**International Year of Small Scale/ Artisanal Fisheries & Aquaculture [IYAFA] of the United Nations,**

**“Our Small Scale Fishers’ Matters”**

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**Campaign Toolkit**

**National Fisheries Solidarity Movement**

Global future and Sustenance will depend on Sustainable Development of Oceans, Small Scale Fisheries and Small Scale Fishing Communities.

**We here by assert the following facts in celebrating more meaningfully and fruitfully the International Year of Small Scale/ Artisanal Fisheries & Aquaculture [IYAFA]**

* Ensure that the capacity of the Small Scale Fishers are duly recognized while in attempts of eradicating poverty, generating livelihoods and preserving food sustainability.
* By understanding the contribution made by Small Scale Fishers towards the sustainability of the Ocean and aqua culture systems, as well as of the aqua beings.
* By acknowledging the contribution of the Small scale fishers towards the minimizing of Global impact of Climatic changes and Ensure that the
* By appreciating the contribution of Small scale fisher Women towards the sustainability of Food and the preservation of bio diversity
* While paying attention to the 14th Sustainable Goals of United Nations, “ Preserve and protect the Ocean and Marine resources with an approach of sustainable use of them in order to foster Sustainable Development”
* By asserting the importance of the mediation of State authorities, Private officials, Civil societies of the Aqua Culture to ensure the sustainable development of the Small scale fishers
* Assert the importance of the contribution of the International Community to enhance the sustainable development process of the Small scale fishers as well as the preservation of resources of the Ocean and Aqua culture , specially during the Year of IYAFA.
* With one particular aim of sustainable development of SSF , all states, all organizations of religious, non governmental, political ,Professional and Environmental should contribute to the success of the IYAFA by awareness raising, fostering new livelihood avenues, as well as protecting the SSF by removing any detrimental factors which hinders their wellbeing.
* Demanding from the Government of Sri Lanka and from other related states who assist in the fisheries activities , the required support for any steps taken as Small scale fishers for the sustainable development.
* Supporting the Small Scale fishers and their trade unions, Fisher women societies, Fisher Youth organizations, Civil society Organizations and Fisher Cooperative societies
* We assert the need of creating a 5 year Action Plan to be implemented both for the Year of Small Scale Fishers and there after to be implemented

**International Year of Small Scale/ Artisanal Fisheries & Aquaculture [IYAFA] of the United Nations, 2022**

It is no secret that the Small Scale fishers are the people who are engaged in one of the most dangerous and risky employment in the world and their family members, women, children are the least recognize citizens in any country. Socially this fisheries job has been rather looked down in the society and fisher themselves experience this discrimination and it is much necessary to create an atmosphere where they can declare themselves as dignified citizens with pride .It is also a well known fact that most of the fishers are not encouraging and grooming their children to take up this industry. In fact it is not a must , but in spite of the economic benefits they gain, the underlying reason for not to persuade their children to continue in this industry is the lack of social recognition and acceptance they experience and the fear they have about the insecure future of their children not getting a proper education. Therefore by establishing the required organizational structure to overcome all these hurdles ,also by strengthening the existing helpful structures, leadership, management and skill development activities should be built. In this context the contribution and participation of Small scale Fisher women has been further neglected. Affirmation of the Women rights is a struggle within this struggle which cannot be no longer left behind. Though there is a tendency among the youth and the children of the fisher communities to distance themselves from this industry , still they could become the supervisors, observers and implementers of the development activities geared towards the sustainability of their own environment. In this year of 2022 the International Year of Small Scale/Artisanal fisheries all organizations related to United Nations, all government and non governmental organizations, Human right and environmental organizations should join hand together to venture into an active program of actions which should ensure the sustainability of the small scale fishers, sustenance of the ocean and aquatic environmental system as well as the due recognition of the contribution of small scale fishers for the sustainable development .

*Let us pay our special attention to the good existence of our Small Scale Fishers 'æ*

*Let all the citizens and groups become aware of the conservation of the Ocean and aquatic resources and of Small scale fishers or their livelihood and the resources which depend on them.*

*We propose that a suitable action Plan be made which can be implemented by all the institutions which are dedicated to ensure the sustainable development of the Small scale fisheries industry as well as the small scale fishers along with the Fisheries and Aquatic Resources development Ministry of Sri Lanka during 2022 the International Year of Small scale Artisanal fishers and Aquaculture*.

