



# SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

## Tigo Fishers' Network Business Model



2015



This publication is available electronically on the Coastal Resources Center's website at [http://www.crc.uri.edu/projects\\_page/ghanasfmp/](http://www.crc.uri.edu/projects_page/ghanasfmp/)

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**Cover photo:** SSG

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Spatial Solutions:	<a href="http://www.spatialsolutions.co/id1.html">http://www.spatialsolutions.co/id1.html</a>

## **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

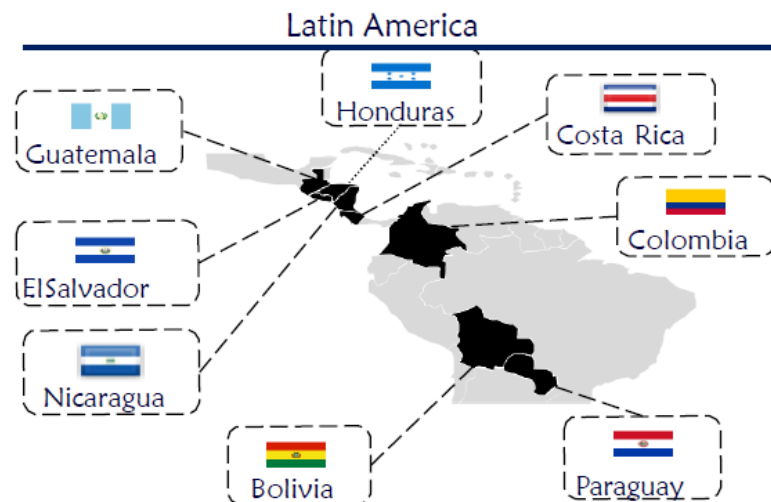
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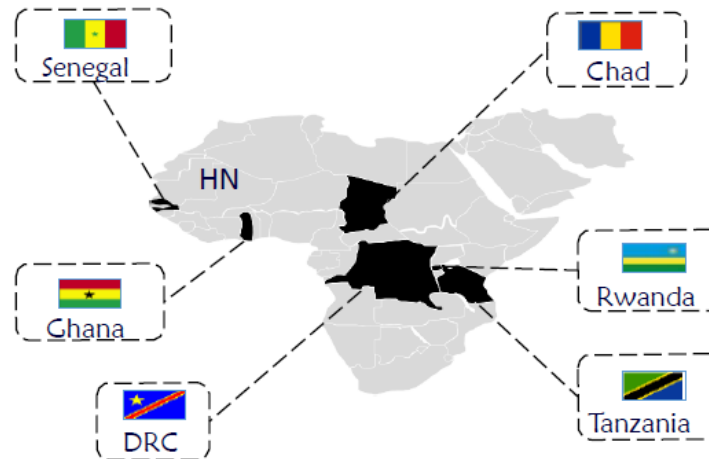
# Millicom Ghana

- • Part of The Millicom Group, a leading international telecommunications and media company dedicated to emerging markets
- • Empower a digital lifestyle by offering communication information and entertainment which connect people to their
- world.



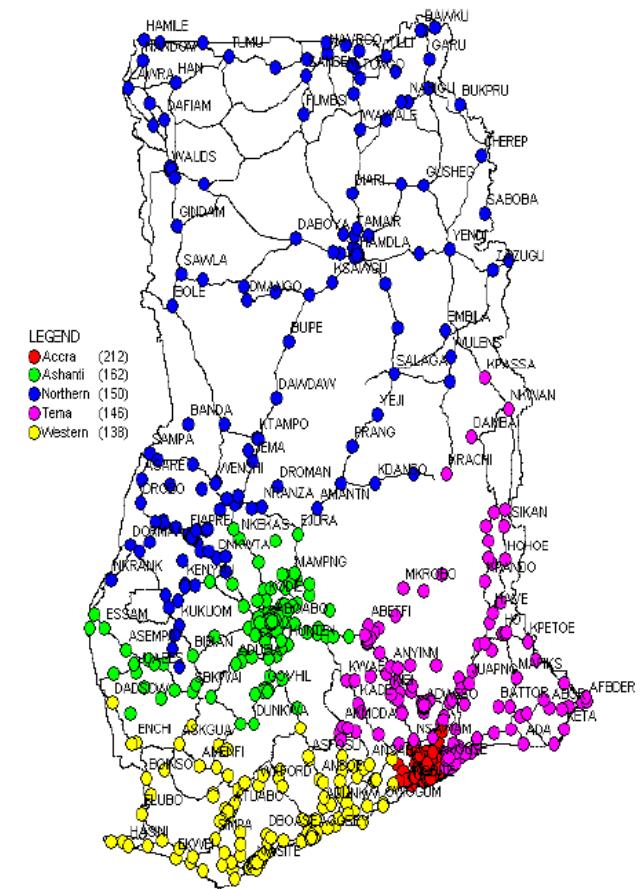
# Africa

- Millicom Ghana was established in 1992 and has become the leading innovative telecommunications company in the country, championing a digital lifestyle.



