

# RESEARCH PROPOSAL – SUMMARY DOCUMENT

## 1. ESSENTIAL FACTS

### *Title of Project*

<b>The International Seafood Trade: Supporting Sustainable Livelihoods Among Poor Aquatic Resource Users in Asia</b>
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### *Summary of Project*

<p>This proposal to EC-PREP directly addresses one priority area of EC development policy: <i>trade and development</i>; and indirectly two other EC priority areas: <i>food security and sustainable rural development</i> and <i>institutional and capacity building</i>. It investigates the complex trade and fisheries market relationships in developing countries in Asia, particularly relevant in the light of the possible entry of fisheries into the WTO process (following Doha). Fisheries products form a vital (although commonly hidden at the micro-level) component of the livelihoods of many millions in Asia (e.g. 40 million out of 60 million people living in the lower Mekong basin). Global trade in fisheries products is a multi-billion Euro trade involving developing countries that supply over 50% of world exports (compared to &lt; 30% for agriculture). Trade between Asia and the EU in aquatic products is significant, yet the links between such trade, poverty alleviation and livelihoods of poor aquatic resource users are poorly documented and understood. There are a number of known problem areas: trade in some commodities - farmed shrimp as an example - has contributed to loss of natural assets and reduced livelihood options for poor people in some Asian countries; changes in market access are likely to have significant implications for poor producers; and costs of implementation of international fisheries agreements, such as WTO sanitary and phytosanitary (SPS) measures, and market-driven labelling schemes may reduce livelihood options through barriers for participation of poor people. Innovative policies, which support responsible capture fisheries and aquaculture with environmental and social sustainability, mediated through trade related mechanisms (such as producer, trader benchmarking and best practice certification schemes) may have a key role to play. Awareness-raising amongst consumer markets of 'best management practices', and the importance of supporting them, might act also as an important driver for orientation of policy and institutional environments in ways that support sustainable livelihoods in export oriented Asian economies. This proposal enables a team of specialists from both ends of the market chain (in the EU and Asia) to undertake a detailed analysis of the seafood trade and poverty, and to undertake case studies in producing countries to increase knowledge and understanding about the complex relations between trade in aquatic products and sustainable livelihoods of rural farmers and fishers. Outcomes will provide guidance in national and international trade policy development and the influence of these policies in encouraging market and institutional mechanisms for more effective use of trade in aquatic products to support sustainable rural livelihoods and poverty reduction.</p>
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### *Start Date*

### *End Date*

01 October 2003	31 March 2005
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### *Which countries/regions does the project cover?*

EU and Asia (with special emphasis on Vietnam, Philippines, Indonesia)
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## 2. PROJECT INFORMATION

### A. Purpose and Relevance of the Project

#### 1. What are the project objectives and problem(s) to be addressed?

The *project goal* is international seafood trade that contributes to poverty reduction.

The *purpose of the project* is to identify options that improve the effectiveness of poverty reduction in international seafood trade.

The international seafood trade is characterised by significant *outflows from developing countries* and *inflows to developed countries*. Fishery products dominate agro-products traded by developing countries, whose worth have expanded from € 7 billion in 1976 to € 55.3 billion in 2000. Developing countries, largely in Asia, contribute over 50% of internationally traded seafood – of this 63% is destined for the EU where imported fish account for 58% of seafood consumed.

The seafood trade involves an astonishing array of *stakeholders*: from commercial enterprises to subsistence activities that often consist of a high proportion of women and children with extensive, convoluted supply chains to the EU. Aquatic resources play an important role in the livelihoods of poor people in Asia, but despite the economic importance of the seafood trade, and the millions of poor people involved, surprisingly little is understood about the relationships between seafood trade and poverty.

The need for poverty reduction strategies around the seafood trade is becoming increasingly urgent. Seafood is high on the global trade agenda. International trading regimes are changing, with more open market access, but with EU and other developed countries taking increasingly stringent measures for food safety. Moves towards certification and eco-labelling of seafood products may raise barriers for poor people to enter the trade, creating significant implications for poor producers.

Innovative trade policies and mechanisms that support environmentally and socially responsible seafood production will play a key role. This research will (i) provide clearer understanding of seafood trade and poverty in producing countries, (ii) identify mechanisms for pro-poor development interventions, (iii) support the gathering of experience from the wide diversity of stakeholders involved and (iv) ensure widespread dissemination of findings and development options to the key institutional and individual stakeholders.

