

## **FINAL TECHNICAL REPORT**

### **DEVELOPING A COMMUNICATION STRATEGY AND ACTION PLAN FOR THE FISHERIES SECTOR IN SAINT VINCENT AND THE GRENADINES**



## CRFM Technical & Advisory Document - Number 2021 / 16

### FINAL TECHNICAL REPORT: DEVELOPING A COMMUNICATION STRATEGY AND ACTION PLAN FOR THE FISHERIES SECTOR IN SAINT VINCENT AND THE GRENADINES

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## ABBREVIATIONS AND ACRONYMS

<b>CANARI</b>	Caribbean Natural Resources Institute
<b>CARICOM</b>	Caribbean Community
<b>CERMES</b>	Centre for Resource Management and Environmental Studies
<b>CIRP</b>	Caribbean ICT Research Programme
<b>CLME+</b>	Caribbean and the North Brazil Shelf Large Marine Ecosystem
<b>CLME+ SAP</b>	Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems
<b>CNFO</b>	Caribbean Network of Fisherfolk Organisations
<b>CRFM</b>	Caribbean Regional Fisheries Mechanism
<b>CRFM Sec.</b>	Caribbean Regional Fisheries Mechanism Secretariat
<b>EAF</b>	Ecosystem Approach to Fisheries
<b>FAO</b>	Food and Agriculture Organisation of the United Nations
<b>FTR</b>	Final Technical Report
<b>ICT</b>	Information and Communications Technology
<b>StewardFish</b>	The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries
<b>SVGNFO</b>	St. Vincent and the Grenadines National Fisherfolk Organisation
<b>TDA</b>	Transboundary Diagnostic Analyses
<b>TOR</b>	Terms of Reference
<b>WCR</b>	Wider Caribbean Region

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## EXECUTIVE SUMMARY

*The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries* (StewardFish) project is aimed at implementing the 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP) within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States (Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines).

The goal of the CLME+ SAP is to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.” Component 1 of the StewardFish project places focus on institutional and organisational assessments in key fisheries-related state agencies for all seven project countries. Recommendations resulting from these institutional analyses and assessments helped to identify areas for priority improvement in each country.

For St. Vincent and the Grenadines gaps in information sharing specifically between the Fisheries Division and fisherfolk in the Grenadine islands has contributed to lower levels of legislation awareness, and fisheries-related decisions among the fisherfolk. To help in addressing this issue the pilot project “*Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities*” was approved and implemented.

Under this pilot project a series of consultations, which included the administering of a survey and informal interviews with key stakeholders from the Fisheries Division and fisherfolk across St. Vincent and the Grenadines were conducted. The information and insight gathered as a result of these consultations were instrumental in informing the successful development of a communication plan which included a short documentary. Through this project:

1. Specific communication needs have been identified;
2. Areas for improvement with corresponding priority actions have been outlined and expected outcomes and benefits highlighted;
3. Supporting actions and recommendations have been provided to offer further guidance; and
4. A documentary was developed, after having been identified as the most appropriate communication product for engaging and building awareness among fisherfolk.

In attempting to address the existing communication gaps and limitations, this pilot project has created an impetus for achieving better stewardship of marine resources in St. Vincent and the Grenadines and by extension, the Wider Caribbean Region (WCR). This report presents the findings of and work completed under the pilot.

# 1. INTRODUCTION

## 1.1 Background

There are many coastal communities in the Caribbean region that depend on fisheries for income and livelihoods, since it also contributes to poverty alleviation within these communities<sup>1</sup>. Small-scale fishing is dominant and vital to national and regional economies because catches are exported both regionally and internationally. Fisheries is also very important to other sectors like tourism due to its non-consumptive value (e.g., diving and snorkelling)<sup>2</sup>.

Throughout the region, fisheries play a critical role in employment, trade and food security. An estimated 64,000 people are directly employed in small-scale fisheries and aquaculture in Caribbean Community (CARICOM) countries. There is an additional 180,000 persons employed indirectly through related activities such as: fish processing, retail, boat construction and net repairs<sup>3</sup>. In St. Vincent and the Grenadines, the fisheries sector employs approximately 2,500 individuals and has a net worth (based on the 2017 assessment) of close to 12 million Eastern Caribbean dollars. However, the country has been faced with many infrastructural challenges specifically as it pertains to the development of sustainable fisheries. Weak management capacity has been cited as one of the main causes behind this problem<sup>4</sup>.

The policy framework for St. Vincent and the Grenadines promotes the sustainable use of all marine resources and is guided by practicing stewardship as the way and means for achieving its sustainability goals, nationally, regionally and internationally. The goal of the 10-year (2015-2025) Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP)<sup>5</sup> is to contribute to the achievement of the long-term vision for a healthy marine environment that provides benefits and livelihoods for the well-being of the people in the CLME+ region.

The CLME+ SAP was designed to address three transboundary issues (unsustainable fisheries, habitat degradation and pollution) identified as being most pervasive within the region. These issues have created a number of challenges which impact fisherfolk. Some of these challenges include: limited capacity of fisherfolk to effectively participate in policy/decision-making processes for fisheries; limited capacity and knowledge of ecosystem stewardship practices; inadequate public awareness of ecosystem approaches for supporting best practices and ensuring compliance; and inadequate management and collaboration mechanisms to support fisherfolk leaders.

## 1.2 The StewardFish project

To address some of the many challenges, the Food and Agriculture Organisation of the United Nations (FAO) and its five regional partners<sup>6</sup> are implementing *The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries* (StewardFish) project under the CLME+ SAP. The StewardFish project is being carried out in seven Caribbean Regional Fisheries Mechanism (CRFM) member states: Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, and St. Vincent and the Grenadines. The focus is to empower fisherfolk throughout fisheries value chains to engage

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<sup>1</sup>Caribbean Natural Resources Institute (CANARI). 2020. Lessons Learned from fisheries-related livelihoods and socio-economic projects in the Caribbean. Barataria, Trinidad: CANARI.

<sup>2</sup>CRFM.2016. Promoting regional trade and agribusiness development in the Caribbean: case studies on linking fisheries to tourism-related markets. CRFM Technical and Advisory Document. No 2016/3. Belize City. 101pp.

<sup>3</sup>FAO. 2014. Small Island Developing States: The Sustainable Intensification of Caribbean Fisheries and Aquaculture.

<sup>4</sup>The fisheries and aquaculture policy of St. Vincent and the Grenadines, 2018.

<sup>5</sup>CLME+ Strategic Action Programme <https://www.clmeproject.org/sap-overview/>

<sup>6</sup> The Caribbean Natural Resources Institute (CANARI); the Caribbean ICT Research Programme (CIRP); the Caribbean Network of Fisherfolk Organisations (CNFO); the Caribbean Regional Fisheries Mechanism (CRFM); and the Centre for Resource Management and Environmental Studies (CERMES).



in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support.

Component 1 of the StewardFish project is to develop organisational capacity for fisheries governance. The CRFM Secretariat is the regional project partner with established and recognized expertise in such areas of fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements.

Under Component 1 the CRFM Secretariat is responsible for Activity: 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Secretariat liaised with Caribbean Natural Resources Institute (CANARI) during their implementation of Activity 1.2.1.1- Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in St. Vincent and the Grenadines and recommend priority improvement. The institutional analysis and organizational assessment identified current strengths, as well as opportunities for improvement in the St. Vincent and the Grenadines Fisheries Division, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations.

### **1.3 The pilot project**

Under Component 1, Activity 1.2.2.1 specifically calls for the development of pilot projects to address priority implementation gaps and adapt current practices in the participating project countries. Recommendations resulting from this institutional analysis and assessment identified areas for priority improvement. The institutional and organisational assessment conducted for St. Vincent and the Grenadines noted that while the Fisheries Division is supporting ecosystem stewardship by fisherfolk and their organisations in capacity areas, there is a gap in information sharing that could be strengthened through the development of a communication strategy. Another gap identified was that of inadequate communication channels between the Fisheries Division and fisherfolk in the Grenadine islands. These gaps in information sharing and overall communication have specifically contributed to lower levels of legislation awareness, and fisheries-related decisions among fisherfolk in the Grenadines islands. Consultations held with the key stakeholders subsequent to the institutional analysis and assessment led to the approval of the pilot project “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”

The following section details the methods used to successfully implement the pilot project in St. Vincent and the Grenadines.

## **2. METHODOLOGY**

To better assess the current state of and context for communication of fisheries-related information among fisheries stakeholders (primarily fisherfolk and the Fisheries Department), a mix methods approach was used. This approach included the collection of information from primary and secondary sources:

### *Primary sources*

- Interviews or consultations/meetings (informal) with both fisherfolk and Fisheries Department stakeholders, virtually and in-person were completed. This was done in order to gain a better perspective of information sharing and communication within the fisheries sector of St. Vincent and

the Grenadines. As well as to inform the development of a survey instrument to be used for data collection.

- A survey was developed and administered to fisherfolk and Fisheries Department stakeholders to assist with identifying: 1) priority areas and actions for the development of the desired communication strategy and action plan and; 2) their preferences for developing communication product(s) best suited for improving communication, particularly among fisherfolk in the Grenadines. A copy of the survey can be found in Annex B of this document.

#### *Secondary sources*

- Desktop research including a review of existing plans and pathways for and limitations to receiving and sharing fisheries-related information among stakeholders was completed. The information gathered from secondary sources was cross referenced and verified as much as possible with information provided from stakeholder consultations.

In addition to these methods and to satisfy the terms of reference (TOR) under this pilot study, an inception report, which included a work plan were completed prior to the execution of these methods. Both the report and work plan laid out the specific actions and activities to be completed under the project. The inception report also gave consideration to risks that can be assumed under this project such as the impacts of COVID 19 as well as low levels of stakeholder participation. A copy of the inception report (as originally presented) and work plan (amended) are presented in Annex C and D, respectively.

### **3. RESULTS**

On 23 February, 2021 an inception meeting was held to review the deliverables as set out by the TOR and approve the work plan for the project. Upon finalisation of the inception report (Annex B) and approval of the survey instrument (Annex D), a set of consultations and interviews were completed.

Interviews/consultations on mainland St. Vincent were completed between 05 and 09 March, 2021. Surveys were also administered. Visits were made to the Grenadine islands of Bequia, Union and Canouan in order to conduct interviews and administer surveys. The trips to: Bequia were completed 10-12 March 2021; Union 17-18 March 2021; and Canouan on 19 March 2021.

A total of eleven surveys and twelve interviews were completed. Two of these interviews were conducted with groups of fisherfolk on the islands of Bequia (in Paget Farm) and Union (in Ashton by the waterfront) (Table 1).

**Table 1: The total number of fisheries stakeholders who participated in interviews and completed the survey in St. Vincent and the Grenadines, under this pilot project**

<b>Location</b>	<b># Surveys Completed</b>	<b># of Interviews Completed</b>	<b>Total # of interview participants</b>	<b>Total # persons who completed both survey and interview (based on if they self-identified)</b>
<b>St. Vincent</b>	3	4	4	3

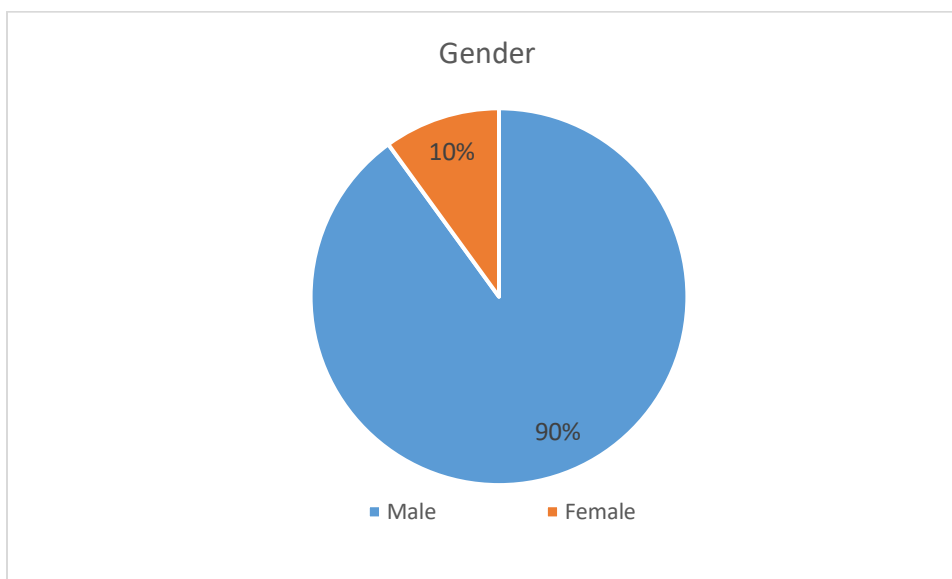
<b>Bequia</b>	3	3	8 <sup>7</sup>	3
<b>Canouan</b>	1	1	1	1
<b>Union</b>	4	4	13 <sup>7</sup>	3
<b>Totals</b>	<b>11</b>	<b>12</b>	<b>26</b>	<b>10</b>

It should be noted that:

1. The majority of persons who completed the survey also participated in the interview. This was intentional, in order to gather as much information (in a short time period) to inform the development of the communication strategy as well as the communication product.
2. Not all survey respondents provided a response for each question or parts of a question, therefore, the percentages are based on the number of responses received for that question or part of it.

