







'Strategies for trawl fisheries bycatch management (REBYC-II CTI) GCP/RAS/269/GFF

Draft Report

Regional Workshop on Piloting E-EAFM LEAD Materials Rayong, Thailand 27 – 29 June 2016

Background

The need to apply an ecosystem approach is now globally accepted as a better alternative to fisheries management and has been endorsed in international decision-making. To support this work the Food and Agriculture Organisation of the United Nations (FAO), South East Asian Fisheries Development Center (SEAFDEC) Training Department, Asia-Pacific Fisheries Commission (APFIC), IMA International, the Bay of Bengal Large Marine Ecosystem (BOBLME) Project, and the U.S. National Oceanic and Atmospheric Administration (NOAA) developed an Essential Ecosystem Approach for Fisheries Management (E-EAFM) course. The course has been developed in partnership with several other organizations i.e. SEAFDEC Swedish project, and USAID-Coral Triangle Support Partnership (CTSP).

The course is designed for local and national level fishery staff, especially those involved in fisheries planning and management and economic development. It is intended to provide knowledge on the Ecosystem Approach to Fisheries Management (EAFM) process and how this can assist decision-making for responsible and sustainable capture fisheries including trawl fisheries. Wherever possible, the course focuses on issues specific to the formulation of trawl fisheries management plans. Over the past two years, several hundred middle managers and fisheries officers have been trained through nearly 30 E-EAFM training courses across Asia. In addition, at least 57 EAFM Trainers have attended training of trainers (TOT) courses and have the skills to train their peers in the E-EAFM Course.

However, many senior fisheries officers, involved in planning and policy making in the countries where EAFM is being established, have not been sensitized to the issues, nor introduced to the concepts involved. In this context, representatives from BOBLME, The Strategies for Trawl Fisheries Bycatch Management (REBYC-II CTI) Project, FAO, SEAFDEC, NOAA and IMA met in Phuket, Thailand in April 2015 to discuss and start to develop LEAD (Leaders, Executives and Decision Makers) materials and how they might work in tandem with and in support of, the E-EAFM effort being expended across the Region.

As the next step SEAFDEC, the REBYC II CTI project have organized a pilot leaders event where the LEAD toolkit could be piloted for EAFM champions from the REBYC countries from 27-29 June, 2016. Policy-level officials from the REBYC countries were invited to attend and give feedback on the materials and the process of delivery and how these might be improved. Representatives from other organisations who have collaborated on the LEAD development and others interested in carrying on the work, after the end of the REBYC-II CTI project (from September 2016), were also invited to attend.

The final agenda is at **Annex 1** and the list of participants is at **Annex 2**.

Day 1

Welcome from REBYC-II and FAO

Mr Rick Gregory, Project Manager of REBYC-II CTI, welcomed all participants to Rayong. He introduced the facilitators and Mr David Brown from the FAO Office. He noted that we had representatives from all REBYC-II countries except Papua New Guinea.

Mr David Brown introduced himself as the interim Senior Fisheries Officer of FAO Regional Office (RAP) for Asia-Pacific and welcomed participants on behalf of the AGD FAO/RAP. FAO places a lot of emphasis on improving EAFM capacity in the region. He noted that there had been many organizations and individuals involved in bringing all the materials together, and emphasize the degraded nature of fisheries in the region and the need for better management.

Introductions and Workshop Objectives

In introducing the Workshop, Mr Chris Grose, IMA International, asked participants to introduce themselves by first noting their position in their organisations, how many reports they had, who they reported to and also to discuss what they do outside of work. The participants then shared their expectations for the workshop and also what they brought (experience, knowledge, enthusiasm, etc.) to the workshop. The expectations included learning more about EAFM, improving the LEAD materials and learning how to communicate EAFM to LEADers. The participants brought a wide range of experience in EAFM, fisheries management, data and information. Half of the participants had taken part in the E-EAFM training course.

