



**Capacity building workshop for journalists and communicators members of the  
Media Observatory for Sustainable Fisheries in Africa**

**Under the theme**

**“Communication at the service of a sustainable and inclusive blue  
economy”**

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**WORKSHOP REPORT**



**Fez, Morocco, March 26 - 27, 2024.**

## I. CONTEXT AND JUSTIFICATION

As part of its partnership with the **Media Observatory for Sustainable Fisheries in Africa (MOSFA)**, and its action plan for the year 2024, COMHAFAT organized March 26 and 27, 2024, in Fez (Morocco), a workshop under the theme: “**Communication in the service of a sustainable and inclusive blue economy**”.

In order to ensure effective development of the blue economy, it is crucial to coordinate efforts and encourage communication networks and platforms for exchange and dialogue. Effective communication is a key factor in raising stakeholders' awareness of marine environmental issues, by promoting ocean education and knowledge sharing, and facilitating collaboration between governments, businesses and communities.

COMHAFAT and MOSFA signed a three-year Partnership Agreement in October 2018 in Rabat with a view to pooling their assets to facilitate the achievement of their respective objectives. After a satisfactory evaluation, this Agreement was renewed in October 2021 in Rabat, for another period of three years.

This workshop is part of strengthening the partnership between the two parties and the capacities of the numerous journalists and communicators who work tirelessly to achieve the **vision of MOSFA**, which consists of contributing significantly to the promotion of a fair, rational, prosperous and sustainable fishing in Africa through efficient communication.

For more details see the concept note in **Annex 1**.

## II. WORKSHOP OBJECTIVES

The general objective of the workshop is to raise awareness of the importance of media support around the blue economy, within MOSFA, in order to facilitate the adoption of regional and national strategies and to coordinate efforts for a sustainable blue economy in Africa, particularly in the ATLAFCO region.

Specifically, the workshop aims to

- Understand the multi-faceted concept of the blue economy, to better inform and better target the communication levers within the MOSFA;
- Raise awareness of the importance of effective communication to further stimulate the blue transformation, help coordinate regional efforts, disseminate knowledge and promote innovative actions;
- Develop an adapted communication strategy to support the implementation and monitoring of actions in favor of the blue economy by capitalizing on existing projects such as the collaborative platform of the Blue Belt Initiative and the Moroccan Fisheries Observatory;
- Contribute to raising awareness among both the general public and decision-makers on the opportunities of the blue economy and the challenges that threaten the oceans, through **African Web TV**, a platform project for the broadcast of documentaries and interviews , reports and articles around the themes of the blue economy based on the collaborative platform of the Blue Belt Initiative;
- Encourage and support the press specialized in the sustainable development of fisheries and the blue economy in the COMHAFAT region. This includes training, sharing experiences, creating specialized content and connecting in close collaboration with the COMHAFAT network.

### III. ORGANIZATION AND PROGRESS OF THE WORKSHOP

The workshop is organized in hybrid mode, with a simultaneous translation service, English and French.

The work was facilitated by Dr. Amadou TALL (Consultant), Mr Naji LAMRICH (COMHAFAT), Pr. Jamal MACHROUH (Policy Center for the New South) and Mr. ZAHINDA BLAISE, (member of MOSFA).

The team responsible for reporting is made up of Mr. Mohamed SADIKI (COMHAFAT) and MM Haddad NAOUFAL and Salomon WINMAI (MOSFA).

To explore the blue economy in its great complexity and multidimensional nature, a panel composed of eminent experts and specialists in the blue economy, from regional organizations, government departments, the advisory council, and civil society took goes to this workshop. Participants are representatives from the following ministries, agencies, organizations and institutes:

- The Inter-African Bureau for Animal Resources of the African Union (AU/IBAR);
- COMHAFAT;
- The Sub-Regional Fisheries Commission (CSRP);
- The Ministry of Agriculture, Maritime Fisheries, Rural Development and Water and Forests of the Kingdom of Morocco;
- The Ministry of Economy and Finance of the Kingdom of Morocco;
- The Economic, Social and Environmental Council of the Kingdom of Morocco (CESE);
- The National Aquaculture Development Agency of the Kingdom of Morocco;
- The National Institute of Fisheries Research (INRH) of the Kingdom of Morocco;
- MOSFA;
- The Policy Center for the New South;
- The African Confederation of Artisanal Fishing Organizations (CAOPA);
- The African Network of Fisheries Research Institutes and Marine Sciences.

The list of participants is in **appendix 3**

### IV. OPENING CEREMONY

The opening ceremony was marked by the speech of the Minister of Agriculture, Maritime Fisheries, Rural Development and Water and Forests of Morocco, **His Excellency Mohamed SADIKI**.

**HE MR. SADIKI**, Minister of Agriculture, Maritime Fisheries, Development rural, Water and Forests (Kingdom of Morocco), presented his warm greetings to all the participants and to COMHAFAT for the organization of this workshop on a relevant and current theme which is that of communication on the blue economy.

He informed the audience that Morocco, under the far-sighted vision of His Majesty KING MOHAMMED VI, has adopted a proactive approach to see Africa position itself as a leader in the blue economy globally.

To this end, he pointed out that in His Speech on the occasion of the celebration of the 48th anniversary of the Green March, His Majesty KING MOHAMMED VI, whom God Helps Him, called to make the Atlantic a space of economic and exchange dynamics, with the sustainable and inclusive blue economy as an essential lever. He quoted His Majesty: “*Our wish is that the Atlantic coast becomes a high place of human communion, a center of economic integration, a center of continental influence.*”

HE Mr. SADIKI specified that the Atlantic vision of His Majesty the King for African countries opens the way for strengthened cooperation, with an emphasis on sustainability, resilience and shared prosperity, including with countries landlocked. According to him, the scientific prospecting campaigns carried out in the Exclusive Economic Zones of African countries, such as Liberia and Benin, demonstrate Morocco's desire to share its know-how, and promote united and active south-south cooperation. . Furthermore, Morocco's Fisheries Strategy, called *Halieutis*, aims to make the maritime sector a lever for economic development. In this context, innovative projects have been launched, such as **the blue belt initiative** for scientific, economic and environmental integration in favor of the blue economy.

He underlined Morocco's ambition to become a world leader in the blue economy and to inspire African countries to adopt a common vision in this area. Mr. Minister clarified that the riches of our oceans are our common heritage, managing them well will contribute to ensuring the well-being of our populations and the health of our planet for future generations. The Minister also highlighted the crucial role of communication in promoting sustainable practices and the adoption of inclusive approaches.

The Minister ended his speech by thanking all the participants, the main partner of COMHAFAT (OFCF) and all the actors who contributed to the organization of this event and wished it every success.

Then, the Executive Secretary of COMHAFAT, **Mr. Taoufik EL KTIRI**, delivered his introductory message. On behalf of **His Excellency Mr. Sidi Tiémoko TOURE**, Minister of Animal and Fishery Resources of the Republic of Côte d'Ivoire, **current President of COMHAFAT**, Mr. EL KTIRI expressed his gratitude to the Moroccan Authorities for their assistance in the organization and success of this workshop, and expressed his warm thanks to the participants while wishing them a pleasant stay in the city of Fez, spiritual capital of the Kingdom of Morocco.

He mentioned that the Atlantic initiative is a High Royal Attention for an integrated and prosperous continent. For the African continent, this is a historic and strategic turning point that offers tangible solutions for a prosperous Africa, through a sustainable and inclusive blue economy. This Royal proposal is the symbol of a Morocco perfectly integrated into the African whole, where it plays a role as a provider of solutions and stability, in particular, in terms of food security or the fishing sector, through sustainable exploitation and rational use of its resources, will contribute fully to this.

