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Report of the Scaling-up Community-based Fisheries Management in Melanesia LMMA-PEUMP Learning Workshop

5–9 June 2023

Solwara Skul, Kaselok, New Ireland Province, Papua New Guinea



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Local Marine Management Area Network



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Cover picture: Ailan Awareness group who led the welcoming ceremony. Photo by Russell Lovo

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List of acronyms

BDM	Bêche-de-mer
CBFM	Community-based fisheries management
CBO	Community-based organisation
CBRM	Community-based resource management
CI	Conservation International
CSO	Civil society organisation
FBO	Faith-based organisation
FJ	Fiji
LLG	Local-level government
LMMA	Locally managed marine area
MoU	Memorandum of understanding
MPA	Marine protected area
NFA	National Fisheries Authority
NGO	Non-governmental organisation
NIP	New Ireland Province
PCO	Provincial Conservation Officer
PEUMP	Pacific-European Union Partnership
PFO	Provincial Fisheries Officer
PGK	Papua New Guinean kina
PNG	Papua New Guinea
SI	Solomon Islands
SPC	Pacific Community
TAC	Technical Advisory Committee
TWG	Technical Working Group
VFD	Vanuatu Fisheries Department
VU	Vanuatu
WCS	Wildlife Conservation Society
WFC	WorldFish Center

Background

The LMMA Network International (LMMA Network) is a grassroots network dedicated to advancing locally led natural resource management. It was founded in the belief that local communities are best positioned to manage coastal resources but are often inadequately supported through international initiatives or government efforts. Currently, only a small proportion of Melanesian communities are receiving adequate support to actively manage their resources. Yet for communities to achieve significant food and livelihood benefits, all fishing grounds need to be sustainably managed.

LMMA Network and the Pacific Community (SPC) have partnered to promote community-based fisheries management (CBFM) at a much wider scale through the project *Scaling-Up Community-Based Fisheries Management* under the Pacific-European Union Marine Partnership (PEUMP) Programme funded by the European Union and the Government of Sweden. The project works towards implementing their respective policies: the 100 Percent Solution and the Regional Framework on Scaling-Up Community-Based Fisheries Management. This aims to be achieved through piloting cost-effective ways to support as many communities as possible in managing their marine resources.

Components of this work include creating opportunities for cross-learning between communities and finding sustainable communication channels for government and communities to share information and feedback on fisheries management including opportunities and challenges from both sides. Currently, the PEUMP Programme is supporting the establishment of community networks, community exchanges, radio programmes, capacity development of local government, information strategies, toolkit development and dissemination through local partners. After three years of work, it is time to monitor progress and share lessons learned in the different contexts to help refine the final stages of implementation and inform future work.

Objectives

The objectives of the workshop were to bring together project partners to:

- learn from three years of activities on scaling up CBFM in the Melanesian countries; and
- identify and develop activities best suited to future scaling up of CBFM in the Melanesian context.

The workshop was initially planned over five days but delays in the arrival of participants led to re scheduling the discussions and work into an intense four days.

The participants

The workshop aimed to gather at least one non-governmental organisation (NGO), one government representative and one community participant from each of the implementing partners of the locally managed marine area (LMMA) component of the PEUMP Programme (Solomon Islands, Papua New Guinea (PNG), Vanuatu (VU) and Fiji (FJ)). In the event challenges relating to transport, valid passports, COVID vaccination, visa requirements and missed flights affected participation. NGO partners were fully represented (WorldFish, Conservation International (CI), Wildlife Conservation Society (WCS), Wan Smolbag and cChange) but government and communities far less so; two Provincial Officers from New Ireland Province (NIP) PNG and Solomon Islands, one national fisheries officer from Vanuatu and six community representatives from NIP.

Country of work	Participant organisations (number of participants)
Solomon Islands	WorldFish (2), Malaita Provincial Fisheries Office (1), cChange (1)
Fiji	Conservation International (1), cChange (2)
Vanuatu	Wan Smolbag (1), Vanuatu Fisheries Department (1)
New Ireland Province, Papua New Guinea	Wildlife Conservation Society (2), Local-level government (LLG, 1), community representatives (6)
Regional	Pacific Community (1), cChange (2), LMMA Network International (3)

The venue

Solwara Skul is a recently built community training centre operated by the local civil society organisation (CSO) Ailan Awareness. John Aini, the founder, has worked for many years to bring forward traditional knowledge and practices in managing the environment instead of adopting foreign practices. Ailan Awareness is supporting communities to manage their environment, and stands or speaks out against harmful practices associated with mining and deforestation.

Hosting this workshop at Solwara Skul presented an opportunity for the LMMA Network to not only support but also demonstrate the important work of local CSOs like Ailan Awareness in supporting communities managing their resources and raising their voices.

Setting the scene (Session 1)

The need for scaling up CBFM

Community-based fisheries management (CBFM) is the way that Pacific Island governments and civil societies have agreed is most appropriate to ensure that coastal resources of the island countries are healthy and support people's livelihoods and economies.

In Melanesia, there are large numbers of communities, and it has been recognised that after decades of experience there are still relatively few communities being assisted in managing their coastal resources.

Scaling-up CBFM means supporting more than just a few communities and instead reaching most communities or places in each country.¹ As an example, Figure 1 is a map of Solomon Islands in 2010 comparing the number of communities (in yellow) with the number of communities doing CBFM (in red).

Although there are more communities doing CBFM in 2023 than in 2010, they remain a large minority.



Figure 1. Map of the Solomon Islands showing communities in 2010 actively managing their resources, in red, and the rest of communities in yellow.

Melanesia faces significant challenges in scaling-up CBFM. The challenge is clear: we need to think of cost-effective ways to reach as many communities as possible and build on the existing strengths and opportunities within our institutions, and our collective traditions, customs and knowledge.

Scaling-up CBFM means supporting more than just a few communities and instead reaching most communities or places in each country.

Status of CBFM coverage in Vanuatu, Solomon Islands, New Ireland Province of PNG and Fiji

Participants discussed current status of CBFM within their respective countries and summarised the coverage of site-based CBFM after 20+ years of work. This discussion is summarised in Table 1. They also referred to regional data officially available from SPC in publications (<https://purl.org/spc/digilib/doc/svtsz>) and online (<https://kasmira-staging.spc.int/countries>).

The participants found that despite recent progress in NIP and Vanuatu, there had not been much progress in Fiji while Solomon Islands (SI) still faces major challenges despite much recent work.

¹ SPC, LMMA and UOW. 2021. Scaling-up community-based fisheries management in the Pacific region. [Information Paper]. Noumea, New Caledonia: Pacific Community. 4p. Document prepared by: Dirk Steenberg, Watisoni Lalavanua, Hugh Govan, Caroline Vieux and Neil Andrew. <http://purl.org/spc/digilib/doc/cc937>

Table 1. Current status of CBFM as shared by the workshop participants.

	Vanuatu	Solomon Islands	New Ireland Province, PNG	Fiji
Total number of communities	1400	4000	527	850
CBFM sites	392*	≈ 200	138**	437
% communities	≈ 30%	≈ 5%	≈ 25%	≈ 50%
CBFM sites per province	Torba ≈ 30 Penama ≈ 55 Sama ≈ 85 Malampa ≈ 89 Shefa ≈ 50 Tafea ≈ 83	Temotu ≈ 13 Malaita ≈ 86 Isabel ≈ 40 Choiseul ≈ 35 Western ≈ 15 Guadalcanal ≈ 5 Rennel ≈ 1 Makira ≈ 3		

*This number also includes communities reached by information, hence the difference in the numbers shown in the Pacific Community CBFM portal Echoes of Oceania.

** This number also varies from the CBFM portal because it includes the latest information shared by the local partner in New Ireland Province.

More information on CBFM coverage across the region can be found at <https://cbfm.spc.int/countries>.

Understanding the current status sets the scene for a discussion about the solutions being developed by partners to achieve the goals of scaling CBFM. Some of the principal avenues identified include:

- use of vital provincial approaches;
- working with provincial or local governments;
- use of locally based staff or village facilitators and champions;
- design of messaging to target specific user groups, ensuring right languages and media are used; and
- strategic use of central areas like markets, schools and clinics to leave information.

Community perspectives from New Ireland Province

Lessons for success in spreading CBFM

- Build on local structures (clan system) and traditional and customary ways.
- Use successful sites and stories to inspire management in other communities.
- Work within community timetables and availability, e.g., community days to host awareness.
- Use community champions and youth networks.

Supporting all the numerous communities in Melanesia to implement CBFM projects in their villages is a huge challenge BUT there are signs that many more can be reached, at least by taking advantage of practical information pathways.

Thinking about scaling up CBFM

What regional thinking has emerged to address the scaling challenge?

The challenges to scaling up CBFM have been identified in regional policy and strategies developed by the intergovernmental organisation SPC and the non-governmental network LMMA.

*Pacific Framework for Action on Scaling up Community-based Fisheries Management: 2021–2025.*²

The objectives and outcomes of the Framework for Action serve as a tool to assess CBFM status in each country and as guidance for actions intended to address any gaps that support and empower local communities for the sustainable and equitable management of coastal fisheries.

Direct CBFM actions

Objective 1: Information, awareness and communications – Coastal communities and relevant stakeholders regularly receive information that supports resource management and are able to provide feedback and raise concerns through appropriate and effective communication mechanisms.

