**Canary Current
Large Marine Ecosystem
Project**

Draft CCLME stakeholder participation and communication strategy

Why this strategy?

- Strong stakeholder participation is important to ensure the quality and accuracy of CCLME project outputs (TDA, SAP etc.)

- During project preparatory phase a first draft stakeholder participation strategy was developed in consultation with countries

- One of the immediate activities identified in the work plan was to finalize this plan – and to add a communication component

This draft strategy is a continuation of the work done in preparatory phase

Strategy objectives

- Ensure **adequate stakeholder involvement** in CCLME project activities;

- Ensure **visibility, transparency and communication** of the CCLME project objectives, activities and results to all major stakeholders in order to increase the level of public awareness and understanding of the issues addressed by the CCLME project; and

- To enable the CCLME project to serve as **a reliable source of information and advice** on issues addressed by the project
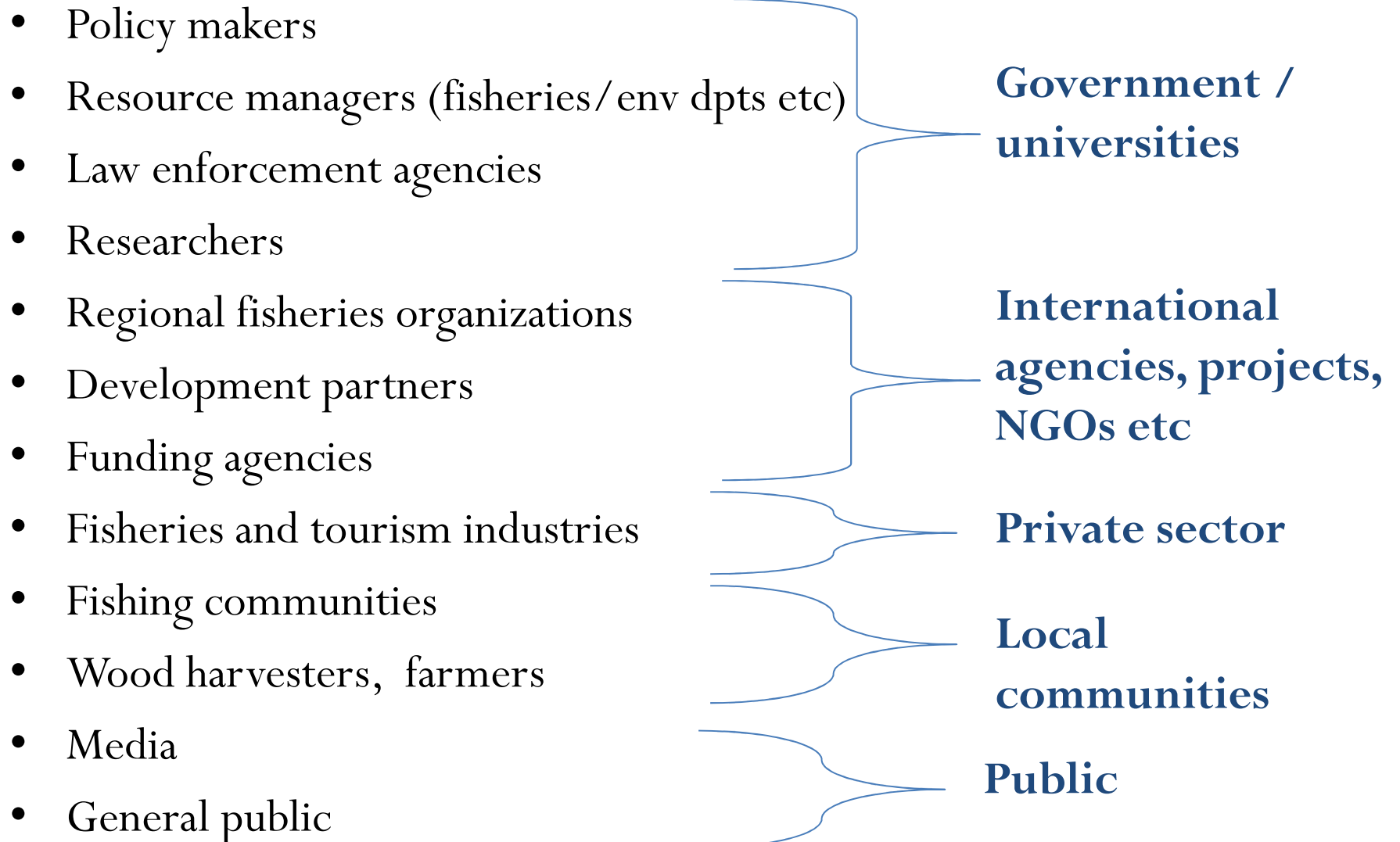
How to achieve the strategy objectives?