Mr Chris Grose explained that the pilot workshop was being implemented to test the LEAD material that was being developed and to obtain feedback required for fine-tuning and finalization of the material. The participants, therefore, had two roles in the workshop — one as a facilitator to convince LEADers of the importance of EAFM and one as a LEADer giving feedback on how effective the materials and communication had been. This also served to build knowledge and skills on EAFM among policy makers of REBYC countries, to motivate policy level changes to accommodate EAFM in the respective national policies, and provide informed leadership in its implementation.

Introduction to LEAD Toolkit

The LEAD toolkit was introduced by Mr Derek Staples, Fisheries Senior Consultant, highlighting the following components:

- Brochure and flyers
- Conversations
- Animations
- Videos
- Posters
- Powerpoint

- Consultations and meetings
- Reference materials
- Key terms language

After the final revisions following this workshop, all the tools will be available on www.eafmlearn.org

Regional EAFM issues

As an icebreaker, participants were asked to list 3 major issues/threats facing their fisheries. The responses were then grouped under the headings of (i) Fisheries, (ii) Environment (iii) Human and (iv) Governance. Overall, the activity worked well, although the split between fish and other environment components would be clearer if the heading (i) Fisheries be changed to (i) Fishery resources. In this way the Ecological component of EAFM is equivalent to the Human and Governance components

The discussion that followed the activity focused on whether LEADers would participate in such an activity that involved writing issues onto cards and then placing them onto flip charts. The group felt that they would not be comfortable with such an activity, especially if peers from other countries were participating.

Action:

- 1. Consider other ways to carry out cards and flip chart activities e.g. on the screen.
- 2. Gain feedback from others on how previous LEAD sessions have worked.

Demonstration & discussion

10 minute video

The 10-minute video (22 June version) was shown to participants. To assess how well the video was communicating EAFM, comments were solicited on (i) the main messages, (ii) Key principles of EAFM and (iii) The benefits of EAFM. The response are at Appendix 1.

Action:

- 1. Load video onto www.eafmlearn.org
- 2. Improve the video based on the comments

3 Minute video

The 3 minute video was screened. Feedback is at Appendix 1.

Action:

- 1. Do not load video as is onto www.eafmlearn.org as it is not a stand-alone video on EAFM
- 2. Consider making this a video on the 7 principles
- 3. Construct a 3-minute video based on the brochure

PowerPoint

After presenting the Powerpoint, the feedback is at Appendix 1.

Action:

- 1. Load the PowerPoint onto www.eafmlearn.org
- 2. Consider revising the order of the slides (based on the logic of the brochure)

Brochure

The brochure was discussed and feedback received as noted in Appendix 1.

Action:

- 1. Load the brochure onto www.eafmlearn.org
- 2. Consider the points raised above in any new revision
- 3. Reformat the brochure to be more printer-friendly (currently needs offset printer and is costly). Possibly 4 sides of A4.

Conversations

Participants were introduced to the script of the 1-minute conversation. After practicing the conversation, the participants provided feedback (Appendix 1)

Action:

- 1. Load the conversation onto www.eafmlearn.org
- 2. Consider the points raised above in any new revision

Posters

The posters were displayed on the wall and feedback was given (Appendix 1).

Action:

- 1. Load the posters onto www.eafmlearn.org
- 2. Consider the points raised above in their use

Animations

The three animation were presented and discussed (Appendix 1) *Policy mismatch*

Action:

- 1. Do not load the animation onto www.eafmlearn.org
- 2. Revise to make the messages clearer (slower presentation)

What and why of EAFM

Action:

- 1. Do not load the animation onto www.eafmlearn.org
- 2. Because the animation dealt mainly with spatial scales and coordination, revise to make animation about spatial scales

Governance

Action:

- 1. Do not load the animation onto www.eafmlearn.org
- 2. Revise version 2 to make better graphics

Overall action on animations

1. Consider making the animations in PowerPoint with narration so that different countries can edit and make more appropriate for their own context.