Objective 2: Joint action at site level – Prioritised communities are supported in fisheries management planning, implementation, monitoring, and/or enforcement, as appropriate.

² <https://purl.org/spc/digilib/doc/yr5yv>

Enabling CBFM actions

Objective 3: Strong and up-to-date management policy, legislation, planning and operational guidance – CBFM scaling-up is adequately supported in policy and legislation.

Objective 4: Organisational and individual capacity – Fisheries agencies develop the organisational and individual capacity to adequately support CBFM at both national and subnational level as appropriate.

Objective 5: Ecosystem and inclusive approaches – Cross-agency and multi-stakeholder collaboration helps reduce threats to the environment, enhances adaptation to climate change, improves human well-being, strengthens disaster risk management, and ensures equitable access to benefits.

LMMA 100% Solution³

To ensure sustainable coastal fisheries provide benefits to Pacific people in terms of food, nutrition, livelihood, culture and health. Achieved through:

A Larger Geographic Reach

Significant results may not be achievable in a single community but need joint action over wider areas and include ALL communities, providing them with rights and support to sustainably manage coastal resources.

A More Integrated Scale of Management

Community livelihoods and resilience depend on more than fish, including watersheds and land management, waste management, disaster preparedness. But all can be addressed through access to information and community-based adaptive management (CBAM).

An Inclusive Scale of Strengthening Institutions and Stakeholders

Recognising rights and improving governance at traditional and local levels while building institutions at all levels, developing policies and capacities, partnerships, networks and an enabling and supportive environment.

Government staff and NGOs are learning from working with communities and have agreed guidance for scaling CBFM. This highlights the importance of information, communications, collaboration between government and communities, recognition of community rights and traditional information and inclusive approaches.

What is the scaling challenge and what are the ways forward?

The central question behind scaling CBFM is the following:

“How do we support ALL communities in a country to have healthy fisheries and livelihoods?”

The key point to understand is that scaling CBFM does not translate to ALL communities setting-up management plans or tabu areas. Rather, that they have access to useful information, so they are aware of the risks to their resources, avoid overharvesting and are able to take management action if necessary.

It is not the goal for all communities to have an LMMA or a marine protected area (MPA).

Scaling CBFM implies:

- reaching all communities with useful information
- sustaining activities over time (at community but also at government level).

How can scaling be achieved?

There are two dimensions when looking at scaling CBFM: **Reaching** all communities with at least useful information and **sustaining** the activities over time. Ways to achieve these dimensions will consider the following factors.

- **Cost:** Keep the costs low within what may be realistic future budgets;
- **Who:** work with and strengthen systems/institutions/**governance** (traditional or government) that work on coastal livelihoods;
- **Can they do it themselves?** Build **capacity among government officers, community champions and communities themselves**;
- **Social inclusion:** information and activities are **inclusive** so that all stakeholders who depend on coastal resources for their food and livelihoods can be part of the decisions.

³ <https://lmmanetwork.org/the-lmma-100-percent-solution/>

The key scaling strategies

The regional guidance and experiences point to several cost-effective and high-impact approaches to supporting communities to exert stewardship over their resources. The suite of approaches or broad themes piloted by partners in the project are:

- disseminating information to communities
- scaling through community champions
- supporting PFOs to deliver
- supporting two-way communication between communities and government.

The participants explored their experiences in these areas during the workshop.

How will we know if scaling works?

There are two aspects in this question:

1. What do we expect to see on the ground from implementing scaling activities?
2. How can we track those effects to document and learn from what is implemented?

The overall objective behind scaling is for all communities to have healthy fisheries and livelihoods. To achieve this, activities are implemented to generate effects that at the scale of a project will contribute to the overall objective stated. Along the way, monitoring and evaluating the activities against the effects we expect from them is a way to assess their effectiveness and expand or revise them if necessary.

Workshop participants through group work explored this question and mostly covered information activities. Their findings are summarised in Table 2. The levels are linked, with level 1 results or outputs contributing to achieving level 2 and so on. If communities receive information, then they are aware of issues and ways to deal with them, and can then implement management measures if the need arises, contributing to resources providing enough for all communities' livelihoods.

Table 2: How can we say that scaling works when implementing information activities.

	What do we expect?	How can those effects be seen on the ground?	How can it be monitored?
First level (Expected results or outputs)	A. All communities are reached by information B. Communities have opportunities to share their concerns to governments	A. Consistent sharing of scaling information on different media Community sharing events organised through partners or community themselves B. Meetings with government officials who record community concerns	Tracking tool to record: - which community is getting what in terms of information (visits, toolkits, community meeting ...)? - Social media engagement - Government consultations
Second level (Expected results or outputs)	All communities know about threats, regulations, management measures and where to seek support	Communities come back for more information Increased number of community champions Communities reaching out for support to community champions, government or NGOs	Household surveys to assess information uptake Tracking tool to record: - community requests
Third level (Outcome)	Those communities facing threats do implement management measures	Communities implementing management after learning from another community, or community champions or training Government actions and policies reflect the concerns and inputs from communities	Tracking tool to record which community is doing what, based on surveys, community stories, reports from government and NGOs
Fourth level (Impact)	Coastal resources are providing enough for ALL communities' livelihoods	Hearing success stories from management that has led to improved livelihoods More food Improved health/diet	On-the-ground surveys (fish caught, sizes) Socio-economic surveys Stories documented and filed

The need to track activities and assess if they are meeting expectations was emphasised during the workshop. It is too costly to implement activities that are not leading to any change. While scaling CBFM implies disseminating information, this alone will not lead to change. Rather, disseminating information in more strategic ways and ensuring what is shared is practical and useful for target audiences is preferable. One way to assess the outcomes of information shared is to undertake household surveys across provinces or country and target both well-connected and remote areas to see if information is actually flowing in remote places too.

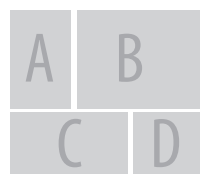
Scaling implies reaching all communities with useful information and sustaining activities over time. To do this we have to keep costs low, work with all the right people and build enough capacity. Information and awareness are key to scaling, but we must continually track (monitor) which of our activities are working and improve them over time.

Disseminating information to communities (Session 2)

A key element of scaling is for all communities to have access to information on their coastal resources and their management. This information should help them to:

- identify issues related to their coastal resources;
- select and implement the most effective management measures to address issues; and
- contact people able to provide extra support.

LMMA-PEUMP partners shared their experience in disseminating information to communities, and more specifically what information is disseminated and how. Partners also shared their practices in ensuring that the information is accurate. The key points from the panel discussions are summarised in Table 3.



A : Group work instructions presented by Hugh Govan. Photo by Caroline Vieux.

B: Group work. Photo by Russell Lovo

C: Kavieng workshop group photo. Photo by Russell Lovo.

D: PNG Community participants bidding farewell to overseas participants with local gifts. Photo by Caroline Vieux.

Table 3 What information do we disseminate, how do we select the right information and what are the best ways to disseminate it?

	cChange (Fiji, Solomon Islands, PNG)	Wildlife Conservation Society – NIP/PNG	Conservation International-Fiji (Lau Group)	Wan Smolbag Vanuatu Fisheries Department – Vanuatu	WorldFish – Solomon Islands
What information has been shared?	<ul style="list-style-type: none"> • problems of identification • self-organisation • implementing actions • info according to targets • drivers of changes to fish populations • impacts of changes on lives • minimum sizes • process to design actions, Talanoa sessions 	<ul style="list-style-type: none"> • coral planting • waste disposal/ degradation of manufactured goods • Fiji WCS training modules adapted for PNG • management tools (how to set up closures) • SPC info sheets • Bêche-de-mer (BDM) processing • compliance • seaweed farming manual • reporting template • workplan template • survey form 	<ul style="list-style-type: none"> • restoration practices • fisheries regulations • agricultural practices • crown-of-thorn management • ciguatera • turtles • giant clam restoration • mgmt. of heritage sites • smokeless stoves • LMMA status • coconut crab mgmt. 	<p>Information to communities, and info to Provincial Fisheries Officers (PFOs):</p> <ul style="list-style-type: none"> • tabu areas • fisheries regulations • fish movements (to support management boundaries) • invertebrates • scientific info gathered by data collection programmes • human impacts on ecosystems • impacts of CBFM 	<ul style="list-style-type: none"> • Community-based resource management (CBRM) process, why CBRM? • spawning aggregations • SPC info sheets • Biology • ecosystems (reefs, mangroves) • species such as BDM • coral conservation • destructive fishing • fisheries regulations • designated no-take zones • waste disposal / degradation of manufactured goods • nutrition • 1000 days for mothers and children to eat fish
How was information selected; how do you know it is correct or good?	<ol style="list-style-type: none"> 1. Information strategy developed in consultation with local knowledge, SPC and LMMA. 2. Low-cost and scalability. 3. Technical Advisory Committee in each country to select the most relevant information to be shared. 4. Toolkit tested first. 	<ol style="list-style-type: none"> 1. Use available information tested in communities. 2. Topics determined by community. 	<ol style="list-style-type: none"> 1. Consult partners to develop topics, e.g. Min. of Agriculture, Forestry, Fisheries, University of the South Pacific, etc. 	<ol style="list-style-type: none"> 1. Materials are trialed in the community (e.g. comic books). 	<ol style="list-style-type: none"> 1. Information based on common questions from communities during scoping trips, PFO trips, etc.
How was information disseminated?	<ol style="list-style-type: none"> 1. Distribution plan developed with partners for printed tools (handouts, booklets, brochures) 40% distributed by government, 40% NGOs, 20% by community champions, private sector outreach 2. 4FJ FishSmart app 3. Radio programmes 4. Media stories, news (champions, etc.) 5. Pledge drives using volunteer network 6. Social media campaign, posts are boosted in target areas 7. Targeted engagement (train trainers, fisher forums, fisher associations) 8. Talanoa sessions 	<ol style="list-style-type: none"> 1. Community visits to talk, share videos, posters and toolkits 2. Radio programmes 3. WhatsApp groups 	<ol style="list-style-type: none"> 1. Visits to talk and distribute resources, printed manuals and toolkits (translated to vernacular) to Women Youth, YMST, govt. reps to use in their own time and during side meetings, translated to vernacular 2. Talkback shows (radio has good reach in Lau) 	<ol style="list-style-type: none"> 1. Community visits to talk and distribute DVDs, posters, comic books, USB 2. Theatre plays going around the countries and then put to USB drive 	<ol style="list-style-type: none"> 1. Visit all communities on Malaita with DVDs and talk through slideshow presentations 2. Radio shows