- Identify major stakeholders in the CCLME and suitable ways to involve them in the project; and

- Use suitable communication channels and key messages.

Main groups of stakeholders in the CCLME region

- Policy makers
- Resource managers (fisheries/env dpts etc)
- Law enforcement agencies
- Researchers

Government / universities

- Regional fisheries organizations
- Development partners
- Funding agencies

International agencies, projects, NGOs etc

- Fisheries and tourism industries

Private sector

- Fishing communities
- Wood harvesters, farmers

Local communities

- Media
- General public

Public

Main stakeholder participation mechanisms in the CCLME project

- Project Steering Committee, National Inter-Ministerial Committees (NICs) and National Coordinating Units (NCUs)
  - Overall and continuous guidance to the project

- Technical working groups
  - For information and guidance on specific technical issues to guide TDA and SAP processes

Main stakeholder participation mechanisms in the CCLME project (cont)

Stakeholder fora to guide TDA/SAP processes:

- National
  - List of stakeholders identified by countries during project preparatory phase to be verified and updated

- Regional
  - West African Marine and Coastal Forum (Forum Marin et Côtier de l'Afrique de l'Ouest)
  - CCLME to discuss with PRCM how to best use the Forum for broad and large-scale regional stakeholder consultations on the CCLME TDA, SAP etc.

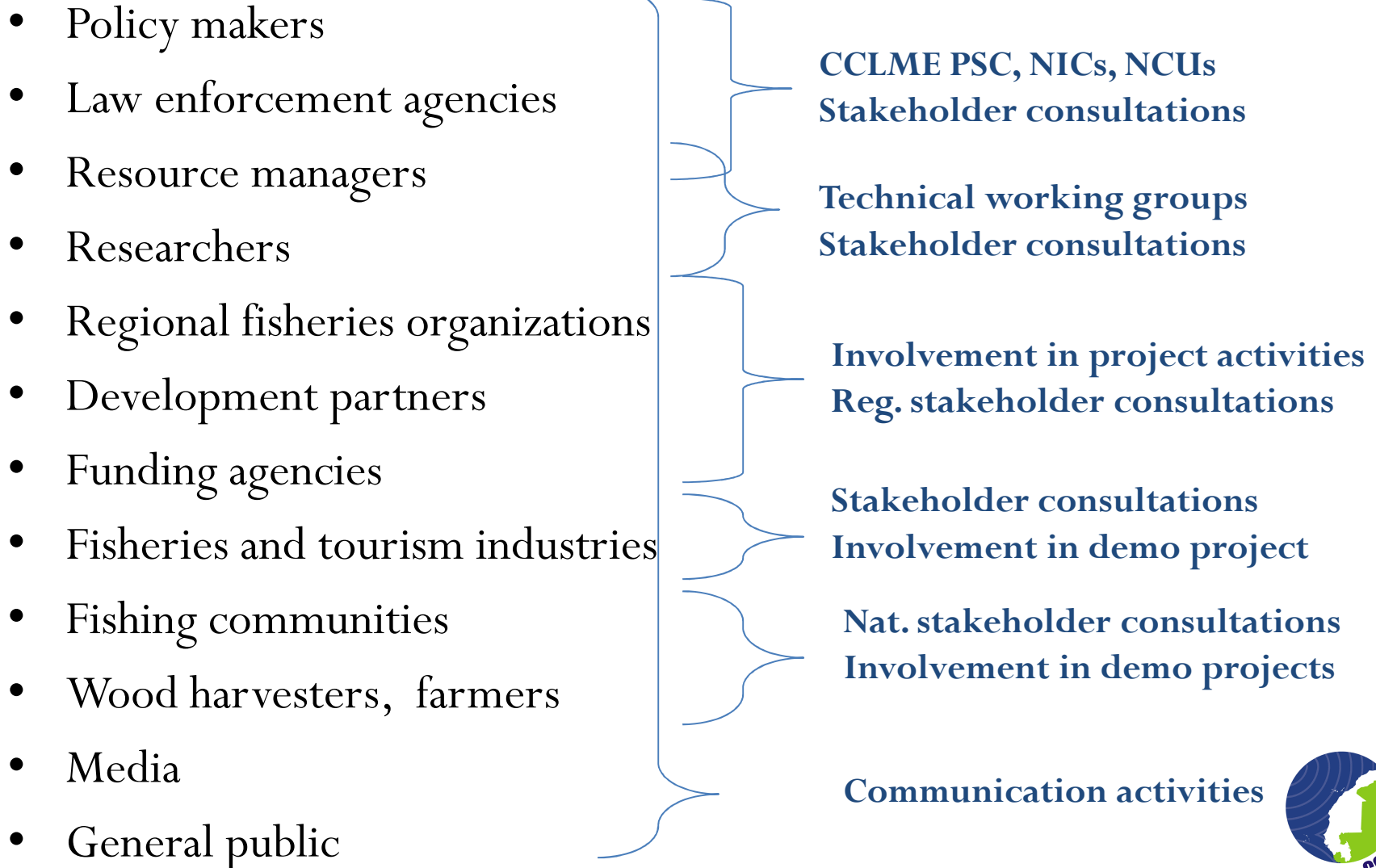 Important to include local stakeholders and private sector

