



BG SEA CONSULTING

LDAC Performance Review

Phase 2:

International cooperation practices, communication outreach and strategy, gender issue

LDAC Annual General Assembly, May the 26th 2020
(Videoconference)

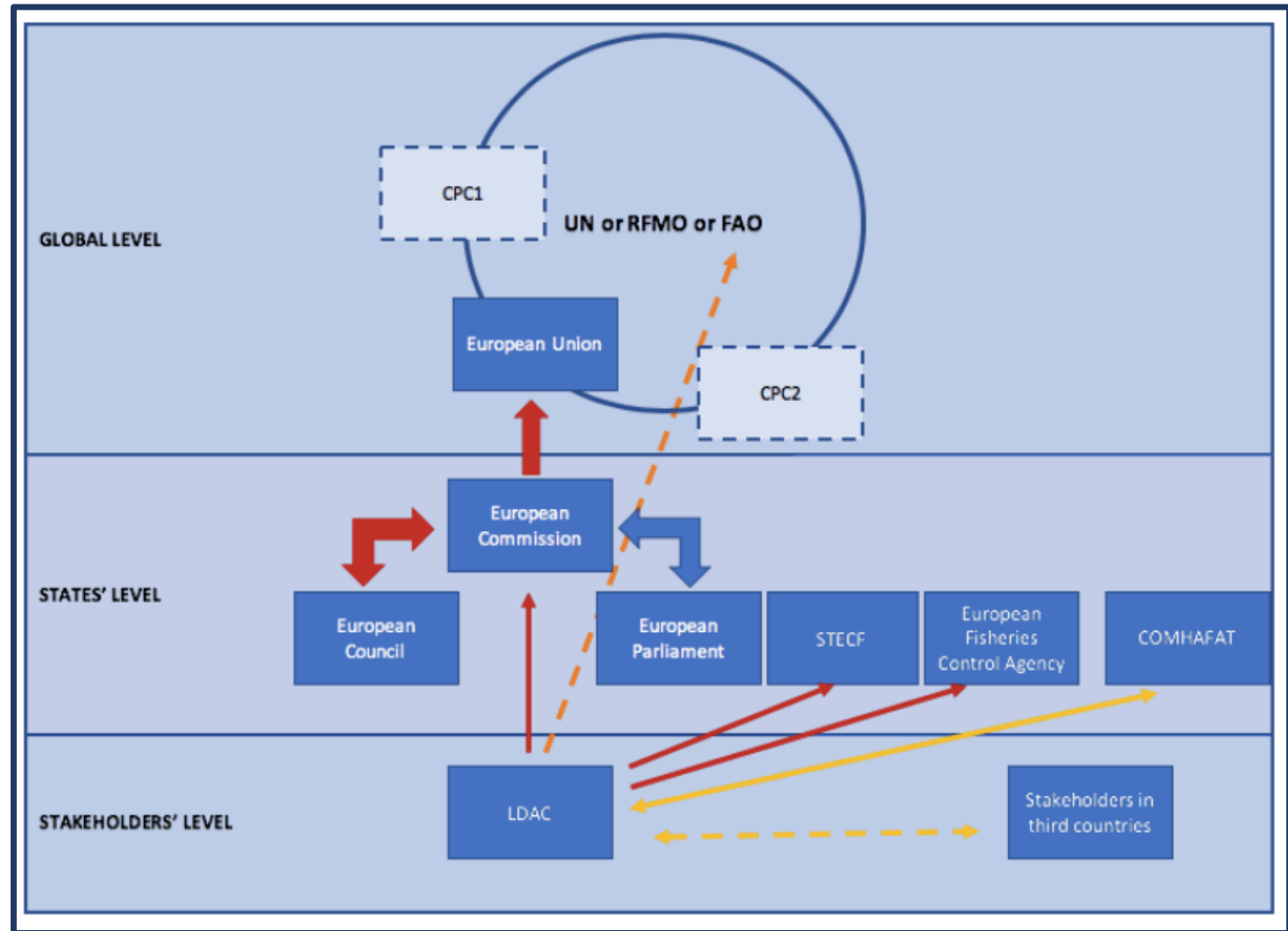
1. International cooperation practices

2. Communication outreach and strategy

3. Gender issue

4. Main recommendations

International cooperation practices : *setting the scene*



International cooperation practices : *in a nutshell*

At EU level

- With the European Member States : *unbalanced*
- With the European Parliament : *need for proactiveness*
- With the European Commission : *unbalanced*
- With the RFMOs : *need for further insight from members*

