



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



working for Zero Hunger



RSN

REGIONAL FISHERY BODY SECRETARIATS' NETWORK

# COMMUNICATION IS KEY: A NEW APPROACH TO FISHERIES GOVERNANCE CHALLENGES

The RSN case

**Information and  
Communication Technologies:  
What role in achieving sustainable  
fisheries in the ATLAFCO zone?**

Morocco, 4-5 July 2019

---

**ELIANA HABERKON**  
Institutions and policy expert

Food and Agriculture Organization of  
the United Nations (FAO)

[Eliana.Haberkon@fao.org](mailto:Eliana.Haberkon@fao.org)



## Overview

- 1 Communication: concept and context
- 2 Communication for development
- 3 Targeted people and institutions
- 4 Process
- 5 Strategic areas of work
- 6 Global platform for ComDev: the RSN case



# 1 Communication: concept and context

Type	Purpose/Definition	Main Functions	Required Core Competencies
<b>Corporate communication</b>	Communicate the mission and activities of the organization, mostly for external audiences.	Use media outputs and products to promote the mission and values of the institution; inform selected audiences about relevant activities.	Public relations, institutional communication, excellent writing skills, press releases, broad media network contacts
<b>Internal communication</b>	Facilitate the flow of information within an institution/project. Sometimes this area can be included in corporate communication.	Ensure timely and effective sharing of relevant information within the staff and institution units. It enhances synergies and avoids duplication.	Institutional communication, excellent writing skills, information management and web skills
<b>Advocacy communication</b>	Influence change at the public or policy level and promote issues related to development.	Raise awareness on hot development issues; use communication methods and media to influence specific audiences and support the intended change.	Public relations, marketing, experience in media campaigns and advocacy campaign



## 2 Communication for development (ComDev)

Type	Purpose/Definition	Main Functions	Required Core Competencies
<p><u><a href="#">Communication for Development</a></u></p> <p><b>ComDev</b></p>	<p>ComDev is a participatory communication approach based on people’s needs and integrating a variety of communication processes media and tools (from radio to the ICTs).</p> <p>Seek sustainable social change by engaging and empowering key stakeholders.</p>	<p>Support equitable access to information, knowledge and communication resources; facilitate participation, multi-stakeholder dialogue and collective action.</p>	<p>Communication research, participatory approaches, adult education, community media, consultations and facilitation skills</p>



## Example from ComDev implementation in the rural sector

- Searching for **information** can **cost** to a farmer up to 11% of total production costs (IDRC, 2013)
- Participation of farmers into **integrated radio & ICT** programming in 5 African countries boosted their adoption of innovations by 4 times (Farm Radio Intl, 2011)
- New services providing agricultural marketing and finance information through community media & ICTs resulted in **income increases** as high as 30%. (FCCM, 2014)
- In India, **participatory video** was found 10 times more effective in promoting the **adoption of sustainable farming practices** than conventional extension approaches. (Digital Green, 2014)



