

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

Newsletter #7

21.03.2022

Dear Reader,

Welcome to the 7th issue of the **Global Programme Sustainable Fisheries and Aquaculture newsletter**.

During our 2nd regional conference from 1st to 4th February 2022, we recognised sustainability is as one of the core values of the GP Fish. Nevertheless, it often poses a challenge. How can we ensure that our activities are sustainable and useful after our project ends? What can we do to make our acquired knowledge accessible? How do we seek out connections that make our actions more sustainable?

The Global Programme Sustainable Fisheries and Aquaculture wants to share its experiences and learnings on sustainability with you.

We hope you enjoy reading!

The Communication Team

SUSTAINABILITY ISSUE



In this issue you will find articles from:

Madagascar



Zambia



Mauritania



Malawi

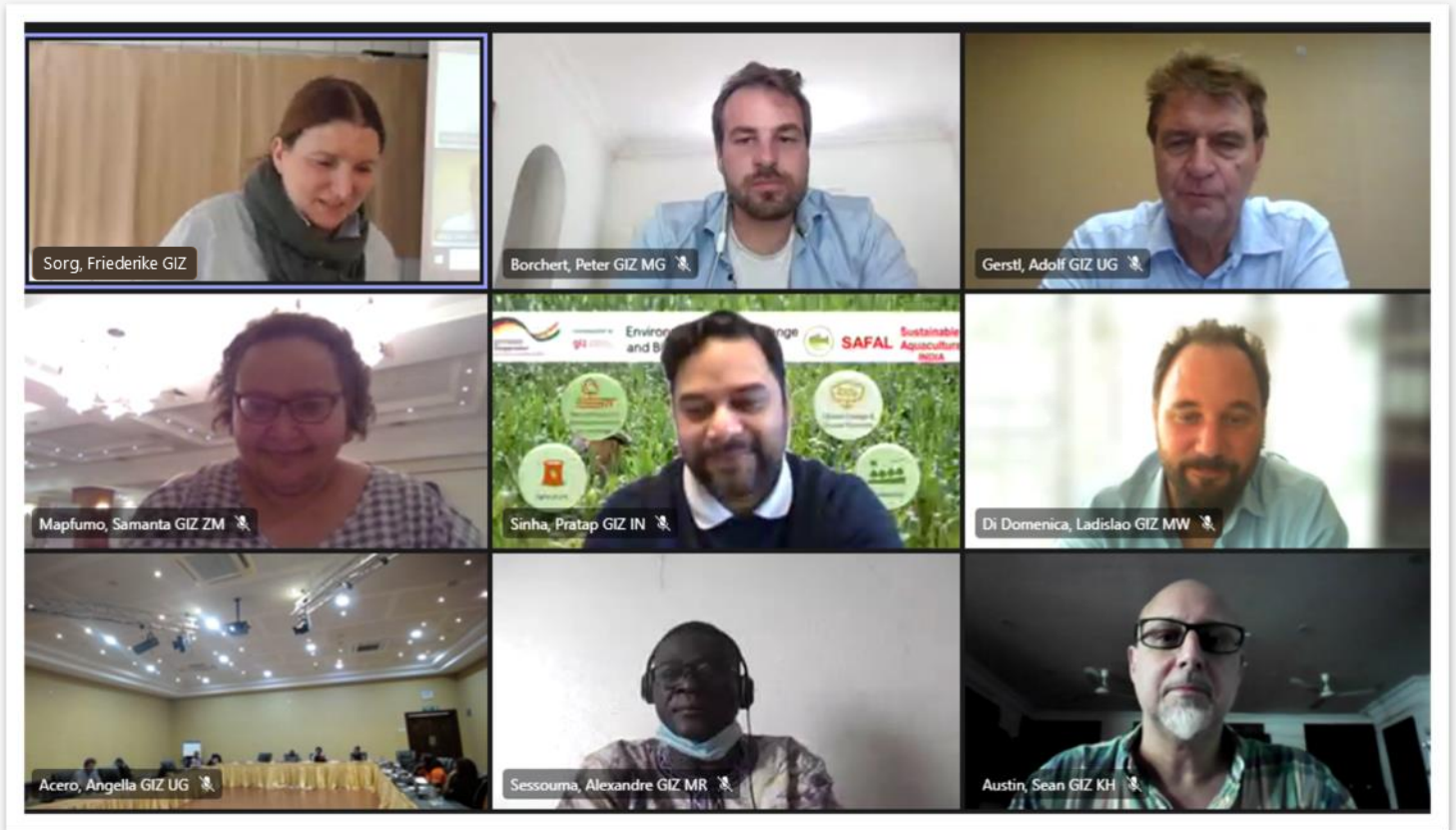


India



GREETINGS FROM OUR REGIONAL CONFERENCE

From the virtual room (a screenshot of the team leaders of the GP Fish)...



...and the GP Fish countries



Sustainability in Perspective: Knowledge Exchange and Networking

Sustainable – the first word in the title of our Global Programme; embedded in our logos, films and other communication materials. But do we consider ecological, economic and social sustainability equally? The Regional Conference was a catalyst for a continued discussion and exchange among countries. It also led us to the question of what role knowledge exchange and networking play for successful and sustainable project implementation.

Sharing knowledge, information and competencies is one core component of sustainable implementation and project success. With GIZ being a knowledge-based organisation, knowledge is our greatest good. Managing it effectively is a core project task and does not solely consist of archiving information in the form of documents. Instead, it is important to value experience-based knowledge as personal competence grows with personal experience.

Integrating our partners into the process of knowledge exchange and offering them networking opportunities is key to ensuring that our lessons learnt are shared. The Aquaculture Roundtable in Malawi is one example in this regard as it fosters relationships among different stakeholders and involves them in joint problem-solving. Within the Ugandan

fisheries sector, we support networking through *The African Women Fish Processors and Traders Network*. With that, we also promote a gender-sensitive approach to ensure that we strengthen women's voices in the sector.

