



## **INFORMATION STRATEGIES FOR ENHANCING SEAFDEC VISIBILITY AND COMMUNICATION (REVISED 2009)**

(Revised at the 10<sup>th</sup> ISEP Meeting, 12-14 October 2009, Thailand)

### **I. BACKGROUND AND RATIONALE**

Since its establishment in 1967, SEAFDEC has been supporting Member Countries in the development of fisheries potentials in the Southeast Asian region, with three original Member countries, namely Japan, Singapore and Thailand. In 1998, SEAFDEC adopted the “Strategic Plan”, which allows the Centre to embark on new challenges to support Member Countries in response to the new fisheries requirements at international, regional and national levels. Six strategies were identified as guidance’s to realize the goal set by the SEAFDEC mandate, among which are “Facilitating intra-regional exchange of expertise and information” and “Increasing visibility of SEAFDEC activities”.

In 1998 with the establishment of the ASEAN-SEAFDEC Fisheries Consultative Group (FCG) Mechanism 1998, several regional collaborative programs were initiated and implemented by SEAFDEC in collaboration with the Member Countries. Furthermore in 2001, the ASEAN-SEAFDEC Conference on Sustainable Fisheries in the New Millennium: “Fish for the People” was organized and the “Resolution and Plan of Action on Sustainable Fisheries for Food Security for the ASEAN Region” were adopted and used as the regional policy framework and priority actions for the ASEAN-SEAFDEC Member Countries in ensuring sustainable fisheries in the region, with technical support from SEAFDEC and in collaboration with other fisheries-related international/regional organizations. During the years, contribution from SEAFDEC to the development of fisheries in the region SEAFDEC has been widely recognized, with more and more countries entering into the SEAFDEC membership. Eventually, in 2003, SEAFDEC Members comprise all the ASEAN Member Countries plus Japan. The activities of SEAFDEC, and the collaboration between SEAFDEC and the Member Countries, as well as other reorganizations organizations, have also been drastically increased.

With the above mentioned circumstances, the promotion of effective information and communication has become increasingly important in order to supplement the initiatives and effort of SEAFDEC in providing support and assistance to the Member Countries. This comes in the form of information exchange and sharing, information dissemination to support/publicize ASEAN-SEAFDEC initiatives as well as common policy and approach on issues of international concern, and raising the SEAFDEC profile at various levels.

At the 37<sup>th</sup> Meeting of the SEAFDEC Council in April 2005, the Council also reiterated that the promotion of SEAFDEC visibility to the public should be incorporated in its programs of activity. Considering the current financial situation, the Council also stressed that raising awareness on SEAFDEC’s roles and its contributions to the development of fisheries in the Member Countries as well as raising the SEAFDEC profile could enhance increased technical cooperation and support from donor countries and funding agencies. SEAFDEC, during the Sixth Meeting of SEAFDEC Information Staff Exchange Program (ISEP) in December 2005, therefore discussed ways and means of promoting SEAFDEC visibility and its achievements, and come up with the “Information Strategies for Enhancing SEAFDEC Visibility and Communication” which was later on adopted by the 38<sup>th</sup> Meeting of SEAFDEC Council in April 2006 with recommendations that the objectives and performance indicators for the Information Strategies should also be developed. As recommended at the 38<sup>th</sup> Council Meeting, the subsequent Seventh ISEP Meeting in December 2006 developed the objectives and performance indicators for the Information Strategies, for the consideration of the Council.

From 2007, SEAFDEC Secretariat and Departments have implemented several activities under the Information Strategies framework, and the progress in the implementation has been regularly monitored and reported to the SEAFDEC Council. Although the Information Strategies has provided a harmonized framework for the Secretariat and Departments to work towards the organizational direction and goals as well as promoting the visibility of SEAFDEC to the public, the Information Strategies have several areas that needs improvement and require consideration and discussions. During the 10<sup>th</sup> ISEP Meeting (12-14 October 2009, Ayutthaya, Thailand), the ISEP conducted reviewing exercise for the Information Strategies and make adjustment to the Information Strategies as appears in this document.