Key terms in regional language

The key terms were shared with participants. Thailand, Indonesia, Philippines and Viet Nam provided edits.

Reference material

The reference materials were considered to be useful. Edits are included in **Appendix 5.**

Skills needed

This was not discussed.

Consultation/meetings

These were considered on day 2.

Monitoring during this day highlighted to the facilitators that all were happy with the process being employed during this workshop. Conversations with participants indicated that the participatory nature of the workshop helped people feel comfortable and able to share their experience and views.

DAY 2

1-Day High Level EAFM Consultation demonstration

The 1-day High Level EAFM Consultation was designed to promote EAFM and provide opportunities for LEADs to understand and support the ecosystem approach to achieve sustainable fisheries management through improved planning and implementation. The expected audience are leaders, executives and decision-makers in the fisheries and other sectors (i.e. agriculture, forestry, academia, private, NGO) and throughout levels of government from national to community (including traditional leaders).

The Consultation was piloted and covered the following topics:

- I. Opening and Introductions
- II. Threats, Issues, and Vision for the Future
- III. Overview of EAFM (Why EAFM? What is EAFM?)
- IV. National Roles, Responsibilities, and Existing Frameworks
- V. EAFM Planning Process and importance of EAFM plans
- VI. EAFM-institutional and management structures
- VIII. Next steps and Action Plan
- IX. Closing

Review of Consultation

Feedback on the Consultation is at Appendix 2.

Workshop Activity on Consultations

To apply the feedback and learning, participants were asked to plan a (i) 1 hour and a (ii) 3 hour (½ day) consultation in two separate groups.

The results follow:

The LEAD tool being used is underlined.

1 hour Consultation

Audience = Heads of Ministries of the 10 ASEAN countries

Hot topic = IUU fishing (as an example)

- 1. MC to introduce the Consultation and the purpose of the meeting [10 minutes]
- 2. Issues of IUU fishing: <u>Provide list of issues and prioritise for each country</u> [15 minutes]
- 3. What and why of EAFM: 10 minute video OR 10 slides (PPTs) [10 minutes]
- 4. EAFM linkages with IUU fishing: <u>Plenary Q&A based on the EAFM holistic approach overcapacity/financial incentives/weak MCS/Weak coordination. Comparison of NPOA-IUUs of each country [15 minutes]</u>
- 5. Follow-up actions [5 minutes]
- 6. Closing [5 minutes]

Half-day (3 hours) Consultation

- 1. Opening & group photo [15 minutes]
- 2. Introduction and overview of Consultation, including code of conduct [15 minutes]
- 3. Threats, issues and Vision: using Word list and quadrant for issues and key words for Vision [15 minutes]
- 4. Overview of EAFM: Video [10 minutes] Brochure [15 minutes]
- 5. How much EAFM are you doing: <u>Resource book</u> Focus on (i) Good governance, (ii) Coordination and cooperation [15 minutes]
- 6. Break
- 7. Linking policies to action: Poster introduction and card activity [15 minutes]
- 8. EAFM Planning Process (your role): Brochure, Poster and Flip Chart [15 minutes]
- 9. Institutional & Management structures: Draw in Resource book [10 minutes]
- 10. Developing Capacity for EAFM: Poster, website [10 minutes]
- 11. Next steps and action plan: Resource booklet [15 minutes]

Action:

- 1. Provide example session plans for (i) 1 hour, (ii) ½ day and (iii) 1 day Consultations
- 2. Consider making a resource booklet with activities and visuals.

DAY 3

Practice of selected LEAD Tools

Participants practiced using some of the LEAD tools in two scenarios (i) A meeting with a LEADer without the brochure and (ii) a meeting with a LEADer using the brochure. The group practicing the scenario without a brochure provided the following feedback:

- 1. Introductions with name cards are needed
- 2. Important to prepare and be knowledgeable about the "hot topic"
- 3. Good to have two or three people involved, who can support each other
- 4. The closing should offer something tangible such as "We can help train your staff" and make sure that a subsequent meeting is arranged.