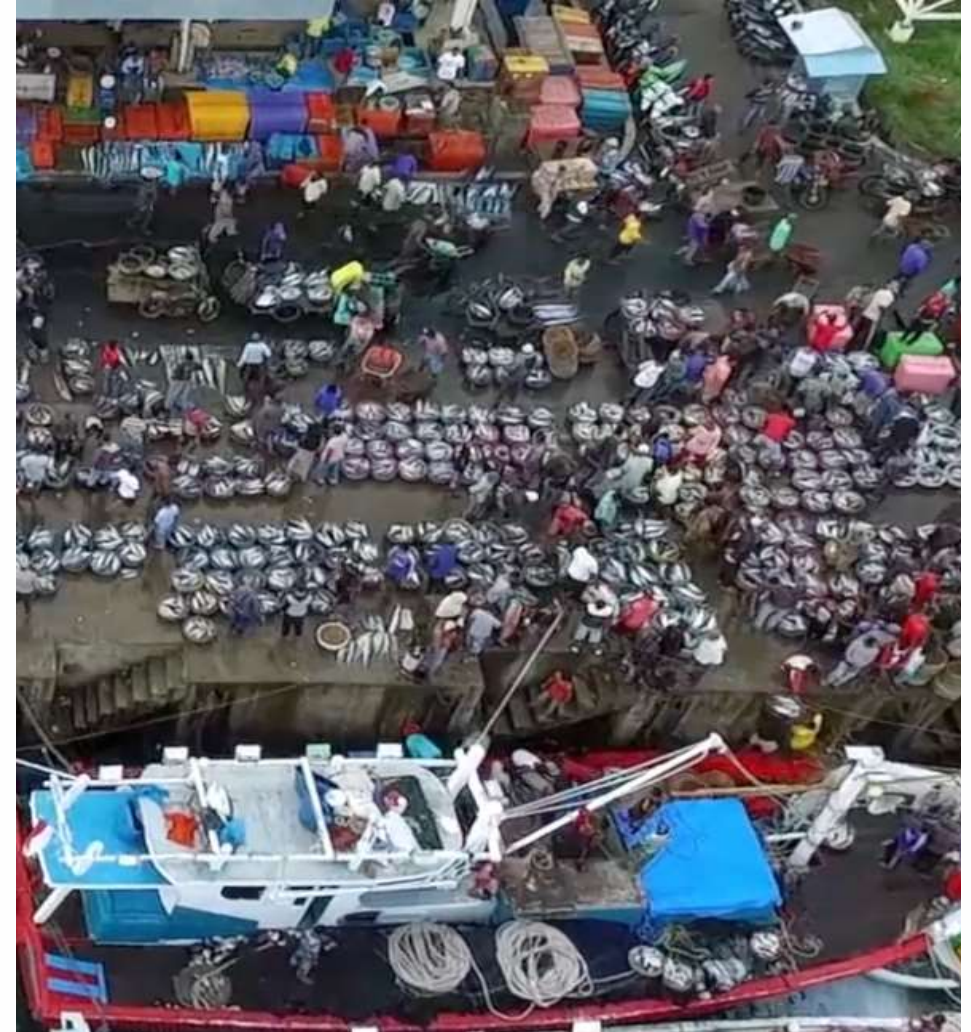
### 3 Targeted people and institutions

#### PRIORITY TARGET

- Regional organizations
- Local organizations: small-scale fishers and related areas (i.e. small markets, etc)
- Groups for special attention: i.e. youth and women
- Vulnerable groups (local communities, indigenous peoples, others)

