



Development of a Communication Strategy in support of the Mahe Plateau Trap and Line Fishery Co-management Plan

30.04.2021

Presentation of Communication Strategy



Client: Department of Blue Economy, Office of the Vice-President

Country: Republic of Seychelles

Project: Third South West Indian Ocean Fisheries Governance and Shared Growth Project (SWIOFish3)



ABOUT US

Com & Click is a full-service digital marketing agency since 2018.

- ✓ Marketing & Branding strategies
- ✓ Social Media Consulting
- ✓ Web Design & Development
- ✓ Mobile Apps Design & Development
- ✓ Graphic Design
- ✓ Google Advertising
- ✓ Digital Content & Video
- ✓ PR & Communication

OUR TEAM



Marie RIGNACE - Project Director



Frankie RIGNACE – Videographer,
Photographer



Wilna ACCOUCHE– Technical
Consultant



Poonam SAINI– Web Developer



Suman VERMA– Graphic Designer

OUR CLIENTS



Empowered lives.
Resilient nations.



COMMUNICATION OBJECTIVES



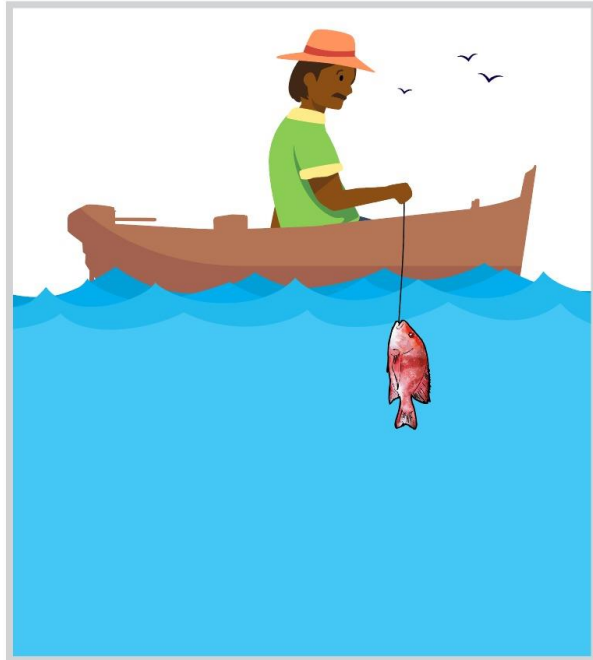
3 MAIN OBJECTIVES

1. **Educate** resource users and other stakeholders on aspects of responsible fishing,
2. **Familiarize** them with the Plan,
3. **Inform** the fishers, resource users and other stakeholders, on how they can contribute to improving the stocks of fish and the sustainability of the trap and line fishery.

TARGET AUDIENCES

	Target Audience	Communication Objectives
1	Resources users/General public	Understand the new measures. Understand their responsibilities as buyers / resources users. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles. <i>Note: They are one of the most important target as if they stop buying certain type of fish or small size fish as per the co-management plan measures, fishers will stop selling it.</i>
2	Licensed artisanal fishers	Understand the new measures and importance of the co-management plan for the future of Seychelles. Understand their responsibilities as fishers. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
3	Fishers associations	Understand the new measures and importance of the co-management plan for the future of Seychelles. Understand their responsibilities as fishers. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
4	Fish processors	Understand the new measures and put them into application. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
5	Sports & recreational fishers	Understand how the new measures relate to them. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
6	Kids	Understand the new measures and be able to pass on the message to adults. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
7	Hotels, restaurants & take aways	Understand the new measures and that it is also their responsibility to purchase fish as per the new measures. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
8	Seafood retail business (ex: ISPC, STC, fishtail...)	Understand the new measures and that it is also their responsibility to purchase fish as per the new measures. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
9	NGOs	Understand the new measures and have tools to communicate those.
10	Gov agencies	Understand the new measures and that it is also their responsibility to communicate them to the public. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.
11	GOP holders	Understand the new measures. Understand their responsibilities as buyers / resources users. Understand the base of the concept of responsible fishing/sustainable fisheries and its importance for Seychelles.

CAMPAIGN NAME & IDENTITY



NOU RESOURS LANMER,
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NOU RESOURS LANMER,
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WHICH ONE DO YOU PREFER?

COMMUNICATION TOOLS



ALL TARGET

- An **A5, 8 pages booklet** - 300 copies - English. Objective: to present the Co-management Plan and its measures, the concept of co-management plan and sustainable fisheries.
- 2 standing banners**, one in English and one in Creole with information about the Co-management Plan and its measures that will be used during workshops and fisher meetings.