The group using the brochure provided the following feedback:

- 1. The brochure was a good prop and gave confidence to the presenter
- 2. The brochure could be improved to make the story more coherent
- 3. Sitting arrangements are important in how the brochure can be used. For example, trying to position yourself next to the person you are trying to influence
- 4. The brochure needs to be used as a book, not a poster i.e. flat on the table.
- 5. Remember that this is a "bait" to enable the presenter to get a longer second meeting.

Matrix (when to use EAFM LEAD Tools)

The workshop assessed what materials should be used in different situations (see Table below). Obviously, the longer the time period, the more tools that can be used. Knowledge of the Reference Material is essential for all situations.

Situation	Who	Conversation	Brochure	Video	10 min PPT	Animation	Posters	Q&A Discussion	Activities
Casual meeting (elevator, lunch, another meeting)	All LEADers	✓							
5-10 minute meeting in LEADer Office	All LEADers	√	√						
5-10 minute political LEADer	Political Leader and staff	√	√						
1-hour Consultation in meeting room	Ministry Head/ Department Head	√ *		✓	✓			✓	
Half-day consultation	Department Head/ Deputy		✓	✓			✓	✓	✓
1-day consultation	Division/Section heads/ NGOs		✓	✓	√	√	✓	√	✓
1-day Non-technical meeting	Local leaders Gov./NGO		✓	✓	✓	✓	\checkmark	✓	✓

^{*} Hot topic only

Next Steps, Review and Evaluation

Following on from the Workshop, the next steps were discussed (see Table below).

What	How	Who	When	Comment
Revise LEAD	Writeshop	Consortium	ASAP	Needs funding
materials				(proposal)
SEAFDEC Program	Back-to-back	SEAFDEC	1 st week of	Subject to
Committee	with SEAFDEC		December	agreement of
Meeting LEAD	Program		2016	SEAFDEC SG
Consultation	Committee			
	Meeting			
Meeting of	Hold	Philippine	31 August	
Mayors of Samar	Consultation	EAFM Team	2016	
Sea LEAD seminar				
Mainstreaming of	Meeting with	Philippine		
EAFM	Regional	EAFM Team		
	Directors			
LEAD	CHECK with			
Consultations in	BOB/MEGAN			
Indonesia				
Local Government	Meeting in Trat	Thailand DOF	August 2016	
LEADer meeting	Province			
REBYC Trawl			September	
Fishery Workshop			2016	
Possible LEAD				
Consultation				

An overview of the three-day's work was provided and the participants were asked to complete an evaluation form. The feedback from this is in **Appendix 4.**

Closing

In closing Mr Derek Staples, Mr Rick Gregory and Mr David Brown all expressed their appreciation to the organisers of the Workshop, the facilitators and, especially the participants for their input.

Annex 1: Final Agenda









Regional Workshop on Piloting E-EAFM LEAD Materials Rayong, Thailand 27-29 June 2016 - Agenda

Day 1: The LEAD Toolkit

09.00	Welcome from REBYC-II and FAO
	Introductions and Objectives
	Introduction to LEAD Toolkit
10.30	PHOTO & TEA/COFFEE BREAK
11.00	Activity: Regional EAFM issues
	Demonstration & discussion (videos, PowerPoints, brochures)
12.15	LUNCH BREAK
13.30	Demonstration & discussion (conversation, posters, animation, key terms in regional languages)
15.00	TEA/COFFEE BREAK
15.30	Demonstration & discussion (reference material, skills needed, 1-day consultation)
	Monitoring and Feedback
17.00	CLOSING

