# BRAINSTORMING POTENTIAL INITIATIVES TO BE PROMOTED FOR THE CELEBRATION OF THE INTERNATIONAL DAY FOR THE FIGHT AGAINST IUU FISHING

Supporting the regional implementation of the FAO Port State Measures Agreement: a decisive step towards an international day for the fight against IUU fishing"

Bayram ÖZTÜRK University of Istanbul, TUDAV

ozturkb@istanbul.edu.tr Tangier, Morocco, 6-8 December 2016

## BACKGROUND INFORMATION

## TO PROCLAIM, ON 24 APRIL, AN INTERNATIONAL DAY FOR THE FIGHT AGAINST IUU FISHING

#### Main steps:

#### \* 4 Workshops for the Black and Mediterranean Seas by the GFCM

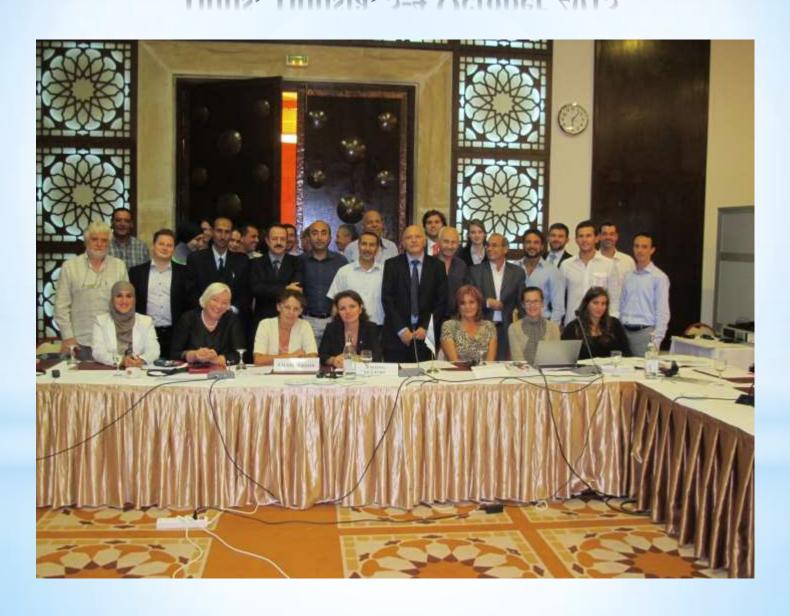
#### **OBJECTIVES**

- \* To improve knowledge of the nature and extent of IUU fishing in the Black and Mediterranean Seas
- \* To collect and review information provided by Black Sea and Mediterranean Sea states on their fleet operating in the area, as well as their experience in the fight against IUU fishing
- \* To inform participants of the measures available at international and regional levels to fight IUU fishing, with particular reference to MCS related measures
- \* To draw up a roadmap to fight IUU fishing in the Black and Mediterranean Seas

#### First workshop, IUU Fishing in the Black Sea Istanbul, Turkey, 25-27 February 2013



## \* IUU Fishing in the Mediterranean Sea Tunis, Tunisia, 3-4 October 2013



### \* IUU Fishing in the Mediterranean Sea Marrakech, Morocco 22-24 April, 2015



Working group on illegal, unreported and unregulated (IUU) fishing in the GFCM Area of Application Madrid, Spain, 19–21 April 2016



# TO PROCLAIM, ON 24 APRIL. AN INTERNATIONAL DAY FOR THE FIGHT AGAINST IUU FISHING

Campaign will be

dynamic, young, positive, with hope, fresh

It should be **fun to participate**. Responsibility and action follows

the feeling because we are addressing a very young population.

Special focus on youth and children for sustainability

Collaboration and communication among the target groups and actors

The campaign is not only based on digital and print media. The campaign needs to be **proactive** and in **direct relation with the population**.

We need to have faces on the ground.

Real people need to be involved. **The boat** and a teams of **social media and promotion squad** will be actively working on the field. Celebrities, fishers, consumers and all the other groups will also make the face of the campaign through video and on sight presence.



WITH YOU !

I AM IN!

# CAMPAIGN IS IN THREE LAYERS EACH SUPPLEMENTING EACH OTHER.

# NET TO PLATE

People will be informed about the current and future situation of the

## WITH YOU!

People should know what they can do about it.

Everyone matters.
Lets act!

## I AM IN!

Showing that you support, showing that you participate.

CAMPAIGN IS IN THREE LAYERS EACH SUPPLEMENTING EACHOTHER.

NET TO PLATE

WITH YOU!

KNOW

**Awareness** 

ACT

What can you do against it?

I AM IN!

