15. Step 4.1
Formalize, communicate & engage

Essential EAFM
Date • Place

Version 1
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
15. STEP 4: FORMALIZE, COMMUNICATE & ENGAGE

4.1 Formalize, communicate and engage
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
Plans into action

EAFM plan + Implementation work plan = ACTION

15. STEP 4: FORMALIZE, COMMUNICATE & ENGAGE
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

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<th>Target audience</th>
<th>Communication method (how &amp; where)</th>
<th>Key messages</th>
<th>Timing</th>
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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