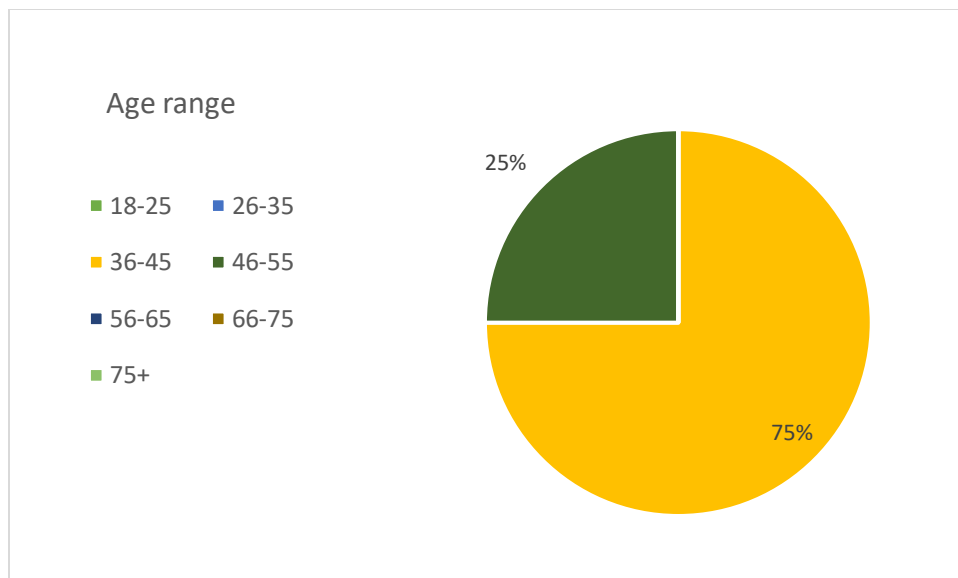
### 3.1 Demographic data

The majority (90%) of the respondents who completed the survey were male (Figure 1). Most of the respondents (75%) were between the 36-45 age range (Figure 2). There was an even distribution (50%) between the number of respondents who indicated they received a secondary level and tertiary level education (Figure 3). Everyone who completed the survey were fisheries stakeholders: 22% were government stakeholders from the Fisheries Division, 11% from the private sector (fish processor(s)) and 67% represented civil society – all fisherfolk from St. Vincent and the Grenadines; mainly the Grenadines (Figure 4).

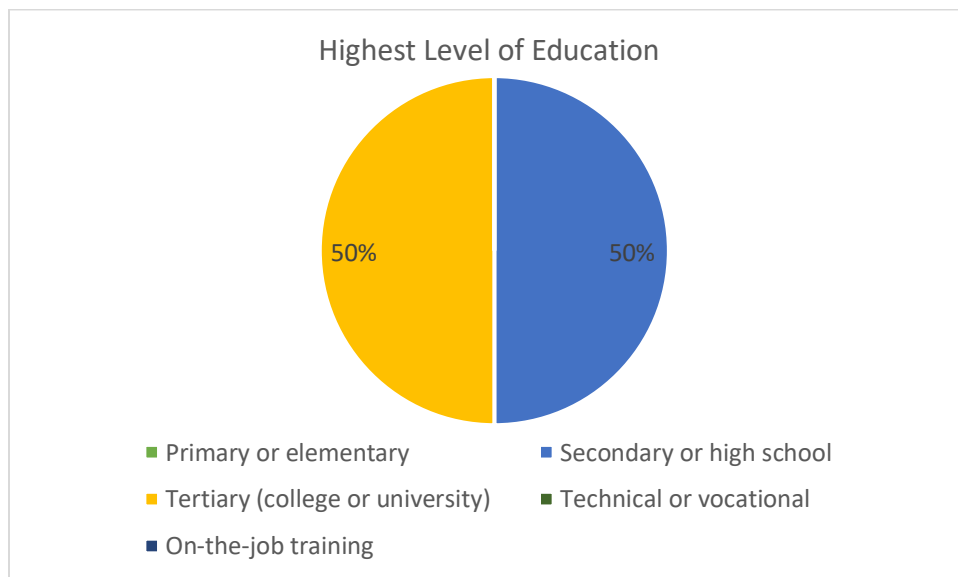


*Figure 1: Percentage of respondents by gender*

<sup>7</sup> These numbers reflect the numbers of persons who were present and participated in the interview. The initial interview was scheduled with at least 1 fisherman at each location in Bequia (at the Pagetfarm fishing complex) and in Union (at their landing site in Ashton). However, during the course of the interview other fisherfolk were welcomed and decided to participate.

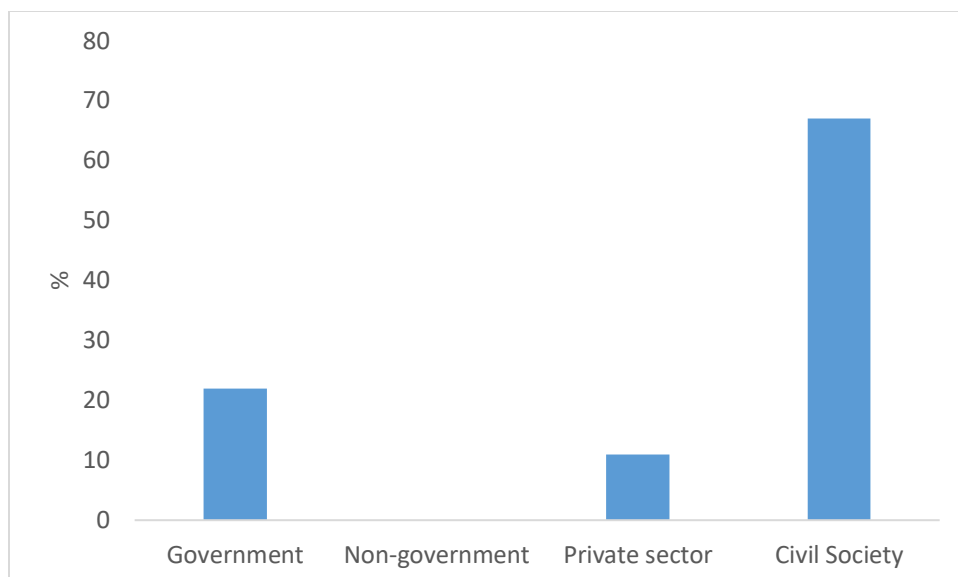


*Figure 2: Percentage of respondents by age*



*Figure 3: Percentage of respondents by education level*

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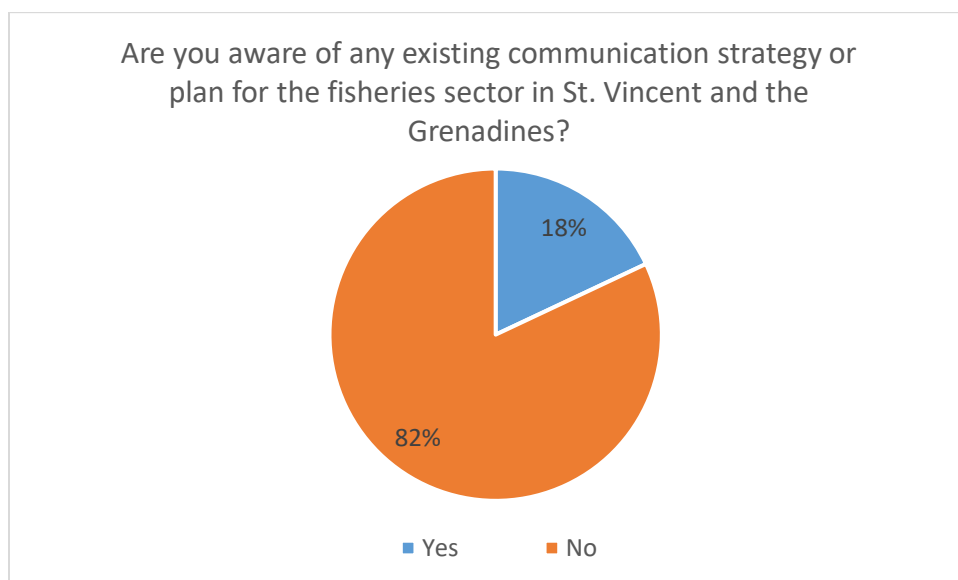


*Figure 4: Percentage of respondents by sector*

### 3.2 Communication plan

All stakeholders who completed the survey, as well as those who were interviewed, agreed that a communication strategy and action plan would be useful for the fisheries sector in St. Vincent and the Grenadines. Information gathered from the interviews suggest there was a climate change related communication plan that was developed for fisheries under the Climate Change Adaptation in the Eastern Caribbean Fisheries Sector (CC4FISH) project.

Only 18% of the respondents were aware of the existence of another communication plan or strategy for the fisheries sector (Figure 5).



*Figure 5: Participants' responses when asked about their awareness of any exiting communication plans or strategies for fisheries in St. Vincent and the Grenadines*

According to stakeholders some of the most important considerations for a communication strategy and plan for St. Vincent and the Grenadines should include:

1. Support for the St. Vincent and the Grenadines National Fisherfolk Organisation (SVGNFO) to have a designated office with staff who would be responsible for collecting and disseminating relevant fisheries information. Such information would include but not limited to: SVGNFO meetings, fisheries notices, workshop and trainings etc.;
2. The Fisheries Division receiving support for hosting a ZOOM licence, in order to readily and easily facilitate virtual meetings. This has become especially critical in the wake of COVID-19;
3. Actions for helping to build trust and improve relationships between Grenadine fisherfolk and the Fisheries Division; and
4. Actions for improving the communication of information related to regulations. Fisherfolk in the Grenadines indicated that in many instances they only become aware of regulations after being reprimanded for an infraction.

### 3.3 Receiving and sharing information

Survey participants were asked a few questions geared at specifically understanding the preferred and best modes of communication for fisheries information among fisherfolk and between fisherfolk and the Fisheries Division. When asked “How do you mainly receive fisheries-related information in St. Vincent and the Grenadines?” the majority of respondents (73%) indicated that they mainly received fisheries-related information at the local level via word of mouth (i.e., being in conversation with other fisherfolk) (Figure 6). At the local level, the radio and whatsapp were also among the more popular ways to receive fisheries related information (Figure 6). At the national level, respondents indicated that the radio, email, whatapps and fisheries meetings/training workshops were the more popular modes for receiving information (Figure 6). Very few responses were provided specific to receiving information at the regional and international level.

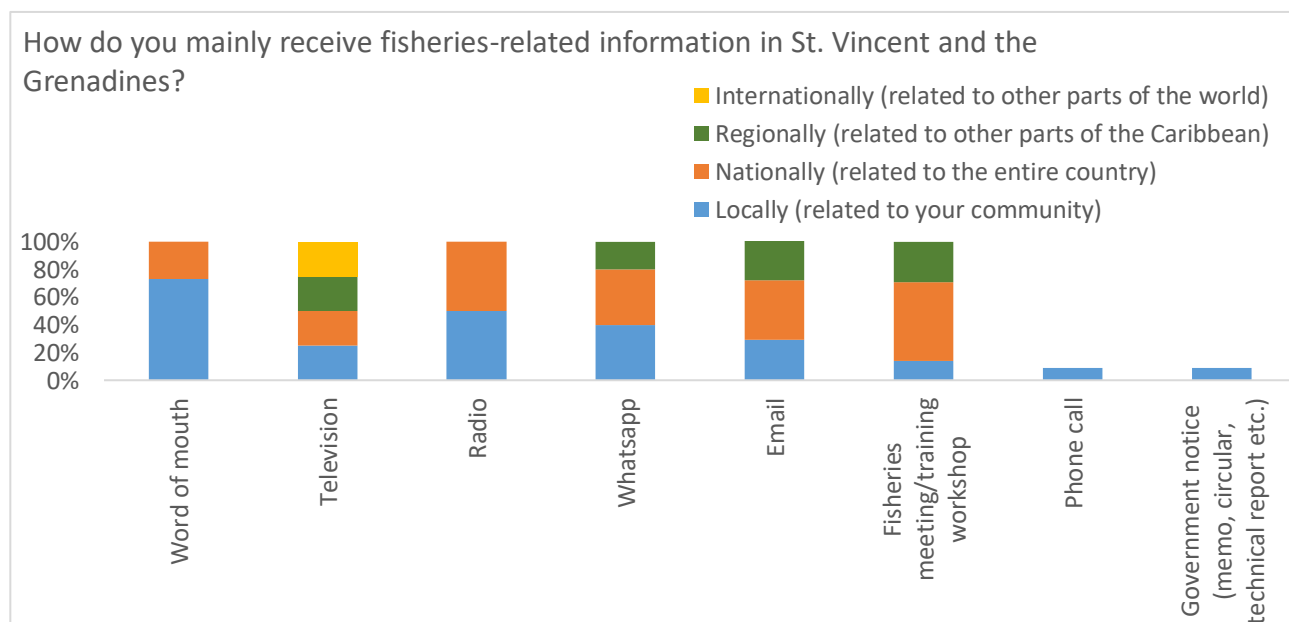


Figure 6: Participants’ responses when asked about how they mainly received fisheries-related information locally, nationally, regionally and internationally in St. Vincent and the Grenadines

When asked “How do you mainly share fisheries-related information in St. Vincent and the Grenadines?” the majority of respondents (80%) indicated that they mainly shared fisheries-related information at the local level via word of mouth (Figure 7). Whatsapp and phone calls were also notable ways in which fisheries related information was shared locally. At the national level, phone calls, fisheries meetings/training

workshops appeared to be the likely ways in which information was shared. Regional and international information appeared to be mostly shared via email and during fisheries meetings/training workshops (Figure 7).

Stakeholders were also asked with whom do they exchange information. The majority of information exchanges happen between the Fisheries Division (73%) and among fisherfolk within their community, only (63%) (Figure 8). Generally, there is a low exchange of information with fisherfolk from different fishing communities, the news media, general public and the private sector (Figure 8).

