

## Special Initiative "One World - No Hunger" (SEWOH) Global Programme Sustainable Fisheries and Aquaculture

# Newsletter #6

27.10.2021

Dear Reader,

Welcome to the 6th issue of the **Global Programme Sustainable Fisheries & Aquaculture newsletter**.

Digital innovations and solutions are on the rise. The aquaculture and fisheries sector is no exemption to their growing influence. But how can we integrate digital means into our work to advance the existing processes? Can we use digital resources to improve the flow of information to our partners and stakeholders? Is it possible to effectively overcome the obstacles posed by the COVID-19 crisis with the help of digital tools?

The **Global Programme Sustainable Fisheries and Aquaculture** wants to share **its experiences** on digitalisation with you in this issue.

We hope you enjoy reading and learning about our ongoing projects!

The Communication Team

In this issue you will find updates from:

Uganda



Malawi



Cambodia



Zambia



Madagascar



Mauritania

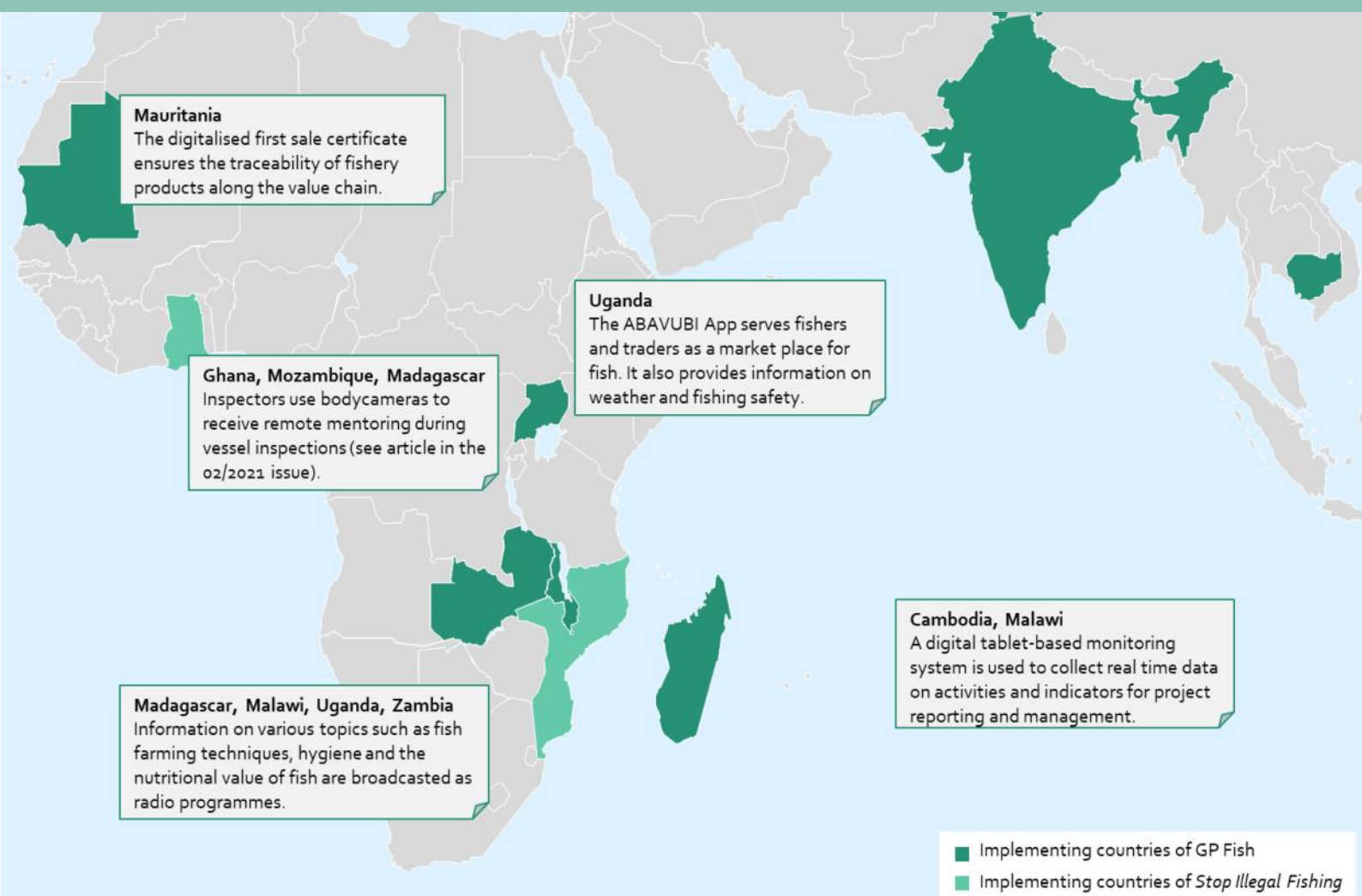




# Digitalisation in Fisheries & Aquaculture

# Let's Get Digital!

Digitalisation has many different facets. This is also reflected in the different projects in the Global Programme Sustainable Fisheries and Aquaculture. The implementing countries of our Global Programme will be elaborating further on their use of digital tools on the following pages.



