

**Strategy to Promote and Strengthen
Environmental NGOs Stakeholder
Participation and Public Awareness of
Pacific Oceanic Fisheries Management
Issues**

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The views expressed in this document are those of the author and do not necessarily represent positions of the OFM Project or FFA.

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Acronyms

BSSE	Bismarck Solomon Seas Eco-region
CI	Conservation International
PIFFA	Pacific Islands Forum Fisheries Agency
FSPI	Foundation for the Peoples of the South Pacific International
GEF	Global Environment Facility
IUU	illegal, unregulated and unreported
IUCN	International Union of Conservation Networks
ENGO	environmental non-governmental organization
NGO	non governmental organisation
NLU	National Liaison Unit
OECD	Organisation of Economic Cooperation for Development
OFF	Pacific Community Oceanic Fisheries Programme
PIANGO	Pacific Islands Association of Non-governmental Organisation
RFMO	regional fisheries management organisation
SPREP	Secretariat of the Pacific's Regional Environment Programme
SPC	Secretariat of the Pacific Community
TNC	The Nature Conservancy
WWF	World Wildlife Fund For Nature
WWF SPPO	World Wildlife Fund For Nature South Pacific Programme Office
UNGA	United Nations General Assembly
UNDP	United Nations Development Programme
WCPFC	Western and Central Pacific Fisheries Commission

Strategy to promote and strengthen Environmental NGOs stakeholder participation and public awareness of oceanic fisheries management issues

“Knowledge is an asset that grows when shared”

Introduction

The Global Environment Facility (GEF) is providing further assistance to the Pacific Islands Oceanic Fisheries Management (OFM) Project to support Pacific small island developing States (SIDS) efforts as they participate in the setting up and initial period of operation of the new fisheries commission that is at the centre of the Western and Central Pacific Fisheries (WCPF) Convention. Pacific SIDS are reforming, realigning, restructuring and strengthening their national fisheries laws, policies, institutions and programmes in order to take up the new opportunities which the WCPF Convention creates and to discharge the new responsibilities which the Convention requires of them.

The goals of the OFM Project combines the interests of the global community in the conservation of a marine ecosystem covering a large area of the surface of the globe, with the interests of some of the world's smallest nations in the responsible and sustainable management of resources that are crucial for their sustainable development.

Specifically, the OFM project aims to achieve global environmental benefits by enhanced conservation and management of transboundary oceanic fishery resources in the Pacific Islands region and the protection of the biodiversity of the Western Tropical Pacific Warm Pool large marine ecosystem (WTPWP LME).

The design of the OFM Project involved a substantial consultative process, which was warmly supported throughout the region. Reflecting outcomes of this process, the project seeks to apply a regional approach in a way that recognises national needs; to strike a balance between technical and capacity-building outputs by combining technical and capacity building activities in every area; and to open participation in all project activities to governmental and non-governmental stakeholders.

The engagement of environmental non-government organizations (ENGOS) will allow the flow of information through established networks that are efficient, cost effective, and will encourage partnerships at all levels between government, non-governmental organisations and the wider Pacific communities.

These networks will be important for vertical and horizontal exchanges and the distribution of information to address in overall project management and coordination, as well as providing information about the project and the Convention, the capture and transfer of lessons and best practices and participation by stakeholders. The networks will also contribute to assessments and measuring indicators and the ability to identify early any project related management problems being experienced by countries, organisations and other stakeholders.

In general, the ENGO network members share a common objective that is to raise public awareness of oceanic fisheries management issues and strengthen their participation in oceanic fisheries management in the Pacific region.

Establishing and maintaining effective partnerships and networks with ENGOs to keep the oceanic fisheries management under review, is part of the work programme of the OFM project and is consistent with the Pacific Islands Forum Fisheries Agency's (FFA) role as a facilitating agency by mobilizing institutional cooperation at the relevant levels. The multidisciplinary nature of environmental issues and themes coupled with the fragmentation of data and information across different countries, makes it imperative to have structures in place to ensure that the promotion of non-governmental stakeholder in project activities across regional ENGOs. This will occur through a range of co-financed activities, which emphasize participation, awareness raising and information exchange.

On the communications side, the dissemination of policy-relevant assessment findings to policy-makers enables effective policies to be formulated in response to pressing environmental concerns. In addition, the provision of access to environmental information facilitates sound decision-making at all levels by a broad spectrum of stakeholders ranging from governmental officials to the ordinary citizen.

Structure of the Environment NGO Networks

Over the past three decades, the Pacific region has spawned a number of environmental NGOs, such as The Nature Conservancy (TNC), Conservation International (CI), World Wide Fund For Nature (WWF), Foundations of the Peoples' of the South Pacific International FSPI), Greenpeace, as well as the Pacific Islands Association of Non-governmental Organisation (PIANGO). All of these networks deal with some aspect of environmental data and information from the collection and management of through to access, exchange and dissemination of environmental data and information, though not necessarily in all countries.

Collectively, the established ENGO networks have a somewhat ad hoc approach, and are not fully coordinated amongst themselves to allow effective dissemination of the wide range of various environmental information, including those of oceanic fisheries management. It may eventuate that a loose group of ENGOs form to properly address information dissemination at some point in the future.

The OFM project is looking for a regional ENGO with a work programme that includes oceanic fisheries and which has a wide distributed network of country programs for dissemination of information and execution of project activities. The relationship with a nominated Pacific regional ENGO will be set out in a co-financing agreement. The partnership, between the OFM Project and the ENGO, will ensure that the non-government stakeholders participate in regional and national oceanic fisheries management processes, including the Commission meetings, have enhanced awareness of oceanic fisheries management issues and improved understanding of the WCPF Convention.

It is envisaged that specific forums will be developed for national level ENGO participation and discussion processes and the promotion of awareness of national and

regional development and economic priorities and how these relate to sustainable fisheries management.

The basic building block of information dissemination is the national environmental information network, comprising of non-governmental organisations and community focal points. These focal points, in cooperation with relevant partners will facilitate the dissemination of information at the national level through their own networks.

ENGOS in the Pacific

There are only a handful of environmental NGOs in the Pacific region. Two are unique to the region and up to three others belong to the international consortiums of ENGOS. The section below describes each regional environmental NGO in some detail in order to determine the best suited ENGO as the potential partner to the OFM Project.

The Nature Conservancy

The Nature Conservancy is one of the leading conservation organisations globally, working to protect the most ecologically important lands and waters around the world for nature and people. The mission of The Nature Conservancy (TNC) is to preserve the plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive.

TNC is dedicated to protecting vital ecosystems and all the corals, fish and people that depend on them. Their marine programme centers on coral reef projects all over the world to ensure:

- Plant and animal diversity assessments throughout the Meso-American Reef;
- Training and education for coral reef managers from more than 30 countries;
- Support for designing and creating resilient marine protected area networks in the Asia-Pacific region, known as the Coral Triangle;
- Effective management in Belize and Honduras where huge numbers of reef fish gather each year to reproduce;
- Monitoring of Staghorn coral restoration efforts in the Florida Keys; and
- Science-based innovations in a conservation toolbox to protect tropical coral reefs across the planet

The Nature Conservancy's 'Global Strategies for Marine Conservation' recognise that an increased and coordinated focus on marine areas is critical to protecting the diversity of life on Earth. TNC's marine initiative is strengthening and developing the following strategies:

priorities



Setting priorities for marine conservation

using marine ecoregional assessments to set a shared course of action for governments, communities, and ocean managers.

coral



Transforming coral reef conservation

through innovative tools, on-the-ground science, networks of resilient marine protected areas, and contributions to global conservation forums.

coasts



New tools for the conservation of estuarine and coastal ecosystems

include leasing, owning and restoring submerged lands.

policy



Advancing marine policy

frameworks and building volunteer support for marine conservation.