#### 2. How do they relate to the theme(s) of EC-PREP?

The project relates directly to one priority area of EC development policy: *Trade and development*. Seafood trade is of major importance for poor people in developing countries and the EC is importer and consuming *bloc*, a powerful influence in global trade negotiations; investor in seafood business in developing countries; and development partner to Asia. The research will provide broader lessons on globalisation and trade, poverty reduction, social and environmental sustainability.

The project indirectly addresses two other themes of EC development policy: *Food security and sustainable rural development* and *Institutional capacity building*.

Seafood trade is intimately related to food security and sustainable rural development. Seafood is an important part of the diet of rural people in Asia, especially poor fishers who depend upon open access resources in wetland and coastal areas. These people are vulnerable to a depletion of stocks and loss of access from trade-driven aquaculture or fisheries development. The research will provide insight into these poorly understood interactions and entry points for addressing concerns.

*Institutional governance* of the fisheries sector in developing countries is traditionally weak - the project will identify requirements for capacity building leading to pro-poor outcomes in the seafood trade.

*Communication* leading to positive change is a further concern of EC-PREP and the project will give special attention, with appropriate partnerships to open effective communication channels to engage stakeholders in sharing of experiences on poverty and the international

seafood trade and “dissemination” of project outcomes to the array of stakeholders involved.

### **How do these objectives relate to development work already undertaken in this area?**

There is growing recognition of the significance of fisheries trade/poverty linkages and the need for better understanding of the issues. A recent report commissioned by the DFID on access by developing countries to EU agricultural and fisheries markets noted the complexity of fisheries market issues and recommended further analyses particularly with the entry of fisheries into the WTO process. In Asia, EU and other donors have supported fisheries and aquaculture development for a number of years. These projects have tended to focus more on the supply side, less on markets and trade linkages, and there has been limited research on how market incentives might be used to support rural development.

DFID is supporting in 2003 a study of investment in socially and environmentally responsible shrimp farming in Bangladesh. FAO will start a review on market access and international fisheries policy through SIFAR<sup>1</sup>. Contacts have already been established with DFID-Bangladesh and SIFAR to share experiences and the proposed EC-PREP project would be complementary. The World Bank / NACA / WWF / FAO ‘Consortium Program on Shrimp Farming and the Environment’ is starting work on a global certification system for shrimp and will provide an important long-term implementation platform for outputs of this research.

### **1. What is the context of the project?**

The context is the present limited understanding of the interactions between a major global trade and poor people. With fisheries issues now on the ‘Doha’ agenda, changes in market access and international trade regimes, with potentially significant implications for poor producers, the project is a timely initiative to bring relevant information on fisheries and poverty reduction together. As the issues surrounding seafood trade are large and complex, the project will focus on a combination of two important commodities. This will be done through macro-level analysis and micro-level case studies, using a livelihoods framework methodology to understand interactions between seafood trade and poor people’s livelihoods.

Shrimp aquaculture. Some € 6.25 billion worth of farmed shrimp is produced and is traded globally each year, of which €2 billion comes from Vietnam. Shrimp farming is one of the most controversial forms of seafood production, with trade driving significant social and environmental impacts, and large numbers of poor people in Asia directly and indirectly involved. There is growing interest in quality assurance schemes, eco-labelling and certification, which may provide market-driven incentives to address negative social and environmental impacts. Costs associated with their implementation may raise barriers to participation and reduce benefits to poorer producers. Research is required to ensure that pro-poor approaches are included in such schemes.

Marine fish in coral reef areas. Live marine fish are exported from coral reef areas throughout Asia-Pacific region, mainly Indonesia and Philippines. Although trade volumes are smaller than shrimp, the trade is highly significant to coastal communities that include very poor, vulnerable people. The trade in food fish is presently focussed on East Asian markets but there is significant ornamental fish trade with the EU. There are a number of severe social and environmental issues surrounding this trade. Efforts are being made to address this destructive aspect of the trade through market-driven certification schemes, voluntary standards for wild fish collection and using aquaculture as an alternative supply. Research is needed on the poverty ramifications of the trade and to introduce poverty reduction into market-driven certification schemes.

### **2. What are the key hypotheses of the project?**

Key hypotheses are: (1) that poor people’s livelihoods are intimately connected to seafood trade but that this trade has not always been conducted in ways that benefit poor people; (2) emerging changes in international seafood trading regimes and consumer preferences will have significant implications for the livelihood of poor people involved; but (3) at the same time the seafood trade can work to the advantage of poor people if incorporated from the outset.