What information has been shared?

From Table 3, it is noted that a wide variety of information is disseminated. It can be divided into two categories:

- General awareness: this information is meant to increase knowledge on coastal resources, biology and ecology of species of interest to communities, threats, reasons behind declining catches and management measures, regulations and increased compliance with rules, regulations and good behaviour towards the coastal environment and its resources.
- Supporting action: this information is expected to support people taking action and help them through this, whether it is to implement something technical such as reef restoration, or designing management measures, facilitating group discussion and so on.

Do we share information that is accurate and relevant?

Although a lot of information is disseminated, it is important to be able to select the most relevant information to disseminate to communities in order to avoid overloading communities with information, confusing people and losing them in the flow.

Various ways are used to select information:

- cChange shared that they do comprehensive preparatory work on target audiences to determine the type of information needed for each audience.
- WorldFish and WCS-PNG provide information based on community requests.

When information encourages the target audiences to take action, most partners are testing the information with them before final release.

The question of accuracy of the information shared was also raised: most partners rely on technical partners to develop specific contents while cChange has established Technical Advisory Committees (TAC) in each country they work in. The committee is composed of country and regional advisors to share both local and regional expertise and experience. TACs need to ensure all information provided to communities is factual and technically accurate and can support practical local actions that can reasonably provide tangible benefits to communities. The TACs also ensure materials are socially inclusive. It is worth noting that the TACs go beyond ensuring scientific accuracy and also look at practicality and potential benefits of the information shared for communities to take action.

Information is a valuable resource to communities and there is a heavy responsibility to ensure that the most useful information is selected, that it is not misleading for communities and that it reaches them in the best and most useful ways.

Some tips include:

- Market test information tools or select existing materials that have been successful (very many exist already).
- Use independent and locally informed technical advisors to ensure correct and accurate information is used (e.g. - Technical Advisory Committee in Fiji, PNG and Solomon Is.).
- Government can and should have an information strategy which helps coordinate with partners and ensure regular information reaches all who need it.

How is the information disseminated?

Community visits

Community visits naturally are the most favoured way to disseminate information. Both communities and officers from government or NGOs highly value the time spent in communities to share information and answer questions. This is the most expensive and time-consuming approach and therefore is usually not a viable strategy for scaling to 100% of communities since costs and staff time involved can be used more effectively to reach more communities.

Printed and recorded information

Most of the information distributed is recorded physically on materials such as posters, comic books, toolkits, booklets, brochures. USB drives and DVDs and MP4s enable organisations to also share videos and the PDF versions of printed materials.

This type of information is disseminated through community visits by government staff including from departments other than Fisheries, but also during community gatherings for cultural events, training or workshops, schools or clinics – all places where people come together. cChange provides printed materials for partners to disseminate when they visit communities. Their partners not only include NGOs or government but also fishers' associations and private sector stakeholders. The area of dissemination, the number of materials needed and other information such as the responsible partner are put together in a dissemination plan that usually include Google Maps to ensure that most coastal communities can be reached.

Broadcasting

Broadcasting offers the most cost-effective way to disseminate information. All countries have a national broadcasting service that reach anywhere between 60% and 100% of communities. Talk-back shows are popular where people can call to request specific information or share their experience on the topic of the day. The success of those shows is highly dependent on radio coverage, but they provide a rather cheap avenue for disseminating information and they can be repackaged to be available on YouTube, on social media or as podcasts.

Social media

Social media is used across all countries and partners with differing levels of engagement. cChange manages campaigns on social media channels including paid boost posts to increase reach and target engagement. Social media is used to share stories from community champions and encourage more people to take action if needed. WhatsApp groups are used to facilitate networking between targeted groups (BDM and mud-crab fishers, community champions).

How do we know that information is being used?

Partners in general were not maintaining comprehensive records of information distribution and reach, but tracking this is very important to be sure of the extent of coverage and use, key factors in scaling strategies (Table 4).

Apart from producing the information it is important to track two issues and the first one is necessary (but not sufficient) for the second one to be attained:

1. The information is not kept on a shelf, but people are reading it, which is a key output!
2. People reading it have improved their knowledge, are changing their behaviour or taking action based on the information received, and this is the key outcome!

Table 4. Participants' answers to "How do we know that information is being used?"

Information tool	Country	We know the information tools do not sit on a shelf because:
CBFM SPC fact sheets	VU	CBFM guide – toolkit from SPC used by VanuaTai members to provide advice to communities
Comic books	VU	Used by elders as educational tools for children
Flash drives	VU	Used by school teachers to have more information on environmental issues
Posters	VU	On regulations
Brochures	VU	Vanuatu Fisheries Department (VFD) and PFOs use the information in the brochures to create discussion with communities.
Information packages	SI	Communities who have been sent the packages contact fisheries or WorldFish Center (WFC) for more information.
Radio talk-back show	FJ/SI/ PNG	Caller engagement and online views
4FJ Fish Smart app	FJ	Approx. 400 unique users per month
Pledges, drives and videos online	FJ	Daily analytics that report the number of pledges undertaken
Champion videos	FJ	Humans of Fisheries videos: 100,000 views per story
Information tool	Country	Info used because the following has been observed/reported
Theatre play	VU	After "Twist Mo Spin" play, Theatre – Futuna – after play, community discussion led to ban on parrotfish. See link to the play here: https://youtu.be/l14dB-WmtYk
Video	PNG	John Aini's "Vala North" video on reviving traditional management that led to more communities involved in management, see link here: https://youtu.be/hhSZknU_3zA
Guidebook	PNG	BDM processing handbook: WCS heard from buyers that BDM sold were of higher quality
Slide presentations	PNG	Slideshow on mangrove: communities have set up rules for mangrove management and have also started replanting.
Information packages/ toolkits	SI	Tabu areas being placed in personal fishing grounds owned by families are increasing. Enforcement reports: in case of a dynamite fishing incident, other community members knew the rules and reported this to WFC and PFO.
	FJ	Used to start developing management plan Set up of terrestrial and turtle tabu
Pledge drives/ campaign	FJ	Minimum sizes and grouper ban: pledge from major supermarket chain Grouper ban: applied yearly from June to September After pledges, drives, peaks of downloads of the 4FJ App are observed as well as visits on the 4FJ website.

While cChange has developed a suite of information monitoring and evaluation processes, other partners who are less specialised in disseminating information have mostly not. There is a need here to identify and share practical ways to monitor and evaluate the effectiveness of information materials that are disseminated, such as shared spreadsheets to track reach and the type of information shared. Such tools are being developed in Solomon Islands but need to be kept very simple to operate. Another way to monitor and evaluate information reach is through data analytics (e.g., social media engagement, downloads, unique/non-unique downloads).

Information is produced in the form of hard outputs such as posters, leaflets, USB drives and so on but also broadcast through radio, social media and networks. A number of strategies (e.g. radio, social media, networking) have been developed to substitute or supplement expensive community visits that are not often possible.

Information tools

As groups, participants were asked to investigate the information tools they have used other than directly visiting communities (Table 5). Scaling CBFM requires all communities to receive information, and visiting thousands of communities has not been achievable.