In addition to these core strategies, TNC has over 100 marine projects in 21 countries and 22 United States.

In the Asia Pacific region, TNC supports the protection of more coral and fish species than anywhere else on Earth and some of the healthiest forests. TNC is helping preserve the most spectacular landscapes, from Indonesia's coral reefs to the jagged peaks of China. Most, if not all of TNC's marine projects are coastal in nature.



Fig : Map showing the countries where TNC is active in the Pacific region.

Foundations of the Peoples' of the South Pacific International (FSPI)

FSPI is a network of independent, like-minded, affiliated, non-governmental organisations who work with communities in nine Pacific countries and in East Timor. In addition, FSPI has three metropolitan partners in Australia, United Kingdom and the United States. These affiliates work in partnership across the South Pacific with the vision - "Together We Build Communities in the Pacific".

The main function of the FSPI Secretariat is to coordinate the planning and design of regional development projects, based on the needs identified by the member/affiliates and their constituencies. However, the work undertaken by FSPI affiliates varies from country to country and from sector to sector. Community development remains the core business of the network, which includes various types of awareness programmes and advocacy work.

The mission of FSPI is to work with Pacific communities through people-centred programmes to foster self-reliance within a changing world.

FSPI believes that it is the largest, most experienced, secular civil society network in the Pacific, with affiliates in Fiji, Tonga, Samoa, Solomon Islands, Vanuatu, Kiribati and Tuvalu.

Communities and Coasts Programme

The core of FSPI's Communities and Coasts Programmes work is assisting communities to build on the strengths of combining new knowledge and institutions to provide the fundamental pillar for achieving sustainable livelihoods from the sea.

The FSPI Communities and Coasts Programmes work with the national affiliates through three strategic action areas in:

- Capacity building
 - Training
 - Site support
 - Networks and partnerships
- Research and development
 - Development of reef restoration techniques and sustainable coral mariculture
 - Develop awareness raising material
 - Develop relevant participatory training material
 - Conduct socio-economic analysis of potential coastal management action e.g. coral mariculture
- Policy development and advocacy

- Participate in international for an advocating community-based management processes
- Submissions to regional and international policy development processes to ensure appropriate consideration is given to community-based approaches in natural resources decision making.

The FSPI Communities and Coasts Programmes currently work in Solomon Islands, Fiji, Vanuatu, Kiribati and Tuvalu as well as Barbados, Jamaica and Grenada in the Caribbean.

The FSPI's marine focus is more on coastal activities. However, they have expressed an interest in disseminating oceanic fisheries management information through their network of affiliates

Conservation International

Founded in 1987, the Conservation International (CI) is an innovative leader in global biodiversity conservation. CI's scientists, economists, communicators, educators, and other professionals work with hundreds of partners to identify and overcome threats to biodiversity. CI employs more than 800 people around the world with the majority being based in countries where biodiversity is most threatened, and most are citizens of the country in which they work.

The CI targets high-biodiversity areas where the needs are greatest and where each conservation dollar spent can save the most species. These areas are:

- Biodiversity hotspots;
- High-biodiversity wilderness areas; and
- Key marine regions.

The CI is headquartered in Washington, DC, but concentrates its efforts globally. They work in more than 40 countries, the majority of them developing nations in:

- Africa;
- Asia-Pacific; and
- Central and South America.

The CI believes in partnerships because no single organisation can safeguard the Earth's biologically richest places. As such, enabling partners are the cornerstone to their strategic approach. In 2004, the CI shared approximately one-fourth of their budget with nearly 350 conservation partners throughout their priority areas.

In the Asia-Pacific region, the CI's effort spans six countries and three sub-regions, reaching from Papua New Guinea and New Caledonia in Melanesia to countries in Polynesia and Micronesia. Their Melanesian work includes preserving the sub-regions's natural beauty.

The CI has joined with representatives from governments, local communities, and wildlife groups in Melanesia to safeguard the region's flora and fauna by establishing

biodiversity conservation corridors. Corridors help shield marine life as well as plants and animals from devastation, while creating sustainable economic opportunities for local people.

The CI's other efforts include identifying threatened and endangered species, promoting ecotourism, and educating villages about sustainable fishing practices.

Although they have a strong interest in the OFM Project, the CI have indicated that they are not sure that they would consider themselves ideal for the coordinating role of the ENGOs with the OFM Project. However, they do want to develop a good working relationship in areas of mutual interest. Citing one example - at the SPC OFP OFM meeting, the CI was able to assist SPC with Pacific seamount information as they have a common interest in seamount research in the Phoenix Islands at present.

World Wide Fund For Nature

The WWF South Pacific Programme Office (WWF SPPO) is a non-governmental conservation organisation serving the Pacific Island countries. The programme was established in 1990 as part of WWF's endeavor to work effectively and appropriately in the region. The programme is managed from a regional base in Suva, Fiji and organizes a series of strategic conservation field projects, policy reviews and campaigns in different Pacific Island countries on behalf of the WWF network.

As well as the Regional Secretariat in Suva, country programme offices have been established in the Cook Islands, Fiji, Solomon Islands and Papua New Guinea as well as a project office in the Cook Islands. WWF SPPO works closely with WWF France on projects in New Caledonia and French Polynesia as well as throughout the Pacific on regional issues. In 2004, WWF SPPO had more than 100 staff.

The WWF SPPO is part of WWF International. Established in 1961, the WWF (formerly known as the World Wildlife Fund) is headquartered in Gland, Switzerland. It has 4.7 million supporters and a global network active in more than 90 countries. WWF is currently funding over 2,000 conservation projects around the world. In just over four decades, the WWF has become one of the world's largest and most respected independent conservation organisations. The WWF's ultimate goal is to stop and eventually reverse environmental degradation and to build a future where people live in harmony with nature.

The staff of the WWF SPPO, made up primarily of Pacific Island nationals, created the following vision for the WWF SPPO programme:

“The Pacific islands and oceans in which ecological processes, nature and biodiversity are conserved and live in harmony with the long-term needs of Pacific Island people. There are supportive legislation and policies that protect the customary cultural and heritage rights of the Pacific Islands people, ensure the environment is managed in a sustainable manner and promote the socio-economic development of Pacific Islands countries. There is cooperation and networking between Pacific Island governments, business and industry, non-governmental and other civil society organisations to maintain conservation and

sustainable development. Future generations are guaranteed the use of natural resources to sustain their lives and their children's lives”.

The programme goal is:

“To support Pacific Island people to conserve and sustainably manage our natural inheritance for present and future generations.”

As is evident from these vision and goal statements, local livelihoods and governance of natural resources are very important elements of the WWF SPPO Programme.

