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# SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

## Media Orientation Workshop Report



5<sup>TH</sup> AUGUST, 2015

THE  
UNIVERSITY  
OF RHODE ISLAND  
GRADUATE SCHOOL  
OF OCEANOGRAPHY



**SNV** SMART  
DEVELOPMENT  
WORKS

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**Cover photo:** Participants at the workshop during a presentation by Director of Projects, Fisheries Commission – Accra, Ghana, Thomas Insaadoo.

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## **ACRONYMS**

CCM	Centre for Coastal Management
CEWEFIA	Central and Western Region Fishmongers Improvement Association
CRC	Coastal Resource Center
CSLP	Coastal Sustainable Landscape Project
DAA	Development Action Association
DFAS	Department of Fisheries and Aquatic Science
DMFS	Department of Marine Fisheries Sciences
DQF	Daasgift Quality Foundation
FtF	Feed the Future
GIFA	Ghana Inshore Fishermen's Association
GIS	Geographic Information System
GNCFC	Ghana National Canoe Fishermen's Council
HM	Hen Mpoano
ICFG	Integrated Coastal and Fisheries Governance
MESTI	Ministry of Environment Science and Technology
MOFAD	Ministry of Fisheries and Aquaculture Development
NDPC	National Development Planning Commission
NGOs	Non-Governmental Organizations
SFMP	Sustainable Fisheries Management Project
SMEs	Small and Medium Enterprises
SNV	Netherlands Development Organization
SSG	SSG Advisors
STWG	Scientific and Technical Working Group
UCC	University of Cape Coast
URI	University of Rhode Island
USAID	United States Agency for International Development
WARFP	West Africa Regional Fisheries Development Program

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## **1.0 INTRODUCTION**

USAID has committed approximately \$24 million US Dollars to the implementation of the 5 year USAID/Ghana Sustainable Fisheries Management Project (SFMP) from October 2014 to October 2019). This Project is to rebuild marine fisheries stocks and catches through adoption of responsible fishing practices. The project contributes to the Government of Ghana's fisheries development objectives and USAID's Feed the Future Initiative.

As part of the communication strategy, SFMP is orientating the media in Ghana on the need to prioritize reportage in the fishing sector. This is to help put relevant issues in the fishing sector in the spotlight to generate discussions in the media landscape. In view of this, SFMP with support from SNV organized a one day media orientation workshop in Cape Coast at Pempamsie hotel to give the media first- hand information and to familiarize with the media on the need to collaborate with the SFM Project.

This one day workshop brought together stakeholders such as the Fisheries Commission led by the Director of Projects, Mr. Thomas Insaideo, Programs Coordinator of Friends of the Nation (FoN) Mr. Kyei Yamoah, Mrs. Sarah Naa Dedei Agbey and Senyo Tsikata of SNV and selected media houses.

SFMP was represented by the Chief of Party Mr. Brian Crawford and Patricia Aba Mensah-Communications Specialist of SFMP.

### **1.1 Objectives of the workshop**

- Heighten awareness in environmental reporting relative to the fisheries sector
- Sensitize participants on the alarming state of the fisheries sector
- Create awareness of Sustainable Fisheries Management Project

### **1.2 Some expectations from Participants**

- Deeper understanding of fisheries issues and dwindling fish stocks
- Get information to empower listeners in terms of dwindling fish stocks
- Help fisher folks implement best practices
- Learn more about SFMP to increase advocacy
- Learn about improved legislations to protect the fishing sector
- Gain insight from the workshop to help in reporting in the fisheries sector

## **2.0 COMMENCEMENT OF THE WORKSHOP**

The workshop commenced with the opening prayer from a representative from the media house radio shama by name Erzuah Amuzu. After the prayer, the communication specialist Ms. Patricia Aba Mensah welcomed participants from the media houses to the one-day orientation workshop. In her welcome address, she expressed her fear that the sardinella which is one of the varieties of the fish family was depleting at a faster rate and there was the need to halt the trend. She informed participants that the conception of the SFM Project was to help boost the stocks of the sardinella and also to restore aquatic life as currently the depletion in the stock was alarming. She added that if Ghana continues to deplete the fish stocks without any coordinated intervention, Ghana would suffer the consequences.

