

Annex A. Communications Plan for FMSP project 'Promotion of models generating national economic benefits through the control of foreign fisheries'.

1. Communication objectives and background information

The Communications Plan (CP) aims to distil key messages from the research products of this project and identify communication channels (pathways) that can be used to target specific communication stakeholders, such as national technical staff and policy makers, that will increase the likelihood of project uptake.

The purpose of the project is to promote the uptake of results and recommendations generated from economic models, developed under two previous FMSP projects, for developing monitoring, control and surveillance (MCS) strategies for the control of foreign fishing activities within EEZ's of at least two East African countries. This will be achieved by:

- Increasing local **capacity** of technical staff within at least two national agencies within Kenya and Tanzania.
- Increase **awareness** of national technical staff and policy makers within Kenya and Tanzania of economic models for developing MCS strategies.
- Increase **awareness** of national technical staff from at least three regional agencies (to be identified during the initial phase of the project) of economic models for developing MCS strategies.

The CP will therefore be required to address issues related to increasing local capacity within national institutions, in addition to increasing awareness of the project at national, regional and international levels. It will engage key local stakeholders at the start of the project to optimise the transfer of skills and knowledge between each group. The development of policy briefs will also highlight the importance of distributing the benefits from the project in an equitable manner.

2. Research product(s) / message(s) to be communicated

- (i) Spreadsheet model game of CFF.** A previous FMSP project (R4775) developed a spreadsheet model game of control of foreign fishing. First this has to be re-formulated from Quattro Pro into MS Excel before it can be used successfully by a wide audience. It can then be used as a tool to assist learning and increase local capacity for developing MCS strategies related to CFF.
- (ii) New case study models of CFF used to develop national MCS strategies and identify key information requirements.** An adaptive phase of CFF was previously initiated under FMSP project R5049CB to develop case studies of the economic model to ensure that they can be used in fisheries management situations. Secondary sources of data will be collected to develop two new case studies for Kenya and Tanzania. The results, available through confidential reports, can be used to increase national awareness at a technical and policy maker level to enable maximum benefits to be distributed in an equitable manner.
- (iii) Specific lessons learnt and key issues derived from national case studies.** The results, available through meetings and confidential national reports, can be used to increase awareness at national, regional and international levels and highlighting the importance of distributing the benefits from the project in an equitable manner.
- (iv) Generic lessons learnt and key issues derived from synthesis of case studies and previous research.** General lessons learnt, synthesised into a report from previous and new case studies and various national meetings and correspondence, can be used to increase awareness at national, regional and international levels at a workshop.

Additional information and lessons learnt through the workshop can also be incorporated into the report and used to develop policy briefs that highlighting the importance of distributing the benefits from the project in an equitable manner, for example.

3. Communication stakeholders

A number of broad categories for communication stakeholders have been identified to which the messages and products will be addressed. A stakeholder analysis will be conducted at the start of the project in Activity 3.1 to identify specific personnel, other than those already identified within target institutions for collaboration.

- (i) **National technical staff.** Representatives from the Department of Fisheries in both Kenya and Tanzania will be targeted to increase local capacity on the costs and benefits of CFF using the economic model as a tool.

National technical staff from Kenya and Tanzania (and representatives from other East African countries) will participate in a regional workshop to increase awareness of issues in CFF through using the spreadsheet model as a tool for learning and from the synthesized product from previous and new case studies and other relevant literature.
- (ii) **National policy makers.** Representatives from the Department of Finance and Legal Affairs in both Kenya and Tanzania will be targeted to increase awareness of specific issues related to CFF through the development of policy briefs generated from national meetings and case study reports. Additional information concerning regional co-operation may also be available following the workshop.
- (iii) **Regional technical staff.** National technical staff from other East African countries will be invited to participate in a regional workshop to increase awareness of issues in CFF through using the spreadsheet model as a tool for learning and from the synthesized product from previous and new case studies and other relevant literature. In addition, regional and international agencies (e.g. DFID, SADC, LVFO, WIOMSA, MACEMP, FAO, OECD, DEFRA, Indian Ocean MSC) will also be invited to attend (without funding), to increase awareness and facilitate scaling up of the benefits derived through the project. Key non-participating regional technical staff will be identified through the stakeholder analysis and targeted remotely with project flyers, policy briefs and FMSP website materials (incl. reports where necessary).
- (iv) **International scientific and research community.** A review of the literature on CFF issues, combined with lessons learnt from case studies will be directed at the international scientific and research community through the publication of scientific paper(s).

4. Specific communication objectives

The project has a number of communication objectives about the research products to the identified communication stakeholders. These are:

- (i) Capacity building on the costs and benefits of CFF.
- (ii) Increased awareness of issues in CFF and recommendations based on case studies.
- (iii) Adoption of specific national recommendations developed from CFF methodology and national case studies, previous research and outcome from regional workshop.
- (iv) Increased awareness of issues in CFF and general regional recommendations based on case studies and previous research, and to explore opportunities for regional co-operation.

5. Communication channels and media for communication

There are numerous communication channels and media for communication identified within the project.

- Demonstration and training through regional workshop.
- Workshop report.
- National meetings wherever possible.
- Confidential national reports.
- Policy briefs.
- Project flyer describing purpose of project.
- CD containing spreadsheet game of CFF.
- Scientific paper produced for international scientific and research community.
- FMSP website used to disseminate information generated from the project, including reports, spreadsheet game.

The communication channels or pathways will be identified at both national and regional levels at that start of the project in Activity 3.2. Specific media for communication will be refined during Activity 3.3.