# Network Coverage

- Extensive coverage in all regional, district and local areas of the country.
- 3.5G in all regional and district capitals.
- Cover 80% of inhabitable areas across the country.





135K

25K

2.6M

80K

500K



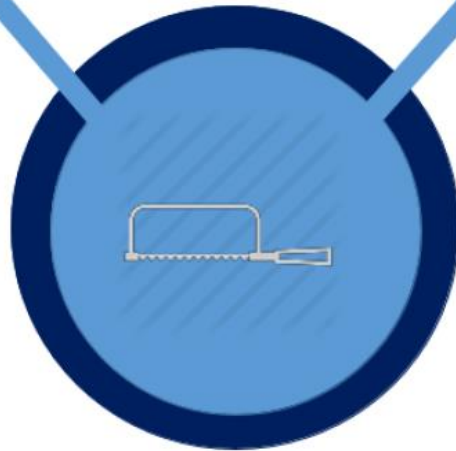
Over 25,000 fish processors and traders



80,000 fishers involved in inland fishing



Over 2.6M people depend on the Fisheries sector.



500,000 involved in distribution and processing network



Over 135,000 fishers are directly employed in Ghana's marine capture fisheries

# Collaboration



THE  
UNIVERSITY  
OF RHODE ISLAND  
GRADUATE SCHOOL  
OF OCEANOGRAPHY



- Facilitate communication within the ecosystem.
- Provide alternate livelihood.
- Health Service support to fisher folks.
- Information system training and dissemination of information.
- Provide Tigo Cash savings for Off-season income.



# Value Proposition



*Tigo Cash*  
Capability to setup  
Insurance cover to  
registered user



*Tigo Cash*  
Tigo Cash Wallets  
Ability to allow  
active users to  
communicate with  
each other for free  
through voice and  
SMS.



*Tigo Cash*  
On all Subscriber  
Instant communication  
to entire network via  
SMS.



*Tigo Cash*  
Accounts

# Target Customer Segments



## Short Term

- Fisher folk (Marine and inland fishers).
- Fish processors and traders.
- Canoe owners.



## Medium Term

- Trawler owners and workers.
- Cold store owners.
- FC and MoFA Staff with direct input.



## Long Term

- FC & MoF Staff and casual workers of the Fisheries with indirect input.
- Marine Police.
- Volunteer organizations.
- Families of Fisher folk and fish processors.

# Recommended Price points

- Payments be made yearly
- Devices be purchased outright
- Payments be accepted via mobile money
- Acquisitions be done at group level
- Sponsors and third party partners be encouraged to support deployments at various stages

Plan 1	Plan 2	Plan 3
<ul style="list-style-type: none"><li>• 100 On-Net Minutes</li><li>• 50 SMS</li><li>• 1GB Social Media Bundle</li><li>• Unlimited CUG</li></ul>	<ul style="list-style-type: none"><li>• 100 On-Net Minutes</li><li>• 10 Ex-Net Minutes</li><li>• 50 SMS</li><li>• 1GB Social Media Bundle</li><li>• 250MB Data</li><li>• Unlimited CUG</li></ul>	<ul style="list-style-type: none"><li>• 150 On-net Minutes</li><li>• 35 Ex-Net Minutes</li><li>• 100 SMS</li><li>• 1GB Social Media Bundle</li><li>• 500MB Data</li><li>• Unlimited CUG</li></ul>
Price: GHS 3.50	Price: GHS 5.00	Price: GHS 10.00