She further added that the one day workshop was to inform the media houses to better understand the fishing sector in Ghana and to give priorities regarding reporting on the issues in the sector.

### 3.0 GENERAL OVERVIEW OF USAID/ GHANA SFMP- SITUATIONAL OVERVIEW; MARINE FISHERIES CONTEXT

This presentation was done by the Chief of Party, Dr. Brian Crawford of SFMP. In his submissions, he briefly presented the statistics of the sardinella aurita within the fish family. This did not look good since stocks and catches were depleting. He said the harvesting of fish in our waters has become routine in the fishing communities leading to grave effects in the sector.

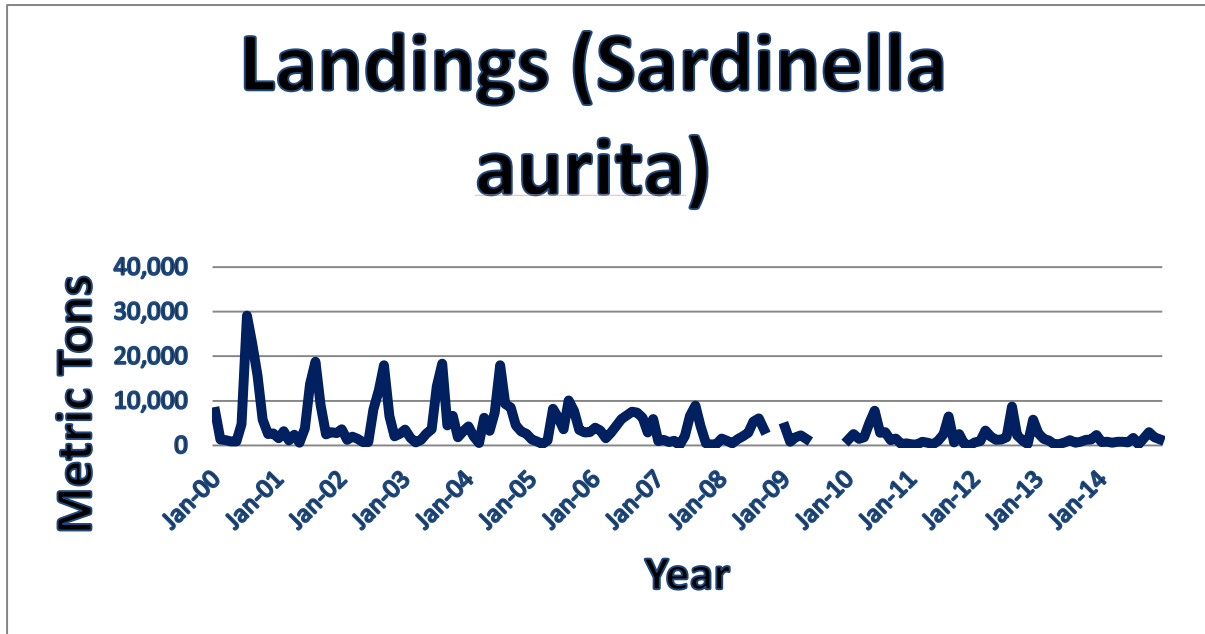


Figure 1 Statistical data on the sardinella aurita

Source: SFMP 2015

In his presentation, Dr. Crawford captioned the dire state of the fishing sector as “Too many boats, chasing few fishes” leading to depletion in the sector. He made it succinctly clear that the depletion in the fishing sector was not an overnight phenomenon but however it was the rampant harvesting of fishes since there was little regulation. He added that the fishing sector was depleting because of the lack of employment in these communities and also due to the consumption rate of Ghanaians. He said Ghana had high nutritional and economic dependency on fish.

#### 3.1 Ghana Fisheries Statistics

Dr. Crawford presented the statistics for the fishing sector to corroborate his assertion that the fishing communities were indeed exhausting the stocks in their waters.

