 meetings
- CNFO constitution outlined at second meeting in the Bahamas
- 3rd meeting: October 5-8, 2015 Antigua and Barbuda

Fishers+ Governments+ CSOs+ Academia= Solutions!

Activities (cont’d)

Workshops
- Figure out the 8 countries needing the most support
- Hold 1 meeting in project year 2 in 8 countries
- Hold 1 meeting in project year 3 (in progress)

- Complete 3 participatory videos and other communication products
- Fishing for a living: North Coast facilities (T&T)
- Bahamas IUU fishing video (in progress)

Activities (cont’d)

Fisherfolk attend high level, regional, decision-making meetings
- 2nd World Small-Scale Fisheries Conference (WSSFC): Options and Opportunities for Small-Scale Fisheries, Mexico, September 2014
- Caribbean Week of Agriculture (CWA): Transforming Agriculture Through Family Farming, Suriname, October 2014
Activities (cont’d)

Fisherfolk Strengthening Fund

- Call: Sept 12 – Oct 31, 2014
- 16 proposals from 9 countries received
- 9 going ahead

15 grants of €1,000 - €10,000 to strengthen fisherfolk organisations’ capacity to participate in governance

Independent mid-term evaluation

National Fisherfolk Workshops

Purpose: to build capacity of national fisherfolk networks to participate in fisheries governance

- to identify challenges to fisherfolk organisations (FFOs) playing an effective role in fisheries governance and management;
- identify priorities for strengthening FFOs;
- identify opportunities for FFOs to address some of the challenges by getting involved in key national, regional and global policy and decision-making processes; and,
- confirm which challenges the project can help to address under the SGF (FSF)

Common challenges

- Internal governance (leadership, succession planning, management, membership of fisherfolk organisations)
- Cost of operations
- Financial sustainability
- Marketing
- Onshore infrastructure
- Social security
- Youth in fisheries
- Conflict management
- Importance of fisheries/status
- Fisheries policy and management
- Praedial larceny
- Illegal Unregulated and Unreported Fishing (IUU)
- Environmental protection

Work Plan for 2015

- Award, implement and monitor FSF projects (November 2014 – October 2015)
- Facilitate and report on the final training of FF mentors workshop (6 – 9 July 2015, Anguilla)
- Facilitate and report on the second set of national fisherfolk workshops in 8 focus countries (July – September 2015)

Work Plan for 2015 (cont’d)

- Facilitate and report on the third FFALG workshop (5 – 8 October, 2015, Antigua and Barbuda)
- Keep updated and facilitate online project webpage and input into discussion forum
- Support and facilitate participation of fisherfolk representatives in at least two key decision-making meetings.

Fisherfolk Strengthening Fund (FSF)

- Purpose: to support activities by fisherfolk networks to build capacity to participate in fisheries governance and management
- Total fund of €100,000 (awarding grants, within the range of €1,000 - €10,000)
- Launched: September 12 to October 13, 2014. Extension to October 31 (request from SVG, hurricane Gonzalo and shut down of Anguilla).
- 16 proposals received from 9 countries (Anguilla, Belize, Grenada, Guyana, Haiti, Jamaica, Saint Lucia, Trinidad and Tobago, Turks and Caicos)
Projects were:

- Reviewed by a panel: Patrick McConney (UWI-CERMES), Mitchell Lay (CNFO), Raymon Van Anrooy (FAO), Anna Hadeed (CANARI), Terrence Phillips (CANARI)
- Successful proposals were given conditional approval and then taken through a participatory technical review and refinement phase. CANARI provided assistance with refining the proposals for implementation. (March – July 2015)
- At present, in the contract arrangement phase.

11 proposals received conditional approval (2 T&T proposals combined, 3 Saint Lucia proposals with similar objectives set out in 2 stand-alone proposals)

Total of 9 proposals moving forward (Anguilla, Belize, Guyana, Haiti, Jamaica, Saint Lucia, Trinidad and Tobago, Turks and Caicos). Average grant award US$10,500.

Addressing issues related to organisational development (internal governance arrangements, leadership, succession planning, management, literacy), strategic and business planning, computerising accounting systems, advocacy and representation, awareness building regarding FFOs and the benefits of membership.
National Fisherfolk Workshop

Anguilla

September 17-18, 2015

Agenda

Workshop Objectives

By the end of the workshop, fisherfolk would have:

- identified challenges to fisherfolk in Anguilla playing an effective role in fisheries governance and management;
- identified priorities for strengthening fisherfolk organisations in Anguilla;
- developed communication messages to influence policy;
- improved knowledge of project cycle management with a focus on participatory monitoring and evaluation
- undertaken an evaluation of the Strengthening Caribbean Fisherfolk to Participate in Governance project.

