



Polynesia
26-29 January
& 2 February 2021

Polynésie
26-29 janvier
& 2 février 2021

2-way communication

*What is it, how does it
contribute to scaling CBFM
and why is it important?*



The LMMA Network and CBFM upscaling

- The 3 dimensions of the LMMA scaling approach also called ***The 100% solution***
- A larger **geographic** reach – most communities involved in CBFM
- A more **integrated** scale of management (ecosystem approach)
- A vertical (**governance**) scale: improving 2-way communication and enabling environment.

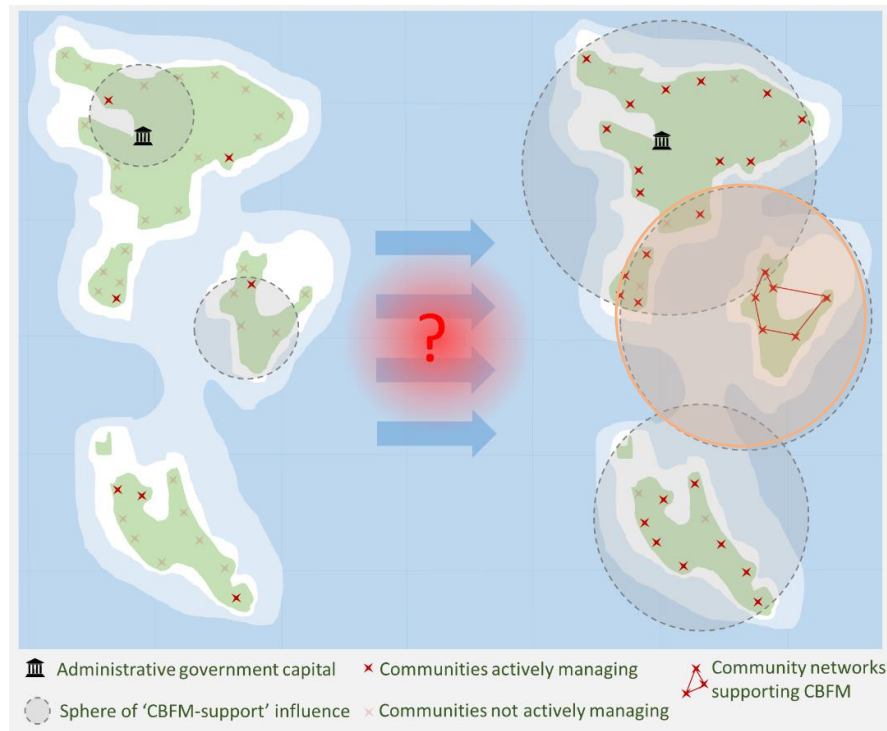


Scaling up activities currently implemented in Vanuatu, Fiji, PNG and Solomon and Terms of References will soon be released on the SPC website for further activities in additional areas and countries. All participants will be informed.



What do we mean by 2-way communication?

- Two-way communication allows for interactive communication, discussion, sharing, answering questions
- Community-Community communication (networks)
- Community-Government communication (visits, forum...)



1. STRATEGIC ACTIONS	What	Who / target
A. Informing and awareness	Informed coastal communities and relevant stakeholders conversant with regulations, basic ecology and management tools and administration.	All coastal communities and stakeholders
B. 2-way communication	Ensuring communications that enable monitoring situations, detecting problems and obtaining feedback	Authorities with communities, fishers and other stakeholders when needed
C. Joint action in communities and with stakeholders	Collaboration with communities that may support site management planning, monitoring, enforcement and other activities	Sites with most need, most cost effective impacts and priority issues including outside communities.

How can networks support 2-way communication?

- **Learning exchanges**

(community-community communication)

- Practical information on CBFM solutions based on relevant experiences
- Inspiration to take action

- **Community feedback and representation**

(community-government communication)

- For government to receive information
- For communities to request information/support from government
- For communities to interact with government in a unified and more efficient manner





How can
government
support 2-way
communication?

- Organize regular sharing events (annual fisheries forum...)
- Set up permanent and easily accessible communication channel (hotline)
- Ensure all information materials clearly states the nearest official point for following up.
- Fisheries officer presence at commonly attended events (markets)
- Well equipped and staffed decentralized fisheries offices

How can networks contribute to scaling-up CBFM?

- Provide opportunities for **active support** to communities in addition to government or NGO partners in a context of limited resources
(community-community communication)
- Allows government to **monitor** issues, effectiveness of CBFM and **prioritize** responses
(community-government communication)
- **Complement** information broadcasting where additional support is needed *(community-community communication)*
- **Facilitate** community **representation**
(community-government communication)



Why is 2-way communication important?

- Inform on the **effectiveness** of government action **on the ground**
- Find **collective solutions** including traditional-knowledge based
- Detect **emerging issues** early
- Develop and **prioritize** interventions, workplans and budgets
- Develop **coherent**, culturally **appropriate** and **practical** CBFM approaches between all stakeholders



Why do communities need to be represented?

- Communities are often **right holders** over coastal resources hence their right to be represented in CBFM fora
- Communities are **directly responsible** for day-to-day management; they are key stakeholders of CBFM
- Community **ownership** of CBFM only if involved in decision-making
- **Policies** informed by communities' feedback are more likely to be **appropriate, acceptable** – therefore implemented and supported



Effective 2-way
communication can be
achieved through

The setting up formal mechanisms for
coastal fisher/community
representation that can regularly be
part of policy development and
monitoring at
subnational/national/regional scales

(as per FAO Small Scale Fisheries guidelines)