He said:

- Annual yield was around 750,000 metric tons
- 84% from small-scale sector
- Fish consumption: 23kg/per/yr
- 4.5% of GDP
- Directly employs 375,000 of which 150,000 are women
- Indirectly supports livelihoods of 2.2 million people



Dr. Crawford stated that Africa has the highest per capita consumption of fish in the world and West Africa is leading the chart. “If food security will be reached in Africa, there is the need to pay critical attention to fish sector in Africa”. He stated that growth in demand and need for fish was driven largely by growth in population, wealth and urbanization and the largest growth in overall requirements for fish was in Africa and Asia.

He stated that Ghana was part of the developing countries with high fish demand and there is a growing overlap between growth in demand and need.

### **3.2 Challenges Sustaining Wild Caught Fish Food Supply In Ghana**

Regarding the challenges in sustaining the wild caught fish food supply in Ghana, Dr. Crawford stated that some of the challenges were overfishing and over capacity, subsidies in the fishing sector, poor governance and illegal, unregulated and unreported fishing plagued the sector. He said Ghana needs a strong enforcement regime to deal with some of these problems especially the issue of illegal, unregulated and unreported fishing since this problem could be either external or internal.

### **3.3 Proposed Solutions**

Dr. Crawford proposed possible solutions to deal with the daunting problem and stated that some of the ways to ensure that fishing was done in the most regulated way to safeguard the fishing stocks do not deplete rapidly were through;

- Closed areas
- Closed season
- Increased mesh size
- Increase min. fish size
- Add fishing holidays
- Limit number of boats
- Total annual quotas
- Daily landing quotas
- Remove subsidies
- Territorial use rights
- Business as usual

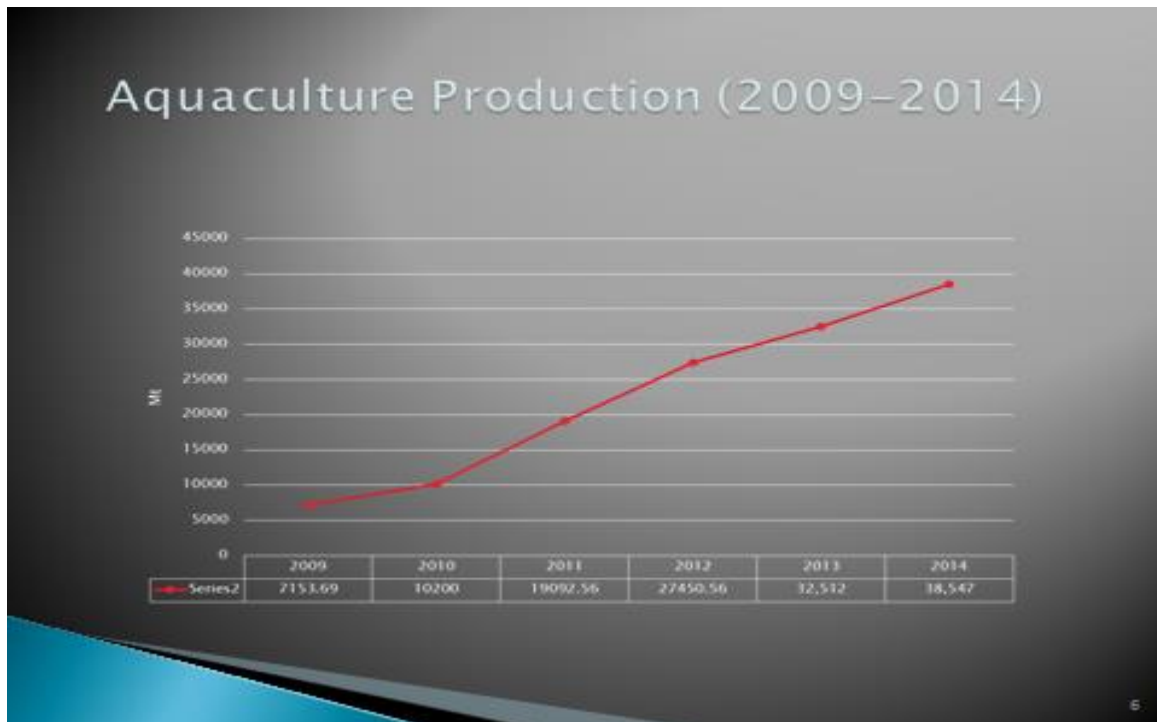
Dr. Crawford ended his presentation by encouraging participants to do well to ensure that the fishing sector gets the best possible reportage to help boost up the sector and also help in reducing the issue of “overfishing”. “Recovery is possible and Ghana can do it”.

