
Evaluation and Uptake Promotion of Data Collection Guidelines for Co- Managed Fisheries (R8462):

Guidelines Evaluation Workshop Report

Lake Castle Hotel, Dhaka, Bangladesh (26th - 28th June 2005)



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Executive Summary

This document summarises the findings of a workshop held in Dhaka on 26-28th June 2005 to report on the findings of field evaluations of the Guidelines for Designing Data Collection and Sharing Systems for Co-Managed Fisheries, make recommendations to improve them and to refine the project's strategy to promote the guidelines to relevant communication stakeholders.

The workshop was attended by 15 members of staff from the project's collaborating institutions and the Government of Bangladesh (GoB) Department of Fisheries (DoF). Wolf Hartmann representing the MRC's MRRF Project was unable to attend because of travel restrictions.

Presentations by project partners describing the results of their field testing in Bangladesh were made using a common reporting format. This included feedback on the utility of the Guidelines and recommendations to improve them covering the figures, tables, structure, format and content based upon a questionnaire/feedback form developed by the project. This exercise also generated some key messages for inclusion into the guidelines. A document reporting the results of field evaluations in Thailand was received shortly after the workshop. The content of this has been included in this report.

Judging by the content of the presentations and the accompanying Evaluation Reports, the Guidelines appear to have been useful and effective, enabling partners to implement most of the proposed eight stages of the design process with key stakeholders to develop preliminary designs for management performance monitoring programmes.

For co-managed fisheries exploiting a range of different habitat types in both Bangladesh and Thailand, and using workshop and/or focus group discussion exercises involving key stakeholders, the Guidelines helped project partners agree management and data collection and sharing roles and responsibilities among the stakeholders, review management plans, identify information requirements, select indicators, data collection sources and tools, design data recording forms, and design data and information sharing systems, illustrated with detailed figures showing stakeholders, institutions and information flows. In Thailand, the proposed data collection system was piloted on a small scale and subsequently revised.

Plans to implement the designs in Bangladesh and Thailand were reported including a timetable of activities. The Lao participants involved in the design activities in Thailand, were at the time of reporting, preparing a proposal to develop data collection systems at four Lao reservoirs in the near future.

On the basis of their field evaluations and desk-based reviews of the Guidelines, participants were also identified three most and least useful elements of the guidelines and three important lessons learnt from evaluating the guidelines.

Project partners identified and presented potential communications products and channels for each main stakeholder category using a communications matrix which included information on stakeholder roles, knowledge, predicted attitude towards project outputs, and degree of influence. Feedback on the existing communications products (poster, website text and flyer) was also provided. This was used to help shape and prioritise communication activities for the remainder of the project. A schedule for undertaking the remaining project activities was also agreed.

1 Introduction

Project R8285 *Data Collection and Sharing Systems for Co-Managed Fisheries*, completed in March 2005, attempted to meet the growing need among co-managers for simple guidelines to help them design and implement appropriate and cost-effective data collection programmes or systems. The project drafted guidelines which drew together relevant elements of the literature, the output of previous FAO and DFID-funded research, as well as the experiences and expressed needs of co-managers currently designing or preparing to design their own data collection systems.

The utility of these technical guidelines, together with a shorter, less technical, *Field Guide*, was evaluated in the Lower Mekong Basin and in Bangladesh under several donor-funded co- and community-based fisheries management projects as part of the current R8462 Project: *Evaluation and Uptake Promotion of Data Collection Guidelines for Co-Managed Fisheries*.

This document summarises the findings of a workshop held in Dhaka 26-28th June 2005 to report on the findings of these field evaluations, make recommendations to improve both the Technical Guidelines and Field Guide and to refine the project's strategy to promote the guidelines to relevant communication stakeholders.

The workshop, held at the Lake Castle Hotel Conference Centre, was attended by 15 members of staff from the project's collaborating institutions and the Government of Bangladesh (GoB) Department of Fisheries (DoF) (see Annex 1). Unfortunately, Wolf Hartmann representing the MRC's MRRF was unable to attend because of travel restrictions.

2 Activities

Table 1 summarises the workshop activities undertaken during the three days of the workshop.

Table 1 Summary of the workshop activities

	Activity	Details
Day 1	Workshop introduction.	Principal Investigator presented background to the project, a brief description of existing communications products, the aims of the workshop and agenda (see Annex 1 and http://www.fmsp.org.uk/r8462.htm).
	Description and results of field evaluation activities.	Presentations by project partners describing the results of testing the Field Guide under their existing projects (see http://www.fmsp.org.uk/r8462.htm) based upon a common reporting format (see Annex 2).
	Structured review of Guidelines	Further feedback on the utility of the Guidelines and recommendations to improve them were provided by the participants. These covered the figures, tables, structure, format and content of the guidelines. The questionnaire/feedback form developed by the project to help evaluate the utility of the guidelines, was used to facilitate this process (see Annex 3). This exercise also generated some key messages for inclusion into the guidelines.
	Further Evaluation	On the basis of their field evaluations and desk-

	of the Guidelines	based reviews of the Guidelines, participants were also asked to identify: • Three most and least useful elements of the guidelines identified. • Three important lessons learnt from evaluating the guidelines. These could be related to any aspects of co-management including data collection and sharing.
Day 2	Introduction to communications strategy	The project communication specialist, Suzannah Walmsley presented an overview of the project's communication plan and objectives.
	Communication stakeholder exercise	Project partners identified and presented proposed communications products and channels for each main stakeholder category using a communications matrix (see Annex 4 for results). The matrix also included information on stakeholder roles, knowledge, predicted attitude towards project outputs, and degree of influence. This was used to help shape and prioritise communication activities during day 3.
Day 3	Communication action planning exercise	The information generated by the stakeholder exercise conducted on day 2 was used to develop a communication and uptake promotion action plan for the remaining duration of the project (see Section 3.4). For each communication channel/medium, project partners identified and agreed upon the target stakeholders and required action in relation to each communication medium (e.g. prepare text for website), responsibility for each activity and deadlines for completion.
	Review of existing communications products	Feedback on the existing communications products (poster, website text and flyer) was provided by the project partners.
	Workshop close	The PI summarized the schedule for the remaining project activities and thanked the workshop participants.

