



(DRAFT)
**REPORT OF THE TWENTY-SECOND MEETING
OF THE SEAFDEC INFORMATION STAFF PROGRAM (ISP)**

29 November and 1 December 2021, Online Meeting

INTRODUCTION

1. The Twenty-second Meeting of the SEAFDEC Information Staff Program (22 ISP Meeting) was organized on 29 November and 1 December 2021 through an online platform. Hosted by the SEAFDEC Secretariat, the 22 ISP Meeting was attended by the SEAFDEC Deputy Secretary-General, Senior Officials of the SEAFDEC Secretariat, and information-related officers from the SEAFDEC Secretariat, TD, AQD, MFRDMD, and IFRDMD. The List of Participants appears as **Annex 1**.

I. OPENING OF THE MEETING

2. The Deputy Secretary-General of SEAFDEC, *Mr. Koichi Honda*, welcomed the participants to the 22 ISP Meeting. He highlighted the importance of the annual ISP Meeting to monitor the progress of the implementation of the “Information Strategies for Enhancing SEAFDEC Visibility and Communication” throughout the year, as well as to provide platform for discussion on information materials and activities of the upcoming year. He added that for this 22 ISP Meeting, the progress of information-related works raised during the recent years, *e.g.* the co-location of repositories of the SEAFDEC Secretariat and some Departments to AQD and the SEAFDEC Style that was intended to serve as a guide to harmonize the language and style of SEAFDEC articles and publications, would be discussed. He therefore encouraged the participants to actively take part in the deliberations, and then declared the Meeting open. His Opening Remarks appears as **Annex 2**.

II. BACKGROUND AND OBJECTIVES OF THE MEETING

3. The representative from the SEAFDEC Secretariat introduced the Background, Objectives, and Agenda of the Meeting, which appear in **Annex 3**.

**III. REVIEW OF THE PROGRESS AND ACHIEVEMENTS IN THE
IMPLEMENTATION OF THE INFORMATION STRATEGIES FOR ENHANCING
SEAFDEC VISIBILITY AND COMMUNICATIONS IN 2021**

4. The “Progress of the Implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communications” covering the period January-October 2021 (**Annex 4**) was presented by the representative from the SEAFDEC Secretariat based on the inputs provided by the Departments. The 22 ISP Meeting subsequently provided views, observations, and recommendations for improving the implementation and monitoring of the progress of the Information Strategies, as shown in the following:

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

- For the Table on “Technical videos” and in Appendix 2 (List of technical videos), the videos recorded from online events (*e.g.* meeting, seminars, webinars) and the videos produced as materials for training courses, should be monitored and included in the Table and the Appendix.
- On the videos of AQD for its training courses, as in Appendix 2 (List of technical videos), which could be accessed only by participants of the training courses and the URLs are not provided in the Appendix, short explanations should be provided to indicate that the URLs are provided only to participants of the training courses.
- Publications from projects implemented by SEAFDEC but funded by external donors could be uploaded into the SEAFDEC Repository (if permission is granted by donors) under the community “SEAFDEC Collaborative Project Publications.”
- For the Table on “Number of queries, record of sales of the materials, and number of citations,” the number of citations should be moved and recorded in a separate table. The new Table could appear as shown below:

	Cumulative number of citations			
	Total	Web of Science	Scopus	Google scholar
Secretariat				
TD				
MFRD				
AQD				
MFRDMD				
IFRDMD				

- Departments should explore the appropriate ways of making available, reports of events that are not yet published in their respective websites, after the completion of the events.

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

- Under the Table on “Promotional publication,” the category on “promotional CD, VCD” should be removed as no more materials had been produced in such format since 2021.
- Huge numbers of likes and reaches could be observed in some social media platforms, *i.e.* YouTube of TD and Facebook of AQD. For TD, the increase could be attributed to the increased number of videos on training course materials uploaded on YouTube. For AQD, the increase could be because of the production of simple and attractive contents intended for the general public; and in which case more than 18,000 followers helped in sharing their posts where one post could get 10,000–50,000 reaches.
- For improvement of the performance of social media platforms, the Departments were encouraged to continue developing their respective social media calendars as well as interesting contents to promote their works and relevant information through the social media.
- Information on interviews with the SEAFDEC Secretary-General publicized in public media could be reported in Appendix 9 (SEAFDEC Appearance in Public Media) and the Table on “Press statement and appearance in public media.”

