# 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

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

## BACKGROUND INFORMATION

## TO PROCLAIM, ON 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



- \* Then, The idea of an international day againist IUU fishing has been proposed
- \* Because;
- \* Its a very comlex issue and contains several aspects
- \* global problem and glabally response is requested
- \* International cooperation is esential, commitments and responsabilities as well
- \* New approch is needeed due to time constain
- \*Clear, visible targets for public at large
- \* A campaign were also proposed and will be lounched next year for the Black Sea with the help of GFCM

#### STARTING POINT, 2017

# 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









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!



# 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



#### \* Member States Homework...

- 1. Promote awerness and of the nationala and International measures againist IUU fishing
- 2. Preparation and Mobilizing an international day in the figth againist IUU practices
- 3. Disseminate documents and all accessible information
- 4. Involve all relevant stakeholders
- 5. Build a national, regional even global political will and atmosphere .
- 6. Implement your relevant law, regulations etc.

#### 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.

## \* 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

## \* Digital and Online Production

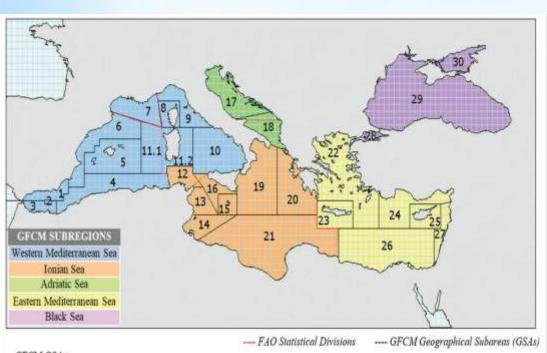
- \* Combining materials at the national and international level
- \* Available in multiple languages of member states
- \* Includes user-generated information
- \* Regularly updated

#### **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



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



GFCM GSAs				
01 - Northern Alboran Sea	07 - Gulf of Lion	13 - Gulf of Hammannet	19 - Western Ionian Sea	25 - Cyprus
02 - Alboran Island	08 - Corsica	14 - Gulf of Gabes	20 - Eastern Ionian Sea	26 - South Levant Sea
03 - Southern Alboran Sea	09 - Ligurian Sea and Northern Tyrrhenian Sea	15 - Malta	21 - Southern Ionian Sea	27 - Eastern Levant Sea
04 - Algeria	10 - South and Central Tyrrhenian Sea	16 - Southern Sicily	22 - Aegean Sea	28 - Marmara Sea
05 - Balearic Islands	11.1 - Sardinia (west) 11.2 - Sardinia (east)	17 - Northern Adriatic Sea	23 - Crete	29 - Black Sea
06 - Northern Spain	12 - Northern Tunisia	18 - Southern Adriatic Sea	24 - North Levant Sea	30 - Azov Sea



ATLAFCO GEOGRAPHICAL AREA