Day 2: 1-Day High Level EAFM Consultation

	7 6
09.00	I. Opening and introductions
	II. Threats, issues and vision for the future
	III. Overview of EAFM. Why EAFM? What is EAFM?
10.30	TEA/COFFEE BREAK
11.00	IV. National roles, responsibilities and existing frameworks
	Feedback
12.15	LUNCH BREAK
13.30	V.(a) EAFM Planning process and importance of EAFM Plans: Plans and linkages
	V.(b) EAFM Planning process and importance of EAFM Plans: EAFM planning process
	VI. EAFM institutional and management structures
15.00	TEA/COFFEE BREAK
15.30	VII. Developing capacity for EAFM
	VIII. Next steps and action plan - Feedback
17.00	CLOSING

Day 3: Practice and Next Steps

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09.00	Review of Consultation day
	Practice of selected LEAD Tools
10.30	TEA/COFFEE BREAK
11.00	Practice of selected LEAD Tools
12.15	LUNCH BREAK
13.30	Activity: Matrix (when to use EAFM LEAD Tools)
14.30	Review, Evaluation and Next Steps
15.00	CLOSING

Annex 2: Participants









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Appendix 1: Consolidated list of feedback

Feedback on 10 minute video

(i) Main Messages:

- EAFM can help you do sustainable fisheries management
- EAFM can help you do fisheries management
- EAFM good for you and shows a positive message

(ii) Key principles (select top principle from the 7 principles)

- Stakeholder Participation (3 participants)
- Governance (2 participants)
- Multiple Objectives (1 participant)
- Appropriate Scale (1 participant)

(iii) Benefits of EAFM

- For policy makers can see higher level benefits
- Better managed fisheries through cooperation and participation
- Better habitats
- Sustainable resource

General comments and suggestions for improvements

- No title to film
- Too long
- Put on YouTube
- Clarify messages with slower speaking
- Reduce training room activity
- Key messages in subtitles
- National languages
- Improve colour (make brighter)
- Have some fisherman interviews
- First impression needs to last to the end
- More focused information
- Structure based more on EAFM concept / example / outcome
- Visuals/wording more eye-catching (larger)

3 minute video

General comments on the 3-minute video included:

- Too fast (although younger people maybe fine with this speed)
- Music louder than voice
- Maybe number the principles
- Font size too big/small in places
- White writing difficult to see
- Difficult to understand
- Correspond the picture with principle
- Last 3 minutes of 10 minute video highlight the benefits, but not included in this 3minute version
- Needs a summary

PowerPoint

The 15-slide Powerpoint (version 26 June) was presented. General comments included

- Useful to use as an emphasis on planning feel comfortable with this
- Slide 4 (what is ecosystem approach) has many technical words. The fisheries audience may know this although some leaders may need this explanation as they may not have scientific background
- Graphics are good and repeating these in the brochure, posters and other material is effective.
- Order of slides could be improved.

Brochure and flyers

- The brochure was discussed. Comments included:
- Ensure that instructions for printing the brochure are clear
- Use as a framework for 3 minute video
- Replace EAFM plan graphic with the new poster/Powerpoint version
- Make contact information for website clearer (larger)

Conversations

The participants trialed the 1-mnute conversation that is provided in the toolkit. The comments included:

- Too much information for 1 minute
- Needs more time for greetings
- The examples depict a very complaint boss perhaps the boss should be a bit more difficult
- Simplify jargon
- More interaction needed in the example script too much of a monologue
- Follow up actions needed
- In the wrap up, link with the hot issue

Posters

The workshop discussed the Posters. Comments included:

- Need to be presented in the same logic as Powerpoint and brochure
- Need to be larger
- Cut down the number to 5

Animation

Policy Mismatch

- not sure what it is about
- many pictures on last slide
- some very small words
- voice not strong
- could use simpler version
- need for last slide to link to EAFM
- white font on green not visible
- small scale sector not voiced at all

What and Why

- mismatch in photos and text
- animation and voice to match
- cut script and talk about spatial scale and right people

Governance

- Two versions were presented (V1 and V2)
- V1 edit governance structures
- V2 better with vertical and horizontal dimension
- V2 has improved logic
- V2 font size to be larger and colour change
- Maybe this should be a PowerPoint so that it can be edited for country specific examples

Appendix 2:

Feedback on the High Level Consultation.