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

- For technical materials uploaded in SEAFDEC repositories, key statistics of the materials (e.g. number of downloads and views) should be provided in the view page of the respective materials to enkindle visitors' interest. In this connection, the IT staff of the SEAFDEC Secretariat would consult with the IT staff of AQD on this possibility and on how this could be carried out.
- In the Table on "Meetings, training, etc. organized by SEAFDEC," under the category of "SEAFDEC regional/international meetings, seminars, workshops," remarks should be indicated that such number of events and participants also include webinars that invited the general public to participate.

Strategy 4: Strengthening SEAFDEC capability in information-related activities

- In the Table on "Financial sustainability of publication and information activities," it was difficult for AQD to separately report the "production cost of publications for sales" considering that it is included under "total cost for production of publications and information materials." In addition, the "Returns for sale of publications" could also include returns from sales of publications produced in the previous years.

Strategy 5: Regular monitoring and evaluation of information activities

- The usual monitoring system should be continued under this Strategy

5. After the discussion, the Departments agreed to provide the updated information on the progress of implementation of the Information Strategies (to cover the period from January to December 2021), taking into consideration the abovementioned recommendations including the revisions of the monitoring templates, to the SEAFDEC Secretariat by the end of January 2022. The 22 ISP Meeting was also informed that the summary of this annual progress report would be included in the SEAFDEC Annual Report 2021.

IV. PREPARATION AND ENHANCEMENT OF SEAFDEC INFORMATION TOOLS/ACTIVITIES IN 2022

4.1 Overview of SEAFDEC Regular Information Materials

6. The 22 ISP Meeting took note of the SEAFDEC regular information materials to be produced by the SEAFDEC Secretariat in 2022 with inputs from the Departments, *i.e.* SEAFDEC Annual Report 2021, Annual Compilation of Information Materials 2021, SEAFDEC Newsletter (four issues), Special Publication "Fish for the People" (three issues), and SEAFDEC Calendar 2023; as well as the non-regular publication "Southeast Asian State of Fisheries and Aquaculture (SEASOFIA) 2022." The required inputs including indicative workplan and timeframe, number of copies required by the Departments, and the focal persons for each material were also noted. The corresponding document appears as **Annex 5**.

7. Considering the difficulties in disseminating printed publications during the COVID-19 pandemic, the 22 ISP Meeting took note of the changes in the number of copies required by the Departments for some materials, as follows:

- SEAFDEC Annual Report: TD to change from 100 to 50 copies; and MFRDMD to change from 100 to 50 copies
- Fish for the People: TD to change from 200 to 100 copies

8. The 22 ISP Meeting also noted that while 1,000 copies were usually produced for the past SEASOFIA publications, lesser copies would be produced for SEASOFIA 2022 due to the difficulties

in sending out the publication to some target recipients. However, the electronic copy would be made available in the SEAFDEC Institutional Repository.

4.2 SEAFDEC Annual Report 2021

9. The 22 ISP Meeting noted the proposed structure of the SEAFDEC Annual Report 2021, the required inputs from the SEAFDEC Secretariat and Departments, and the timeframe for compilation and production of the Annual Report (**Annex 6**). Specifically, the Departments were requested to submit their inputs (*i.e.* for Section II on Overview of SEAFDEC Activities in 2021, and Section IV on Cooperation with Donors and Other Organizations in 2021) to the SEAFDEC Secretariat by the end of January 2022.

10. The 22 ISP Meeting noted that write-ups from the projects “Strengthening the Effective Management of Inland Fisheries and Aquaculture in AMS with GIS and RS Technology” and “SEAFDEC Capacity Development through USAID Sustainable Fish Asia Activity” for the Annual Report 2021 will be prepared by the SEAFDEC Secretariat.

4.3 SEAFDEC Special Publication “Fish for the People”

11. The 22 ISP Meeting took note of the presentation made by the representative from the SEAFDEC Secretariat on Sustaining the Special Publication “Fish for the People” (**Annex 7**), including the analytics of the publication, issues/challenges and recommendations, as well as the prospective articles from the SEAFDEC Secretariat and Departments for the publication in 2022.

12. Considering that SEAFDEC would celebrate the “International Year of Artisanal Fisheries and Aquaculture” while the 19th Conference of the Parties to CITES will also be organized in 2022, the 22 ISP Meeting noted that specific issue(s) of “Fish for the People” in 2022 could be dedicated for such themes. However, this would also depend on the availability of articles that would match with the themes.