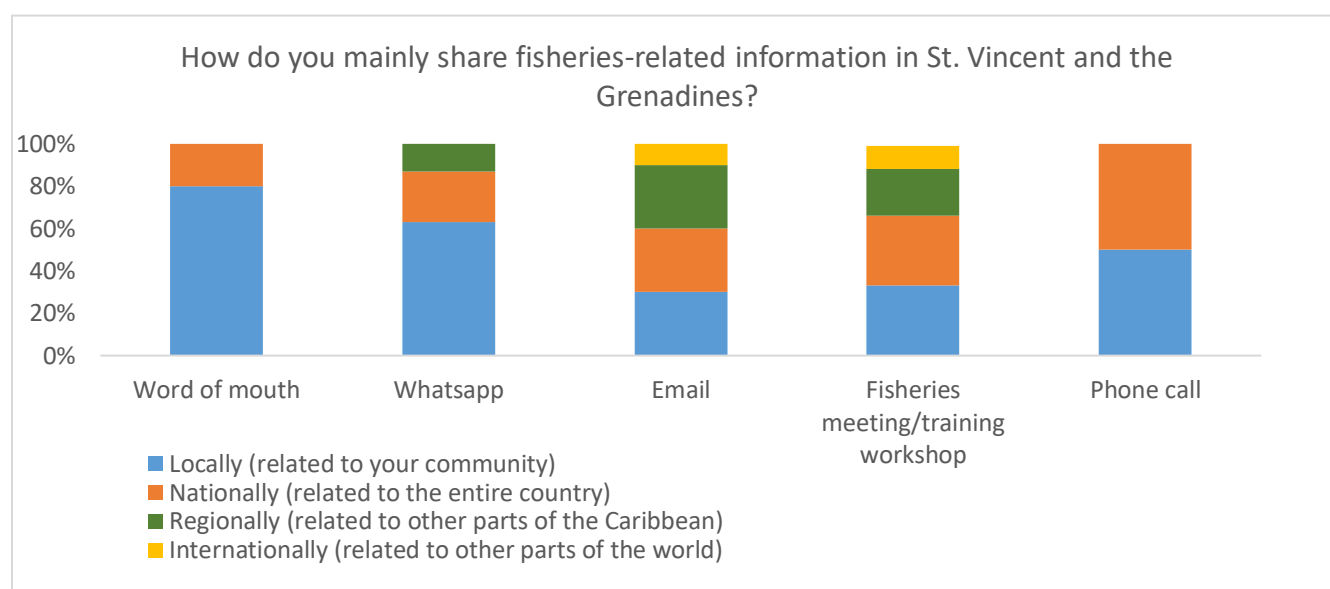


Figure 7: Participants' responses when asked about how they mainly shared fisheries-related information locally, nationally, regionally and internationally in St. Vincent and the Grenadines

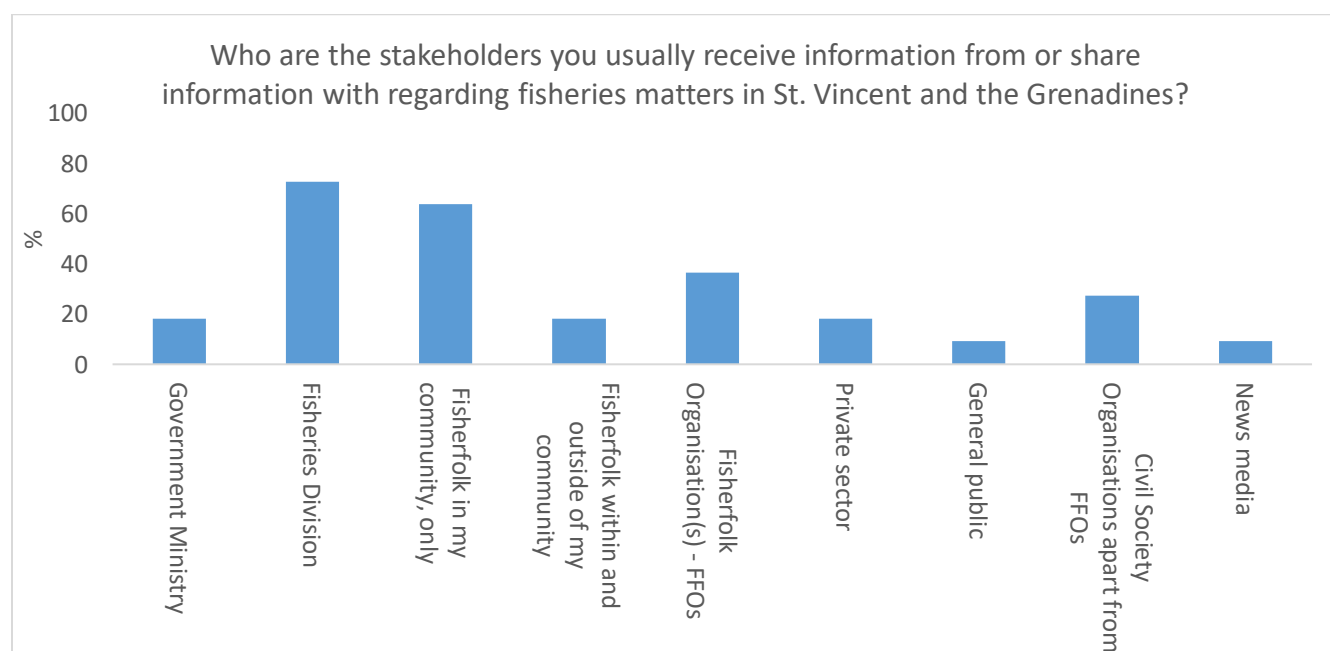
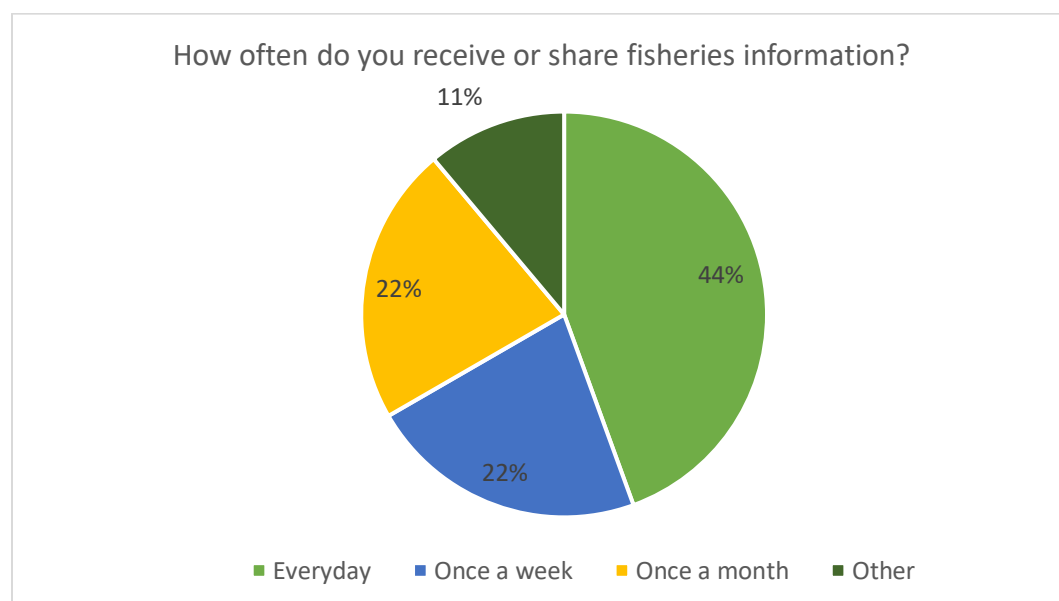


Figure 8: Participants' responses when asked about which groups/types of stakeholders the exchange fisheries related information with in St. Vincent and the Grenadines

There were mixed responses when stakeholders were asked how often fisheries related information was exchanged: the majority (44%) stated every day, while 22% stated once a week and another 22% stated once per month; and 11% (likely fisherfolk) indicated they communicated with the Fisheries Division once a week and with all others (i.e. other fisherfolk) once a month (Figure 9).



*Figure 9: Participants' responses when asked about how often they exchanged fisheries related information in St. Vincent and the Grenadines*

Stakeholders indicated that the main type of information received and shared usually relates to boat license and registration. There was an expressed need for better communication of information on fisheries laws and regulations, policies and plans. Fisherfolk in the Grenadines shared that they do not have active cooperatives and need assistance in generating interest for their establishment. Grenadine fishers also expressed that they do not feel included in many of the training opportunities that mainland fishers are exposed to.

### 3.4 Communication product

All stakeholders who participated in the survey and interviews agreed that a communication product in the form of a short video/ documentary (with key fisheries stakeholders in St. Vincent and the Grenadines) would be best suited and most useful for highlighting and increasing awareness of the fisheries sector.

Due to the 9 April, 2021 eruption of the La Soufriere volcano in St. Vincent, work on the documentary was delayed until June, 2021. During the first week and second week of June potential participants from the mainland St. Vincent, and the Grenadine islands of Bequia and Union were contacted via email and phone call to solicit their participation in the documentary. Upon confirming their participation, filming dates were scheduled between 07 June and 05 July 2021. Prior to filming, participants received a guidance script (Annex F) to help them prepare. The documentary production crew (Kubiyashi Production) sought permission from all participants to be filmed<sup>8</sup>. Footage was also collected from various fishing villages and coastal locations across St. Vincent and the Grenadines.

<sup>8</sup> Talent waiver forms were given to each participant who were contacted to participate in the documentary. These forms were signed and returned to the film crew.



Taking into consideration the delays and time limitations under the project, potential participants for the documentary were chosen from the stakeholders who participated in the interviews. More information on the documentary is provided in Annex F.

The goal of the documentary was to highlight: (i) the importance of the fisheries sector in St. Vincent and the Grenadines; (ii) the roles and contributions of some of the key fisheries stakeholders (special focus on fisherfolk and the fisheries division); and (iii) the importance of stewardship and using an ecosystem approach to fisheries for improved fisheries governance.

Due to the late start and several on-the-ground issues (inclement weather, limited availability of participants, technological mishaps) a draft of the documentary was not available until late July, 2021. This did not allow sufficient time for stakeholder review and feedback before the close of the project. The final documentary was rendered in late August- early September; the final product can be accessed using the link provided below. In preparation for promoting and sharing the documentary, as well as to build the SVGNFO's communication capacity, a Gmail account along with Youtube and Vimeo video sharing accounts were created. Links to these accounts are provided below along with the SVGNFO's email address

<b>Link to final documentary</b>	<a href="https://bit.ly/SVGFishDocu">https://bit.ly/SVGFishDocu</a>
<b>Link to SVGNFO Youtube page</b>	<a href="https://www.youtube.com/channel/UCQE--wdEmKQkSdtz0xOf_Qw">https://www.youtube.com/channel/UCQE--wdEmKQkSdtz0xOf_Qw</a>
<b>Link to SVGNFO Vimeo page</b>	<a href="https://vimeo.com/user146264156">https://vimeo.com/user146264156</a>
<b>Gmail address</b>	<a href="mailto:SVGNFO@gmail.com">SVGNFO@gmail.com</a>

In the following section the main findings from the survey as well as interviews are discussed. These findings were used to develop the communication strategy and action plan and provide guidance in creating the story behind the documentary.

## 4. DISCUSSION

There are a wide variety of communication tools that can be used to facilitate internal and external communication. Communication tools can be described as mechanisms that facilitate the imparting or exchanging of information, ideas, or feelings<sup>9</sup>. Available literature emphasises the importance of accurate, timely and useful fisheries information using tools or ways that are easily accessible to fisherfolk.<sup>10,11,12,13</sup>

Component 2, Activity 2.1.2.3 under this StewardFish project assessed communication tools and practices of fisherfolk within the seventeen CRFM countries<sup>14</sup>. Word of mouth and whatapps were identified as the tools most frequently used by Caribbean fisherfolk to receive fisheries related information. Although the sample

<sup>9</sup> Cox, S-A., K. Alleyne and L. Soares. 2020. Communication tools and practices in use for fisheries information in the Caribbean. CERMES report to FAO on Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in Caribbean Small-scale Fisheries (StewardFish) Project. 20 pp.

<sup>10</sup> Chen, C-H and Ke, H-R. 2016. A study of informal communication among fishery scientists. Proceedings of the Association for Information Science and Technology 53 (1):1-6. <https://doi.org/10.1002/pra2.2016.14505301083>.

<sup>11</sup> Song, A. M., O. Temby, D. Kim, A.S. Cisneros, and G. M. Hickey. 2019. Measuring, mapping and quantifying the effects of trust and informal communication on transboundary collaboration in the Great Lakes fisheries policy network. Global Environmental Change 54:6–18. doi:10.1016/j.gloenvcha.2018.11.001.

<sup>12</sup> Chauvin, C., Morel, G. and Tirilly, G. 2009. The use of information and communication technology in the sea fishing industry. Behaviour & Information Technology. <http://dx.doi.org/10.1080/01449290802180210>.

<sup>13</sup> Chandra, Ganesh, 2010. *Dissemination of Communication and Information in Inland Fisheries*. In: Katiha, P. K., Vaas, K.K., Sharma, A. P., Bhaumik, U. & Chandra Ganesh (2010) Issues and Tools for Social Science Research in Inland Fisheries. Central Inland Fisheries Research Institute. Bulletin #163pp. 269-278.

<sup>14</sup> Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands

size for this pilot study only included 26 participants overall, 11 of whom completed the survey, the data from the communication study done under component 2 supports findings in St. Vincent and the Grenadines. Word of mouth and whatsapp were the more likely means for fisherfolk in St. Vincent and Grenadines to exchange (receive and share) fisheries information. This is especially true regarding the exchange of information at the local level, somewhat true at the national level, but less than optimal at the regional and international levels.