6. Monitoring and evaluation

The project will use a variety of methods to help monitor and evaluate uptake of the research products and messages identified within Activity 3.5. These are described within a communications matrix (Appendix 1) and include:

- Participation at workshop.
- Counter on FMSP website to monitor number of visitors viewing material.
- Distribution list of project flyer.
- Email requests for further information on project.
- Record promotional activities through correspondence
- List of participants at national meetings.
- List of participants at workshop.
- Peer-review paper accepted for publication and monitor number of requests for re-prints
- Questionnaire to monitor change in stakeholder behaviour.

These will be used primarily to monitor uptake pathways (process and impact) whereas the development impact can be used to assess longer term impact, which is outside the scope of this project.

Uptake Pathways

Process indicators

The following indicators are examples that could be used to assess whether research products or messages from the project have been communicated.

- At least 10 **project flyers** outlining objectives of project in a manner appropriate to the target audience distributed to at least 4 national agencies and 2 regional agencies by month 5.
- At least 2 **confidential national reports** presenting the results of the national case studies in a manner appropriate to the target audience distributed to at least 2 national agencies by month 5.
- At least 2 **policy briefs** outlining key recommendations in a manner appropriate to the target audience distributed to 2 national agencies by month 7.
- At least 6 personnel from 3 regional agencies **attend workshop** by month 7.

- All policy makers and technical staff who have received project information (flyer, national report, policy brief, and workshop report) sent a **questionnaire** by month 7.

Impact indicators

These will be used to measure the appropriateness of the selected communication pathways developed within activity 3.2. In the very short-term, a questionnaire will be developed and sent out to participants at the workshop and technical staff and policy makers (activities 3.4 and 3.5). This will provide feedback on whether target stakeholders have changed their behaviour as a result of the project.

Development Impact

The development impact is a longer term commitment that can be measured through government statistics and grey literature reports. The expected timescale of these events lie outside the scope of the current project, but are important to highlight what changes might be reported in the long term to monitor the impact of the project at a national and regional level. Increasing the capacity and awareness of economic models for developing MCS strategies for CFF might be expected to result in a review of:

- (i) National fisheries policy and legislation,
- (ii) Surveillance platforms (e.g. number and range of patrol vessels),
- (iii) Licence fee structure and access arrangements for foreign fishing agreements,
- (iv) Regional co-operation of MCS activities (incl. observers) and biological sampling, for example.

APPENDIX A: Outline for FMSP project 05/06 Communications Matrix

Communication stakeholders	Research product / message to be communicated	Current knowledge, attitude, practice of stakeholders	Communication objectives: Desired outcome of communication / promotion	Communication channels and media in which research product will be communicated	Approach to monitor and evaluate implementation of communications plan
National technical staff from Department of Fisheries in Kenya and Tanzania.	Spreadsheet model game of CFF.	MCS and IUU issues very relevant in the current literature on fisheries management.	Capacity building on the costs and benefits of CFF.	<ul style="list-style-type: none"> • Demonstration and training through regional workshop. • CD containing game. 	<ul style="list-style-type: none"> • Participation at workshop • Counter on FMSP website • Distribution of flyer • Email requests for further information
National technical staff from Department of Fisheries in Kenya and Tanzania	New case study models of CFF developed to inform national MCS strategies and identify key information requirements highlighting the importance of distributing the benefits from the project in an equitable manner.	MCS and IUU issues very relevant in the current literature on fisheries management.	Increased awareness of issues in CFF and recommendations based on case studies.	<ul style="list-style-type: none"> • Confidential reports. • Workshop report. • National meetings. 	<ul style="list-style-type: none"> • Record promotional activities through correspondence • Participation at national meetings.
National policy makers from Department of Finance and Legal Affairs in Kenya and Tanzania	Specific lessons learnt and key issues derived from national case studies highlighting the importance of distributing the benefits from the project in an equitable manner.	MCS and IUU issues very relevant in the current literature on fisheries management.	Adoption of specific recommendations developed from CFF methodology and national case studies, previous research and outcome from regional workshop.	<ul style="list-style-type: none"> • Policy briefs. • Project flyer. • National meetings wherever possible. 	<ul style="list-style-type: none"> • Record promotional activities through correspondence. • Distribution of policy brief.
Regional technical staff from agencies in East Africa other than Kenya and Tanzania (including DFID, SADC, LVFO, WIOMSA, MACEMP, FAO, OECD, DEFRA, Indian Ocean MSC).	Generic lessons learnt and key issues derived from synthesis of case studies and previous research highlighting the importance of distributing the benefits from the project in an equitable manner.	<p>MCS and IUU issues very relevant in the current literature on fisheries management.</p> <p>Regional projects currently funding and actively promoting CFF related issues (e.g. MCS & IUU)</p>	Increased awareness of issues in CFF and generic recommendations based on case studies and previous research, and explore opportunities for regional co-operation.	<ul style="list-style-type: none"> • Demonstration and training through regional workshop. • Workshop report • CD containing game. 	<ul style="list-style-type: none"> • Participation at workshop. • Counter on FMSP website. • Distribution of flyer. • Email requests for further information.
International scientific and research community	Generic lessons learnt and key issues derived from synthesis of case studies and previous research highlighting the importance of distributing the benefits from the project in an equitable manner.	MCS and IUU issues very relevant in the current literature on fisheries management.	Increased awareness of issues in CFF and generic recommendations based on case studies and previous research.	<ul style="list-style-type: none"> • Scientific paper. • FMSP website. • Project flyer. 	<ul style="list-style-type: none"> • Peer-review paper accepted for publication • Request for re-prints • Counter on FMSP website • Distribution of flyer