



**'Strategies for trawl fisheries bycatch management  
(REBYC-II CTI) GCP/RAS/269/GFF**

**EAFM LEAD Writeshop**

**10-14 October, 2016**

**Bangkok, Thailand**

**Summary**

A consortium of agencies and projects working in fisheries in South East and South Asia had developed a very systematic training course on essential EAFM since 2012 and have trained many middle level managers on EAFM apart from capacitating a set of trainers in the region. But the need of sensitizing the senior fisheries officers, involved in planning and policy making in the countries, was realized to take forward EAFM in the countries. Through two writeshops and a pilot trial workshop the information materials that could be used to inform LEAD (Leaders, Executives and Decision Makers) about EAFM was developed and fine-tuned. SEAFDEC as part of the REBYC II CTI project is to take up EAFM LEAD at two places in the Philippines and one location in Vietnam followed by a session for sensitizing the High Level Committee members of SEAFDEC. Before doing so, another writeshop was organized exclusively for the EAFM resource team of SEAFDEC by the senior resource team members/experts who over the years facilitated the E-EAFM process, from 10-14 October 2016 at Bangkok. This was for the resource team to practice and suggest any final fine-tuning of the material or process in different conditions. The writeshop provided opportunity to get familiarized with all materials made available in the dedicated website [www.eafmlearn.org](http://www.eafmlearn.org) and try to decide, plan and conduct sessions using appropriate material from the toolkit. The writeshop also took feedback on making revisions of some of the material. It was also used to accurately plan and prepare all material and logistics for the forthcoming EAFM LEAD programmes.

**1. Background**

The need to apply an ecosystem approach to capture fisheries management is now globally accepted and has been endorsed in a number of international meetings and agreements. To support this initiative, the Food and Agriculture Organization of the United Nations (FAO), through the Bay of Bengal Large Marine Ecosystem (BOBLME) project, the U.S. National

Oceanic and Atmospheric Administration (NOAA) through the Coral Triangle Initiative (CTI), IMA International with technical assistance from several consultants, formed a consortium to develop an Essential Ecosystem to Fisheries Management (E-EAFM) training course. SEAFDEC was made a partner to the consortium in 2014. The Consortium was supported by a number of organizations, projects and donors. The course is designed for local and national level fishery and environment staff and equips trainees to plan more effectively, manage fisheries more holistically, and better resolve fisheries issues and challenges. Over the past two years, hundreds of middle level managers and fisheries officers have been trained through 25-30 E-EAFM training courses across Asia. In addition, at least 57 EAFM Trainers have attended training of the trainers (TOT) courses and have the skills to use the E-EAFM curriculum. EAFM is now being implemented successfully in a number of fisheries throughout Asia.

However, many senior fisheries officers, involved in planning and policy making in the countries where EAFM is being established, have not been sensitized to the issues, nor introduced to the concepts involved. In this context, representatives from the Consortium met in Phuket, Thailand, on 6-8 April 2015 to develop materials that could be used to inform LEAD (Leaders, Executives and Decision Makers) about EAFM. A subsequent writeshop was then held 13-17 July, 2015 in Bangkok, Thailand. The REBYC II CTI<sup>1</sup> project then organized an event where the LEAD toolkit was trialed for the EAFM champions from the REBYC countries from 27 to 29 June, 2016 in Rayong, Thailand. The workshop provided a number of recommendations on how the LEAD materials could be improved and finalized. These were incorporated into the material over the following months.

## **2. Workshop Methodology**

The writeshop was based on series of interactive sessions (see agenda) involving both resource persons and SEAFDEC Training Department staff. Resource persons supported the workshop process both in face to face sessions and remotely. They facilitated Toolkit content discussions and supported the SEAFDEC team in familiarisation of the Toolkit and in preparation for SEAFDEC's own facilitation. They also provided and developed additional content for a number of tools, in the light of SEAFDEC team requests. The SEAFDEC team provided feedback on the Toolkit, reviewing and adapting a number of tools/processes as part of their preparation for their upcoming scheduled consultations in Viet Nam, Philippines, and at the next SEAFDEC Program Committee Meeting in Indonesia. A small core group of resource persons who have been involved in the development of the LEAD Toolkit from its inception met (face to face and remotely) at the end of each day to review progress, assess changes, suggest further revisions and ensure ongoing quality assurance.

