LAKE VICTORIA FISHERIES ORGANIZATION SECRETARIAT

COMMUNICATION & VISIBILITY PLAN FOR ECOFISH PROJECT (Lake Victoria component) 2021

Lake Victoria Fisheries Organization
P.O. Box 1625
Jinja, UGANDA

Enhancing Equitable Economic growth by promoting sustainable fisheries in the EA-SA-IO Region

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EXECUTIVE SUMMARY

This Ecofish Project Lake Victoria component COMMUNICATION and VISIBILITY plan is in line with the overall COMMUNICATION and VISIBILITY STRATEGY for E€OFISH PERIOD: 2020-2024 that provides guidelines to ensure the correct use of the brand identity of E€OFISH and its stakeholders, namely EU, IOC, LTA, LVFO, COMESA, EAC, IGAD, IOTC, SADC, and SWIOFC. Brand is key to ensuring that the Programme is consistently acknowledged through all its activities, so as to achieve a reputation for excellence. It is considered that when correctly applied to communication materials and campaigns, the brand image of E€OFISH will showcase the collaboration between the European Union and the EASA- IO region which aims at enhancing equitable economic growth by promoting sustainable fisheries.

The development of this plan is premixed on the fact that while it was noted that a detailed communications plan for LVFO existed covering the period 2016-2020, (divided in three parts as: (1) LVFO Communication Strategy, (2) LVFO Advocacy Strategy and (3) LVFO Information Packaging Strategy) and there was a communications focal point, the member states had limited capacity and financial resources to fully implement the strategy. It was therefore recommended that a new communication and visibility strategy based on the E€OFISH communication guidelines be developed with guidance of the E€OFISH TA team.

This Communication and Visibility has considered the necessary guidelines for communicating through the various channels set up by ECOFISH; ensures that our partners are on an equal footing with regard to the communication procedure; keep the flow of work running smoothly in the event of an absence or replacement of a communicator and avoid any misuse of communication channels in with the ECOFISH C & V Procedure Manual.

1. INTRODUCTION

The Lake Victoria Fisheries Organization (LVFO) received a grant from EU of Euros 2 million to implement a Lake Victoria component as part of the **'Contribution of Sustainable Fisheries to the Blue Economy of the Eastern Africa, Southern Africa and the Indian Ocean Region – E€OFISH programme'**. The overall objective is to enhance equitable economic growth by promoting sustainable fisheries in the East African-South African-Indian Ocean (EA-SA-IO) region. The specific objective is to support sustainable management and development of fisheries, while addressing climate change resilience and enhancing marine biodiversity.

On Lake Victoria, the purpose of the Programme is to support sustainable management and development of fisheries resources. The ECOFISH programme came into force in September 2018 when the agreement was signed between the European Union and the Indian Ocean Commission (IOC).

LVFO is implementing this project together with the Partner States of Kenya, Tanzania and Uganda having both technical, private sector and community participation working collaboratively and with guidance from the EU/IOC project headquarters in Mauritius. At the project inception, It was noted that while a detailed communications plan for LVFO existed covering the period 2016-2020, (divided in three parts as: (1) LVFO Communication Strategy, (2) LVFO Advocacy Strategy and (3) LVFO Information Packaging Strategy) and there was a communications focal point, the member states had limited capacity and financial resources to fully implement the strategy. It was therefore recommended that a new communication and visibility strategy based on the E€OFISH communication guidelines be developed with guidance of the E€OFISH TA team".

The purpose of this Communication and Visibility Plan is to ensure valuable communication about the projects' opportunities to EAC Partner States and worldwide, while informing important external stakeholders and the public about the impact of the project. The project therefore relies on successful internal and external communication among the EAC Community Partner States. The rationale for communication and visibility activities is to contribute to the 2030 Agenda for Sustainable Development Goals (SDGs), particularly SDG 14, and the Goal 6 of Africa's Agenda 2063

The purpose of the plan therefore is not limited to ensuring EU visibility requirements, even though that is a secondary purpose. ECOFISH project activities, achievements and results will therefore be disseminated and shared widely with various stakeholders through implementation of this communication, advocacy and visibility plan. The plan will facilitate ownership and engagement, transparency, implementation and visibility of the project. The Communication and Visibility Plan contains a communication strategy, an action plan for implementation and an overview of allocated communication resources.

