

The logo for Blue Fair Fish is a large blue circle containing the text "BLUE FAIR FISH" in a playful, rounded font. "BLUE" and "FISH" are in orange, while "FAIR" is in white. Below the text are two white wavy lines representing water. The circle is surrounded by a white border decorated with small blue fish, a fishing net, and plus signs.



PROJECT'S SCOPE

Focus on IUU

Marine biodiversity, secure fish stocks and safeguarding livelihoods

Intervention Levels

- ASEAN: ASWG on Fisheries, AN IUU
- Transboundary: Indonesia, Philippines
- Local communities: Indonesia, Philippines

Technical cooperation:

- ✓ Focus on Capacity Building
- ✓ Technical studies, methodological inputs
- ✓ Facilitation of networks
- ✓ Advisory for policy making processes (e.g. guidelines, action plans)

PROJECT KEY DATA



IMPLEMENTED BY

German International
Development Cooperation
(GIZ)

DONOR

German Federal Ministry for
Economic Cooperation and
Development (BMZ)

POLITICAL PARTNER

ASEAN Secretariat (FAFD)

IMPLEMENTED IN

ASEAN, focus countries
Thailand, Indonesia,
Philippines

BUDGET

Up to 4 Million EUR

DURATION

3 Years (Mar. 2025-Feb. 2028)

SUPPORT TO ASEAN POLICY FRAMEWORK

- ASEAN **Blue Economy Framework**
- Strategic Plan of Actions on ASEAN Cooperation on Fisheries (**SPA Fisheries**)
 - *Strategic Thrust 6: Strengthen ASEAN joint approaches on international and regional issues*
 - *Strategic Thrust 5: Assist resource constrained small producers and SMEs to improve productivity, technology and product quality, to meet (global) market standards and increase competitiveness*
- Cooperation framework on **ASEAN network for combating Illegal, Unreported and Unregulated (IUU) fishing**
- Joint **ASEAN-SEAFDEC Declaration** on Regional Cooperation for Combating (IUU) Fishing and Enhancing the Competitiveness of ASEAN Fish and Fishery Products

IUU FISHING: HOW IT IS RELATED TO SMALL-SCALE FISHERIES

- SSF: Important basis for **livelihood and food security**
- **High poverty rate** amongst small-scale fishers
- Vulnerable to **climate changes** (fishing grounds, weather conditions)
- High **dependency on traders** (loan system): limited options for value adding
- **Small and volatile catch volumes**: difficult to promote integration into responsible supply chains
- High **post-harvest loss** undermines efficient use of fishery resources
- Fisheries are an **important resource for AMS' economies**
- Fishing activities of **commercial fishing vessels affects nearshore areas**
- SSF **share partly fishing grounds** with larger, better equipped vessels
- **IUU fishing increases the overall pressure** on fishing resources

PROMOTES UNSUSTAINABLE PRACTICES

OPPORTUNITIES

- **ASEAN Interactive IUU** platform on VMS established, Thailand
- **AN – IUU Guidelines** on sharing, access and use of IUU fishing related information
- **Vast experiences** in improving framework conditions for combatting IUU fishing (Thailand, Viet Nam, Philippines)
- **FAO Voluntary guidelines** for securing SSF Initiative, Indonesia
- **LGU Fisheries Compliance Audit** (FishCA), Fishing Index and Threat Assessment Tool **I-FIT**, The Philippines,
- **Community-based coastal management** initiatives
- **Community-based patrolling** system (Bantay Dagat, Pokmaswas)
- Strong **women** participation, (paper-based) **data collection** (traders, LGU)
- **Digital applications** for **MCS** available (public and private sector engagement, eCDS)