At global level

- With FAO : *opportunity for strengthened collaboration*
- With third countries' states : *need for coordinated action in SFPAs and RFMOs*
- With third countries' stakeholders : *opportunity to contribute to EU policy*

International cooperation practices : *LDAC skills*

- **Technical expert** : cf STECF
- **Recognized spokesperson** : cf NAFO
- **Legal expert in international fisheries law** : cf UN General Assembly
- **Networker** : cf LDAC members' network

International cooperation practices : *scoring exercise*

European Union					FAO	RFMOs	Third Countries' States	Third countries' stakeholders
Member States	European Parliament	European Commission	STECF	EFGA				



European Commission					
EU Regulation	RFMOs			SFPAs	International policies and Ocean Governance
	NAFO	ICCAT	IOTC		

International cooperation practices : Pros and Cons

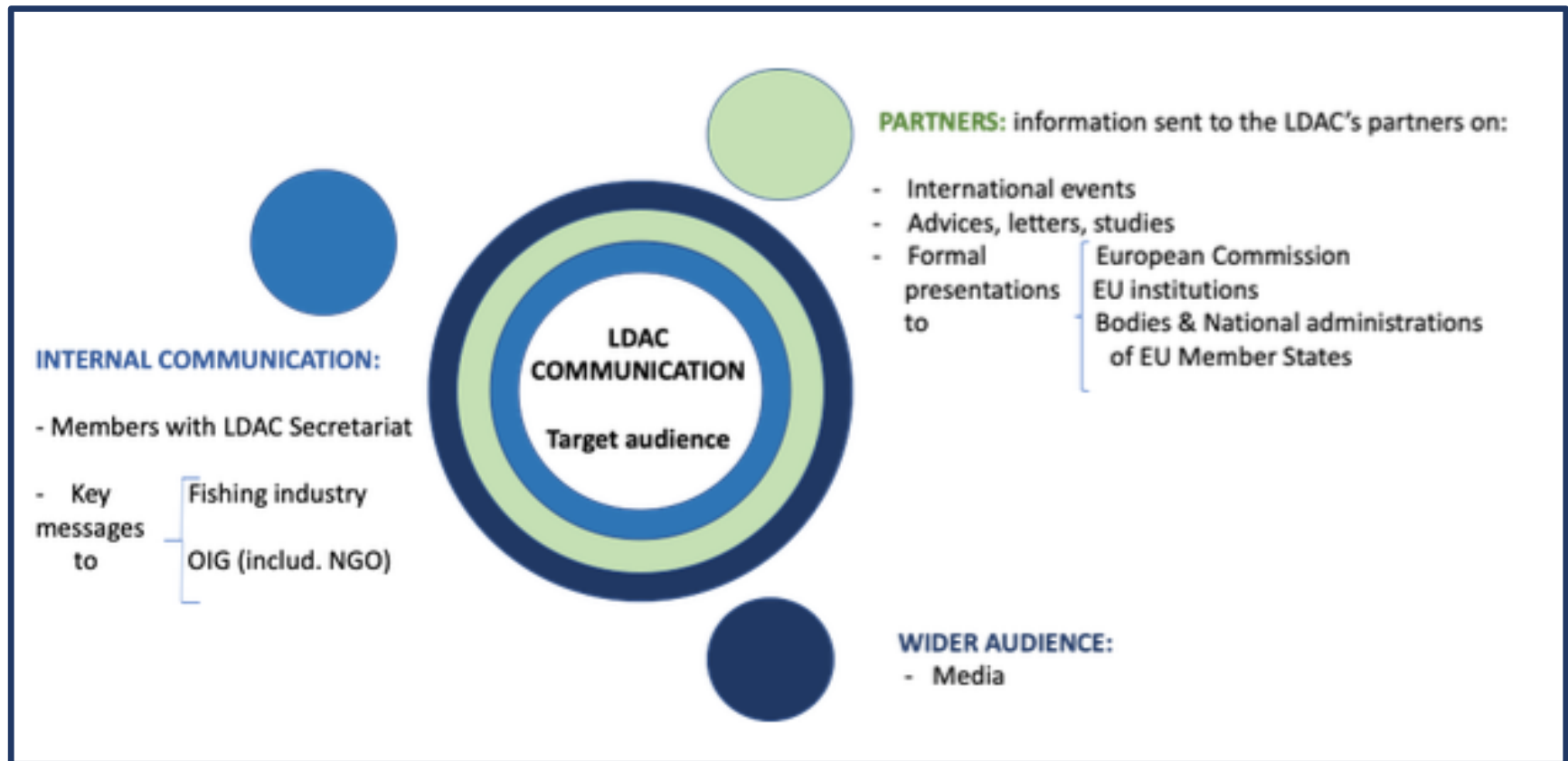
Pros : well-structured and professionalized body, with a vision for the future of fisheries at global level

