



## Global Steering Committee Teleconference

The Global Steering Committee of the *Fish for All* initiative held its first meeting through a teleconference on 7<sup>th</sup> May 2003. Nine members of the Committee participated in the teleconference chaired/facilitated by Prof. M.S. Swaminathan.

Dr. Meryl Williams, Director General of the WorldFish Center, briefed the participants on the progress since the *Fish for All* Summit held in November 2002. This was followed by discussions on priority themes for the next three to five years which include: (i) *Fish for All* at the national level through catalyzing and convening national *Fish for All* summits, studies and actions in key fish dependent countries; (ii) innovative and flexible options for strategic partnerships for the implementation of relevant parts of the World Summit for Sustainable Development (WSSD) Plan of Implementation; (iii) targeting critical international water fora such as the Stockholm Water Conference to influence agendas to make fish and people themes more prominent; (iv) analyses of the changing private sector landscape; and (v) a communications initiative to reach the grassroots level in partnerships with Television for the Environment (TVE). The members supported all these initiatives and plans are being developed for taking action on the identified themes. A summary of suggestions given by the participants includes:

- Summits and actions need to be taken in key countries to influence stakeholder groups at the national level, including the government, media, etc. There is also a need to look at the access of the poor to aquatic resources, including low-value fish; the sustainability of aquaculture to benefit the poor; trade issues (import/export), and impacts of globalization;
- Legislation and basic policies are important to achieve results at the national level. *Fish for All* should be in a position to support national action plans; for example, through provision of technical information required by developing countries. The national action plan on fish/fisheries must be linked to initiatives of regional/international organizations (e.g., ASEAN, FAO, etc.);
- Major trade negotiations are now going on and it is essential that greater attention be given to launch the "Quality Literacy Movement" with reference to sanitary and phyto-sanitary measures and *Codex Alimentarius* standards;
- There is a need to provide details on the gender dimension of *Fish for All*. Gender should permeate across all *Fish for All* issues and initiatives. Women should not be discriminated against, but should enjoy opportunities given to their male counterparts, especially in terms of credit and access to technology and business opportunities;
- Both water and fish are important. Hence, fisheries issues have to be embedded in global initiatives on water. Water is vital for livelihoods and fisheries play a major role;
- *Fish for All* could utilize specific workshops/conferences to examine topical issues. Through conferences/fora *Fish for All* can also explore opportunities for joint collaborations with various agencies/organizations so issues of common concern can be addressed;
- Public-private partnerships are necessary, especially in coastal zone management. Cooperation among the private sector, cooperatives and poor fisherfolk should be encouraged. Social sustainability should receive due attention apart from other initiatives of *Fish for All*. Aquatic reforms have to be in place in order to protect the interests and livelihood security of small-scale fisher families; and
- *Fish for All* should formulate a strategy to ensure that communications reach the grassroots in developing countries. Messages should not only target the attention of a broad audience, but also of specific groups to activate plans. The initiative that is being taken in partnerships with Television for the Environment (TVE), which has a semi-global coverage, is effective in getting the message across.



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## Fish Unlimited

A multimedia communications initiative for sustainable fisheries

Part of the purpose of *Fish for All* is to communicate globally the issues and solutions related to sustainable management of aquatic resources and to do this in an informed way with clear scientific backing to all claims.

A proposal has been prepared that does this, called – *Fish Unlimited*. *Fish Unlimited* is an international communications initiative that capitalizes on and combines the power of mass-media (e.g., television, radio, internet and print media) with on-the-ground targeted information dissemination.

### Need for Communication with Greater Impact

The good news solutions are not getting through. There are plenty of signs from all over the world that we can escape the spiral of decline, but the good news is invariably drowned out by the bad.

Finding and communicating better ways to manage fisheries are imperative.

Mass communications, which influence and have a wide geographic coverage, typically focus on the "crises". Science and solutions are usually communicated through highly technical or on-the-ground dissemination and extension mechanisms.

Greater impact is expected if we can harness the power of the mass communication media to assist in global awareness of the good news messages and link this with the on-the-ground dissemination.