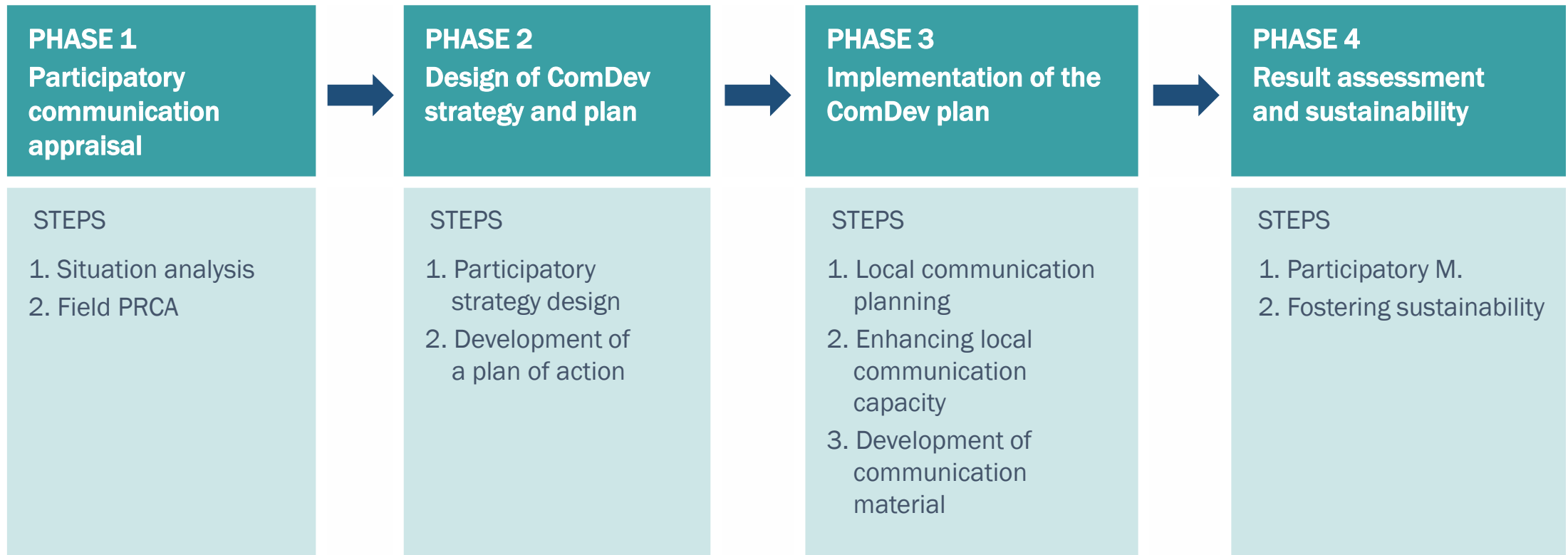
#### INTERMEDIARIES

- Advisory services, fisheries related institutions
- Fisheries organizations / agencies
- Community-based media
- Communication/ICTs networks and providers





## 4 ComDev Process





## 5 Strategic Areas of Work

1. Support to FAO Strategic Programmes, Regional Initiatives and projects through **ComDev strategies/plans and community-centred ICT applications**
2. Policy dialogue, improved capacities and partnerships to advance **inclusive communication services** for sustainable development







### Participatory communication and ICT strategies formulated and implemented to support:

- Organizations and inclusive innovation system
- Community based natural resource - management, resilience and climate adaptation
- Strengthening communities and organizations
- VGGT, SSF, IUU, etc
- Youth and gender / other targeted groups

### Innovative communication service offering i.e.:

- Updated information about opportunities and services, dedicated to young people in areas offered by different service providers
- Practical tools and training resources
- Outstanding examples of young entrepreneurs
- Interactive channels (chat, MSN, fora) between users and service providers

### Methodology

1. ComDev needs assessment including the participation of youth and other sectors
2. ComDev & ICTs integrated strategy design
3. Production of A/V materials
4. Participatory development of a pilot digital service
5. User tests and training with local technicians, advisory services workers, contributing organizations



## 6 Global platform for ComDev: the RSN case

### THE RSN

- Member organizations: secretaries of RFBs and RFMO/As and partners
- RSN is not a FAO body but is supported by FAO
- Biennial meetings
- Decisions by consensus
- Non-binding decisions
- RSN and FAO collaborative background



**Enhance cooperation and coordination among RFBs/RFMOs** to achieve fisheries and aquaculture sustainable development through effective regional mechanisms  
**(SDG 14 and 2030 Agenda)**





Type	Purpose/Definition	Main Functions	Required Core Competencies
<b>Corporate communication</b>	Communicate the mission and activities of the organization, mostly for external audiences.	Use media outputs and products to promote the mission and values of the institution; inform selected audiences about relevant activities.	Public relations, institutional communication, excellent writing skills, press releases, broad media network contacts
<b>Internal communication</b>	Facilitate the flow of information within an institution/project. Sometimes this area can be included in corporate communication.	Ensure timely and effective sharing of relevant information within the staff and institution units. It enhances synergies and avoids duplication.	Institutional communication, excellent writing skills, information management and web skills
<b>Advocacy communication</b>	Influence change at the public or policy level and promote issues related to development.	Raise awareness on hot development issues; use communication methods and media to influence specific audiences and support the intended change.	Public relations, marketing, experience in media campaigns and advocacy campaign
<b><u>Communication for Development</u></b>  <b>ComDev</b>	ComDev is a <b>participatory communication approach</b> based on people's needs and integrating a variety of communication processes media and tools (from radio to the ICTs).  Seek <b>sustainable social change</b> by engaging and empowering key stakeholders.	Support <b>equitable access to information, knowledge and communication</b> resources; facilitate <b>participation</b> , multi-stakeholder <b>dialogue</b> and <b>collective action</b> .	Communication research, participatory approaches, adult education, community media, consultations and facilitation skills

**6** Global platform for ComDev – the RSN case (Cont'.)



## Example

### LEARNING AND SHARING

- Strengthen professional capacities in communication for development
- Consolidate on-/off-line knowledge networks
- Establish partnerships among universities, research & development organizations