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<sup>1</sup> Reduction of Environmental Impact from Tropical Shrimp Trawling through the Introduction of Bycatch Reduction Technologies and Change of Management (REBYC).

The final agenda is at Annex 1 and the list of participants is at Annex 2.

### **3. Day 1**

#### **Welcome**

Mr David Brown introduced himself as the interim Senior Fisheries Officer of FAO Regional Office (RAP) for Asia-Pacific and welcomed participants on behalf of the FAO. He noted that FAO places a lot of emphasis on improving EAFM capacity in the region. He provided a short description of how the Essential-EAFM and the LEAD materials were developed highlighting the fact that there had been many organizations and individuals involved in bringing all the materials together.

#### **Introductions and Workshop Objectives**

In introducing the participants, Ms Supin Wongbusarakum asked participants to introduce themselves. The participants shared their expectations for the workshop and also what they brought (experience, knowledge, enthusiasm, etc.) to the workshop. The expectations included learning more about EAFM, improving the LEAD materials and learning how to communicate EAFM to LEADers. The participants brought a wide range of experiences in EAFM, fisheries management, training, data and information.

Mr Derek Staples then provided the background on how the Essential-EAFM training course and LEAD materials were developed. He highlighted the importance of the joint writeshop in Phuket in November 2012, organized by the BOBLME Project, which brought together the key players of the Consortium, NOAA, FAO and IMA International to develop the training materials for the region. He explained that the LEAD materials had been written to provide opportunities for LEADers to understand and support the EAFM to achieve sustainable fisheries through improved planning and implementation. The forthcoming REBYC High Level LEAD Consultations (HLC) scheduled for Viet Nam 17-18 October and Philippines 25-26 October and the 39<sup>th</sup> Meeting of the SEAFDEC Program Committee Meeting (PCM) to be held in Indonesia 28-30 November 2016 were flagged as an excellent opportunity for SEAFDEC to progress LEAD sensitization. This workshop uses these opportunities to finalize the LEAD materials and trial them at the scheduled HLCs.

The writeshop objectives were:

1. Familiarize SEAFDEC facilitators with revised LEAD toolkit.
2. Review and provide feedback on LEAD tools.
3. Finalize selected LEAD tools based on feedback and trials.
4. Through trialing the 1-day and 2-hour High Level Consultation (HLCs) agendas, support SEAFDEC facilitators in preparation for REBYC LEAD HLCs scheduled for Viet

Nam 17-18 October and Philippines 25-26 October and SEAFDEC PCM in late November 2016.

### **Introduction to LEAD Toolkit**

The LEAD toolkit was introduced by Mr Derek Staples, who demonstrated the following tools:

1. Brochure and flyers
2. Conversations
3. Animations
4. Videos
5. Posters
6. Powerpoint
7. Consultations and meetings
8. Reference materials
9. Key terms – language

After the final revisions following this writeshop, all the tools will be available on [www.eafmlearn.org](http://www.eafmlearn.org).

The detailed feedback on each of the tools is at Appendix 1.

### **Using the toolkit**

After the demonstration, participants were asked to complete a matrix that defined what tool they would use in different situations. The results are at Appendix 2.

### **Preparation for day 2**

Mr Derek Staples then introduced participants to [www.eafmlearn.org](http://www.eafmlearn.org) and participants then tested downloading different tools.

In wrapping up the day participants stated that all were happy with the process being employed during this workshop. Participants indicated that the participatory nature of the workshop helped people feel comfortable and able to share their experiences and views, although in day 1 there was some hesitancy in providing personal views. Some participants also expressed concern about their ability to understand all the English presentations and discussion and requested all English native speakers to slow down their delivery.