Having identified these two modes are being the most used, stakeholders did confirm that communication is particularly poor between mainland St. Vincent and Grenadine Islands' fisheries stakeholders. There was unanimous agreement from the stakeholders that a communication strategy and action plan was needed. There were several reasons cited for the need of a communication strategy:

1. In spite of the existing working relationship between the SVGNFO and the Fisheries Division where the division has representation on the SVGNFO, fisherfolk in the Grenadines have very little representation on this Board. Only one member of the executive is from the Grenadines, which comprises several islands. This lone executive member is associated with a now inactive cooperative.
2. The advent of the global coronavirus pandemic – COVID 19, created the need for having and utilising more virtual means of communication. This has proven to be challenging in many instances for fisherfolk who: 1) may not be aware of the different ways/tools for virtual communication; 2) who may not have access to the technology and software needed to effectively engage and participate virtually; and 3) may not have consistent and stable internet connectivity (this is especially true in the Southern Grenadines).
3. Grenadine fisherfolk expressed the need for improving the communication of processes such as inspection (of bait) and boat registration; the information received is not always accurate or clear and the process itself is neither efficient nor streamlined. Fisherfolk also stated that information on regulations is not typically shared in a timely manner and this usually results in misinformation, poor fishing practices and conflict between stakeholders (e.g. fisherfolk, divers, Fisheries Division and Coast Guard).
4. Although there are extension officers in the Grenadines, there appears to be a disconnect. Grenadine fisherfolk stated that there is limited interaction between the fisherfolk and their extension officers. There is a need to improve these relations.
5. Having no active cooperatives in the Grenadines, according to some fisherfolk, is stemming from there being limited cooperation among fisherfolk themselves. There is limited knowledge on the perceivable benefits associated with having an active cooperative. For example, the cooperative on Union Island became inactive because there was no central office for the cooperative (resources were limited); and the selected executive members were not fulfilling roles and responsibilities.
6. Fisherfolk expressed that there is a general feeling of distrust among many fishers. Unfulfilled promises and little to no follow-up on requests made or issues reported to the Fisheries Division representatives has resulted in a strained relationship.
7. Grenadine fisherfolk also conveyed that there is an existing perception that they are too independent and disinterested, which has resulted in a very hands-off approach when engaging the fisherfolk. However, the same level of support is needed for Grenadine fishers as those associated with the mainland, St. Vincent.

Input from the private sector stakeholders (i.e., dive shops and processors) helped to provide further insight into the challenges surrounding communication within the fisheries sector. According to the private sector stakeholders one of the main issues that underpins poor communication between the Fisheries Division and other fisheries stakeholders is the lack of follow-up on reported issues. This is a repeated concern, which was expressed by the fisherfolk themselves. Private sector stakeholders also expressed that when the industry is represented at regional and international workshops, meetings and/or conferences, the information from these events are not usually shared with fisherfolk or fisheries-related stakeholder. Additionally, individuals

who are sent to represent the country and sector, are sometimes not persons who are within the sector; this results in information being lost since it is neither properly documented nor shared.

Fisherfolk as well as private sector stakeholders shared the same sentiment that fisherfolk are not involved in many of the meetings and decision-making processes that directly affect their livelihoods. Their limited involvement also contributes to disharmony among fisherfolk; there is no unified vision among fisherfolk.

The results from the survey and information gathered from the informal interviews strongly suggest the need for a communication strategy and action plan that addresses the various layers of communication, using tools that were readily available. The communication strategy which was developed focused on verbal, electronic and visual communication. The actions under the plan were practical and flexible, with considerations given to issues that were persistent (i.e., lack of follow-up, timely updates on regulations, etc.). The communication strategy and action plan identified:

1. Specific communication needs;
2. Areas for improvement with corresponding priority actions, expected outcomes and benefits;
3. Supporting actions and recommendations further guidance; and
4. A communication product in the form of a documentary for engaging and building awareness among fisherfolk.

Annex E of this document provides the entire communication strategy development under this pilot.

Presented in the next section are a few recommendations and lessons learned while executing this pilot project.

## **5. RECOMMENDATIONS AND LESSONS LEARNED**

The following recommendations and lessons learned are provided to give context to some of the limitations encountered and support the need for a full study/project.

1. While the exchange of information between stakeholders is an important aspect of communication, this study also supports the fact that communication is an essential component for improved coordination and collaboration among stakeholders. Grenadine fisherfolk appear to be at a disadvantage (especially geographically) when it comes to coordinating and collaborating on efforts that impact their livelihoods and wellbeing. Good communication supported by effective strategies for improving access to information and building trust between all stakeholders is critical. The development of a communication strategy and action plan was therefore, a good way to begin addressing these issues.
2. Special effort and focus should be placed on sharing information on training opportunities using various communication means, especially at the local level, where word of mouth and whatsapp as well as the radio have been identified as most used, and preferred. In sharing this information, emphasis should be placed on how and why the training is beneficial. This could help fisherfolk to make a more informed decision, improve overall interest, participation and engagement in training activities.
3. Useful communication tools and strategies such as whatsapp and email list as well as virtual meetings should be fully supported throughout the fisheries sector especially with the geographic distance between St. Vincent and the islands in the Grenadines, as well as in the wake of COVID 19. Information and communications technology (ICT) should be explicitly included in future studies specific to communication.

4. The representatives from the Fisheries Division on the different Grenadine islands ought to be more intentional about their visibility and having an active presence among fisherfolk in the Grenadines. This lack of visibility contributes to the persistent lack of communication. The action within the communication strategy speaks to specific activities for improving visibility. However, other actions can and should also be considered for further improvements.
5. Aspects of gender were not explicitly explored or required under the TOR of this pilot project. Future studies and upscaling of the project should consider the inclusion of gender within the scope of communication using a normative approach. With gender mainstreaming becoming a prominent feature and a derivative for inclusivity, it is important to assess the role, if any, that gender may have on communication.
6. In spite of the allowable extensions granted under this pilot (due to unforeseen and extenuating circumstances, e.g., COVID – 19, explosive volcanic eruptions and tropical storms), the timeframe for completing the study was limited. This resulted in only a few participants being engaged in the development of the communication strategy and action plan as well as the communication product (i.e., the documentary). A good practice would be to share the plan and documentary, for review, to a wider audience of stakeholders for which they were intended. This could help to build awareness and to make any needed changes or amendments.
7. The 09 April 2021 explosive eruptions of the La Soufriere volcano on the island of St. Vincent made it especially difficult to schedule survey and interview times as well as make arrangements for filming the documentary, especially with stakeholders in the Grenadines. Some of the issues encountered included: stakeholders from the Fisheries Division being busy attending to nation-level efforts in response to the volcanic eruption; fishermen were unavailable because they were assisting with evacuation and relief efforts in remote locations (i.e., north of the island) that were severely impact due to the eruption; and the suspension and/or limited availability of ferry and airplane services to the Grenadine islands. While unforeseen circumstances cannot be predicted or planned for, sufficient flexibility and time should be granted in extenuating circumstances to address on-the-ground issues and for developing useful alternatives.

While this pilot does not explicitly address all the underlying issues surrounding communication, an upscaling of this project can explore these recommendations and lessons learned, as they can be used as best practices.

## **6. CONCLUSION**

Improving internal communication and collaboration among fisherfolk stakeholders, particularly fisherfolk in the Grenadines is critical. In attempting to address the existing communication gaps and limitations, this pilot project has created an impetus for achieving better stewardship of marine resources in St. Vincent and the Grenadines and by extension, the Wider Caribbean Region (WCR).

More still needs to be understood as it relates to the extent to which fisheries information providers use tools such as whatsapp to communicate with fisherfolk. There is also the need for more information on the different communication capacities that exist presently and the capacities needed for making informed interventions and for facilitating better communication among fisherfolk.

Upscaling of the project should place a focus on better understanding the underlying issues which underpin communication in St. Vincent and the Grenadines. The communication strategy and action plan developed under this study can be further improved to reflect the inclusion of aspects such as gender and inter-sectoral coordination that were not explored under this pilot.

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## **ANNEXES**

### **Annex A – Terms of reference**

#### **CONSULTANT SERVICES**

Developing Organizational Capacity for Ecosystem Stewardship and Livelihoods in Caribbean Small-Scale Fisheries (StewardFish)

Technical Support For Implementation of A Pilot Project to Address Priority Gaps in The Fisheries-Related State Agency – Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.

#### **ST. VINCENT AND THE GRENADINES**

##### **1. Introduction**

The fisheries sector is an important driver of economies in the Caribbean region, and healthy fish stocks are vitally important for the sustainability of coastal communities and rural livelihoods. All the countries exploit fisheries resources in their waters, and some beyond. The fishing fleets and fishing gears used in marine capture fisheries are predominantly small-scale. Fishers operate from landing sites that range from undeveloped beaches, where vessels can be hauled or shallow areas where boats can be safely tied or moored to multi-million-dollar fishing facilities with processing areas and cold storage.

In 2013, countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region) adopted a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP). The CLME+ SAP consists of 6 Strategies and 4 Sub-strategies. SAP strategies 1-3, with a focus on governance, are cross-cutting, while strategies 4-6 tackle the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. The CLME+ SAP aims to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

The CLME+ SAP regional and sub-regional attention to transboundary institutional arrangements is necessary, but not sufficient, to address the three transboundary threats of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region, including:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability

- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

In an effort to address these challenges, the StewardFish project will aim to implement the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) Member States (Antigua and Barbuda, St. Vincent and the Grenadines, Belize, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines) by empowering fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components: 1- Developing organizational capacity for fisheries governance; 2 - Enhancing ecosystem stewardship for fisheries sustainability; 3 - Securing sustainable livelihoods for food and nutrition security; and 4 - Project management, monitoring and evaluation, and communication.

The expected outcomes include the following:

- Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security;
- Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

The CRFM Secretariat is a project partner, with established and recognized expertise in the region and abroad in such areas as fisheries governance and management, capacity building and participatory monitoring and evaluation, and fisheries co-management arrangements. Under Component 1- Developing organizational capacity for fisheries governance, the CRFM Secretariat is responsible for Activity: 1.2.2.1 Undertake pilot projects to address priority implementation gaps and adapt current practices, which is related to Outcome 1.2 above and specifically related to Output 1.2.2: State agency prioritization capacity developed to support fisherfolk organizations and roles in stewardship.

In order to achieve Output 1.2.2, the CRFM Sec. liaised with CANARI during their implementation of Activity 1.2.1.1- Conduct institutional analysis and organizational assessment in key fisheries-related state agencies in St. Vincent and the Grenadines and recommend priority improvement. The institutional analysis and organizational assessment identified current strengths, as well as opportunities for improvement in the St. Vincent and the Grenadines Fisheries Division, in order to improve its capacity to support ecosystem stewardship by fisherfolk and their organisations.

While the Fisheries Division is considered to be effectively supporting ecosystem stewardship by fisherfolk and their organisations in the capacity area of practices<sup>15</sup>, a gap to be addressed was that information sharing could be strengthened through the development of a communication strategy. It was also found that there were inadequate communication channels between the Fisheries Division and fisherfolk in the Grenadine islands for sharing fisheries-related information. This has contributed to lower awareness of legislation, and fisheries related decisions among fisherfolk in the Grenadines islands. The CRFM Sec. held subsequent consultations with the key stakeholders which led to approval of the pilot project “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”

## **2.0 Objective, Purpose & Expected Results**

### *2.1 Overall Objective*

The objective of this consultancy is to develop a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.

### *2.2 Purpose*

The purpose of this assignment is to improve the capacity of the St. Vincent and the Grenadines Fisheries Division to support fisherfolk organizations and roles in stewardship through the development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.

## **3.0 Expected Results**

A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.

## **4.0 Scope of Work**

The Consultant will work under the general direction of the Executive Director of the CRFM to undertake this assignment. Maren Headley, Programme Manager, Fisheries Management and Development, CRFM Secretariat is responsible for management of the project on behalf of the CRFM.

The scope of work covers all activities necessary to accomplish the Expected Results stated. The main tasks/activities are as follow:

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<sup>15</sup> The translation of the organisation core beliefs into actions that support ecosystem stewardship by fisherfolk organisations as it relates to decision making, collaboration and information sharing.



#### *4.1. Inception activities*

- 1.) Attend an initial virtual briefing with the CRFM Technical Team to discuss the objectives, activities, approach, expected outputs and any other issues related to the the execution of the assignment that require clarification.
- 2.) Within five (5) days of the briefing meeting, The Consultant will prepare a report of the briefing (inception report) and work plan clearly identifying an outline and timelines for the execution of the actions.

#### *4.2. Technical Work*

- 1.) Using a participatory approach, develop a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.

#### *4.3. Final Technical Report*

- 1.) Prepare a final technical report, taking into account comments provided by the CRFM Secretariat. The report would, at least, contain the following sections: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations (including lessons learned); Annex 1 Terms of Reference; Annex 2 Inception Report; Annex 3 Consultancy Products, namely: Work plan; A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.
- 2.) Drafts of each product are to be reviewed by the CRFM, prior to finalization.

### **5.0 Deliverables**

#### *5.1 Inception report and work plan.*

- 1.) An inception report and work plan clearly identifying an outline and timelines for the execution of the actions.

#### *5.2 Technical Work*

- 1.) A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities. 1.) First draft version of a final technical report, which would comprise at least the sections referred to in the scope of work above.

#### *5.3 Final Technical Report*

- 1.) First draft version of a final technical report, which would comprise at least the sections referred to in the scope of work above.
- 2.) Revised and final versions of a final technical report, which would comprise at least the sections referred to in the scope of work above.