Table 5. Assessment of different information tools and their suitability for scaling CBFM Information tools

	What would you expect to achieve?	How many communities have been reached?	Is it sustainable in terms of costs?	■ When is it appropriate? ● When is it NOT appropriate? ↗ How to make it more effective?
Electronic media (Flash drive)	More reach; inclusivity; contextualised for audience	PNG: 15% (20 to 30 communities per province) FJ: 20% SI: 5% (20 to 30 communities/province) VU: 40–60%	NO/YES Damage and replacement costs but getting cheaper and can get DVD contents. Once it is produced it can be distributed over and over again 80 PGK/flash drive	■ USB/DVD: Champions, teachers, community clusters, youth, business owners ● Not appropriate for rural communication ↗ Include in toolkits to make it more effective. Narrative must create discussion, be in local language
Booklets, handouts, leaflets, comics	<ul style="list-style-type: none"> Target specific groups, those who are interested to start a conversation. Help to understand drivers of overfishing and actions to take to address the issue Help communities to understand fish regulations and biology of species Sharing of results and stories 	FJ: 20–50%	NO (SI, PNG) YES (FJ, VU) 3 PGK/page	■ If given to the right people (champions) and if content in local language and you have a network to distribute (champions, PFOs, schools, etc.) ● Illiterate audiences
Posters	<ul style="list-style-type: none"> General awareness Help to follow rules Sharing of results and stories Brand recognition (marketing) 	20% of township populations	<ul style="list-style-type: none"> NO (PNG, VU, SI) YES (FJ) 10 to 20 PGK/unit 	■ Urban areas, private sector, churches, schools, CBOs (community-based organisations), FBOs, NGOs, town councils ● Decision makers, senior officials, illiterate and remote communities ↗ Improve distribution points i.e. stores, halls, schools, bus stops, gathering events

	What would you expect to achieve?	How many communities have been reached?	Is it sustainable in terms of costs?	■ When is it appropriate? ● When is it NOT appropriate? ↗ How to make it more effective?
Radio	<ul style="list-style-type: none"> Frequent announcements Understand drivers of overfishing and other marine related issues and options to address these; information to reach remote islands (FJ); Reach is not too much but does affect decision makers (VU); people will expect to hear about experiences; share information on resource management, regulations, MPAs, etc. 	PNG: 20–60% FJ: 50–95% SI: 40% VU: 65%	YES Low or no cost with media partnership	■ Early mornings and evenings (before news bulletins) Better for older generation in FJ Good in VU and SI when no network to use phones Urban areas ● Working hours (including fishing and gardening times) If you don't have access to good community stories If targeted communities are too remote. ↗ Use more stations to increase range in FJ Advertise radio shows for people to tune in.
Video, TV	<ul style="list-style-type: none"> Influence decisions in urban areas, FJ, VU, PNG Brand recognition Building credibility 	5–25% across countries	YES Low cost, high reach with training and media partnership	■ To publicise events, special announcements. Good to have existing content to package and broadcast on TV Applicable during news segment (VU, FJ, PNG) ● Not in SI ↗ Use during high-profile events
Video, social media	<ul style="list-style-type: none"> More reach, inclusivity Awareness and engagement Building profiles Sharing stories 	PNG: 25% FJ: 20% SI: 40–60% VU: 50%	YES Low/no cost with training and some budget 30 PGK/week	■ To publicise events ● Expectation of professional production ↗ Get some budget to create more contents and get some training
Social media Twitter (now X)	<ul style="list-style-type: none"> For politicians and journalists know about the information; and donors 	External audience	YES 1 2 posts /month	■ Sharing announcements ● Not newsworthy
Social media Facebook	<ul style="list-style-type: none"> Awareness and engagement Pass on and gather information. 	PNG: 30% FJ: 70% SI: 25% VU: 50%	YES	■ Always appropriate ↗ Have a budget to boost posts Manage the admin team, who can post, allowing tags ... Create group for members only
Social media Instagram	<ul style="list-style-type: none"> Awareness and brand recognition 	PNG: 10% FJ: 10% SI: 10%	YES	■ Used as a portfolio
Chat groups WhatsApp/ Messenger	<ul style="list-style-type: none"> Awareness, engagement, training, reporting, networking, sharing stories, media engagement, sharing resources 	20–30% PNG: 114 communities connected through NIP LMMA WhatsApp	YES	■ For targeted groups, LMMA network members, BDM network ...

Note. PGK is Papua New Guinean kina

Overall, you need a bit of everything to scale-up! Some tools are more effective or sustainable in some countries than others. What can be drawn as regional learning for cost-effective scaling strategies would be:

Dissemination strategies: before designing and printing material, it is essential to develop a distribution plan to ensure that materials will be disseminated widely. This plan should include practical touchpoints, partners including government departments, NGOs, CBOs, FBOs, and the private sector to maximise the reach and opportunities for distribution. The plan should outline target audiences, leading partners/champions, information tool and quantities, and where and when.

Social media: across all countries, social media and especially Facebook and WhatsApp/Messenger are widely used and are a cheap and efficient way not only to disseminate information but also to build commitment towards sustaining coastal resources. Social media is increasingly becoming an effective information tool and budgets should be allocated to maximise reach and engagement.

Dissemination strategies: Before designing and printing material, it is essential to develop a dissemination plan to ensure that materials will be disseminated widely. The dissemination network should include a good range of partners, government departments, NGOs, CBOs, FBOs, private sector to maximise the reach and opportunities for distribution. The plan can detail by partner how many copies will be distributed, where and when.

Social media: Across all countries, social media and especially Facebook and WhatsApp are widely used and are a cheap and efficient way not only to disseminate information but also to build commitment towards sustaining coastal resources. Because social media are becoming a key information tool, they need to be given more focus through increased budgets to allow for the creation of content or to boost important posts in targeted areas for better effectiveness.

Community champions (Session 3)

Community champions are local volunteers who promote various aspects of CBFM or traditional stewardship.

Participants who have been working with community champions as part of efforts to scale-up CBFM debated the following questions:

1. What did you expect from community champions in scaling CBFM?
2. Have those expectations been met?
3. How do you sustain the work and motivation of your community champions?
4. When is it appropriate, or not, and how to make their contribution more effective?

Participant answers are shown in Table 6.

Table 6. Assessment of using Community Champions to scale up CBFM in Papua New Guinea, Solomon Islands and Vanuatu as well as cChange staff in those countries.

Country/ Partners	Expectations from community champions	Have expectations been met?	How are work and motivation sustained?	■ When is it appropriate? ● When is it NOT appropriate? ↗ How to make it more effective?
Solomon Islands WFC/ Malaita PFO	<ul style="list-style-type: none"> • To conduct awareness to clusters of communities • To spread management ideas to their community and neighbouring ones • Help to organise and create management plans • Focal point for the community and to provide updates/requests to WFC/PFO • Initiate networking among and with other champions 	<ul style="list-style-type: none"> • Communication has been difficult (phone service inconsistent, need for data) • 72 champions trained for 45 communities • 12 draft management plans developed by the champions • Training costs = 80,000 SBD per training (≈40 participants) • Fuel costs = 8,000 SBD per community to conduct awareness 	<ul style="list-style-type: none"> • No incentive with money • Provide mobile credit • PFOs used Ward funding during COVID-19 to deploy fish aggregating devices 	<ul style="list-style-type: none"> ● When done on a voluntary basis and good phone network. ↗ Small community grants to support CBRM would be one way, need to motivate Ward Development Councils to support champions. Champions to replace WFC/PFO trips. Materials reaching communities need to be in local language, context appropriate and simple to help champions do their work.

Country/ Partners	Expectations from community champions	Have expectations been met?	How are work and motivation sustained?	■ When is it appropriate? ● When is it NOT appropriate? ↗ How to make it more effective?
cChange Mainly FJ but same goals for SI and PNG	<ul style="list-style-type: none"> Reach communities where we can't engage communities where there is no existing support Low cost model of reaching remote rural areas To create and sustain community dialogue Community champions taking the lead increases ownership at community level Community dialogue is centred around community priorities Creates 2-way communication Inspires other champions to get involved Personalises CBFM stories / Localise it (language, context, dialect) 	<ul style="list-style-type: none"> It has, from a low-cost perspective Hard to track to uptake of tools by champions 	<ul style="list-style-type: none"> Frequent check-ins via social media (Viber, Facebook, Messenger) Promoting their stories 	<ul style="list-style-type: none"> ■ Champions have existing capacity, are respected and trusted as a messenger and has a smartphone or ways to report back. ● Champions have competing objectives or their own agenda. ↗ Use low-costs methods to provide Training of Trainers (ToT) <ul style="list-style-type: none"> package up useful materials simple video presentation template (workplan, entry letters, reporting) chat group (Whatsapp, Viber) Facebook group – create community champions 2-way communications between community champions and technical team ↗ Use local partners to identify local champions. ↗ Recruit urban community members to carry on materials. ↗ Empower local partners to deliver Training of Trainers.
PNG-NIP	<ul style="list-style-type: none"> Low-cost Point of contact with community Since they are already doing management, they can easily spread information on CBFM to their community and neighbouring ones. 	<ul style="list-style-type: none"> Champion cost = 200PGK/day/person, reach = 108 communities WCS cost in Lovongai = 455PGK/community, reach = 79 communities WCS cost in Murat = 846 PGK/community, reach = 26 communities 	<ul style="list-style-type: none"> Information sharing at: <ul style="list-style-type: none"> (1) organised big meeting and site visits (2) through social media platforms (Whatsapp, Facebook, etc.) Resourcing community champions with materials to carry out awareness (printed materials, e.g. flipcharts, posters, etc.) Build capacity of community champions in terms of planning, reporting and simple monitoring 	<ul style="list-style-type: none"> ● When information disseminated is too technical. ↗ Build capacity of community champions (planning, reporting, simple monitoring, awareness materials). ↗ Establish a champion network led by active champions.