And cons : difficulty in developing useful advices for tuna RFMOs, lack of contribution on SFPAs, looking beyond COMHAFAT partnership towards other bodies and regions

International cooperation practices : *few recommendations*

- **Increased input from LDAC members on SFPA**
 - Preparatory work
 - Feedback from LDAC members and their affiliated organizations
 - Field dialogs to progress on the design and use of sectoral support
 - Improved coordination among SFPAs
- **Increase input in RFMOs**
 - Further input to ICCAT and IOTC
 - Establish MoU with the 3 main RFMOs of interest for the LDAC : NAFO, ICCAT and IOTC
- **Build on LDAC's position and credibility to contribute to the forthcoming international agenda (FAO, new partnerships) and strengthen EU position**

Communication outreach and strategy: *setting the scene*



Communication and outreach strategy : *in a nutshell*

Internal communication

Transparency

Two-tier approach with active participative members and members observing

Members rarely sharing their public information with LDAC secretariat

Partners

Writings and formal lines

Informal channel with the EC on EU international ocean governance

In person contacts

Organizing international event

Wider audience

Press relations

LDAC website

LDAC's social media communication (Twitter© account)

Communication and outreach strategy : *few recommendations*

- **Developing internal communication**

- Internal brochure
- Listing confronting positions on conflictual issues
- Informal coordination in advance of ICCAT plenary
- Further reflect on the perception of the EU fleet

- **Communication to partners**

- Expand smooth and agile dialogue mechanisms between the EC services and LDAC delegations
- LDAC members to spread LDAC information and material
- Communicate on the effort made to achieve consensus as LDAC's brand image
- Organizing international events on a biannual basis

- **Communication to the wider audience**

- LDAC's secretariat to synthesize in a short and user-friendly brochure messages about the global dimension of fisheries
- Keep the same level of activity on Twitter but retweet less and focus more on most impacting key words
- Stories telling articulating small stories (daily lives of women and men in the fisheries sector) with the big story (the institutional work)

Communication and outreach strategy : *first*

First step to be undertaken is to adopt the Communications plan issued in November 2016...

A delegation authority should be given to the secretariat while internal checks would need to be set-up enough to provide for speediness and balanced review

Gender Issue : *women in the seafood industry*

The LDAC has identified this as a subject that would require further internal reflection.

- **Intrinsic** : the fishing sector is unbalanced while considering the gender issue

- **Extrinsic** : the gender issue is being increasingly scrutinized and awareness is increasing