The WWF SPPO's mission is living in harmony with nature through:

- Conserving the world's biodiversity;
- Ensuring that the use of natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption.

The core of the WWF SPPO is the Secretariat, which provides guiding support to conservation activities, sets standards, maintains financial accountability, communications and administrative procedures. The programmes based in the Secretariat are Finance, Human Resources, Administration, Communications, Capacity Building and Sustainable Livelihoods, Regional Policy, Climate Change and the Regional Marine Programme. Each programme has a manager or coordinator who is responsible for day-to-day management and administration of activities, infrastructure, staff and funds.

As part of a decentralized leadership base, each of the programmes in Cooks Islands, Fiji, Papua New Guinea and Solomon Islands has a Country Manager who is responsible for the day-to-day management and administration of their programmes.

The WWF SPPO employs over 100 staff in various parts of the South Pacific. The Fiji country programme office is based in Suva, not far from the Secretariat. It employs nine staff, most of who work in Suva, or in field offices in Vanua Levu.

The Papua New Guinea country programme is the largest programme and has a structure which comprises the Country Manager, Conservation Manager and six Project Managers. The Transfly Ecoregion¹ and the Bismack Solomon Seas Ecoregion (BSSE) Coordinators are also based in Papua New Guinea. Overall, the four Papua New Guinea offices employ 34 staff. The Solomon Islands country programme has offices in Gizo and Honiara headed by a Country Manager and Conservation Manager. The Cook Islands project office is based in Rarotonga.

The WWF network, which contributes expertise and funding to the international conservation programme, and carries out conservation activities in more than 90 countries, ranging from practical field projects and scientific research to advising on environmental policy, promotion of environmental education, and raising public understanding of environmental issues. With partnerships within the network growing, the maintenance of existing relationships becomes a priority for the WWF SPPO. The

¹ Transfly region covers 76000km² of the Southern tip of the New Guinea island.

WWF SPPO is in the process of forming a partnership with WWF France in an memorandum of understanding with the New Caledonia Programme and French Polynesia.

The WWF is currently one of the few international networks with the potential to become an interest group for the conservation of tuna globally and is well-placed to engage in tuna conservation in the Western and Central Pacific. The WWF has been working in the region since the 1970s with a strong presence in many of the coastal States as well as in States with distant water fishing fleets that operate there. To further develop the WWF's commitment to improving sustainable fisheries management in the Western and Central Pacific, the WWF has decided to develop a strategic initiative which will influence WCPFC management decisions affecting target and non-target species, direct international aid and investments in the region towards sustainable fisheries development, and harness market forces to apply pressure to improve tuna fisheries management.

The following section provides excerpts from the WWF's Western Central Pacific Tuna Business Plan, developed in partnership with TRAFFIC in May 2005 by California Environmental Associates. The full document describes the WWF's intended initiative towards supporting and achieving improvements in tuna fisheries management in the Western and Central Pacific. The strategies described throughout the business plan complement and leverage the WWF's current work in the region and globally. It builds on work to achieve the full range of outputs and will require dedicated funding. Consequently, the plan outlines a pragmatic and leveraged strategy for the WWF's engagement, but it also provides a comprehensive approach, encompassing issues of particular interest to potential funding agencies. The original plan was structured to address the following principal elements:

1. Governing principles: the binding standards which guide the plan's overall design;
2. Programme scope: overall objectives and required breadth of the initiative;
3. Strategy design: the most effective and efficient opportunities to achieve these objectives;
4. Critical path design: prioritized actions and investments;
5. Capacity planning: utilization of WWF and partner resources;
6. Initiative management and coordination: governance of the initiative;
and
7. Financials: costs of the outlined strategy and operational plan.

Because of the ecological, economic and cultural significance of the tuna fisheries in the Pacific region and the great opportunity the WCPFC offers, the WWF have decided to develop a well coordinated, strategic initiative to improve tuna fisheries management in the Western and Central Pacific.

The WWF's strategy will focus on three principal issues that will underpin a transition from unsustainable resource management to an ecosystem-based approach to fisheries management in which they will be:

1. Promoting fisheries management and governance that integrates an ecosystem-based approach and strict regulation, enforcement and compliance;
2. Directing international finance in the form of access agreements and development aid frameworks towards better, more sustainable fishing practices; and
3. Harnessing the power of the markets to promote traceability of products to legal sources and to give preference to sustainable fisheries management.

The plan outlines a pragmatic, prioritized and highly leveraged implementation strategy that will enable the WWF and its partners to effectively improve fisheries management in the Western and Central Pacific, while fully heeding the complexity of working in an evolving political framework with dynamic market interests. The plan represents the WWF's position on what will be needed to ensure successful reform of fisheries management, prioritized around the major leverage points in the region – influencing the WCPFC on ecosystem-based management and regulation compliance and enforcement, directing international financing for sustainable fisheries development and harnessing the power of the markets. The strategies and activities outlined throughout complement and leverage work that is being done by the WWF in specific countries throughout the region and globally.

The WWF's initiative will be structured around the following four major features:

1. Influencing policy from the "centre" through expert-driven, coordinated input in the WCPFC's policy frameworks;
2. Seizing opportunities within the region by locating specific expertise where it makes most sense, i.e. where the markets, fishing capacity and fisheries resources are;
3. Dedicated leadership, coordination and network communication by being an initiative leader in the region; and
4. A well-resourced communications strategy and the capacity to deliver the policy reforms and promote broad awareness for the initiative in the region and beyond.

Each of these features is discussed in more detail below.

1. Influencing policy from the centre: expertise and coordination. The greatest opportunity for the WWF is to influence the decisions that will be made by the WCPFC in its first years of existence. The WWF will therefore focus on providing coordinated, expert input on policy at the WCPFC. The WWF will do this by building a WCPFC "team" and strategy, and ensuring there is representation in the key countries in both chambers of the WCPFC by either a WWF presence on national delegations or with observer status. Some countries, such as Fiji and Australia, allow conservation representatives to take an active role in the WCPFC process and to comment on policies and negotiations. In other countries, such as Japan, conservation representatives are only allowed to observe negotiations and are not allowed to take an active role. It is therefore imperative that the WWF convey unified positions, because those countries that do not allow active participation can be influenced by those that do. For example, Japan will pay much

attention to the positions of the US, the EU and Australia. The WWF's position on WCPFC negotiations and activities by individuals at the country level will be guided by regional experts in fisheries management and biology, and by technical analysts focusing on regulation and compliance and distant water fleets.

2. Seizing opportunities within the region: locating specific expertise where it makes the most sense. In addition to having policy expertise in the region to form the WWF's positions in the WCPFC, experts on specific topics will be located throughout the region to provide information on the WWF's activities and policy positions. An expert in tuna markets will be placed in Japan because of the importance of the sashimi market. An expert on traceability and trade will be placed in Thailand; or the Philippines because of the importance of transshipment and processing in these countries. A technical expert on distant water fleets and developments in fishing capacity will be placed in Taiwan or Korea because of the rate of growth in fishing capacity in these countries. An expert in access agreements will be placed in the South Pacific Program Office to aide national offices in the region with access agreement negotiations. These experts will focus on the activities occurring immediately around them, but will use these developments to inform the WWF's broader strategy in the region.

