

15. Step 4.1

Formalize, communicate & engage

Essential EAFM

Date • Place

Version 1



CORAL TRIANGLE INITIATIVE
ON CORAL REEFS, FISHERIES AND FOOD SECURITY



Norad



USAID
FROM THE AMERICAN PEOPLE

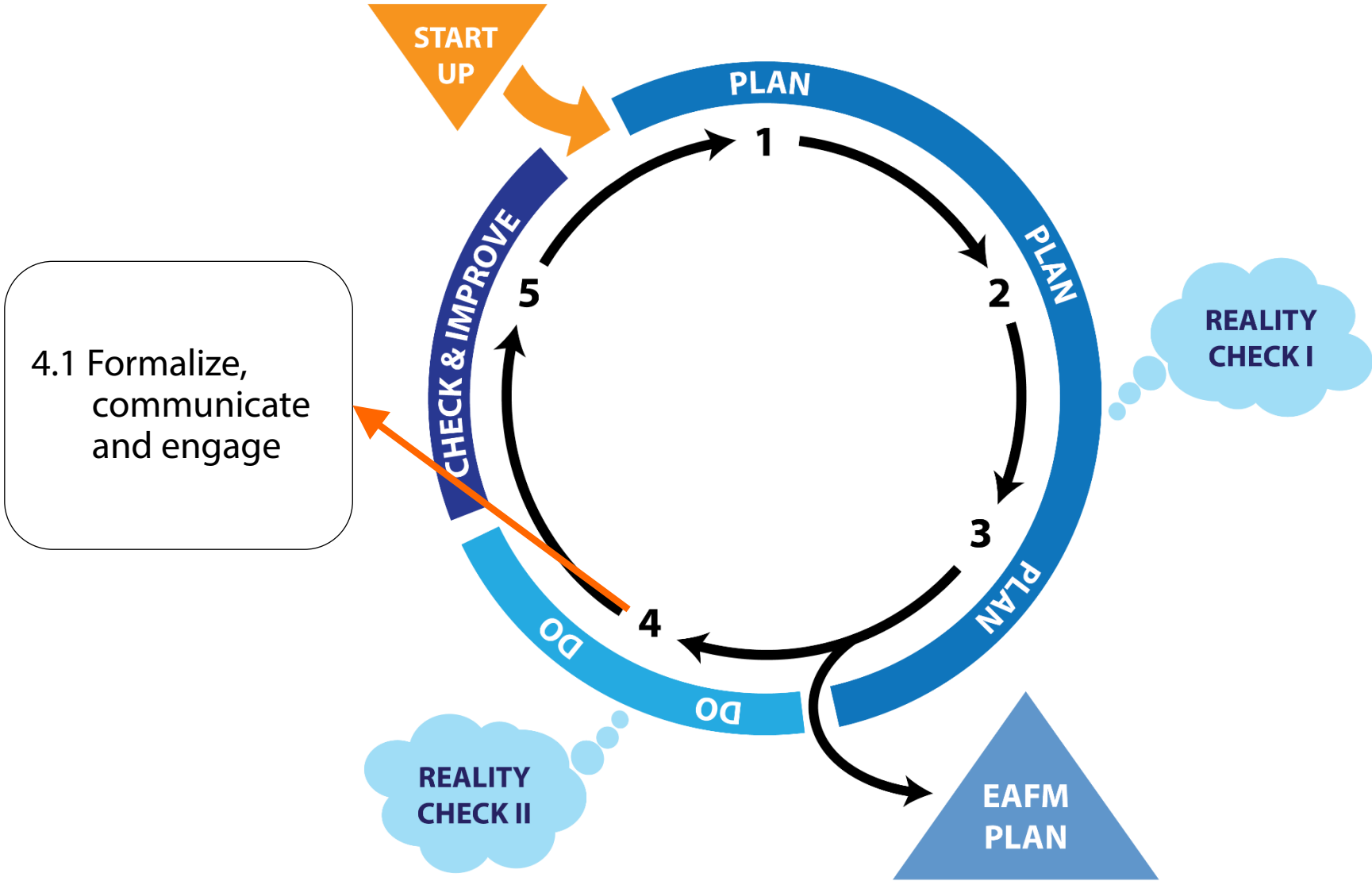
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Session objectives

After this session you will be able to:

- Develop an implementation work plan
- Summarize what is meant by formal adoption of the EAFM plan
- Develop a communication strategy





Implementing the EAFM plan

- Governments, by and large, are organised into sectors (e.g. mining, transport, agriculture)
- Implementation will require working with other sector agencies
- Each agency should have a clearly defined role and responsibility
- Implementation at the grass roots level (e.g. fishing communities) will be less sectoral, but will still require coordination and cooperation across agencies



Planning



Implementation & management



Monitoring / evaluation



Plans into action

EAFM plan



Implementation
work plan



ACTION



Implementation work plan

- Necessary to move ahead with implementing EAFM plan
 - Most effective if mainstreamed into annual budget cycles and plans, but this may take time
- **WHAT** tasks need to be done?
 - **WHO** does them?
 - **WHEN** will they be done?

NEED TO WORK WITH OTHER AGENCIES



Formalizing the EAFM plan

Legitimizing the plan

- Validation and “buy-in” by stakeholders
- Endorsement and adoption of the plan
- Plan is legally and socially enforceable by the relevant authority or groups



Formalizing the EAFM plan

Formalization will be country-specific

- Decree
- Ordinance
- Proclamation
- Local government acts

Important to link to existing legislation

e.g. Fishery Act



Communication Strategy

Purpose → Sharing the EAFM plan and results with target audiences

How?

- Identify target audiences
- Develop approaches for communicating with each
- Develop key messages
- Timing



Other considerations

Depending on target audience

- What is your budget for communication?
- What media will be suitable and effective?
- What languages?
- Timing and location?
- How will you know how well your message has been interpreted and understood?



Communication Strategy

| Target audience | Communication method (how & where) | Key messages | Timing |
|------------------------|---|---------------------|---------------|
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Key messages

In Step 4:

- An implementation workplan is needed to put the plan into action
- The plan is formalized (to avoid being just another document on someone's desk)
- The EAFM plan needs to be communicated widely through a communication strategy