Mr. EL KTIRI specified in this sense that today's meeting fits perfectly into this framework and denotes the mobilization of COMHAFAT through its connections and partners to contribute to achieving the development objectives of a sustainable and inclusive continental blue economy, which will constitute an important growth driver for the Atlantic coast of Africa.

Before ending, Mr. El KTIRI expressed his sincere thanks to COMHAFAT's historic partner, the OFCF for its constant and valuable support, then wished the work every success.

For his part, **Mr. Léonce AISSOUN**, President of MOSFA, presented his warm thanks to the Kingdom of Morocco, for the hospitality and welcome reserved for members of MOSFA, in the beautiful city of Fez. The President also highlighted the fruitful partnership between MOSFA and COMHAFAT, as a privileged partner since 2018, emphasizing the importance of this collaboration in promoting responsible fishing and preserving marine resources for Future generations... He also welcomed the arrival of the new Executive Secretary of COMHAFAT, Mr. Taoufik El KTIRI, while paying tribute to his predecessor for his commitment to sustainable fishing.

Mr. AISSOUN expressed his gratitude to all participants for their commitment to sustainable fishing in Africa. He underlined the importance of communication in raising public awareness of the issues of preserving marine resources and in promoting sustainable fishing practices.

He particularly noted the crucial role of the media and communicators in raising public awareness and mobilizing around sustainable fishing issues. He expressed his conviction that the discussions and exchanges during the workshop will help strengthen communication skills and develop effective strategies to raise awareness among relevant audiences.

## **V. WORKSHOP SESSIONS AND THEMES**

The workshop is structured into five sessions, made up of specific themes addressing the conceptual and operational aspects of the blue economy and communication.

This part also brings together the themes of the presentations, as well as a repetition of the main ideas developed by the speakers.

The workshop agenda is attached as **Appendix 2**.

### **SESSION I: CHALLENGES OF THE SUSTAINABLE AND INCLUSIVE BLUE ECONOMY: CONCEPTUAL APPROACH AND REGIONAL STRATEGY, Moderator: Dr. Amadou TALL, International Consultant**

#### **Theme 1- AFRICA'S BLUE ECONOMY STRATEGY**

**By Dr. Patrick KARANI, African Union/Inter-African Bureau for Animal Resources (AU/IBAR);**

International mobilization to integrate the concept of the blue economy into global agendas has been gradually built since the Rio Conference in 1992. Since 2015, this commitment has

materialized concretely in the United Nations 2030 Agenda and its 17 Sustainable Development Goals (SDGs), through SDG 14 which aims at *the conservation and sustainable exploitation of oceans, seas and marine resources for the purposes of sustainable development*. The concept of the blue economy integrates sustainable development, the conservation of aquatic ecosystems, and the economic exploitation of the resources of oceans, lakes, rivers and other bodies of water into a new approach. BE, as defined by the Economic Commission for Africa (ECA) in 2016 and the African Union (AU) in 2019, encompasses both marine and freshwater environments. It concerns a set of human activities, which integrate in an equitable manner based on the principles of **the circular economy**, the production, distribution, trade and consumption of goods and services resulting from the exploitation of aquatic resources. It also aims to improve the health of aquatic ecosystems by implementing protection and restoration measures.

The African continent is teeming with abundant aquatic and marine resources, consisting of oceans, seas, rivers and lakes, which offer opportunities for growth of the blue economy. To this end, the African Union has defined the development of the blue economy as a priority objective for the achievement of the Aspiration “A prosperous Africa based on inclusive growth and sustainable development” within the framework of its Agenda 2063. To achieve this objective, the AU Specialized Technical Commission on Agriculture, Rural Development, Water and Environment approved **the Africa Blue Economy Strategy (SEBA)** in October 2019, then it was **adopted by the AU summit in February 2020**.

As such, **SEBA** is part of a number of African policies and initiatives, including the African Union Agenda 2063; the Africa Integrated Maritime Strategy 2050; the Policy Framework and Strategy for Fisheries and Aquaculture Reform (2014), and the African Charter on Maritime Safety, Security and Development in Africa of 2016 (Lomé Charter),

SEBA is led by **the AU Inter-African Bureau for Animal Resources**, a technical office under the Department of Rural Economy and Agriculture of the African Union Commission.

The Africa Blue Economy Strategy is consolidated on the basis of the **five areas** listed below:

1. Fisheries, aquaculture, conservation and sustainable aquatic ecosystems;
2. Navigation/maritime transport, trade, ports, maritime safety, security at sea and enforcement of regulations;
3. Coastal and maritime tourism, climate change, resilience, environment, infrastructure;
4. Sustainable energy, mineral resources and innovative industries;
5. Policies, institutions and governance, employment, job creation and poverty eradication, innovative financing.

**The aim of the Africa Blue Economy Strategy** is to *guide the development of an inclusive and sustainable blue economy that significantly contributes to the transformation and growth of the continent, by advancing knowledge on biotechnologies marine and aquatic, environmental sustainability, the growth of a pan-African maritime navigation sector, the development of maritime, river and lake transport and fishing; and the exploitation and development of mineral and other offshore resources.*

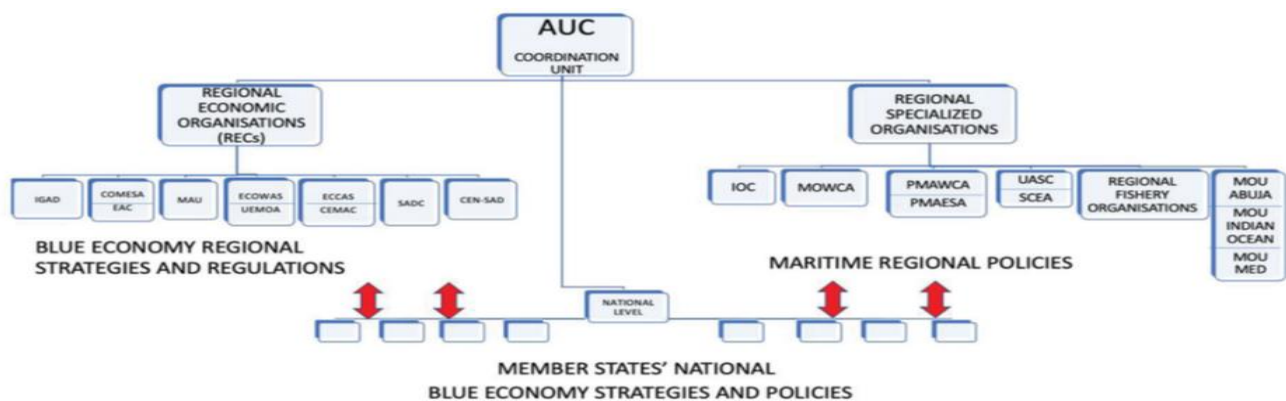
The implementation of **Africa's Blue Economy Strategy** requires the establishment of an effective **institutional mechanism** which could be referred to as **blue governance**, which

relates **to the processes of interaction and decision-making** between the actors involved in a collective initiative. The stakeholders of blue governance in Africa are mainly **the departments of the African Union Commission, the Regional Economic Communities and specialized regional institutions, Member States, partners and non-state actors.**

To this end, the two main objectives of the Blue Governance Framework are:

- i) Define a framework for the establishment of functional and integrated mechanisms to coordinate blue governance in States and Regional Economic Communities, to foster sustainable and comprehensive implementation of the Africa Blue Economy Strategy.
- ii) Formulate recommendations on strengthening cooperation and regional integration by converging the divergent interests and respective resources of the different actors in the blue economy.