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<sup>1</sup> Strategy for International Fisheries and Aquatic Resources Research (SIFAR)

### **3. What results are expected from the project and what practical purposes will they be used for?**

The project will identify practical entry points for pro-poor seafood trade. Specifically, options for pro-poor approaches within market-based certification schemes and markets for seafood will be investigated. Outputs will find a practical application through:

- Incorporation of pro-poor management practices into seafood certification schemes
- Innovative market based mechanisms will be pursued through EU-Asia business partnerships.
- Communication through the project will be used to raise awareness of poverty issues in the seafood trade, promote pro-poor trade options and advocate for change.

### **4. How will the expected results of the project contribute to the effectiveness of the European Community's development assistance and poverty eradication.**

The demand for seafood is placing increasing pressure on poor people, natural resources and the coastal environment in Asian developing countries. The expected research results will facilitate the integration of poor people in the trade flows between EC and Asia and focus on trade with potential poverty alleviating impacts. This falls in line with the EC approach to combine "Trade and Aid". The research outputs will increase the effectiveness of EC development assistance by

- Incorporating research methodologies and findings into relevant EC-funded coastal management and rural development projects in Asia.
- Increasing the recognition of aquatic resources and their role in poverty reduction through Country Strategy Papers.
- Development of private sector awareness of the supply and market benefits of sustainable, pro-poor investment and trade.
- Dialogue to channel research findings more directly into EC development assistance programmes i.e. INCO, Asia-Invest, and others.
- Effective communication among stakeholders is a pre-requisite for any policy change, and as emphasised will be given special attention through the EC-PREP project support.

## **B. Context of Research**

### **1. Indicate the context of the research in its specific field – major questions, experience and findings, theories etc**

The economic significance of seafood trade to developing countries is not matched by understanding of significant poverty issues surrounding the trade. Major questions include:

- What are the implications of changes in international seafood trade regimes for poverty alleviation?
- What are the implications of stronger SPS measures on the vulnerability of poor people involved in the trade?
- What are the poverty implications of market liberalisation in seafood trade?
- What national and international policies in the seafood trade contribute to poverty reduction targets? Which policies and processes work against poverty reduction, and why?
- What are principles and standards for poverty reduction that can be incorporated into fisheries and aquaculture certification schemes? How can poor people benefit from sustainably produced and marketed products?
- How can public, private, NGO and the donor community work together to support socially and environmentally responsible seafood production?

Research has focussed on international policy issues with a limited livelihood context. Methodologies for studying the livelihood implications of the seafood trade are poorly

developed, although techniques to integrate sustainable livelihood approaches into international market access analyses are emerging<sup>2</sup> and their potential application will be evaluated during this research.

Public sector institutional management is traditionally weak. Governance institutions are poorly aligned with modern seafood market chains - new partnerships and institutional arrangements will be necessary for pro-poor seafood trade.

The views of stakeholders in the seafood trade are varied and conflicting. An effective communication platform for sharing experiences and opinions throughout the supply chain is essential to identify issues and inform policies that address problem areas.

## **2. Demonstrate that the institution(s) involved have the adequate resources to undertake the proposed research**

The research project brings together a team from both ends of the market chain. *Poseidon* is a EU-based company with strong experience in fisheries production and trade issues. Poseidon has been in operation since 1999, formed by senior consultants with a strong record in EC and international fishery related work. The Company's core clients include the EC, European national Government agencies, DFID, FAO, USAid and DANIDA. The Company's annual turnover is approximately €500,000, with project costs ranging from €10,000 to €150,000.

In Asia, collaboration with *NACA/STREAM* brings in a platform for widespread networking in the fisheries and aquaculture sectors. The Network of Aquaculture Centres for Asia Pacific (NACA) became an intergovernmental research and development organization in 1991 and has 15 member countries (see Annex 4) and further participating governments from the Asia-Pacific Region. The STREAM Initiative is the core rural development program thrust of NACA. Interest in this important research area comes from requests of NACA/STREAM stakeholders in government, NGO and private sector for advice on seafood trade and poverty reduction, including member governments involved in WTO negotiations. NACA's core activities are funded by annual contributions from Member Governments. Research activities are funded by grants from various donors and organizations, ranging from €5,000 to over €700,000.

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<sup>2</sup> Traidcraft and livelihoods: how a sustainable livelihoods approach can help Traidcraft meet its poverty reduction objectives. DFID and Traidcraft. April 2002.

## C. Relevant Experience

### A. POSEIDON ARM Ltd

#### 1. Bangladesh: Fry Collection Action Plan (2002)

Objective: Development of a strategy for the shrimp aquaculture sector.

Activities: Two studies were been undertaken by Poseidon: a *scoping study for the certification of shrimp aquaculture* that provides a strategy for certification and investigates options for the adoption of codes of conduct for shrimp growers. The second study looks at the *policy environment* and provides a policy development approach reflecting the emerging sustainable production and livelihood protection priorities in the shrimp farming industry.