## **4. Day 2**

### **Preparation for 1-day HLC**

On day 2, the SEAFDEC facilitators discussed their approach for the two REBYC LEAD HLCs and the SEAFDEC PCM and allocated different sessions to different facilitators. The rest of the day was spent downloading the tools that were needed from the eafmlearn.org website, organizing each session and practicing facilitation.

The resource persons at the writeshop revised the two animated Powerpoints, added text to the FAQs and selling points. These were shared with all writeshop participants.

## **5. Day 3**

### **Facilitation and discussion of 1-day HLC**

After preparing for the 1-day HLC on day 2, SEAFDEC facilitators lead sessions I – IV viz:

- I. Opening & Introductions (60 mins)
- II. Threats, issues and vision for the future (30 mins)
- III. Overview of EAFM: What and why of EAFM (45 mins)
- IV. National roles, responsibilities and existing frameworks (30 mins)
- V. Linking policies with action (25 mins)
- VI. EAFM planning process (25 mins)

After each session writeshop participants gave feedback using a check list of criteria that covered:

- 1) Content;
- 2) Quality of facilitation/communication skills; and
- 3) Possible impact on further actions by audience.

The writeshop agreed that the contents of the sessions, with some minor changes, worked well. The main concern of facilitators centered on their ability to answer questions posed by the LEADers. Suggestions to support the facilitator included: (i) open the question to the audience and seek input from relevant experts, (ii) mention that we have a session that will help answer later, (iii) use the resource person, (iv) acknowledge the question but state that you don't have a good answer at the moment and put in the "parking lot" and return to it later.

The detailed comments were circulated to all participants.

The writeshop, also discussed the agenda for the 1-day HLC to be held in Viet Nam, taking into account the fact that all sessions would require translations. It was agreed that some sessions would have to be taken out. A pair-wise ranking tool was used to identify which sessions were higher priority. This indicated that session IV - National roles, responsibilities and existing frameworks and session VII - Policy trade-offs could be dropped out, if there is insufficient time.

## **6. Day 4**

### **Facilitation and discussion of 1-day HLC**

Facilitation of sessions for a 1-day HLC continued on day 4. These covered:

- VII. Policy trade-offs (25 mins)
- VIII. EAFM governance frameworks (30 mins)
- IX. Developing capacity for EAFM (30 mins)
- X. Next steps and action plan (45 mins)
- XI. Closing (15 min)

As with day 3, participants provided feedback on these sessions and the results were circulated to all participants. By day 4, facilitators reported having more confidence in facilitating an HLC, but agreed that more preparation was needed. In order to fully document what materials would be needed for the HLC, SEAFDEC trainers put together a comprehensive list and all required translations and materials sent to Viet Nam to have ready by Monday 17<sup>th</sup> October, 2016.

In presenting the two animated Powerpoints on “Policy trade-offs” and “EAFM governance frameworks” it became apparent the script and slides for the “EAFM governance frameworks” were too long. The resource persons shortened the script and modified the slides. These will need to be incorporated into the next version of this animated Powerpoint presentation.

### **Preparation for Viet Nam**

The writeshop was also informed that the agenda in Vietnam would be a 2-day HLC, giving plenty of time to cover all of the 1-day HLC agenda plus time for translations.

## **7. Day 5**

### **Respect for the King of Thailand’s death**

On the occasion of the sad passing of King Bhumibol Adulyadej, the World’s longest reigning monarch, the writeshop participants were given time to reflect on his life and the contribution he had made to Thai society.

### **Planning for the SEAFDEC Program Committee Meeting (PCM)**

A check-list for organizing an EAFM event was presented and discussed.