3. Dedicated leadership. Integrating the policy input at the top with the specific topical expertise throughout the region will require strong coordination, a clear mandate and careful leadership. A dedicated Initiative Manager, adequately empowered to make resource prioritization and allocation decisions, facilitate and review policy advice, monitor and evaluate progress, ensure adequate coordination and drive both the overall and communications strategy will be required to lead the activities of the various offices and the thematic approaches. This manager will use the WWF network's considerable expertise and ability to engage on discrete initiatives related to the overall campaign. Also, the initiative manager will ensure the WWF is speaking with a unified voice, using consistent messages and involving partner organisations in WCPFC activities, when appropriate. The overall leadership will reside with the Initiative Manager in the region. The specific location of the Initiative Manager is not important, but most likely they will reside in one of the Pacific Island country offices, the Philippines or Indonesia.

4. Leveraging policy work with strong communications. One of the key factors for successes for many of the WWF's campaigns is the integration of lobbying work with high-level communications activities to maximize awareness of the WWF's aims throughout the target community and beyond. The WWF's tuna initiative in the Western and Central Pacific will similarly depend on strong communications to support the policy work at the WCPFC and to reach key stakeholders. Communications tools will be used to convey the WWF's messages from position papers developed on specific topics of importance including the activities of distant water fleets, access agreements and the environmental effects of fishing in the region, e.g. turtle bycatch. Relevant "scorecards" will be used to track the progress of various government and market player's actions in the region. The WWF will also use the internet for online advocacy, marketing and as an information resource for the initiative.

Improving the management of tuna fisheries in the Western and Central Pacific is complex and potentially costly. The overall capacity of non-governmental organisations (NGOs) in the Western and Central Pacific is greatly limited. The WWF will take advantage of its current capacity, while strategically outlining where additional capacity can be used most effectively.

The WWF will also leverage the expertise and capacity of its primary partner in the region, TRAFFIC. The following outlines existing centres of competence and where greater capacity is needed:

Existing Centres of Competence

The WWF has been active in the Western and Central Pacific region since the 1970s and has multiple fisheries and marine related projects that can be called upon for the Western and Central Pacific Tuna Initiative.

ForTuna – WWF’s Global Tuna Conservation Initiative. Tuna fisheries are not just a priority for the WWF in the region, but globally. The WWF has a global tuna conservation initiative that provides strategic coordination for the WWF's activities to improve the management of tuna fisheries worldwide. The WWF is active in all tuna regional fisheries management organisations globally, and has teams focused on mitigating species bycatch in tuna fisheries and on using the power of the market to apply pressure for management changes in tuna fisheries.

Fisheries expertise in the region. Several WWF offices in the region currently have fisheries staff including Indonesia, the Philippines, Malaysia, Vietnam, Japan, Fiji, Papua New Guinea, the Solomon Islands, New Caledonia, Australia and New Zealand. Additionally, there is capacity for marine conservation work in the three most critical ecoregions for tuna conservation in the region (the Bismark Solomon Seas Ecoregion, the Sulu Sulawesi Marine Ecoregion, the Fiji Island Marine and Ecoregion). Fisheries capacity is strongest in Indonesia, Australia, New Zealand, the Philippines and the South Pacific Programme Office (Fiji).

There is little to no WWF marine capacity currently in Thailand, China, Taiwan and Korea. The fisheries expertise that the WWF currently has includes a mix of scientists, policy-makers, ex-fishermen and natural resource managers, providing a solid foundation for undertaking a regional tuna project of this magnitude.

Participation/presence at the Commission. The WWF has been actively involved in the WCPFC since its inception, following the creation of the Commission and then working to have a presence at WCPFC meetings. In previous WCPFC meetings, the WWF has been part of national delegations for parties to the Commission. In 2005, the WWF applied for formal observer status within the WCPFC which will allow the WWF additional means for engaging with the Commission. Additionally, the WWF asked to participate in technical committees for the WCPFC, all of which positions the organisation well for continued engagement in Commission decision-making.

Lastly, the WWF has a global High Seas Strategy which pulls together all the WWF's activities on high seas. The WWF is seeking to influence the review of the UN Fish Stocks Agreement to drive greater implementation of the Agreement by RFMOs, the UN General Assembly (UNGA) process to dismantle the Flags of Convenience system and the Convention on Biological Diversity to drive the establishment of High Seas Protected Areas.

The WWF has produced a global analysis of the legal challenges involved in creating High Seas Protected Areas and is a member on the OECD Ministerial-led High Seas Taskforce on Illegal, Unregulated and Unreported (IUU) fishing. One of the key goals of

this taskforce is to promote the development of an accountability mechanism between RFMOs and the UNGA so that RFMOs actually have to start delivering sustainable fisheries management.

The WWF has marine capacity throughout the Western and Central Pacific, the Reforming Tuna Management in the Western and Central Pacific Initiative will be the first major coordinated fisheries related initiative for the region by the WWF. It will build on the Sustainable Seafood Choices project initiated by WWF Australia in 2002 (with a focus on fisheries certification) and help further build capacity for the organisation in the region, extend the WWF's fisheries work into regional governance, market-based measures and help put ecosystem-based management into practice.

The WWF SPPO showed great interest and potential to be a partner to OFM Project.

Greenpeace

Greenpeace is an independent organisation campaigning to ensure a just, peaceful, sustainable environment for future generations. Its mission and core values are based on independence, non-violence and bearing witness.

Greenpeace is an independent campaigning organisation which uses non-violent creative confrontation to expose global environmental problems and to force solutions which are essential to a green and peaceful future. Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity.

Greenpeace International began in Canada in 1971 and today has a presence in more than 40 countries across Europe, the Americas, Asia and the Pacific.

Greenpeace Australia was founded in 1977 and joined forces with Greenpeace Pacific in 1998. Together with more than 113,000 supporters forming the backbone of Greenpeace Australia Pacific. Operating as a company, Greenpeace Australia Pacific seeks to follow high standards of accountability and transparency.

Greenpeace's core values are:

Independence do not accept money from governments, corporations or political parties because it would compromise our core values.

Bearing witness - follow the Quaker tradition of bearing witness. Philosophically and tactically, our peaceful protests work to raise awareness and bring public opinion to bear on decision-makers.

Non-violent direct action - Greenpeace strongly believes that violence in any form is morally wrong and accomplishes nothing. However, Greenpeace believes that non-violent direct action at the point of an environmental crime expose an environmental problem that will ensure that no one gets hurt. Activists participating during a non-violent direct action are fully trained. Examples of non-violent direct actions include chasing whaling ships at sea or an activist using special equipment to lock themselves to the front gates of nuclear facility.

Integrity, bravery, empowerment, confrontation and cleverness are inherent to Greenpeace. While Greenpeace is best known for its non-violent direct actions, public actions are just one of many strategies they employ.

Greenpeace, together with international experts, conducts scientific, economic and political research into the causes and effects of environmental pollution. Using Market force- political and corporate campaigners regularly meet with governments and industry to ensure environmental considerations are factored into every level of decision-making. Together with strong media and communications, the team gets the word out, guaranteeing Greenpeace voice is heard around the world.