The common expectations from working with community champions are for them to spread information on CBFM to their own as well as neighbouring communities in a much cheaper way than NGOs or government officers visiting all these communities. Beyond spreading information, a community champion is also expected to inspire communities to take action based on their example that communities can easily relate to. The champions are also a good point of contact with NGOs or governments. The champion model has proven to be low cost and effective in PNG as well as for cChange. In Solomon Islands WorldFish has been working with community facilitators that have a more specific role of developing management plans and although management plans have been in development, external support is still required to finalise them, hence additional visits from NGO or PFOs may be needed, which shows some limitation for this approach for a low-cost model.

The contribution of community champions to scaling-up CBFM is currently being sustained through regular communication through messaging apps (Viber, Messenger, WhatsApp), resourcing them with information/awareness materials, covering communication costs such as phone credit and internet data and through promoting their stories on news and social media.

Community champions seem a very promising and rewarding approach but a key aspect of working is to keep their involvement on a voluntary basis but provide them with:

- some minimum funding such as bus/boat fares to help them visit other communities and contact NGOs or PFOs to provide updates;
- information materials that are simple for them to use;
- opportunities to interact with other champions by developing and facilitating networks.

Supporting provincial fisheries officers (Session 4)

The remote locations of most communities provide a challenge to people wishing to support them in terms of distance for travel and communications. Strategies for supporting CBFM and coastal fisheries in larger Pacific countries such as those in Melanesia involve decentralised approaches meaning that support staff should be based as near as possible to communities, for example at provincial or district level. The PEUMP programme has tested ways of strengthening decentralised fisheries management such as that provided by Provincial Fisheries Officers in provincial government.

The workshop participants assessed their experiences to date in supporting Provincial Fisheries Officers (PFOs), shown in Table 7.

Table 7. Lessons learned from supporting Provincial Fisheries Officers to scale-up CBFM in Melanesia

Country/ Province	What were the key improvements in the service to communities that were expected?	What was the activity implemented that involved PFOs?	What capacity did you build?	Number of communities reached as a result?	■ What has worked? ➤ What could be improved?
Solomon Islands/ Malaita Province	<ul style="list-style-type: none"> - Community visits by PFOs to communities that had never received a visit before – govt reach to communities - Distribution of materials, phone connectivity, printing - Playing the linking, broker role, e.g. communities to other govt ministries - Outreach and info sharing to schools 	<ul style="list-style-type: none"> - Budget support, materials and tools for CBFM - Training on report writing - Provide office equipment (projector, generator, camera, laptop, drives) - Provincial exchange: between Malaita and Isabel; Western and Malaita - Development of Malaita CBFM program: 2022–2025 	<ul style="list-style-type: none"> - Management planning - Report writing, logistics and admin - Facilitation and public speaking skills 	75 communities representing 38% of communities in Malaita	<ul style="list-style-type: none"> ■ PFOs exchanges worked well to build capacity for CBRM implementation. ➤ Better coordination is needed with Ministry of Fisheries and Marine Resources (central/capital), PFOs and NGOs.
Vanuatu/ TAFEA Province	<ul style="list-style-type: none"> - Establishment of tabu areas - Tabu areas being monitored - Provide awareness to communities 	<ul style="list-style-type: none"> - Development of Provincial Support Plan to support community network - Develop Capacity Plan for PFO to be able to carry out services to support community 	<ul style="list-style-type: none"> - Management plan development - Budgeting - Outreach on CBFM - Develop annual plans - Logistics for provincial meetings 	22 communities out of 86 in the Province	<ul style="list-style-type: none"> ■ PFO supportive and cooperate very well with community network and VanuaTai network ➤ Support PFO to integrate current PFO network activities to support community networks into annual plans and budgets to achieve sustainability
PNG/ New Ireland Province	<ul style="list-style-type: none"> - Get financial support from LLGs for LLG officers to carry out community visits - Get PFOs to manage a fisheries database for NIP 	<ul style="list-style-type: none"> - Planning workshop: alignment of LLG to Provincial Fisheries Policy - Database development and update - NIP LMMA / champions meeting/Fisher forum - Technical Working Group (TWG) meeting - Communication strategy development 	<ul style="list-style-type: none"> - Use of spreadsheets - Use of activity planning template 	54 communities across 10 LLGs and out of 521 communities	<ul style="list-style-type: none"> ■ Alignment of LLG workplans with Provincial ➤ Regular updates of the database ➤ LLG workplans to be developed during 2nd quarter ➤ PFO get resources to perform their duties from the Economic Sector of provincial government
Fiji	<ul style="list-style-type: none"> - Training and tools distribution - Hosting Talanoa sessions - Two-way communication – communities share their concerns and thoughts 	<ul style="list-style-type: none"> - Communications training in all divisions - Gender equality / social inclusion training - Science for management 	<ul style="list-style-type: none"> - Communications capacity to do effective Talanoa sessions - Confidence in community dialogue - Increased ability to explain CBFM 	PFOs = 60 communities PCOs = 61 communities 49% of our communities	<ul style="list-style-type: none"> ■ Tool distribution process ■ Training of trainers (community champions) ➤ Reporting and feedback to be included in workplans, team meetings ➤ Use Viber group chat to get updates ➤ Role modeling, celebrating top performers

The support provided to PFOs under the PEUMP Programme aims to improve their service delivery to communities.

The types of support involved one or more of the following: direct funding of expenses, capacity building and redefining their roles.

Direct funding of expenses

Direct funding to PFO activities involved covering travel costs to visit communities in Solomon Islands and Vanuatu as well as the purchase of basic equipment such as laptops in Solomon Islands. In NIP the support to Provincial Office was in the tracking of data and other decentralised support went to even more decentralised staff at the local level government to assist in carrying out community visits. A key outcome that is expected from the project is that successful outcomes from the provision of these

small amounts of operational funds will help convince those who decide national and provincial budgets of the benefits of such increases in decentralised government budgets.

Capacity building

All partners have built capacity of PFOs in project management (planning, budgeting, monitoring), community facilitation and some other areas of CBFM. Planning was done in line with national/provincial plans to maximise possibilities to be funded by subnational governments. Basic data collection on services provided and status of all communities in a province was encouraged – the design of a tracking tool or simple database needs more discussion.

Reinventing and promoting the role of PFOs

Most partners worked towards replacing or positioning PFOs in the CBFM landscape as in most countries they have become invisible due to an absence of funding/support/recognition from central governments which either keeps them inside their offices without the means to work on sustainable resource management or they are burdened only with politically popular projects such as running fisheries stations.

Support included involving PFOs in community networking activities, in multi-stakeholder fora but also valuing their work as champions in the country information campaigns thanks to video portraits shared on social media. Partners in Solomon Islands, PNG and Fiji have also supported PFO exchanges through visits and social media groups to share ideas and sustain motivation.

As a result of this support, communities received increased level of services from PFOs through visits that have included material distribution, presentations, community sessions, and support to the establishment/opening of tabus. The number of communities reached by their work requires better tracking and comparison with community priorities and needs since PFOs cannot visit all communities. Attention has been placed on approaches that do not involve direct visits (i.e. indirect reach) where PFOs may reach communities by providing info materials to a community network or a Ward Officer for them to disseminate. This requires practical tools to be developed, used and sustained where information on community reach, management status and needs are recorded. Databases have been developed in NIP and Solomon Islands. In the latter, a database is managed at the national level and updates are based on field reports from PFOs. The Malaita PFO also has a database that has more details on the type of information that has reached communities as well as on phone follow-ups and updates shared by communities during the calls.

How to increase and sustain support for provincial governments to PFOs?

PFOs are a key to scaling, their support has been requested in regional policy but still they remain under-resourced. In Solomon Islands, there is overlap between PFOs and the national CBRM unit with both working with communities on the ground despite PFOs being best placed to do so more cost-effectively and consistently. Experience shows that deployment of fish aggregating devices is cheaply done by PFOs and very costly if done by central government e.g. CBRM Unit.

In PNG, support could only be increased if LLG plans are aligned with provincial plans. LLG PFOs can work with CBOs to look for funding to show provincial assembly that something is happening on the ground and should be supported.

In Fiji, current work in Lau is intended to support provincial councils so they can support lower levels (District and Community Yaubula (environment) Management Support Teams).

PFOs and LLG Officers are key to achieving and sustaining scaled up CBFM. A good strategy for improving their role and ensuring government adequately supports them should consider 3 steps:

Step 1 – Develop and show government a plan where activities are low cost and high value (impact).

Step 2 – Position and support PFOs to deliver successfully (workplan, capacity).

Step 3 – Capture (document) successful results and celebrate them publicly to ensure government and others appreciate their value.

Supporting two-way communication between communities and government (Session 5)

Two-way communication is important so that community leaders (men, women and youth) and people fishing for and harvesting marine resources, including marginalised groups, are empowered to meet the following objective:

provide feedback and information to government, raise concerns, contribute to decision-making, inform policy and share experiences with other communities and stakeholders.

The two main strategies for two-way communications tested by the program partners were:

- community networks
- activities where community representatives directly inform government staff.

Communities sharing and learning from each other through networks

Networking has been a much used tool in promoting LMMAs and CBFM for more than two decades. Program partners shared the experiences they had in starting or developing community networks building forward from that history, shown in Table 8.