13. The representative from AQD requested the SEAFDEC Secretariat to develop the Guidance for authors in contributing articles to the “Fish for the People.” The Guidance may include: types of articles (*e.g.* research articles, feature articles, etc., but not progress reports); authorship of articles; style, among others.

14. With regards to the future issues of “Fish for the People,” it was suggested that the theme of each issue should not be based on a particular fisheries sub-sector, *e.g.* capture fisheries, aquaculture, post-harvest and trade; but could focus on cross-cutting issues in order that articles from different fisheries sub-sectors could be included in the same issue of publication. Nevertheless, the 22 ISP Meeting was also informed that the actual theme of each issue of “Fish for the People” is finalized based on the commonality among the submitted articles to be published in the particular issue of the publication.

15. With regards to the inquiry on the possibility of monitoring the citations of individual authors/articles, the 22 ISP Meeting was informed that the citations could be monitored and that AQD would communicate with the IT staff of the respective Departments on the methods of monitoring. Authors who wish to monitor the citations of their articles could seek assistance from the IT staff of their Department.

4.4 Tips for Writing an Effective News Article for SEAFDEC Newsletter

16. The 22 ISP Meeting noted the presentation made by the representative from the SEAFDEC Secretariat on the issues/challenges and recommendations as well as the tips for writing an effective news article for the SEAFDEC Newsletter (**Annex 8**). Concerned staff of the SEAFDEC Secretariat

and Departments were therefore requested to consider adopting such guidance in preparing news articles for the SEAFDEC Newsletter in the future.

17. Moreover, it was also recommended that the news articles should not only focus on “5W’s and 1H,” but also highlight the key results and major conclusions from the events/activities. Also, considering that there are cases when a series of events were organized under the same subject within the same quarter, the concerned Departments were requested to consider merging the news articles on each event to come up with a news article that covers all the events with the similar subject.

4.5 SEAFDEC Calendar 2023

18. In considering the plans of the SEAFDEC Secretariat on the preparation of the SEAFDEC Calendar 2023 (Annex 9), the 22 ISP Meeting suggested the following potential themes for the SEAFDEC Calendar 2023:

- a) Emerging fisheries-related issues (sharks and rays, marine mammals, eels, COVID-19, marine debris, climate change, responsible fisheries, IUU, fish trade, gender, etc.)
- b) Sustainable fisheries and the Blue Economy (sea farming, EAFM, livelihood, social well-being, habitats and resources, fuel efficiency, etc.)
- c) Inland fisheries and aquaculture (IFRDMD and AQD programs, GIS and RS application, etc.)

19. It was, however, noted that these themes would be presented for consideration, during the forthcoming DCM to obtain more suggestions and for final decision.

20. Considering that the SEAFDEC Calendar contains information on official holidays of the SEAFDEC Member Countries, the 22 ISP Meeting requested the SEAFDEC Secretariat to include such official holidays in the Google Calendar of the SEAFDEC Secretariat, and this could be shared among the staff of the SEAFDEC Secretariat and Departments to facilitate planning of their respective activities in the future.

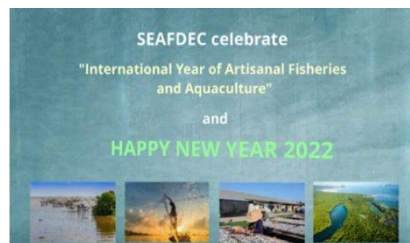
4.6 SEAFDEC New Year Card 2022

21. The representative from TD informed the 22 ISP Meeting that the SEAFDEC New Year Card 2022 would no longer be produced in printed format and only in electronic format.

22. After considering the three designs of the New Year Card 2022 proposed by TD, the Departments expressed their agreement on Design #1. However, it was suggested that other than English, the Calendar should be also made available in languages of the host countries of the Departments. In response to the suggestion, the representative from TD requested the assistance of the other Departments to translate the Card into their respective national languages.



Design #1



Design #2



Design #3

23. While noting the views expressed by the 22 ISP Meeting, TD would consult with the SEAFDEC Secretary-General to finalize the design of New Year Card 2022 to be disseminated by the SEAFDEC Secretariat and Departments.

4.7 SEAFDEC Websites

24. The 22 ISP Meeting noted the analysis of the accessibility of SEAFDEC Websites (**Annex 10**), as well as the current respective websites of the SEAFDEC Secretariat (including MFRD), TD, AQD, MFRDMD, and IFRDMD.

25. With regard to the monitoring of the number of followers of the social media platforms, *e.g.* Facebook, the 22 ISP Meeting suggested that the reporting of figures on number of followers should not only be on the new followers during the reporting year but also the accumulated number of followers at reporting time. In order to see the trend, it was suggested that the report should also include the table on the number of followers in different years.

