



FINAL REPORT

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

January 2022

Client: Ministry of Finance, Trade and Economic Planning, Seychelles

Country: Republic of Seychelles

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

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This final report has the objective to summarize all the marketing, communication & e-commerce activities implemented from February 2021 to January 2022 to promote the Mahe plateau co-management plan trap and line fishery. We also included a section with lessons learned and recommendations regarding potential future communication activities for the Mahe plateau co-management plan trap and line fishery.

1. MARKETING & COMMUNICATION STRATEGY

We developed a marketing & communication strategy from January 2021 to mid January 2022 including the following component:

- a description of the target audiences and segmentation
- a description of the communication objectives
- a SWOT analysis
- a campaign name and identity (logo)



- and a communication strategy including divers communication tools, a media plan, an online strategy, workshops and meeting and PR activities.

2. COMMUNICATION TOOLS

The communication tools listed below helped us to reach the different target identified as:

- resources user/general public,
- licensed artisanal fishers,
- fisher associations,
- fish processors,
- sports & recreational fishers,
- kids,
- restaurants & take away,
- seafood retail business (ex: ISPC, STC, fishtail...),
- NGOs,
- government agencies,
- GOPs holders.

COMMUNICATION TOOLS ADDRESSED TO ALL THE TARGETS

- 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.
- **Standing banner**, in English with information about the Co-management Plan and its measures that will be used during workshops and fisher meetings.

COMMUNICATION TOOLS ADDRESSED TO THE ARTISANAL FISHERS

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

COMMUNICATION TOOLS ADDRESSED TO THE RESTAURANT, TAKE AWAYS, SEAFOOD RETAIL BUSINESS AND GENERAL PUBLIC

- An **A6 poster** – 100 copies – English, **50 copies in creole and 50 in French**. 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.

COMMUNICATION TOOLS ADDRESSED TO THE KIDS

- An **A6 poster –50 copies** – Creole **and English**. The aim of this poster is to sensitise the kids to sustainable fisheries and also to be responsible when they choose which fish to eat. This poster has been distributed to the eco-schools leaders.
- Games for kids** (6 to 11 years old).

3. MEDIA PLAN

a. TV adverts

We created 4 TV advert as follow:

- TV ad 1 addressed to the general public focused on measures 1 and 2 concerning the landing size of “bourzwa” and “zob gris”. English
- TV ad 2 addressed to the licensed artisanal fishers, fisher associations focused on measures 1, 2, 5, 8, 9. Creole
- TV ad 3 addressed to the recreational fishers focused on measures 3, 4 and 6. English
- TV ad 4 that includes all the measure of the Co-management Plan for the Mahé Plateau trap and line fishery. Creole

The 4 TV ads has been broadcasted as follow on SBC and advertise on Youtube from the 11.12 to the 30.01

SBC broadcasting plan:

15.12	16.12	17.12	18.12	19.12	20.12	21.12	22.12	23.12	24.12	25.12	26.12	27.12	28.12	29.12
AD 1	AD 1	AD2	AD2	AD2	AD 3	AD 3	AD 4	AD 4	AD 1	AD 1	AD2	AD2	AD 4	AD 4
30.12	31.12	1.01	2.01	3.01	4.01	5.01	6.01	7.01	8.01	9.01	10.01	11.01	12.01	13.01
AD 1	AD 1	AD2	AD2	AD2	AD 3	AD 3	AD 4	AD 4	AD 1	AD2	AD2	AD 1	AD 4	AD 4
14.01	15.01	16.01	17.01	18.01	19.01	20.01	21.01	22.01	23.01	24.01	25.01	26.01	27.01	28.01
AD 1	AD1	AD2	AD2	AD2	AD 3	AD 3	AD 4	AD 4	AD 1	AD2	AD2	AD 2	AD 4	AD 4
29.01	30.01													
AD 1	AD 1													

Youtube ads report:

We opened a [Youtube](#) channel for SFA where we uploaded all the videos we created for this communication campaign. The 4 TV adverts have been advertised on Youtube to a Seychellois audience located in Seychelles. The total budget for this campaign was USD 50 and the results of this campaign as below:

- Ad 1 has been seen 11.5K times, 1.4K Seychellois viewed the advert and the cost was 17.25 USD
- Ad 2 has been seen 10.2K times, 1.11K Seychellois viewed the advert and the cost was 17.18USD
- Ad 3 has been seen 10.1K times, 1.2K Seychellois viewed the advert and the cost was 17.20USD
- Ad 4 has been seen 14 times, 3 Seychellois viewed the advert and the cost was 0.08 USD

b. Radio Adverts

We prepared the scrip for 3 radio ads:

- Ad 1: a general ad about all the measures addressed to the general public,
- Ad 2: about the measures addressed to the artisanal fishers,
- Ads 3: addressed to the sport/recreational fishers.