#### *5.4 Deadlines for Deliverables*

<b>Deliverables</b>	<b>Deadlines for Submission to CRFM Secretariat</b>
5.1 An inception report and work plan clearly identifying an outline and timelines for the execution of the actions.	5 days after inception meeting
5.2 A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.	Mar 15, 2021
5.3 Final Technical Report (FTR) * First draft version of the FTR, which would comprise at least the sections referred to in the scope of work above.	Mar 31, 2021
• Revised and final versions of a final technical report, which would comprise at least the sections referred to in the scope of work above.	Apr 12, 2021

### **6.0 Assumptions & Risks**

#### *6.1 Assumptions underlying the project*

The following assumptions underlie this Terms of Reference:

- 1.) The Consultant will receive feedback on documents/products in a timely manner.
- 2.) The Consultant will have the support of the StewardFish focal point in each country for the implementation of the pilot projects and development of the appropriate documents/products.
- 3.) The Consultant will have the support of the StewardFish focal point in planning and executing the stakeholder consultations. This will include liaising with stakeholders, and confirming their participation in the consultations (virtual/face to face) depending on the national COVID-19 protocols.

#### *6.2 Risks*

The following are anticipated risks:

- 1.) The current COVID-19 pandemic could impact data gathering and consultations with stakeholders.

The Consultant should consider alternative methods and approaches for data collection and consultation should these risks arise, which will enable them to deliver the expected outcomes of this project.

### **7.0 Roles and Responsibilities**

The Consultant is responsible for execution of the main Actions and accomplishing the Expected Results and Deliverables as outlined above.

In the conduct of the assignment the CONSULTANT (criteria are given in Article 11) will be supported by the CRFM Secretariat, which will provide overall guidance on implementation of the contract. The CRFM Secretariat will assign two (2) staff (fisheries experts) who will work closely with the team at all times. The CRFM Secretariat will also assist in the circulation of documents for regional-level review; and, facilitate the finalization of all documents produced.

The CONTRACTING PARTY, through the CRFM Secretariat in Belize and St. Vincent and the Grenadines, will provide the assistance to the CONSULTANT in a timely manner, as agreed during the inception meeting and recorded in the inception report:

## **8.0 Reporting**

The CONSULTANT will prepare an inception report and final report. The final technical report should include methodologies used to deliver the various outputs, with lessons learned and recommendations for follow up action, and include final technical deliverables in publisher-ready (in Microsoft Word for Windows) format. The reports should be produced in Microsoft Word for Windows format and submitted electronically to the CRFM Secretariat.

## **9.0 Logistics**

All logistical arrangements pertaining to in-country travel by the CONSULTANT and workshop participants (in accordance with national COVID-19 protocols) are the responsibility of the CONSULTANT.

## **10.0 Duration**

The assignment will require 9 weeks, from the period 15 February 2021 to 16 April 2021.

## **11.0 Criteria for Key Expert- Public Relations Specialist/ Strategic Communications Specialist/Fisheries Expert**

### **Qualifications and Skills**

- a) Post-graduate in Corporate Communications, Communication Studies, Media Studies, Natural Resource Management, Fisheries Management, Organisational Development, Business Administration or Public Administration;
- b) Sound knowledge of Fisheries Governance and Strategic Planning or Results Based Management;
- c) Sound knowledge of development of appropriate Communication products for a variety of stakeholders;
- d) Consultation and facilitation skills;
- e) Excellent command of English Language;

### **General Professional Experience**

- f) At least seven (7) years related work experience;

### Specific Professional Experience

- g) Experience in developing communication products (digital media, radio, film and video) for the public sector, private sector and civil society organisations.
- h) Experience working with regional fisheries organisations and national fisheries division, and fisherfolk organisations;
- i) Demonstrated understanding of fisheries governance, co-management and stewardship, ecosystem approach to fisheries and stakeholder engagement and consultations;
- j) Experience in developing and implementing governance structures for organisations;
- k) Knowledge of regional governance and decision making among fisheries-related state agencies;
- l) Experience in working with and strengthening civil society organisations.

## Annex B – Survey

This survey was created using google forms.

# StewardFish Communication Survey for St. Vincent and the Grenadines

Under Component 1 (Developing organizational capacity for fisheries governance) of "The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries" (StewardFish) project, Activity 1.2.2.1 calls for the development of pilot projects to address priority implementation gaps and adapt current practices.

An institutional analysis and organisational assessment in key fisheries-related state agencies conducted under Activity 1.2.1.1, for all 7 project countries (Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines) resulting in identifying areas for priority improvement. Specific to St. Vincent and the Grenadines, it was noted that while the Fisheries Division is supporting ecosystem stewardship by fisherfolk and their organisations in capacity areas, there is a gap in information sharing that could be strengthened through the development of a communication strategy. Another gap identified was that of inadequate communication channels between the Fisheries Division and fisherfolk in the Grenadine islands.

Therefore the following pilot project is being completed under the guidance of the CRFM - "Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities."

This SHORT SURVEY is being administered to assist in identifying priority actions for the development of the communication strategy and action plan as well as a communication product for the fisheries sector in St. Vincent and the Grenadines. Completing this survey is voluntary, however, your participation is critical to the developing this strategy and plan which seeks to benefit you.

\*All responses will remain anonymous\*

1. Would a communication strategy and action plan be useful for the fisheries sector in St. Vincent and the Grenadines?

*Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Maybe

2. Are you aware of any existing communication strategy or plan for the fisheries sector in St. Vincent and the Grenadines?

*Mark only one oval.*

- ☐ Yes
- ☐ No

3. How do you MAINLY RECEIVE fisheries-related information in St. Vincent and the Grenadines?

*Check all that apply.*

	Locally (related to your community)	Nationally (related to the entire country)	Regionally (related to other parts of the Caribbean)	Internationally (related to other parts of the world)
<b>Word of mouth</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Television</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Radio</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Newspaper</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Magazine</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Brochure</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Whatsapp</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facebook</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Instagram</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Twitter</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Email</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fisheries meeting/training workshop</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Phone call</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Government notice (memo, circular, technical report etc.)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. How do you MAINLY SHARE fisheries-related information in St. Vincent and the Grenadines?

*Check all that apply.*

	Locally (related to your community)	Nationally (related to the entire country)	Regionally (related to other parts of the Caribbean)	Internationally (related to other parts of the world)
<b>Word of mouth</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Television</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Radio</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Newspaper</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Magazine</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Brochure</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Whatsapp</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facebook</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Instagram</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Twitter</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Email</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fisheries meeting/training workshop</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Phone call</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Government notice (memo,, circular,, technical report etc.)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Who are the stakeholders you usually receive and/or share fisheries-related information from/with in St. Vincent and the Grenadines?

*Check all that apply.*

- ☐ Government Ministry
- ☐ Fisheries Division
- ☐ Fisherfolk in my community, only
- ☐ Fisherfolk within and outside of my community
- ☐ Fisherfolk Organisation(s) - FFOs
- ☐ Private sector
- ☐ General Public
- ☐ Civil Society Organisations apart from FFOs

Other: ☐ \_\_\_\_\_

6. How often do you receive or share fisheries information? *Mark only one oval.*

- ☐ Everyday
- ☐ Once a week
- ☐ Once a month
- ☐ Other: \_\_\_\_\_

7. What kind of fisheries information is usually received or shared?

*Check all that apply.*

- ☐ Fisheries regulations information
- ☐ Weather advisories
- ☐ License and registration information
- ☐ Closed season advisories
- ☐ Information on illegal unreported and unregulated (IUU) fishing activities
- ☐ Information on training and capacity building opportunities (e.g. capacity building and advocacy to support ecosystem stewardship)

Other: ☐ \_\_\_\_\_

8. What would you like to see as important considerations for a fisheries communication strategy and action plan for St. Vincent and the Grenadines?

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9. What do you think is the best way for fisheries information to be communication with the Fisheries Division?

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10. What do you think is the best way for fisheries information to be communication with the fisherfolk on the mainland, St. Vincent?

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11. What do you think is the best way for fisheries information to be communication with the fisherfolk in the Grenadines?

---

12. Which of the following ideas might be best for connecting fisherfolk from the Grenadines and the mainland, St. Vincent such that timely and relevant fisheries information can be communicated:

*Check all that apply.*

- ☐ Development and distribution of brochures and pamphlets
- ☐ A short video (with key fisheries stakeholders in SVG) highlighting fisheries governance and its importance
- ☐ Creating and launching social media account(s) e.g. a Facebook and/or Instagram Page
- ☐ Television or Radio Ad promoting fisheries stewardship and good governance ☐ Interactive Calendar for fisherfolk to keep them updated on fisheries-related information.

Other: ☐ \_\_\_\_\_

This information is being requested in order to share any relevant project related outputs such as the final communication strategy and action plan as well as any communication products development. The information would also be useful in assessing the different stakeholders who participated in the development of the proposed communication strategy and plan.

Please be reminded that all survey responses will remain anonymous.

### Demographic Information

13. Gender

*Mark only one oval.*

- ☐ Male
- ☐ Female
- ☐ Other: \_\_\_\_\_

14. Age range

*Mark only one oval.*

☐ 18-25 years

☐ 26-35 years

☐ 36-45 years

☐ 46-55 years

☐ 56-65 years

☐ 66-75 years

75+ years

15. Highest education level *Mark only one oval.*

☐ Primary or elementary

☐ Secondary or high school

☐ Tertiary (college or university)

☐ Technical or vocational

☐ On-the-job training

Other: \_\_\_\_\_

16. Occupation and job title

\_\_\_\_\_

17. First and last name

\_\_\_\_\_

18. Email address(es)

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19. Phone number

Thank you!

The project is being executed by regional partners (The Caribbean Natural Resources Institute (CANARI); the Caribbean ICT Research Programme (CIRP); the Caribbean Network of Fisherfolk Organisations (CNFO); the Caribbean Regional Fisheries Mechanism (CRFM; and the Centre for Resource Management and Environmental Studies (CERMES)) working in collaboration. This pilot project is lead by the CRFM under component 1, activity 1.2.2.1.

## Inception Report

Development of a communication strategy and action plan for  
St. Vincent and the Grenadines: a pilot project under the *Developing  
Organizational Capacity for Ecosystem Stewardship and Livelihoods in  
Caribbean Small-Scale Fisheries (StewardFish)*

Prepared by:  
Sanya S. Compton, Consultant

28 February, 2021

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## Acronyms and abbreviations

<b>CANARI</b>	Caribbean Natural Resources Institute
<b>CERMES</b>	Centre for Resource Management and Environmental Studies
<b>CIRP</b>	Caribbean ICT Research Programme
<b>CLME+</b>	Caribbean and the North Brazil Shelf Large Marine Ecosystem
<b>CLME+ SAP</b>	Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems
<b>CNFO</b>	Caribbean Network of Fisherfolk Organisations
<b>CRFM</b>	Caribbean Regional Fisheries Mechanism
<b>CRFM Sec.</b>	Caribbean Regional Fisheries Mechanism Secretariat
<b>EAf</b>	Ecosystem Approach to Fisheries
<b>FTR</b>	Final Technical Report
<b>StewardFish</b>	The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries
<b>TDA</b>	Transboundary Diagnostic Analyses
<b>TOR</b>	Terms of Reference



## **Background**

In 2013, a 10-year Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP)<sup>16</sup>, was adopted by countries bordering and/or located within the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ region). The goal of the CLME+ SAP is to contribute to the achievement of the regionally adopted long-term vision of “a healthy marine environment in the CLME+ that provides benefits and livelihoods for the well-being of the people of the region.”

There are 6 Strategies and 4 Sub-strategies which comprise the CLME+ SAP; strategies 1-3 focus on governance while strategies 4-6 focus on the three main marine ecosystems (reef, pelagic and continental shelf) in the CLME+ region. Achieving sustainable fisheries is of particular importance within the scope of the CLME+ SAP, this includes small-scale fisheries which are important to the economic sustainability of coastal communities and rural livelihoods as well as critical food source for Caribbean people.

## **Purpose of the CLME+ SAP**

The CLME+ SAP was designed and developed in order to address three transboundary threats (as identified by the transboundary diagnostic analyses (TDAs) conducted during the CLME Project, 2009-2014) of unsustainable fisheries, habitat degradation and pollution at all levels of governance. The dense mosaic of marine jurisdictions, and mobility of fisheries resources and people, also demand the engagement of national and local level, state and non-state, actors to address these threats, and to build resilience in these fisheries socio-ecological systems.

There are a number of challenges that hinder the engagement of fishers and their organizations in the sustainable management of fisheries in the region, including:

- Limited capacity of regional, national and local fisherfolk organizations to participate effectively in fisheries governance
- Fisherfolk have insufficient capacity and knowledge of ecosystem stewardship practices for fisheries sustainability
- Inadequate public awareness of ecosystem approaches to support best practices and ensure compliance
- Poor documentation of successful experiences and practices for sustainable fisheries livelihood strategies
- Inadequate management and collaboration mechanisms to support fisherfolk leaders in monitoring and evaluating projects.

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<sup>16</sup> CLME+ Strategic Action Programme <https://www.clmeproject.org/sap-overview/>

## **The StewardFish Project**

In an effort to address some of the many challenges, *The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries* (StewardFish) project is aimed at implementing the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) member states (Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, St. Vincent and the Grenadines) that have politically endorsed the CLME+ SAP.

The project is being executed by regional partners (The Caribbean Natural Resources Institute (CANARI); the Caribbean ICT Research Programme (CIRP); the Caribbean Network of Fisherfolk Organisations (CNFO); the Caribbean Regional Fisheries Mechanism (CRFM); and the Centre for Resource Management and Environmental Studies (CERMES)) working in collaboration. The main focus of the StewardFish project is to empower fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support at all levels. This will be achieved through implementation of the four project components:

1. Developing organizational capacity for fisheries governance;
2. Enhancing ecosystem stewardship for fisheries sustainability;
3. Securing sustainable livelihoods for food and nutrition security; and
4. Project management, monitoring and evaluation, and communication.

