15. Step 4.1
Formalize, communicate & engage

Essential EAFM

Date • Place
4.1 Formalize, communicate and engage
Session objectives

After this session you will be able to:

• Develop an implementation work plan
• Summarize what is meant by formal adoption of the EAFM plan
• Develop a communication strategy
Implementing the EAFM Plan

- Usually governments are organised into sectors (e.g. mining, transport, agriculture, fisheries)
- Implementation will require working with other sector agencies
- Each agency should have a clearly defined role and responsibility
- Implementation at the grass roots level (e.g. fishing communities) will be less sectoral, but will still require coordination and cooperation across agencies
15. STEP 4: FORMALIZE COMMUNICATE & ENGAGE

Planning

Implementation & management

Monitoring / evaluation

- Ecosystem level
  - Cross-sectoral

- Agriculture Fishing Forestry
- Mining Petroleum
- Shipping Maritime affairs
- Tourism
- Manufacture

Environment protection & conservation

Ecosystem level
- Cross-sectoral
Need a work plan to help implement the EAFM Plan

EAFM plan + Implementation work plan
Implementation work plan

• Necessary to move ahead with implementing EAFM plan

• Most effective if mainstreamed into annual budget cycles and plans, but this may take time

**WHAT** tasks need to be done?

**WHO** does them?

**WHEN** will they be done?

NEED TO WORK WITH OTHER AGENCIES

15. STEP 4: FORMALIZE COMMUNICATE & ENGAGE
Implementation work plan

• Includes how to formalize the EAFM Plan
• Includes how to communicate the Plan
• Includes how to implement the management actions

• **WHAT** tasks need to be done?
• **WHO** does them?
• **WHEN** will they be done?

**NEED TO WORK WITH OTHER AGENCIES**

15. STEP 4: FORMALIZE COMMUNICATE & ENGAGE
Formalizing the EAFM plan

Legitimizing the plan

• Validation and “buy-in” by stakeholders
• Endorsement and adoption of the plan
• Plan is legally and socially enforceable by the relevant authority or groups
Formalizing the EAFM plan

Formalization will be depend on the country

- Decree
- Ordinance
- Proclamation
- Local government acts

Important to link to existing legislation

e.g. Fishery Act
Communicating the EAFM Plan

Purpose ➔ Sharing the EAFM plan and results with target audiences

How?
➔ Identify target audiences
➔ Develop approaches for communicating with each
➔ Develop key messages
➔ Timing
Other considerations for communication

Depending on target audience

- What is your budget for communication?
- What media will be suitable and effective?
- What languages?
- Timing and location?
- How will you know how well your message has been interpreted and understood?
## Communication Strategy

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<thead>
<tr>
<th>Target audience</th>
<th>Communication method (how &amp; where)</th>
<th>Key messages</th>
<th>Timing</th>
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15. STEP 4: FORMALIZE COMMUNICATE & ENGAGE
Key messages

In Step 4:

• The plan is formalized (to avoid being just another document on someone’s desk)

• The EAFM plan needs to be communicated widely through a communication strategy

• An implementation workplan is needed to put the EAFM plan into action