

2010 ALLFISH WORK PROGRAM

AXIS I – ESTABLISHMENT OF A SUSTAINABLE PARTNERSHIP

AXIS I – ALLFISH TASK GP 2: COMMUNICATIONS PLAN

Global Partnerships – Global Communications Plan

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 ALLFISH funding: \$10,000.

STATUS: No ALLFISH funds required for a) and b) – work is on-going; ASC will review contract for c).

Deliverables – 2010 Project 2:

a. rebuild ICFA website; secretariat (by 15 July)

- repair ICFA website
- meetings calendar;
- date/time annual meeting;
- general documents
 - answers to FAO questionnaire
 - EC IUU problems paper
 - ICFA membership list

b. update and improve ALLFISH website; sec (by 15 July)

next steps:

- list ALLFISH partners;
- list ICFA members in a separate place;
- new member prospects 2010
- projects for 2009 and work products
- projects for 2010 and status

c. contract for the design of effective communications modules for use at international fisheries and aquaculture meetings. Sec (by 31 August)

Slick PowerPoint:

- requirements for ICFA membership;
- benefits for ICFA membership;
- ALLFISH work plan 2010;

- relationships between ICFA, World Bank, FAO, GEF