Dr. Patrick KARANI concluded by specifying that the African Union has naturally reappropriated the blue economy, to ensure the **structural transformation** of the African continent and its sustainable socio-economic development. The African Union approaches the blue economy as a “**new frontier of the African renaissance**”.



### General configuration of blue governance in Africa

[www.au-ibar.org](http://www.au-ibar.org)

### **Theme 2- REGIONAL BLUE ECONOMY STRATEGY, CASE OF THE ECONOMIC COMMUNITY OF WEST AFRICAN STATES (ECOWAS):**

**Dr. Amadou TALL, International Consultant**

**Dr. A.TALL** presented the context of the regional strategy of the ECOWAS blue economy, recalling that ECOWAS, created in 1975, aims to promote cooperation and integration with a view to an economic union of West Africa, with a view to raising the standard of living of its peoples, maintaining and increasing economic stability, strengthening relations between Member States and contributing to the progress and development of the African continent. The forty-fourth Ordinary Summit of ECOWAS Heads of State and Government, held from March 28 to 29, 2014 in Côte d'Ivoire, endorsed **the ECOWAS Integrated Maritime Strategy**. The Summit recognized the importance of the ECOWAS Maritime Domain as the vital source of the Community. To this end, ECOWAS considers that the integration of **the**

**blue economy into the regional development vision** is the key to achieving more holistic and inclusive economic growth, wealth creation, improvement of livelihoods and creation of decent jobs. **The ECOWAS Blue Economy Strategic Framework** includes **nine areas themes** : i) Governance, intersectoral coordination to exploit blue growth; ii) Fisheries and aquaculture; iii) Ports and maritime transport, river navigation (inland waterways); iv) Coastal and river tourism); v) Research and education, processing and marketing; vi) Blue energy, vii) Oil, sea and aquatic mining; viii) Water and underutilized water resources; ix) Ecosystem services, social and environmental constraints, climate change.

**The ECOWAS Vision** for the Blue Economy is based on efficient, inclusive and sustainable use and exploitation of aquatic ecosystems, in order to achieve the transformation and growth of ECOWAS based on scientific data. **The general objective** of the ECOWAS Blue Economy Strategic Framework is to contribute to the sustainable use of the ocean, freshwater and other aquatic ecosystems for economic growth, improved livelihoods and jobs in Member States, while preserving the health of these bodies of water. Dr. Tall also reviewed the major trends and changes shaping the development of the blue economy in the region, namely: i) Population growth and spatial concentration; ii) The structurally increasing demand for health products. fishing, iii) Increasing number of fish farming investors, iv) Blue energy and deep sea mining, v) Transport as an enabler of connectivity and regional integration, vi) Climate change, environment and biodiversity vii) Generation and dissemination of knowledge and innovations.

<http://www.ecowas.int>

### **Theme 3- THE ROLE OF REGIONAL FISHERIES ORGANIZATIONS IN THE GOVERNANCE OF THE BLUE ECONOMY:**

**Mr. Mouhamadou Mokhtar SECK, Head of Financial and Accounting Services, representative of the Sub-Regional Fisheries Commission (CSRP);**

In his presentation, Mr **Mouhamadou Mokhtar SECK** gave the following details:

- The Sub-Regional Fisheries Commission (CSRP) is an intergovernmental fisheries cooperation organization created by Convention, which has 7 member states (Cabo Verde, Gambia, Guinea, Guinea-Bissau, Mauritania, Senegal, and Sierra Leone). The objectives of the CSRP are the long-term harmonization of the policies and legislation of Member States in terms of preservation, conservation and exploitation of their fishery resources, as well as the strengthening of sub-regional cooperation for the well-being of communities.
- West Africa has a rich marine and coastal diversity (fishery resources and marine minerals). To this end, the Blue Economy (EB) offers significant opportunities for economic development, job creation and poverty reduction for the coastal populations of West Africa. BE implies a need to sustainably manage the marine ecosystem to preserve ecological balance, ensure food security and guarantee the resilience of communities dependent on fisheries resources.
- Concerning the governance of EB, the speaker specified that the regional framework constitutes the appropriate framework for effective governance of EB, given that the majority of activities transcend national borders. Furthermore, Africa's BE strategy positions the Regional Fisheries Organizations (RFOs) as specialized regional



organizations, partners of the regional economic communities (RECs), in the regional governance of BE. ORPs can contribute to the harmonious integration of fisheries in the EB by minimizing conflicts with other sectors of activity while ensuring that socio-economic profits are maximized in the context of sustainable development. To fully play this role, it is necessary to strengthen institutional cooperation between the ORPs on the one hand and with the RECs on the other hand, to have a structured cooperation framework.

<http://www.spcsrp.org>

## SESSION II: NATIONAL STRATEGIES AND INITIATIVES OF THE BLUE ECONOMY

**Moderator: Pr. Jamal MACHROUH,**  
University Professor, representing the “Policy Center for the New South”:  
<http://www.policycenter.ma>

### **Theme 1: THE BLUE ECONOMY, PILLAR OF A NEW MODEL OF DEVELOPMENT FOR MOROCCO.**

**By Mr. Abderrahim KSIRI, member of the Economic, Social and Environmental  
Council of the Kingdom of Morocco (CESE)**

The Economic, Social and Environmental Council (CESE) published a report in December 2018 which already underlined all the interest and means that the Kingdom had in establishing a true blue economy by relying on the achievements and assets of the country in this area. Due to its geostrategic location on the Atlantic Ocean and the Mediterranean, Morocco is at the heart of regional strategies around the Blue Economy, which therefore constitutes a strategic issue for the Kingdom and aims to be a real driver of socio-economic development and one of the pillars for the new development model in Morocco.

**The blue economy at the national level includes** *the range of socio-economic sectors and public and territorial policies related to the two marine facades of Morocco, overlooking the Atlantic and the Mediterranean and are based on sustainable management of aquatic and marine ecosystems and the resources associated with them.* It aims to promote economic growth, social inclusion and the conservation or improvement of livelihoods while ensuring the sustainability of oceans and coastal areas.

**Morocco's New Development Model**, by 2035, published in May 2021, recommends a strategic orientation to develop the blue economy as a new engine of growth: *“Morocco will benefit from mobilizing the opportunities of this promising niche, in view of its vocation as a maritime nation. These actions must relate as much to traditional economic sectors such as fishing, tourism and port activities as to new sectors with high potential such as aquaculture, seaweed farming, marine bioproducts, shipbuilding or even energy. renewable marine resources.”*

Mr .Abderrahim KSIRI, also pleaded for giving more importance to certain activities linked to EB, in particular the development of aquaculture activities, maritime navigation and transport, shipbuilding and repair, the development of the sector seawater desalination, renewable energies. Establishing efficient institutional **governance** of the National Strategy for the Blue Economy (SNEB), requires higher-level **leadership to ensure coordination and arbitration functions for convergent and effective interventions by the different productive sectors.** . As such, an interministerial commission was established under the Head of Government which is responsible for the development, implementation, monitoring, evaluation and coordination of the SNEB,

Furthermore, good **governance** of the EB requires the legal delimitation, at the level of the United Nations bodies, of the Moroccan maritime space to ensure its sovereignty and ensure **maritime spatial planning** (PSM) at the territorial level for a global economy and integrated. **Integrated coastal zone management** (ICZM) is a valuable tool that promotes the coordination of interventions on the coastline, for its protection from the negative impacts of anthropogenic activities, based on the principles of the circular economy.