The expected outcomes include the following:

- Outcome 1.1: Fisherfolk have improved their organizational capacity to meet objectives that enhance well-being;
- Outcome 1.2: Fisheries-related state agencies have capacity to support fishing industry stewardship;
- Outcome 2.1: Increased participatory Ecosystem Approach to Fisheries (EAF) application with focus on healthier habitats and pollution reduction;
- Outcome 3.1: Livelihoods throughout fisheries value chains balance development with conservation for food and nutrition security; and
- Outcome 4.1: Good governance and learning for adaptation institutionalized among fisherfolk organizations.

## **Situational analysis**

Under Component 1 (Developing organizational capacity for fisheries governance) of the StewardFish project Output 1.2.2. speaks to - State agency prioritization capacity developed to

support fisherfolk organizations and roles in stewardship, while Activity 1.2.2.1 calls for the development of pilot projects to address priority implementation gaps and adapt current practices.

An institutional analysis and organisational assessment in key fisheries-related state agencies was conducted under Activity 1.2.1.1, for all 7 project countries. Recommendations resulting from this institutional analysis and assessment identified areas for priority improvement. Specific to St. Vincent and the Grenadines, it was noted that while the Fisheries Division is supporting ecosystem stewardship by fisherfolk and their organisations in capacity areas, there is a gap in information sharing that could be strengthened through the development of a communication strategy. Another gap identified was that of inadequate communication channels between the Fisheries Division and fisherfolk in the Grenadine islands. These gaps in information sharing and overall communication have specifically contributed to lower levels of legislation awareness, and fisheries-related decisions among fisherfolk in the Grenadines islands. Consultations held with the key stakeholders subsequent to the institutional analysis and assessment led to the approval of the pilot project “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”

### **Scope of work**

For the period beginning 15 February and ending on 16 April, 2021, technical support will be provided by a consultant in the implementation of a pilot project to address priority gaps in the fisheries-related state agency – “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”

The consultant will work under the directives and guidance as provided by the CRFM Secretariat (responsible for management of the project on behalf of the CRFM). The existing current contract and terms of reference (TOR) identifies and details the specifics of the agreement between the consultant and the CRFM Sec. The consultant reports directly to the Executive Director of the CRFM with overall supervision from the Programme Manager, Fisheries Management and Development, CRFM.

The main tasks/activities to be completed (by the consultant) include:

- An inception meeting and report (completed within the first week of the project). See Appendix A for the meeting summary, a list of attendees and a copy of the meeting agenda.
- Technical Work: the necessary research and consultations for developing a communication strategy and action plan along with communication product(s).
- Final technical report (FTR): completed and submitted during the final week of the project for review and acceptance by the CRFM Sec.

Table 1 below outlines the expected deliverables and deadlines. A detailed work plan is provided in section 2.2 of this report.

**Table 1. The deliverables and deadlines for submission to the CRFM Sec. for consultancy services provided under the pilot project to address priority gaps in the fisheries-related state agency – “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”**

<b>*Deliverables</b>	<b>*Deadlines for Submission to CRFM Secretariat</b>
5.1 An inception report and work plan clearly identifying an outline and timelines for the execution of the actions.	5 days after inception meeting
5.2 A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.	Mar 15, 2021
5.3 Final Technical Report (FTR) <ul style="list-style-type: none"> <li>First draft version of the FTR, which would comprise at least the sections referred to in the scope of work above.</li> </ul>	Mar 31, 2021
<ul style="list-style-type: none"> <li>Revised and final versions of a final technical report, which would comprise at least the sections referred to in the scope of work above.</li> </ul>	Apr 12, 2021

*\*As provided in TOR*

## Methodology

In order to better assess the historical and current state of and context for communication of fisheries-related information among fisheries stakeholders (primarily fisherfolk and the Fisheries Department), a mix methods approach would be used. This approach is best suited because it allows for the collection, analysis and interpretation of data/information from various sources, which can present a holistic picture for informing and developing a comprehensive communication strategy and action plan, along with the desired communication product(s).

This mixed methods approach will include the collection of data from both primary and secondary sources. These sources are outlined as follows:

### *Primary sources*

- Interviews or Consultations/meetings with both fisherfolk and Fisheries Department stakeholders, virtually and/or in-person (where necessary and recognising the national COVID-19 protocols in place). The consultant will meet with each stakeholder group, separately (promoting an atmosphere for participants to readily share information), to gain a better perspective of information sharing and communication within the fisheries sector of St. Vincent and the Grenadines.

- A survey will be developed and administered to fisherfolk and Fisheries Department stakeholders to assist in identifying: 1) priority areas and actions for the development of the desired communication strategy and action plan and; 2) their preferences for developing communication product(s) best suited for improving communication, particularly among fisherfolk in the Grenadines.

#### *Secondary sources*

- Desktop research and review of communication within the fisheries sector of St. Vincent and the Grenadines will be completed. Investigation of any existing plans and pathways for and limitations to receiving and sharing fisheries-related information among stakeholders will be done. Information will be sought from any available documents online or as hard copies. Such documents may include, but are not limited to:
  - Government reports
  - Research and technical reports
  - Peer reviewed articles/papers
  - Whitepapers
  - Circulars
  - Brochures and pamphlets
  - Newspaper articles

The information gathered would be cross referenced and verified with information provided from stakeholder consultations. Further verification would be sought from stakeholders (if and when needed) to ensure correctness and clarity. Communication specifically relating to fisherfolk will be the main focus during data collection, with particular attention to fisherfolk in the Grenadines.

## Work plan

The following work plan provides a detailed account of all activities and expected outputs that ought to be executed under this project.

Activities	Timeline (Months)							
	Feb. -Mar Week 1	Mar. Week 2	Mar. Week 3	Mar. Week 4	Mar. Week 5	Mar.-Apr. Week 6	Apr. Week 7	Apr. Week 8
1. Inception meeting								
1.1 Draft inception report								
1.2 Finalised inception report								
2. Complete desktop research and review of communication within the fisheries sector (e.g. existing plans and pathways for and limitations to receiving and sharing fisheries and related information among stakeholders - primary targets fisherfolk with particular attention to fisherfolk in the Grenadines)								
2.1 Develop short survey (a baseline survey geared at understanding the current practices of and existing gaps within communication between fisheries stakeholders (target- fisherfolk and the Fisheries Department))								
2.2 Share draft survey with CRFM Project Team								
2.3 Finalised survey to be administered among fisheries stakeholders (target- fisherfolk and the Fisheries Department)								
2.4 Consult with ( virtual and/or in-person meetings; adhering to COVID-19 protocols)Fisheries Department on: a) verification of information from desktop review/research; b) the development of a communication strategy and action plan; and c) the development of communication product								
2.5 Consult with ( virtual and/or in-person meetings; adhering to COVID-19 protocols)fisherfolk on: a) verification of information from desktop review/research; b) the development of a communication strategy and action plan; and c) the development of communication product								
2.6 Draft communication strategy and action plan								
2.7 Share draft communication plan with fisherfolk for feedback								

- 2.8 Finalised communication strategy and action plan
- 3. Development of communication product(s) - based on information from consultations with the Fisheries Department and fisherfolk
  - 3.1 Share draft communication product(s) with fisherfolk, the Fisheries Department and CFRM for feedback
  - 3.3 Finalised communication product due to CFRM
- 4. Draft final technical report (FTR) due to CFRM
  - 4.1 Finalised FTR



## Assessment of risks

Table 2 below outlines the possible risks associated with the project that could likely impact its success and completion within the give time period (15 February – 16 April, 2021).

**Table 2. An assessment of risks and mitigation measures**

<b>Risks</b>	<b>Risk level Low/Medium/High</b>	<b>Mitigation measures</b>
<b>The current COVID-19 pandemic could impact data gathering and consultations with stakeholders.</b>	Medium	The Consultant should consider alternative methods and approaches for data collection and consultation should these risks arise, which will enable them to deliver the expected outcomes of this project.
<b>Lack of stakeholder participation in project related activities (i.e. consultations and survey) due to meeting fatigue and or time conflicts and constraints</b>	Medium	The Consultant should inform his/her project supervisors (i.e. CRFM) and report on all limitations that could or will likely impact any deliverables and deadlines, in order to make any reasonable adjustments, if/when necessary.

## Reporting

The consultant will prepare an inception report and final report.

The final technical report should include methodologies used to deliver the various outputs, with lessons learned and recommendations for follow up action, and include final technical deliverables in publisher-ready (in Microsoft Word for Windows) format. The reports should be produced in Microsoft Word for Windows format and submitted electronically to the CRFM Sec.

The FTR would, at least, contain the following sections: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations (including lessons learned); Annex 1 Terms of Reference; Annex 2 Inception Report; Annex 3 Consultancy Products, namely: Work plan; A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.



## **Appendix A – Inception meeting**

### **Meeting summary and list of attendees**

*List of Attendees:* Sanya Compton, Consultant; Kris Isaacs, Fisheries Division; Maren Headley, CRFM; and June Masters, CRFM

#### *Meeting summary*

An inception meeting was held virtually via Zoom, on Tuesday the 23<sup>rd</sup> of February, 2021. Representatives from the CRFM Sec., the Fisheries Department along with the project consultant were in attendance.

The purpose of the meeting, which was hosted by the CRFM Sec. and lead by the consultant (hired to provide technical assistance under the project), was to review and discuss:

1. the work plan prepared by the consultant; and
2. The timeline, approaches, and report preparation for the project deliverables (see meeting agenda in next section).

Upon review of the consultant's work plan a few suggestions were provided, these included: having separate consultations/meetings with the Fisheries Department and fisherfolk stakeholders; updating the work plan to be more reflective of all the activities the consultant intends to complete under the project; and pursuing, where possible in-person administration of the survey to fisherfolk stakeholders.

During the meeting discussion further clarity was sought and provided regarding the following: 1) existing communication strategies and/or plans; 2) format of reports; 3) and the budget for delivering the communication product(s). The consultant was advised to seek specific assistance and clarity from the CRFM Sec. in preparing invoices.

After 45 minutes of discussion the meeting was adjourned. All attendees were in agreement with moving forward with the work plan provided, once the suggested changes were applied.

## Meeting agenda



*Draft StewardFish Inception Meeting Schedule with CRFM Sec. team (via GoToMeeting)*

<https://global.gotomeeting.com/join/645899413>

Country: St. Vincent and the Grenadines	Focal Point	Consultant	Date	Time
Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities	Kris Isaacs	Sanya Compton	Feb 23, 2021	11:00 – 11:45 am

### *Draft Inception Meeting Agenda*

1. Introduction of National Consultant and presentation of Draft Workplan by Consultant (15 mins).
2. Discussion about Workplan, Timeline, Approaches, and Report Preparation for the following deliverables (20 mins).
  - 2.1. An inception report and work plan clearly identifying an outline and timelines for the execution of the actions due 5 days after inception meeting.
  - 2.2. A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities Mar 15, 2021.
  - 2.3. First draft version of a final technical report, which would comprise at least the sections: Acknowledgements; Abbreviations and Acronyms; Executive Summary; Introduction; Methodology; Results/Discussion; Conclusions; Recommendations (including lessons learned); Annex 1 Terms of Reference; Annex 2 Inception Report;

Annex 3 Consultancy Products, namely: Work plan; A communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities due Mar 31, 2021.

2.4.Revised and final versions of a final technical report, due Apr 12, 2021.

3. Discussion about Budget and Payment Schedules (5 mins)
4. Any Other Business (5 mins).

## Annex D – Work plan (amended)

Activities	Timeline (Months)															
	Feb. -Mar	Mar.	Mar.	Mar.	Mar.	Mar.-Apr.	Apr.	Apr.	May	May	May	May	June	June	June	June
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Extension	Extension	Extension	Extension	Extension	Extension	Extension	Extension
1. Inception meeting	Completed															
1.1 Draft inception report																
1.2 Finalised inception report		Completed														
2. Complete desktop research and review of communication within the fisheries sector (e.g. existing plans or pathways for and limitations to receiving and sharing fisheries and related information among stakeholders - primary targets fisherfolk with particular attention to fisherfolk in the Grenadines)	Completed															
2.1 Develop short survey (a baseline survey geared at understanding the current practices of and existing gaps within communication between fisheries stakeholders (target- fisherfolk and the Fisheries Department))	Completed															
2.2 Share draft survey with CRFM Project Team	Completed															
2.3 Finalised survey to be administered among fisheries stakeholders (target- fisherfolk and the Fisheries Department)		Completed														
2.4 Consult with ( virtual and/or in-person meetings; adhering to COVID-19 protocols) Fisheries Department on: a) verification of information from desktop review/research; b) the development of a communication strategy and action plan; and c) the development of communication product		Completed														
2.5 Consult with ( virtual and/or in-person meetings; adhering to COVID-19 protocols) fisherfolk on: a) verification of information from desktop review/research; b) the development of a communication strategy and action plan; and c) the development of communication product																
2.6 Draft communication strategy and action plan			Completed													

Mar.	Mar.-Apr.	Apr.	Apr.	May	May	May	May	June	June	June	June
Week 5	Week 6	Week 7	Week 8	Extension	Extension	Extension	Extension	Extension	Extension	Extension	Extension

2.7 Share draft communication plan with fisherfolker for feedback					Delayed								
2.8 Finalised communication strategy and action plan					Completed								
3. Development of communication product(s) - based on information from consultations with the Fisheries Department and fisherfolk					Started	Delayed							
Confirming participation, storyboard and script with persons appearing in the documentary						Delayed							
Filming of documentary													
3.1 Share draft communication product(s) with fisherfolk, the Fisheries Department and CFRM for feedback						Delayed							
3.3 Finalised communicatoin product due to CFRM													
4. Draft final technical report (FTR) due to CFRM						Delayed							
4.1 Finalised FTR													

Annex E – Communication strategy and action plan for the fisheries sector of St. Vincent and the Grenadines

# Communication Strategy and Action Plan for the



## Fisheries Sector in Saint Vincent and the Grenadines

Developed by Sanya Compton, Consultant

For the Caribbean Regional Fisheries Mechanism (CRFM) under the *Developing Organizational Capacity for Ecosystem Stewardship and Livelihoods in Caribbean Small-Scale Fisheries (StewardFish) project.*

March, 2021

## **DISCLAIMER**

The information presented in this product is that of the author(s) and does not necessarily reflect that of the CRFM.