These ads have been broadcasted as follow during the month of October 2021:

- Paradise FM: spot 1: 4 broadcasts, spot 2: 5 broadcasts, sport 3: 5 broadcasts.
- Radyo Sesel: spot 1: 3 broadcasts, spot 2: 3 broadcasts, sport 3: 3 broadcasts.
- Pure FM: sport 1: 40 broadcast, spot 2: 15 broadcast, spot 3: 7 broadcasts.
- K-radio: spot 1: 25 broadcasts, spot 2: 20 broadcast, spot 3: 10 broadcast.

c. A song with an educational goal

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 has been written and sang by Joe Samy, filmed and edited by Com & Click.

The objective of this song is for Seychellois to understand and remember the importance of sustainable fisheries and the importance of the measures.

The song is broadcasted on CableTV, Télésesel, SBC, Radyo Sesel, Pure FM, Paradize FM and K-radio, as well as posted on the SFA Youtube channel. To access the video clip, please click on the following link: [Nou Gardyen Nou Locean - Joe Samy - YouTube](#)

4. ONLINE STRATEGY

a. A webpage on SFA website

A webpage has been created 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. All the information related to the co-management plan including the communication tools can be found on this page. Click on the following link to access the page: [New tab \(sfa.sc\)](#)

b. Social Media Strategy

A social media strategy has been developed including: social media advertising, social media management (creation of content, interaction with the audience), social media graphic design for 8 posts related to the different measures of the Co-management Plan for the Mahé Plateau trap and line fishery and reporting.

We used the [SFA Facebook account](#) and [SFA Instagram account](#) and [SFA YouTube page](#) and did 2 posts per week over a 5 month period.

A social media calendar has been shared and approved by SFA team prior any posts. Information, videos and pictures related to the below subjects has been shared 2 times per week on Facebook and Instagram SFAs accounts:








- the Co-management Plan for the Mahé Plateau trap and line fishery
- the different measures of the plan
- sustainable fisheries

8 designed social media posts:



c. Social Media Advertising Campaign

13 posts has been advertised on Facebook with a budget of USD 88.23. Below is the detail of each post reach, consersion and budget spent per advert.

<p>Ⓜ Paused • 24 Jan</p> <p>Messages The following measures are addressed to ...</p>	<p>3,928 Reach</p>	<p>3 Messaging conversations started</p>	<p>\$6.23 Spent out of \$10.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 14 Jan</p> <p>Messages The following measures are addressed to ...</p>	<p>5,954 Reach</p>	<p>3 Messaging conversations started</p>	<p>\$10.00 Spent out of \$10.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 10 Jan</p> <p>Messages In February 2020, the government of Seyc...</p>	<p>6,339 Reach</p>	<p>3 Messaging conversations started</p>	<p>\$10.00 Spent out of \$10.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 4 Jan</p> <p>Messages In February 2020, the government of Seyc...</p>	<p>8,809 Reach</p>	<p>20 Messaging conversations started</p>	<p>\$10.00 Spent out of \$10.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 29 Nov 2021</p> <p>Messages Ansaam, anrou prafaz nou resours lanime...</p>	<p>2,958 Reach</p>	<p>1 Messaging conversations started</p>	<p>\$5.00 Spent out of \$5.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 24 Nov 2021</p> <p>Messages As we get on with our daily occupations ...</p>	<p>6,286 Reach</p>	<p>2 Messaging conversations started</p>	<p>\$12.00 Spent out of \$12.00</p>	<p>...</p> <p>View Results</p> 
<p>Ⓜ Completed • 9 Nov 2021</p> <p>Messages #seychelles #fisheries #sustainable #usta...</p>	<p>4,336 Reach</p>	<p>-- Messaging conversations started</p>	<p>\$5.00 Spent out of \$5.00</p>	<p>...</p> <p>View Results</p> 