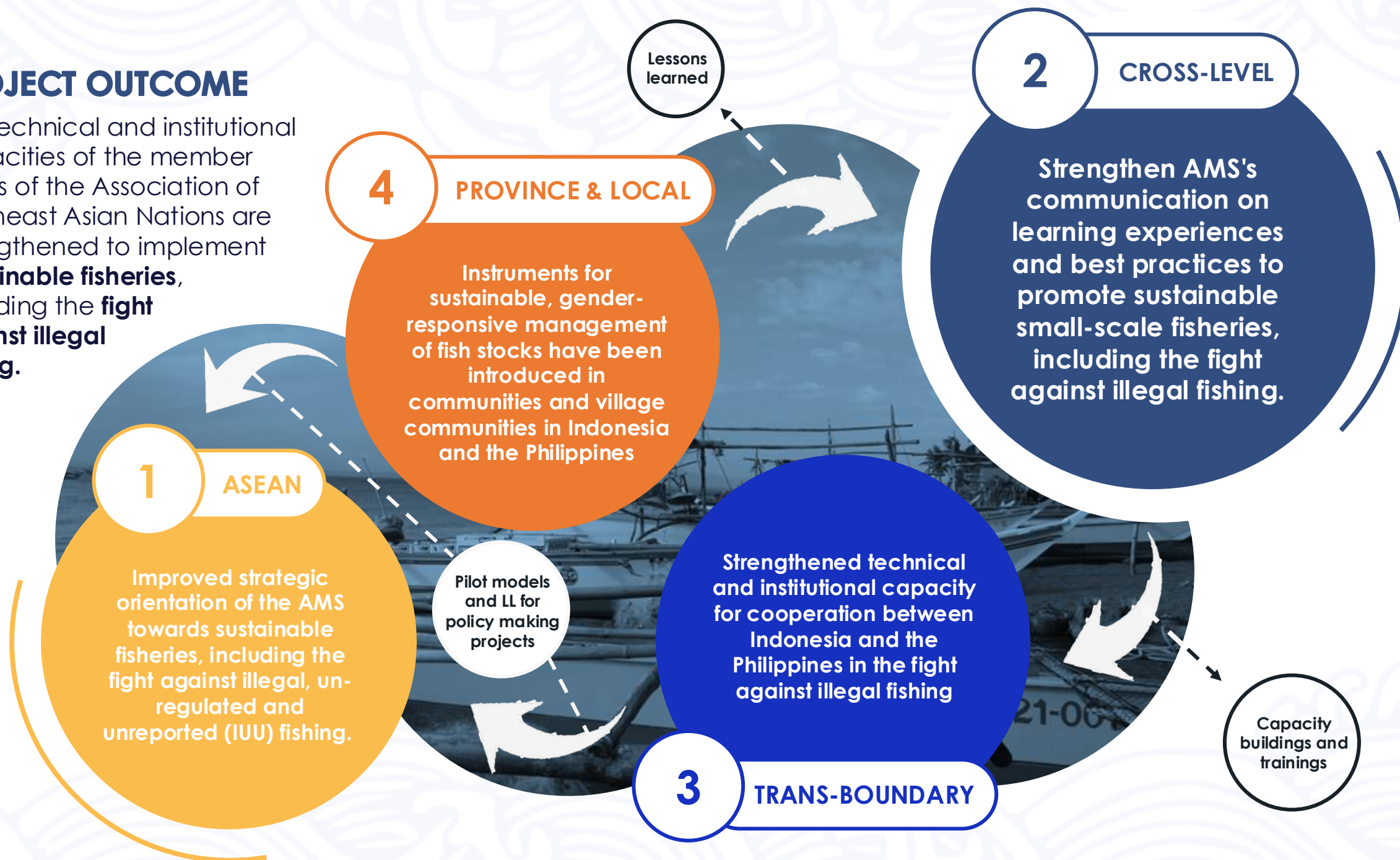
PROVEN APPROACHES – READY FOR ROLL OUT!