Visual Aids

- Video: Good for awareness raising
- Brochure: Good for talking through the what and why of EAFM
- Animations: Need to set the context for the animation first
- Flip Charts: take too much time and more suitable for lower levels, although these could be pre-prepared
- Posters: Too small and not suitable as a focal point for discussion
- FAO ecosystem poster (also front page of brochure) also useful for identifying stakeholders

Timing

- Activities take time need to be well-planned
- Time for activities can be shortened if pre-prepared
- Important to plan for changes in timing
- Important to start the Consultation and to modify program to adjust (e.g. late arrival of VIP for opening)
- Communicate to VIP about starting without him/her if they are late

Managing people

- Study the reference material, especially the FAQs and be prepared to answer questions
- Respond positively, but do not labour the point at the time of an interjection
- Choose a retreat venue

Activities

Threat and Issues (using Powerpoint)

- Having activity prepared as a PPT, rather than cards and flip charts
- Could be better in Word rather than PPT
- Could be done using pre-prepared cards
- Flip chart could be OK depends on audience
- Important that facilitator is comfortable with the activity

Vision (Drawing)

- Took too long and cut into the time left for the rest of the agenda
- Could be done by brain storming key words
- Could be done with pre-prepared cards with words/pictures

How much EAFM are you doing?

- OK, but perhaps not that effective
- Risk that participants may score 5 in all Principles
- Activity involving people moving along the scale may not be acceptable (comparing countries)

Policy – plan-action

Too many examples

• Could use just one component of EAFM e.g Fishery resources or 1-2 examples in each component

Circle of Influence

- Not appropriate on the floor
- Needs time to explain how it works

Resource Booklet

• Useful, but only if referred to during consultation

Overall experience

- Learnt about EAFM The what & why
- Has good take-home messages
- Learnt more than before
- Using an EAFM Plan and actions is useful
- Helped with sharing other's experiences
- Need to have more time on what we do next.

Appendix 4

Evaluation of Regional Workshop - Piloting EAFM LEAD Toolkit (June 2016)

This is a summary of the responses of the end-of-course evaluation form was completed by 13 participants to help us improve LEAD materials.

1) Has this EAFM LEAD workshop influenced or changed your perception of EAFM?

YES / NO

If yes, in what way?

3 No

10 Yes - Reasons:

- Realised how to convey EAFM to our leaders
- Learned what EAFM was and its benefit to our fisheries
- Influenced yes (not changed) in how to take the message to leaders
- Many useful tools shared
- For the fisheries management plan
- Provides high level messages for leaders
- Built knowledge and developed skills to share or "sell" EAFM with relevant stakeholders
- 2) Did the materials provided help you to understand what EAFM is and its importance as an alternative method of fisheries management?

Please use a scale from 1 to 4 (1= not at all, to 4= extremely effective).

Score: 3.7

Comments

- Materials are informative and well structured
- Materials easy to understand
- Materials explain the balance of environment and human well-being
- They will be much improved if translated into Thai and perhaps have subtitles on the video
- Need some minor editing

3) How likely is it that you will establish/revise policies and/or management actions for your fisheries?

Please use a scale from 1 to 4 (1= not at all, to 4= extremely effective).

Score: 2.8

This lower score is possibly due to the fact that the group was not all working at leadership level

Comments

- We will sell EAFM to our new political leaders in the Philippines
- I will try and share at the highest level with relevant stakeholders
- We need policy support which is difficult as they request scientific data and transparency
- I do not have enough power to revise policies (something to work on with your circle of influence (CG comment))

4) Please score the following tools, as demonstrated, in terms of their effectiveness in communicating key messages to you:

Please use a scale from 1 to 4 (1= not at all, to 4= extremely effective).