3 Results

3.1 Field Evaluations

The results of the evaluations of the Field Guide under the project partners existing projects are briefly summarised in Table 2 below. Judging by the content of the presentations and the accompanying Evaluation Reports, the Guidelines proved to be very useful and effective, enabling partners to implement most of the eight stages of the design process with key stakeholders to develop preliminary designs for management performance monitoring programmes. In all cases, the planning process was still underway at the time of reporting and further opportunities may exist in the near future for receiving feedback concerning the utility of the guidelines. Detailed reports describing the evaluation activities undertaken by each project partner organization including results, presented in the common format illustrated in Annex 2 are available at <http://www.fmsp.org.uk/r8462.htm>.

Table 2 Summary of the activities and results of the project partners guidelines evaluation/field testing activities.

Project / Partner (Presenters)	Summary
Community Based Fisheries Management Project (CBFM) / WorldFish Centre (Drs Mustafa and Kashem)	• The data collection system design process was tested with stakeholders by means of workshops at three CBFM sites (beels) and also internally by WorldFish Centre Staff attended by 19 participants. • For the CBFM sites, between 30-50 participants attended each w/s representing BS, CNRS, DoF (DFOs), BRAC, WorldFish Center, DAE, LGED, BWDB and CBOs. • Up to 18 stakeholders were identified during the design process as potentially having an interest in, or need for, fisheries data and information. • At each workshop, the purpose of the evaluation activities was explained. Attempts were made to follow stages 1 (identify stakeholders and their roles and responsibilities); 3 (identify data needs of each stakeholder), 5 and 6 (agree data collection and sharing strategy) of the eight-stage participatory design process using key figures and tables from the Field Guide. • Stakeholders were able to discuss and agree upon stakeholder roles and responsibilities by means of small group discussions, and a voting approach. Results were summarized using tables similar to the format of Table 1 included in the Guidelines. • Stakeholders were also able to identify detailed lists of information requirements for up to 30 stakeholder categories, including explanations for why this information is needed. • Stages 5 and 6 focused mainly upon identifying common data needs and potential data collection tools and sources using Table 2 of the Field Guide to help the process. This they found challenging and instead focused upon identification of potential networks for sharing information among stakeholders. These networks were summarized by diagrams illustrating the information flows among the

	stakeholders. An example has been included in Part II of the Guidelines. • Workshop participants were also asked to comment upon the utility of specific figures and tables used in the guidelines. Summary findings are presented in Sections 3.2 and 3.3 below.
Fourth Fisheries Project (FFP)/ ULG & GoB DoF (Parvin Sultana)	• The design process was tested with stakeholders by means of workshops at five waterbodies (river, large open beel, smaller semi-closed). • It is hoped that the guidelines would help design sustainable monitoring programmes that will meet the information needs of fisher communities and the DoF beyond the life of the FFP. Participatory monitoring is recognized by DoF as a viable approach to meet their, as well as the local fisher, information needs. • Data collection and sharing systems designed on the basis of these planning workshops will be piloted at the five sites and evaluated after a period of between 2-3 months. • Between 20-30 stakeholder representatives participated at each w/s including DoF Statistical staff, fisheries officers, NGOs, FFP staff. • The eight stage design process was used to first identify stakeholder roles in relation to key management activities. • Key stakeholders were identified as: the Fisheries Management Committee (FMC), general professional fishers, subsistence fishers, local DOF staff, NGO staff. • Previous data collection systems were reviewed including their strengths and weaknesses. • Information flow was found to be generally only upward with no feedback to local fisheries officers or community. There was little or no understanding of the use of these data at the local level. • Fishers often maintain catch records (a project driven activity) but the data are not compiled, analysed or shared. • Using their existing management plans and agreed roles and responsibilities, stakeholders successfully identified their information needs, selected indicators, and reached agreement upon who should collect what and share with whom. • The process was enlightening and revealed that in some cases data and information required by the DoF was already being collected by the fisher communities. For example, fishermen were already recording their catch and income data with notebooks which they agreed to share, after summarizing it, with DoF staff at monthly meetings. • Agreement was reached on which data collection tools and sources could form the basis of an appropriate data collection system. This also included agreement on the frequency of data collection. • Agreement was also reached to compare the catch estimates generated by the FMC and the DoF. • Conclusions arising from the work included: • The guideline was found useful by the DoF staff. • The technical guidelines may also be appropriate for short-