The blue economy strategy which makes it possible to cover the sea and the coast sets four major **long-term objectives term** which are complementary and inseparable: i) Strengthen sustainable, coherent and inclusive socio-economic development; ii) Develop the full potential of existing sectors, encourage emerging sectors, Invest in sectors of the future (biotechnologies and genetic resources); iii) accelerate the ecological transition for the sea and the coast, in accordance with the concept of sustainability and to face climate change; iv) Ensure the water-energy nexus.

Mr. Abderrahim KSIRI also discussed the guidelines for the **transition to a blue economy in Morocco**, in this case: i) consolidate Morocco's place by strengthening its geostrategic positioning on the African, European and international dimensions to transform into a maritime hub connected to the world and integrated into Africa; ii) adopt a national sustainable and inclusive blue economy strategy, for the benefit of populations and reducing social and territorial inequalities as part of national solidarity; iii) ensure local benefits by adapting this strategy to regional vocations.

<https://www.cese.ma/media/2020/11/Rapport-AS38-VF-2.pdf>

## **Theme 2: FINANCING MECHANISMS FOR THE BLUE ECONOMY.**

**By Ms. SIHAM FELLAHI, Inspector of Finance, Head of Mission, Co-coordinator of the blue economy development program in Morocco, Budget Directorate, Ministry of Economy and Finance;**

The Program Management Unit (PMU) of “Development of the Blue Economy (EB) in Morocco” took part in the work of the workshop on communication in the service of EB, organized jointly by COMHAFAT and the 'MOSFA.

The UGP's intervention was structured around two main elements:

### **1 - EB development program in Morocco**

The Government of Morocco launched, in June 2022, the launch of a new National EB Développement Program, implemented in partnership with the World Bank, as part of budget support, program for results (PPR), with a budget of 350 MUSD.

The National EB Program aims to unlock the economic potential of this new engine of growth through sustainable development of the resources of marine and coastal areas and better vertical and horizontal institutional coordination, within and between the sectors concerned. It is based on three pillars: national food security; economic development and job creation; and the protection and use of natural resources.

The five-year PPR has two main result areas: i) strengthening integrated institutional frameworks for BE and ii) improving integrated natural resource management as well as strengthening selected sectors of the EB.

Through the first results area, the Government is building a national strategy for EB (SNEB). This will define an overall strategic vision for Morocco in order to promote BE by using coastal clusters

as a mechanism to stimulate sustainable socio-economic growth in coastal regions through the mobilization of adequate financing.

## **2- EB financing mechanisms**

**Budget planning** through the allocation of budgetary appropriations for the financing of initiatives linked to the blue economy, such as oceanographic research, the preservation of marine ecosystems, the development of sustainable aquaculture, port infrastructure and coastal tourism (including external financing).

**Collaborative budget for the blue economy** for better efficiency of public action, better coordination and budgets aligned with the SNEB with a multi-sectoral perspective

**Coastal clusters** : as catalysts for collaboration, innovation and above all the mobilization of investments, both public and private, through: i) the creation of ecosystems conducive to innovation and entrepreneurship and attractive to investors, ii) facilitating access to financing iii) developing public-private partnerships, and finally iv) encouraging local investment.

**Blue finance** through the development of innovative blue financing instruments.

**International cooperation** mobilization of financing within the framework of initiatives or from international/regional EB platforms.

<https://www.finances.gov.ma>

## **Theme 3- THE BLUE BELT INITIATIVE: FOR SCIENTIFIC, ECONOMIC AND ENVIRONMENTAL INTEGRATION IN FAVOR OF THE BLUE ECONOMY.**

**By Ms. Rajaa Belfaqih, BBI communications manager at the National Institute of Fisheries Research (INRH)**

INRH is committed to promoting **fisheries science** as the basis of a sustainable blue economy. It plays a pivotal role in the development and production of scientific knowledge, supporting the sustainable management of fisheries and marine ecosystems in Morocco as a national reference in fisheries research. Through research and innovation, as well as the regular production of scientific oceanographic, ecological and fishery indicators, sustainable management of fish stocks and the development of other sustainable blue activities are facilitated in Morocco and throughout the African continent.

The presentation contextualized the reason for being of the Initiative, its geographical scope, its operational mode as a **collaborative platform** and its areas of intervention, namely the strengthening and support of ocean observation, the strengthening of role of the industry in the sustainability of fisheries as well as supporting sustainable aquaculture. The presentation underlined the importance of a regional and multidisciplinary approach for accelerating the transition to a blue economy and particularly for the fisheries sector, emphasizing the interest of effective communication through tools and regional platforms. The Blue Belt Initiative works to facilitate and multiply communication networks by proposing concrete tools, such as **the Moroccan Fisheries Observatory**, tested as a national prototype to be developed and generalized at the regional level, as well as the project of **African WebTV**, a platform for broadcasting and highlighting innovative African solutions and actions.

## **Theme 4- SOUTH-SOUTH COOPERATION FOR THE SUSTAINABLE DEVELOPMENT OF THE FISHERIES SECTOR IN AFRICA THROUGH ECOSYSTEM PROSPECTION CAMPAIGNS AT SEA:**

**By Mr. Najib CHAROUKI, Head of URD at INRH**

The presentation highlighted the need for scientific knowledge for the sustainable management of fisheries and the conservation of marine biodiversity. As a result, the two ecosystem prospecting campaigns carried out by INRH in Benin and Liberia aboard the INRH research vessel *Al Hassan Al Marrakchi*, supported by COMHAFAT, were highlighted as a major initiative for a better knowledge of the African Atlantic coast and an event of great importance for South-South cooperation, for and by Africa.

The workshop was therefore an opportunity for INRH to reaffirm its links with African experts in the fisheries field as well as African media professionals for continuous communication in the service of the blue economy.

**To know more :**

INRH website: <https://www.inrh.ma/>

OHM website (redesign in progress): <https://observatoire-halieuque.ma/>

BBI website (redesign in progress): <https://bluebeltinitiative.com/ndc.html>

## **SESSION III: FISHERIES AND AQUACULTURE: PILLARS OF A SUSTAINABLE BLUE ECONOMY**

**Moderator Mr. Abdenaji LAAMRICH, COMHAFAT Secretariat**

### **Theme 1- FISHERIES AND AQUACULTURE, PILLARS OF A SUSTAINABLE BLUE ECONOMY IN THE COMHAFAT REGION.**

**By Dr. Moustapha KEBE, Economist, International consultant**

Total global fisheries and aquaculture production reached a record high of 214 million tonnes in 2020, including 178 million tonnes of aquatic animals and 36 million tonnes of algae. This record is largely attributable to the **development of aquaculture**, particularly in Asia. Indeed, global aquaculture production reached a record figure of 122.6 million tonnes. Total catches in Africa are 4.3 million tonnes. Marine fishing generates around 2.8 million direct jobs and more than 14 million indirect jobs.