*This geographical map is for informational purposes only and does not constitute recognition of international boundaries or regions; GIZ makes no claims concerning the validity, accuracy or completeness of the maps nor assumes any liability resulting from the use of the information therein.*

# Our Achievements



**168 hours**

of information on different topics were broadcasted as radio programmes



**536 fishers & traders**

use the marketplace of the ABAVUBI app actively



**112 people**

participated in trainings on digital monitoring



**12.500 digital certificates**

were handed out to different stakeholders along the fisheries value chain



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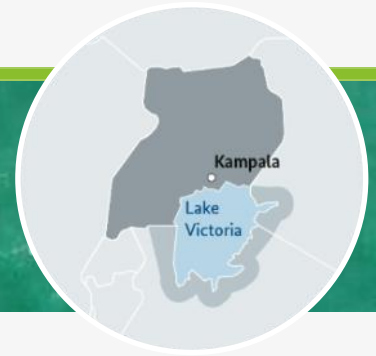
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# Uganda

## A Digital Solution for the Fisherfolk: The Fisheries Business Management App Abavubi



The fisherfolk used to keep their business records on paper or had no records at all. This created challenges accessing financial loans aimed at improving their businesses. Also, middlemen used to buy fish cheaply from the fisherfolk and sell it expensively to the final consumer. To bridge this gap, the Federation of Fisheries Organisations in Uganda developed the mobile app Abavubi Fisher with support of the SEWOH Responsible Fisheries Business Chains Project (RFBCP).

The Abavubi Fisher app offers digital solutions to the fisherfolk: they can now reach the final consumer via an online marketplace. The app enables collecting, storing and analysing business and fisheries data easily and securely. While it grants the users access to weather forecasts and navigation data, information on the fish prices, the location of the fish and the quantities available can also be retrieved.

All these aspects aim at building stronger fish businesses and improving market access. The app is currently hosted on the Digital Oceans Cloud Server to manage

the data on the Abavubi app in compliance with EU and Uganda data privacy policies. To ensure that all fisherfolk can use the app, a code was developed to send data to mobile phones without internet access. By October 2021, the app has 1,912 downloads and 536 active users of which 199 are women and 337 men.

The app can be downloaded from the google play store. More information can be found on the website <https://abavubi.org/>.



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# Malawi

## Can Digital Monitoring Satisfy a Project's Need for Data-driven Results?



**Trainings, organising meetings for different stakeholders and possible complications are aspects that need to be considered in the implementation of a project. All these measures need to be sufficiently tracked to ensure its success.**

Yet in the early phases of implementation, setting up a functioning monitoring system is often overlooked. The cooperation with different partners additionally puts a strain on the issue of monitoring while limitations of resources entail that not every activity can be adequately recorded.

### **Everyone has a role to play in project monitoring**

Considering the different interests in project achievements by BMZ, partners and stakeholders, the Aquaculture Value Chain Project Malawi (AVCP) developed a continuous digital monitoring system. This system allows a quick collection and analysis of real-time data for project steering. The digital monitoring system uses tablets to capture data during field activities such as trainings and coaching loops. It also entails a database of all project beneficiaries. The data is sent to a server daily, allowing the GIZ and COFAD M&E officers to access, analyse and provide feedback to the field staff.

To support the data collection process, AVCP is working together with 42 field officers that consist of the consulting consortium of COFAD/GOPA/UMODZI,

three NGOs, district fisheries officers, agricultural extension development officers and lead fish farmers that are actively involved in implementing fish farmer trainings and coaching loops. These field officers have been trained to operate the tablet in 2019 followed by a refresher training in 2021.

### **The future of the digital monitoring system in Malawi's aquaculture sector**

Upon request by the Department of Fisheries (DoF), AVCP plans to anchor the digital monitoring system with the DoF as one of the project's sustainability strategies. Without an existing monitoring system in place, the DoF faces challenges to keep track of the progress in the aquaculture sector and is unable to provide information for decision-making at policy level.

AVCP plans to further train the DoF officers and to procure additional tablets for the districts. With this system, the DoF will be able to supervise the aquaculture sector with the gathered data ranging from a fish farmer database to production, income and employment data.