Main stakeholder participation mechanisms in the CCLME project (cont)

- Collaboration in project implementation – including in the implementation of demonstration projects
  - Direct input on project activities from project partners (development partners, fisheries organizations etc.)
  - Important involvement of local stakeholders, private sector etc.

- Communication activities
  - To share valuable information to all stakeholders including the general public

Main groups of stakeholders in the CCLME region

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- Law enforcement agencies

- Resource managers

- Researchers

- Regional fisheries organizations

- Development partners

- Funding agencies

- Fisheries and tourism industries

- Fishing communities

- Wood harvesters, farmers

- Media

- General public

CCLME PSC, NICs, NCUs
Stakeholder consultations

Technical working groups
Stakeholder consultations

Involvement in project activities
Reg. stakeholder consultations

Stakeholder consultations
Involvement in demo project

Nat. stakeholder consultations
Involvement in demo projects

Communication activities

Communication activities – important considerations

- What do you want to communicate to who?
  - Determination of key messages and target audiences

- How do you best reach your target audience?
  - Determination of communication tools, activities and channels

CCLME communication tools

- **Website** (www.canarycurrent.org)
  - Should be updated regularly
  - Should be expanded to include information gathered by project
  - Could be expanded to allow interactive features such as:
    - Space for each working group to upload / discuss / conclude data, reports etc.
    - Possibility for National teams to upload reports, information etc.

- **Newsletter**
  - Showcase project activities as well as stakeholder contributions to the activities

CCLME communication tools (cont)

- **Workshops and meetings**
  - To get input on specific issues and move project implementation forward
- **Print documents**
  - Publications, policy papers, fact sheets, training materials etc.
- **Promotion materials**
  - Posters, brochures etc. as required
- **Press releases**
  - For especially newsworthy events – release of publications etc.
- **Community outreach**
  - In collaboration with project partners and national teams, especially relevant for some of the demonstration projects

Evaluation of strategy

Through monitoring / evaluating:

- The traffic on the CCLME website (Google Analytics)
- The understanding of CCLME goals/objectives / issues addressed among stakeholders
- The level of participation in CCLME activities

Should be considered in the mandatory mid-term and final evaluations (according to GEF requirements)

Activity	2010	2011	2012	2013	2014	2015
CCLME Inception Workshop	X					
Updated national stakeholder analysis by CCLME NICs and NCUs + finalized strategy	X					
Implementation of strategy	X	X	X	X	X	X
Development, maintenance, expansion of bilingual CCLME website	X	X	X	X	X	X
Release of CCLME newsletters (2-4 per year)	X	X	X	X	X	X
Development of CCLME promotion material (as required	X	X	X	X	X	X
Stakeholder consultations in connection with the implementation of demonstration projects		X	X	X	X	
1 national TDA stakeholder per country		X	X			
2 regional TDA meetings		X	X			
Press release in connection with release of TDA				X		
1 national SAP stakeholder consultation per country				X	X	
2 regional SAP meetings				X	X	X
Press release in connection with adoption of SAP						X

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Thank you for your attention