<table>
<thead>
<tr>
<th>Day 1 – Thursday September 17th, 2015</th>
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<tbody>
<tr>
<td><strong>Time</strong></td>
</tr>
<tr>
<td>Session 1: Welcome and Introduction</td>
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<tr>
<td>9:00 am</td>
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<td>9:20 am</td>
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<td>9:35 am</td>
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<td>10:30 am</td>
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<td>10:50 am</td>
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<td>11:30 am</td>
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<td>11:50 pm</td>
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<td>12:10 pm</td>
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<tr>
<td>Session 4: Identifying advocacy objectives, target audiences and messages</td>
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<tr>
<td>Time</td>
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<td>3:25 pm</td>
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<td>3:45 pm</td>
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**Day 2 – Friday September 18th, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>9:00 am</td>
<td>Welcome and review of Day 1</td>
</tr>
<tr>
<td>9:20 am</td>
<td>Identifying policy opportunities</td>
</tr>
<tr>
<td>10:50 am</td>
<td>Health Break</td>
</tr>
<tr>
<td>11:20 am</td>
<td>Presentation of the AFFA’s FSF project</td>
</tr>
<tr>
<td>12:00 noon</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Basic principles of project cycle management</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Participatory evaluation of the <em>Strengthening Caribbean Fisherfolk to Participate in Governance</em> project</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Health Break</td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Workshop Evaluation</td>
</tr>
<tr>
<td>3:45 pm</td>
<td>Next steps</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Close of workshop</td>
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</tbody>
</table>
Communication for policy influence

Strengthening Caribbean fisherfolk to participate in governance

National Fisherfolk Workshop
Anguilla
17 – 18 September 2015

Step 1: Identify the objective of your communication

- Your objective links ahead to the change or results you would like to see.
- Objectives can be:
  i. to raise awareness
  ii. to share knowledge
  iii. to effect a change in behaviour
  iv. to advocate for ‘action’ (can further define the action)

Step 2: Identify your target audience(s)

- Who are you communicating to? For example is your audience a decision maker, resource user, or media representative?
- Ask yourself the following questions:
  i. What are the interests, beliefs and agenda of this audience?
  ii. Do I know the background of the audience so that I can fine tune the approach I take?

Step 3: Develop your message(s)

- What are your objectives? What do you hope to achieve by the delivery of your message?
  i. Frame your message in a way that engages the target audience — connect with where the audience is now and guide your message to where you want it to go.
  ii. Ensure you observe “the 5Cs” of communication: be clear, concise, correct/credible, comprehensive and consistent in your message.

Example: CNFO’s objectives

- Raise awareness of policy makers and managers in government about the issues, needs and ideas of fisherfolk in making decisions about fisheries management and CC adaptation.
- Raise the visibility of the CNFO and its members at the national and local levels

Example: CNFO’s target audiences

- Government Ministers
- Fisheries divisions
- Permanent Secretaries and CEOs of government agencies with marine jurisdiction
- Heads of major companies, NGOs and regional organisations
- High level media executives
- Fisheries Managers
- Coastal Zone Managers
Example: CNFO’s messages

- Transparency, accountability and participation are important in fisheries management.
- Fisherfolk bring local and traditional knowledge to fisheries management.
- Fisherfolk need to get together to have a united and strong voice.

Step 4: Decide on the product and channel or pathway for delivery of message(s) to each target audience

- Selection of the mechanism for delivery of your message (product, pathway) will be linked to the audience’s interests and preferences so you need to determine:
  1. What media, forums etc. your target audience accesses
  2. Who influences the audience (i.e. who might be an intermediary messenger or champion)

Example: CNFO’s products and pathways

<table>
<thead>
<tr>
<th>Product</th>
<th>Pathway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos</td>
<td>Face to face meetings</td>
</tr>
<tr>
<td>Policy briefs</td>
<td>Workshops</td>
</tr>
<tr>
<td>Flyers</td>
<td>Television</td>
</tr>
<tr>
<td>Songs</td>
<td>Radio</td>
</tr>
<tr>
<td>Drama</td>
<td>Demonstration/ marches</td>
</tr>
<tr>
<td>E-mails/ text messages</td>
<td>YouTube/Facebook</td>
</tr>
<tr>
<td>Reports</td>
<td>Telephone calls/ texting</td>
</tr>
</tbody>
</table>

The product or pathway you select will depend on the type of policy influencing you undertake.
National Fisherfolk Workshop
Anguilla
17 – 18 September 2015

Identification of policy opportunities

Strengthening Caribbean fisherfolk to participate in governance project

Seeks to enhance the capacity of fisherfolk organisations to participate effectively in fisheries governance and management of shared living marine resources to improve food security in the Caribbean region.