Completed • 3 Nov 2021	...	View Results		
Messages Together to rebuild fish stocks #weycheffin...	4,620 Reach	1 Messaging conversations started	\$5.00 Spent out of \$5.00	
Completed • 26 Oct 2021	...	View Results		
Messages FISHERIES CO-MANAGEMENT is when f...	5,494 Reach	1 Messaging conversations started	\$5.00 Spent out of \$5.00	
Completed • 22 Oct 2021	...	View Results		
Messages Rabbit fish are the main targeted fish spe...	5,766 Reach	2 Messaging conversations started	\$5.00 Spent out of \$5.00	
Completed • 19 Oct 2021	...	View Results		
Messages lobfish stocks are decreasing. STA's statist...	4,411 Reach	2 Messaging conversations started	\$5.00 Spent out of \$5.00	
Completed • 14 Oct 2021	...	View Results		
Messages Snappers stocks are decreasing. STA's stat...	4,033 Reach	2 Messaging conversations started	\$5.00 Spent out of \$5.00	
Completed • 30 Sep 2021	...	View Results		
Link clicks We are gearing up for the official launch...	10,172 Reach	126 Link Clicks	\$5.00 Spent out of \$5.00	

d. Email Blast

We drafted an emailing, designed it and sent it to the following target groups:

- Ministers, CEO and Das
- Embassies
- DMCs
- Fish processors, fishers associations
- Hotels, self-catering, guest houses and restaurant



Emailing statistics report:

697 Recipients

Audience: Mailing main list

Delivered: Tue, Nov 2, 2021 1:21 am

Subject: Mahe Plateau Trap and Line Fishery Co-management Plan

[View email](#) · [Download](#) · [Print](#) · [Share](#)

Successful deliveries	674	96.7%	Clicks per unique opens	7.1%	
Total opens	633		Total clicks	56	
Last opened	11/23/21	12:13AM	Last clicked	11/5/21	2:24AM
Forwarded	0		Abuse reports		

We organised the following radio and TV interviews for SFA Team.

Media House	Time	Designated	
Paradise FM	Wednesday 12.01 at 11am with Chicco 4	Melissa Joseph mjoseph@sfa.sc , Johnny Louys jlouys@sfa.sc & Yannick Roucou yroucou@sfa.sc	Fisheries Management, MCS, Legal
Radio Seel	Thursday 13.01 at 4:30 p.m.	Estelle Barreau ebarreau@sfa.sc , Johnny Louys jlouys@sfa.sc & Yannick Roucou yroucou@sfa.sc	Fisheries Management, MCS, Legal
K- Radio	Tuesday 18.01 at 11am with Sylvie . The persons needs to arrive at 9.45am	Melissa Joseph mjoseph@sfa.sc , Johnny Louys jlouys@sfa.sc & Yannick Roucou yroucou@sfa.sc	Fisheries Management, MCS, Legal
Pure FM	Wednesday 19.01 between 11 am to 12 pm hosted by Nesta	Estelle Barreau ebarreau@sfa.sc , Johnny Louys jlouys@sfa.sc & Yannick Roucou yroucou@sfa.sc	Fisheries Management, MCS, Legal
Bonjour Seel	6:00 a.m. with Sylvie 19/01/2021	Elsa Socrate esocrate@sfa.sc , Johnny Louys jlouys@sfa.sc & Frank Volcère LiaisonOfficierMPMngtP@sfa.sc	Fisheries Management, MCS, Liaison Officer

We also prepared a press release for the launching of the co-management plan.



6. WORKSHOPS & MEETINGS

a. Workshop with eco-school leaders

The objective of this workshop was to sensitise each eco-school leader representative to sustainable fisheries and to the new measures of the Co-management Plan for the Mahé Plateau trap and line fishery for them to educate the students of each schools.

This workshop happened on the 29.10 at SITE auditorium from 9am to 11am. It has been organised in partnership with Ministry of Education. 22 teachers out of 40 schools in total in Seychelles and press were present on site and 10 teachers were assisting to the workshop via Zoom. The local press, Today newspaper, Nation newspaper and SBC TV were also present during the workshop: [Facebook](#)

For this workshop, we prepared a power-point presentation for the workshop that:
 - presented the concept of sustainable fisheries,

- introduced the co-management plan for the Mahe Plateau trap and line fishery and its measures,
- presented some simple ways to introduced the plan and the measures to students
- presented simple games that teachers can implement with their student to sensitive them to sustainable fishing and more sustainable way to consume fish.