## **ACKNOWLEDGEMENTS**

Thanks to the Chief Fisheries Officer, Mrs. Jennifer Cruickshank-Howard, Mr. Kris Isaacs, Senior Fisheries Officer, Mr. Winsbert Harry, President of the National Fisherfolk Organisation and the many fisherfolk, primarily fishermen from the Grenadine islands of Bequia, Canouan and Union Island, who, during consultations shared their thoughts on the current status of communication within the fisheries sector. Many thanks to the persons from the private sector such as Mr. Vaughn Martin, owner and operator of Serenity Dive Inc. and Mr. Curt Williams owner of Fish Net SVG for also sharing their thoughts on communication within the fisheries sector for St. Vincent and the Grenadines. A very big thank you to everyone who made the time and effort to contribute to the development of the short documentary showcasing the importance of fisheries in St. Vincent and the Grenadines. Special recognition to Kubiyashi Productions for the excellent work on the making of the documentary and to the coast guard volunteers who made filming at sea a safer experience for all involved. Finally, special thanks to the Caribbean Regional Fisheries Mechanism (CRFM) Secretariat for the great support provided as the regional executing partner of this pilot project under StewardFish. The information, time and support given (by all) is valuable and critical to improving communication (particularly in the Grenadines) and bringing awareness to the importance of ecosystem stewardship and livelihoods in small-scale fisheries of St. Vincent and the Grenadines.

## **Current situation**

### **Background**

The goal of the 10-year (2015-2025) Strategic Action Programme for the Sustainable Management of the Shared Living Marine Resources of the Caribbean and North Brazil Shelf Large Marine Ecosystems (CLME+ SAP)<sup>17</sup> is to contribute to the achievement of the long-term vision for a healthy marine environment that provides benefits and livelihoods for the well-being of the people in the CLME+ region. The design of the CLME+ SAP was to address the three transboundary issues identified as being most pervasive within the region; unsustainable fisheries, habitat degradation and pollution. Underpinning these issues are a number of challenges that impact fisherfolk engagement in sustainable fisheries management. Some of these challenges include: limited capacity of fisherfolk to effectively participate in policy/decision-making processes for fisheries; limited capacity and knowledge of ecosystem stewardship practices; inadequate public awareness of ecosystem approaches for supporting best practices and ensuring compliance; and inadequate management and collaboration mechanisms to support fisherfolk leaders.

### **The StewardFish Project**

To address some of the many challenges, *The Developing Organisational Capacity for Ecosystem Stewardship and Livelihoods in the Caribbean Small-Scale Fisheries* (StewardFish) project is implementing the CLME+ SAP within seven Caribbean Regional Fisheries Mechanism (CRFM) member states: Antigua and Barbuda, Barbados, Belize, Guyana, Jamaica, Saint Lucia, and St. Vincent and the Grenadines. The project is being executed by regional partners<sup>18</sup> working in collaboration. The focus is to empower fisherfolk throughout fisheries value chains to engage in resource management, decision-making processes and sustainable livelihoods with strengthened institutional support.

Component 1 of the StewardFish project is to develop organisational capacity for fisheries governance. Activity 1.2.2.1 under this component for the Caribbean Regional Fisheries Mechanism (CRFM) is the regional executing partner calls for the development of pilot projects to address priority implementation gaps and adapt current practices in the 7 participating project countries. An institutional analysis and organisational assessment in key fisheries-related state agencies was conducted under Activity 1.2.1.1. Recommendations resulting from this institutional analysis and assessment identified areas for priority improvement.

### **Situational analysis**

The institutional analysis and organisational assessment conducted for St. Vincent and the Grenadines noted that while the Fisheries Division is supporting ecosystem stewardship by

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<sup>17</sup> CLME+ Strategic Action Programme <https://www.clmeproject.org/sap-overview/>

<sup>18</sup> The Caribbean Natural Resources Institute (CANARI); the Caribbean ICT Research Programme (CIRP); the Caribbean Network of Fisherfolk Organisations (CNFO); the Caribbean Regional Fisheries Mechanism (CRFM); and the Centre for Resource Management and Environmental Studies (CERMES).



fisherfolk and their organisations in capacity areas, there is a gap in information sharing that could be strengthened through the development of a communication strategy. Another gap identified was that of inadequate communication channels between the Fisheries Division and fisherfolk in the Grenadine islands. These gaps in information sharing and overall communication have specifically contributed to lower levels of legislation awareness, and fisheries-related decisions among fisherfolk in the Grenadines islands. Consultations held with the key stakeholders subsequent to the institutional analysis and assessment led to the approval of the pilot project “Development of a communication strategy and action plan with one or two communication product(s) for engaging and sharing information with fisherfolk from the Grenadines islands to ensure their meaningful participation in decision-making processes and management planning activities.”

### **How to use this document**

This communication strategy and action plan is meant to be an instructive document for key fisheries resource users. It outlines priority actions for implementation and guidance on monitoring successful outcomes. The following sections provide: (i) the objectives of the communication strategy and action plan for the fisheries sector in St. Vincent and the Grenadines; (ii) the communication needs as identified by key fisheries stakeholders within the Fisheries Division and the fisherfolk community, particularly fisherfolk in the Grenadines; (iii) information on the target audience and key messages to be communicated; (iv) the specific communication strategies and actions for implementation; (v) recommendations on how to evaluate success; and (vi) a description of the main communication product – a short documentary, developed in conjunction with this communication strategy and action plan. Users of this document are encouraged to seek further guidance on communication within the fisheries sector for St. Vincent and the Grenadines from other available sources; and to be reminded that the contents of this document are specific to the scope of the pilot project implemented under the StewardFish project.

### **Objectives**

The overall goal of the StewardFish project is to develop organisational capacity for fisheries governance while enhancing stewardship and securing sustainable livelihoods for food and nutrition through improved management, monitoring and evaluation, and communication.

The objectives of this communication strategy and action plan intend:

1. to enhance communication within the fisheries sector for St. Vincent and the Grenadines;
2. to assist with improving relationships between and among fisherfolk in the Grenadines, with fisherfolk in St. Vincent and the Fisheries Division;
3. to identify timely and strategic opportunities for improving fisherfolk engagement and participation in decision-making and planning activities (especially with fisherfolk in the Grenadines); and
4. to identify and develop a communication product for promoting stewardship and building awareness about some of the key fisheries stakeholders in St. Vincent and the Grenadines (special focus on the fisheries division and fisherfolk).

## **Communication needs**

This communication strategy and action plan outlines the communication needs as it relates to receiving and sharing fisheries-related information, understanding that information and the necessary interactions between key fisheries stakeholders (namely the Fisheries Division and fisherfolk) in using the information. The following needs were identified by fisherfolk stakeholders and key stakeholder representatives within the Fisheries Division.

### **General awareness**

There is a need for improved and timely communication of information between the Fisheries Division and fisherfolk in the Grenadines on: (i) changes in fisheries regulations; (ii) licensing and inspection of vessels; (iii) inspection and approval of fishing gears and bait; and (iv) fisheries-related projects.

### **Technical communication**

Information on; training opportunities for capacity development among fisherfolk; guidance and support for improving personal capacity; and administrative support for effective information acquisition and dissemination of fisheries-related information from the national fisherfolk organisation (NFO) to its constituents, have all been identified as essential.

### **Internal communication**

Improving internal communication and collaboration among fisherfolk stakeholders, particularly fisherfolk in the Grenadines is critical.

### **Audience and message**

This section outlines the main audience/key stakeholders, key messages and tools that have been considered in the development of this communication strategy and action plan within the context of the StewardFish project.

### **Target audiences**

Although this communication strategy and action plan can be instructive to key fisheries resource users (e.g. government, non-government, civil society and private sector fisheries stakeholders), the strategies and plans herein are intended for use and implementation by a specific group of key stakeholders, namely fisherfolk and the Fisheries Division. This is because the pilot project was explicit in identifying communication gaps between these two groups.

### **Key messages**

There are two key messages being conveyed by this communication strategy and plan to its target audience:

1. Improved communication within the fisheries sector can increase fisherfolk engagement and participation in important decision-making and governance processes that affect their livelihoods.
2. Improving awareness of the importance of fisheries in St. Vincent and the Grenadines promotes better stewardship of the country's fisheries resources by all stakeholder groups.

### **Outreach tools**

Several modes of communication have been identified as being or possessing the potential to be most effective in receiving and sharing fisheries-related information in St. Vincent and the Grenadines:

1. Word of mouth/ face-to-face conversations
2. Meetings/workshops (in person or virtual)
3. Whatsapp messages
4. Phone calls
5. Emails
6. Short documentary on television and social media platforms (e.g. NFO facebook page, the Fisheries Division website and on youtube).
7. Radio announcement

## Communication strategy and actions

### Verbal communication

Having identified word of mouth, face-to-face/ in-person interactions as important tools and opportunities for communicating fisheries-related information and improving general awareness; and in recognising that these forms of verbal communication are critical to receiving and sharing information among Grenadine fisherfolk and between fisherfolk and the Fisheries Division, the following strategies, priority actions and expected outcomes outlined in Table 1 can be used to improve verbal communication.

**Table 1. Strategies, priority actions and expected outcomes for improving verbal (i.e. face-to-face, word of mouth, in-person) communication between Grenadine fisherfolk and the Fisheries Division.**

Area for improvement	Strategy	Priority actions	Expected outcome and benefits
<b>Improved and timely communication of information between the Fisheries Division and fisherfolk in the Grenadines on (i) changes in fisheries regulations.</b>	The Fisheries Division should continue to communicate to all fisherfolk any changes, updates or amendments to fisheries regulations before they ought to be imposed and to practice issuing reminders on a quarterly basis. These quarterly reminders are to ensure that all fisherfolk have access and opportunity at being informed.	<ol style="list-style-type: none"> <li>1. The assigned fisheries (extension) officers for the Northern and Southern Grenadine Islands should work very closely with the Division on issuing changes, updates and reminders.</li> <li>2. When changes or updates are being issued for the first time, the fisheries officer(s) should organise a meeting to brief fisherfolks; potential meeting participants should be informed of this meeting at least 2-5 days in advance of the meeting date and a meeting reminder should be given.</li> <li>3. Any issues, comments and concerns of the fisherfolk during these meetings should be properly documented by the fisheries officer and shared with the Division. Follow-ups with fisherfolk should be completed within a period not exceeding 3 months.</li> </ol>	Improved engagement with and more compliance from fisherfolk in the Grenadines with regards to fisheries regulations and procedures

Area for improvement	Strategy	Priority actions	Expected outcome and benefits
<b>Improved and timely communication of information between the Fisheries Division and fisherfolk in the Grenadines on (ii) licensing and inspection of vessels.</b>	Information on when licensing and inspections would be completed should be given at least 3 days in advance and a reminder should be issued.	<ol style="list-style-type: none"> <li>1. All licensing and inspection procedures should be clearly outlined and shared with fisherfolk prior to the inspection.</li> <li>2. This information should be shared in person, via whatsapp message (voice or video recording) and/or a radio announcement on the local (i.e. in the Grenadines) radio station, where applicable.</li> <li>3. Copies of these procedures should also be made available in hard copy and shared or posted in spaces where fisherfolk congregate (e.g. fisheries building in Pagetfarm, Bequia and "under the tamarind tree" in Union Island).</li> </ol>	Improved engagement with and more compliance from fisherfolk in the Grenadines with regards to fisheries regulations and procedures.
<b>There is a need for improved and timely communication of information between the Fisheries Division and fisherfolk in the Grenadines on (iii) inspection and approval of fishing gears and bait.</b>	The turnaround time(s) for bait inspection should be communicated via phone calls and whatsapp.	<ol style="list-style-type: none"> <li>1. All licensing and inspection procedures should be clearly outlined and shared with fisherfolk prior to the inspection.</li> </ol>	Improved engagement with and more compliance from fisherfolk in the Grenadines with regards to fisheries regulations and procedures.
<b>There is a need for improved and timely communication of information between the Fisheries Division and fisherfolk in the Grenadines on (iv) fisheries-related projects.</b>	The Fisheries Division through its fisheries officers in the Grenadines should make official announcements on fisheries-related projects. These announcements should be made in person and shared with key fisherfolk individual(s) who can then transmit that information by word of mouth to other fisherfolk within the community.	<ol style="list-style-type: none"> <li>1. When announcements of fisheries -related projects are being made, fisherfolk in the Grenadines should be invited and encouraged to participate, when applicable.</li> <li>2. This information should be shared in person, via whatsapp message (voice or video recording) and/or a radio announcement on the local (i.e. in the Grenadines) radio station, where applicable</li> </ol>	Improved engagement and participation of Grenadine fisherfolk in national and regional projects.

## Electronic communication

In considering the physical and financial efforts (i.e. distance and cost) involved in having face-to-face interactions between St. Vincent stakeholders and Grenadine stakeholders, the use of and access to different types of electronic sources and platforms would be beneficial. Consultations with the Fisheries Division and fisherfolk stakeholders indicated that electronic communication is supplementary to their preferred modes of communication (i.e. face-to-face, word of mouth) especially during times when it becomes difficult to have in-person contact (e.g. during the COVID - 19 pandemic). Therefore, improving electronic communication among fisherfolk and between the Fisheries Division and fisherfolk is essential to sustaining and supporting communication channels. Table 2 outlines the strategies and actions that the Fisheries Division and the National Fisherfolk Organisation (NFO) can put in place to improve communication virtually, via social media and email.