**Fishing and aquaculture constitute a sector of strategic importance in Atlantic Africa** due to its strong contribution to the food and nutritional security of populations as well as to the economic and social development of countries. Given this importance, the sector occupies a special place in the African blue economy strategy. This strategy aims to guide the development of an inclusive and sustainable blue economy that contributes significantly to the transformation and growth of the continent, notably through: i) strengthening knowledge on marine and aquatic biotechnologies, environmental sustainability, ii) the development of maritime, river and lake transport and fishing, and iii) the exploitation and valorization of mineral resources and other offshore resources.

The **drivers of the development** of this food production sector are the conservation of aquatic resources and the valorization of catches and aquaculture production with a fair share of the profits.

Beyond climate change which leads to profound changes in exploitation and in the sustainable management systems to be adopted, the contribution of the fishing and aquaculture sector is threatened in many African countries by the decline of resources, destructive fishing practices, ecosystem deterioration, mangrove deforestation , increased hypoxic zones or “dead zones,” expansion of invasive species, and ocean acidification. To enable the sector to meet the many challenges of the blue economy, it is strongly recommended that the African Union, regional economic communities and regional fisheries organizations, including COMHAFAT, support member states to domesticate the African Blue Economy Strategy and for its implementation. Furthermore, African states are invited to develop coherent fisheries policies and strengthen **research** to regularly carry out assessments of fisheries potential with a view to making a sustainable contribution to the blue economy.

## **Theme 2 - THE PLACE OF ARTISANAL FISHING IN THE BLUE ECONOMY,**

**By Mr. Gaoussou GUEYE, President of the African Confederation of Artisanal Fishing Organizations (CAOPA), President of the continental platform of non-State actors in artisanal fishing and aquaculture.**

The presentation highlighted the **concerns of small-scale fishing communities, in the context of the blue economy.**

- Small-scale fishing communities in Africa are expressing concern about competition with other, more powerful sectors under the blue economy. This is the case of oil, mining, gas and tourism, which threaten their future.
- Problems include pollution of ecosystems and industrial exploitation of fisheries resources.
- Aware of these issues and challenges, artisanal fishermen from six continents, including CAOPA, have developed a call to action, during the international year of artisanal fishing and aquaculture celebrated in 2022.
- This Call to Action highlights that artisanal fishing and aquaculture have used the resources of oceans, rivers, lakes and rivers sustainably for thousands of years.
- It was strongly recommended an inclusive and equitable integration of artisanal fishing into the blue economy
- Transparency of blue economy strategies:
- Blue economy activities have an impact on artisanal fishing. It was recommended that these activities and investments be subject to public scrutiny, in particular through the following actions:
  - Carry out transparent and participatory social and environmental impact studies, effectively involving the coastal communities concerned.
  - Publish the texts of authorizations, permits and approvals, including those for industrial projects at sea, on the coast and on land.
  - Publish plans for foreign aid and new forms of financing for ocean conservation, including blue bonds and debt-for-nature swaps, and schedule a consultation.
- For a harmonious solution to this problem, the following recommendations were made:
  - That the rights of communities are protected;
  - That transparency in blue economy strategies be effective ;
  - Precautionary approach guide the development of the blue economy.

### **Theme 3- THE MOROCCAN FISHERIES OBSERVATORY, A COMMUNICATION TOOL FOR THE INTEGRATED MANAGEMENT OF FISHERIES RESOURCES, BASED ON SCIENCE.**

**By Mr. Driss GOUAALI, Head of the Information Systems Department of the National Institute of Fisheries Research (INRH), Morocco**

The presentation focused on the Moroccan Fisheries Observatory (OHM), an essential tool for fisheries communication for the benefit of professionals, scientists and the general public. This interactive digital platform plays the essential role of ensuring the information needs of all stakeholders in the fishing sector in favor of the sustainable exploitation of marine resources in Morocco. It brings together indicators and scientific reports relating to fisheries, the state of stocks, oceanography, health surveillance and real-time environmental alerts. A demonstration of the current version of the OHM was carried out to discover the different sections of this interactive platform. INRH's commitment to an ambitious data management and Artificial Intelligence (AI) strategy, aimed at transforming its organization into a data-driven and AI-ready entity, with the aim of strengthening engagement in favor of protecting the oceans and promoting a sustainable blue economy was highlighted.

This presentation was also an opportunity to show the project to create a **regional fisheries observatory**, this time, from the RAFISMER network of COMHAFAT, the aim of which will be the improvement and integration of African observation systems, and ocean forecasting for sustainable development.

OHM website (redesign in progress): <https://observatoire-halieuitique.ma/>

### **Theme 4- MARITIME SPATIAL PLANNING FOR A RESILIENT AND INCLUSIVE BLUE ECONOMY,**

**By Mr. Naji LAAMRICH, COMHAFAT Secretariat**

The development and spatial planning of the maritime territory, which corresponds to Maritime Spatial Planning (MSP), is an exercise that makes it possible to arbitrate between the different activities carried out in the marine space. This tool is essential for implementing a blue economy strategy. MSP is defined by the Intergovernmental Oceanographic Commission of UNESCO as: “ *A public process of analysis and spatial and temporal distribution of human activities in marine areas to achieve ecological, economic and social objectives which are generally specified by a political process* ”; It is focused on the ecosystem and on management by area. It is integrated, adaptive, strategic and participatory.” PSM therefore constitutes a practical means of organizing the use of ocean space and the interactions between human activities and the environment (fishing, aquaculture, maritime transport, tourism, renewable energy production, marine mining, etc.).

Aquatic planning (which includes both maritime and inland waters) is essential to define, in the long term, the occupation of aquatic space and allows stakeholders and investors to have the long-term visions necessary to participation and investments.

The PSM is a practical tool to resolve **regional conflict** issues and strengthen mechanisms for conservation and management of transversal and transboundary natural resources.

## SESSION IV: COMMUNICATION IN FAVOR OF A SUSTAINABLE AND INCLUSIVE BLUE ECONOMY IN THE COMHAFAT REGION,

**MODERATOR: Mr. ZAHINDA BLAISE, member of MOSFA**

### **Theme 1 - COMMUNICATION FOR THE DEVELOPMENT OF A SUSTAINABLE BLUE ECONOMY IN AFRICA:**

**By Ms. Patricia LUMBA, responsible for “knowledge management” at the African Union Inter-African Bureau of Animal Resources (AU/BIRA);**

The presentation highlighted **the central role of communication in promoting sustainability and inclusion within the blue economy sector**. She provided examples of communication and knowledge management initiatives and strategies, AU-IBAR projects on (i) conservation of aquatic biodiversity in the blue economy strategy in Africa; and (ii) strengthening sustainable fisheries management and aquaculture development in Africa: An agenda for accelerated reform of the sector (**FishGov 2 Project**).

Patricia LUMBA highlighted the importance of integrating various stakeholders, including the media, as targets in communicating blue economy **citizen science initiatives in communication strategies**. Emphasis was placed on the importance of the media in ensuring **factual reporting**. It was noted that the role of the media in **citizen science** could make it an intermediary in engaging the general public, local communities and policy makers in data collection and monitoring efforts, thereby fostering a sense of appropriation and involvement in the management of marine resources. By involving citizens in scientific efforts, communication efforts can improve transparency, credibility and accountability within the blue economy sector.

Furthermore, P. Lumba stressed the importance of using **evidence- based sources of information** for reporting. It has been observed that **the availability of accurate and reliable information** is essential to inform policy decisions, guide resource management practices and build public trust. By prioritizing evidence-based communication, stakeholders can ensure that messages are grounded in scientific rigor and reflect the complexity of marine ecosystems and socio-economic dynamics. She requested the media to access available tools, including upcoming tools developed by AU-IBAR, such as **the African Fisheries and Aquaculture Database (AFADATA)**.