	term projects. Data collection and sharing methods should be included in project design. • The Guidelines will be appropriate for including in the curriculum of the institutions responsible for fisheries education. • The field guide should be distributed to the wider community. • NGOs that are responsible for data collection at different levels should be regarded as important stakeholders. • Guidance on data analysis, and interpretation in the context of the management plan for different stakeholders should be included in the Guidelines. These have now been included in Part II: Technical Guidelines. • The participatory design process helped: - o raise awareness of the need for information among fishers; - o local managers revise, implement and evaluate their management plans; - o emphasise the importance of local monitoring in shaping policy and - o improve the relevance of and efficiency of the existing data collection systems.
MACH / Winrock International (Paul Thompson)	• No field evaluations were undertaken. • Paul Thompson provided his expert opinion on the utility of the guidelines and the prospects for developing a data collection and sharing system for the MACH Project which would be sustainable beyond the life of the project. • Formal monitoring and evaluation is currently regarded as unimportant because management performance in terms of higher catches has been apparent. • However, community-based monitoring and evaluation is being considered.
MRC (Wolf Hartmann)	• In Thailand they have been tested at Huay Luang Reservoir in Udon Thani, Thailand involving 64 participants representing the DoF, research institutions and resource users from 10 villages (see participants list in MRC report available at http://www.fmssp.org.uk/r8462.htm). • Workshops were held with the key stakeholders to finalise a participatory data collection and sharing system with nine communities representatives. • This included the organization of training courses for 30 community's representatives on data collection tools and techniques, water quality monitoring methodology and nursing fry methodology. • Day 1 of the workshop was spent adapting the reservoir management plan and finalising the members of the reservoir resource management committee, including their roles and responsibilities (stages 1 & 2 of the eight-stage design process). This included the creation of an Information Centre Establishment Plan. This centre will be responsible for data collection, analysis and distribution (see Figure 2 in the MRC Report

	available at http://www.fmsp.org.uk/r8462.htm). • As part of the process of adapting the management plan, stakeholders explored trends of fish caught since 1984, the opening of the dam, compared with the trends reported by fishers. • Day 2 was spent reviewing the results of previous data collection and data sharing system workshop; identifying information needs of the key stakeholders and finalising methods of data collection and sharing (Stages 3-6 of the Guidelines). Categories of required information were identified as: • Fisheries information; • water quality indicators for the reservoir; • water management activities undertaken by the irrigation project; • details of the annual development work plan of the TAOs and government agencies; and • fishery law (leaders need to be trained). • The final day 3 was spent practicing the agreed data collection methods and preparing a work plan. • It was agreed that fisheries information would be recorded by the fishers. Log sheets/books for this purpose were designed to record catch and effort data and tested by two groups of participants. Additional indigenous specie names and effort per day of each fishing gear were added to the forms after the test (Stage 7 of the Guidelines). • The data collection system also included details of sampling locations and sampling frequency. • A plan to implement the data collection system was prepared by representatives of the 10 participating villages (Stage 8 of the Guidelines). • A detailed information sharing system was also designed (see Figure 4 in the MRC Report) involving the DoF, fisheries officers, village heads, the provincial management authority (TAO), resource users and students at local schools. This Figure has been included in Part II of the Guidelines as an example of a data collection and sharing system. • The Lao participants at workshop are now preparing a proposal to develop data collection systems at four Lao reservoirs in the near future. It is hoped that further information about these proposals can be included in the FTR.
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3.2 Main messages from Field Evaluations

3.2.1 Most and least useful elements of the guidelines

The most and least useful elements of the guidelines as identified by project collaborators are summarized in Table 3 below.

Table 3 Summary of the most and least useful elements of the guidelines as identified by the project partners.

Project/Partners	Most useful elements	Least useful elements
FFP/DoF	The eight stage design process.	Hypothesis matrix currently difficult to understand.
	Guidance relating to the importance of feedback of data and information to sustain motivation among stakeholders and to ensure data quality.	Document is currently too lengthy and complex for some stakeholders.
	Guidance relating to the importance of justifying data needs in relation to the management objectives/plan.	Field Guide repetitive in places.
CBFM / WorldFish Centre & MACH	The eight stage design process.	The Hypothesis matrix. This needs to be simplified and described more clearly.
	Table 1: Typical roles of co-managers and intermediary organisations	Tabular format for helping identify common needs among stakeholders and possible data collection and sharing strategies.
	Guidelines for formulating local management plans	Figure 2: Information requirements for co-management and opportunities for data sharing.

3.2.2 Lessons learnt from evaluations

The key lessons learnt by the project partners during the evaluation process are summarized in Table 4 below. These lessons would be usefully included in the Guidelines.

Table 4 Summary of some of the key lessons learnt by project partners during the field evaluation activities.

Project/Partners	Lessons learnt
FFP/DoF	Whilst stakeholders desire similar information, acceptable data types differ limiting opportunities for data sharing.
	Data sharing is currently weak or absent.
	Existing co-management plans remain biased towards the needs and goals of the DoF and do not fully reflect those of resource users.
	Feedback to enumerators is vital to maintain data quality and motivation.

	Guidelines are also useful for designing programmes to monitor project performance.
	Local communities were willing to self monitor because it helps them to determine the true value of their waterbody lease or licence fee.
	Without an active role in the evaluation of the management plan, community members are unlikely to have an interest in monitoring the fishery.
	It is fundamentally important to understand the use of data and information in the context of the management process.
	CBO members will require training on how to use <i>Field Guide</i> before introducing the approach.
CBFM / WorldFish Centre & MACH	Local government departments should be recognized as key stakeholders.
	High participation in design exercises such as stakeholder analyses can be achieved by holding workshop in pleasant surroundings e.g. Hotels.
	Conflict monitoring is important
	The Technical Guidelines are appropriate only for persons with a technical background in biological sciences.
	The language of the manual needs to be simplified for its wider use.

3.2.3 Other Observations

- There still appears to be some confusion surrounding the meaning of information requirements, management objectives and interventions. To avoid confusion, it will be necessary to formulate or review the management plan including explicitly stated management objectives. These, together with other elements of the plan should help stakeholders identify performance indicators and explanatory variables as the basis for selecting data variables for monitoring.