**“ Rights of Fishers = Human Rights”** this theme should be affirmed with much stressing during this year.

**Sustainable Small scale fishing Industry and the small scale fisher**

The entire wellbeing, wealth, history, culture and identity of the Small scale fisher is deeply connected with the aquatic environment system. Conservation of the Aquatic environment system is an essential aspect of protecting the small scale fishers. Pollution and destruction of these environment system is the destruction of the fisher communities. The inherent bio diverse content of these aquatic environmental system is the unique resource these small scale fishers. The sustainable development of small scale fishers compulsorily depend on the good and healthy existence of Ocean and aquatic environmental system. For a global sustainable future use of Ocean and aquatic resources with greater care is a must. Therefore by recognizing the value of our Ocean and aquatic resources , by building solidarity to achieve the 14th sustainable development goal of United Nations we urge all our communities, states, food and agricultural Global organizations to act continuously towards this goal. Since this is not an isolated process but a Global effort it is essential that we join hands and work diligently for the benefit and growth Small scale fishers.

*The challenges and threats emerged before the Small scale fishers of Sri Lanka:*

* While gaining deeper understanding of the importance of Ocean and aquatic resources for the wellbeing and culture of small scale fishers ,
* Identifying the threats and challenges emerging due to misappropriation of resources, pollution of the inland waters, extreme exploitation of Ocean and aquatic resources and the small scale fishers who depend on them ,
* By gaining the correct understanding of the impact on the livelihoods and lives of Small scale fishers due to the growing Climate change, Environmental Pollution, exploitation of ocean and aquatic resources.
* Realizing the immediate need to reduce negative impacts on Small scale fishers due to climate change by controlling emission of CO2 and Methane Gas with suitable steps
* In accordance with the 14th SDG, “ Conserve and sustainably use the oceans, seas and marine resources for sustainable development” and its targets to ensure the protection and sustainable use of environmental system in coastal belt and the ocean, let us protect the small scale fishers who depends for their livelihood on them.
* Finding appropriate solutions to the increasingly adverse impacts such as ocean acidification and curtailing the use of environmental unfriendly technology and thereby allowing the hindered growth of fish to flourish, let us protect small scale fishers.
* All organizations State, Private, non-governmental and civil societies should emphasize the impact directed by the wellbeing of Ocean and aquatic systems and on the lives of small scale fishers who depends on them as well as on the entire nation.
* Urgency of an international solidarity in order to conserve the ocean and aquatic resources along with the environment to ensure the livelihood of small scale fishers and their future generations.
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**Organizing and Planning**

Form a committee for the IYAFA with the following persons and organizations.

* National and District Fisheries Organizations, Fisher cooperatives, Rural Fisher Organizations and other related organizations
* Trade Unions and Non Governmental Organizations
* School based Environmental Protection Groups, Students and religious organizations, youth, women, and community organizations.
* Representatives of Political parties, interested Media Organization s and their agents.
* Affected persons of Climate change (Ex: those who lost the coast due to sea erosion, destruction of mangroves, conservation of turtles)
* Environmental Organizations (IUCN,MFF)
* Interest groups on conservation of Ocean Resources (Conservation Groups of Corals, Turtles, )

As an Organizing and Planning Committee

* Have activities based on realistic and pragmatic objectives of IYAFA
* With how many, on what and when?
* Prepare a plan for obtaining required resources
* Share responsibilities and activities as per the abilities and capacities of committee
* Always ensure the assessment of the impact of any activity launched

**Collection of Data**

 Steps should be taken to make our mediation on behalf of the small scale fishers and oceanic environmental system stronger. Before we make our plans we need to assess the local needs of our communities and identify the challenges which need our immediate attention

 So through this IYAFA 2022, we can propose the programs needs to be launched.