Although Greenpeace forms partnerships with other non-government organisations (NGOs) in their Pacific work, their network in the region is not fully established. For example, in Papua New Guinea, they joined the Eco-forestry Forum (a not-for-profit group of PNG-based organisations) to work with landowners and promote the benefits of choosing sustainable, integrated community development over the “quick fix” promised by logging companies but in Tonga, they have not established their presence.

Behind the scenes, they campaign on many levels. Using non-violent, direct actions to expose global environmental problems and force solutions. Our victories are a testament to the effectiveness of Greenpeace's methods.

The Greenpeace Oceans Campaign officer indicated their interest to work with the OFM Project. However, due to their network limitations in the Pacific as well as having a relatively small oceans program, (other than the banning of commercial whaling and sea mount fishing), it may not be effective to use this organisation.

PIANGO

The Pacific Islands Association of Non-Governmental Organisations (PIANGO) is a regional network of NGO focal points or coordinating bodies known as National Liaison Units (NLUs) based in 22 Pacific Island countries and territories.

PIANGO was formally established in 1991 to assist NGOs in the Pacific to initiate action, give voice to their concerns and work collaboratively with other development actors for just and sustainable human development. PIANGO's primary role is to be a catalyst for collective action, to facilitate and support coalitions and alliances on issues of common concern, and to strengthen the influence and impact of NGO efforts in the region.

PIANGO had its origins in the growing movement towards increased networking amongst Pacific Island NGOs which commenced in the late 1970s. The historical framework of the region has included both French and British colonialism, which has left a legacy that needs addressing in order to enable selfhood for all the communities within the Pacific. Pacific island nations vary between fully sovereign and independent countries, to freely associating states and non-self governing territories relating to the United States, France and New Zealand. Geographic distance is also a factor which inhibits communication between the nations of the Pacific, given the logistics of transport, communication and language.

Following a process of regional consultation, the first PIANGO Council was held in August 1991 in Pago Pago, American Samoa. The Council was funded by a range of donors, including the Australian International Development Assistance Bureau (AIDAB), the Commonwealth Foundation, the Government of New Zealand, and the United Nations Development Program (UNDP).

The meeting was attended by more than 60 NGO delegates from 22 Pacific countries. The idea of forming an NGO network to facilitate regional programs and action was discussed, and there was unanimous support for the formal establishment of PIANGO. A constitution was drafted, guidelines were set for its operation, and a Coordinating Committee was elected.

Since then, PIANGO has taken significant steps to increase its profile and establish itself as an effective support organisation to NGOs throughout the Pacific. Activities over the past years have come under the following program areas; Information and Communication, Capacity Building, Coalition and Alliance building, and Administration. In addition, PIANGO also hosted its 5th Council during October 2005.

PIANGO currently has six full-time staff who are accountable to an elected seven member Board. The office is located in Suva, Fiji. PIANGO currently has 17 national NGO umbrella bodies who are full members. Seven other countries have interim membership or observer status.

PIANGO exists to enable the Pacific extended family of NGOs to more effectively promote and advance the interest and well being of their people. More specifically, PIANGO is a network of Pacific NGOs, existing to facilitate communication; provide a common voice at regional and international forums; and assist NGOs to strengthen and develop Pacific identities, unity, cultures and forms of social action, as well as to improve the well being of the communities they serve.

PIANGO's goals are to:

- Facilitate active networking among NGO's at all levels throughout the region. Promote and enable access to, sharing and dissemination of information, ideas, experience and resources (including human resources) among NGOs throughout the region.
- Enable NGOs to better understand, fulfil and develop their roles and functions, and strengthen their organisation and program capacities.
- Assist in identifying, monitoring and analysing the needs of people in the Pacific, and ways of increasing the role of the people of the Pacific in their own development, with emphasis on Pacific women and youth.
- Provide a means for a collective voice and action on issues of concern to NGOs and the people they serve
- Play an active role in promoting a regional Pacific identity and Pacific ways of thinking and responding.
- Cooperate with other networks and organisations within or beyond the region which have similar aims.

PIANGO is governed by the PIANGO Council which meets every three to four years and is responsible for establishing policy. PIANGO operations are managed by the PIANGO Executive Committee which meets every four to six months. The PIANGO Secretariat is based in Suva, Fiji.

Regional Members

- Council of Pacific Education
- Fiji Disabled People International – Oceania
- Fiji Women’s crisis centre
- Foundation of the People of the South Pacific
- Greenpeace
- PACFAW
- Pacific Resources Concern Centre
- Pacific Association of NGOs
- Pacific News Association
- Pacific OCEanic of Trade Union
- Pacific News Association
- Sth Pacific Oceanic of Trade Union
- World Council of Churches
- World Wide Fund for Nature

PIANGO's membership is made up of national bodies called National Liaison Units (NLUs). These are organisations or networks of NGOs which are broadly representative of NGOs in their country. With one NLU per country or territory, each NLU has one vote in the PIANGO Council. Where there is no NLU, interim membership may be issued to an NGO group working to establish an NLU. Regional networks of NGOs can also be invited to take up associate status within PIANGO.

National Liaison Unit

PIANGO currently has National Liaison Units (NLUs) and Interim members in 21 Pacific countries and non-self-governing territories.

Member contact details can be found on the PIANGO website at <http://www.piango.org>

Country	Member
Australia	Australia Council for International Development (ACFID)
Cook Islands	Cook Islands Association of NGOs (CIANGO)
Federated States of Micronesia (FSM)	FSM Alliance of NGOs (FANGO)
Fiji	Fiji Council of Social Services (FCOSS)
Hiti Tau	French Polynesia/Tahiti

Kiribati	Kiribati Association of NGOs (KANGO)
Nauru	Nauru Island Association of NGOs
New Caledonia/Kanaky	Unité Territoriale de Liaison de Nouvelle-Calédonie (UTLN) Kanaky
New Zealand /Aotearoa	Association of NGOs of Aotearoa (ANGOA)
Niue	Niue Association of NGOs (NIANGO)
Papua New Guinea	Melanesian NGO Centre for Leadership (MNCL)
Samoa	Samoa Umbrella of NGOs (SUNGO)
Solomon Islands	Development Services Exchange (DSE)
Tonga	Civil Society Forum of Tonga (CSFT)
Tuvalu	Tuvalu Association of NGOs (TANGO)
Vanuatu	Vanuatu Association of NGOs (VANGO)
West Papua	
Interim members	
Bougainville	Nikana Ma'atara
Guam	Sanctuary Inc.
Palau	Palau Community Action Agency (PCAA)
Wallis & Futuna	Association Culturelle de Vailala
East Timor	Civil Society Capacity Building Fund (CSCBF)
Observers	
American Samoa	
Hawaii	
Marshall Islands	Marshall Islands Council of NGOs (MICNGOs)

Board members were elected at 5th Council, Port Moresby, October 2005. The newly elected PIANGO Board members are:

- Chairperson: Adimaimalaga Tafunai of SUNGO
- Madeleine Ayawa of UTLN Kanaky
- Claire Baiteke is the Deputy Chairperson of KANGO
- Douglas Ngwele is the Chairperson of VANGO
- Drew Havea is the Chair of the Tonga CSO Forum
- Ahohiva Levi, a Board member of NIUANGO

PIANGO publishes a quarterly newsletter. Submissions are to be limited to 500 words and can include images.