Results: Study recommendations embedded in a 'Shrimp Action Plan and under active consideration by the Ministry of Fisheries and Livestock.

Research budget: € 20,000

Funding source: DFID

#### 2. Small-scale Fisheries – Contribution to Food Security and Poverty Alleviation (2002)

Objective: Assessment of the current contribution of small-scale fisheries to food security and poverty alleviation in developing countries.

Activities: A paper was prepared for submission to FAO's 25<sup>th</sup> Session of the Committee on Fisheries (COFI) on the potential for small-fisheries to contribute to food security and poverty alleviation. Consideration was given to the extent of the problem, possible solutions, what is currently being done to combat poverty in small-scale fisheries, and the outlook for the future.

Results: Summary of issues and future pathways for FAO intervention initiatives.

Research budget: €15,000

Funding source: FAO

### B. NACA/STREAM

#### 3. Investigating Improved Policy on Aquaculture Service Provision to Poor People (2001-2003)

Objective: To identify, test and promote mechanisms for the delivery of improved rural services critical to the development of rural livelihoods with emphasis on services in support of aquaculture that takes account of the objectives, strengths and constraints of marginalized groups and their complex diverse livelihoods.

Activities: Undertaken through case studies in which the participation of service providers and recipients of support are carefully facilitated, and via opportunities for key policy actors to articulate opportunities to improve the delivery of aquaculture support services by government and non-government actors, taking account of the role for aquaculture in their livelihoods.

Results: Agreement of Target Institutions on priorities institutional change to ensure cost efficient delivery systems for the provision of aquaculture support services.

Research budget: €150,000

Funding source: DFID (Natural Resources Systems Programme).

#### 4. Piloting a communication and learning initiative throughout Asia Pacific (2001-2003)

Objective: To promote regional cooperation and develop stronger links to promote sustainable economic and social development, thereby assisting in alleviating poverty. The initiative focuses on public sector reform with an emphasis on capacity building and institutional strengthening activities.

Activities: Support to establishment of communication hubs in developing member countries, information access surveys among poor stakeholders, development of communication materials for stakeholders (from poor aquatic resource users to national policy makers)

Results: The project is on-going. New community-based learning initiatives fed into STREAM's communication strategy to influence policy and practice in the region.

Research budget: €160,000

Funding source: AUSAID S E Asia Regional Programme

## **5. World Bank/NACA/WWF/FAO Consortium Program on Shrimp Farming and the Environment (1999-2002)**

Objective: The objectives of the consortium program are: (a) generate a better understanding of key issues involved in sustainable shrimp aquaculture; (b) encourage a debate and discussion around these issues that leads to consensus among stakeholders regarding key issues; (c) identify better management strategies for sustainable shrimp aquaculture; (d) evaluate the cost for adoption of such strategies as well as other potential barriers to their adoption; (e) create a framework to review and evaluate successes and failures in sustainable shrimp aquaculture which can inform policy debate on management strategies for sustainable shrimp aquaculture; and (f) identify future development activities and assistance required for the implementation of better management strategies that would support the development of a more sustainable shrimp culture industry.

Activities: The program comprises complementary case studies on different aspects of shrimp aquaculture. The subject matter is broad, from farm level management practice, poverty issues, integration of shrimp aquaculture into coastal area management, shrimp health management and policy and legal issues.

Results: The results of the project are identified better practice in shrimp farm management, from farm to policy level, that provides the basis for a set of principles for better management of shrimp farming. The reports from the Consortium Program are available as web versions (<http://www.enaca.org/shrimp>).

Research budget: €225,000

Funding source: NACA was a co-partner in the consortium. NACA funding was US\$225,000 out of a total project cost of US\$1,000,000. The donors included the World Bank, MacArthur Foundation and Avina Foundation. World Bank, Washington DC.

## D. Research Methodology

### 1. How do you propose to carry out the project?

Research is organised around four outputs (see log' frame in Section 3). As the international seafood trade is complex, emphasis is placed on detailed understanding of the livelihood context of trade through case studies together with an analysis of trade flows between the EU and Asia, supported by a communication platform to gather experiences and opinions from diverse stakeholders.

Two internationally traded commodities will be examined in detail; *farmed shrimp* and trade in *coral reef fish*. These provide contrasting perspectives into poverty and the seafood trade - both have significant ramifications for large numbers of poor people in Asia; and the EU is a stakeholder in each commodity. Research will focus on aquaculture and associated small-scale inshore fisheries, not large-scale commercial fisheries.

Research will utilise the 'sustainable livelihoods approach' and market demand indicators.

