



PROJECT DOCUMENT

Program Categories: Departmental Programs

Project Title: Promotion on strengthening of SEAFDEC visibility and enhancing human capacity building

Responsible Department: Training Department

Total Duration: 2019

Funding Sources: Training Department

Estimated Budget for 2019: 70,000 USD

1. INTRODUCTION

The Information Strategies for Enhancing SEAFDEC Visibility and Communication which was endorsed by the SEAFDEC Council in 2006 are used as a common policy framework for information-related activities of the organization. In 2009, the strategies were revised and simplified. However, they still emphasize raising SEAFDEC image at international, regional, national levels, and enhancing communication and information sharing both within SEAFDEC and with Member and non-Member Countries, other international/regional organizations, and the public.

In addition, the Plan of Action on Sustainable Fisheries for Food Security Towards 2030 which was adopted in ASEAN-SEAFDEC Regional Meeting on the Resolution and Plan of Action for ASEAN Region Toward 2030 which hold in September 2019, Bangkok, Thailand emphasize the enhancement of regional fishery information systems and mechanisms to facilitate sharing, exchange, and compilation of information.

Following the information strategy of SEAFDEC and the Plan of Action on Sustainable Fisheries for Food Security Towards 2030 through promotion of SEAFDEC role, implementation activities, visibility and image to Member Countries, other international institutions and the public including enhancing capacity building on fishery field for relevant agencies and stakeholder, SEAFDEC/TD propose and implement the project of "Promotion on strengthening of SEAFDEC visibility and enhancing human capacity building" under Departmental program.

2. PROJECT

2.1 Goal /Overall Objectives

SEAFDEC's role, responsibility, visibility, and image are promoted and enhanced among Member Countries, other international institutions, and the public.

2.2 Outcomes and Expected Outputs

Outcomes

- Strengthening of SEAFDEC and Department's visibility and image
- Increasing of understanding, knowledge, and experience for relevant agencies and stakeholder in fisheries-related issues

Expected Outputs

- Understanding of the role and SEAFDEC / Departments activities
- Delivery of fisheries information to stakeholders and the public
- Hub of fishery information and capacity building on the fisheries-related issues in the region
- Building up human capacity on the fisheries-related issues

2.3 Project Description/Framework

Activity 1: Promotion and Enhancement of SEAFDEC Visibility and Image

SEAFDEC's role and implementing activities as knowledge on fisheries information in collaboration with other SEAFDEC Departments will be promoted and enhanced among other international institutions and the public via national and international exhibitions as required and other suitable channels.

Activity 2: Production of Information Materials

Hard and soft copies such as Advance Fisheries Technology (AFT) magazine, electronic multimedia, fisheries information packages, *etc.* on fisheries information knowledge and also implementation activities will be produced. These information materials will be promoted and delivered to the public to enhance SEAFDEC visibility and image through fisheries information knowledge.

Activity 3: Management Information System

The Training Department will cooperate with other departments and other relevant agencies in sharing information on fisheries issues. Moreover, strengthening of TD information and network such as an electronic mail group, TD website and integration of relevant website has been maintained as sub-activity.

Activity 4: Human capacity building

For SEAFDEC staff

The knowledge, skill, and experience of SEAFDEC especially information staff will be enhanced and developed by relevant ICT training programs with outside institutions such as the strategy of Public relations, website design, *etc.*

For fishery stakeholder and public

The tailor-made training courses will be conducted based on the need and requirements of the partners and donors. The programs will be designed and planned out by the consultation and agreement of TD and training partners. This includes the choice of subjects, duration, location, and the target participant. Courses/programs can be conducted by combining existing training programs or new topics and programs.

3. PROGRESS/ACHIEVEMENTS OF ACTIVITIES IN THE YEAR 2019

Project Activity Title	Duration	Remarks
1) <i>Promotion and Enhancement of SEAFDEC Visibility and Image</i> <ul style="list-style-type: none">Exhibition on Fisheries Resource Conservation and promotion SEAFDEC and TD activities for Children Day at Pomprachunlajomklao Navy was organized.	12 Jan 19	
<ul style="list-style-type: none">Exhibition at the annual national fair "Pramong Nomklao" was organized in collaboration with the Department of Fisheries (DOF), Thailand. TD presented the "Squids and Automatic Squid Jigging for Exploration Fisheries Resources in Deep Sea." In this regard, the eggs, juveniles, and mature squids, and also Automatic Squid Jigging were shown for the	28 Jun-7 Jul 19	