### GLOBAL COMMUNITY OF PRACTICE

#### Platforms

- World map of training opportunities
- Library of learning resources
- Spotlight on news & events
- Gallery of multimedia materials
- Link to regional ComDev platforms
- Social media & online community





→ Networks facilitated by partners engaging other regional actors, to strengthen capacities & collaborations in communication for fisheries sustainability

**STAKEHOLDERS:** Organizations

**APPROACH:** Two-way, Consultative, Locally-adapted Communication for Development

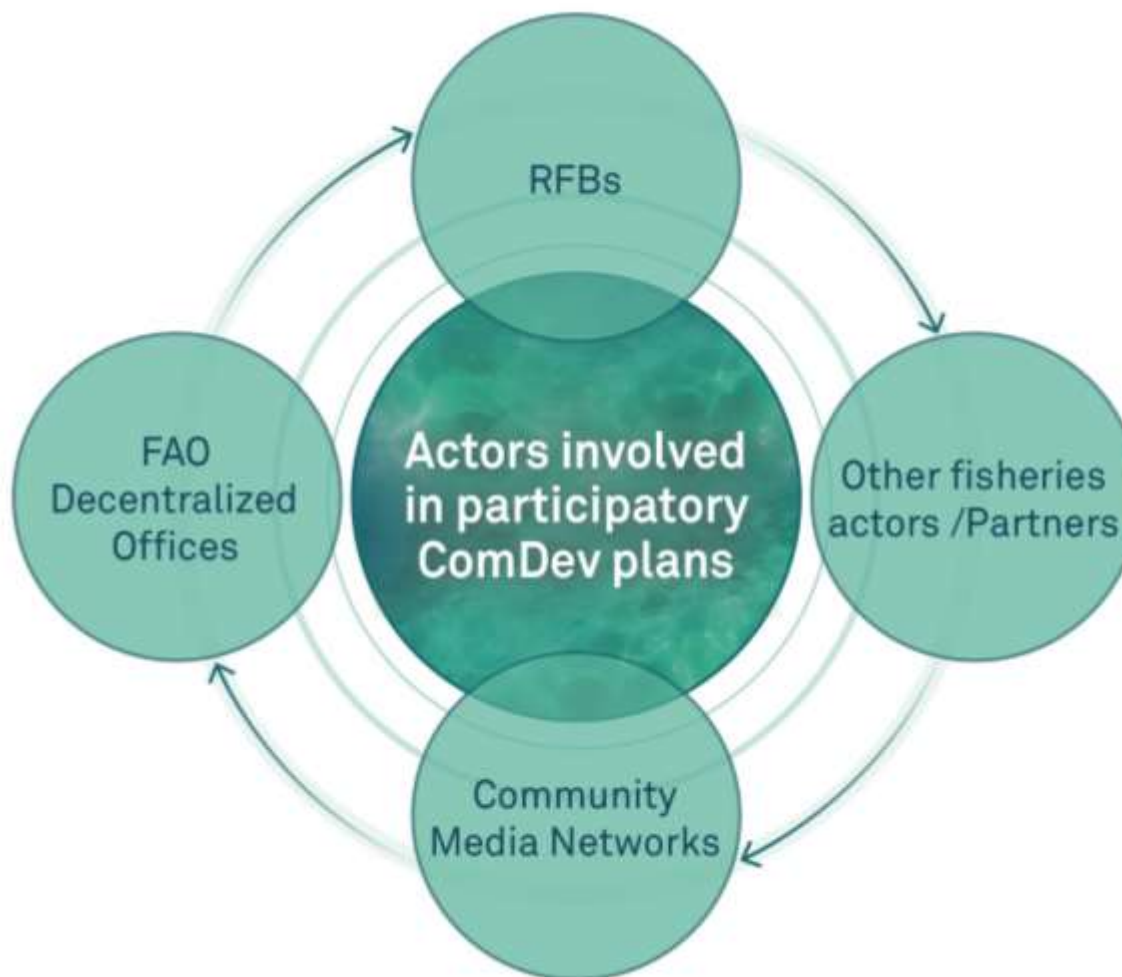
**GOALS:**

- a. Raising Awareness of relevant policies and the importance of regional cooperation
- b. Making RFBs' Voices Heard
- c. Facilitating Knowledge and Experience Sharing among RFBs