Output 1. Review of the international seafood trade and poverty: A review is necessary to understand the international, regional and national context for seafood trade - it will focus on shrimp and coral reef fish, but other seafood commodities will be included where there is relevant information. The review will be mainly 'desk based', with communication with EU and Asia stakeholders supplemented with visits to suppliers and retail chains. The review will cover:

- The global, regional (EU/Asia) and national context for seafood trade and poverty, including WTO-related agreements, such as SPS, TBT, and issues arising in from Doha.
- Certification, eco-labelling and other market driven approaches to responsible seafood trade.
- Seafood markets chains and access to provide information on commodity markets, with special attention potential entry points and experiences with poverty reduction in the seafood trades supply and market chains.

Output 2. Understanding of relations between poor people's livelihoods and seafood trade:

Three field-based case studies will be carried out working directly with poor people involved with, or otherwise affected by, the seafood trade. Case studies will identify the stakeholders, livelihoods of poor people involved in supply chains, production systems and post harvest market chains, and those indirectly affected by the seafood production and trade. Each case study will be implemented in a participatory way using a trained team of national livelihood specialists following in outline the following steps:

- Training/orientation of teams to undertake the livelihood analyses, and an analysis to identify stakeholders in the seafood trade in each context.
- Livelihood analyses of stakeholders, and use of other participatory tools to map market/value chains and participants involved, power and influence structures, supporting institutions, etc.
- Each case will specifically look for examples of positive livelihood outcomes from participation of poor people, underlying factors contributing to poverty reduction, and identify examples of 'better practice' for poverty reduction in seafood trade.

The case studies will be: shrimp farming in the poorer provinces in the Northern coastal areas of Vietnam; and coral reef fisheries in the Philippines and Indonesia.

Output 3. Options for poverty reduction through international seafood trade identified:

Pro-poor seafood trade options will be identified through analysis of research findings (outputs 1 and 2) and wider in-country and international consultations. We will clearly identify practical entry points for achieving positive development outcomes through the seafood trade and how they might be achieved. The analysis would explore entry points; mechanisms, policies and supporting institutions; and impacts of interventions on poverty. Special attention will be given to EU policies and investments to support positive development outcomes. The analysis would draw heavily on the case studies, but also other experiences through widespread stakeholder communication.



Output 4. Pro-poor seafood trade options communicated widely to public and private sectors:

A communication system will be developed to improve information flows amongst and between poor aquatic resource users, service providers, support institutions and policy makers. This will include a website and facilitated internet access through the STREAM communication hubs to inform community level stakeholders with limited internet access. The project objectives and activities will be circulated through by NACA and STREAM to: (1) raise awareness of the project activities; (2) encourage participation in the project; (3) input into the monitoring and evaluation system and (4) engage stakeholders in implementation of project recommendations.

All reports prepared by the project will be subject to peer review. These will be widely shared ensuring dissemination, exchange of information, co-ordination, advocacy and lesson learning.

**2. Explain the methodology to be used.**

The desk-based analysis is required to bring together existing but scattered information. Detailed livelihoods analyses are essential to understand the complex relations between seafood trade and poor people's livelihoods. An effective communications strategy is essential to ensure the project is implemented successfully, that diverse stakeholder experiences and opinions are properly considered and that the relevant follow up actions are catalysed. Peer review and stakeholder opinion on research findings are important to ensure international credibility, and consensus building on pro-poor seafood trade.

**3. Explain why the methodology is appropriate to the focus areas and projected results**

The methodologies adopted are appropriate for addressing the complex issues associated with this focus area. The combination of macro-level analysis and detailed micro-level case studies involving consultation with poor people is necessary to understand the local context and poor people's livelihoods within the European and global context. Emphasis on communication and participation by a wide range of government, private and NGO stakeholders, as well as most importantly poor people themselves, through NACA/STREAM communication platforms and participatory approaches to communications is highly relevant. The outcome should provide the necessary understanding of local issues with a global trade context, essential in finding policy direction and pro-poor options in the complex trade and development environment.

## **E. Programme of Activities**

### **1. Work Plan**

#### **Output 1. Review of the International Seafood Trade and Poverty (*October-December 2003*)**

##### ***Activity 1.1: Inception meeting in Bangkok between team members***

Inception meeting held in Bangkok to prepare a detailed plan for project implementation.

##### ***Activity 1.2: Consultations and drafting of review report on international seafood trade and poverty***

Report prepared through consultations with stakeholders and review of existing documentation. Project web site established.

##### ***Activity 1.3: Peer review of draft report***

Draft review report circulated, covering cross-section of expertise/opinion from the wide range of sectors.

