2010 ALLFISH WORK PROGRAM

AXIS I – ESTABLISHMENT OF A SUSTAINABLE PARTNERSHIP

AXIS I – ALLFISH TASK GP 2: COMMUNICATONS 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