

2010 ALLFISH WORK PROGRAM

AXIS I – ESTABLISHMENT OF A SUSTAINABLE PARTNERSHIP

AXIS I – ALLFISH Task GP1: LONG TERM STRATEGY

Global Partnerships – Strategy for Long Term Engagement

PROJECT 1 (combines analysis sought through ALLFISH Task ST1 with long term strategy formulation described in ALLFISH Task GP1).

2010 ALLFISH funding: \$120,000

MILESTONES AND DELIVERABLES – 2010 PROJECT 1:

STATUS: approved by ASC; contract signed June 29. Work in progress.

EXHIBIT A

PURPOSE To assess the feasibility of establishing the ALLFISH program, administered by the International Coalition of Fisheries Associations (ICFA) as a global industry voice and vehicle for coordination of efforts to make commercial fisheries and aquaculture production both environmentally and economically sustainable, and to ensure that those efforts contribute to wealth creation and good governance for the sector.

BACKGROUND For the past year, the International Coalition of Fisheries Associations (ICFA), as a responsible industry non-governmental organization, has been engaged in the ALLFISH partnership. ALLFISH is ICFA's partnership with the World Bank, the Food and Agriculture Organization of the United Nations (FAO) and the global Environment Facility (GEF). In providing the 2010 funding (for calendar year 2010, the Bank has emphasized the need to build a permanent governance and financial support structure for ALLFISH --- one that will support the ALLFISH mission once Bank funding ends.

ISSUE Is there industry support for this type of work? Is that support strong enough to fund a continuing mission for ALLFISH? Is ICFA the industry organization with the membership, the credibility and the ability to lead efforts to build the type of public-private partnerships that will be required to make this initiative succeed? What changes would ICFA be required to make, particularly with respect to developing nations' participation.

SCOPE OF WORK To develop a strategy, the following tasks general areas must be addressed, described, reviewed, and/or analyzed:

TASK 1. WHAT IS THE FISHERIES AND AQUACULTURE INDUSTRY?

Is there a single “fishing industry” or are there multiple fisheries and aquaculture sector? Describe the major fisheries and aquaculture sectors, in terms of size, growth trends, and potential new species. An initial segmentation might include wild harvest and farmed fish for: Groundfish, tunas, shrimp and other shellfish, other pelagics (sardines, anchovy, mackerel herring).

Major groups of fisheries and aquaculture are:

- Groundfish
- Tunas
- Other pelagics (sardines, anchovy, mackerel herring)
- Shrimp and shellfish

TASK 2. HOW DOES THE FISHERIES SECTOR OPERATE --- WHAT ARE THE SUPPLY CHAINS?

The industry depends on access to supplies of fish and distributes them to the marketplace. The study should look at the primary harvesting and processing locations, concentration of harvest and processing capacity, the major markets for these products (whether traded globally or sold locally), the distribution channels for the major products noted in Task 1, and what role developing countries play in the harvest, processing, and market of products.

TASK 3. WHAT ARE THE DEVELOPMENT ISSUES?

Sourcing and processing product in developing countries has potential benefits and problems for both the developing country producers and developed country markets. What unique issues do developing nations face in creating wealth in the fisheries sector? .

TASK 4. HOW ARE THE FISHERIES AND AQUACULTURE SECTORS ORGANIZED?

The study should examine how various segments of the fisheries and aquaculture sector are organized, with particular attention to how industry coordinates activities in support of environmental and economic sustainability. The study should examine how the sectors interact with intergovernmental fora (UN General Assembly, FAO, regional fisheries management organizations, etc); regional government groups (e.g. The Europe Commission); national governments; and non-governmental organizations.

Of particular interest is how developing nations and small scale fisheries are organized.

TASK 5. WHO REPRESENTS THE INDUSTRY AND HOW?

The study should explore different mechanisms that are used to represent, organize, or coalesce an industry sector, to set out its objectives, to identify problems it has encountered, etc.

TASK 6. WHAT ARE THE BENEFITS TO INDUSTRY OF THIS BROADER ENGAGEMENT?

The study should analyze the potential benefits to industry of engaging more broadly in the leadership of the global policy debate in fisheries and aquaculture issues. For example, if economic development for the fisheries sector were properly done, would supplies of fish and fish products become both environmentally and economically sustainable?

TASK 7. WHAT ARE THE RECOMMENDATIONS OF THE STUDY?

The study should result in a series of recommendations, with accompanying rationale. Components of a strategy to include:

1. What would the ALLFISH mission be?
2. What would be the ALLFISH key principles and strategies?
3. What services would ALLFSIH provide?
4. What would be the organisations core competencies?
5. Who would be the ALLFISH customers?
6. How would ALLFISH be funded?
7. What would the ALLFISH governance and decision structure be?
8. Who would the organisations stakeholders?

In addition, if ALLLIFISH were to move forward, consideration would be given to transition issues:

1. Potential office location
2. Skill sets required of initial staff
3. Pro forma budget

TIMING Key milestones include:

Tasks 1-3: Preliminary report by 15 September

Task 4-6: Initial reviews and testing of assumptions and potential recommendations by 15 October. Three significant global industry meetings are scheduled for the fall, at which it will be possible to test findings with the industry ALLFISH would be expected to engage:

- tuna: September in Bangkok
- white fish: October in New Zealand
- shrimp: October in Malaysia

The contractor will hold another workshop to gauge input from and test assumptions with small scale fishers organizations.

Task 7: Final report by 31 December.

RESOURCES The contractor is expected to draw from a variety of his professional and personal contacts, in combination with technical expertise, to develop the strategy.

PAYMENT Payment schedule will be:

- On agreement to work plan: \$40,000
- On completion of Tasks 1- 6: \$40,000
- On completion and acceptance of Task 7 paper: \$40,000