## **II. OBJECTIVES**

The Information Strategies for Enhancing SEAFDEC Visibility and Communication has the overall objective of providing a common framework for planning and implementation of information activities by the SEAFDEC Secretariat and the Departments, and promoting cooperation with the Member Countries and other related organizations towards enhancing visibility of SEAFDEC.

Within the overall objective, the specific objectives include:

1. To provide high quality fisheries information to the target audience and stakeholders
2. To enhance visibility, profile and public awareness of SEAFDEC at the national, regional and international levels
3. To strengthen communication, data and information sharing and exchange within SEAFDEC and with Member and non-Member Countries, other international/ regional organizations, and the public

## **III. INFORMATION STRATEGIES FOR ENHANCING SEAFDEC VISIBILITY AND COMMUNICATION**

The Information Strategies for Enhancing SEAFDEC Visibility and Communication envisions that: *“SEAFDEC shall be a sustained and unified Centre of Excellence for Tropical Fisheries Information, accessible to all committed to sustainable fisheries development and food security, working for the benefit of its Member Countries, in close collaboration with the ASEAN and fishery related organizations regionally and globally.”*

### **3.1 Strategic Goals**

With the implementation therefore of the Information Strategies for Enhancing SEAFDEC Visibility and Communication, the following goals are expected to be achieved until 2011:

1. High quality information produced by SEAFDEC to increase the demand and maximize the benefit to target audiences
2. Enhanced visibility and public awareness of SEAFDEC at national, regional and international levels
3. Improved communication and information sharing within SEAFDEC and with Member and non-Member Countries, other international/ regional organizations, and public
4. Improved SEAFDEC information-related activities, in terms of human resources capability and financial sustainability

### **3.2 Strategies**

The proposed strategies and required actions (immediate and medium-term) under the Information Strategies for Enhancing SEAFDEC Visibility and Communication are set out below.

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

***Required Actions***

- Incorporate the production and dissemination of information materials as part of all SEAFDEC project proposals
- Establish workplan/timeframe for the production of information materials
- Develop guidelines and minimum standards/requirements for SEAFDEC information materials (*e.g.* use of logo, organization description, organizational PowerPoint template, etc.) to ensure the unified image of the organization; and streamline the existing information tools and materials
- Identify target audience and their respective requirements for SEAFDEC information materials, and set up of feedback mechanism from the target audience, and promote translation of selected information materials into appropriate languages for wider usage
- Ensure the quality of SEAFDEC information tools and materials, *e.g.* through establishment of editorial committee, quality control system, feedback mechanisms from target audience, etc.
- Encourage submission of technical/scientific papers as well as articles in layman language for SEAFDEC publications and non-SEAFDEC journals at national, regional and international levels, etc.

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

***Required Actions***

- Produce and disseminate organizational promotional materials, including SEAFDEC homepage/websites, documentations, video, brochures, posters, souvenirs, etc., making use of information technologies where applicable (*e.g.* through websites, e-libraries, e-publications, etc.)
- Promote the outcomes and achievements of SEAFDEC through press statements and public media
- Raise awareness of SEAFDEC relevance in fisheries of the region to attract non-traditional donors

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

***Required Actions***

- Integrate the information-related activities when establishing partnership (*e.g.* collaborative agreement, MOU, etc.) with other organizations
- Improve the mechanisms for information exchange within SEAFDEC and with the Member and non-Member Countries as well as with other organizations
- Promote the involvement of other organizations in SEAFDEC activities and keep them informed on SEAFDEC activities
- Support the participation of appropriate SEAFDEC staff in relevant regional/international activities; and the involvement of SEAFDEC in the relevant exhibitions
- Set up a unified SEAFDEC e-mail system, and integrated staff directory (name, position, e-mail, field of work, office telephone) in the SEAFDEC integrated homepage

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

***Required Actions***

- Identify the technical strength of SEAFDEC, and produce the relevant information materials corresponding to such strength
- Assess and improve capability of technical and information staff, as well as required facilities, in information-related activities
- Enhance coordination among SEAFDEC staff (*e.g.* between technical and information staff, and between Secretariat and Departments, etc) to support the information-related activities, *e.g.* through the conduct of staff exchange program, etc.

