TEMPLATE FOR MONITORING OF THE IMPLEMENTATION OF INFORMATION STRATEGIES IN 2020

To facilitate the annual monitoring of the implementation of Information Strategies to be discussed at the SEAFDEC Information Staff Program (ISP) Meeting and reported to the SEAFDEC Council Meeting, the Secretariat and Departments are requested to regularly monitor the activities that contribute to improving the visibility and communication of the Center, and provide the information on the corresponding activities as shown in the following:

Strategy 1: Production of relevant timely, and useful information materials to meet the requirements of the target audience

- Production and dissemination of technical materials *

<table>
<thead>
<tr>
<th>Technical materials</th>
<th>No. of titles</th>
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<th>E-copy</th>
</tr>
</thead>
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<tr>
<td></td>
<td></td>
<td>No. of copies produced</td>
<td>No. of copies distributed</td>
</tr>
<tr>
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<tr>
<td>Reports of events organized by SEAFDEC</td>
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<tr>
<td>Materials for policy makers</td>
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<tr>
<td>Materials for general public, students and youth</td>
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<td><strong>TOTAL</strong></td>
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Note: * coverage is during the reporting year only
** for publications not intended for sale

Appendix 1. List of technical materials produced in 2020*

<table>
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<th>Titles</th>
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<tbody>
<tr>
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<td>No. of copies distributed</td>
<td>Distributed through e-mail</td>
</tr>
<tr>
<td>Technical/scientific materials</td>
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<tr>
<td>handbooks, technical guidelines, SOPs, Statistical Bulletin, SEASOFIA, manuals, technical publications, technical brochures</td>
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<tr>
<td>Reports of events organized by SEAFDEC</td>
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<tr>
<td>Reports, Proceedings</td>
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<tr>
<td>To include: reports of all regional activities (including on-site activities in pilot sites)</td>
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<tr>
<td>Not to include: reports meant for internal reference</td>
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<tr>
<td>Materials for policy makers</td>
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<td></td>
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</tr>
<tr>
<td>Titles</td>
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<td>E-copy</td>
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<tr>
<td></td>
<td>No. of copies produced</td>
<td>No. of copies distributed</td>
<td>Distributed through e-mail</td>
</tr>
<tr>
<td>RPOAs, regional guidelines, Resolutions and Plans of Action, Policy Briefs</td>
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<tr>
<td>Materials for general public, academes, students and youth</td>
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</tr>
<tr>
<td>Posters and cartoons that provide knowledge in addressing fisheries related/technical issues</td>
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Note: * coverage is during the reporting year only  
** for publications not intended for sale

- Technical videos

<table>
<thead>
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<th>Department</th>
<th>No. of titles</th>
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Appendix 2. List of technical videos produced in 2020

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</tbody>
</table>

Remarks: Only videos posted during the reporting year, e.g. in SEAFDEC websites, Youtube, Facebook

- Development of technical/scientific articles published in technical/scientific journals/proceedings

<table>
<thead>
<tr>
<th>Technical/scientific articles</th>
<th>No. of titles</th>
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</thead>
<tbody>
<tr>
<td>Published in SEAFDEC publications (including proceeding)</td>
<td></td>
</tr>
<tr>
<td>Published in non-SEAFDEC publications (including scientific journals/proceedings)</td>
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Appendix 3. List of technical/scientific articles published in scientific journals/proceedings in 2020

<table>
<thead>
<tr>
<th>Titles</th>
<th>No. of copies of publications produced</th>
<th>Department</th>
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<tbody>
<tr>
<td><strong>Articles published in SEAFDEC publications</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fish for the People, Proceedings, Special Reports in SEAFDEC Newsletter (not including powerpoint presentations in proceedings)</td>
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<tr>
<td><strong>Articles published in non-SEAFDEC publications</strong></td>
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<tr>
<td>Proceedings, technical/scientific journals</td>
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<tr>
<td><strong>Number of queries, record of sale of the materials, and number of citations</strong></td>
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<tr>
<td>Number of queries requesting for information through the SEAFDEC libraries or other offices</td>
<td>Number of publications sold</td>
<td>Number of citations*</td>
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</table>

* Citations during the reporting year for all publications (including those published in previous years)