The PIANGO Director indicated her interest and support to the OFM Project by offering to assist in the dissemination of information to its network. However, she cautioned that

information to be disseminated must be in a form suitable for non-scientists audiences. She also recommended that vital information be translated in to vernacular.

Selection Criteria the Environment NGO

The key objective of this consultancy was to provide a strategy with which to engage and establish links between the OFM Project and regional environmental non-governmental organisations (ENGO) by identifying a suitable ENGO to work with to increase stakeholder awareness.

In forming a working relationship with an appropriate ENGO, the principal goal is to improve the understanding of the transboundary oceanic fish resources and related features of the Western and Central Pacific Warm Pool Large Marine Ecosystem.

For the purposes of this exercise a range of methods were used to identify regional ENGOs and gather relevant information. These methods have included web-based searches, use of existing NGO networks known to the consultant, field visits, email communication, and follow-up teleconference calls.

Based on the information gathered, a desk review was completed to arrive at a “shortlist” of regional NGOs that fell within certain criteria. Three principle criteria were used to select the most suitable ENGO to be recommended to the OFM Project. These include:

- The commitment to engage – in this case, the regional ENGO must indicate a commitment to be part of the OFM project.
- Have an existing work programme that includes oceanics
- Budget – the ENGO must be able to produce a budget which would form part of a co-financing arrangement.

Recommendation for ENGO representation at the Regional Steering Committee.

Of the five regional ENGOs, only the WWF SPPO was able to fulfill all three criteria.

In interviews with the WWF SPPO they indicated a willingness to establishing a working relationship with the OFM project. The WWF SPPO have a well coordinated, strategic initiative as part of their work programme that seeks to improve tuna fisheries management in the Western and Central Pacific.

The WWF SPPO's strategy focuses on three principal issues that will underpin the transition from unsustainable resource management to an ecosystem-based approach to fisheries management. These are by:

1. Promoting fisheries management and governance that integrate an ecosystem-based approach with strict regulation, enforcement and compliance;
2. Directing international finance in the form of access agreements and development aid frameworks towards better more sustainable fishing practices; and

3. Harnessing the power of the markets to promote traceability of products to legal sources and to give preference to sustainable fisheries management.

This original plan outlines a pragmatic, prioritized and highly leveraged implementation strategy that will enable WWF SPPO and its partners to effectively improve fisheries management in the Western and Central Pacific, while fully heeding the complexity of working in an evolving political framework and dynamic market interests. The plan represents WWF SPPO's position on what will be needed to ensure the successful reform of fisheries management, prioritized around the major leverage points in the region – influencing the WCPFC on ecosystem-based management and regulation compliance and enforcement, directing international financing for sustainable fisheries development and harnessing the power of the markets. The strategies and activities outlined throughout complement and leverage work that is being done by WWF SPPO in specific countries, throughout the region and globally.

WWF SPPO's initiative is structured around the following four major features:

1. Influencing policy from the "centre" through expert-driven, coordinated input in WCPFC's policy frameworks;
2. Seizing opportunities within the region by locating specific expertise where it makes most sense, i.e. where the markets, fishing capacity and fisheries resources are;
3. Dedicated leadership, coordination and network communication by an initiative leader in the region; and
4. Well-resourced communications strategy and capacity to deliver the policy reforms and promote broad awareness for the initiative in the region and beyond.

Other Options

During interviews with regional ENGOs it was suggested that the OFM project could also consider establishing or using a loose group of core regional NGO as the link to the wider NGO community. While the advantage of this could provide good coverage of the Pacific region as well as at the national level, limitations would be presented in the difficulty of sharing allocated project resources across all participating members of the ENGOs. It is however, However, it is recommended that such a core group be used to disseminate information rather than being the actual implementing partner.

On the basis of their willingness to be involved in the OFM Project, the compatibility of their work programme, strategies and initiatives and the Commission objectives the consultant recommends that WWF SPPO be engaged as the Regional ENGO to implement specified activities in component 3 of the OFM Project. As a result of this outcome WWF SPPO with the Committee's concurrence becomes the NGO representative at the annual session of the project Regional Steering Committee.

Scheduling and framework for national and regional workshops for ENGOs;

Four workshops over the life of the project are identified as activities of Component 3 and sub-component 3.3 which require ENGO participation.

During discussions with WWF SPPO on co-financed activities, WWF SPPO have proposed that the most appropriate use of funds will be to have one main regional workshop and 3 consultative meetings over the course of the OFM Project. For participation at these meetings and workshop the relevant NGOs will also be identified by WWF SPPO. The workshop will serve to inform other relevant NGOs about the project, identify the level of interest and understanding of issues, highlight the expectations of the project and agree to a process for engagement to feed into the meetings of the Scientific and Technical Compliance Committees and the Tuna Commission.

Funding contingency will be reserved for relevant independent local NGOs not represented by regional counterparts (Please refer to Appendix 3).

Preliminary discussions with WWF SPPO have resulted in the drafting of a co-financing agreement that will be further negotiated with the Regional Steering Committee's concurrence of their nomination as a partner in specific activities of the Project. The draft co-financing agreement is appended at Appendix 4 and has yet to be concluded.

Communication Strategy

The OFM Project anticipates the development of information packages to raise awareness of the Commission issues in the co-financing arrangement with the selected ENGO. The consultant recommends that a communications strategy be developed for sub component 3.3 of the OFM project.

To establish an information dissemination process, thoughts must be given to how this part is implemented. In this first instance this will be based on a range of co-financed activities, emphasizing participation, and awareness raising and information exchange. Existing media networks used in each country such as post, email and internal/local internet e.g. PFNet, paid announcements (AM radio programs, service messages etc.) as well as wireless radio communication as well as communication by "word of mouth" is adequate. As the OFM Project proceeds, a more detailed community communications approach for each of the participating country will need to be defined.

The Communications Strategy proposed here attempts to address all major communications elements that will be a factor during the implementation of the project. This comprises three main elements: i) participation, ii) awareness raising and iii) information exchange in general at the regional and national levels. These three main elements operate across two broad but interconnected levels, targeting regional as well as national audiences.

- The first level of the Communications Strategy should target regional organisations with the objective of information exchange and raising awareness of the project activities and achievements. Many elements and activities at the regional strategy will be similar to those employed at the national level.
- The second level will target the national audience including community's stakeholders. At this level, the Communications Strategy should also involve participation, awareness raising and information exchange. Particularly in respect of oceanic fisheries management, the output will be to target behavioral change within communities who will appreciate the gains made through the Project in improved oceanic fisheries management and who will have improved opportunities for their interests to be represented in national and regional consultative and decision-making processes, including the WCPF Commission, as well as in the Project.

To accommodate this combination of issues and audiences, the Communications Strategy will require carefully planned, multi-faceted, multi-media information and education campaigns at the regional and national levels with the aim of achieving the establishment of an interactive network of stakeholders at all levels.

Appendix 1 – Terms Of Reference

The Pacific Islands Oceanic Fisheries Management (OFM) Project was officially approved by the Global Environment Facility (GEF) Chief Executive Officer; Mr. Leonard Good on May 24 2005. The USD\$11m five year OFM Project is executed by the Pacific Islands Forum Fisheries Agency (FFA) at which the Project Coordination Unit is based. The project co-executing agencies are the Pacific Community (SPC) and the World Conservation Union (IUCN).