ARTISANAL FISHERS

- An **A6 poster** – 100 copies - in Creole. This poster will showcase the measures related to this particular target and will be displayed in strategic places where the fishers are used to meet like jetties, community centres.
- A **tri fold A5 flyer** – 250 copies - Creole. It will be a simplified version of the A5 8 pages booklets with the measures that concerns this target only. It will be distributed on field by the SFA liaison officer and to the different fishers meetings we plan to organise. A numeric version will also be available to download on SFA website.

RESTAURANT, TAKE AWAY, SEAFOOD RETAIL BUSINESS

- -An **A6 poster** – 100 copies - English. The aim of this poster is for restaurants, take away and seafood retail business to show their clients that they are responsible buyers and that they avoid selling to their clients certain size and fish species as per the measures of the Co-management Plan for the Mahé Plateau trap and line fishery.

KIDS

- An **A6 –50 copies** - Creole. The aim of this poster will be to sensitise the kids to sustainable fisheries and also to be responsible when they choose which fish to eat. This poster will be distributed to the eco-schools leaders.
- A **game for kids** (6 to 11 years old) where there will be a design of a fish stall at the market with different sizes and species of fish. The aim of this game will be for the kids to choose which fish they can buy without compromising the ocean ecosystem.

MEDIA PLAN - TV



1. Production of 3 x 30 seconds TV adverts to present the measures as follows:

- One TV advert addressed to the general public focused on measures 1 and 2 concerning the landing size of “bourzwa” and “zob gris”. English
- One TV advert addressed to the licensed artisanal fishers, fisher associations focused on measures 1, 2, 5, 8, 9. Creole
- One TV advert addressed to the recreational fishers focused on measures 3, 4 and 6. English

2. Production of a longer TV advert that includes all the measure of the Co-management Plan for the Mahé Plateau trap and line fishery. Creole

These TV adverts will be broadcasted on SBC, each video will be broadcasted 15 times at peak time as it will also be posted and advertised on SFA’s Facebook and Youtube channels.

MEDIA PLAN



A SONG WITH AN EDUCATION GOAL

Creation of a unique and memorable song focused on sustainable fisheries and the measures of the Co-management Plan for the Mahé Plateau trap and line fishery.

Objective: listeners to understand and remember the importance of sustainable fisheries and the importance of the measures. Produced by Joe Samy. Production of a catchy video clip for this song that will be sent to local radios, TV as well as posted and advertised on the SFA Youtube channel.



RADIO

Radio adverts on three different FM stations: Paradise FM, Pure FM and K-radio. We will also organise some interviews on AM radio as it is the only available radio that fishers can listen at sea.

ONLINE STRATEGY



Webpage on SFA website for the public to have clear access and regular information related to the Co-management Plan for the Mahé Plateau trap and line fishery and its measures.



Social media Strategy: social media advertising, social media social media graphic design for 8 posts and a cover image related to the different measures. Content will be posted on SFA Facebook account and creation of a SFA Instagram



Youtube ads



Email Blast: informative emails that will include a digital version of the 8 pages booklet in English and the tri fold flyer in creole to the following target audiences: fish processors, recreational fishers, restaurants and take-aways, seafood retail



WORKSHOPS & MEETINGS



Fishers district meetings: 11 meetings on Mahé, Praslin, La Digue.



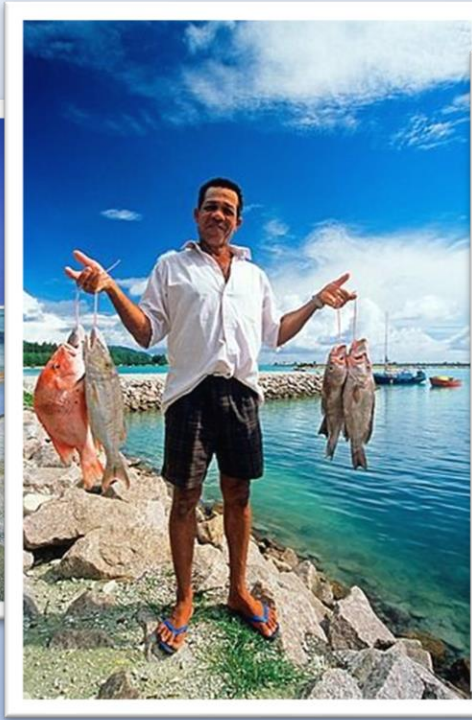
Workshop with “eco-schools” leaders to sensitise them to sustainable fisheries and the new measures of the Co-management Plan for the Mahé Plateau trap and line fishery for them to pass on as messages to the students of each school. .

PR ACTIVITIES



- Press release to inform the local newspapers of the implementation of the Co-management Plan for the Mahé Plateau trap and line fishery and its measures.
- Organisation of interviews in major TV program like Bonzour Sesel, 4 degre sud...etc...

THANK YOU!!



Com & Click

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