3.3 Recommended Revisions to Guidelines

A summary of the recommended revisions to the guidelines based upon the content of the Feed Back Forms (Annex 3) is provided below.

3.3.1 Field Guide (Now Part I: A Practical Guide)

Introductory Section

- Make it clear who the Guide is aimed at.
- Add a precautionary note – the Guidelines provide general guidance, not a prescriptive solution.
- Add more detail on the importance of, and need for, data collection and sharing systems, the potential uses and benefits of information (see Section 1.4 of the Technical Guidelines). Give some examples of information types, and refer to the Technical Guidelines.

Main body

- Provide tailored guidance for facilitating the design process with different groups i.e. include a specific section for community-level planning and facilitation.
- Restructure 2.3 to follow 8-stage process.
- Give more guidance on the process for identifying information needs, and the process for different levels.
 - o Workshops – with whom? Break out groups?

- o Trial testing for proposed data collection and sharing systems.
- o Approach may vary in different situations, e.g. discussions only with fishers vs. mixed group discussions?
- o May be necessary to undertake parts of the process with each stakeholder group individually before bringing all the stakeholders together.
- o Review and revise management plan and ensure participation of appropriate stakeholders.
- Section 1.4: Add examples of the types of information belonging to each category and cross reference the Technical Guidelines.
- Replace cross-referencing to technical Guidelines where missing.

Figures and Tables

- Increase font size of diagrams (Technical Guidelines and Field Guide)
- Simplify tables and figures.
- Table 1: Simplify / clarify (make it clear these roles are examples, and not prescriptive). Possibly consider removing from Field Guide, or alternatively add examples under headings.
- Table 2: Simplify for Field Guide (add a note regarding accuracy / sampling and cross-reference to Technical Guidelines).
- Figure 1: Check accuracy.
- Figure 2: Check accuracy & add key
- Figure 3: Add examples of data
- Figure 5: Requires clarification
- Hypothesis matrix: improve title, rename outcome variables “performance indicators”, drop number key indicating indirect effects, consider dropping references to group numbers (i.e. more logical labeling of explanatory variables).

General

- Simplify – the content may still be too technical for local DoF staff.
- Improve the overall appearance.
- Rename Field Guide: *A Practical Guide*.
- Add a concluding section.
- Add best practice/key messages in fisheries data collection and sharing including things (pitfalls) to avoid.
- Add example case studies?
- Use more colour, figures, tables and less text.
- Add photos illustrating field testing activities.
- Define terms and ensure consistency (co-managers, local managers, LMIs, stakeholders)
- Clarify stakeholder categories i.e. local managers vs LMI
- Simplify hypothesis matrix (remove footnote numbering)
- Refer to Extension Manuals for ideas on format and structure of guidelines. These are written in a very clear format (Kashem).
- Cross references to the Technical Guidelines or other sources should be in the text (not as footnotes)
- Language needs to be simplified, and non-technical.

3.3.2 Technical Guidelines

- Hypothesis matrix: Improve title?, rename outcome variables “performance indicators”, drop number key indicating indirect effects.

- Table 5: Check relevance of strata and check for cross-referencing errors in column titles.
- SW to add some material to Section 5.2.4 regarding information sharing among national institutions.

Also see above and the annotations to sections, tables and figures etc within the Field Guide and Technical guidelines, and to any handouts returned.

3.3.3 Field Guide and Technical Guidelines

- Guidance on analysis and interpretation should be included with a few simple examples (perhaps only cross reference to the Technical Guidelines for Field Guide).
- More detail on CAS and advice on how to monitor landings at night and highly irregular landings (e.g. *Katha* and after sluice gate openings) would be useful.
- Increase font size of diagrams (Technical Guidelines and Field Guide)

3.4 Communication Action Plan

The action plan in relation to the communications strategy is summarized in Table 5 below.

Table 5 Summary of Communications Plan

Communication Channel / Medium	Action including details of product	Responsible	Deadline	Notes
WEBSITES				
FAO FishCode-STF website	Prepare text for website.	RG	October	After documents go to press
FAO Fisheries Dept website	Prepare text for website.	RG	October	After documents go to press
	Check copyright issues re. downloads.	RG	asap	
SFLP Project website	Prepare text for website.	RG	October	After documents go to press
FMSP website	Text Completed.	SW	-	
	Link to documents on FAO site / downloads from FMSP site.	SW	October	
DOF Website	Prepare text for website.	PS/Masood	15.08	Add paragraph detailing field testing / evaluation experiences.
Worldfish Website	Put on website.	Masood	15.08	
	Discuss with Mafuz.	Mustafa	7.07	
Worldfish Website	Prepare text for website.	Mustafa		Add paragraph detailing field testing / evaluation experiences.
STREAM	Prepare text for website (newsbulletin?).	SW	asap	
	Discuss possibility.	RG	asap	
MRC website	Prepare text for website.	Wolf?	?	
NEWSLETTERS/FLYERS				
Project flyer - English version	Finalise flyer.	SW	7.07	
	Email to contacts.	SW	?	
Project flyer - Bangla version	Translate into Bangla.	PS	7.08	
	Print Bangla version.	PS	7.08	