- Enhance the financial sustainability of information-related activities, *e.g.* through reducing the production and dissemination costs of publications, cost sharing between publications' recipients and SEAFDEC (*e.g.* cost-recovery, postage), seeking additional funding support from other sources

**Strategy 5:** Regular monitoring and evaluation of information activities

***Required Actions***

- Promote the conduct of annual ISEP meetings as platform for monitoring and assessing the implementation of the strategies as well as for the annual planning of SEAFDEC information programs
- Conduct of surveys on SEAFDEC information activities and visibility, *e.g.* through questionnaire survey, etc.

**3.3 Promotion and Implementation**

In the implementation of the Information Strategies for Enhancing SEAFDEC Visibility and Communication, the Center-wide Information Network Program (taking into consideration the information and communication programs of respective Departments), serves as inter-departmental platform for planning the SEAFDEC information activities with ISEP as the collaborative mechanism. At the activity level, monitoring of the progress will be conducted on a quarterly basis. At the program level, monitoring of progress and achievements will be conducted on a yearly basis at the annual ISEP meetings. At the strategy level, monitoring and assessment of outcome of the implementation will be conducted every 3 years when areas for improvement will be identified and amendments to the Strategies will be proposed. Thus, the proposed required actions, and roles and responsibilities of parties concerned, which may be undertaken as a whole or in part as deemed necessary, are as follows:

***Required Actions and Role of the Secretariat***

- Ensure that SEAFDEC information activities are in line with the “Information Strategies for Enhancing SEAFDEC Visibility and Communication”
- Coordinate with SEAFDEC Departments, Member Countries and other regional/international organization in the implementation of SEAFDEC information activities
- Monitor the implementation of SEAFDEC information activities, report to high-level authority of SEAFDEC, and facilitate planning for future activities
- Conduct ISEP Meeting in an annual basis prior to PCM in order that the progress of SEAFDEC information activities as well as the implementation of the “Information Strategies” will be assessed and reported (in a rotation basis)
- Mobilize existing information tool to promote visibility and activities of the Center
- Enhance the promotion of SEAFDEC activities through public media to ensure wider dissemination to the public
- Avail of existing expertise of departments to support information work of other departments, especially in supporting SEAFDEC visibility

***Required Actions and Role of the Departments***

- Implement information activities in line with the goals and strategies identified in the “Information Strategies for Enhancing SEAFDEC Visibility and Communication”
- Provide required inputs to the Secretariat to support the implementation of SEAFDEC information activities, and enhance SEAFDEC visibility and communication
- Mobilize existing information tool to promote visibility and activities of the Center
- Enhance the promotion of SEAFDEC activities through public media to ensure wider dissemination to the public
- Avail of existing expertise of departments to support information work of other departments, especially in supporting SEAFDEC visibility

- Conduct information promotion activities in host countries

#### ***Role of the Member Countries***

- Provide required inputs to SEAFDEC as requested to support the implementation of information activities, and enhance SEAFDEC visibility and communication
- Enhance wider dissemination of SEAFDEC information and SEAFDEC visibility, particularly within the Member Countries
- Monitor and provide feed back on SEAFDEC information activities to ensure the effectiveness, relevance and usefulness of the information

#### ***Collaboration with Regional/International Organizations***

- Promote the exchange information on various aspects, e.g. academic, technical in terms of research and development, fisheries information and statistics, policy planning and management, etc.
- Promote wider dissemination of SEAFDEC information