26. While noting that social media platforms could be boosted if additional budget is allocated for such effort, the 22 ISP Meeting was informed that although this is one way of increasing the number of followers and likes, SEAFDEC has specific target audience, and that the priority should focus first on developing good contents that could be useful for such target audience.

27. With regards to the header of SEAFDEC website which was previously agreed that this should be harmonized among the websites of the SEAFDEC Secretariat and Departments, the 22 ISP Meeting viewed that the Departments could have the flexibility to come up with their respective design and layout that suit with their contents; however, certain uniformity should be maintained, *e.g.* the use of the SEAFDEC theme color and logo in the header.

4.8 SEAFDEC Repositories

28. The 22 ISP Meeting noted the progress of implementation and analysis of the institutional repositories of the SEAFDEC Secretariat (including MFRD), TD, AQD, MFRDMD, and IFRDMD as compiled and reported by the representative from the SEAFDEC Secretariat (**Annex 11**).

29. Although IFRDMD was not able to report the performance of their repository at this Meeting due to technical concerns, the 22 ISP Meeting noted that IFRDMD could report the performance of their repository for 2021 after addressing the issues on the transfer of their server and internet connection.

30. The 22 ISP Meeting noted the significant increase in the number of unique visitors, number of sessions, and number of page views in SEAFDEC repositories. In this regard, the Departments were encouraged to sustain the repositories to enhance the dissemination of SEAFDEC publications in electronic format, especially during the COVID-19 when it is difficult to distribute the hard copies of SEAFDEC publications to the target audience.

4.9 Others

- **Moving toward e-publication**

31. The 22 ISP Meeting took note of the suggestion on the possibility of shifting from producing publications, *i.e.* the SEAFDEC Newsletter and the Special Publication “Fish for the People” in printed format to only in electronic format to be uploaded in SEAFDEC repository.

32. For the SEAFDEC Newsletter, the 22 ISP Meeting viewed that although the publication could be disseminated in electronic format, the printed format is still necessary for documentation purposes as well as for dissemination to visitors and some users who may not be able to access the electronic format. However, the number of printed copies of the publication could be reconsidered and confirmed by the respective Departments to the SEAFDEC Secretariat later on. In addition, the 22 ISP Meeting suggested that the SEAFDEC Secretariat should find the ways of encouraging recipients

of the SEAFDEC Newsletter to notify SEAFDEC if they no longer want to receive the printed SEAFDEC Newsletter.

33. The 22 ISP Meeting suggested that in addition to the quarterly SEAFDEC Newsletter, the possibility of developing electronic news alert through e-mail should also be considered and explored. However, this should be further discussed among the Departments, especially the contents, frequency, submission of inputs by the Departments, among others.

34. For the Special Publication “Fish for the People,” the 22 ISP Meeting viewed that the printed format of this publication is still necessary for promotional purposes. It was noted that while the PDF format of “Fish for the People” is currently available in the repository, the SEAFDEC Secretariat could also try to convert one issue of “Fish for the People” into e-Pub format. While the repository could accommodate both formats (PDF and e-Pub) and the number of views/downloads could be monitored for each format, such trial would reveal the feasibility of converting the publication into e-Pub format in the future and whether such format would be preferred by the users.

- **Encouraging the extensive use of icons of the ASEAN-SEAFDEC Resolution and Plan of Action on Sustainable Fisheries for Food Security for the ASEAN Region Towards 2030**

35. The Departments were encouraged to make use of the icons of the Resolution and Plan of Action on Sustainable Fisheries for Food Security for the ASEAN Region Towards 2030 including the icons of each component of the Plan of Action. Moreover, the 22 ISP Meeting was informed that the high-resolution files of the icons are available for download from the SEAFDEC website.

V. OTHER INITIATIVES IN ENHANCING SEAFDEC ACTIVITIES AND VISIBILITY

5.1 Progress of Hosting Repositories

36. The 22 ISP Meeting noted that AQD has already procured the necessary equipment for hosting the repositories of the SEAFDEC Secretariat, TD, and MFRDMD, and is currently in the process of backing up the data. As it is anticipated that the migration of these repositories to the server at AQD would be completed by January 2022, it was suggested that the SEAFDEC Secretariat, TD, and MFRDMD should consider extending the current contracts of their existing repository servers until January 2022.