2.0   COMMUNICATION STRATEGY

Communication and visibility for the project activities are to be carried out in line with the ECOFISH Communication and visibility strategy. Communication and visibility are an important component and as per the project are to be facilitated using funds from the overall communication and visibility budget of the ECOFISH program and not to budgeted for under the LVFO component. The funds allocated to this are Euros 25,000 for the entire project life with Euros 5,000 in first year. The focus about ensuring an adapted communication strategy to LVFO initiatives and also to ensure that communication reaches the target group of the project on a timely basis and by the most effective means.

2.1.   Overall Communication Objectives

The overall communication objective is to facilitate information exchange, raise public awareness and advocate on the importance of sustainable management and development of fisheries for poverty alleviation, food and nutrition security, while addressing climate change and enhancing marine biodiversity.

2.2.   Communication Specific Objective

The Communication and Visibility strategy for the Ecofish Project Lake Victoria Basin aims at:
   a) Increasing awareness of the project among national stakeholders and at a regional level across government and non-government organizations, businesses, fish farmers, key users of the lake and manufacturers, traders and EU delegation.
   b) Tracking the progress and impact of the project through illustrating changes from the baseline status, and highlighting activities and progress over the duration of the project, and documenting the final results of the project.
   c) Increasing the visibility of EU through clear branding and logo placement in accordance with EU communication and visibility guidelines.
   d) Disseminating information on project activities to react to, support and benefit from current and new developments and programmes and initiatives in Partner States in a timely manner, and building synergies with other projects and initiatives when possible;

2.3.   Responsibilities for project communication

LVFO as the project lead implementing agency, manages the overall project communication and visibility strategy in synergy with the IOC and PSC. The role of EU will be highlighted in all project communications.

2.4.   Communication principles

   a) Respect for diversity will be ensured to in order to make information accessible to all;
   b) Respect for integration to ensure integration and that visibility activities showcase the cross-regional nature of the Programme;
   c) Respect for the environment to be considered by distributing some of the communication materials in electronic version whenever possible including use of recycled paper and ecological printing ink;
   d) Sustainability will be necessary that the project plans are finalizes the migration of the website and social media data
   e) Ensure communication contains consistent core messages: these are the key cross-cutting messages which should consistently be used to present and introduce the project to any audience. Specific messages shall be defined by the Project Steering Committee.

f) Ensure partner visibility of EU, EAC, IOC manage project communication along EU communication guidelines and requirements and the overall Communication and Visibility Strategy for E€OFISH period 2020-2024.

g) All training and communication materials developed under the project will appropriately display the names and logos of EAC, LVFO EU and ECOFISH logos. Materials used for events will follow project guidelines to ensure full visibility for project partners. This includes event programmes, brochures, banners, badges, nameplates, PowerPoint presentations, certificates and any other as relevant.

h) Project partners shall publicize the fact that activities take place within the context of the Ecofish Project framework. Information given to the media, beneficiaries and wider audience, all related publicity material, official notices, reports and publications, shall acknowledge that the activity was carried out within the context of the project.

