

**ALLIANCE FOR RESPONSIBLE FISHERIES
2010 ALLFISH Work Program Outline**

Axis 1. Establishment of a sustainable partnership

1. Stakeholder Analysis (ST 1). Consultations identifying core long-term partners for ALLFISH with a balance between developing country industry associations, developed country buyers, small and large scale producers and capture fisheries and aquaculture.
2009-i: *Stakeholder Stocktake consultancy* \$0 in 2010

2. Long-term Strategy (GP 2). Defining how ALLFISH will operate in the long term, particularly after Bank funding ceases.
2010-i: *Long-term strategy consultancy*: \$120,000

3. Communications Plan (GP 2). Planning and implementing how ALLFISH will build the synergies between the partners along a fisheries value chain and inform partners on best practices and business solutions and models.
2010-ii: *ALLFISH PowerPoint contract design* \$ 15,000
--*ALLFISH Website improvements* in house
--*ICFA Website improvements* in house

Axis 2. Developing country activities

4. Capacity Building (CB 1). Expansion of ICFA to developing countries. How ICFA will engage developing countries in creating a balanced voice for the fishing industry, particularly that of developing countries (the major fish exporters).
2010-iii: *Encourage ICFA membership*. \$ 10,000

5. Governance Action Program Capture Fisheries Improvement Projects (GAP 1)
2010-iv: *Morocco (tbd)* \$ 50,000
2010-v: *Sustainable Blue Swimming Crab fishery* \$ 50,000
2010-vi: *Lesser Sunda (partnership)* seeking partner(s)

6. Governance Action Program Aquaculture Improvement Projects (GAP 2). Selecting and building sustainable and profitable aquaculture value chains.
2010vii: *(tbd)* \$ 23,000

Axis 3. Building national and international consensus and codes

7. Improved Governance Action Program – Fisheries performance indicators and benchmarks (GAP 3). Development of performance indicators along the value chain (environmental sustainability, profitability, benefit distribution and benchmarking of certification schemes, including environmental sustainability, fair-trade, carbon footprints, etc.) and developing national and international codes of industry conduct.

2010-viii: *15-20 FPI Case Studies (fisheries tbd)* \$ 50,000
2010-ix: *Certification benchmarking (with GTZ)* \$ 50,000
2010-x: *Draft code of conduct* in house

and

8. Partnership Management – provide Secretariat for ALLFISH (PM). \$ 32,000
2010-xi: *Management of ALLFISH*

\$400,000