* Assess the social and economic impact created on the SSF and their families by the Oceanic and aquatic resources of our country
* If the Oceanic and Aquatic environmental systems are not in a favorable state , its impacts on Small scale fishers
* If suitable steps are not taken the adverse effects which would emerge
* What should be the mediation of the Policy makers?
* What value should the stake holders and supporters be given?
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**Formulating suitable Messages as a country to uplift the Small scale Fishers’ Life**

* Let us create several key messages, targeting Small scale fishers ,based on the data collected to plan out IYAFA
* Take steps to collect suitable stories, pictures keeping in mind the targeted community
* These messages and stories ,pictures should depict the successes of Fishing community, their contribution to the Country’s economy, struggles and difficulties of the community life, environmental impacts which affects the people and the proposed solutions to overcome them should also be depicted.
* Through these messages a target should be maintained and help us to be active in reaching out to our goal.
* Frequently keep asserting our responsibilities as a small scale fishing Community

**Our Messages**

* Should be applicable to the target groups
* With accuracy a clarity attention should be focused on Threats, Values and solutions
* Should be formulated with very simple scientific and technological facts.
* In planning IYAFA the message relevant to us should be properly formulated to the target.

Ex:

What all can do to protect the ocean and surroundings: What Communities, People and Government can do

* In a sustainable and healthy Ocean the important place the Small scale fishers hold- the issues in the area, solutions for those, who should solve them?
* Economic Impact
* The Oceanic influence on the economic status of small scale fishers
* Impact of Oceans on the National Economy
* Contribution of Ocean and fish toward the Nutrition of the Nation
* Possible Impact in creating jobs
* Affirm the importance of the contribution made by Oceans and Tanks in the economic and social renewal effort during the post COVID period
* Bring out the threats created towards the Food production chain and Nutrition Cycle by the adverse impact generated in the Ocean and Aquatic environment due to the inconsiderable Environmental pollution carried out in the land.
* Rights of Fishers = Human Rights, this message to be created using the principles indicated in VGSSF

**Gathering of Organizations to form a strong public Opinion for IYAFA**

 Taking steps assemble ideas and activities which would generate New items

* Important and interesting
* Knowledge increasing
* Persuading towards quick actions
* Obtain help from the business and government institutes , factories, etc. of the area
* Explain that the awareness of Small scale fishers will be increased due to the intervention of these institutions
* Make sure that all our suggestions are of under the following criteria.
* Should be attractive to the SSF
* Ensure that it communicates always the Key messages related to VGGSF
* It should be current and newsworthy
* Make effort to be creative in program production
* Any program should address the issues and problems of People
* Ensure that the focus of any program to be the Small scale fishers and the active participation of the people.
* Give preference in enhancing the leadership of Women and Youth
* Pay attention to the factors which are not taken up by others
* Ensure the presentation includes explorative elements.

 **Be Innovative and creative**

* IYAFA is an event which can draw the attention of a large population towards Small scale fishers. We must make the maximum use of this opportunity.
* Activities such as competitions, exhibitions, street drama which enhance the knowledge of the public.
* Activities targeting Main Media
* Press briefings organized by the SSF leaders/women and of Politicians.
* Activities Targeting SSF and Ocean

Ex: On the Earth Day April 22

 World Environment Day June5

 World Ocean Day June 8th

 World Fisheries Day Nov: 21st

**Among the Proposed suitable Activities**

 **-** Posters, Wall Drawings, Poems, Art and carving competition

 - Social Media and Articles for Newspapers

 - Through the main Media such as Rupavahini and Radio programs

Related to Small scale Fishers, Tanks and Ocean

 -1000 Public Meetings/ Dialogues

-Targeting Cooperatives around the anchoring points

-Awareness raising around work sites

-Organize Protests/Public Rallies against the Ocean Pollution/fish destruction/increase plastic waste in water bodies

-Using the Internet launch online petitions against environmental pollution and its adverse effects on small scale fishers.

- Draw the public attention by initiating cleaning programs on Tanks, Tank Bunds, Sea Beach, Lagoon, Mangrove belts etc.

Organizing Media Programs

While preparing different types of Hash Tags let us try to draw top level attention through Social Media in celebrating the International Year of Artisanal Fisheries and Aquiculture.(IYAFA)

#IYAFA 2022

#Our SSF Matters

Let us encourage and motivate all activists and youth to share their talents.