##### ***Activity 1.4: Finalisation of report***

Draft review report finalised and published via the project web site and in hard copy. Report basis for planning next phase.

⇒ ***Milestone 1: Completion of seafood trade and poverty review and dissemination via web site/email by 31<sup>st</sup> December 2003***

#### **Output 2. Understanding of Relations between Poor People's Livelihoods and Seafood trade (*January – December 2004*)**

Two case studies carried out - each case study to follow the same process, but adapted to local contexts.

##### ***Activity 2.1: Planning of case studies and training of livelihood analysis teams***

Case study planning and training/orientation of local livelihood teams. Stakeholder identification analysis followed by training/orientation of livelihood teams.

##### ***Activity 2.2: Implementation of case studies***

Case studies conducted through stakeholder livelihood analyses and other participatory tools to map market/value chains and participants involved, power and influence structures etc.

##### ***Activity 2.3: Preparation of draft reports on case study findings***

Reports prepared for each local context using workshops with stakeholders to discuss/agree findings. Draft reports finalised in consultation with national teams.

##### ***Activity 2.4: Finalisation of case study reports***

The case study reports finalised based on the comments received. Reports made available on project web site, and in hard copy.

⇒ ***Milestone 2: Completion of case study reports and dissemination via web site/email by 31<sup>st</sup> December 2004***

### **Output 3. Options for Poverty Reduction through International Seafood Trade Identified (July 2004 – December 2004)**

Output achieved through a combination of desk-based analysis of research findings (outputs 1 and 2) and wider in-country, regional and international consultations.

#### ***Activity 3.1: Analysis and identification of poverty reduction options***

Based on Outputs 1 and 2, an analysis will be conducted to identify entry points for poverty reduction in the seafood trade.

#### ***Activity 3.2: Consultation and feedback on poverty reduction strategies***

Options analysis for pro-poor seafood trade widely circulated to stakeholders for comment and feedback. Pro-poor seafood trade options and experiences provided by stakeholders analysed and incorporated into final document.

#### ***Activity 3.3: Finalisation of case study reports***

Case study reports finalised based on the comments received. After completion, the reports made available via the project web site and in hard copy.

⇒ ***Milestone 3: Completion of pro-poor options seafood trade report and dissemination via web site/email by 31<sup>st</sup> December 2004***

### **Output 4. Pro-poor Seafood Trade Options Communicated Widely to Public and Private Sectors (October 2003 – March 2005)**

Communication of project activities and outputs widely within the public and private sectors in EU and Asia over duration of project.

#### ***Activity 4.1: Establishment of project communication system***

Web site established to inform people with Internet access about the project objectives and activities, and to solicit experiences and promote dialogue.

#### ***Activity 4.2: Exchange of experience and public discussion on seafood trade and poverty through promotion of web-based communications and dissemination of project findings***

Regular project reports, and other information from the project circulated and made available for public comment and discussion through the web site.

#### ***Activity 4.3: Preparation of draft project report***

Draft project report prepared and made available for stakeholder comment via the web site. Comments received considered in finalising report.

#### ***Activity 4.4: Briefing of DFID/EC***

The project team will brief DFID/EC on the project findings and follow-up actions.