## **4.0 ROLE OF MOFAD/ FC IN FISHERIES RELATIVE TO POLICY-WAY FORWARD WITH WARFP**

The role of MoFAD/ FC in fisheries relative to fisheries policy and way forward was presented by Mr. Thomas Insaïdoo who is the Deputy Director-Fisheries Commission.

In his presentation, he reiterated the fact that the fisheries sector contributes significantly to Ghana’s socio-economic development. He noted that Ghana’s fisheries sector if properly managed should provide sustainable economic opportunities. Mr Insaïdoo in his submissions noted that the national policy on fisheries is intended to give direction on employment in the sector, GDP Projections, foreign exchange directions, food security issues, ensure wealth creation and reduction of poverty

Mr Insaïdoo gave a graph depicting the aquaculture production from 2009 to 2014.



**Figure 2 Statistical data- Aquaculture Production (2009-2014)**

Source: MoFAD 2015

#### **4.1 Why the Fisheries Sector is facing challenges**

Mr Insaadoo stated that the methods for fishing in Ghana have to be regulated effectively with punitive sanctions. He stated that methods of fishing are becoming sophisticated with the use of inshore fleets, industrial trawlers, tuna bait boats etc. He said the sector has not performed to its maximum in spite of the great potential the sector possesses. His reasons were;

- Open access fishing-Property of the commons
- Use of unorthodox methods for fishing
- Use of illegal gears
- Prohibitive fishing methods
- Huge number of vessels-overcapacity
- IUU fishing
- Environmental impact
- Subsidies
- Weak institutional linkages
- FC ill equipped-weak enforcement

#### **4.2 Some Recommendations to make the fisheries sector effective**

Mr Insaadoo noted that for the fisheries sector to be effective there is the need to put in place deliberate measures that could be either short term or long term.

Some of the measures proposed were;

- Establishment of FC & MoFAD (Mandate, Vision, Mission, Goals)
- Inter-ministerial collaboration
- Fisheries regulation 1968
- Fisheries Act, 2002 Act 625
- Fisheries (Amendment) Regulation

- Fisheries (Amendment) Act-in relation to IUU
- VMS
- Code of Conduct
- International laws
- MCS
- FEU
- Observe missions
- Vessel registration

#### **4.3 Other measures to support the fisheries sector**

Mr Insaidoo recommended other measures that could help support the fisheries sector which he said were;

- Management plan (Marine, Aquaculture)
- Emphasis on effort control based on knowledge of stock fluctuation
- CBFMCs
- Much commitment to fisheries management
- Precautionary approach to fisheries management
- Collaboration with other institutions (FAO, EU)
- Global and regional consideration (ICCAT, ATLAFCO etc)



**Figure 3 Participants listening to a presentation by Mr. Thomas Insaidoo of Fisheries Commission**



**Figure 4 Mr. Thomas Insaïdoo Presenting to Participants**

#### **4.4 Mindset of Journalists reporting on Fisheries Issues**

Mr Insaïdoo admonished journalists reporting on fisheries issues to be circumspect in their reportage. He informed journalists at the workshop that fisheries management was first and foremost about managing the “psyche of fishers, fisher farmers, processors and consumers”.

He admonished journalists to beware of their reportage since it has mass implications. Mr Insaïdoo said media personnel should be aware of their role they play in national discourse and should carefully choose their words when reporting.