3. TARGET GROUPS AND SPECIFIC OBJECTIVES

Target Group	Description	Specific objectives for each target group
Project partners	▪ EU – Donor agency ▪ LVFO and EAC Partner States – counterparts ▪ Implementing Partners - IOC in Mauritius, LTA, COMESA, EAC, IGAD, IOTC, SADC, SWIOFC	▪ Coordinate and monitor project implementation against project log frame and work plan; ▪ Report progress on project implementation and results; ▪ Share information for forward planning and strategic guidance; ▪ Raise awareness on the roles of EU and project partners and ensure all key stakeholders acquire a full understanding of the project.
Project Steering Committee (PSC)	The meeting is co-chaired by the current Chairperson of the Senior Official and LVFO Executive Secretary. The PSC membership is constituted by 13 members as follows: The 3 Directors of Fisheries Management from Partner States (Kenya, Tanzania and Uganda), EU Delegation in Uganda (1); EU Delegation in Mauritius (Technical Coordinator & TL/ECOFISH; Fisheries MCS Expert-ECOFISH Project (IOC) Office; Operations Advisor- European Union Delegation to Uganda and Project Manager- EU Delegation Mauritius (4), Representative of Industry (1), Representative of Beach Management Unit networks (BMU regional network -1), LVFO Executives (2) and LVFO Director Fisheries Management and Development/Project	▪ Provide high level policy guidance for efficient implementation ▪ Review project progress and results; ▪ Advise on future orientation, facilitate synergies, gather lessons learned and best practices; ▪ Identify possible bottlenecks and risks and propose mitigation actions; ▪ Ensure ownership and buy-in of project beneficiaries.

	Coordinator (1). The meeting is held once a year to provide policy guidance to the implementation. ▪	
Direct project beneficiaries	▪ The fishing community and private sector (value chain actors) in Uganda, Kenya and Tanzania. ▪ National public sector training institutions in Kenya, Tanzania and Uganda ▪ National management and research institutions ▪ Regional and national public sector actors	▪ Ensure direct beneficiaries' buy-in and support throughout project implementation; ▪ Ensure the content of project activities corresponds to the needs of direct beneficiaries; ▪ Share practical information about the benefits of the project in their specific area of work/expertise; ▪ Provide regular information about project activities (trainings, workshops and events etc.); ▪ ensure that the beneficiary population is aware of the roles of the Organization and of the EU in the action.
Regional & international potential business partners	▪ Buyers, investors etc. from the EU and East Africa region in the fisheries and aquaculture sectors.	▪ Information about SMEs, suppliers, the quality and specificities of their products/services, export volumes and capacities, product specifications etc.;
Wider audience and general public	▪ The final beneficiaries will be all individuals and families working or that could be employed in the fisheries value chain. ▪ Development partners in the EAC Partner States ▪ Civil society in the EAC partner States in the regions ▪ Private sector, NGOs, CBOs, CSOs, fishing communities, media, trader, opinion leaders ("champions")	▪ Disseminate information on the social and economic effects and changes operated as a result of the project; ▪ Raise awareness among the host country population and of the EU in delivering aid in a particular context; ▪ Raise awareness of how the EU and the project partners work together in the development in the EAC Partner States; ▪ Ensure they are aware of the roles of the EU and of the project partners in the action; ▪ Build credibility. ▪ Participate in promoting E€OFISH's actions and contribute to the change of culture in the fisheries sector.
National Focal Point Officers	▪ Constituted from Partner States	▪ Liaison with the Head of the Fisheries Institutions and other stakeholders and contribute to the coordination of Programme activities in their country. NFPs also provide support to the organisation of seminars, meeting and workshops, as well as activities required to attain the expected results.

4.0   COMMUNICATION ACTIVITIES

4.1.   Main activities

Project activities that will be covered by the communication and visibility plan include:

- Quarterly E-newsletters with information about progress on the project and upcoming activities. E-newsletters will be published on LVFO website, and are sent to the EU, networks and other interested stakeholders and target groups.
- Annually PSC meetings will members receiving progress reports.
- Annual meetings with National Focal Point Officers.
- Trainings for project staff, stakeholders and collaborators
- On-going compliance with EU visibility requirements in all developed project materials, publication, conferences, exhibitions facilitation workshops, etc
- Project milestones disseminated at project launches and public-private policy meetings, etc.