**Others**

**Strategy 2: Raising SEAFDEC image at national, regional and international levels**

**Production and dissemination of promotional publications**

<table>
<thead>
<tr>
<th>Promotional publications</th>
<th>No. of titles/ issues</th>
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<th>E-copy</th>
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<tr>
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<td></td>
<td>No. of copies produced</td>
<td>No. of copies distributed</td>
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<tr>
<td>Annual Reports, Highlights</td>
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<td></td>
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</tr>
<tr>
<td>Newsletters, Periodical Publications</td>
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</tr>
<tr>
<td>Promotional Publications (books, flyers, brochures, calendar)</td>
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<tr>
<td>Promotional Posters</td>
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</table>
Appendix 4. List of promotional publications produced in 2020

<table>
<thead>
<tr>
<th>Titles</th>
<th>Hard copy</th>
<th>E-copy</th>
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<tbody>
<tr>
<td></td>
<td>No. of copies produced</td>
<td>No. of copies distributed</td>
</tr>
<tr>
<td>Annual Reports, Highlights</td>
<td></td>
<td></td>
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<tr>
<td>Newsletter, Periodical Publications</td>
<td></td>
<td></td>
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<tr>
<td>Promotional Publications (books, flyers, brochures, calendar)</td>
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<td>Promotional Posters</td>
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</table>

- Production and dissemination of promotional materials and souvenirs

<table>
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<tr>
<th>Department</th>
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<th>No. of items distributed</th>
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Appendix 5. List of promotional materials and souvenirs produced in 2020

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<th>Items</th>
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<td>stickers, pins, bookmarks, T-shirt, mugs, caps, keyholders, USB, pens, bags</td>
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- Promotional Videos

<table>
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<tr>
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<td>MFRDMD</td>
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<tr>
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</table>
Appendix 6. List of promotional videos produced in 2020

<table>
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<th>Titles</th>
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</table>

- **SEAFDEC Websites established and administered by SEAFDEC**

<table>
<thead>
<tr>
<th>Website name</th>
<th>No. of unique visitors</th>
<th>No. of referral links</th>
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<tbody>
<tr>
<td>Main website</td>
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<tr>
<td><a href="http://www.seafdec.org">www.seafdec.org</a></td>
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<tr>
<td><a href="http://www.seafdec.or.th">www.seafdec.or.th</a></td>
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<tr>
<td><a href="http://www.seafdec.org.ph">www.seafdec.org.ph</a></td>
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<tr>
<td><a href="http://www.seafdec.org.my">www.seafdec.org.my</a></td>
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<tr>
<td><a href="http://www.seafdec.id">www.seafdec.id</a></td>
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<tr>
<td>*<em>TOTAL</em></td>
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* Total is counted for SEAFDEC and Department websites (including total during reporting year)

- **Project websites established and administered by SEAFDEC and relevant partners**

<table>
<thead>
<tr>
<th>Website name</th>
<th>No. of unique visitors</th>
<th>No. of referral links</th>
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<tbody>
<tr>
<td>SEAFDEC-Sweden Project</td>
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<td>SEAFDEC refugia</td>
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<td>ASSP portal website</td>
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<tr>
<td>USAID-Ocean Projects</td>
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<td>REBYC</td>
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</table>

- **Social media administered by SEAFDEC**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>No. of followers/subscribers</th>
<th>No. of likes/views</th>
<th>No. of shares</th>
<th>Department</th>
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<tbody>
<tr>
<td><a href="http://www.facebook.com/seafdec.aqd">www.facebook.com/seafdec.aqd</a></td>
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</table>
• Participation and organization of exhibitions

<table>
<thead>
<tr>
<th>Department</th>
<th>Total no. of exhibitions participated/organized by SEAFDEC</th>
<th>Estimated no. of visitors*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secretariat</td>
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<td></td>
</tr>
<tr>
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* Estimated no. of visitors to SEAFDEC booths only, not visitors to the whole event

Appendix 7. List of exhibitions participated/organized by SEAFDEC in 2020

<table>
<thead>
<tr>
<th>Exhibition Titles*</th>
<th>Estimated no. of visitors</th>
<th>Department</th>
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</tbody>
</table>

*main exhibition title, not SEAFDEC booth title

• Press statements/releases and appearance in public media

<table>
<thead>
<tr>
<th>Total Number of Press Statements officially released by SEAFDEC</th>
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<th>TD</th>
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<th>AQD</th>
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<th>IFRDMD</th>
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</thead>
<tbody>
<tr>
<td>Number of SEAFDEC appearances in public media and other websites</td>
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<td>- Newspaper/ magazines *</td>
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<td>- Websites</td>
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<tr>
<td>- Radio**</td>
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<tr>
<td>- Television</td>
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</table>

* For news on the same event that appears many times in different newspapers, the total number of appearance is reported
** For the same radio spot that is broadcasted in the same channel/station for many days, the broadcast is reported only once