He further educated journalists on the policies in the fisheries sector. He said a policy was when there is a deliberate system of principles underlying policy formulation which he listed as: Poverty reduction, decentralization, divestiture, gender equity, code of conduct, stakeholder participation, sustainability, conservation, research, education, equity, polluter pay principle and transparency.

Mr Insaïdoo educated journalists on the operational objectives of the policies regulating the fisheries sector. He added that the operational objectives were to establish specific management and conservation measures based on regular assessments of the status of the fisheries and aquatic environment. He said the policy was to ensure the sustainability of commercial fisheries through appropriate regulations and also to protect and improve the aquatic environment including bio diversity and habitats. The policy he said also sought to improve the effectiveness of stakeholder institutions and mechanisms for co-management.

Mr Insaïdoo said there is the need to have appropriate regulations and effective monitoring control and surveillance systems to combat acts of illegal, unregulated and unreported fishing.

He also educated journalists on some of the on-going projects in the sector which he said were in two fold- Technical Assistance and Investment Assistance Projects.

#### **4.5 Way Forward for Ghana in the Fisheries Sector**

Mr Insaideo said the way forward for Ghana in the fishing sector were; rebounding the stocks, need for a stakeholder consultations, national dialogue, strengthening of FEU/MCS and all projects (WARF-SFMP), Academia, Media and the citizenry make a massive showing at the upcoming events of MoFAD/FC, need for meet the press sessions for media briefing, celebration of farmers day, organization of fish fair and INFOPECH-Aqua fair and keeping the hype in the fisheries sector.

#### **5.0 THE ROLE OF THE MEDIA IN PROMOTING SUSTAINABLE FISHERIES GOVERNANCE**

The presentation on the role of the media in sustainable fisheries governance was presented by Mr. Solomon Kusi Ampofo of Friends of the Nation (FoN).

In his presentation, he stated that the media affects people's perspective due to their important responsibilities society has entrusted them with. He said the basic role of the media was to inform, educate, entertain, and advertise correlating parts of society.

Mr Ampofo said since the media was considered as the "watchdog" in a democracy, there is the need for them to be guided and guarded in their reportage. He admonished the media to give more reportage on developmental issues in Ghana such as the sustainable fisheries project and other projects worthy of reporting. He added that the media was very powerful such that they could make the "innocent guilty and the guilty innocent".

On Governance, Mr. Kusi Ampofo said the media should project issues in fisheries to probe concerns such as how resources are utilized in the sector, how problems and opportunities in the sector were evaluated and analysed, what behaviour was deemed acceptable or forbidden in the sector and what role and sanctions were applied to affect natural resources distribution and use.

Mr Ampofo informed journalists that the conventional idea of the sustainable fisheries sector is one that is harvested at a rate where the fish population does not decline over time because of fishing practises. He further educated journalists on the objectives of the SFMP project which is to rebuild marine fisheries stocks and catches through adoption of responsible fishing practises and contributing to the Government of Ghana's fisheries development objectives and USAID's Feed the Future.

Mr. Ampofo admonished journalists to do more in gathering information on challenges in the fisheries sector and develop people-centered documentaries on the fisheries sector. He ended his presentation by advising journalists to generate local food security stories in relation to fisheries.

#### **6.0 CONTRIBUTIONS/ SUGGESTIONS BY MEDIA PERSONNEL AT THE WORKSHOP**

Some media personnel were of the opinion that the workshop was useful since it has put in perspective issues in the fisheries sector. They stated that some of their challenges in reporting issues in the fishing communities were several. They were of the opinion that resources to report on the sector were not available making it difficult to report on issues in the sector and asked for support from SFMP to help enhance reporting.

Secondly, one major issue journalists have with reporting in the fishing communities was the bad roads leading to some of these communities.

Thirdly, it was identified that bad reception from some fishing communities greets journalists who take the initiative to report on their plight. They admonished SFMP to support them have a working relationship with such communities to make reporting less difficult.

Fourthly, some journalists suggested that the target group for education on best practises in the fishing communities should be targeted at the schools to get pupils better informed.