The writeshop then discussed the EAFM side event that would be held during the SEAFDEC Program Committee 39<sup>th</sup> Meeting in Indonesia in November 2016. It was agreed that the objectives would be:

1. Help LEADers understand EAFM better; and
2. Introduce them to the E-EAFM training course and the LEAD toolkit.

The writeshop discussed the nature of the side event and proposed to hold an “EAFM Reception” that would include:

1. Opening
2. Why and What of EAFM (Video)
3. Case study (Philippines)
4. Overview of onsite E-EAFM and ToT-E-EAFM
5. Introduction of E-EAFM and LEAD Materials and EAFMLEARN.org website
6. Q&As
7. Closing

Some suggestions for activities included:

1. Refreshments including finger food;
2. Video on large screen;
3. “Lucky door prize”;
4. Competitions; and
5. Distribution of brochures and other EAFM materials in a “show bag”.

### Next steps for EAFM

The writeshop developed the following table that specifies next steps for LEAD.

What	Who	How	When
Finalize writeshop report	Resource persons	Resource persons to write	By 21 <sup>st</sup> October, 2016
Distribute report	REBYC	Email out report	ASAP
Conduct 1-day HLC in Vietnam	SEAFDEC trainers	SEAFDEC to travel to Vietnam	17-18 <sup>th</sup> October
Provide feedback on 1-day HLC	SEAFDEC trainers	Back to office report	By 21 <sup>st</sup> October
Share the back to office report	Resource persons	Skype	By 27 <sup>th</sup> October
Revise LEAD materials as specified in the Task List	IMA and Derek	IMA and Derek Staples to work on revisions	By 21 <sup>st</sup> October
Conduct 1-day HLC and LEAD toolkit in Philippines	SEAFDEC facilitators	SEAFDEC to travel to Philippines	25-26 <sup>th</sup> October
Provide feedback	SEAFDEC	Back to office Report	By 1 <sup>st</sup>

on 1-day HLC and LEAD toolkit in Philippines	facilitators		November
Share the back to office report	Resource persons	Skype	By 27 <sup>th</sup> October
Provide information for EAFMLEARN.ORG	SEAFDEC, FAO, REBYC NOAA, BOBLME	Provide information to IMA	By mid-November
Handover of EAFMLEARN web site to SEAFDEC or future project as follow up of REBYC II CTI or BOBLME	SEAFDEC	SEAFDEC to discuss ownership of EAFMLEARN web site after the current contract with IMA International ceases	Before contract ceases (1 year later)
Conduct Reception at SEAFDEC PCM	SEAFDEC facilitators	SEAFDEC to travel to Indonesia	End November
Provide feedback on Reception at SEAFDEC PCM	SEAFDEC facilitators	Report on EAFM LEAD reception at SEAFDEC PCM	By mid-December
Linking to EAF Nansen	Cassandra de Young	Information exchange	Ongoing
Oceans program partnership	Bundit Chokesanguan	Future activities including EAFM pilot sites Philippines Malaysia Thailand Indonesia Regional workshop	Ongoing
EAFM in FAO projects	FAO David Brown	4 GEF projects ISLME FISHADAPT/Myanmar Bangladesh adapt Inland biodiversity in Indonesia "REBYC III" BOBLME II Sri Lanka/Bangladesh EAFM training	Ongoing



Mainstreaming EAFM (MEAFM), Philippines	NOAA Supin Wongbusarakum in partnership with BFAR and Ecofish	MEAFM material development and preparation for first workshop in Calbayog and Catbalogan (October 26 and 27)	Ongoing, first workshop December 4-9, 2016
Indonesia Blue swimming crab/ Korea training courses & WFU	NOAA Michael Abbey	Integrating EAFM concept and principles	Ongoing
SEAFDEC Refugia	Chris Patterson		

## 8. Closing

Mr Derek Staples thanked SEAFDEC for the very efficient and effective organization of the writeshop, resource persons for their support and SEAFDEC facilitators for their hard work and dedication. He also thanked the REBYC II CTI project for its generous support to promote EAFM. He wished SEAFDEC well in their upcoming LEAD events.