	Distribute at Fish Fortnight.	Masood	7.08	
	Distribute to Bangladesh contacts, other Depts.	DOF/Worldfish	15.08	
CBFM Newsletter	Draft article	Mustafa	21.07	
NAGA newsletter	Contact, Draft article.	AH/SW	30.07	Begin with this. Others can be based upon it.
PLA Notes (IIED)	Contact, Draft article.	AH/SW	30.07	
ODI newsletter series	Explore possibility.	SW	21.07	Emphasis on participatory M&E
DFID Natural Resources News	Explore possibility.	SW	21.07	
CONFERENCES				
FAO Committee on Fisheries	Distribute Guidelines.	RG	2006/7	
	Include in meeting documentation.	RG	2006/7	
	Distribute Guidelines.	RG	2006/7	Consider S Asia regional workshop for FishCode inc. Guidelines, in collab BOBFC & WorldFish
FAO FISHCODE/STF regional workshops	Display poster.	RG	2006/7	
	Include in meeting documentation.	RG	2006/7	
	Present presentation (possibly).	RG	2006/7	
FAO regional fisheries bodies meetings	Distribute Guidelines.	RG	2006/7	
	Include in meeting documentation.	RG	2006/7	
	Print poster (10 copies) in Dhaka.	KK	30.07	
Fish Fortnight	Display poster at main conference.	Mustafa/Masood	07-Aug	
	Distribute flyers.	Mustafa/Masood	07-Aug	
	Brief oral presentation of Guidelines & project.	Worldfish-Mustafa	07-Aug	
Biological Conservation - Brazil	Display poster and take flyers.	PS	16-19 July	
OTHERS				
				AH to write first draft - could be quite general and form basis of the policy or revised according to needs of other specific stakeholders. Could also be used as basis for internal (DoF) circulars.
	Prepare leaflet.	AH/SW	21.07	
Leaflet for on the importance of information in management and information collection and sharing & introduction to data collection, summarising what makes a good data collection system.	Translate into Bangla.	Masood	30.07	
	Distribute to local government offices, UPs, District Fisheries Officers with flyer.	DOF (circular)	15.08	
	Distribute to other stakeholders.	AH/SW	15.08	
	Distribute to FCBOs, fisher associations etc.	Projects, DOF	15.08	

Policy brief for policy makers, Fisheries Depts, donors, etc. inc. importance of information, funding and support for data collection systems, training.	Prepare policy brief.	SW/AH	21.07	SW to write first draft
Stakeholder distribution networks for distributing Guidelines	Distribute to target stakeholders.	AH/SW	15.08	
	Obtain copy of Agricultural Extension Guidelines/Manuals.	KK	5.07	
	Estimate number of copies that will be required by each collaborating institution for distribution to other organisations.	SW	21.07	see SW spreadsheet estimates
	Distribute copies of Guidelines and Field Guide.	Projects	October	
Field Guide Bangla version	Finalisation written english text.	PS	August	Parvin to send production costs
	Printing of Bangla version in Bangladesh.	PS	September	
	Distribute.	Projects	October	
International World Food Day			16-Oct	
Awareness raising by DOF in universities & training institutes re. importance of information in management	Contact DFID project Support to Universities ... for promotion possibilities.	AH	01.08	
PRACTICAL GUIDELINES	First stage review and edits.	SW	11.07	
	Second stage review and edits.	AH	16.07	
TECHNICAL GUIDELINES	Revisions/Edits.	AH	14.08	

3.5 Other required Workshop follow-up action

- Participants to **submit (Deadline: 07.07.2005)** :
 - o Completed questionnaire/feedback forms.
 - o Completed Field Evaluation Reports.
 - o Three most and least useful elements of the guidelines identified and three important lessons learnt from evaluating the guidelines.
 - o Contact details of communication stakeholders (Suzannah to circulate table template to partners)
- Kashem or Kafil to provide examples of extension manuals as a model for the Field Guide.
- Seek results/outputs of field evaluations in the LMB from Wolf Hartmann and discuss possibilities of uptake promotion activities via MRC website (see Table 5 above).
- Project Partners to send digital images (pictures) of field testing activities for inclusion in the Guidelines.
- The PI to circulate workshop report together with copies of PowerPoint presentations.
- Masood or Parvin to send electronic version of National Fisheries Policy Document describing lessons learnt about co-management in Bangladesh during the last 20 years (Capture Fisheries Strategy Document?).

Annex 1 Agenda & List of Participants

Day 1: Introduction and Evaluation Results and Recommendations.

0830 - 0900: Coffee

0900 - 0930: Introduction (AH)

- Welcome and Introductions
- Project background
- Workshop aims/purpose
- Agenda
- Administrative matters

0930 -1530: Results from field evaluations and recommendations:

0930 -1030: Mekong River and Reservoir Fisheries (MRRF) Project [Wolf Hartmann].

1030 -1100: Coffee

1100 -1200: Community Based Fisheries Management Project (CBFM) [Golam Mustafa; Abul Kashem and M.A. Rab]

1200 -1300: Fourth Fisheries Project / GoB DoF [Parvin Sultana; Masoud Fiddique; Kafiladdin Khaya; Md. Zahirul Islam]

1300 -1400: Lunch

1400 -1500: MACH Project [Paul Thompson]. Please note: This will be a short presentation since MACH has not yet tested the field guide. Feedback may be limited to some background to the project, options/tentative plans for field testing and some comments from project staff (Darrell Deppert and Mokhles Rahman) concerning the potential utility of the guidelines.

1500 -1530: Feedback from desk-based reviews of Guidelines. Review any feedback and comments so far received on Technical Guidelines and Field Guide summarised in the feedback questionnaire and discuss what kind of changes could be considered to improve them.

1530 -1600: Coffee

1600 -1700: Summary and Recommendations

Day 2: Communications Planning and Uptake Promotion

0830 - 0900: Coffee

0900 - 0930: Introduction (SW)

Background and objectives of Communications Plan

0930 - 1300: Communication Stakeholders (SW)

- Stakeholder analysis to identify actors involved and communication targets, and how they might be involved in or targeted by communication activities. [If time, a separate SH Analysis could be done by each individual project, focussing on local stakeholders, and then an overall one for the global project and its stakeholders].