There is the need to empower the fisheries commission to support the education campaign. This will help disseminate the issues at a pace worth tolerating. Some journalists stated that the empowerment of the fisheries commission was the main thrust of helping curb the debilitating fisheries sector.

Journalists were also admonished to develop an effective engaging style when visiting such communities. The attitude of sounding confrontational is not a sure way to report concerns of the fishing communities.

Journalists also pleaded with experts at the workshop and Ghana in general to respond positively when they are invited for talk shows or for media engagements to discuss the fisheries sector. This was how journalists can reach out to the experts to discuss the issues in the fishing sector.

## **7.0 BREAK OUT SESSION**

As part of collating views for strengthening the media to report issues in the fishing sector and to help strengthen collaboration of stakeholders in the sector, a break out session was organized with groups of three to help develop an action plan.

The questions to be addressed by the groups were

- What practical steps are necessary for strengthening relationship with the media?
- Would you attend a follow-on workshop? Why or why not?
- Recommend ideas for the next workshop.





**Figure 5 Break out session and presentation**

**Table 1 Break Out Session responses**

<b>Itemised issue</b>	<b>Group One (1)</b>	<b>Group Two (2)</b>	<b>Groups Three (3)</b>
What Practical Steps are necessary for strengthening relationship with media?	Openness and transparency Reduce officialdom/ bureaucracy Accuracy in reportage Avoid lording over locals Awards and incentives	Willingness to provide right information Focal/ contact persons under the SFMP Provide resources to media persons for site visitation Provide guidance on how to get access to fishermen for information Media person to accompany field trip crew for video interviews for documentaries	Constant engagement with the media editors Involvement of media in all project activities/ field trips Creating of social media platforms. Eg. Whatsapp Setting up Media Programmes on local FM stations
Would you attend a follow-on workshop why or why not?	Yes because it was informative It brings understanding It serves as Networking platform	Yes - Provide updates on activities under SFMP Workshop days should be extended in subsequent engagements	Yes for the purpose of networking, sharing ideas/ experience and for capacity building
Recommend ideas for the next workshop	Get social media experts for education on latest trends Stakeholder engagement Field trips	Field visits to project sites with media persons Workshop should be region based Monitoring follow ups on media reportage Provide incentives for good reportage Extensive presentation on the project (SFMP) Exchange visits (both in and out country)	Set up media caucus on fisheries management reporting Field trips to fishing communities Sponsorship packages on news exclusives



## Closure of the Workshop

The media orientation workshop came to a close at 2: 15 Pm in the afternoon with participants (Media Personnel) very happy such a laudable project has considered making them a part of sustaining Ghana's crippling fishing sector.

**Table 2 List of Participants**

Srl	First Name	Surname	Organization	M	F	Do you wish to receive messages on SFMP
1	Jonathan	Donkor	Ghana News Agency	1		Yes
2	Bernice	Turkson	Daasgift		1	Yes
3	Sister Hope	Asmah	Daasgift		1	Yes
4	Thomas	Insaidoo	Fisheries Commission	1		Yes
5	Clement	Boye	Ghanaian Times	1		Yes
6	Sarah	Agbey	SNV		1	Yes
7	Jonathan	Debley	GTV	1		Yes
8	Kwame	Mensa	Twin City Radio	1		Yes
9	Senyo	Tsikata	SNV	1		Yes
10	Erzuah	Amuzu	Radio Shama	1		Yes
11	Felicia	Yeboah	Ghana News Agency		1	Yes
12	Brian	Crawford	CRC/URI	1		Yes
13	Charles	Smith	GBC-Radio Central	1		Yes
14	Kate Edswell	Forson	Metro TV (Accra)		1	Yes
15	Nana	Buodu	GTV			Yes
16	David Yarboi	Tetteh	Gh. Times	1		Yes
17	Patricia Aba	Mensah	SFMP-Accra		1	Yes
18	Irene	Langpuur	SFMP-Accra		1	Yes
19	Pascal	Nyamador	jubileeradio	1		Yes
20	Kyei	Yamoah	Friends of the Nation	1		Yes