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# Cambodia

## The Use of Digital Tools for Community-Based Fisheries Management



### Possible Solution



### The use of digital tools for data management (collection, storage, analysis)

The SEWOH Sustainable Aquaculture and CFR Management (SAFR) project provides the communities with tablets as well as trainings on how to collect data, edit changes and upload the data onto a server. This improved data management by local communities in Cambodia has many tangible benefits. These can translate into improved and more sustainable community-based fisheries management systems.

#### Challenges

- **Limited capacity** of the CFR Committees to use digital tools for M&E purposes
- **Competing commitments** (e.g. fish farming, rice growing) restricts the amount of time available to local farmers to learn and use digital tools for monitoring
- **Limited background knowledge** to understand and utilize data analysis results for improving adaptive management decisions

#### Benefits

- Improved data management helps community members to have a better **understanding of what is and has been happening with their resources**; it promotes increased **participation** in CFR management
- Use of the data collection during routine CFR patrolling activities creates a better **understanding of illegal fishing**
- Community-based natural resources management is greatly improved when factual data are driving **adaptive management actions**
- Digital capture of key information of management meetings (opinions, decisions) allows for **more informed management decisions** in the future

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# Zambia

## Staying Close from Afar



Reaching out to a project's target group during the global COVID-19 pandemic is not easy. Field activities that require people to meet in person had to be adapted. In the SEWOH Fish for Food Security (F4F) Project in Zambia, digitalisation presents an opportunity to safely connect with project partners, dam management committees, fish farmers and fisherfolk. Many of our target groups live in rural parts of Zambia and do not have access to digital devices such as smartphones or tablets, but most people have access to a radio.

The project launched radio shows already in 2020 in Eastern and Luapula Province. Topics have focused on aspects like pond, fisheries and environmental management as well as nutrition, fish trade and entrepreneurship. To increase coverage and the number of listeners of ongoing radio productions, dam management committees, community groups and fish farmers will be provided with a total of 350 solar-powered radios.

The radio programme gives the

opportunity to interact with listeners through call-ins and messages. So far, a total of 14 episodes of live and recorded shows with a duration of an hour per episode have been aired multiple times. The radio stations reported that the shows are popular based on feedback given by the audience. Although the monitoring of the exact impacts of the shows still needs to be perfected, indications about their popularity and wide reach are evident.

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The team records a radio show in the studio.

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# Madagascar

## The Challenges of Monitoring Radio Shows



Radio shows in the project in Madagascar are used as an awareness-raising tool to reach a broad number of people. Laws and regulations regarding fish theft or fish sales books, water management and the nutritional value of fish are only a few topics that have been covered.

In order to continue the training of rice-fish farmers during times of COVID-19 restrictions, information about fish and fingerling production techniques in rice fields was broadcasted in form of a soap opera. In total, 27 topics with a complete duration of 106 hours were aired on the radio in Madagascar.

As the radio shows were mainly distributed through local radio channels, keeping track of the number of people reached proved to be difficult. While small, local radio stations in the countryside often have limited capabilities to conduct surveys, many radio stations could not offer exact numbers due to difficulties when narrowing down

the area coverage. They were therefore not able to provide data on the number of listeners.

To measure the number of people reached, a survey on the reception and perception of the radio shows among the target group with more than 1000 respondents is currently underway. In the questionnaire, questions on the listening habits of the target group, for example, favourite radio stations and usual times of listening to the radio as well as on the impacts of the radio shows on the listeners' fish farming activities are included. This will allow us to estimate the reach of radio shows in the future.

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Two farmers listening to the radio soap opera while working on the field.

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# Mauritania

## Three Reasons Why a Digitalised Certificate Is a Game Changer in Mauritanian Fisheries



Since November 2019, the SEWOH Promopêche project has been supporting the National Office of Sanitary Inspection of Fishing and Aquaculture Products to develop, introduce and digitalise a first sale and hygiene certificate for fishery products in Mauritania. The certificate and its digitalisation have increased the traceability of fish products.

The information that is now available facilitates the management of the resources due to three reasons:

- The certificate collects data about the species and fishing zone. This helps to gather information about fish stocks and their movements.
- Vessels need to be listed in order to acquire the certificate and attain permission to sell their catch. Certification encourages vessel registration and fights illegal fishing.
- The destination and the type of transport of the product are recorded. This provides information on the availability of fish products in the country's interior where food insecurity is the highest.

Through this process, there is now a digitalised and accessible way to gain insights about fishery products from the point of the catch up to their final destination. Today, an average of 12.500 digital certificates are handed out per year.

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Information being registered on a tablet for the first sale certificate.

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## Imprint

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Publishing Date: 27.10.2021  
GIZ is responsible for this publication.