*Fish Unlimited* is a communications initiative that goes beyond the important but passive objective of "raising public awareness". This is a creative marrying of mass communications and traditional dissemination activities. It is a communications package that focuses on communicating real solutions and success stories through the powerful mass media along with complementary back-up materials and by-products that can be used to disseminate the "how to" information to the people on-the-ground. Critical also to the credibility and success is that all information will be scientifically backed and cleared by a Science Advisory Board.

Eventually, a complete solutions-focused television series is proposed along with complementary public service announcements and world radio broadcasts. A unique and broader integrated communications initiative is also proposed that can take the global communication of "solutions" to local action. This will involve a wide range of communications and dissemination strategies targeted towards enablers (e.g., policy makers and their advisors and influential people) and multipliers (e.g., extension officers and key local media outlets). Some of the planned by-products and activities include a direct mail campaign before-hand to promote the TV series, information flyers, booklets and CDs on the solutions, web site information service, videos, etc.

### What to communicate and how

1. *Overview of the state of world fisheries* - two programs, accommodating the proceedings of the Vancouver World Fisheries Congress and progress with WSSD targets as they relate to aquatic

resources. Particular emphasis will be on the findings of the Millennium Ecosystem Assessment.

2. *Hands On success stories* - At least four programs will get the *Hands On* treatment which will highlight the success stories – featured throughout this proposal - in working with the poor. These will encompass up to 15 inspiring individual success stories. Possible locations and working titles include: Egypt - Fishing the Desert; Malawi - Friday's Farm; Bangladesh – Family Fishing; Philippines - On Top of the World; Thailand - What a GIFT; Caribbean – Plastic Fantastic; etc.

3. *Issue Specific stories* - The remaining (7) programs will then focus on theme-specific stories. For example – coral reefs; role of women; pirate fishing on the high seas; aquaculture – for and against; sustainable harvest and the consumer; the aquarium trade as a new source of income for the poor; taking it into their own hands – from Kerala to Senegal, traditional fishers fight back; genetically modified stocks – the potential and the threat, etc.

The emphasis will be on ensuring that there is a strong participatory element in the output. One innovative way to do this is to literally put the cameras in the hands of the fishers.

The outputs will cover the full spectrum of formats and electronic delivery systems. The core products will comprise:

- 13 x 30 minute documentaries
- 13 x 30 second *benefisheries* public service announcements
- 3 x 3 minute video news releases pegged to major events in the aquatic calendar
- Internet-posted radio and script items
- follow-up information *Fish Unlimited* packs accessible via the world-wide web, fax and post
- a "manual for change" publication based on the findings of evaluations to share with partners and organizations working in the field to foster sustainable development for the benefit of the disadvantaged.

All outputs are reusable and adaptable for years to come and the concept, once proven, can be applied to other solutions and geographic areas.

All the products will be available without copyright and is free electronically for users from developing nations and non-profit organizations.

Scientific credibility will be critical and for this purpose, we have created a Science Advisory Board with 12 eminent scientists of 10 different nationalities who will input and review all materials before release. See Table 1.

Also built into this communications initiative is a system to track the usage and impact of the communication and dissemination products. At the end of this, we expect to have a *Manual for Change* - Modern communications are evolving at a breakneck pace. Which medium is most effective for bringing about change that will benefit the poor? Is it



radio? Or TV or the Internet? Or in booklets? What combinations of these work best? Which format for which audience? *Fish Unlimited* will turn up a lot of the answers. The partners have built into the project an ongoing independent evaluation component. Our aim is that the final "communication recipe" and lessons learnt will be of benefit to all our partners

## Seeking Partners

WorldFish has teamed up with TVE (Television for the Environment) and we are seeking active and financial partners.

WorldFish Center and TVE combined, have almost two decades of experience in their respective fields: the WorldFish Center in science and projects in service of the disadvantaged; TVE in making the environment and development nexus understandable to the lay public.