10.30 – 1100: Coffee

- A communications map for each project, which shows the stakeholders involved, how they are linked, who can serve as intermediaries in information transfer, etc.

1300 -1400: Lunch

1400 – 1530: Communications activities

- Feedback on project flyer and FMSP poster, and ideas where they can be distributed.
- Feedback on communications opportunities – websites, organisation newsletters (Support in preparing material for an article?), workshops (opportunities to distribute flyer / A4 poster).

1530 -1600: Coffee

1600 – 1700: Report structure

- Any comments / questions on proposed format for reporting structure?

Day 3: Revisions to Guidelines and Production of Uptake Promotion Materials

0830 - 0900: Coffee

0900 – 1300: Agree on revisions to Technical Guidelines and Field Guide (in response to the outcomes of day 1 and 2)

10.30 – 1100: Coffee

1300 – 1400: Lunch

1400 – 1530: Participants to draft /outline short communications products and timetable remaining uptake promotion activities.

1530 -1600: Coffee

1600 - 1700: Workshop summary and agreed timetable for remaining project activities (AH).

Venue

HOTEL LAKE CASTLE

House # 1A, Road 68/A, Gulshan 2, Dhaka, Bangladesh

Tel: 8812812, 8814137, 8814915, 8816186-90, Fax: 880-2-9884675, 880-2-8816261

List of Participants

Project/ Organisation	Name	Position	Address	Email
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Annex 2 Structure & Content of Evaluation Report

The following draft structure is intended to provide an outline on which to base your report detailing your experiences of applying the Co-management Data Collection Guidelines and Field Guide. If you would like any further guidance or have any queries, please contact either Charlotte (c.howard@mrag.co.uk) or Suzannah (s.walmsley@mrag.co.uk).

1. Background

- Provide some background on the project under which the Guidelines/Field Guide were evaluated. Include information on:
 - o The aim/goals of the project;
 - o The fishery and the area where the project took place;
 - o The key stakeholders and beneficiaries involved (interest, abilities, numbers and types). Indicate which stakeholders were involved in the project (i.e. all stakeholders from policy to local level or only certain categories/groups);
 - o The current status and content of local management plans (you may wish to include any relevant management plans in an Annex);
 - o Previous or existing information systems to support the project or local management activities.
- Describe the expected/desired outcome of applying the Guidelines/Field Guide (e.g. to develop a monitoring programme to evaluate the performance of a community-based management programme). Was the project looking at all the four information categories (see p. 27 of the Guidelines) or only selected categories?

2. Field Testing Activities Undertaken

- Describe how you used the Guidelines/Field Guide to develop, or improve existing, data collection and sharing systems. Include information on:
 - o The process(es) and activities used to evaluate the Guidelines/Field Guide:
 - How were stakeholders defined?
 - How were information needs for each stakeholder groups and for the different categories defined?
 - How was participation achieved throughout the project?
 - What further activities were undertaken during the project?
 - o Which stakeholders were involved, how many and when?
 - o Which Guidance products were used (Field Guide, Technical Guidelines or Both – we suggest you try to use both) and why?
 - o Which sections were used (and not used) and why?

3. Results/Findings

- Describe the information needs of the stakeholders/co-managers. Structure these requirements around the four main categories of information described in the Technical Guidelines (i.e. policy, management planning, implementation, management evaluation, policy evaluation).
- Describe the outcome of the processes and activities described in (2.).
- What design and development activities were achieved by applying the Guidelines/Field Guide? Have improved systems been developed?
- Describe the information systems that have been developed, what improvements (or recommendations for improvements) to existing systems have been made? Include information on:
 - o the types of data collected;
 - o the data collection methods/tools selected;
 - o who is responsible for collecting the data;
 - o information sharing mechanisms;
 - o how the data collection/sharing activities are funded/supported;
 - o the likely sustainability of systems developed.

4. Conclusions and Recommendations

- Draw conclusions concerning the utility of the Guidelines/Field Guide from the perspectives of different stakeholders (fishers, Dept. of Fisheries' staff, and other local management institutions) including your own project staff.
- Which stakeholders have benefited from the improved data collection and sharing systems, how and why?
- Related to the steps of the process (listed below):
 - o Describe key points and lessons learned from your experiences.
 - o Describe the problems and challenges you encountered?
 - o Describe what you would do differently next time:
- What are the next steps that need to be undertaken and by whom, to continue the process?
- Describe any future plans to use the Guidelines/Field Guide.

The steps in the process

1. Identifying and involving stakeholders;
2. Existence or relevance of local management plans;
3. Identifying information needs;
 - Selecting and defining indicators;
4. Identifying current and new data sources;
5. Agreeing Data collection and sharing strategy
 - Roles and responsibilities;
 - Resource and budget constraints;
 - Approach to cost effectiveness
6. Developing data and information sharing pathways
7. Designing data recording and management systems
8. Implementing and refining systems

Annex 3 Feedback Form for Guidelines and Field Guide

See accompanying pdf files

Annex 4 Proposed Communication Products and Media

See summaries below

Table 6 FAO proposed communications products and channels for each main stakeholder category

