



## **Communicating for a Sustainable Fishery at Klemmit Reef Atoll**

(Fictional case study for communication plan summary example)

### **Background:**

Klemmit Reef Atoll (the Atoll) is recognized locally and internationally for its pristine coral reefs, biodiversity, and abundant conch and lobster fisheries. The Atoll provides livelihoods for local fishers and food security to two nearby communities, Ville and St. Coral. There are currently two marine protected areas (MPAs) within the Atoll, comprising 15% of the total area of the Atoll. Unfortunately, these MPAs are not enough to mitigate a growing population and unsustainable fishing, and as a result there is a decline in important commercial conch and lobster populations within the Atoll.

Klemmit Environment Group (KEG) has played a critical role in managing use of the Atoll and activities within the MPAs. These duties include educating visitors and residents, and conducting research and monitoring to understand and balance human use and resource health. KEG programs are supported by a number of staff positions, including: a community liaison manager, environmental education officer, environmental communications director, and rangers who interact and communicate with fishers and their families in Ville and St. Coral. Fishers from these communities fish at the Atoll year-round. To support the outreach work of staff (e.g. help them host meetings and consult with community stakeholders), KEG provides relevant equipment such as laptops, projectors, vehicles, and printing services.

The communities of Ville and St. Coral are located approximately 100 miles north of the main city where KEG's office is located. A vehicle is available for KEG staff, however, obtaining fuel for the vehicle is a regular challenge. Over the years, KEG has maintained a healthy relationship with government agencies key to the management and support of the Klemmit Reef Atoll. KEG also collaborates with other non-governmental organizations on environmental monitoring and outreach projects, and with five fishing associations serving the fishing communities of Ville and St. Coral. While their relationship with the fishing associations is healthy, KEG finds it frustrating to work with the fishing associations because their meetings often have sparse attendance. This is mostly due to fishers' schedules which are subject to weather and fishing season. One of the fishing associations is also not well organized, which can create coordination challenges when working together.

### **Goal:**

Increase commercial conch and lobster stocks within Klemmit Reef Atoll by 25% by 2025.

### **Objectives:**

**Objective A:** Engage 30% of fishers from Ville and St. Coral in the decision-making process to establish a new MPA by 2020. (I.e. get them to actively participate in the planning process.)

**Objective B:** Decrease illegal activity in existing MPAs, including illegal entry and the taking of undersize and out-of-season commercial species, by 50% by 2020.

**Objective C:** Identify income diversification opportunities for fishers and their families to promote a sustainable fishery by 2018.

**Objective D:** Secure alternative livelihoods for 20 fishers from Ville and St. Coral by 2020.

This communication plan is focused on Objective A: **Engage 30% of fishers from Ville and St. Coral in the decision-making process to establish a new MPA by 2020.**

### **Target Audiences:**

#### Fishers from Ville and St. Coral

Approximately 200 fishers from Ville and St. Coral use the Atoll as a fishing ground for conch and lobster. Most fishers are members of a fishing association. The five associations comprise approximately 1/3 of the total fisher population in Ville and St. Coral. (There are other fishers that remain independent from the association.) In 2012, KEG conducted a socio-economic assessment (SocMon) focused on fishers within these two communities. The SocMon report highlighted the increase in the number of fishers, continued illegal fishing activities within the protected areas, the absence of fishers from decision making, and the need for supplemental livelihood projects for fishers. The report also highlighted the marginalization of women in the fishing industry and their role in the household.

#### Influential Audiences

Potential influential audiences for the fishers include their families, spouses and children in particular, other well-respected fishers, and community leaders, such as religious leaders.

#### **Existing Research:**

- Socio Economic Assessment (KEG 2012)
- Status of fish species in the replenishment zone adjacent areas (KEG Marine Research Report 2010-2017)
- Number of arrests/detentions (KEG Annual Report 2014-2018)
- KEG Skill Set Assessment report for Ville and St. Coral (2017)

#### **Additional Research Needed:**

Focus groups will be conducted to learn more about fishers from Ville and St. Coral, such as their values and core concerns, and what they think about the MPAs, violations, and alternative livelihoods, etc.

