

SESSION	15. EAFM STEP 4 IMPLEMENTATION 4.1 FORMALIZE, PLAN, COMMUNICATE & ENGAGE										11.50-12.30 (40 minutes)
Date:	Day 4 session 15										
Objectives	<ul style="list-style-type: none">• Develop an implementation work plan• Summarize what is meant by formal adoption of the EAFM plan• Develop a communication strategy										
Description of Contents	Time		Expected Participation					Resources used			
			1	2	3	4	5				
Intro to EAFM Step 4	3	Intro to session: Step 4 Review where we are in EAFM cycle; Steps 1-3 were PLANNING; Step 4: now we focus on how to implement EAFM: i.e. the DOING phase.	X						Slides 1-3 Visual gallery of EAFM cycle		
How to implement EAFM Plan	5	Slide 4: EAFM plans are implemented through multi-agency cooperation NB: Planning is done at the ecosystem level, implementation at the sector level (requires coordination and cooperation) and M&E at the ecosystem level again. Slide 5: explain what cooperation/ institutional support will be required for implementing the plan	X						Slides 4 - 5 Module 15 Step 4: Introduction section		
Work plan for implementing the EAFM Plan	5	Slide 6: to implement EAFM plan we need an implementation work plan Slide 7: What we need an implementation work plan Slide 8: Elements of an implementation work plan Explain that the EAFM team needs to create a work plan for assisting in implementing the EAFM Plan: what, who and when. Explain need for this work plan (relate to operational plans in project management); need to assign responsibility, timelines and actual actions so they get done. It also means it can be managed. EAFM plan by itself does not translate into action. Elicit from participants any work plans/operational plan experience/ tips	X				X		Slides 6-8 Module, section 2, and refer to Work plan template in their Workbooks.		
Formalizing the EAFM Plan	5	Slides 9-10: explain that we need to formalize the plan to avoid it staying on someone’s desk and not being implemented. Discuss formalization: at what level? Other regulations/ regulatory frameworks needed?	X						Slide 9-10 Module 15, section 1		

Communications plan	15 total 5	Stress the importance of communicating the EAFM plan to all stakeholders linked to next step. Run through Slides 11-13. Discuss possible media by eliciting examples from participants from experience. Ensure discuss all possible media are discussed and when is it best to communicate i.e. audience availability. Refer to Tool 36 for BOBLME communications strategy example.	X						Slides 11-13 Module section 3 See Communications strategy template in Workbook, as well as Communications strategy in Tool 36.
	10	Discuss in pairs/ tables: how can communications plan foster linkages between fishery and environment sectors/ staff? Brainstorm ideas: think of current processes/ formats that each already have and tap into these. Do not recreate extra work but make use of informal + formal channels of communication. Trainer draws out key tips/ ideas to share for all.						X	Have a few copies of BOBLME Communication Strategy (6 pages) for reference (also copy for participant USB/ CD)
Summary and next	2	Briefly summarise we have covered: formalizing EAFM plan, work plan to implement EAFM plan and communications plan, but groups have not developed these in the session (i.e. still to do).	X						Slide 14
LUNCH		If possible, finish this session 10 minutes early, so that afternoon session Reality Check II can start a bit earlier							
<u>Notes for trainers</u> This session can be done in 30 minutes.									
<u>Trainer Feedback</u>									