Policy opportunities

- Small-scale fisheries guidelines (SSF Guidelines)

- Caribbean Community Common Fisheries Policy (CCCFP)

Small scale fisheries guidelines (SSF guidelines)

Voluntary Guidelines for Securing Sustainable Small-Scale Fisheries in the context of food security and poverty elimination

- Promote a human rights approach to development.
- Bring together social development and responsible fisheries.
- Goal: individuals and communities develop capabilities to actively and meaningfully participate in decision-making.

Caribbean community common fisheries policy (CCCFP)

- Vision: Foster effective cooperation and collaboration among participant nations in Conservation, Management, Sustainable Utilisation and Development of the fisheries resource and related ecosystems in the Caribbean region to maximise benefits for all Caribbean people.
- Addresses the need to build capacity amongst fishers and optimise the social and economic returns from the fisheries, which is a common thread throughout Caribbean societies.

CCCFP cont’d

- Considers the rights of traditional, subsistence, artisanal, small-scale and fishers and large-scale fishing.
- Participatory approach used in policy drafting and implementation.
- Promotes more empowerment for fishers, ensuring their involvement in decision making.
- Combines the best available scientific information with fishers’ traditional knowledge.
Strengthening Caribbean Fisherfolk to Participate in Governance

Project Cycle Management: A quick look

What is project cycle management

• Simply put, Project Cycle Management (PCM) is the term given to the process of planning and managing projects.
• Projects sometimes fail because they are badly planned and do not take account of some important factors, particularly the needs and views of stakeholders.

The Project Management Cycle

Project Cycle Management Steps
1. IDENTIFY

Before moving to step 2, consider whether addressing the issue is strategic.
- Does the issue align with the strategic plan for the organisation?
- Will addressing this issue contribute to the vision of the organisation?

2. DESIGN

Once it is decided to go ahead with the project, we can start to think about the details.

Planning:
- Who will be the people involved in and affected by this project? (stakeholders)
- Do we have (or have access to) the resources (e.g. time, funding, capacity) needed to undertake this project?
2. DESIGN
Once it is decided to go ahead with the project, we can start to think about the details.

**Scope of the project:**
- What is the goal of the project?
- What is/are the objective(s) of the project?
- How will we know if the project is meeting its objectives (indicators)?
- What are the risks to the project?
- What will be the cost of the project?
- How long will the project take?
- What is the quality of the outcome/outputs that we expect from the project?

3. IMPLEMENT
This is where the project begins. During the implementation of the project it is important to monitor and review the progress of the project and any outside changes that affect it. The project plans should be adjusted where necessary.

4. EVALUATE
Evaluation should be carried out at or after project completion. Evaluation could even be carried out a few months or years after the project has finished in order to assess its long-term impact and sustainability.

- What were the impacts of the project?
- Were the impacts positive or negative?
- Were the impacts intended or unintended?

**Participatory Monitoring and Evaluation: What is it?**
- Participatory monitoring & evaluation (PM&E) is a process through which stakeholders at various levels engage in monitoring and evaluating a particular practice, project, program, plan or policy;
- Share control over the content, the process and the results of the M&E activity; and,
- Engage in taking or identifying corrective actions, learning and adapting.

**Why is PM&E important?**
- Participation is important to the M&E process since it offers new ways of assessing and learning from change that are more inclusive.
- It allows managers to be more responsive to the needs of those most directly affected.

**Why is PM&E important?**
To summarise, PM&E has 4 main overall purposes:

1. **Management** in close collaboration with partners and the local population.
2. **Learning** with (not around) the local population and key stakeholders (both men and women) at different levels.
3. **Empowerment** of the local people and partners in the field so that they own and contribute to management.
4. **Accountability** upward (to a leader), and downward (to people we are working with).
Basic PM&E method

Step 1: Planning the PM&E process and determining objectives and indicators
Step 2: Gathering data
Step 3: Analysing data
Step 4: Sharing information and defining actions to be taken

Remember to learn lessons as you go!

- What did we do right?
- What did we do wrong?
- Was the project a success?
- Was the project a failure?
- What could have been done better?
- What are some best practices if we have to do this again or that can be applied to other projects?