37. Regarding the issue on slow response of the SEAFDEC Institutional Repository, the 22 ISP Meeting was informed that this could be because SEAFDEC Secretariat and TD share the same server while there is a large number of users accessing the repository. Nevertheless, the performance of the repository has been stabilized while the server migration procedure is currently being undertaken by AQD; and it is expected that such problem could be resolved once the repository is completely migrated to the server at AQD.

38. The representative from the SEAFDEC Secretariat expressed the appreciation to AQD for the assistance extended to all Departments in the development of their respective repositories. She also expressed the gratitude to the AQD Chief for agreeing to host the repository servers of the SEAFDEC Secretariat, TD, and MFRDMD at AQD, and looked forward to enhancing the close cooperation among the Departments on this matter in the future.

5.2 Promoting the Comprehensive Usage of the SEAFDEC Style

39. The 22 ISP Meeting took note of the updated version of the Guide for Writing and Editing Document and Publications (SEAFDEC Style) (**Annex 12**) and also noted that the comments made by the Departments on “Part 2: Format” under section “A. Naming Convention of Authors” had already been accommodated in the updated version of the SEAFDEC Style.

40. The 22 ISP Meeting agreed that the SEAFDEC Style should be submitted to the DCM for approval and for comprehensive usage by the SEAFDEC staff. The 22 ISP Meeting also requested the SEAFDEC Secretariat that upon approval by the DCM, the SEAFDEC Secretariat should consider producing the printed booklet of SEAFDEC Style to be used by the SEAFDEC staff.

5.3 Proposed Updated Text in the “Notice of Copyright”

41. The 22 ISP Meeting agreed on the proposed updated text in the “Notice of Copyright,” which the SEAFDEC Secretariat and Departments can use in their respective publications (or with modification to suit with their publications), as follows:

Notice of Copyright

Reference to this publication could be made provided that the publication is properly cited.

Electronic copy of this publication is also available at the SEAFDEC Institutional Repository (SIR), accessible through <http://repository.seafdec.org>. E-copy of the publication may be shared only for non-commercial purposes. However, public access to the e-copy of the publication could be made only through the publication URL in the SIR; and not through other domain without permission in writing from SEAFDEC.

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42. The representative from the SEAFDEC Secretariat also raised the issue on re-uploading and selling the SEAFDEC materials, *e.g.* presentations and publications, on other websites. In response, the representative from AQD informed the 22 ISP Meeting that if SEAFDEC publications were re-uploaded, it still advances the visibility of the information materials. However, if the publications were used to make certain profits or the attributions to SEAFDEC were removed from the publications, the respective Departments could communicate directly to the website or institution that uploaded such materials to resolve the issue.

5.4 Others

43. The 22 ISP Meeting took note of the suggestion that the SEAFDEC logo should be placed and made visible on the properties of SEAFDEC, *e.g.* computer notebooks, monitors, equipment, appliances, vehicles, etc. However, the concern was raised on the possibility of such suggestion especially if the properties were procured using the budget of other donors. Therefore, the 22 ISP Meeting suggested that this matter should be brought up during the DCM for consideration.

VI. HOSTING ARRANGEMENTS FOR THE 23 ISP MEETING

44. The representative from IFRDMD conveyed the message of the IFRDMD Chief that IFRDMD is willing to host the Twenty-third Meeting of SEAFDEC ISP in 2022 in Bitung Island, Indonesia. In this connection, the SEAFDEC Secretariat expressed the gratitude to the offer made by IFRDMD and would coordinate with IFRDMD for the detailed arrangements of the Meeting.

VII. CONCLUSION AND RECOMMENDATIONS

45. The 22 ISP Meeting was informed that the SEAFDEC Secretariat would circulate the draft Report of the Twenty-second Meeting of the SEAFDEC Information Staff Program to the Departments on 2 December 2021 and requested the Departments to provide comments by 7 December 2021. In addition, the important recommendations from the 22 ISP Meeting, especially those that require policy support from the Departments, would be raised during the DCM scheduled on 2 December 2021.

VIII. CLOSING OF THE MEETING

46. The Deputy Secretary-General of SEAFDEC, *Mr. Koichi Honda*, expressed his appreciation to the Meeting participants for their inputs that enabled the 22 ISP Meeting to achieve its objectives in enhancing the visibility of SEAFDEC. He also encouraged the participants to continue the momentum of works in the upcoming years in order that the results from the works could be widely disseminated for the sustainable development of fisheries in the region. He then declared the Meeting closed. His Closing Remarks appears as **Annex 13**.