EU visibility and responsibility disclaimer

All documents edited by partners will mention EU visibility as a donor by displaying the EU flag and the following sentence *"This project is funded by the European Union".*

The EU responsibility disclaimer regarding the content of the material edited will also be added to all published material: *"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of (name of the author/contractor/implementing partner) and can in no way be taken to reflect the views of the European Union".*

4.2. Communication tools chosen

Tool	Advantage	Responsibility
Project PowerPoint presentation	- Common standard presentation for use by all project partners to introduce and present the project to all target audiences at any event; - Ensure common communication messages are delivered by all project partners and partner states; - Can be customized according to the needs of each event.	LVFO in cooperation with Partner States
Press releases/Media advisories	- Create awareness on the project progress, results and on major project activities/events; - Promote media coverage of the project in the EAC Partner States and beyond. - The project team will publish occasional articles in media such as national newspapers; - When possible and for each event organized, press releases will be sent to the local and national media. - The project team will produce small video stories from the countries visited via the project. These are published on the project website.	LVFO in cooperation with Partner States
Project e-newsletter	Share progress on a regular basis at the activity level with project beneficiaries, stakeholders and project team	LVFO//IOC

	members in IOC e newsletter quarterly	
LVFO website	▪ Provide an information package on the project, accessible online by all target audiences; ▪ Show progress, information on project activities and events, build credibility with beneficiaries and with a wider audience.	LVFO
Banners/Roll up Banners	▪ At least 4 banners will be designed, printed and hung for each event organized i.e. inception workshop etc.	LVFO
Social media	▪ Share practical information on project activities, events, experiences in real time; ▪ Attract interest towards the project from a larger audience in EAC partner states and beyond including the media.	LVFO
Press releases	▪ Regroups all press articles published on the project and its activities; ▪ Can be used for reporting purposes and for media packages; ▪ Paper and online.	LVFO in cooperation with Partner States

4.3. Language

The project is a regional project with beneficiaries potentially from different countries. The project therefore follows some principles regarding the languages offered, when communicating. In principle all documents will be produced only in English but for best practices efforts will .be put to ensure translations to key basic languages

4.4. Completion of the communication objectives

Tool	Indicators
Brochures, pamphlets, policy briefs and banners	Number of Brochures, pamphlets, policy briefs and banners distributed
Videos and Social media messages, short film/ TV Spot	Number of times when the video is displayed or uploaded, Number of social media members and frequency of updates
Public awareness campaigns	Number of Number of Public awareness campaigns conducted
Translation, publishing and dissemination of best practices	Number of materials translated in local languages
LVFO Website for the ECOFISH program	Number of visits/hits to the project website and Number of downloads of project materials
Press releases/Media advisories	Number of press releases/media advisories produced Media coverage: Attendance of the media in key selected project events Media coverage: Number of press articles/releases published, TV and radio reports produced about the project
Project e-newsletter	Number of issues produced and Number of subscribers

4.5. Provisions for feedback

- Follow up on implementation meetings will be conducted at end of every year i.e. every September to assess the project and update the Monitoring, Evaluation and Reporting framework gathering both quantitative and qualitative feedback from National Project Focal Point Officers;
- Feedback from beneficiaries and partners on project activities gathered in project meetings will be included in communications materials.

5. RESOURCES
5.1. Human Resources

Input	Person/days required to implement the communication activities
LVFO Communications expert to produce inputs for communication materials	Continuously but with more w/d required in project Year 1 to design the communication tools
LVFO Regional Project Coordinator to input, review and validate all communication materials	Estimated 3 work/month per year
LVFO Regional Project Coordinator to produce inputs for communication materials	Continuously

5.2. Financial resources

Budget allocated to communication activities is 25,000EUR (1.25% of the overall budget for the action).

Activities	communication cost (Euros)
Publications of visibility materials through the production of brochures, pamphlets, videos and public awareness campaigns on an annual basis to promote activities under Results 1 & 2	5,000
Sensitisation/Awareness Program/ Communication/ Brochures/Pamphlets/ Short film/ TV Spots annually to promote activities under Results 1 & 2	7,500
Documentation of best practices - translation, publishing and dissemination (Results 1 & 2)	7,500
Maintenance and running of the LVFO Website for the ECOFISH programme & for display and access to fisheries related data sets or Publication of same in yearly bulletins	5,00
TOTAL	**25,000**

5.3 BRANDING AND EU VISIBILITY

Branding will always respect the EU visibility and communications requirements, as well as guidelines on using the EU emblem. The main font to be used for standard communication materials is Arial Narrow. For communication materials professionally designed, the preferred font is Arial Narrow.