

# EAFM for Leaders, Executives and Decision Makers (LEAD)



## A3: Conversations

### Why EAFM?

#### PURPOSE

To provide a concise list of simple statements that can be used to sell EAFM to LEADers. For selling, “why” is often more powerful than “what” as the “why” statements provide incentives of EAFM that are relevant to them, their position and policies.

#### HOW TO USE THIS DOCUMENT

This list can be used in talking points, videos or when presenting material in the 1-day LEAD High-level Consultation. Its aim is to convince LEADers that EAFM has something for them.

#### WHY YOU NEED EAFM

- EAFM is the way of the future. It breaks from conventional fisheries management that has not been very effective, especially in multi-species/multi-gear tropical fisheries.
- EAFM provides a vision that is more than just fisheries – it includes a healthy environment and habitats and improved well-being of the people.
- Fisheries in Asia are at a critical stage and urgently need a new approach to increase the potential benefits that can be derived from harvesting fish.
- EAFM helps improve the contributions of fisheries to food security, sustainable livelihoods, and economic growth through sustainable development that is ecological, social and economically sound.
- EAFM helps you meet the goal of equitable benefits through good governance of fisheries resources, now and into the future.
- EAFM will result in better management of the fisheries resources and best practices in your country, bringing international recognition. This recognition will increase demand for your fisheries products and secure a larger international market share. It helps your country stay away from (or get your country out of) the international bans of seafood imports.

- EAFM can help improve your image as a responsible and visionary leader and establish a legacy for introducing a fully integrated approach to fishery governance. It helps you to lead and plan ahead, even in an area of uncertainty like climate change impacts.
- EAFM helps you get more funding by
  - having well-designed plans that will influence your national budget allocation
  - attracting funding support from existing and new donors;
  - sharing finances and resources with other partners or sectors that strive for common goals;
  - providing support for reallocation of funds for more effective/efficient use
- The EAFM planning process provides an opportunity to break the short-term commitments associated with annual budgeting and short-term political appointments.
- EAMF encourages engagement with higher-level authorities that can increase political will to an EAFM plan and enable its recognition and institutionalization.
- Implementing an EAFM will require the allocation of rights in most, if not all, fisheries. EAFM can provide guidance on the needs for policy and legal reforms.

***Possible catch phrases***

- It is not just about fish and fishing.
- Fisheries management matters (not only to fishes, but) to all.
- To care not only about fish, but also about people.
- The value of EAFM is not just measured by how many more fish you catch, but by the quality of life of the people we care for.
- Not just good fishing, but also good living.
- Good living from good fisheries management.
- Better taking care of people by better fisheries management.
- There is a difference between managing fish and managing the ecosystem where fish are found.
- Fisheries can be managed differently and effectively.
- Be the fisheries management you want to be a part of (or to be proud to be a part of)

- EAFM helps fisheries managers figure how to succeed beyond what they thought possible.

***Why is EAFM different from existing fisheries management i.e. what the fishery agency in your country/province/district is doing now?***

- EAFM represents a move away from a management system that focuses mainly on the sustainable harvest of different fish species to a consideration of the major components in an ecosystem, and the social and economic benefits that can be derived from sustainable development.
- Existing fisheries management often deals only with a limited set of threats and issues. Often the real cause of the problem is not addressed, resulting in management being ineffective or creating negative unintended consequences.
- Participation and co-management are being practiced in an ad hoc, unplanned manner. EAFM integrates these principles and strengthens the principles such as adaptive management and precautionary approach that are needed in many situations at the moment.
- EAFM requires fisheries agencies to work more closely with other agencies and stakeholders that are responsible for managing other parts of the ecosystem which are critical for fisheries (for example mangroves and coral reefs) and for mitigating pollution and climate change impacts
- Looking at the bigger picture can provide many unexpected benefits such as being able to see the need for trade-offs in policies (e.g. increased value of harvested fish versus use in feed for animals).
- The process of EAFM is EAFM is adaptable and can be applied to other systems such as inland fisheries