### **IV. INDICATORS FOR ENHANCING VISIBILITY AND PROFILE OF SEAFDEC**

Considering the wide range of information and communication activities as well as disparities of capacity and resources at the Secretariat and the Departments, the proposed indicators for enhancing visibility and profile of SEAFDEC are simple and practical to measure. Generic Key Performance Indicators for monitoring and assessment of information and communications include:

- Number of distributed information/access to information by target groups to be measured based on established records (e.g. entries in logbooks)
- Views and responses from and awareness on SEAFDEC of target groups through questionnaire surveys
- Overall assessment by the Member Countries through questionnaire surveys and consultations at SEAFDEC annual meetings

Under the Information Strategies, a checklist of specific indicators is suggested in the **Appendix 1**. The list may be used as a whole or in part as deemed necessary, in monitoring and reporting the SEAFDEC information and communication activities implemented by the Secretariat and the Departments. Established official logbooks that record relevant activities will be useful in keeping track of data specified under each indicator.

**Suggested checklist that can be used in monitoring and reporting the SEAFDEC information and communication activities implemented by the Secretariat and the Departments**

<b>Strategy 1:</b> Production of relevant, timely, and useful information materials to meet the requirements of the target audience	
1. Production of technical materials	<ul style="list-style-type: none"> <li>- Number of information materials produced and distributed to target groups</li> <li>- Number of technical/scientific articles published in journals of SEAFDEC and others</li> <li>- Number of requests/record of sale</li> <li>- Number of citations by other</li> </ul>
2. Quality of materials	<ul style="list-style-type: none"> <li>- Establishment of feedback mechanisms</li> <li>- Feedback from target groups</li> </ul>
<b>Strategy 2:</b> Raising SEAFDEC image at international, regional and national levels	
3. Production Promotional materials	<ul style="list-style-type: none"> <li>- Number of promotional materials produced and distributed to target groups</li> </ul>
4. SEAFDEC web-sites	<ul style="list-style-type: none"> <li>- Number of visitors/hits/downloads/bloggers rating</li> <li>- Number of downloadable materials</li> <li>- Number of links to SEAFDEC through other web-sites</li> </ul>
5. Participation in Exhibitions	<ul style="list-style-type: none"> <li>- Number of exhibition organized</li> <li>- Number of visitors to SEAFDEC exhibitions</li> </ul>
6. Production of Press Statement	<ul style="list-style-type: none"> <li>- Number of Press Statement issued by SEAFDEC</li> </ul>
7. Appearance in public media	<ul style="list-style-type: none"> <li>- Number of SEAFDEC appearances in public media</li> </ul>
<b>Strategy 3:</b> Enhancing communication and information sharing both within SEAFDEC and with Member and non-Member Countries, other international/ regional organizations, and public	
8. Cooperation with other organizations	<ul style="list-style-type: none"> <li>- Number of network libraries</li> <li>- Number of collaborative/partnership arrangements</li> <li>- Number of SEAFDEC participation in events organized by other organizations</li> <li>- Number of participation from each Member Countries and other organizations to SEAFDEC events</li> </ul>
9. Funding support to SEAFDEC	<ul style="list-style-type: none"> <li>- Number of donor agencies at national, regional and international levels</li> <li>- Amount of funding support to SEAFDEC activities</li> </ul>
<b>Strategy 4:</b> Strengthening SEAFDEC Capability in Information-related activities	
10. Human capacity	<ul style="list-style-type: none"> <li>- HRD activities</li> </ul>
11. Financial sustainability	<ul style="list-style-type: none"> <li>- Income generated and recovery of titles sold</li> <li>- Cost reduction</li> </ul>
<b>Strategy 5:</b> Regular monitoring and evaluation of information activities	
12. ISEP Meeting	<ul style="list-style-type: none"> <li>- Annual review of the implementation of information Strategies by SEAFDEC</li> </ul>
13. Questionnaire survey	<ul style="list-style-type: none"> <li>- Survey on the SEAFDEC visibility and information activities</li> </ul>