SHOW

**Promote the Action** 



# KNOW Awareness





catch

species

Control the size and

Fish brought

Cooperatives

Cooperatives and fisheries

Weak legal control and

Taking fish from unregistered

Fish brought to unregistered

Poor or false lobbying for the

not reporting

boats

tracking

market

to Fisheries

Setting fair prices

Responsible Fishing Right gear, at the right time with the right amount Effective coast quarding and boat tracking International unity against IUU fishing in national and international waters Educate fishing boat owners about appropriate gears Keep the future, keep the fish stocks for vourself and family

> Fish in the net caught by the fishermen

Fishermen, big fishing boats, illegal fishing gear, offseason catch, bycatch, over-catch and exploitation of quotas, authorities and coast guards in effective control, international treaty problems, quota agreements

#### DO THE RIGHT THING

Don't raise demand Don't buy IUU caught fish Ask for registration and origin of the fish

Fish sold to wholesale markets

Wholesale markets demanding IUU Fish for high prices, raising the market Insufficient legal control

Don't raise demand Don't buy IUU caught fish Ask for registration and origin of the fish

Fish bought by supermarkets, restaurants. hotels

Be informed

Unaware of fishing season Selling undersized fish Raising tourist and customer demand with rare fish Economic excuse

vou eat offseason fish

Ignorant consumption Tourist exploitation No future concern

Don't raise demand Don't buy IUU caught fish

Ask for registration and origin of the fish Be informed

Fish sold in supermarkets, in fish markets. markets

Unaware of fishing

Raising tourist and

Selling undersized fish

customer demand with

season

rare fish

Profit excuse

**DON'T DO** 

Don't buy, don't eat, don't consume IUU caught fish Be informed - know what Look for alternatives to

Fish on the plate in restaurants, in hotels, homes

Lack of information







NET..

..TO PLATE



Explain Current Situation
Future of IUU Fishing in the Blacksea Region
Outcomes of IUU Fishing
Information on what the fish are

We share the same future We share a common sea, a common culture?

The Fish Matter We matter!



SHORT ANIMATION FILM

INFORMATION BROCHURES

SNAP CHAT AND YOUTUBE VIDEOS

CHILDRENS

INSIDER VIDEO CONTENT

CELEBRITY
EVENTS

WORKSHOPS)







TRAVEL TO 25 COUNTRIES .. COURSE MODULES PUBLIC EDUCATION, VIDEO DAYS,
SEA FOOD EXHIBITION FOR BRANDS, CHEF AND GOURMES FOR
CONFERENCE ROOM FOR 25 PEOPLE
FUND RAISING CAMPAIGN



# ACT What can you do against it?



## Don't catch, don't buy, don't eat

IUU fished or off season, too young fish

HCIP to not catch, not sell, not consume!
Live and let live
Don't visit those restaurants,
visit those who don't serve

Inform the authorities, warn your fellow citizens, triends, help to create awareness

Know the Fish! Know how to recognize them

Join, do the right thing



# CALENDERS AND POSTERS

# TO CAMPATGAS OCTAL MEDIA EVENTS CAMPAIGNSQUAD





# SHOW Promote the Action



Use the channels, the posters, the social media, the hotline

## Participate!

Show that you participate

Show everyone that you support, participate!

I participate, I support, I live.



# WEBSIE

CELEBRITY EVENTS AND VOLUNTARY EMBASSIDORS OF BLACKSEA LIVE CAMPAIGN

PROFILE PIGURES ON FACEBOOK AND INSTAGRAM

POSTCARDS, STICKERS AND POSTERS

PARILIGIPATION LOTTERY

## \* A proposal for a communication strategy to combat IUU fishing

- \*Public visibility
- \*International coordination and communication
- \*Aimed towards a sustainable program
- \*Differentiated communication
- \*Special focus on youth
- \*Collaboration and communication between actors
- \*Sensitivity for local differences and priorities

## \* National Events and Activities

- Social responsibility camps for students in collaboration with youth organizations
- 2. Cooperation with celebrity cooks on national TV
- 3. Special workshops with students living along coasts where critical IUU fishing occurs
- 4. Focus group research and video production with the fishermen and wholesalers
- 5. Member states homework

## \* Partners, Collaborators and Sponsors

- National responsibilities in regional or international projects
- Local partners
- Networking and cooperating with NGOs working in similar fields
- Database sharing
- Securing sponsorship for events and activities
- Cooperating with youth organizations and EU institutions

## Printed materials

- \*Target Groups mainly at national level
- \*Language, season and coast specific
- \*Distributed and placed in wholesale markets, fish markets, supermarkets, restaurants, hotels, airports, marines, docks, coastal town schools
- \*Brochures and posters in their own languages



#### **Projects**

- 1. Calendars and posters showing legal fishing seasons and species, with contact information
- Brochures and information leaflets on species endangered by IUU fishing
- Simple maps on fish migration routes, reproduction times and places