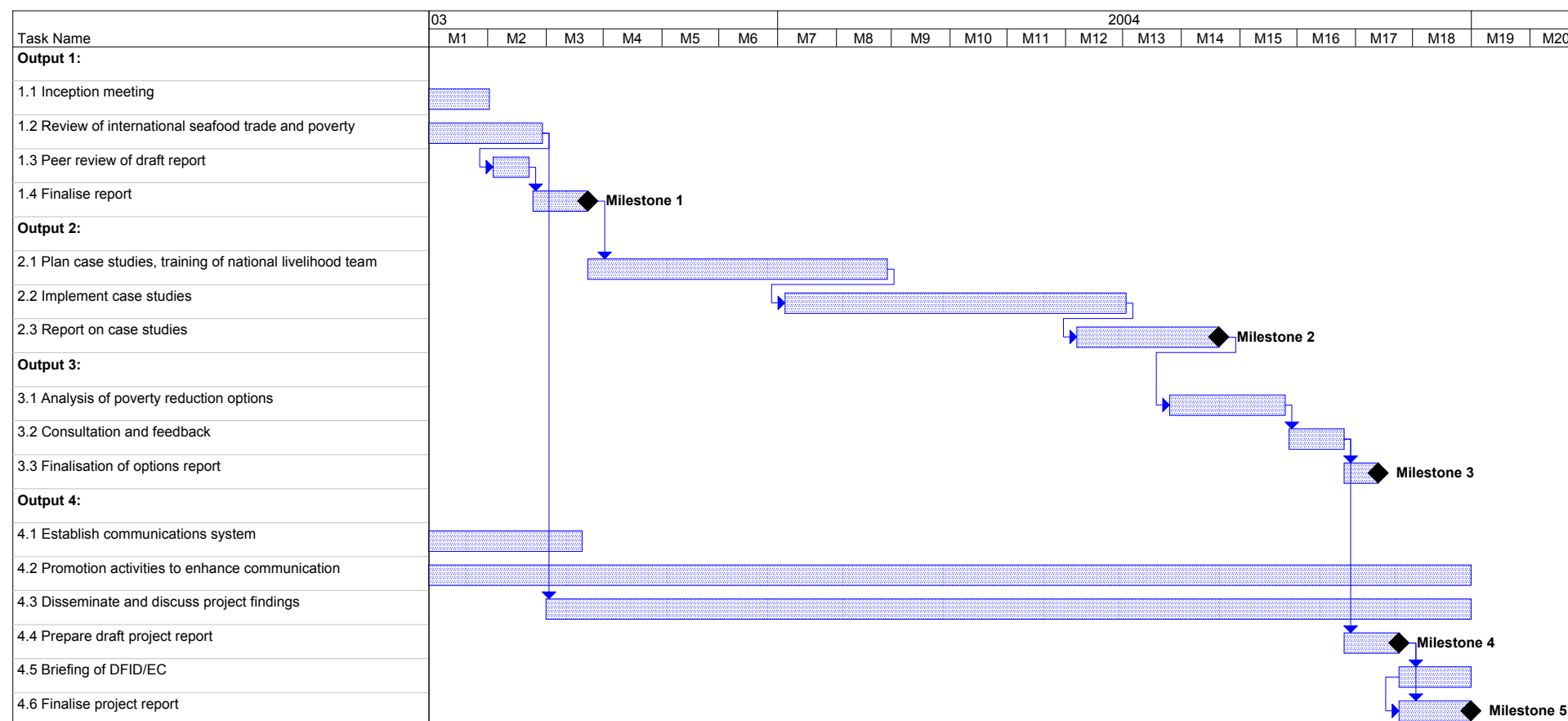
#### ***Activity 4.5: Finalisation of project report***

Following DFID/EC briefing and feedback from stakeholders, the final project report prepared and made widely available on the website and as hard copy. Website continued beyond the project, as part of the NACA and STREAM regular communications programmes.

⇒ ***Milestone 4: Draft report submitted to EC-PREP by 31<sup>st</sup> February 2005***

⇒ ***Milestone 5: Final report submitted to EC-PREP by 31<sup>st</sup> March 2005***

**Figure 1: Bar chart showing Project Activities and Milestones**



### **3. Specify Quality Control Mechanisms**

#### ***Information access and sharing***

Project information will be made available on a web site, maintaining transparency of project objectives, outputs and activities. Reports peer reviewed and available for public comment.

#### ***Management information, monitoring and evaluation***

Logframe an important basis of the monitoring and evaluation system. Participatory reviews of the project logical framework conducted 6 monthly by the management team to consider the progress/continued relevance of:

- Implementation of activities
- Achievement of outputs, balance of outputs and their relevance
- Effectiveness of stakeholder partnerships
- Effectiveness of implementation mechanisms

Participatory tools and techniques used to ensure an accurate picture of progress, including *significant change* approaches to M&E changes at the community level.

A management information system (MIS) will be established to monitor input procurement, activity timing and output achievements. Accounts, budget, work plan, contractual agreements and progress reports act as the primary sources of information.

#### ***Reporting***

Brief 'output to purpose and 'activity to output' quarterly reports will be submitted to EC-PREP and all project participants. Post-completion impact report will be prepared 12 months after the last grant installment.

### **4. Examine the risks behind the assumptions that underlie the relationship between inputs and outputs of the project. Evaluate the robustness of the project in cases where such assumptions do not hold.**

Enabling environment exists: creating linkages between poverty and trade can reveal political/commercial unease, especially where foreign exchange is involved.

NACA/Poseidon have worked with many of the Governments involved and have already prepared much of the conceptual groundwork.

Budgets and programs are successfully managed: This project involves logistical complexities with a consequent risk of budgetary overruns. NACA and Poseidon have experienced project management capabilities to ensure targets and budgets are achieved.

#### ***Purpose to goal:***

Continued donor commitment to transparent trade: trade/poverty linkages are high on the international agenda at present – however donor fatigue may reduce ex-post funding potential. Project outputs will need to reflect the developing reality.