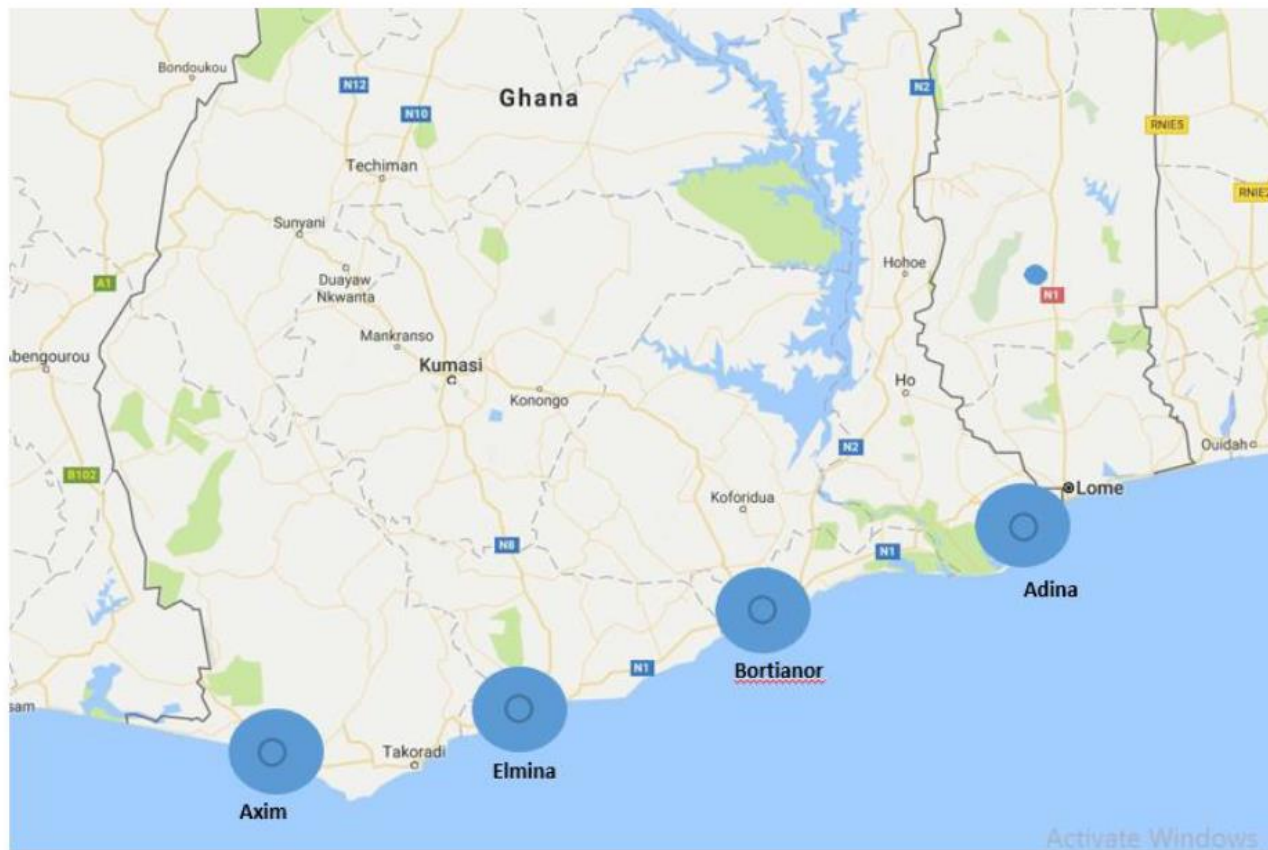
# Devices



GHS 120.00



GHS 70.00



- GREATER ACCRA: BORTIANOR
- VOLTA REGION: ADINE
- WESTERN REGION: AXIM
- CENTRAL REGION: ELMINA

# Activities

- Publicity (awareness) to about 80% of the fishing population in each site.
- Get 10,000 fisher folks enrolled on the package across the regions.
- Setup at least 10 sales points for Tigo cash and scratch card at each pilot site.
- Call Centre should be established by the fisheries commission by end of the year.
- 20% of the fisher folks should be active participants of the insurance program by end of year 2017.
- 50% of the fisher folks should be active participants on Tigo cash by end of year 2017.
- Extension of the Tigo service offshore.
- A security system to ensure that non-fisher folks do not get access to the platform.
- Registration must be done through an association leader.
- Bulk SMS package for Fisheries Commission to keep the fisher folks updated.



# Action Plan

TASK	ACTIVITY	TIMELINE
Awareness	<ul style="list-style-type: none"> <li>• An ideation message for the fisher folks.</li> <li>• Creating a channel for identification and selection.</li> <li>• Engagement with stakeholders.</li> <li>• Rolling out (material production, communication and distribution)</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter 1 (1<sup>st</sup> July, 2017)</li> <li>• Quarter 1 (1<sup>st</sup> August, 2017)</li> <li>• Quarter 1 (1<sup>st</sup> September, 2017)</li> <li>• Quarter 2 (1<sup>st</sup> October, 2017)</li> </ul>
Net Promoter Score	<ul style="list-style-type: none"> <li>• A survey to help us build a solid baseline.</li> <li>• Data collection and analysis.</li> <li>• Implementation of results (monitoring and evaluation)</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter 1</li> <li>• Quarter 1 – Quarter 4</li> <li>• Quarter 2</li> </ul>
Activation	<ul style="list-style-type: none"> <li>• Community identification.</li> <li>• Setting up of project team.</li> <li>• Establishment of post points for registration.</li> <li>• One mega launch for each pilot sites.</li> <li>• Group and individual registration.</li> <li>• Fisher folks training and sensitization.</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter 1-4 (July, 2017 – April, 2018)</li> <li>• Quarter 1 (July, 2017 )</li> <li>• Quarter 2-4 (Oct, 2017 – April, 2018)</li> <li>• Quarter 1 (1<sup>st</sup> August, 2017)</li> <li>• Quarter 1 (1<sup>st</sup> September, 2017)</li> <li>• Quarter 1 (1<sup>st</sup> September, 2017)</li> </ul>

# Project Timelines