## \* International Events and Activities

- 1. International Day for the Fight Against IUU Fishing
- 2. A year-long online international campaign
- A year-long coast-to-coast travelling boat to conduct research, knowledge-sharing, documentation and communication activities, including conducting on-shore highlights, workshops and youth projects
- International project competition for the prevention of IUU fishing for high school students
- 5. Formation of an online International Marine Protection Committee with student ambassadors coordinating project competitions
- 6. Social Responsibility Camps for students and adults
- 7. Project based public participation in scientific research
- 8. Recipe network and recipe competition for in-season and not endangered species

## \* Digital and Online Production

- \* Combining materials at the national and international level
- \* Available in multiple languages of member states
- \* Includes user-generated information
- \* Regularly updated

#### **Projects**

- 1. Website and Network
- 2. Facebook, Instagram and Twitter Accounts
- 3. Snap Chat and You Tube video production, UN WEB TV
- 4. Unspoken short animation film on the consequences of IUU Fishing
- 5. Audiovisual sponsorship presentations
- 6. Forums and Blogs



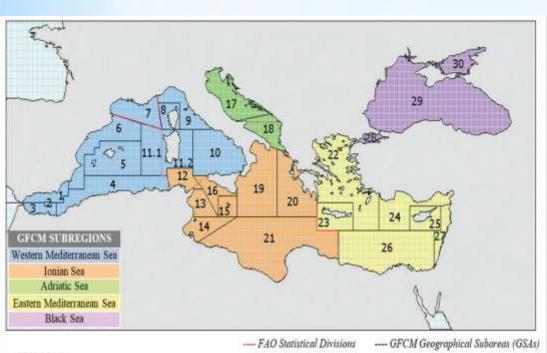
#### Outreach to fishing industry during IUU Day

- There should be continuous efforts to communicate the IUU problem through promotional/educational campaigns with market players, including intermediate buyers, processors, distributors and consumers.
- Such activities will help raise awareness of the problem and improve the knowledge of the social, economic and environmental consequences of IUU activities.

#### Expectations in view of ID-IUU

- Following the 2001 adoption of the FAO International Plan of Action to Prevent, Deter and Eliminate Illegal, Unreported and Unregulated Fishing (IPOA), countries can prepare National Plans of Action to Prevent, Deter, and Eliminate Illegal, Unregulated, and Unreported Fishing practices for their regions
- ATALFCO-GFCM to prepare a regional plan of action which can help countries to develop their national plan of actions
- Update of national legislations
- Requests for capacity building and identification of concerned action to submit to donors

#### HOW GFCM AND ATLAFCO CAN JOIN FORCES IN **CELEBRATING THE IUU DAY**



- FAO Statistical Divisions	GFCM Geographical Subareas (GSAs)	
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07 - Gulf of Lion	13 - Gulf of Hammannet	19 - Western Ionian Sea	25 - Cyprus
08 - Corsica	14 - Gulf of Gabes	20 - Eastern Ionian Sea	26 - South Levant Sea
09 - Ligurian Sea and Northern Tyrrhenian Sea	15 - Malta	21 - Southern Ionian Sea	27 - Eastern Levant Sea
10 - South and Central Tyrrhenian Sea	16 - Southern Sicily	22 - Aegean Sea	28 - Marmara Sea
11.1 - Sardinia (west) 11.2 - Sardinia (east)	17 - Northern Adriatic Sea	23 - Crete	29 - Black Sea
12 - Northern Tunisia	18 - Southern Adriatic Sea	24 - North Levant Sea	30 - Azov Sea
	07 - Gulf of Lion 08 - Corsica 09 - Ligurian Sea and Northern Tyrrhenian Sea 10 - South and Central Tyrrhenian Sea 11.1 - Sardinia (west) 11.2 - Sardinia (east)	07 - Gulf of Lion 13 - Gulf of Hammannet 08 - Corsica 14 + Gulf of Gabes 09 - Ligurian Sea and Northern Tyrrhenian Sea 15 - Malta 10 - South and Central Tyrrhenian Sea 16 - Southern Sicily 11.1 - Sardinia (west) 11.2 - Sardinia (east) 17 - Northern Adriatic Sea	08 - Corsica     14 - Gulf of Gabes     20 - Eastern Ionian Sea       09 - Ligurian Sea and Northern Tyrrhenian Sea     15 - Malta     21 - Southern Ionian Sea       10 - South and Central Tyrrhenian Sea     16 - Southern Sicily     22 - Aegean Sea       11.1 - Sardinia (west)     11.2 - Sardinia (east)     17 - Northern Adriatic Sea     23 - Crete



ATLAFCO GEOGRAPHICAL **AREA** 