Externalities stimulating poverty: war, regional economic uncertainties etc may generate poverty masking project benefits. Requires M&E systems with financial/economic indicators.

#### ***Output to purpose:***

Effective and representative data collection from diverse European markets: the seafood markets are highly diverse with little product traceability. Project data collection must be based on frame surveys to ensure representativeness.

Representative analysis of livelihood and poverty linkages with trade: coastal fishing communities and small-holder aquaculture is fragmented and diverse. Interventions to inventively target realistic selection of genuinely poor groups – a primary design requirement.

Realistic appraisal of trade barriers / opportunities and development of practical solutions: opportunities for increasing sustainability with possible short-term reduced financial returns will need to be adopted through awareness-building and practical, innovative solutions.

Effective communication channels with poorer communities: fragmented coastal communities present difficulties in communicating project concepts and messages - Poseidon and NACA have developed effective extension mechanisms and the STREAM communication platforms is orientated towards these technology-poor communities.

***Activity to output:***

Rapid access to trade statistics: statistics for seafood commodity trading are disparate in source and notoriously erroneous. Poseidon maintains links with main data providers (Eurostat and EU Member State internal sources).

Proactive participation of key stakeholders, esp. (i) public sector governance and (ii) EU importers: resistance to pro-poor trade expected if it impacts traditional commercial links. Understanding and practical mitigation mechanisms need to be built into project design.

# 1. PROJECT FRAMEWORK

Narrative Summary (NS)	Verifiable Indicators (OVI)	Means of Verification (MOV)	Assumptions/ Risks
<b>Goal:</b> International seafood trade that contributes to poverty reduction	By 2005, knowledge constraints to poverty reduction in international seafood trade identified and disseminated	Dissemination outputs	Enabling environment exists Budgets and programs are successfully managed
<b>Purpose:</b> To identify options for poverty reduction through international seafood trade.	By 2005, stakeholders have participated widely and contributed to identifying poverty reduction options in the international seafood trade	Final project report Post-completion impact report	<u>Purpose to goal:</u> Continued donor commitment to transparent trade; governance / war stimulating poverty
<b>Outputs:</b> 1. Review of the international seafood trade and poverty	By end of 2003, peer reviewed shared understanding of relations between international seafood trade and poverty	Report on the international seafood trade	<u>Output to purpose:</u> Effective and representative data collection from diverse European markets.
2. Understanding of the livelihoods of poor people within the international seafood trade.	By end of 2004, three case study reports from 3 countries highlight interactions of international seafood trade and livelihoods	Case study reports	Representative analysis of livelihood and poverty linkages with trade.
3. Options for poverty reduction through international seafood trade identified	By end of 2004, comprehensive analysis of poverty reduction options published	Report on options	Realistic appraisal of trade barriers / opportunities and development of practical solutions
4. Pro-poor seafood trade options communicated widely to public and private stakeholders	By project end, evidence of participation and feedback on options for pro-poor seafood trade.	Briefing materials Final report Quarterly project reports	Effective communication channels with poorer communities
<b>Activities</b>	<b>Inputs</b>	Project reports Financial audits	<u>Activity to output:</u> Rapid access to trade statistics Availability of commodity prices and volumes. Proactive participation of key stakeholders, esp. (i) public sector governance agencies and (ii) European importers
<i>Activities to achieve Output 1:</i>	(refer to budget detail)		
1.1 Inception team meeting	Output 1: Personnel, travel		
1.2 Prepare review report on international seafood trade and poverty			
1.3 Peer review of draft report			
1.4 Finalise report based on review			
<i>Activities to achieve Output 2:</i>	Output 2: Personnel, travel, sub-contracts for livelihood analyses		
2.1 Plan 3 case studies and training/orientation of livelihood teams			
2.2 Implement 3 case studies			
2.3 Report on case studies			
<i>Activities to achieve Output 3:</i>	Output 3: Personnel		
3.1 Analysis of poverty reduction options			

Narrative Summary (NS)	Verifiable Indicators (OVI)	Means of Verification (MOV)	Assumptions/ Risks
3.2 Consultation and feedback	Output 4: Server and personnel for web site development. Personnel and materials for preparation and dissemination of reports and other briefing materials. Personnel and travel		
3.3 Preparation of final report			
<i>Activities to achieve Output 4:</i>			
4.1 Establish communications system			
4.2 Promote activities to enhance communication on seafood/poverty			
4.3 Disseminate and engage stakeholders in discussion of project findings			
4.4 Prepare draft final project report			
4.5 Briefing of DFID/EC			
4.6 Finalise and submit project report to EC-PREP			