Mr Kom Silpajarn, Secretary General of SEAFDEC also thanked the organizers, participants and funders of the writeshop and mentioned that SEAFDEC would continue take the EAFM and LEAD messages forward to its Members.

Mr David Brown from FAO again stressed how important the EAFM work was to FAO and officially closed the writeshop at 12.30 am.

## Annex 1: Final Agenda for the writeshop



Food and Agriculture  
Organization of the  
United Nations



### Writeshop on EAFM LEAD Materials Bangkok, Thailand 10-14 October 2016 Tentative Agenda

#### Day 1: The LEAD toolkit

09.00	Welcome from FAO and SEAFDEC	FAO & SEAFDEC
09.30	Introduction of participants	Supin Wongbusarakum
09.45	Introduction to writeshop - Objectives and format of Workshop	Derek Staples
10.00	Meeting code of conduct	Supin Wongbusarakum
10.15	Introduction to LEAD Toolkit	Derek Staples
10.30	PHOTO & TEA/COFFEE BREAK	
11.00	Demonstration and feedback 1. Brochures & flyers 2. Conversations 3. Animation 4. Videos	Derek Staples/ Supin Wongbusarakum
12.30	LUNCH BREAK	
13.30	Demonstration and feedback 5. Posters 6. Powerpoint presentations 7. Consultations and meetings 8. Reference materials 9. Key terms - language	Derek Staples/ Supin Wongbusarakum
15.00	TEA/COFFEE BREAK	
15.30	Using the Toolkit	
16.00	Upcoming LEAD activities – what, when and who?	Derek Staples
16.15	Preparation for day 2 – <a href="http://eafmlearn.org">eafmlearn.org</a>	Derek Staples
16.45	Wrap up, monitoring and feedback	Supin Wongbusarakum
17.00	CLOSING	

#### Day 2: Preparation for HLC by SEAFDEC facilitators

09.00	Preparation tasks for SEAFDEC facilitators
10.00	Preparation for HLC

10.30	PHOTO & TEA/COFFEE BREAK
11.00	Preparation for HLC (continued)
12.30	LUNCH BREAK
13.30	Preparation for HLC (continued)
15.00	TEA/COFFEE BREAK
15.30	Preparation for HLC (continued)
16.45	Feedback on the day
17.00	CLOSING

### Day 3: 1-day HLC simulation

*(Note: Time in brackets is time allocated in the 1-day HLC agenda)*

09.00	Facilitation and discussion on I. Opening & Introductions (60 mins) II. Threats, issues and vision for the future (30 mins)
10.30	TEA/COFFEE BREAK
11.00	Facilitation and discussion on III. Overview of EAFM: What and why of EAFM (45 mins)
12.30	LUNCH BREAK
13.00	Facilitation and discussion on IV. National roles, responsibilities and existing frameworks (30 mins) V. Linking policies with action (25 mins) VI. EAFM planning process (25 mins)
15.00	TEA/COFFEE BREAK
15.30	Planning the agenda for Viet Nam
16.30	Feedback on the day
17.00	CLOSING

### Day 4: 1-day HLC simulation (continued)

*(Note: Time in brackets is time allocated in the 1-day HLC agenda)*

09.00	Facilitation and discussion on VII. Policy trade-offs (25 mins) VIII. EAFM governance frameworks (30 mins)
10.30	TEA/COFFEE BREAK
11.00	Facilitation and discussion on IX. Developing capacity for EAFM (30 mins) X. Next steps and action plan (45 mins) XI. Closing
12.30	LUNCH BREAK
13.30	Planning for Viet Nam - agenda

	- check list Revise Governance animation
15.00	TEA/COFFEE BREAK
15.30	Preparation for day 5 (90min PCM HLC)
16.45	Feedback on the day
17.00	CLOSING

**Day 5: SEAFDEC Program Committee Meeting**

*(Note: Time in brackets is time allocated in the 90 min HLC agenda)*

09.00	Planning for the PCM
10.30	TEA/COFFEE BREAK & PHOTO
11.00	Next steps for LEAD
12.30	CLOSING

## Annex 2: Participant's list



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## **Appendix 1: Feedback from participants and resource people on the LEAD tools**

### 1-minute conversation

Use “salesman” introduction. Hot news can be one way. Another could be issues we hear and know leaders are concerned with or talked about in an interview.