Several recommendations were put forward during the presentation aimed at strengthening the media in communication on the blue economy, in particular, Capacity building, Collaboration with other stakeholders at the multi-sectoral level, adapting messages to target populations, advocating in favoring inclusion and social equity and making the voices of fishing communities heard. In summary, the presentation highlighted the importance of integrating **citizen science and evidence-based communications approaches**, to ensure that stakeholders can work towards building a more sustainable, inclusive and resilient blue economy that benefits present and future generations.

### **Theme 2- ROLE AND NEW CHALLENGES OF THE MEDIA TO SUPPORT THE ESTABLISHMENT OF A SUSTAINABLE AND INCLUSIVE ECONOMY IN THE COMHAFAT REGION**

**By Ms. Ella Claude, member of MOSFA;**

The holistic concept of the blue economy is a reality in Cameroon with its 500 km of coastline and the presence of the economic capital, Douala, which also has the largest maritime activity in

Cameroon. This city brings together all the essential elements to promote the sustainable and inclusive blue economy.

The blue economy already exists there, and it is our responsibility, as journalists and communicators, to increase awareness of this concept among the masses.

For a well-structured organization, the demystification of this concept could have a more significant impact on the sustainable and inclusive blue economy in the COMHAFAT Region.

During this presentation, we identified the various primary and secondary stakeholders in the blue economy to contact for effective and constructive awareness-raising. However, the many challenges such as the structured economy, governance, and the environment hinder the restructuring of this economy and mass education, with a view to taking over from younger generations of actors and journalists and communicators. In favor of a sustainable and inclusive blue economy.

Considering all this, we believe that MOSFA, with the support of its partner COMHAFAT, will have an important role to play if our ideas and actions are in harmony.

### **Theme 3- EDUCATION AND AWARENESS FOR A BETTER UNDERSTANDING OF THE ISSUES OF THE BLUE ECONOMY IN THE COMHAFAT REGION,**

**By Mr. Taty NDILENGENDJU, member of MOSFA**

Education and awareness are essential elements for a better understanding of the challenges of the blue economy in the ATLAFCO region and in Africa.

Education must play a central role, integrating programs on the blue economy in schools and universities, in order to train future decision-makers and professionals in the sector. To do this, you must:

- Strengthening **educational communication** by developing adapted educational materials, **such as manuals, videos and interactive tools**, to facilitate learning about the blue economy. These resources must be accessible to schools and local communities, in order to promote an in-depth understanding of sustainable issues and practices;
- **Media involvement (MOSFA) in public awareness** and dissemination of information on the blue economy, in order to promote regular and quality media coverage on initiatives and challenges related to the blue economy. Media campaigns and in-depth reporting will help raise awareness among a wide audience and mobilize policy makers;
- An establishment **of experience-sharing platforms** , such as online forums, social networks and regional conferences, to allow blue economy actors to inspire each other and strengthen their actions;
- It is also important **to involve local communities**, who are directly affected by the consequences of overfishing and the degradation of marine ecosystems. Non-governmental organizations and civil society can contribute to this effort by organizing **awareness campaigns**. In addition, it is important to **raise awareness among political decision-makers of the issues of the blue economy**, in order to encourage them to adopt policies favorable to sustainable management of marine resources. The discussions and exchanges during the workshop highlighted the importance of these actions to ensure responsible and sustainable exploitation of marine resources in the ATLAFCO region.

### **Theme 4- DISTRIBUTION STRATEGY FOR MEDIA PRODUCTIONS OF AN EVENT,**

**BY Mr. Noel TADEGNON, Member of MOSFA**



**Media coverage** of an event is of paramount importance for **its visibility and its scope**. It helps to arouse the interest and commitment of the target audience, but also to share information effectively. Adequate media coverage can contribute to the notoriety and influence of the event, positively impacting its success. However, before any media coverage, it is essential to establish a **detailed plan**, in particular, researching the speakers before the event as well as the themes to be addressed.

The coverage must result in **media productions** which must convey a specific, clear message in line with the objectives of the event. And to do it well, you have to follow the communication and choose the angles of treatment of the subjects, target the experts according to their specialties for specific interviews to be broadcast in length or extracts to use.

It will be necessary **to produce and share captivating stories on the positive impact of the blue economy in order to inspire and engage the public**, highlighting innovative and sustainable solutions that promote a prosperous and inclusive blue economy.

The objective of the productions is to **reach a wide audience, including** specialists and decision-makers through effective and appropriate distribution channels. It will also be necessary to have a **production and broadcast schedule** that will take into account before, during and after each event.

It will be necessary to deploy a broadcast for an **impactful announcement** to generate anticipation and initial engagement, then plan publications to maintain resonance and public interest and ensure distribution at the end of the workshop.

Finally, for recommendations, you must always think about the cover plan, attach importance to the conversation after publication. We must also play the game of **interactivity and reactivity** with readers, listeners, and Internet users and integrate social networks into a multichannel strategy.

## VI. CONCLUSION OF THE WORKSHOP

The participants in the workshop, and more particularly the members of the OMDA, believe that the workshop achieved all its objectives, in particular a good understanding of the sustainable and inclusive blue economy, in its conceptual and operational aspects, through presentations and discussions on strategies and initiatives carried out at continental, regional and national level, the importance of fishing, more particularly artisanal fishing in the blue economy. The workshop also provided information on communication actions in favor of the blue economy carried out by the African Union, with specific insights provided by **scientific research through the Moroccan Fisheries Observatory (OHM)**, enriching the collective perspective and knowledge, and **the ongoing web platform, of the blue belt initiative** for scientific, economic and environmental integration in favor of the blue economy. The journalists and communicators present at the workshop were able to develop communications products which will be disseminated in the various media.

## VII. WORKSHOP RECOMMENDATIONS

At the end of the workshop and with the aim of ensuring effective communication in favor of a sustainable and inclusive blue economy in the COMHAFAT zone, the participants formulated a set of recommendations which will serve as a road map for future actions. Each action is attached to the person(s) responsible for its execution.

A commission composed of representatives of the AU/IBAR, COMHAFAT, INRH and MOSFA is responsible for monitoring and coordinating the implementation of these

recommendations.

### **INRH, The Blue Belt Initiative, Morocco:**

1. **Develop and operationalize knowledge sharing platforms**, concrete communication tools proposed as part of the Morocco Blue Belt Initiative.
  - **The regional fisheries observatory project:** A platform for collecting, processing and analyzing fishery data, which aims to improve and integrate African ocean observation and forecasting systems for sustainable development.
  - **The African Web TV project** , a platform project for broadcasting documentaries, interviews, reports and articles around the themes of the blue economy, for better awareness of both the general public and decision-makers on the opportunities of the blue economy and the challenges that threaten the oceans

### **UA-BIRA / COMHAFAT / INRH / MOSFA:**

2. **Develop a glossary of common terms related to the concept of the blue economy.**

#### **COMHAFAT:**

3. **Support capacity building and skills development on the blue economy:** develop and implement capacity building programs, including training programs, awareness raising on technical issues and the use of data exchange platforms information and knowledge on the blue economy.