**Table 2. Strategies, priority actions and expected outcomes for improving electronic (i.e. virtual, social media and email) communication between fisherfolk and the Fisheries Division in St. Vincent and the Grenadines.**

Alternative to face-to-face communication	Strategy	Priority actions	Expected outcomes and benefits
<b>Virtual meetings, workshops and webinars in situations where face-to-face communication cannot be supported.</b>	<ol style="list-style-type: none"> <li>1. The Fisheries Division and the National Fisherfolk Organisation (NFO) should have access to virtual meeting platforms such as ZOOM, Go-to-meeting and Google Meet for hosting events online.</li> <li>2. The NFO through their current affiliation with the Caribbean Network of Fisherfolk Organisations (CNFO), should continue to secure free access to the ZOOM platform in support of conducting the relevant meetings and online events of the NFO and the Fisheries Division, as allowable.</li> </ol>	<ol style="list-style-type: none"> <li>1. The Fisheries Division and the NFO should select a preferred virtual platform and train fisherfolk on the use of the platform.</li> <li>2. The NFO representative on the CNFO executive board should explore the options available to both the NFO and the Fisheries division for hosting online events.</li> </ol>	<p>Sustained communication when face-to-face or word of mouth modes of communication have become compromised.</p> <p>Improved engagement of fisherfolk on virtual platforms.</p>

Alternative to face-to-face communication	Strategy	Priority actions	Expected outcomes and benefits
<b>Use of social media and whatsapp to engage, inform and solicit participation of fisherfolk in fisheries-related activities.</b>	1. The Fisheries Division Public Education Unit should work alongside the NFO to improve their social media presence. 2. Social media awareness drive and promotions of events, announcements and other relevant fisheries information should be done on a quarterly basis.	<b>1.</b> The NFO, through their primary fisherfolk leaders and others in their network should reach out to their membership, particularly during meetings, and encourage them to join the NFO whatsapp group and Face Book page.	Increased membership and fisherfolk interactions using social media
<b>Use of email for continued access to and communication of relevant fisheries information</b>	The Fisheries Division and the NFO should continue to use email as a formal and additional mode of communication for important and relevant information to fisherfolk, particular fisherfolk leaders.	<b>1.</b> When sending email correspondence to fisherfolk, emails should be kept short using simple language and visual cues should be used (bold, highlighting, images).	Improved email communication with fisherfolk

## Visual communication

Fisherfolk and Fisheries Division stakeholders indicated that visual communication could be a strong and very useful tool for awareness-building and engagement of fisheries stakeholders and the wider community. There was a strong preference for a communication product that would: (i) document the importance of the fisheries sector; (ii) highlight some of the key stakeholders and their roles; and (iii) promote stewardship for improved fisheries governance. Table 3 outlines the strategies, priority actions and expected outcomes associated with the production of a short documentary on the fisheries sector in St. Vincent and the Grenadines. Annex 1 provides further details on the documentary. The completed documentary would be available on the Fisheries Division and the NFO media platforms. A link to the documentary would be made available in the final technical report produced under this pilot project.

**Table 3. Strategies, priority actions and expected outcomes for improving visual (e.g. televisions ads, documentary) communication between Grenadine fisherfolk and the Fisheries Division.**

Awareness building and engagement initiative	Strategy	Priority actions	Expected outcome and benefits
<b>Development of a communication product for promoting stewardship and building awareness about some of the key fisheries stakeholders in St. Vincent and the Grenadines (special focus on the fisheries division and fisherfolk).</b>	<p>1. The production and dissemination of a short documentary focused on highlighting:</p> <p>A. The importance of the fisheries sector in St. Vincent and the Grenadines</p> <p>B. The roles and contributions of some of the key fisheries stakeholders (special focus on fisherfolk and the fisheries division)</p> <p>C. The importance of stewardship and using an ecosystem approach to fisheries for improved fisheries governance</p> <p>2. The Fisheries Division Public Education Unit should work alongside the NFO to promote and share the documentary on available media platforms (television – agency for public information; website, social media, whatsapp).</p> <p>3. The documentary should be used as part of the Fisheries Division and NFO education and outreach activities.</p>	<p>1. Produce a short documentary with interviews from stakeholders representing the Fisheries Division, Fisherfolk from the main fisheries cooperatives, fisherfolk from the grenadines, stakeholders from related sectors in government, civil society and the private sector, along with everyday consumers.</p> <p>2. Share short documentary with all relevant stakeholders including the public and encourage them to share.</p> <p>3. Consultant to create SVGNFO Youtube and Vimeo accounts for promoting and sharing the documentary using these platforms.</p> <p>4. Media consultant to create promotional material for documentary.</p>	<p>An awareness-building and engagement strategy that supports stewardship within the fisheries sector.</p> <p>An educational tool can be used and shared across various media platforms.</p> <p>Respect and comradery among fisherfolk, the Fisheries Division and other key stakeholders in the sector.</p>



## Supporting actions and recommendations

The following actions and recommendations provide support for the strategies and priority actions. They are meant to be complementary by providing further guidance to the successful implementation of this communications strategy and action plan.

- This communication strategy and action plan should be integrated into the Fisheries Division and the NFO's workplan in order to successfully develop a detailed schedule for implementing strategies and actions.
- Efforts should be made by the Fisheries Division for forming a whatsapp group for Grenadines fisherfolk. This whatsapp group can be managed by the fisheries officers based in the Grenadines and would solely be use as another mechanism for sharing time sensitive and relevant fisheries information.
- The Fisheries Division should provide continued support to fisherfolk by also assigning one of the fisheries officers already based in the Grenadines to liaise between the cooperatives division and fisherfolk in the Grenadines interested in establishing a cooperative. The NFO leaders should work closely with the fisheries officer and the interested Grenadine fisherfolk in completing the registration process for establishing at least one cooperative. Specific guidance and support should be provided in the following areas:
  - Deciding on which Grenadines island would be best suited for the cooperative(s)
  - Highlighting the benefits of forming a cooperative
  - Building the leadership capacity of fisherfolk in the Grenadines
- The NFO should liaise with the fisheries officers in the grenadines to share information from the monthly NFO meetings. This information should be shared using multiple sources such as email, in-person or virtual briefing meetings and/or whatsapp - particular using voice notes or a video recording summarising the meeting proceedings.
- The Fisheries Division should increase their visibility among fisherfolk in the Grenadines in order to build trust and improve relationships fisherfolk stakeholders. At least 2 regularly scheduled visits per year from senior fisheries personnel to the Northern and Sothern grenadines should be planned.
- The NFO should continue its efforts to build administrative capacity to provide support for the acquisition and dissemination of information to all fisherfolk in St. Vincent and the Grenadines. Increased financial support is needed for establishing office space and secretarial services. The NFO should continue to leverage support from the Ministry and the Fisheries Division as well as project-related activities, where applicable.
- Capacity building workshops, trainings and related activities should not be hosted only in St. Vincent but also in the Grenadines. Deliberate efforts should be made to host more training workshops in the Grenadines.
- Fisheries division should ensure that officers in the Grenadines receive professional on-the-job training for conducting inspections that would have been otherwise completed by an officer from St. Vincent. This could reduce the time and cost associated with having inspections done by a fisheries officer from St. Vincent. This can also assist the overall process and facilitate amiable interactions with the Division and Grenadines fisherfolk.

- A communications budget is needed for the continued support and implementation of communication actions. This budget should be focused on the development of a comprehensive communication plan, which should include: increased input from the full range of fisheries stakeholders (increased buy-in when executing actions under the plan); a strengths, weaknesses, opportunities and threats (SWOT) analysis; several planned communication drives; planned education and outreach activities; development, promotion and evaluation of communication products such as the short documentary produced under this communication strategy and action plan.

Overall, fisherfolk, particularly those in the Grenadines, need to feel included and be actively involved in actions and processes relevant to their livelihoods. Improving communication in the areas identified as problematic by fisherfolk could foster better relationships among stakeholder groups and increase engagement and participation in resource management and decision-making. Stewardship relies on good communication, collaboration and coordination among fisherfolk and all other stakeholders within the fisheries sector. Therefore, addressing existing communication gaps and limitations in fisheries governance creates an impetus for achieving better stewardship of marine resources (inclusive of fisheries).

## Evaluating success

The success of actions, plans and strategies relies on the ability to monitor and evaluate progress and outcomes. The communication strategies and priority actions presented in this document can be monitored and evaluated using a set of indicators. The following indicator template was designed to assist the Fisheries Division and the NFO in evaluating their success in implementing this communication strategy and action plan.

Indicator Matrix						
Main indicator	Measurement 1	Measurement 2	Measurement 3	Reporting Interval (how frequently will this indicator be measured)	Source (how will the information be reported)	Responsible (who will measure and report)
<b>The number of Grenadine fisherfolk participating in fisheries related activities</b>	Number of fisherfolk participating in NFO meetings (face-to-face or virtual)	Number of fisherfolk participating in training workshops		Annually	Meeting and workshop reports	Fisheries Division NFO
<b>Social media analytics</b>	Number of likes	Number of shares	Number of views	Monthly	Technical report	Fisheries Division NFO
<b>Communication products</b>	Type of communication products produced	Number of communication products produced	Number of individuals who received communication products	Quarterly	Technical report	Fisheries Division NFO

### Annex F – Development of a short documentary

Kubiyashi Productions owned and managed by Mr. Alex Barnwell produced a short documentary on the fisheries sector of St. Vincent and the Grenadines. The goal of the documentary was to highlight: (i) the importance of the fisheries sector in St. Vincent and the Grenadines; (ii) the roles and contributions of some of the key fisheries stakeholders (special focus on fisherfolk and the fisheries division); and (iii) the importance of stewardship and using an ecosystem approach to fisheries for improved fisheries governance.

The guidance script highlights the main persons targeted to participate in the documentary, however, onsite and impromptu filming was done with a few other individuals, mainly on the Grenadines islands of Bequia and Union and in the fishing village of Barroullie on mainland St. Vincent. An organic approach was used to engage these participants and facilitate an open exchange of information.

Name	Affiliation/Title	Stakeholder type	Documentary Script
Saboto Caesar	Honourable Minister - <i>Minister of Agriculture, Forestry, Fisheries, Rural Transformation, Industry &amp; Labour</i>	Government	<ul style="list-style-type: none"><li>- The overall importance of the fisheries sector</li><li>- It's contribution to the economy in St. Vincent and the Grenadines</li><li>- It's role in the blue economy and sustainable development goals</li><li>- Latest developments within the sector</li><li>- The importance communication with in the sector</li></ul>
Jennifer Cruickshank-Howard	Chief Fisheries Officer - <i>Fisheries Division</i>	Government	<ul style="list-style-type: none"><li>- The role of the fisheries division</li><li>- Why is it important to improve understanding and awareness within the sector?</li><li>- How can we all become better marine stewards (emphasis on EAF)?</li></ul>
Kris Isaacs	Senior Fisheries Officer- <i>Fisheries Division</i>	Government	<ul style="list-style-type: none"><li>- The role of the fisheries division</li><li>- Why is it important to improve understanding and awareness within the sector?</li><li>- How can we all become better marine stewards (emphasis on EAF)?</li></ul>
Winsbert Harry	Fisherman; President - <i>National Fisherfolk Organisation</i>	Non-government	<ul style="list-style-type: none"><li>- How long have you been a fisherman?</li><li>- How would you describe your life as a fisherman?</li><li>- Why is fishing important to you?</li></ul>

Name	Affiliation/Title	Stakeholder type	Documentary Script
			<ul style="list-style-type: none"> <li>- Why is it important for fisherfolk to come together to improve the sector?</li> <li>- Why is good communication important in the sector?</li> </ul>
Vaughn Martin	Owner & Operator - Serenity Dive Inc.	Non-government	<ul style="list-style-type: none"> <li>- How important is the marine sector to you/your livelihood?</li> <li>- Why do you consider your role and involvement in the sector important?</li> <li>- What are some of the existing myths that you have encountered being involved in the marine sector?</li> <li>- Why it is important to have good communication among marine stakeholders?</li> </ul>
Peter Regis	Fisher, Boat Owner - Union Island Cooperative (inactive)	Non-government	<ul style="list-style-type: none"> <li>- What is it like to be a fisherman in the Grenadines?</li> <li>- What are some of the main challenges for Fishers in the Grenadines?</li> <li>- Why is good communication and leadership important in the fisheries sector?</li> <li>- What are some the traditional fishing practices and activities unique to the Grenadines?</li> </ul>
Sustainable Grenadines	Non-governmental organisation based on Union Island	Non-government	<ul style="list-style-type: none"> <li>- Why are sustainable fisheries important to SVG?</li> <li>- How does Sustainable Grenadines contribute to this (i.e., sustainable fisheries)?</li> </ul>

Production and post production of the documentary was conducted over an 8-week time frame (June – early August 2021). One week was allotted for the review and finalisation of the documentary. The final product was intended for sharing with the Minister, SVGNFO and Fisheries Division for announcing the release of the short documentary. A Google email account, Youtube and Vimeo (i.e., video sharing platforms) were created and access transferred to the NFO for use and sharing.

All participants, supporting personnel and the implementing agencies (FAO and CRFM Secretariat) under this pilot project were recognised in the documentary.

The CRFM is an inter-governmental organization whose mission is to “Promote and facilitate the responsible utilization of the region’s fisheries and other aquatic resources for the economic and social benefits of the current and future population of the region”. The CRFM consists of three bodies – the Ministerial Council, the Caribbean Fisheries Forum and the CRFM Secretariat.

CRFM members are Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago and the Turks and Caicos Islands.

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[www.crfm.int](http://www.crfm.int)

[www.youtube.com/TheCRFM](http://www.youtube.com/TheCRFM)

[www.facebook.com/CarFisheries](https://www.facebook.com/CarFisheries)

[www.twitter.com/CaribFisheries](https://www.twitter.com/CaribFisheries)



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