Appendix 8. List of press statements/releases produced by SEAFDEC in 2020

<table>
<thead>
<tr>
<th>Titles (Date, Venue)</th>
<th>Department</th>
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Appendix 9. List of SEAFDEC appearances in public media in 2020

<table>
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<tr>
<th>Short description</th>
<th>Types of media</th>
<th>Department</th>
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</tbody>
</table>
Types of media: 1) Newspaper/magazines; 2) Websites; 3) Radio; 4) Television

- **Regional common/coordinated position of the region reflected at the international fora**

List of regional common/coordinated positions reflected at international fora, including results (if any)

- 
- 

- **Others**

Strategy 3: Enhancing communication and information sharing both within SEAFDEC and with Member and non-Member Countries, other international/regional organizations, and public

- **Extension of library services**

(Description on scope of library services that could be provided by Departments)

- **Subscriptions/exchange of library materials**

<table>
<thead>
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<th>Library materials acquired/received during the reporting year</th>
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<th>AQD</th>
<th>MFRDMD</th>
<th>IFRDMD</th>
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<tr>
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<td>Books, reports, technical publications (no. of titles)</td>
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</tr>
<tr>
<td>Audio-visual Materials (no. of items)</td>
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</table>

- **Information sharing and dissemination**

<table>
<thead>
<tr>
<th>Department</th>
<th>No. of exchange libraries</th>
<th>Technical publications sent to target groups</th>
<th>Promotional publications sent to target groups</th>
<th>No. of downloadable materials in SEAFDEC websites*</th>
<th>No. of downloads during reporting year**</th>
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</thead>
<tbody>
<tr>
<td>Secretariat</td>
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<tr>
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<td>MFRDMD</td>
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<tr>
<td>IFRDMD</td>
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<tr>
<td>TOTAL</td>
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</tr>
</tbody>
</table>

* accumulated number of materials (including materials from previous years)

** should include downloaded publications from SEAFDEC websites and repositories, but should not include downloaded working papers of SEAFDEC events

- **SEAFDEC Databases**
<table>
<thead>
<tr>
<th>Database Titles*</th>
<th>URL</th>
<th>Short description</th>
<th>No. of access during the reporting year</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

* should include database open for public or users’ access, including repositories and OPAC, but should not include databases developed for internal use in project management

- **SEAFDEC Repositories**

<table>
<thead>
<tr>
<th>Department</th>
<th>Repository URL</th>
<th>No. of access</th>
<th>No. of unique visitors</th>
<th>No. of titles uploaded during reporting year</th>
<th>No. of titles accumulated</th>
<th>No. of downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secretariat</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TD</td>
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<tr>
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</tbody>
</table>

- **Establishment and use of unified e-mail system**

<table>
<thead>
<tr>
<th>Department</th>
<th>E-mail format</th>
<th>No. of e-mail account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secretariat</td>
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<td></td>
</tr>
<tr>
<td>TD</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td></td>
</tr>
<tr>
<td>MFRD</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td><a href="mailto:surname@email.gov.sg">surname@email.gov.sg</a></td>
</tr>
<tr>
<td>AQD</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td>ph</td>
</tr>
<tr>
<td>MFRDMD</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td>my</td>
</tr>
<tr>
<td>IFRDMD</td>
<td><a href="mailto:name@email.org">name@email.org</a></td>
<td>id</td>
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</table>

- **Establishment and use of e-groups**

<table>
<thead>
<tr>
<th>E-groups</th>
<th>Purpose</th>
<th>Department</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

- **Visitors to SEAFDEC**

8
<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Visitors*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sec</td>
</tr>
<tr>
<td>Fisheries-related agencies from countries hosting departments</td>
<td></td>
</tr>
<tr>
<td>Fisheries-related agencies from Member Countries (not hosting any department)</td>
<td></td>
</tr>
<tr>
<td>Fisheries-related agencies from non-Member Countries</td>
<td></td>
</tr>
<tr>
<td>International/regional organizations (fisheries and non-fisheries)</td>
<td></td>
</tr>
<tr>
<td>Academe</td>
<td></td>
</tr>
<tr>
<td>Others (public, private sector, NGOs, etc.)</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>

* No. of visitors does not include participants involved in concurrent Department activities such as meetings, training programs, internships, and study tour programs conducted by the Departments or personal visits

- **SEAFDEC participation in events organized by other organizations** *(no. of events, no. of participants/observers from SEAFDEC)*