#### **MOSFA:**

4. **Ensure strong media involvement (MOSFA) in public awareness and dissemination of information on the blue economy** , through regular and quality media coverage on initiatives and challenges linked to the blue economy.
5. **Promote citizen science of the blue economy:** MOSFA members are called upon to integrate citizen science and factual communication approaches based on scientific data and empirical evidence that refers to traditional practices and knowledge.
6. **Promoting a fair and inclusive blue economy:** Develop a communication that i) Actively involves **young people, women, local communities** in promoting the sustainable blue economy and ii) advocates for their inclusion, ensuring that their voices are heard and their needs are taken into account counts in the policies and practices of the blue economy.
7. **Promote partnerships and collaboration** between the media and other stakeholders involved in the blue economy (governments, civil society, academic institutions, research institutions, private companies), to maximize the impact of communication initiatives.

## **AU-IBAR:**

- 8. Create a centralized online platform or database on the blue economy in Africa,** dedicated to sharing knowledge, best practices, research results, promoting collaboration and coherence between stakeholders.

### **Stakeholders in the governance of the blue economy in Africa:**

- 9. Institutions involved in the governance of the blue economy at the continental, regional and national level are called upon to have structures dedicated to communication on the blue economy.**

### **VIII-Word of thanks from MOSFA**

At the end of the workshop, Mr. Léonce Aissoun, on behalf of all the members of the MOSFA, presented his warm thanks to His Majesty King Mohamed VI, for the unwavering support that His Majesty provides to the sustainable and inclusive blue economy in Africa. The President of MOSFA also welcomed the Atlantic initiative, launched by His Majesty, which constitutes a historic and strategic turning point for the prosperity of our continent and all of its populations. He also wanted to thank COMHAFAT for the good organization and smooth running of the activity, the success of which exceeded all expectations.

### **IX- CLOSURE OF THE WORKSHOP**

The workshop is declared **closed by the executive secretariat of Atlafco, on March 27, 2024 at 3:00 p.m.**



COMHAFAT/ATLAFCO



OMPDA/MOSFA

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## 1. **CONCEPT NOTE**

# **COMMUNICATION FOR A SUSTAINABLE AND INCLUSIVE BLUE ECONOMY**

MARCH 26–27, 2024  
FES, MOROCCO

**Workshop co-organized by**  
**The Ministerial Conference for Fisheries Cooperation between African States  
bordering the Atlantic Ocean (ATLAFCO)**  
**And**  
**The Media Observatory for Sustainable Fisheries in Africa (MOSFA)**

## I-CONTEXT AND JUSTIFICATION

As part of its partnership with the **Media Observatory for Sustainable Fisheries in Africa (MOSFA)**, and its action plan for the year 2024, ATLAFCO is organizing on March 26 and 27, 2024, in Fez (Morocco), a workshop under the theme: “ *Communication for a sustainable and inclusive blue economy.* »

### 2. Context of the workshop theme

The African continent is full of diverse natural resources, it has a vast hydrographic network offering particular marine ecosystems. Oceans, seas, lakes, rivers, estuaries and mangroves, this diversity of aquatic spaces represents enormous potential for the development of an inclusive blue economy in Africa, by sustainably exploiting marine resources, creating employment, strengthening food security and contributing to the resilience of the oceans. In the current state of ocean degradation, many challenges must be addressed, particularly for the most vulnerable countries, such as the weakening of marine ecosystems, ocean acidification, unregulated and undeclared illegal fishing, loss of jobs, and the collapse of food systems. These major challenges are also opportunities for Africa to transform these constraints into economic opportunities and to work for a transformation of the sector based on local and regional knowledge, inclusiveness and the resilience of the oceans.

Strengthening the regional involvement of stakeholders in the management process and the adoption of a regional approach appear to be key success factors for any fisheries and blue economy policy. The African Union has defined in its Agenda 2063, the development of the blue economy as a priority objective for the achievement of the Aspiration “An Africa based on inclusive growth and sustainable development”. In this wake, African leaders committed to developing the Africa Blue Economy Strategy with the aim of guiding the development of an inclusive and sustainable blue economy that significantly contributes to transformation and growth economic of Africa. By advancing knowledge on marine and aquatic biotechnologies, environmental sustainability, the growth of a pan-African maritime shipping sector, the development of river and lake maritime transport and fisheries; and the exploitation and development of mineral resources and other offshore marine resources.

In order to ensure effective development of the blue economy, it is crucial to coordinate efforts and encourage communication networks and platforms for exchange and dialogue. Effective communication is a key factor in raising stakeholders' awareness of marine environmental issues, by promoting ocean education and knowledge sharing, and facilitating collaboration between governments, businesses and communities.

### 3. Brief presentation of the Stakeholders at the workshop

**ATLAFCO** is an intergovernmental fisheries body created in 1989, bringing together 22 countries, from Morocco to Namibia. Its constitutive act ("Regional Convention on Fisheries Cooperation between African States bordering the Atlantic Ocean") defines the areas and modalities of regional cooperation in fisheries between Member States.

The main objective of this institution is effective and active cooperation between Member States, for the preservation of fishery resources and the sustainable development of fishing and aquaculture in the region. To this end, the Conference supports (i) the promotion of cooperation in fisheries management and development; (ii) the development, coordination and harmonization of the efforts and capacities of Member States to preserve, exploit, develop and market fisheries resources; (iii) strengthening solidarity with landlocked African states and geographically disadvantaged countries in the region.

**The Media Observatory for Sustainable Fisheries in Africa (MOSFA)** was launched on March 4,

2016 in Elmina, Ghana. It was at the end of a capacity building workshop, organized by the Inter-African Bureau for Animal Resources of the African Union (AU-IBAR), in conjunction with other partners (NEPAD, World Bank, USAID, EU, etc.). One hundred (100) journalists and communicators took part in the meeting; they came from forty-four (44) African countries, representing the six regions of the continent (5 + Diaspora), and specialized in various media: written press, radio, television, cybernetic press, caricature, institutional communication... The vision of MOSFA is to contribute significantly to the promotion of fair, rational, prosperous and sustainable fishing in Africa through efficient communication. Since its creation, the Observatory has continued to set important milestones to achieve its objectives, namely promoting the fishing sector, coordinating media actions to influence governments and stakeholders, and supporting campaigns communication for better governance of fisheries on the continent. This association was legalized in November 2017 in Ghana, with headquarters in Accra.

### **ATLAFCO-MOSFA Partnership**

In order to mutualize their assets to facilitate the achievement of their respective goals, the COMHAFAT and MOSFA has signed an Agreement of triennial Partnership, in October 2018, Rabat. After an assessment satisfactory, this Agreement has been renewed in October 2021 in Rabat, for another period of three years. Among the main fruits of this collaboration, we can quote: the participation of several members of MOSFA in miscellaneous events organized by the ATLAFCO or its partners; increased media coverage of ATLAFCO activities in various countries on the continent; the regular publication of a quarterly bilingual Newsletter (French/English) from COMHAFAT; the systematic organization of workshops for capacity building for MOSFA members on sustainable management of fisheries resources.

## **II-OBJECTIVES OF THE WORKSHOP**

### **1. Main objective**

Raise awareness of the importance of media support around the blue economy, within MOSFA, in order to facilitate the adoption of regional and national strategies and coordinate efforts for a sustainable blue economy in Africa, particularly in the region of ATLAFCO. This workshop will be an opportunity to rely on innovative actions and projects such as the Moroccan Fisheries Observatory, a tool for communicating scientific fisheries data in real time, and the African Web TV project dedicated to the broadcasting of information and knowledge based on the collaborative platform of the Blue Belt Initiative.