We start the project with the unique advantage of being able to guarantee broadcasts five times a week via TVE's *Earth Report* on BBC World Service TV to 253 million TV homes. In addition, partners and donors are guaranteed broadcasts to 400 million homes on major television services in the developing world via TVE's 50 partner organizations.

Table 1. Science Advisory Board for Fish Unlimited

### ROLE OF THE SCIENCE ADVISORY BOARD

- Input into the programme at concept stage
- Review scripts and videos before release
- Ensure scientific credibility to all claims
- Ensure most up to date information and statistics are used
- Ensure all *Fish for All* principals are met

### CHAIR

**Dr. Meryl Williams**, Chair of the Science Advisory Board, and the Director General of the WorldFish Center

### EXTERNAL BOARD MEMBERS (in alphabetical order)

- **Dr. Ellen Bortei-Doku Aryeetey**, Institute of Statistical, Social and Economic Research, University of Ghana. (to be confirmed)
- **Dr. Serge Garcia**, Director, Fishery Resources and Environment Division, Fisheries Department, FAO (Food and Agricultural Organization of the United Nations)
- **Prof. Kenji Hotta**, Chair of PACON International and Professor of Nihon University, Japan
- **Dr. Mike Sissenwine**, Director of Scientific Programs and Chief Science Advisory, National Oceanic Atmospheric Administration (NOAA) Fisheries, USA
- **Dr. Aprilani Soegiarto**, Indonesian Institute of Sciences

### WORLD FISH BOARD MEMBERS (in alphabetical order)

- **Dr. Mahfuzuddin Ahmed**, Policy Research and Impact Assessment Programme Leader, WorldFish Center
- **Dr. Johann Bell**, Coastal and Marine Resources Research Programme Leader, WorldFish Center
- **Dr. Modadugu Gupta**, Assistant Director General, International Relations and Partnerships, WorldFish Center
- **Dr. Alphis G. Ponniah**, Biodiversity and Genetic Resources Research Programme Leader, WorldFish Center
- **Dr. Mark Prein**, Freshwater Resources Research Programme Leader, WorldFish Center
- **Dr. Paul Teng**, Deputy Director General - Research, WorldFish Center

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## Fish for All Initiative in India

As part of the "Fish for All" initiative at the country level, India will launch the "National Fish for All Summit" in Kolkata, West Bengal, in December 2003. West Bengal has been chosen as the venue because it is a major fish-producing and consuming state of India. The Chief Minister of West Bengal has agreed to host the National Summit.

India's "National Fish for All" initiative will be based on an integrated production-processing-marketing-consumption system. Initially, a social and scientific strategy will be developed for achieving the following:

- Enhancing productivity in all inland ponds and achieving an "aquaplosion" (i.e., high production per cubic volume of water);
- Giving integrated attention to capture and culture fisheries both in inland ponds and in coastal areas;
- Ensuring the adoption of responsible and sustainable fishery practices in the area of marine fisheries and introducing a code of conduct for this purpose;
- Establishing agro-aqua farms involved in the cultivation of mangroves and *Salicornia* and the culture of prawns and shrimps;
- Spreading quality literacy among fisher families with reference to sanitary and phyto-sanitary measures and *Codex Alimentarius* food safety standards;
- Improving facilities for the storage, transportation, processing and marketing; and
- Developing social marketing techniques that can help to ensure the availability of good quality aquatic products to resource-poor consumers. Helping both resource-poor producers and resource-poor consumers is the major objective of the "Fish for All" programs.

**Sign Up!**

Receive major outputs from  
the Fish for All global initiative. Go to  
<http://www.fishforall.org/webform/enquiry.asp>

We welcome your reactions and comments  
in the electronic forum. Go to  
<http://www.fishforall.org/eforum/message.asp>

## Second Meeting of the Global Steering Committee

The second meeting of the Global Steering Committee is scheduled for 13 December 2003 in Malaysia. The meeting will be held immediately after the Ministerial Forum called the Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) organized during 8-12 December 2003.

**FOR MORE INFORMATION:  
[www.fishforall.org](http://www.fishforall.org)**