The Project has three components, two technical components, which are specifically designed to address the two immediate objectives and the two root causes, as follows:

Component 1. Scientific Assessment and Monitoring Enhancement, aimed at the Knowledge and Information Objective; and

Component 2: Law, Policy and Institutional Reform, Realignment and Strengthening, aimed at the Governance Objective;

And a third component,

Component 3. Coordination, Participation and Information Services, designed to support and enhance the outcomes of the two technical components.

Component 3 addresses the overall project management and coordination, the provision of information about the Project and the Convention, the capture and transfer of lessons and best practices and participation by stakeholders. The process is designed to be inclusive, with stakeholder participation promoted nationally and regionally.

This component will promote non-governmental stakeholder in Project activities through the execution by regional environmental and industry (non government organisations) NGOs of a range of co-financed activities, emphasizing participation, awareness raising and information exchange.

The project recognises national, regional and global NGOs concerned with conservation of oceanic fish resources and protection of the marine environment: who will appreciate the gains made through the Project in improved oceanic fisheries management and who will have improved opportunities for their interests to be represented in national and regional consultative and decision-making processes, including the Western and Central Pacific Fisheries (WCPF) Commission, as well as in the Project.

Objectives

To be able to promote non-governmental stakeholder and public awareness of oceanic fisheries management issues and strengthen NGO participation in oceanic fisheries management, a regional environmental NGO will be enrolled in the implementation of the OFM Project.

The key objective of this consultancy will be to provide a strategy with which to engage and establish links between the OFM Project and regional environmental non-governmental organisations (ENGO). This will include the development of a co-financing arrangement between a Pacific ENGO and the OFM Project.

Scope of Consultancy

The scope of the work to be undertaken will include:

A professional report that includes:

- The development of a strategy to engage ENGOs in project implementation to promote NGO stakeholder and public awareness of oceanic fisheries management issues and strengthen NGO participation in oceanic fisheries management at national and regional levels;
- Established links with regional ENGOs (including contact details and point of contact);
- Provide advice on the scheduling and framework for national and regional workshops for ENGOs;
- Draft a co-financing arrangement with a Pacific ENGO; and
- Recommend ENGO representation at the Regional Steering Committee.

Appendix 2: People Consulted

Organisation	People Consulted	Date
Pacific Islands Association of Non Governmental Organisations (PIANGO)	Cema Bolobola (Director)	9 June 2006
Greenpeace Pacific	Nilesh Gounder (Oceans Campaigner)	9 June 2006
World Wide Fund For Nature South Pacific Programme (WWF SPP)	Louise Heaps (Marine Coordinator) Seremiah Tuqiri (Oceans Policy Officer)	4-7 July 2006
Foundation of the Peoples of the South Pacific International (FSPI)	Hugh Govan (Manager – Coastal Programme)	8 June 2006
Conservation International	Sue Taii	Email – 19 June 2006

Appendix 3:

Contact details and point of contacts with regional ENGOS

Organisation	Point of Contact (position)	email	Phone/Fax	Postal/street address
Pacific Islands Association of Non Governmental Organisations (PIANGO)	Cema Bolobola (Director)	piango@connect.com.fj	679-3302963 679-3317046	30 Ratu Sukuna Road, Suva, Fiji <i>Postal:</i> PO Box 17780, Suva, Fiji
Greenpeace Pacific	Nilesh Gounder (Oceans Campaigner)	greenpeace@connect.com.fj	679-3312861 679-3312784	Level 1 Old Town Hall Victoria Parade, Suva, FIJI
World Wide Fund For Nature South Pacific Programme (WWF SPP)	Seremiah Tuqiri (Oceans Policy Officer)	stugiri@wwfpacific.org.fj	679-3315533 679-3315410	4 Ma'afu St Domain Suva FIJI
Foundation of the Peoples of the South Pacific International (FSPI)	Hugh Govan (Communities and Coastal Programme Manager)	Hugh.govan@fsp.org.fj	679-3312250 679-3313398	27 Gardiner Rd, Nasese, Suva, FIJI <i>Postal:</i> PO Box 18006, Suva, FIJI
Conservation International	Sue Taei (s.taei@conservation.org	685-21593	SPREP, Private Mailbag, Apia, SAMOA
Pacific Concerns Resources Centre (PCRC)	Mere Tupou (Director)	tvere@pcrc.org.fj	679-3304649 679-3304755	83 Amy Street, Suva, FIJI

Appendix 4

Draft - Co-financing arrangement between FFA (OFM Project) and WWF SPP

LETTER OF AGREEMENT

Letter of Agreement between the Pacific Islands Forum Fisheries Agency (FFA) and the World Wide Fund For Nature South Pacific Programme Office (WWF SPPO) for the Implementation of the United Nations Development Programme/Global Environmental Facility (UNDP/GEF) Pacific Islands Oceanic Fisheries Management Project (OFM Project).

Whereas the FFA is the Executing Agency for the OFM Project;

And whereas WWF SPPO is a partner responsible for the implementation of certain activities in the order to achieve certain outputs and contribute to the achievement of certain outcomes under the OFM Project;

And whereas the FFA and WWF SPPO agree to collaborate in the Implementation of the OFM Project;

The Parties hereby agree that:

ARTICLE 1

General Duty

WWF SPPO will implement Component 3 which addresses the overall project management and coordination, the provision of information about the Project and the Convention, the capture and transfer of lessons and best practices and participation by stakeholders.

The Component will promote non-governmental stakeholder in Project activities through the execution by regional environmental and industry NGOs of a range of co-financed activities, emphasizing participation, awareness raising and information exchange.

Component 3 Outcome: Effective project management at the national and regional level; major governmental and non-governmental stakeholders participating in Project activities and consultative mechanisms at national and regional levels; information on the Project and the WCPF process contributing to increased awareness of oceanic fishery resource and ecosystem management; project evaluations reflecting successful and sustainable project objectives.

ARTICLE 2
Obligations of FFA

The FFA will:-

- i. Communicate regularly with UNDP and other partners and provide timely information to WWF SPPO on matters relating to the Project
- ii. Upon receipt of financial quarterly reports and requests for advance, review and provide a consolidated report and request for that quarter to UNDP by the 2 week of each quarter
- iii. Make payment to WWF SPPO of the necessary funds, in accordance with the approved advance, to be executed in the 4th week of each quarter and make every endeavour to ensure WWF SPPO is not placed in a position of deficit financing to support activities it is responsible for under the programme
- iv. Facilitate the participation of WWF SPPO in relevant activities in the Stakeholder Participation and Awareness Raising component
- v. Provide copies of the relevant UNDP formats and reporting requirements and
- vi. Consult with WWF SPPO on project revisions

ARTICLE 3
Obligations of WWF SPPO

WWF SPPO shall undertake Project implementation in order to promote non-governmental stakeholder and public awareness of oceanic fisheries management issues and strengthen NGO participation in oceanic fisheries management.

The intended outcome of the Stakeholder Participation and Awareness Raising Sub-Component is:

Outcome 3.3. Non-governmental stakeholder participation in national and regional oceanic fisheries management processes, including the Commission, enhanced; awareness of oceanic fisheries management issues and the WCPF Convention improved. Specific forums developed for NGO participation and discussion process; promotion of awareness of national and regional development and economic priorities and how these relate to sustainable fisheries management.