Our Regional Conference also functioned as a networking event. With many of our partners present – in person on location or virtually – we were able to provide them and the members of our country packages with an opportunity for conversation and connection outside of their designated teams. The participants engaged actively in cross-country workshops that offered insights on sustainability strategies, hygiene and quality along the value chain and innovations such as solar-cooling systems.



A Personal Reflection from Madagascar on the Regional Conference



The Regional Conference in hybrid-format was a new experience for many of our colleagues. Shanou Raharinirina Mayet (shanou.raharinirinamayet@giz.de) from the project in Madagascar describes how she perceived the conference and what she learned.

Having started as an intern and subsequently joining as a junior technical advisor in Monitoring and Evaluation, it was the first time I participated in a Regional Conference of the Global Programme Sustainable Fisheries and Aquaculture. Being part of GIZ represents a decisive step in the pursuit of my ambition to promote the local development within my country, Madagascar.

The Regional Conference was very enriching to me. Regardless of the physical and temporal distance between the seven countries of the project, it felt like all the participants were together thanks to the virtual format. Despite the excellent effort that was put into the organisation, language and translation remain major challenges, especially for a mainly French-speaking employee like me.

As the youngest staff member and a woman in the project, I was particularly struck by the scope and relevance of the sustainability and diversity approaches, especially concerning the consideration of the gender aspect and the empowerment of women within the current fields of action of GIZ. I am convinced that in

Madagascar, as everywhere, the aquaculture sector cannot develop without inclusive participation. In our project, we encourage women groups of fish farmers to become more visible and tell their stories to serve as an example. Our actions are only useful if they are planned and implemented in a sustainable way. The Projects' "Echoes" during the conference proved that no matter the country or the context, we are not alone, and we can become a real added value for the development of our country.

I am proud to be a part of this amazing adventure in this project. Let's keep up the good work, dear colleagues! We will soon and surely arrive at our destination and reach our goals.



Impressions from the Countries: How does a Hybrid Conference enforce Sustainability?



The “Fish for Food Security Project” (F4F Project) in Zambia participated as one of seven country projects at the Regional Conference of the Global Programme Sustainable Fisheries and Aquaculture. The project hosted several partner organisations who are supporting the project through their services to attend the hybrid-format conference in person in Lusaka.