BLUE FAIR FISH'S STRATEGIC APPROACH

- Building on **ongoing processes** and achievements
- **Untapping knowledge in AMS** through exchange and peer-to-peer learning
- Linking to **market opportunities for responsible and transparent trade**
- **Bottom-up approach** by compiling **lessons learned** from **pilot models** in MCS and sustainable fisheries management
- Promoting **sustainable solutions through digital tools**
- Mainstreaming **gender**

PROJECT OUTCOME

The technical and institutional capacities of the member states of the Association of Southeast Asian Nations are strengthened to implement **sustainable fisheries**, including the **fight against illegal fishing**.



PROJECT INTERVENTION LOGIC

Improves the capacity of the AMS for cross-border cooperation in the sustainable management of fisheries resources in Southeast Asia, including the fight against illegal fishing.

The technical and institutional capacities of the member states of the ASEAN are strengthened to implement sustainable fisheries, including the fight against illegal fishing in Southeast Asia.

The interactive platform of the ASEAN Network on Illegal, Unregulated and Unreported (IUU) Fishing is used by 3 ASEAN Member States. (06/2027).

3 recommendations to promote legal, sustainable fisheries, including the fight against illegal fishing, with reference to international requirements, are presented by ASEAN member states in the ASEAN Sector Working Group on Fisheries.

2 Fisheries management regions have piloted models with selected municipalities for feeding digital, locally collected monitoring data on coastal fisheries into their management systems.

300 people in 6 village communities in the Philippines and Indonesia are involved in sustainable fisheries production chains.



PROJECT MILESTONES

FORMALIZATION
(February 2025)

PROJECT START
(March 2025)

1st PSC MEETING
(March 2025)



PROJECT LAUNCH
(September 2025)



IFIT Workshop
(September 2025)



INTER-AGENCY PLANNING
(September 2025)



ONBOARD OBSERVERS TRAINING
(November 2025)





PROJECT MILESTONES

**Information Exchange
on MCS Workshop
(February 2026)**



**IND Project Launch
(July 2025)**



**2nd PSC Meeting
(September 2025)**

**SARANGANI BAY INTER-AGENCY
COOPERATION WORKSHOP
(June 2026)**



**Project Local
Implementation w/ RARE PH
(July 2025)**

**Information Exchange
on Surveillance Workshop
(September 2025)**

Ongoing studies under the BFF Project

Strengthening ASEAN Cooperation Against IUU Fishing.

Complementary Use of IUU Fisheries Monitoring Platforms: The ASEAN Network to Combat Illegal Fishing (AN-IUU) and the Regional Plan of Action on IUU Fishing (RPOA-IUU)

Plan of Actions: Fisheries (2026-2030)

Policy and Legal Gaps Analysis of Port State Measures Compliance and Enforcement in Southeast Asia

Transboundary study between the Indonesia and the Philippines.



PROJECT STEERING COMMITTEE

ASEAN/ASEAN SECTOR WORKING
GROUP ON FISHERIES (ASWGFI), ASEC



PARTNER GOVERNMENT
AGENCIES
(BFAR, MMAF, AN-IUU)

Plans, reviews, and monitors

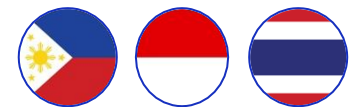
Reports to


German Federal Ministry for
Economic Cooperation and
Development (BMZ)
Funder

PROJECT MANAGEMENT AND
IMPLEMENTATION UNIT (PMIU)
(GIZ)



GRANTS



LOCAL INDIVIDUALS
NGOs/LGUs

PROJECT TEAM



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The logo for Blue Fair Fish is a circular emblem. It features a large blue circle in the center. Inside this circle, the words "BLUE", "FAIR", and "FISH" are stacked vertically. "BLUE" and "FISH" are written in a bold, orange, sans-serif font, while "FAIR" is in a white, sans-serif font. Below the text, there are two white, wavy lines representing water. The background of the entire image is white, decorated with small blue fish, a fishing net, and other nautical symbols.



**DANKE!
SALAMAT!
THANK YOU!
TERIMA KASIH!
KAP KUN KA!**



**COMBATING ILLEGAL
FISHING IN THE ASEAN**



Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