* Stories
* Photographs
* Messages
* Videos
* Poems/Songs
* FB Posts

Publish National and International Information related IYAFA through NAFSO

* Different statistics could be presented as Info-graphic
* Important Messages extracted from various sources could be communicated
* Keep constantly disseminating the information received from IPC, FAO, IPC Fisheries WG or ICSF.
* Organize and publish a series of articles by invited Academia

In all these attempts the importance of the Village Tank and the Ocean, the value of Small scale fishers could be mentioned. Destruction of these resources and how it affect us so adversely. Protecting and conserving them is our responsibility.

All these notes should be posted in the NAFSO Blogger.

**Social Media activities:**

Let us promote our theme #Our SSF Matters” through the social media. In this efforts let us try to tell the world again of the importance of Marine and Aquatic Resources, Impacts of Political deviations, effects of Blue economy and the importance of Small scale fishers. Both locally and globally for the national economic development how important are the marine resources , the contribution made by SSF for the sustainable existence of these resources. Let us use all social media programs with these objectives. To make this effort a success let us harness the support of the socially accepted and competent groups and as well as of the elites, professionals, religious leaders and sports clubs.

To expand the chances of participation and involvement of the public, organize competitions and events at various levels.

Attract Youth and increase community participation through innovative programs

Targeting Advanced level and University students and to get them attracted towards this process organize and launch few programs designed with the help of University professors.

**What after the 2022 the International Year of Artisanal Fisheries and Aquaculture**

**of United Nations**

We need to be smart in having a plan of supervision and evaluation of all activities related IYAFA before we launch into it. Also we must anticipate and identify the potential problems and challenges ahead of time. Some guide questions which could be absorbed into our supervisory process:

* What are the fruitful results gained for a betterment of the lives of Small scale fishers through the launched programs? How many of these programs initiated in this year will be carried out next year too.
* How many participants took part in these programs? How did they join? Was it fruitful?
* How many Leaders of Small scale fisher communities were empowered?
* What is the overall response received for this process? How many will join the process of empowerment of small scale fishers through this?
* How many new creations, Stories, articles were created? How many new activists joined the process of empowerment of SSF.
* Were there any change, growth of the understanding of the target groups on the sustainable development efforts, sustainable use of ocean resources, of small scale fishers.?
* Did you file or store the resources of information which was published in public media, radio, television, printed media and the list of distribution (whom, where, when, how many) in a safe place or custody?

**Evaluation:**

We can forward all what we did to a group of elites with a wider representation and seek their guidance and assistance for the future plans.

It is not only to make use them for future activities but also to share with those who is supporting us in this process , of our success assessed through this evaluation.

It may be difficult to measure the success of some of the targets with in a day or two.Hence we need to build up a time frame with specific targets on each activity.

So in view of launching an Evaluation:

* Need to formulate a list of targets and Objectives related the expected outcome of this IYAFA program
* Also need of building Indicators to measure the performance against each objective
* Lay out a plan for evaluation. A suitable questionnaire, method of gathering data and information as well as the required resources should be identified ahead of time.
* Decide upon a methodology to be followed in the evaluation (Quantitative and Qualitative)

**Harnessing all energies to make IYAFA a success**

***For the attention of the International Community***

* A suitable, meaningful logo should be created for the celebration of the International Year of Small scale Artisanal Fisheries and Aquaculture. This could be achieved through declaring a competition to create a logo, while generating early awakening among the public of IYAFA.
* In this regard, common to all the organizations one unique Logo could be created through a dialogue with World Fisher Forum. It will initiate a global impetus and attention to the IYAFA. Already there is a Logo introduced and certain activities initiated perhaps we could use the same.

**Nationally what we could do:**

* Selecting a group who could contribute to this process
* Implementation Process
* Media handling Process
* Monitoring Process
* Facts finding and Data gathering Process
* Coordination of Academic and Political Process

In order to make this a success a coordinating Centre should be established and come into operation immediately while interacting and building better cooperation and solidarity among the above groups is expected.

***Program of activities drafted in Sinhalese by:***

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