The intended outputs and indicative activities of the Stakeholder Participation and Awareness Raising Sub-Component are:

Output 3.3.1. ENGO participation and awareness raising in Convention-related processes.

Activity 3.3.1.1. Conclude co-financing arrangement with a Pacific ENGO.

Activity 3.3.1.2. Support Pacific ENGO participation in the Commission.

Activity 3.3.1.3. Provide information on the Convention and oceanic fisheries management issues to Pacific ENGOs.

Activity 3.3.1.4. Hold national and regional Workshops for ENGOs.

Activity 3.3.1.5. Produce information materials to raise public awareness on oceanic fisheries management issues.

Activity 3.3.1.6. Organise regional and national fora on the Convention and oceanic fisheries management issues for civil society participation.

WWF SPPO will also:

- a) Contribute to relevant activities in the Stakeholder Participation and Awareness Raising component
- b) Through its best endeavours, and in recognition that delays may lead to disruption of the planned schedule for disbursement of funds, provide financial quarterly reports and request for advance in an agreed format to the FFA by the 5th of the month following the end of each quarter or shortly thereafter. Here activities have involved multiple funding sources, reports will describe such complementary or counterpart funding applied to activities related to this programme
- c) On request, provide support for the preparation of Quarterly Progress Reports (QPR) to the FFA
- d) Through its best endeavours, and in recognition that that delays may lead to disruption of the planned schedule for disbursement of funds, provide quarterly narrative reports on the progress to achieve the proposed outputs, in an agreed format, to the FFA by the 5th of the month following the end of each quarter
- e) Participate in the work of the Project Steering Committee
- f) Ensure that OFM Project is appropriately acknowledge in any reports produced with the assistance of staff supported under the programme
- g) Coordinate with IUCN on those activities in which IUCN is involved in the Stakeholder Participation and Awareness Raising component
- h) Facilitate the participation of the FFA in relevant activities in the Stakeholder Participation and Awareness Raising component and
- i) Communicate regularly with the FFA on matters relating to the project and facilitate work of the Project Steering Committee.

ARTICLE 4

Exchange and Coordination of Information

The parties will:-

- a) Bring to each other's attention any significant matters related to the project if notification through the formal reporting process would not be sufficiently timely and to establish an on-going dialogue on Programme-related issues; and
- b) Ensure that the work of national personnel and consultants engaged under the project will be well coordinated;

- c) Co-operate, to the maximum extent possible, on the implementation of related International Waters Programme activities where there is scope for regional benefits.

ARTICLE 5

Budgetary Matters

The work programme and budget attached at **Annex A** represents the financial commitment for activities to be implemented under this project by WWF SPPO and the FFA. The budget for activities to be implemented by WWF SPPO may be revised by mutual agreement and an exchange of letters. Any such letters will form part of this Letter of Agreement.

WWF SPPO will make its best effort to achieve incremental cost contribution and will report such estimated incremental costs to the FFA annually.

IN WITNESS WHEREOF, THE PARTIES hereby agree to sign this **LETTER OF AGREEMENT** dated thisday of2006.

On behalf of the Forum Fisheries Agency	On behalf of the World Wide Fund For Nature South Pacific Programme Office
<hr style="border: 0.5px solid black;"/> Mr. Feleti Teo Director Date:	<hr style="border: 0.5px solid black;"/> Mr. Dale Withington Programme Director Date:
Witness:.....	Witness:.....
(Print name underneath signature)	(Print name underneath signature)

Annex A

GEF/FFA-OPF WWF Proposed Work Plan and Co-financing Arrangement - 2006-2010

Figures are shown both in Fiji Dollars (FJD) unless otherwise displayed

ACTIVITY	YR 1	YR 2	YR 3	YR 4	YR 5	COMMENTS
1. Coordinate 1 Workshop and 3 ENGO Consultative meetings (includes travel, per diem, accommodation & room rental)	Workshop x 2 days GEF: 15,000 WWF: XX,XXX [In-kind Contribution – i.e. staff salaries, etc – please estimate a cost for Seremia's time and any other WWF staff involved]	Consultative meeting x 1 day GEF:15,000 WWF: XX,XXX [In-kind Contribution – i.e. staff salaries, etc – please estimate a cost for Seremia's time and any other WWF staff involved]	Consultative meeting x 1 day GEF: 15,000 WWF: XX,XXX [In-kind Contribution – i.e. staff salaries, etc – please estimate a cost for Seremia's time and any other WWF staff involved]	Consultative meeting x 1 day GEF: 15,000 WWF: XX,XXX [In-kind Contribution – i.e. staff salaries, etc – please estimate a cost for Seremia's time and any other WWF staff involved]	Workshop x 2 days GEF: 15,000 WWF: XX,XXX [In-kind Contribution – i.e. staff salaries, etc – please estimate a cost for Seremia's time and any other WWF staff involved]	4 workshops were identified in Component 3. It is suggested however that there be 1 main regional workshop and 3 consultative meetings. Relevant NGOs will also be identified. The workshop will be a leveller to inform other relevant NGOs about the project, identify the level of interest and understanding of issues, highlight the expectations of the project and agree to a process for engagement to feed into the Scientific and Technical Compliance committees and the Tuna Commission. Funding contingency will be reserved for relevant independent local NGOs

						not represented by regional counterparts.
Total	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX
2. Coordination of ENGO engagement in WCPFC issues and process. (Salary, operational costs, travel & subsistence costs) <ul style="list-style-type: none"> • Establish and coordinate E-mail NGO Forum • Attendance at annual WCPFC meetings • Inform ENGOs of Commission & related working group issues and outcomes • Coordinate joint advocacy and promote joint positions at the Scientific & Technical Committees & Commission meetings, as appropriate • Coordinate communications and awareness 	GEF :40,000 WWF : 10,000	GEF :40,000 WWF :11,000	GEF :40,000 WWF :12,000	GEF :40,000 WWF :13,000	GEF :40,000 WWF :14,000	This activity will carried out through the 5 years

activities relating to WCPFC issues by ENGOS, as appropriate						
<ul style="list-style-type: none"> Attendance at key WCPFC meetings 						
Total	50,000	51,000	52,000	53,000	54,000	260,000
3. Awareness raising :	GEF : 16,000	GEF : 16,500	GEF :16,500	GEF : 16,500	GEF : 16,500	Awareness materials in glossies (similar to an idiot's guide to OFP issues for public awareness). This could include the following: by-catch [turtles /cetaceans /seabirds /sharks]; high seas bottom trawling; IUU; EAFM; capacity & allocation; access agreements; markets; WCPFC
<ul style="list-style-type: none"> Publication of awareness materials Awareness events Consultancy fees for production of key policy and awareness papers 	WWF : 3,000	WWF :3,000	WWF :3,000	WWF 3,000	WWF :3,000	
Total	19,000	19,500	19,500	19,500	19,500	
GEF Contribution	74,000	71,500	71,500	71,500	71,500	360,000
WWF Contribution	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XX,XXX	XXX,XXX
Grand Total						

Exchange rate: 0.559 (USD:1FJD)