### Animation on policy

1. Change the term “Animations” to “Animated Powerpoint” to create the right expectation
2. Slow down the speed. Currently there are too many points to process but too short time.
3. Alternative for the words “successes” and “failures”
4. Fish meal logic is not quite there.

### Frequently asked questions:

1. Maybe add those that are related to specific questions related to linking EAFM to problems/challenges, e.g. IUU, climate change, EU yellow yard

### Video

1. What do we do when we have CONFLICTING multiple objectives
2. No copyright for music. Could we have a competition by students at music school with an award to compose a music for the Video? They will get the acknowledgement.

### Others points that were brought up:

1. Co-management with government. What do we do if government is not involved in co-management.
2. How junior staff can be respected to carry a conversation with a LEAD. (Some discussion took place, using a resource person, locally/nationally respected person as a partner, building confidence through building knowledge and competency of the junior staff)

### Animation on EAFM Governance Framework

- Good pace, easy to understand, useful for HLC
- Voice could better synchronize with visuals
- A bit dry
- In the beginning it takes a long time before some visuals happen. Maybe cut down some text?
- The yellow dotted lines are not visible.

### Posters

- “Plan-do-check” is already translated into Vietnamese
- Have the posters at bus stop and take people around

### PowerPoints

Participants were comfortable with the Powerpoint

### Selling points for EAFM

We need some BIG why for EAFM but not too big that policy makers cannot get it.

### Key terms

- Translate “Appropriate scales”. Take a look at FMU on page 80.
- Threats and issues?

### PowerPoint 1-day HLC

Slide 9 “policy tradeoff” duplicated on Slide 6

Slide 10; change to “Governance Structure”

How to include institutionalizing

### 1-Day HLC LEAD Agenda

### EAFMLEARN.org

For the folder under Consultation and Meeting, have sub-folders for different length, i.e. one hour, two hour, half day, one day.

## Appendix 2: Using the LEAD toolkit

<b>EAFM LEAD SITUATION</b>	<b>AUDIENCE</b> (examples only)	<b>1. BROCHURE &amp; FLYERS</b>	<b>2. CONVERSATIONS</b>	<b>3. ANIMATIONS</b>	<b>4. VIDEOS</b>	<b>5. POSTERS</b>	<b>6. POWERPOINTS</b>	<b>7. REFERENCE MATERIALS</b>	<b>8. KEY TERMS</b>	<b>9. ACTIVITIES</b>
Casual meeting (elevator, lunch, other meetings)	All LEADers	✓	✓					✓		
5-10 min meeting with LEADers office	LEADers + advisors and accompanying junior staff	✓	✓					✓		
5-10 min meeting with political leader	Religious or fisheries leaders, politicians or advisors to senior fish or environment ministries	✓	✓					✓		
1-hour consultation held in meeting room	Advisors or consultants to govt or project, key support staff and someone w/ decision making powers	✓	✓	✓	✓	✓		✓	✓	
2-hour consultation held in meeting room	Advisors or project managers, more senior staff, include at least 1 key decision maker	✓	✓	✓	✓	✓	✓	✓	✓	
Half-day consultation held in meeting room	Mix of junior & senior staff include 1+ advisors & key decision makers.	✓		✓	✓	✓	✓	✓	✓	✓
1-day consultation with experts in meeting room	Junior level (technical) agency employees + advisor or someone connected to LEADers	✓		✓	✓	✓	✓	✓	✓	✓
1-day consultation with general audience (e.g. introducing the concept to interested parties)	General public officials; local communities or provincial/ municipal level bureaucrats + include a technical fisheries person	✓		✓	✓	✓	✓	✓	✓	✓