**RATIONALE:**

**Communication is a Key Asset for RFBs**

- Enabling informed and active participation of RFBs in the UN GLOBAL AGENDA AND PROCESSES
- Strengthening RFBs and its partners' capacities to access, generate and share knowledge through communication and ICTs
- ACTION PLAN – UNFSA, CCRF, UNCLOS



6 Global platform for ComDev – the RSN case (Cont'.)



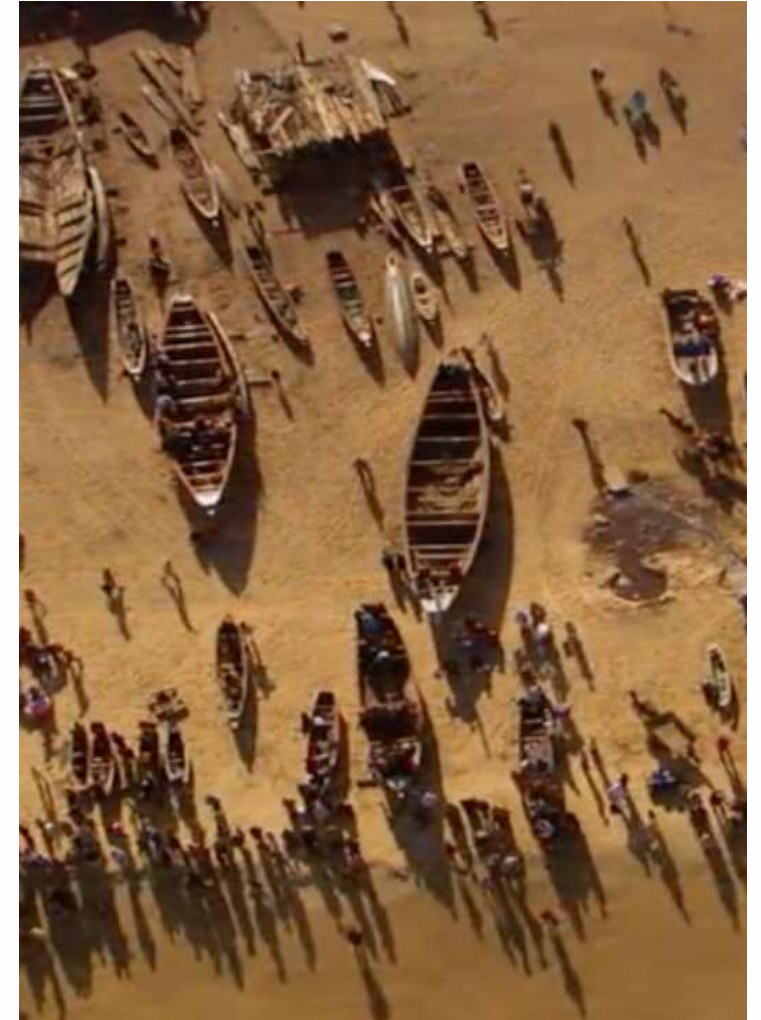
## PARTICIPATORY PLAN DEVELOPMENT AND IMPLEMENTATION MECHANISM

Regional platforms for consultation  
and content generation

- Ongoing FAO-supported regional initiatives to strengthen capacities in communication for fisheries sustainable development:
- Facilitate Regional collaboration established and other kind of cooperation being explored