Table 8. Lessons learned from supporting community networks in Melanesia

Country	What networking activities did you carry out?	What did you expect from them?	How many communities were reached, directly or indirectly?	■ What has worked? ↗ What could be improved?
Papua New Guinea (New Ireland Province)	<ul style="list-style-type: none"> - LMMA Network Learning Meeting - Female Fishers Forum - Fish Buyers Meeting - Community Champions Meeting 	<p>LMMA Network Learning Meeting: identify who is practising CBFM; share experiences; lesson learning; identify information needed to initiate/improve CBFM; create registry CBFM practitioners and community of champions.</p> <p>Female Fishers Forum: dissemination of information on mangrove-specific products and BDM processing; improve access to market; connect female fishers with financial institutions and financial training.</p> <p>Fish Buyers Meeting: identify existing fish buyers in NIP and create registry; understand information needs; disseminate information on mud crab, BDM and National Fisheries Authority compliance.</p> <p>Community Champions Meeting: identify and create registry of champions in NIP; identify information needs; expose champions to other sites practising CBFM.</p>	Directly and indirectly = 96	<ul style="list-style-type: none"> ■ Information dissemination ■ Meetings motivates champions to continue the work of CBFM. ↗ During community champion meetings, existing champions to invite other champions. ↗ Create criteria for nominating people to attend meetings. ↗ Run meetings within LLGs.
Fiji	<ul style="list-style-type: none"> - During government-organised traditional meetings (Bose Vanua), CI has side meetings to bring youth and women representatives (covers 13 districts) 	<ul style="list-style-type: none"> - To discuss and network on relevant issues - To report back at community level 	Lau Seascope = 72 communities	<ul style="list-style-type: none"> ↗ 2-way communication for reporting back at community level. If this is documented properly it will allow for monitoring and review ↗ Engagement strategy ↗ Motivating the network (network action plans, work-plans, reporting back at annual meetings)
Solomon Islands (Malaita)	<ul style="list-style-type: none"> - Community facilitators trained, exchanged phone numbers, keep in contact with each other and PFOs/WF after training is completed 	Community facilitators: communities to keep talking with each other; regular progress reporting	45 communities reached through Community Facilitators	<ul style="list-style-type: none"> ↗ Plan for follow up and feedback from community facilitators. ↗ Prepare simple template for them to fill. ↗ Liaise with other existing projects for opportunities. ↗ Check in with progress, share any success/challenges, management plans and drafts, funding support for management initiatives.

Country	What networking activities did you carry out?	What did you expect from them?	How many communities were reached, directly or indirectly?	What has worked? What could be improved?
Vanuatu	<ul style="list-style-type: none"> - Vanua-Tai Network (National): Annual General Meeting (AGM) to prepare workplans, share experiences, and funding opportunities available - Establishment of Tafea Resource Monitors Network; subnetwork of Vanua-Tai at the scale of TAFEA province. Activities included work planning and reporting to 2022 Fish Toktok symposium. 	<ul style="list-style-type: none"> - Develop network action plan or implementation plan (12-month work plan) - Implement the plan through awareness and training – topics include resources, inclusivity, etc. - Reporting back during AGM - Raise funding (e.g. Global Environment Facility small grants) 	Tafea Resource Monitors Network = 22 communities (out of 80 communities)	<ul style="list-style-type: none"> ➤ 2-way communication for reporting and documentation

Formal national community networks used to be active in the four countries but only Vanuatu currently has an active national network, Vanua-Tai hosted by Wan Smolbag.

Solomon Islands does not have an active network anymore while Fiji and PNG national networks are facing various issues that are preventing them from being fully active. WCS PNG has facilitated the establishment of several informal community networks that cover CBFM in general (NIP LMMA Network) as well as more specific topics or groups such as female fishers or fish buyers.

In Vanuatu, besides the national Vanua-Tai network, the objective is to establish subnetworks at the provincial level, with the TAFEA province being the first created at this level. Lower-level networks are a way to ease community sharing because traveling costs are lower. Vanuatu is even experimenting with island level networks to further facilitate community sharing and work planning at this scale while the New Ireland Province participants suggested running community meetings at the local-level government scale.

Networks focused on specific groups or resources are a way to target the information to be disseminated so only relevant information goes out and members are more likely to be responsive and active. Champions' networks have been created in New Ireland and Malaita Provinces and they allow the members to share their experiences, successes and challenges in implementing CBFM and/or disseminating information to communities on keeping healthy fisheries. These networks are a way to keep the motivation going among community members but also to track the progress of information dissemination by NGOs or Provincial Fisheries Officers.

Some lessons on sustaining communications between communities

Summaries of cost-effective communication methods are given in Table 9.

Table 9. Summaries of cost-effective communication methods

Countries (Province)	What are cost-effective ways to sustain communication between communities?
Papua New Guinea (New Ireland Province)	Use current existing networks or communicate through more targeted groups to help disseminate information, e.g. community champions, youths, women
Fiji	Through radio programmes and other media, e.g. social media If communications are poor, they can be sustained through PFOs, as not all communities have access to communication
Solomon Islands	Utilise church programmes and district sports events where communities are involved to meet and share.
Vanuatu	Through PFOs, radio programmes and media

In order to better disseminate information for maintaining healthy fisheries and implementation of CBFM, the benefits from these networks, if needed, could be improved by:

- carefully selecting the network members using defined criteria
- developing an easy reporting template or mechanisms to track progress by members; and
- ensuring reporting of network meeting discussions by participants to their community.

Communities informing governments and influencing policies

Partners have tried various mechanisms to facilitate a flow of information and advice from communities to local, provincial and national government, shown in Table 10.

Table 10. Description of ways to raise issues to government and their success.

Country (or Province)	Description of mechanism in place	How are issues prioritised?	What have been responses by governments?	What improvements could be done?
New Ireland Province, PNG	TWG with community reps, LLGs, District, Provincial and National govts, CBOs, NGOs	Identified threats affecting resources.	Establishment of the Lovongai and Murat MPAs LLG laws soon to be passed National Fisheries Authority rules and regulations	Include PFOs Ensure communication continues between meetings. Provincial govt to take ownership
Vanuatu	Vanua-Tai AGM with community monitors, VFD, donors) Fis TokTok symposium with all govt stakeholders, Vanua-Tai monitors, provincial level stakeholders, TAILS monitors, CBFM committees) VFD Annual Meeting; VFD and communities	Based on reports from monitors on issues and challenges Communities scrutinise VFD workplan	Establishment of community-based authorised officers Memorandum of understanding (MoU) to support and strengthen collaboration between VFD and community networks	Provide funding for networks especially at subnetwork and area council levels.
Fiji	Fisher forums at Divisional level every six months with commercial fishers, vendors, middlemen and Ministry of Fisheries Bose Vanua (known to be active for coastal fisheries in Lau and Lomaiviti)	According to government priorities By traditional leaders	Nothing significant, communities raise their concerns but not sure where they go	Undertake a review of current mechanisms to ensure voices can be heard
Solomon Islands	No formal mechanism but several avenues to raise concerns (stakeholder consultations, market talks in Auki, data provided to govt by NGOs, walk-in visits to PFOs by CBOs, PFO conference		Mostly negative at provincial level	Need a CBFM network that is independent from government, need to revive Solomon Islands locally managed marine area but without repeating past mistakes. This would require a dedicated person with operational funding to carry out the work.

Vanuatu and the New Ireland Province of PNG have set up mechanisms where communities can share their issues and feedback to government.

In Vanuatu, the Fis Toktok was initiated and is led by government while in New Ireland Province, the TWG was initiated and has been facilitated by WCS for the past three years with the intention to pass it on for the provincial government to lead in the coming months. Issues and/or experiences shared by community representatives are prioritised and/or selected based on reports, discussions, and outcomes of national and provincial community network meetings. The existence of these networks is an important enabling factor for bringing community voices up to government as they offer a space for selecting issues and representatives.

Selection of community representatives is based on their CBFM experience on the ground, their ability to advocate good stories during the meeting, implying already some good public speaking skills. WCS provides specific training to the community representatives who will share during the TWG and develop a slideshow presentation with them and rehearse it.

These mechanisms are recent, and it is too soon to assess to what extent they can influence decisions or policies. In New Ireland Province, it is suggested that the TWG has encouraged the provincial government to give more priority to CBFM than before. In all cases, community interventions and government responses are recorded in meeting reports, and ongoing monitoring could be undertaken to see how the issues are addressed by government through these mechanisms in future.

Vanuatu, Solomon Islands, Papua New Guinea and Fiji have tried a number of less formal opportunities for communities to share information with governments. Community network meetings are a way for fisheries officers to share information and answer questions: NGOs working directly with communities pass on information to governments, communities walking in to PFO offices to talk about their issues, and PFOs/PCOs passing this on to higher levels.

It was highlighted that a well-functioning community network should be independent but collaborating with government as the most effective way of informing governments and influencing policies. Networks are important but governments have not shown that they are able to run them. A network is to facilitate ways for governments to seek input from communities as there is a clearly identified contact person and to provide a path for communities to raise issues especially when speaking as one strong entity. The

re-establishment of an independent community network, after Solomon Islands locally managed marine area was declined, is identified as a key priority to support the scaling of CBFM in Solomon Islands.