### **Key Messages:**

Audience: Ville and St. Coral fishers

Overarching issue: *Unsustainable fishing*

Problem: *Scarcity of adult conch and lobster at Klemet Reef Atoll*

So what: *Loss of income due to reduced catch per unit effort – now have to fish harder to get less fish*

Solution: *Help our marine protected areas grow more and bigger fish so they “spillover” to areas where we can fish. Participate in the decision-making process for protected areas.*

Benefit: *More and bigger fish adjacent to protected areas means economic benefit for you and your families*

### **Messengers:**

- KEG Community Liaison Manager (conducts workshops and meetings in the fishing communities of Ville and St. Coral)
- KEG Environmental Education Officer and Environmental Education and Communications Director (carry out educational and awareness visits to key stakeholders in the fishing communities of Ville and St. Coral)
- Respected fishers from Ville and St. Coral
- Local church leaders from Ville and St. Coral
- Fishing families, in particular spouses or partners

### **Tactics to engage Ville and St. Coral fishers in the decision-making process for MPAs:**

- Develop compelling outreach materials highlighting key messages (emphasize the so what). Materials will be used when conducting outreach tactics.
- Recruit well-respected fishers as messengers to get other fishers involved in MPA planning and advocate for MPAs during and outside of meetings. Prepare fishers to be messengers and provide them with outreach materials.
- Join fishing association meetings and when possible present during the meetings.
- Encourage fishers (especially influential members of the fishing association) to attend the Klemet Reef Atoll Advisory Committee to become involved in MPA planning/decision-making.
- Host meetings with fishers in their communities during popular local events when fishers are on vacation, i.e. not out fishing.
- Conduct boat-to-boat outreach pre-conch/lobster season.
- Host free movie nights in both communities as a way to engage fishers and their families.

### **Measurements:**

To measure project success, we aim to have a measurement device for all tactics so we will know if our methods are working and, if needed, revise accordingly. We will continue to monitor and assess marine resources, such as population status of conch and lobster within and outside the protected areas, to know if the new MPA is getting us closer to our goal.

### **Tactic Measures**

Tactic: Recruit well-respected fishers as messengers

Measures:

- Number of new messengers
- Number of interactions messengers have where they are actively engaging others about the benefits of MPAs and how they can get involved
- Number of press opportunities

Tactic: Join and present at fishing association meetings

Measures:

- Number of meetings KEG staff participate in
- Number of fishers in attendance
- Number of new supporters of MPAs, e.g. messengers, gained through meeting
- Change in participants' knowledge of the regulations after the meeting (survey)
- Number of new fishers who agree to participate in the Klemet Reef Atoll Advisory Committee
- Number of informational materials shared

Tactic: Host meetings with fishers in their communities during popular local events

Measures:

- Number of fishers met with
- Number of new fishers who agree to participate in the Klemmit Reef Atoll Advisory Committee
- Number of informational materials shared
- Number of participants actively participating in Committee meetings and tasks
- Change in participants' knowledge and support of MPAs after the meeting (survey)

Tactic: Boat-to-boat outreach (pre-conch/lobster season opening)

Measures:

- Number of boat-to-boat interactions
- Number of fishers who, after the interactions, are aware the value of MPAs and how they can get involved
- Number of new fishers who agree to participate in the Klemmit Reef Atoll Advisory Committee
- Number of informational materials shared

Tactic: Host movie nights in both communities as a way to reach fishers and the people who may influence them

Measures:

- Number of people in attendance
- Number of people who sign up to receive information about the next MPA planning meeting
- Number of people who take information to share with others

#### **Timeline/Action Items:**

- March 2018: Review internal and external reports (marine monitoring & enforcement) and the new National Protected Areas System Act.
- March: Plan for focus groups to learn more about fishers from Ville and St. Coral
- April: Conduct focus groups and begin to prepare messages
- End of April: Finalize key messages and create a presentation and develop outreach materials
- April 20-May 15: Identify and train messengers on delivering messages
- May, June, and July: Join fishing association bi-weekly meetings
- June and July: Coordinate community meetings with fishers
- August and September: Conduct boat-to-boat outreach at the Atoll
- September: First Klemmit Reef Atoll Advisory Committee meeting (date in Sept. TBD)
- Host movie nights TBD
- Monitor resources and activities in the Atoll and MPAs – ongoing
- Evaluation – Discuss results from measures with key project participants and advisors 6 months into project then again after year one

**Still to do: Assign roles for all tasks.**