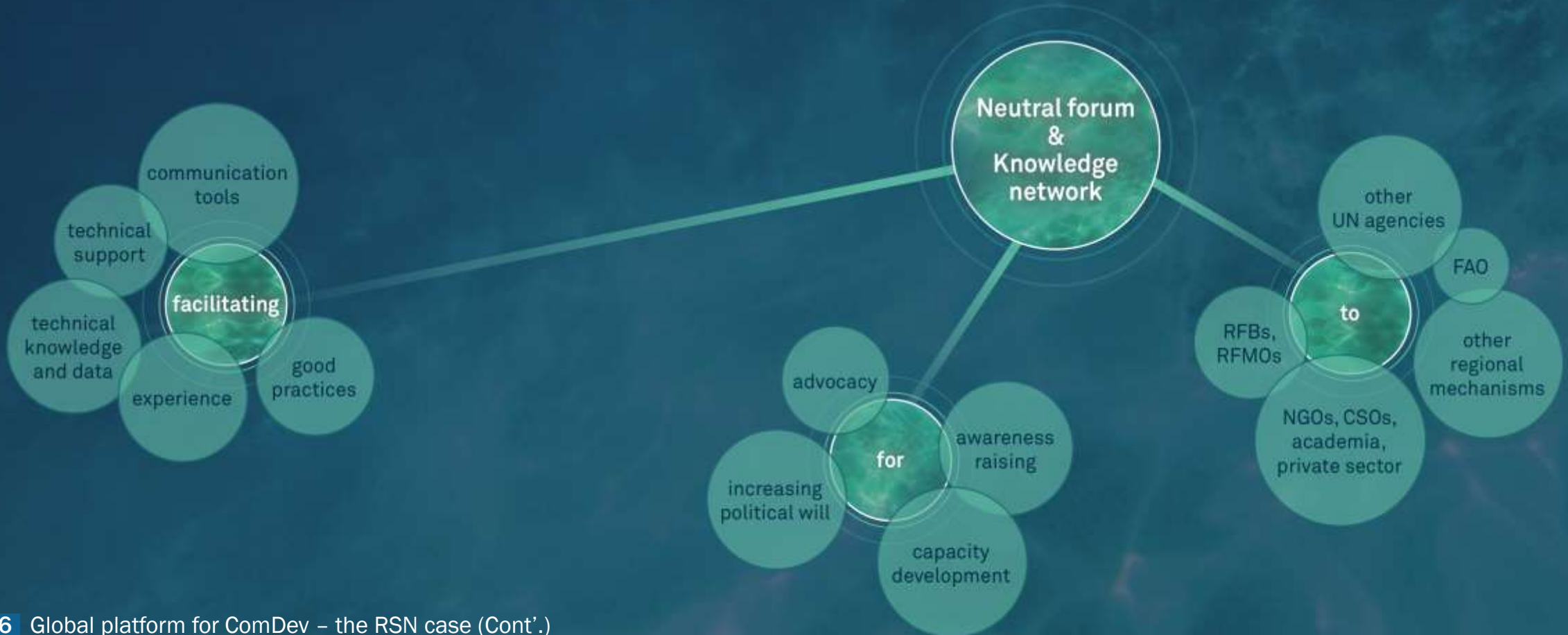
## KEY ACTIVITIES

- Sharing information , data, initiatives
- Producing publications, articles, videos
- Providing a forum for direct communication and technical /policy debates
- Leveraging successful practices, knowledge and experiences
- Raising the profile and amplifying regional actors and cooperation in the global arena





## Support the strengthening of regional organizations and identify together collective actions



### 6 Global platform for ComDev – the RSN case (Cont’.)





### RFBs participation at the RSN



### 6 Global platform for ComDev – the RSN case (Cont’.)



### FishStat

Windows and Mac application that anyone can use to access FAO's Fisheries and Aquaculture statistics. Datasets on production, trade and consumption.

Data providers: FAO Members' Countries



### FIRMS

Global monitoring and management of fishery marine resources based on inventories of stocks and fisheries identification of stocks and fisheries Indicators on stocks status, catches/landings, fishing activities indicators.

Data providers: FIRMS Partners - Regional Fishery Bodies RFBs  
**(16 IGO/ 21 RFBs )**



A mobile App and platform to collect and review fishery and observer data Support to data collection programs Based on FAO standards – adaptable to local standards. Complemented by a Forms builder for app customization and a Data Hub for data management. To collect on-board/landing sites observations

Data providers: from projects-based initiatives – proj. stakeholders, fishers, observers, citizens, etc.

## 6 Global platform for ComDev – the RSN case (Cont'.)



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



working for Zero Hunger



RSN

REGIONAL FISHERY BODY SECRETARIATS' NETWORK

# Thank you

ELIANA  
HABERKON

Get in touch:

[Eliana.Haberkon@fao.org](mailto:Eliana.Haberkon@fao.org)

[FI-RSN-Secretariat@fao.org](mailto:FI-RSN-Secretariat@fao.org)

[www.fao.org/fishery/rsn](http://www.fao.org/fishery/rsn)

Video:

[youtu.be/XR8uBMsvVc0](https://youtu.be/XR8uBMsvVc0)