Workshop participants highlighted the importance of community voices in the media to raise the profile of community livelihoods and fisheries as well as other major issues. This requires professional communicators along with technical people since improved messaging can better influence at all levels.

Community networks are costly but have several important impacts and deserve support. Experiences with handing over coordination of networks to government have failed, which highlights the need for independent networks that collaborate with government as necessary but are also able to bring issues to government.

Social Inclusion

Sometimes some people that should be involved are not involved and when this happens, they may miss out on important information or support, but it also can lead to suffering or even conflict.

Participants discussed their experiences with social inclusion applied to sustaining coastal livelihoods. This implies that all stakeholders that have a role in owning or exploiting or benefitting from the resources should be involved in the right way when deciding the management of those resources.

Examples include the case of Indo-Fijian fishers, young men who are not chiefs and are not included in the decision-making process and only do what they are told to. Experience from partners show that it is difficult to involve Indo-Fijian fishers because they are distrustful from past experiences. Landless people in Vanuatu are also not included in management discussions; they may seek to develop businesses so that they can exercise their rights. In PNG, town populations often do not know about CBFM and they may be quite difficult to integrate, even more so in the cases of informal (and often illegal) settlements. However, as stated by Solomon Island and Fiji participants, town-based community members have an influence back in their community and their influence can be negative if they are not part of CBFM programmes.

Examples of ways to address social inclusion.

WCS in PNG has established a grievance mechanism for communities to file complaints if any issue arises from the work of WCS. Recently a community did not want WCS to pursue the work in their community and used that mechanism.

In Fiji, during the Provincial meetings with chiefs (Bose Vanua), CI is inviting District chiefs' first ladies, and youth representatives at the same time to have separate meetings. It is a way to provide and share information to all groups that can then trickle down from provincial to district, community, and then household level.

In Solomon Islands, one downside of the involvement of owners has been the conflicts that have arisen from the demarcation of managed areas. The recommendation from this experience is to focus on the management of resources and not on the ownership.

In the end, more issues have been shared than solutions. When looking at scaling CBFM, one avenue for social inclusion is to ensure that many copies of printed information can be disseminated cheaply so they can reach a lot more people that might not get the information if only a few copies were distributed. It is also about carefully designing dissemination plans so a large range of stakeholders can be reached. In the end, in vast countries like those in Melanesia the challenge of social inclusion is often about reaching the very remote communities, hence the need for good dissemination strategies.



A

B

C

A : Solomon Islands participants in group work. Photo by Caroline Vieux

B: Vanuatu and cChange participants mapping CBFM in Vanuatu. Photo by Caroline Vieux.

C: Group work on information tools. Photo by Russell Lovo

How do we support ALL communities to have healthy fisheries and livelihoods? Ways forward (Session 6)

Based on the workshop discussions, three key avenues for scaling CBFM were identified and developed by participants:

- 1) disseminating information without visits
- 2) supporting community champions
- 3) supporting local-level governments.

Disseminating information without site visits

Participants considered their top two to three information tools/strategies and discussed how they can have increased reach and be sustained long term. Responses are shown in Table 11.

Table 11. Further improving the most promising information tools and strategies

	Top tools/strategies	Target	Effective distribution (reach and sustainability)
All countries	Radio Talk-back shows if possible.	Fishers, leaders, government	Adapt broadcasting hours to the target audiences. Make announcements/posts for radio shows on social media.
	Social media	Youth, government	Boost posts.
	Toolkits (that includes a user guide)	Rural communities, PFOs, community champions	Ensure that there are printed copies available for PFOs and champions to take and distribute.
	Impact stories on community champions (multimedia)	Fishers, buyers, private sector, politicians, youth, people who have access to smartphones	Across the board: TV, radio, articles, newspaper, theatre, networks, events, groups (church, sport, women, men, youth).
PNG	Posters (with more pictures)	Rural communities, schools, church	Education Department Office; LLG / Provincial Fisheries Office; head office of churches; community development office; bus stops, markets, stores noticeboards, hotels, airports, schools, nursing stations or hospitals, community police posts.
Solomon Islands	DVDs	Rural communities	Schools, partner organisations.

The most effective information tools across all four countries are considered to be radio, social media and information toolkits including a user guide. The most effective information strategy across the board was considered to be the dissemination of stories displaying communities or community champions actively engaged or committed to healthy fisheries through all media and opportunities available. For countries that do not have good radio coverage, information tools such as posters, DVDs or even flash drives are still seen as an effective way to disseminate information provided a wide range of partners are mobilised to assist in the distribution.

Supporting community champions

Participants were asked to discuss how community champions could reach more people/villages than they currently do.

1. By being **more visible**

One way for champions to reach more communities is to improve their visibility to other communities. This visibility can be improved through:

- featuring champions on posters and calling for action by contacting the champions;
 - doing Facebook stories on champions and boosting the posts with funds;
 - participating in community gatherings, church, sport and culture events;
 - accompanying government teams;
 - using family and clan networks;
 - increasing the number of champions and the number of materials for them to share.
2. By **receiving funding** support towards:
 - telecommunications / phone data and calls / credit
 - taxi / bus fare
 - fuel (own car / canoe / truck)
 - token of appreciation
 - support to get refreshments when visiting communities.

Some countries like Vanuatu provide incentives to their fisheries monitors: if they send data they can get tablets or laptops. This may be considered in other countries depending on the cost of these incentives. In order to reach and inspire communities widely, champions need to be trustworthy and not involved in any level of politics.

Supporting local-level governments

Participants discussed ways to improve the work of different levels of governments (PFOs, LLGs, wards, districts, areas) through the steps proposed earlier:

- Step 1: Show/demonstrate low cost/high impact ways.
- Step 2: Support government to learn and try.
- Step 3: Celebrate what works AND support by including in budget and workplans.

Suggestions are shown in Table 12.

Table 12. Ways to improve the work of local-level governments

Step 1: Show	Step 2: Support	Step 3: Celebrate and integrate
<p>Across all countries</p> <ul style="list-style-type: none"> • Strategically engage staff from provinces of work (i.e. include PFOs in NGO workplan and budget) • Develop information packages for champions (printing costs, freight costs) and pass to village level through networks (chiefs, church groups, youth, women, fisheries stakeholders) 	<ul style="list-style-type: none"> • Co-design projects and develop MoUs with local-level governments • Build capacity of PFOs/LLGs • Organise annual seminars with central and sub-national govts on strategy/policy • Create plans and platforms for communication/ dissemination 	<ul style="list-style-type: none"> • Evaluate what works • Elevate what works (i.e. positive reinforcement) • Share the story on social media and mainstream media • Share to other communities
<p>PNG</p> <p>Engage at LLG level:</p> <ul style="list-style-type: none"> • increase participation • more distribution of info to more people • use existing LLG policies to work with <p>Engage at Provincial government level:</p> <ul style="list-style-type: none"> • MoU to be signed between government and NGOs • PFO to push for CBFM to be included in government priorities • Annual workplan to be developed with reasonable budget • LLG governments to be included in the work 	<ul style="list-style-type: none"> • Identify LLGs and Ward Development Committees – train them to trial out data collection, then replicate to others (e.g. two LLGs): <ul style="list-style-type: none"> ○ Build LLG officers’ abilities to collect data (capacity building) to inform LLG office and also to disseminate info on CBFM. ○ What data? Fisheries catch; traditional management and tabu areas. ○ What officers to collect data? LLG; Provincial Fisheries; Ward Recorders. • Present data on NIP fisheries to the government: <ul style="list-style-type: none"> ○ Present info to government in a way that can help lobby for money for the work 	<ul style="list-style-type: none"> • Learn from the experiences and expand to the other LLGs

There is an agreement about local-level governments needing to be involved in developing, planning and implementing activities by NGOs and central governments. Projects need to consider covering local-level government staff’s cost for implementing activities, so their involvement is not compromised by the usual lack of operating costs at these levels.

The capacity of local-level government staff needs to be built so they can implement activities; they can also actively contribute to the dissemination of information through champions and other partners. This is a low-cost, high-impact activity that can help draw more attention from local-level government to their work and help to get more funding.

More specifically, WCS PNG proposes a specific activity to be piloted in one or two LLGs by LLG officers. The activity relates to collecting data on fisheries to get LLG officers motivated to undertake and complete an activity with appropriate funding and use the data collected to advocate for funding for CBFM to provincial government.

Novel experiences raised for future consideration in the closing comments:

- CBFM sporting events – around a message for scaling CBFM (Vanuatu)
- Network of practitioners – from this meeting (WhatsApp group formed)
- Ensure that people use existing government structures
- Informal networks – think of reviving network within country – start informal
- The church is good entry point for CBFM activities
- Campaign using music – Pacific has good talent and artists
- Address the information gap between MPs and Fisheries Minister so that all MPs are speaking the same language to help communities, coastal fisheries and CBFM
- Social networks are needed to progress past the information stage of scaling
- Importance of networking to support each other – different sites, objectives, etc. ... but to use existing structures
- Local management (LMMA, CBFM) does not have to be only about fish – it can and maybe should address any relevant issues in the marine ecosystems or even human issues such as health if this makes sense
- Alternative use of network – disaster recovery: existing networks can be deployed quickly to assist and provide support where needed

Conclusion

The workshop facilitators would like to thank all the participants for their active contribution to the discussions and the wealth of initial learning generated over these four days. Scaling CBFM is not an easy task, but this workshop showed that there are many promising ways to contribute to scaling and that the new technologies and the new ways of sharing information they enable, such as smartphones and social media, are a great opportunity to connect people, and share ideas and inspiration to take action where needed. In all countries there is a wealth of untapped energy, amazing people and organisations who only need very little support to help spread CBFM in their community, island or province. There are also too many provincial officers who do not have adequate support to be able to assist communities in managing their resources. There are examples of good collaboration between government and communities thanks to active community networks. The workshop showed that all these avenues for scaling need to be trialled and developed in a way that is adapted to each country. Because it is hard to find the perfect mechanism from the outset, scaling requires close tracking of the activities implemented and regular evaluation and adaptation when needed.