Tool	Score (1, 2, 3, 4)
videos	3.4
PowerPoints	3.6
brochures	3.8
conversation	3.4
posters	3
animation	2.8
key terms in regional languages	3.7
reference material	3.8
skills needed	3.7
1-day consultation	3.7

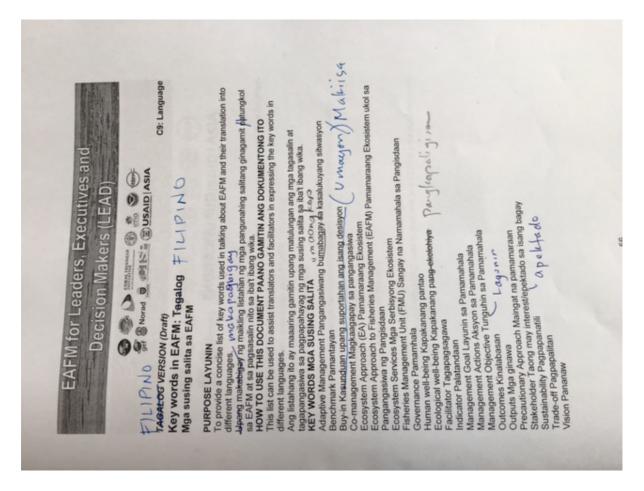
Comments: As highlighted in the scores we can see that the posters and animations require further work.

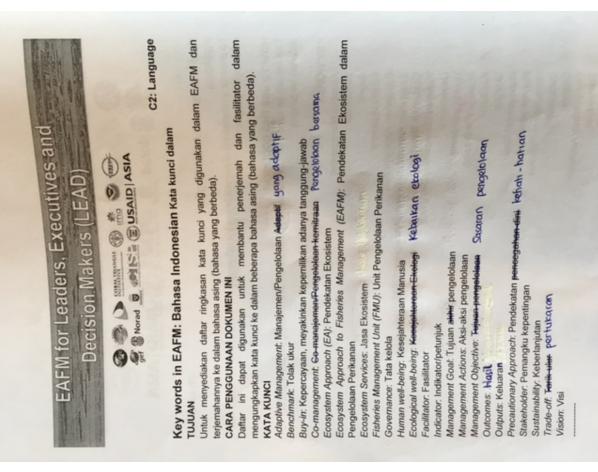
5) Are you considering sharing experience/learning from the workshop with others?

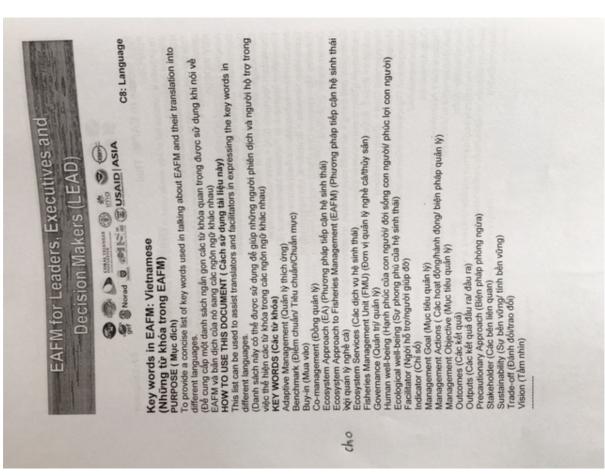
YES / NO (please circle your response). There was 100% positive response here showing great commitment and confidence in EAFM concept and the materials provided.

How?	 By using brochures, video and conversation tools By sharing tools, talking about EAFM in events, training workshops and with peers Piloting the 3 hour consultation to local chief executives Sharing experiences as a resource person Use in meetings with leaders
With who?	Colleagues and partners; senior manager in MARD, Directorate of Fisheries; local chief executives (mayors) of the 11 municipalities bordering Samar sea pilot area; Head of Section, Deputy Director; Technical Working Group on EAFM

Appendix 5: Changes to key terms







Regional Workshop on Piloting E-EAFM LEAD Materials. Rayong, Thailand 27 – 29 June 2016