Several of these partners are smaller local organisations such as ‘Success in Community Action’ who are supporting trainings on aquaculture in Kawambwa, while ‘Swampy Tales’ and ‘Agroecology Media Services’ are rolling out radio programmes in Luapula and Eastern Provinces respectively.

Partners with more extensive international development experience also attended: ‘Beehive Associates’ are developing training curricula and ‘World Wildlife Fund for Nature’ are organising fisheries management structures in the Eastern Province dams through a grant agreement with us. A few more partners participated digitally in sessions of interest to them.

All partners commented that they gained better insights into the structures of the Global Programme and the broader development context within which the GP

Fish operates. With the topic of the Regional Conference being around sustainability, it was particularly relevant that the smaller, local organisations attended.

These partners are highly invested in their local communities, whose capacity is being built by working with our project and that their know-how will remain in these areas long after our project ends. With many of the project’s approaches having had to change due to the COVID-19 pandemic (for example, the increased reliance on radio programmes to transmit training content), it was important that the various training, curriculum-development and radio programme partners had a chance to network with each other and the project team.

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Sharing Tips and Tricks: How to ensure that Hygiene and Quality Trainings are Sustainable?



Fishery products are fresh and spoil easily. To teach professionals best practices, the country package Mauritania trained more than 620 actors along the entire artisanal value chain of small pelagic fish in good hygiene and quality practices: Fishers, fish transformers, sellers and transporters learnt how to better handle the product. This increases food safety as well as their income.

But how did we ensure the sustainability of this activity?

- 1) We aligned the training with the strategy of our partner ministry.
- 2) We worked with professionals that are already in the sector to foster existing capacities and strengthen the sector from within.
- 3) We trained 20 workers of the different professions in the sector to become trainers themselves. They can now share the knowledge along the value chain and raise awareness more widely.
- 4) To encourage the consumption of fish in the interior of the country where food insecurity is highest, we held training sessions in different locations along the value chain.
- 5) The trainers spoke the four Mauritanian languages to ensure that all participants understood the training content.
- 6) Images and other communication material were developed to make sure that the training content could be understood easily.
- 7) The training sessions were practice-oriented: the participants used microscopes to observe bacteria and to make experiences first-hand.
- 8) To the women who participated in the training, we handed out fish cooling boxes to encourage them to apply what they learned.



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With these steps, the country package ensured that the training content is well understood, that the participants see the advantages for themselves when applying the content and that they hence apply and share it beyond the training session.

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The Key to Sustainability in Communication and Knowledge Management: Ownership

Communication is a key component to the success of any project. Unfortunately, communication activities are often driven by development organisations and project teams to tick boxes, fulfil indicators and meet the requirements of commissioning parties – without actual involvement of partners, stakeholders and beneficiaries or the aspect of sustainability in mind. As a result, knowledge often gets trapped in files; learning materials distributed among target groups end up gathering dust.

In order to achieve a positive impact through communication and knowledge products beyond project periods, it is crucial to listen to the voices and views of partners and beneficiaries, recognise local knowledge and understand specific needs and contexts. Communication channels and tools should be identified and designed with the users – instead of for them.

There are many ways to actively engage partners and beneficiaries from the project start. The “Sustainable Aquaculture for Food and Livelihood (SAFAL)” project in India, for example, conducted a user-centred research study in its project areas. Female and male fish farmers, two of the main target beneficiaries, participated in in-depth interviews and sorted activity cards showing different communication channels and tools based on preference and needs.



A female fish farmer sorting activity cards during the user-centered research study in India © CrossedDesign

Female farmers highlighted that they were often not aware of existing training programmes or how to attend them due to a lack of direct communication channels targeted towards them. Word of mouth turned out to be the major channel for awareness about trainings or government schemes. Thus, the SAFAL project in cooperation with local NGOs started to promote Community Resource Persons (CRPs) as the local contact points for farmers in the villages. If farmers have an issue with fish farming, they contact NGO officials via WhatsApp by first sending a picture of their fish or ponds before asking for advice. YouTube videos are widely used and accepted as a tool for learning and knowledge, especially aquaculture related tutorials.

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