Category	Stakeholder	Role	Knowledge	Attitude	Practice	Influence	Proposed communication materials	Communication channel
1, 3, 4	FAO, in particular through FishCode-STF project for promotion of implementation of the Strategy-STF with special focus on capacity building in developing countries and data collection systems in small-scale fisheries and multispecies fisheries. Coordinating Working Party on Fishery Statistics (CWP) comprising intergovernmental agencies and regional fishery bodies with fishery statistics role.	Awareness raising, recommendations to Members concerning use of Guidelines, in some cases (e.g. SPC) technical assistance to Members. Inform CWP agencies of Guidelines and ask them to promote and distribute.	1, so far. Potentially 4	None so far, potentially +++	Could make Guidelines available to FAO Committee on Fisheries and subsequently inform Committee on progress with uptake. Could make Guidelines available to regional workshops held by FishCode-STF in collaboration with regional fishery bodies (workshops already planned for 2005-2006 for Caribbean/Central America, APFIC/China, Inland fisheries/MRC). Inform meetings of FAO regional fishery bodies. Publicise on Fisheries Department and FishCode-STF websites.	4-5	Guidelines Report to FAO Committee on Fisheries Flyer Text/articles on Websites News item on FAO website announcing flyer (just prior to publication of FAO Fish, Tech. Pap.)	Distribute to FAO Committee and regional fisheries bodies FAO members, Country representatives, Directors of Fisheries and FAO officers, FAO fisheries projects...(also see distribution list in FAO 1999) Email to contacts at FAO Websites
3	Inland Regional Fishery Bodies: MRC, CIFA, COPESCAL, EIFAC, APFIC	Awareness raising, recommendations to Members concerning use of Guidelines	1, so far. Potentially 3-5	None so far, potentially +++	Could make Guidelines available to regional workshops held by FAO FishCode-STF in collaboration with regional fishery bodies. Inform meetings of FAO regional fishery bodies. Possibly publicise on RFB websites. MRC could use Guidelines in technical assistance to Members.	4-5	Guidelines Flyer Text/articles on websites Reports to Regional Fisheries Bodies meetings (explore possibility of including in meeting agendas)	Distribute copies to Regional STF workshops Email to contacts Websites
3	Marine Regional Fishery Bodies concerned with	Awareness raising,	1, so far. Potentially	None so far,	Could make Guidelines available to regional	3-4	Guidelines	Distribute to (make copies available at) Regional STF

	small scale fisheries: SPC, SEAFDEC, CECAF, WECAFC/CARICOM, APFIC, GFCM, SWIOFC, BOBFC	recommendations to Members concerning use of Guidelines, in some cases (e.g. SPC) technical assistance to Members,	3-5	potentially ++	workshops held by FAO FishCode-STF in collaboration with regional fishery bodies. Inform meetings of FAO regional fishery bodies. Possibly publicise on RFB websites. Some RFBs (e.g. SPC, SEAFDEC) could use Guidelines in technical assistance to Members.		Flyer Text/articles on websites Reports to Regional Fisheries Bodies meetings (explore possibility of including in meeting agendas)	workshops Email to contacts Websites
4	NACA/STREAM	Awareness raising, recommendations to Members concerning use of Guidelines, possibly in technical assistance to Members,	1, so far. Potentially 3-4	None so far, potentially ++	Possibly publicise on web site and at meetings. Possibly use in technical assistance projects.	3-4	Article with pics about the project on the website	STREAM website, with URL links to FMSP Provide copies of guidelines for distribution and promotion
4	Development agency partners, donors DFID, World Bank, ADB, IFAD AFDB and other national and regional development banks and bi-lateral funding/ development agencies	Funding research and development.	<3	+++	Raise awareness and promote their use.	5	Flyer FMSP website Article for newsletters or relevant publication eg PLA notes, ODI newsletters (or technical series)	Email Web downloads FMSP website DFID newsletters and publications

Categories of stakeholders

1. Policy makers and influencers
2. National implementing organisations
3. Regional and International implementing organisations
4. Capacity building or training organisations
5. Promotional organisations
6. Target beneficiaries
7. Others

Table 7 Fourth Fisheries Project / GoB DoF proposed communications products and channels for each main stakeholder category

Category	Stakeholders	Role	Knowledge	Attitude	Practice	Influence	Proposed Communication Product/ Materials	Proposed Communication channel
Policy stakeholders and Donors	MOFL	Approval for dissemination	1	+	Yes	5	Policy document	Government order (circular)
	DoF	Data Collection, sharing and policy formulation and influence	5	+++	Yes	5	Field and Technical Guidelines, poster, flyer (& Bangla version), newsletter produced by DoF, training manual (developed by DoF)	Letters, workshop, meetings, training
	DANIDA	Policy influence & capacity building	1	+++	Yes	5	Poster, flyer	Website, workshop, international forum
	DFID	Policy influence & capacity building	5	+++	Yes	5	Poster, flyer	Website, workshop, international forum
	EU	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
	World Bank	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
	GEF	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
	USAID	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
	UNDP	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
	Upazila Parisad	Policy implementation/ formulation	1	+	No	3	Circular for the FCBO, fisher cooperatives, Union Parisad and CBOs	Letters and Meetings
	IFAD	Policy influence& capacity building	1	+	No	3	Poster, flyer	Website, workshop, international forum
National Implementing Organisation	DoF	Field use for data collection and sharing	5	+++	Y	5	Field and Technical Guideline, poster, flyer, newsletter, training manual, website	Letter, Website workshop, meeting, training
	LGED	Field use for data collection and sharing	2	+	Y	2	Field Guideline (for promotion and distribution), poster, flyer, newsletter, training manual	Letter, workshop, meeting, training
	BWDB	Field use for data collection and sharing	2	+	Y	2	Field Guideline (and promote and distribute), poster, flyer, newsletter, training manual	Letter, workshop, meeting, training
	DoE	Field use for data collection and sharing	2	+	Y	2	Field Guideline (for promotion and distribution) Poster, flyer, training manual	Letter, workshop, meeting, training
	Department of Youth	Field use for data collection and sharing	3	++	Y	4	Field Guideline (for promotion and distribution),	Letter, workshop, meeting, training