The Ministry of Education disseminated the posters dedicated for the schools in English and Creole in all the schools in Seychelles. They also shared a Dropbox link with all the communication tools, games, videos, PPT presentation produced to communicate on the co-management plan for the Mahe Plateau trap and line fishery.

We also distributed three-shirts, bags, USB's and commination tools to the 22 teachers present during the workshop.

b. Fishers meeting districts

We organised 9 meetings as per the different districts on Mahé, Praslin, La Digue to present co-management plan for the Mahe Plateau trap and line fishery and its measures.

We prepared a power point presentation that the liaison officer presented during these fishers district meetings. We also hand overed to the liaison officer the following communication tools dedicated to the fishers target: the posters to display in landing site, the banners, the booklets and the tri fold flyers in creole to distribute to the fishers.

The meetings has been organised as follow:

- 04.12: 10am: Bel Ombre Community Center
- 06.12: 8.30am – La Retraite jetty
- 11.12: 5pm: Baie Lazare Community Center
- 14.12: 3pm: Cascade Commynity Center
- 18.12: 11am: Anse aux Pins Community Center
- 18.12: 3pm: Roche Caiman Community Center
- 08.01: 3pm: La Digue - Bamboo Vert Restaurant (La Passe) as the Community Center will be under renovation
- 2 meetings has been reported due to the COVID 19 situation in the country: Praslin and Glacis. It has been agreed with SFA and the Liaison Officer that the Liaison Officer will reschedule the meetings when the situation will be better.

7. LESSONS LEARNED & RECOMMENDATIONS

We believe that this communication strategy was a first step of communication, a sort of introduction of the co-management plan for the Mahe Plateau trap and line fisheries and its measures. These measures are very new, it will take a lot of time for the different target to assimilate the information and put it into practice. We suggest to continue the communication and awareness campaign on different channels for 6 month to start with the below activities:

a. Schools awareness campaign (teachers and students)

During the workshop with the eco-school leaders, we saw a great interest for sustainable fisheries and the co-management plan because firstly the attendance was very high, 32

teachers were present during the meeting out of 40 schools (public and private), and during the Q&A section, the majority of the teachers had questions or suggestions related to the subjects. We believe that the awareness and education component of the communication strategy is a key part, as if the general public (including kids), stop buying the targeted species of the co-management plan, the fishers will stop fishing it.

Teaching books/ kits related to fisheries and sustainable fisheries

During the workshop with the eco-school leaders, several teachers asked to include more the fisheries and sustainable fisheries subjects in the curriculum. For now only secondary schools, S3 levels, have lessons about fisheries that are part of the geography topic.

The creation of 2 teaching books/kits for primary and secondary would be essential in Seychelles, where fisheries is an essential pillar of the economy and 17% of the population is employed in this field.

These books should be created in partnership with the Ministry of Education and teachers should be consulted to understand their needs and views on the usage of the book.

Workshops in each school with teachers

The workshop has been done only for the eco-school leaders, they are supposed to educate their colleagues and student in regards to what they have learned.

To strengthen this message, we believe, it would be very beneficial to organise the same workshop in each of the 40 schools in Seychelles to reach directly as much teachers as possible.

b. Billboards in landing sites and bazaar to sensitive the public

It is important to generate more awareness toward the general public as if they stop buying, fishers will stop fishing. For this, we propose to create and install permanent billboard on landing site and bazaar about the measures. The aim of these billboard will be for the public to be reminded about the measures and discourage them of buying the fishes targeted in the plan.

c. Cooking show to teach the public recipes for different fish species (that are not endangered)

The majority of Seychellois consider that the zob gri and burzwa as the most prestigious and delicious fish in Seychelles. But there are other fish less known, that does not have this great reputation that are as good as zob gri and burzwa. The aim of this cooking show is to generate awareness toward these species and encourage Seychellois to buy it and cook it instead of cooking burzwa and zob gri.

d. Continue the communication campaign on social media

We communicate only 4 month on social media regarding the co-management plan, its measures and sustainable fishing. This campaign should continue with one post per week on Facebook and Instagram to inform and remind constantly the targets about the co-management plan and its measures.