<table>
<thead>
<tr>
<th>Category</th>
<th>Sec</th>
<th>TD</th>
<th>MFRD</th>
<th>AQD</th>
<th>MFRDMD</th>
<th>IFRDMD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings organized by other organizations at regional/international level</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Meetings organized by other organizations at national/local level</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Remarks: E= No. of Events, P= No. of SEAFDEC staff

Appendix 10. SEAFDEC participation in events organized by other (non-SEAFDEC) organizations in 2020

<table>
<thead>
<tr>
<th>Title of events (Date, Venue)</th>
<th>No. of presentations by SEAFDEC</th>
<th>Organizer</th>
<th>Category</th>
<th>Department + (No. of person)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oral</td>
<td>Poster</td>
<td></td>
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</tbody>
</table>

Category: 1) Event at international/regional level; 2) Event at national level, including lectures in academe

- **Participation of officials from Member Countries in events organized by SEAFDEC**

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Participants from Member Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
</tr>
<tr>
<td>SEAFDEC regional/international meetings, seminars, workshops</td>
<td></td>
</tr>
<tr>
<td>SEAFDEC national/local meetings, seminars, workshops, consultations, etc.</td>
<td></td>
</tr>
<tr>
<td>International/regional training</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>No. of Participants from Member Countries</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>B</td>
</tr>
<tr>
<td>courses</td>
<td></td>
</tr>
<tr>
<td>National, on-site training courses (course/trainees)</td>
<td></td>
</tr>
<tr>
<td>Study tours (no. of program/trainees)</td>
<td></td>
</tr>
<tr>
<td>Internships (group/persons)</td>
<td></td>
</tr>
<tr>
<td>On-the-job trainings (students)</td>
<td></td>
</tr>
<tr>
<td>SEAFDEC Internal Events</td>
<td></td>
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<tr>
<td>TOTAL</td>
<td></td>
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</table>
Appendix 11. List of events organized by SEAFDEC in 2020

<table>
<thead>
<tr>
<th>Titles (Date, Venue)</th>
<th>Category</th>
<th>No. of Participants</th>
<th>Gender</th>
<th>Department</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

**Category:**

1) International/regional meetings, seminars, workshops, consultations, etc. (technical discussions)
2) National/local meetings, seminars, workshops, consultations, etc. (technical discussions)
3) International/regional training courses (capacity building)
4) National, On-site training courses (capacity building)
5) Study tours
6) Internships
7) On-the-Job trainings
8) SEAFDEC Internal Events
Appendix 12. SEAFDEC official mission in 2020

<table>
<thead>
<tr>
<th>Titles</th>
<th>Department</th>
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<tbody>
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</table>

Appendix 13. Collaborative arrangements and activities that are still valid in 2020 (including newly established or ongoing)

<table>
<thead>
<tr>
<th>Organizations</th>
<th>Types and titles of collaboration, and duration</th>
<th>Scope of collaboration</th>
<th>Summary of activities during the reporting year</th>
<th>Department</th>
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</thead>
<tbody>
<tr>
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</table>

Appendix 14. Funding support from donors, other organizations*

<table>
<thead>
<tr>
<th>Organizations</th>
<th>Scope</th>
<th>Estimated annual budget (USD)</th>
<th>Department</th>
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</table>

*excluding funding support from MRC and Host Governments

- Others
Strategy 4: Strengthening SEAFDEC Capability in Information-related activities

- Financial sustainability of publication and information activities

<table>
<thead>
<tr>
<th>Department</th>
<th>Total cost for production of publications and information materials</th>
<th>Sale of publications and information materials</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total production cost of publications for sale</td>
<td>Returns from sale of publications*</td>
<td>Returns of investment (%)*</td>
</tr>
<tr>
<td>Sec</td>
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<tr>
<td>TD</td>
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<td>AQD</td>
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<td>MFRDMD</td>
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<td>IFRDMD</td>
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</tbody>
</table>

* Returns before deducting production cost

- Percentage of program expenditures spent for information activities

<table>
<thead>
<tr>
<th>Department</th>
<th>Total program expenditures* (USD)</th>
<th>Total expenditures spent for information activities* (USD)</th>
<th>Percentage of program expenditures spent for information activities (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secretariat</td>
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<tr>
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<tr>
<td>IFRDMD</td>
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</tr>
</tbody>
</table>

* mainly for FCG/ASSP programs that has category for expenditure on “Information Activities”

- Human resources development activities that contributed to enhancing information activities and SEAFDEC visibility

- Others

Strategy 5: Regular monitoring and evaluation of information activities

- Feedback from target audiences on materials produced by SEAFDEC

- Regular monitoring of activities by the Secretariat and Departments, and annual monitoring of activities at the ISP Meeting

- Others