Category	Stakeholders	Role	Knowledge	Attitude	Practice	Influence	Proposed Communication Product/ Materials	Proposed Communication channel
							poster, flyer, newsletter, training manual	
	Social Service & Cooperative Department	Registration	1	+	N	1	DoF circular	Endorse
Regional and International Implementing Organisation	FAO	Implementation	5	+++	Y	5	Field and Technical Guideline, poster, flyer, newsletter, training manual	Website, e-mail, Newsletter, distribute at international meetings, workshop
	MRC	Implement	5	+++	Y	5	Field and Technical Guideline, poster, flyer, newsletter, training manual	Website, e-mail, Newsletter, distribute at international meetings, workshop
	WorldFish Center	Implement	5	+++	Y	5	Field and Technical Guideline, poster, flyer, newsletter, training manual	Website, e-mail, Newsletter, distribute at international meetings, workshop
	WFP	Implement	1	+	N	3	Poster, flyer, newsletter	Website, e-mail
	GEF	Implement	1	+	N	3	Field and Technical Guideline, poster, flyer, newsletter, training manual	Website, e-mail, Newsletter, distribute at international meetings, workshop
	CARE	Implement	1	+	N	3	Poster, flyer, newsletter	Website, e-mail
Capacity building and Training	IIRR	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	ATI	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	NACA	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	SEAFDEC	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	National NGO	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	International NGOs	Capacity building	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
Promotional Organisation	Media NGO	Promotion	1	+++	N	5	Poster, flyer, newsletter	Website, e-mail
	AFF	Promotion	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	STREAM	Promotion	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
	IIED	Promotion	5	+++	Y	5	Poster, flyer, newsletter	Website, e-mail
Target Beneficiaries	FCBO/LMI	Data collection and sharing	3	+++	Y	1	Poster, flyer, newsletter	Meeting
	Traders	Sharing	1	+	N	3	Poster, flyer, newsletter	Personal contact
	Local Champions	Influence and Sharing	1	++	N	3	Poster, flyer, newsletter	Personal contact
	Farmer	Sharing	1	+	N	3	Poster, flyer	Discussion, meeting
Others	Local NGOs	Motivation, Dissemination and sharing	3	++	Y	3	Poster, flyer, newsletter	website, e-mail, direct contact
	Local Government	Coordination and Implementation	1	+	N	4	Circular, Poster, flyer	Endorsement of DoF circular

Table 8 CBFM / WorldFish Centre proposed communications products and channels for each main stakeholder category

Category	Stakeholder	Role	Knowledge	Attitude	Practice	Influence	Proposed Comm prod/Mat	Proposed Comm. Channel
Policy makers and influencers	MoFL	1. Policy dev. and planning to manage WBs 2. Motivating related ministries for implementing policies	3	+	- Usable - Relevant	5	Guide lines (for promotion and distribution)	Meeting/ Workshop
	MoL	1. Fixing lease value and related issues 2. WB demarcation and lease out	1	+	Relevant	1	Guide line	Meeting/ Workshop
	MoEF	Environmental related issues, ecology and conservation of biodiversity	1	+	- Usable - Relevant	3	Guide line	Meeting/ Workshop
National Implementing agencies	DoF	1. Planning, implementation and WB management. 2. Data collection, processing, reporting and dissemination 3. Law enforcing and lease issues	2	++	- Usable - Most relevant	5	Guide line Field manual Brochure Newsletter Flyer Leaflet Poster Calendar Diary	Training/Workshop/ Conference/ Fish fortnight DoF Website, E-mail
Regional and International org	DFID	Policy influencing and implementation project	5	+++	Most relevant	5	Guide line Field manual Brochure Newsletter Flyer Leaflet Poster Calendar Diary	Workshop/Conference/ Website, E-mail
	WorldFish	Provide Technical Assistance and support for smooth implementation of project	5	+++	- Usable - Most relevant	5	Guide line Field manual Brochure Newsletter Flyer Leaflet Poster Calendar Diary	Training/Workshop/ Conference/ Website, E-mail
Capacity building training	Universities/ Research Institutes	1. Introducing into curriculum and research studies 2. Supplement research	4	+++	- Usable - Most relevant	5	Guide line Field manual Brochure	Workshop/Conference/ Website, E-mail

organization		activities linking project output					Newsletter Flyer Curriculum Library	
	FTI, GTI	1. Introducing into curriculum	4	+++	- Usable - Most relevant	5	Guide line Field manual Brochure Newsletter Flyer	Training/Workshop/ Conference/ E-mail
Promotional org	NGOs	Implementation, Motivation, dissemination	5	+++	- Usable - Most relevant	5	Field manual Brochure Newsletter Flyer Leaflet Poster Calendar Diary	Training/Workshop/ Conference/Website E-mail
	Media and Legal org.	Dissemination, Established legal rights	2	++	Relevant	4	Script, Newsletter Leaflet Poster	Training/Workshop
Target beneficiary	CBOs	WB mgt planning, implementation and exchange ideas.	3	+	- Usable - Most relevant	3	Script Poster Display board	Meeting, Show
Other	Fishers Association	WB mgt planning, implementation and exchange ideas.	3	+	- Usable - Most relevant	3	Script Poster Leaflet	Meeting, Displaying
	Folk talent team	Dissemination	3	+	- Usable - Relevant	3	Script	Show
	Traders	Marketing	1	+	- Usable - Relevant	3	Flyer Poster Leaflet	Meeting