The workshop facilitators would also like to thank the Ailan Awareness team led by John Aini for the moving welcoming ceremony, the friendly hosting and the great food and fresh coconuts down at Kaselok village. Finally, the facilitators would like to convey their sincere appreciation to the local participants: Moses, Matthew Ambrose, Ian, Andrew and Henry firstly for their active participation throughout the week, for organising such a nice farewell for all of us and above all for their dedication to improving the well-being of their communities – you have been an inspiration for us all.



A : John Aini from Ailan Awareness welcoming the workshop participants. Photo by Russell Lovo

B: Moses Laveth from Lolieng Sustainable Programme. Photo by Caroline Vieux

C: Scott Radway from cChange reporting from group work on community champions. Photo by Russell Lovo

Appendices

Appendix 1: Agenda

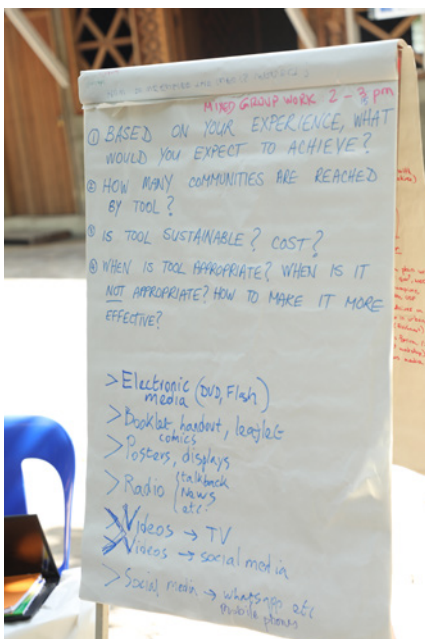
LMMA-PEUMP Learning Workshop Agenda

Overall objectives

- to learn from the three years of activities on scaling up CBFM in the Melanesian countries
- to identify and develop activities best suited to scaling up CBFM in the Melanesian context.

Day	Time	Sessions
Tuesday 6 June	SETTING THE SCENE	
	Objectives :	
	<ul style="list-style-type: none"> • Share a common understanding of scaling up CBFM and 100% approaches. • Present/discuss the two features and three criteria that will be used to frame the review of scaling activities implemented in the countries during the workshop. 	
	9–10 am	Traditional welcoming by Ailan Awareness
	10–10.15 am	Workshop intro by facilitators
	10.15–11 am	Participant Introduction <ul style="list-style-type: none"> • Name • Country • Tribe/Job • What do you expect from this week?
	11–11.15 am	Tea break
	11.15–11.45 am	Story sharing by community participants <ol style="list-style-type: none"> 1. Panel discussion led by Hugh 2. How did you get involved in CBFM? 3. What support did you receive from government, from NGOs and CSOs and from other communities? 4. How do they think more communities could be involved in CBFM?
	11.45–12 pm	What does scaling mean and what does it need to be achieved? <i>Presentation by Hugh</i>
	12–12.30 pm	What is the current CBFM site coverage? <i>Group Work 1 by country</i>
	12.30–1.30 pm	Lunch break
	1.30–2 pm	What regional thinking emerged to address the scaling challenge? <i>Presentation By Watisoni</i>
	2–2.20 pm	Introduction to the scaling features and criteria <i>Presentation by Caroline</i>
2.20–3 pm	Plenary session on Social Inclusion	
3–3.15 pm	Afternoon break	
3.15–4.30 pm	How can we say that scaling works? <i>Group work 2</i> Report back	

Wednesday 7 June	SCALING ACTIVITY REVIEW	
	Objectives: <ul style="list-style-type: none"> • Describe the progress of activities towards scaling-up in the project. • What can we learn from current activities towards scaling up [in the light of scaling criteria]? • Share on-the-ground experiences and practical tools in the current efforts to scale up CBFM in Melanesia 	
	<i>Note</i>	Review of activities by partners grouped by theme. Themes identified: <ul style="list-style-type: none"> • Disseminating information to communities • Scaling through community champions • Supporting Provincial Fisheries Offices • Supporting two-way communication
	DISSEMINATING INFORMATION TO COMMUNITIES	
	9–10.15 am	What information have partners shared and how: <ul style="list-style-type: none"> • Quick intro: what information has been shared, • How was it selected and how do you know that the information is correct or good? • How was it disseminated, what tools/ medium? <i>Panel discussion with partners implementing information activities led by Hugh</i>
	10.20–10.45 am	Is the information being used and how do you know? <i>Group work 3</i>
	10.45–11am	Morning break
	11–12 pm	Reporting back from the groups
	12.30–1.30 pm	Lunch break
	1.30–2.30 pm	What are the information dissemination tools that have been used? List on a flip chart with columns <ol style="list-style-type: none"> 1. Did it meet expectations and what were they? 2. How many communities are reached by the tool? (reach) 3. Do you think the tool is sustainable (why, remembering cost etc) 4. When is it appropriate or not? 5. How to make it more effective? <i>Group work 4</i>
	2.30–3.00pm	Report back from the groups
	3–3.15pm	Afternoon break
	3.15–4.30pm	Report back from groups (continued)



A B

A : Instructions for group work on information tools. Photo by Russell Lovo

B: Reporting back by PNG participants. Photo by Caroline Vieux.

Thursday
8 June

SCALING THROUGH COMMUNITY CHAMPIONS

9–10.30 am

- Quick intro: What did you expect from community champions in scaling up CBFM?
- Have those expectations been met? (cost vs reach)
- How do you sustain their work and motivation?
- When is it appropriate or not?
- How to make it more effective towards scaling?

Group work 5

10.30–11 am

Report back

11–11.15 am

Morning break

SUPPORTING PFOs

11.15–11.45 am

Partners to present their activities as follows:

- Quick intro: What were the key improvements in the service to communities that were expected?
- What were the activities implemented to support PFOs?
- What capacity PFOs gained from the support provided?
- How many communities have been reached/supported by PFOs as a result of this activity?
- What worked and what could be done better?

Group work 6

11.45–12.15 pm

Report back

12.15–12.45 pm

How to increase and sustain support from central/provincial government to PFOs? What has worked or could work?

Plenary discussion

12.30–1.30 pm

Lunch break

2-WAY COMMUNICATION

1.30–2pm

2 way comms – why?

- Learning between communities
- Informing government of issues and needs
- Influencing policy at all/any levels

Presentation by Hugh

2–3pm

Assess your experience of using networks

- Intro: what networking activities did you carry out?
- What did you expect from them?
- How many communities were reached directly or indirectly?
- What worked, what can be improved?
- What are cost-effective ways to sustain communication between communities?

Group work 7 by countries

3–3.15

Afternoon break

3.15–4.30 pm

Report back

Friday 9 June	2-WAY COMMUNICATION	
	9–10.15 am	<p>Assess your experiences on 2-way communication related to communities informing governments on issues and influencing policies.</p> <ul style="list-style-type: none"> • Describe existing mechanism in place • How do issues get prioritised and how do community representatives get selected? Do they get prepared/trained? • What have been the results/responses by governments? • Can it be improved? How? <p><i>Group work 8 by country</i></p>
	10.15–11 am	Report back
	11–11.15 am	Tea break
	How do we support ALL communities in a country to have healthy fisheries and livelihoods?	
	11.15–12.30 pm	<p>1. Community champions: How could they reach more people/villages?</p> <p>2. How to improve the work of different levels of governments?</p> <p>Improvements through:</p> <ul style="list-style-type: none"> • Step 1: Show/demonstrate low cost/high impact ways • Step 2: Support govt to learn and try • Step 3: Celebrate what works AND support to include in budget and workplans. <p>3. Information without visits: information strategy or plan with multiple ways/tools – not relying on one. Consider top two or three information tools/strategies and how can they have more reach and be sustained?</p> <ul style="list-style-type: none"> • Type of media: radio, video, , poster, theatre... • Targeting: fishers, youth, leaders, govt.... • Distribution/ our networks, other networks, public places (bus, clinic), public events (markets, sports), schools etc... <p><i>Group work 9</i></p>
	12.30–1pm	Report back
	1–2pm	Lunch break
	2–3pm	<p>Closing – What to take home?</p> <p><i>Plenary discussion</i></p>
	WORKSHOP ENDS	

Appendix 2: Participant list

	Name	Organisation	Country	Email
1	AROMALO Donald	Wan Smolbag	Vanuatu	daromalo@wansmolbag.org
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