audiences for better understanding. Moreover, there was the distribution of various technical publications, brochures, VCDs and fishery-related souvenirs to the audiences, and the SEAFDEC visibility was promoted.		
<ul style="list-style-type: none"> • Special event on SEAFDEC Mini-marathon: Fishermen Run and promotion of SEAFDEC visibility 	Will be organized on 8 Dec 19	
<p>2) <i>Production of Information Materials</i></p> <ul style="list-style-type: none"> • Two (2) issues of Advance Fisheries Technology in the theme of “Deep sea squid and technology for exploration the deep sea resources and Refrigeration Technology for the preservation of fishery products”, was produced and distributed about 4,000 copies to TD networks and the public by mail and e-mail to enhance fisheries knowledge and public relation of TD and implementation activities. 	May and Nov 19	
<p>3) <i>Management Information System</i></p> <ul style="list-style-type: none"> • Maintenance and update of TD’s integration website 	Jan-Dec 19	
<ul style="list-style-type: none"> • Development of TD repository 	Jan-Dec 19	
<p>4) <i>Human capacity building</i></p>		
<p>4.1) Human capacity building for national</p> <ul style="list-style-type: none"> • The Workshop on Key Stakeholders’ Engagement and Investigate the Current Situation which Leads to the Low Income of the Fishers of the Project in Lao PDR. There were 24 participants who are fishery officers and key stakeholders in fisheries participated in this Workshop. 	3 days 21-23 Feb. 2019	
<ul style="list-style-type: none"> • The Ecosystem Approach to Fisheries Management (EAFM) Training Course in Nakhon Ratchasima Province which is located in the Eastern part of Thailand. There were 25 Thai Fisheries Officers who conduct on fishery management, human capacity development in fisheries field, and fishery extension. 	5 days 26 Feb. – 2 Mar. 2019	
<ul style="list-style-type: none"> • The Training Course on Basic Principle of Fishing Gear at TD office, Samut Prakan, Thailand, aims to capacity building on the basic principle of fishing gear through the fishing situation in Thailand. There were 23 participants who are fisheries officers from the Department of Fisheries (DOF) of Thailand attended in this training course. 	10 days 13 – 22 Mar. 2019	
<ul style="list-style-type: none"> • The study visit and practice of twenty-six students from the Faculty of Fisheries, Kasetsart University who learned in the subject of Coastal Navigation 	10 May 2019	
<ul style="list-style-type: none"> • Workshop on key stakeholders’ engagement, problem identification and fisheries management plan development in Krabi Province, Thailand. There were 30 participants who are fishery officers and key stakeholders of fisheries in Krabi Province participated in this Workshop. 	3 days 15-17 May 2019	
<ul style="list-style-type: none"> • The Ecosystem Approach to Fisheries Management (EAFM) Training Course in Chiangmai Province, which is located at the northern part of Thailand. There were 20 Thai Fisheries Officers who conduct on fishery management, human capacity development in fisheries field, and fishery extension. 	5 days 27 – 31 May 2019	
<ul style="list-style-type: none"> • The Short-term Training Course for University Students on Ecosystem Approach to Fisheries Management" (Batch-62). The training course was conducted at SEAFDEC/TD, there 	11 days 4-14 Jun 2019	

were 26 students from six different Universities attended in the training course.		
<ul style="list-style-type: none"> The study visit to include knowledge and experience in fishing technology and relevant issues on fisheries for 27 students from Walailuk University 	26 Jun 2019	
<ul style="list-style-type: none"> Study visit and observation program aims to give the initial idea to increase income for Ban Nai Nang community, Krabi Province. There were twenty-five participants (20 women and 5 men) who are Krabi provincial fisheries officers (4 officers) and 21 participants from Ban Nai Nang community, Krabi Province. 	5 days 5 – 9 Aug. 2019	
<ul style="list-style-type: none"> The study visit to include knowledge and experience in fishing technology and relevant issues on fisheries for 107 students from Kasetsart University 	5 Oct 2019	
<ul style="list-style-type: none"> The study visit to include knowledge and experience in fishing technology and relevant issues on fisheries for 44 students from Burapha University (Chanthaburi Campus) 	26-27 Oct 2019	
<ul style="list-style-type: none"> On the job training for Thai university students and diploma student. There were 9 Thai university students and diploma student (5 male, 4 female) practice training to include experience and skill in their study 	Jan-Dec 2019	
4.2) Tailor made training		
<ul style="list-style-type: none"> The Tailor-made Training on Inland Fish Culture in Thailand for 13 fishery officers from the State of Tamil Nadu, India. 	8 days 5 – 12 Aug. 2019	
<ul style="list-style-type: none"> The Tailor-Made Training on Application of coastal Ecosystem Approach to Fisheries Management (EAFM)-learning site in Krabi Province, Thailand for 10 Sudanese. 	6 days 19-24 Aug. 2019	

4. PROPOSED FUTURE ACTIVITIES FOR THE YEAR 2020

4.1 Planning of the Project Activities

Project/Activity Title	Duration	Remarks
<p>Activity 1: Promotion and Enhancement of SEAFDEC Visibility and Image</p> <p>National and international exhibitions as required will be organized to promote and enhance SEAFDEC's role, visibility, and image through present knowledge on fisheries information in collaboration with other SEAFDEC Departments.</p>	Jan-Dec	
<p>Activity 2: Production of Information Materials</p> <ul style="list-style-type: none"> Two (2) issues of Advance Fisheries Technology (AFT). Fisheries information package to promote awareness understanding for fishermen, stakeholders, and public will be produced. The package will include books, brochures, and CD-ROM, <i>etc.</i> 	Jan-Dec	

<p>Activity 3: Management Information System</p> <p>The Training Department will cooperate with other Departments and relevant agencies to share information on fisheries issues. Moreover, strengthening of TD information and network such as an electronic mail group, TD website, and integration of relevant website has been maintained as sub-activity.</p>	Jan-Dec	
Activity 4: Enhancing on human capacity building		
<ul style="list-style-type: none"> The knowledge, skill and experience of SEAFDEC especially information staff will be enhanced and developed by relevant ICT training program with outside institutions such as strategy of Public Relation, website design, etc. 	Jan-Dec	
<ul style="list-style-type: none"> The tailor-made training courses will be conducted based on the need and requirement from the partners and donors. The programs will be designed and planned out by the consultation and agreement of TD and training partners. This includes the choice of subjects, duration, location, and the target participant. Courses/programs can be conducted by combining existing training programs or a new topics and programs. 	Jan-Dec	

4.2 Expected Outcomes/Outputs

- Strengthening of SEAFDEC and Departments visibility and image
- Understanding on role and SEAFDEC / Departments activities on public
- Delivery and enhance knowledge through capacity building of fisheries issues to stakeholders and the public