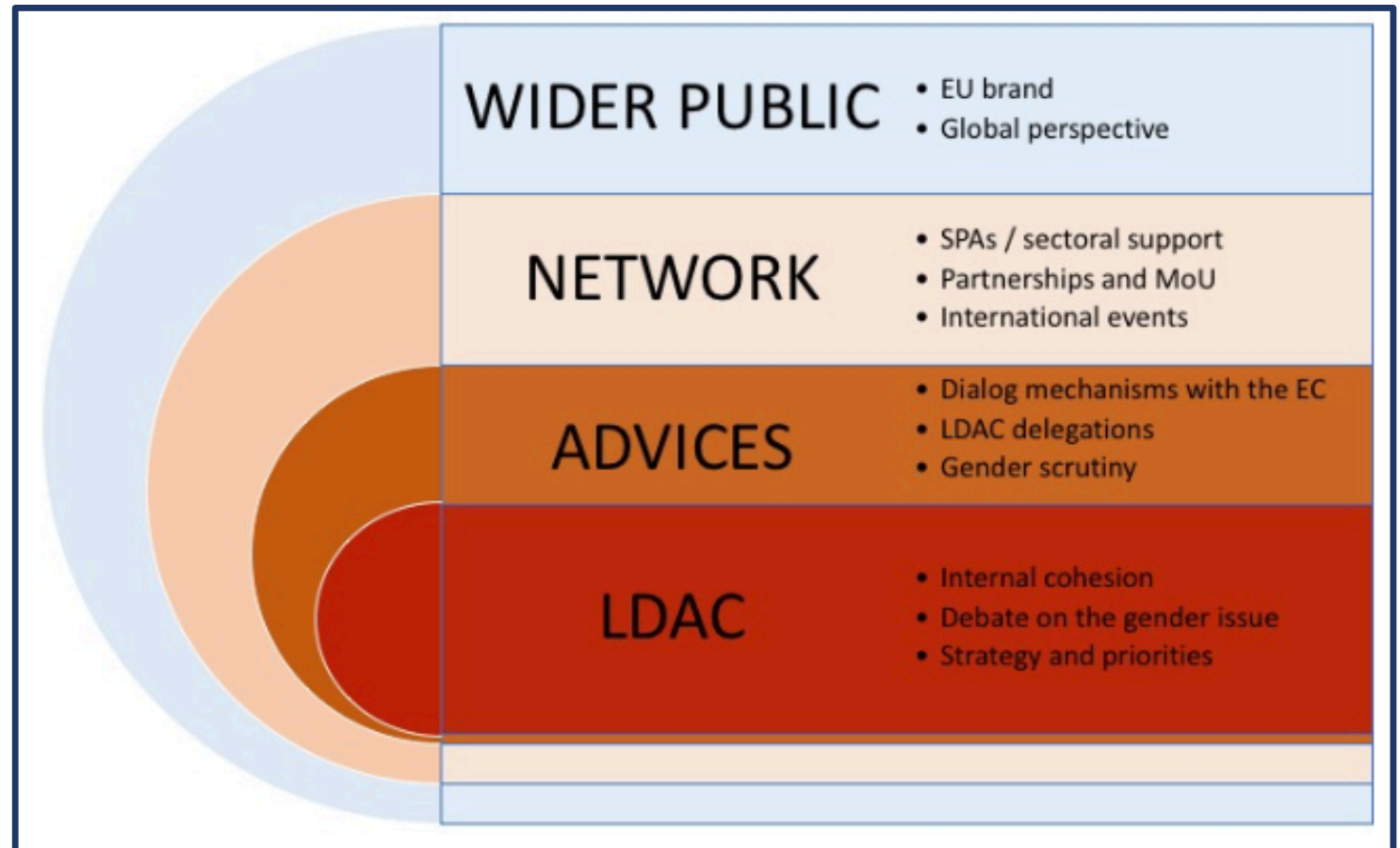
Source : Briceño-Lagos N. & Monfort MC., 2018. Putting gender equality on the seafood industry's agenda. Results of a global survey. July 2018. International Organisation for Women in the Seafood Industry (WSI) Ed. Pp 63



Gender Issue : *proposed initiatives*

- Getting some insight within LDAC's membership
- Opening an internal debate
- Communicating on the role of women in the fishing value chain
- Giving consideration to the gender balance and in particular to the inclusion of gender in SFPA's evaluations

Main recommendations : *listing*



Main recommendations : *LDAC members' responsibility*

- **Share and disseminate** to the rest of the members the public information they have (reports, press releases, events)
- **Spread the LDAC information**, advices and brochures to their own network
- **Help LDAC to seek and establish sound partnerships with Non State Actors**
- Carry on a **gender survey** within their own organization
- **All members' organizations to echo (and retweet) LDAC's opinions**

Main recommendations : *monitoring progress*

While the LDAC requests an external evaluation of its functioning, it appears obvious **to set objectives against which the LDAC shall assess its own performance.**



BG SEA CONSULTING

THANK YOU

Hope this work will contribute to the on going progress of the LDAC