### **2. Specific objectives**

- A.** Understand the multifaceted concept of the blue economy, to better inform and better target the communication levers within the MOSFA. It is also about raising awareness of the importance of effective communication to further stimulate the blue transformation, help coordinate regional efforts, disseminate knowledge and promote innovative actions.
- B.** Develop an adapted communication strategy to support the implementation and monitoring of actions in favor of the blue economy by capitalizing on existing projects such as the collaborative platform of the Blue Belt Initiative and the Moroccan Fisheries Observatory.
- C.** Presentation by the National Institute of Fisheries Research (INRH) of the Moroccan Fisheries Observatory, a platform for collecting, processing and analyzing fisheries data which contributes to the optimal management of the fisheries sector. This tool could serve as a prototype of a regional communication instrument, facilitating informed decision-making, and contributing to the optimal management of the sector and the preservation of marine ecosystems.
- D.** Contribute to raising awareness among both the general public and decision-makers on the

opportunities of the blue economy and the challenges that threaten the oceans, through African Web TV, a project for a platform for broadcasting documentaries and interviews, reports and articles around the themes of the blue economy based on the collaborative platform of the Blue Belt Initiative.

- E. Encourage and support the press specialized in the sustainable development of fisheries and the blue economy in the ATLAFCO region. This includes training, sharing experiences, creating specialized content and connecting in close collaboration with the COMHAFAT network.

### **III-BENEFICIARIES/TARGETS**

MOSFA members, comprising journalists and communicators, from ATLAFCO Member States, and representing a wide range of media, from print to radio, television, digital and institutional media.

This diversity ensures a richness of perspectives and approaches in the dissemination of information. To include more stakeholders in the discussions, videoconference sessions are planned.

### **IV-THEMES OF THE WORKSHOP**

The workshop program will be structured around several key themes, designed to deepen understanding of and commitment to a sustainable and inclusive blue economy in Africa. These themes will include:

1. An analysis of the economic, environmental and social implications of the blue economy, aiming to identify strategies for sustainable and inclusive development of the blue economy in Africa.
2. A discussion on the importance of specialist media in raising public awareness and education on critical issues related to the blue economy and the ocean. This also includes exploring effective communication levers to stimulate and accelerate the blue transformation.
3. Presentations of existing communication tools such as the Moroccan Fisheries Observatory, and the African Web TV project highlighting their essential role in the transmission of information, a crucial element for the preservation of marine resources and the transition to a blue economy.
4. Conclusions and Recommendations: This session will aim to compile the key insights and learnings from the workshop, leading to the development of practical and strategic recommendations for the development of communication around the blue economy in Africa. The results of this session will serve as a roadmap for future actions and stakeholder engagement in the region.

### **V-EXPERTISE**

1. Members of the project team representing MOSFA and ATLAFCO;
2. Experts invited by COMHAFAT.

### **VI-PRODUCT OF THE WORKSHOP**

- Hybrid mode: The workshop will be held in a hybrid format, combining both in-person and remote participation via videoconference, to ensure extensive and flexible participation of speakers, regardless of their geographic location.
- Simultaneous translation services: To facilitate communication and the exchange of ideas between all participants, simultaneous translation services will be available in three

languages: French, English,

- Plenary Sessions: Discussions will begin with plenary sessions which will serve as a platform for knowledge sharing.
- Thematic working groups: To deepen reflection and facilitate more focused discussions, the workshop will also include working sessions, allowing participants to collaborate closely on practical solutions and concrete actions.

## VII-EXPECTED RESULTS

1. Participants will have a good shared understanding of the concept of the sustainable and inclusive blue economy, with specific insights provided by scientific research through the Moroccan Fisheries Observatory (OHM), enriching the collective perspective and knowledge.
2. Exploration of strategic partnerships to strengthen collaboration between MOSFA and ATLAFCO, with particular emphasis on the role that the Blue Belt Initiative can play as a collaborative platform and unifying effort.
3. The discussions and ideas generated during and after the event will serve as key material to guide communication actions around the blue economy.
4. A strategic plan for the dissemination of knowledge and results of the workshop will be adopted, using diversified channels including African Web TV and the Moroccan Fisheries Observatory to maximize the impact and reach of key actions on the blue economy.
5. Development of a draft of a strategic communication plan for ATLAFCO on the blue economy, integrating the lessons learned from the workshop, and the respective contributions of the participants.
6. Practical activities will be carried out to highlight concrete applications of blue economy concepts, with demonstrations and case studies

## VIII-LOGISTICS

1. Costs related to air and domestic transportation of foreign participants will be covered by ATLAFCO.
2. Accommodation and living expenses for foreign participants will be covered by ATLAFCO.
3. Accommodation expenses of national guests will also be covered by ATLAFCO.
4. ATLAFCO will provide all the necessary materials for the workshop, including documents, badges, and various gadgets to all participants.
5. Intellectual services, such as the preparation of documents, presentations, and other services related to the organization and content of the workshop, will be covered by ATLAFCO.

## IX-DATE AND PLACE

March 26 and 27, 2024, at the Barceló Hotel in Fez, Morocco

## X- FOCAL POINTS OF THE EVENT:

<b>Project leader</b>	<b>Logistical and organizational aspects</b>
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<p><b>Mr. Mohammed SADIKI</b> Head of the programs and projects department, COMHAFAT Executive Secretariat, Rabat (Morocco) e-mail: <a href="mailto:sadikicomhafat@gmail.com">sadikicomhafat@gmail.com</a> Tel: + 212 (673) 35 24 69</p>	<p><b>Ms. ASSARA Hayat</b> ManagerExecutive Secretariat of COMHAFAT Tel: +212 5 30 77 42 21 Fax:+212 5 37 65 18 10E-mail: <a href="mailto:hayat.comhafat@gmail.com">hayat.comhafat@gmail.com</a> Website: <a href="http://www.comhafat.org">www.comhafat.org</a></p>
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**Appendix2, Agenda**  
**Day 1: Tuesday March 26, 2024**

## OPENING OF THE WORKSHOP

<b>09:30 - 10:00</b>	<b>Welcoming participants &amp; registration</b>
<b>10:00-10:15</b>	<ul style="list-style-type: none"> <li>-Opening speech by His Excellency Mr. Mohamed SADIKI, Minister of Agriculture, Maritime Fisheries, Rural Development and Water and Forests (Kingdom of Morocco)</li> <li>-Speech of the president of MOSFA, M. Leonce Aissoun</li> <li>-Group photo</li> </ul>
<b>SESSION I: THE SUSTAINABLE AND INCLUSIVE BLUE ECONOMY: CONCEPTUAL APPROACH AND REGIONAL STRATEGIES</b>	
<b>10:15-13:00</b>	<p><b>Moderator</b> : Dr. Amadou TALL, International Consultant</p> <ul style="list-style-type: none"> <li>- <b>Presentation of the workshop</b>: Mr. Taoufik EL KTIRI, Executive Secretary of COMHAFAT;</li> <li>- <b>Africa's Blue Economy Strategy</b> , Dr. Patrick KARANI, African Union/Inter-African Bureau for Animal Resources (AU/IBAR);</li> <li>- <b>Regional blue economy strategy, case of ECOWAS</b> , Dr. Amadou TALL, International Consultant;</li> <li>- <b>The role of Regional Fisheries Organizations in the governance of the blue economy</b> , Representative of the Sub-Regional Fisheries Commission (CSRFP);</li> <li>- <b>Discussions.</b></li> </ul>
<b>13:00 -13:30</b>	<b>BREAK</b>
<b>SESSION II: NATIONAL STRATEGIES AND INITIATIVES OF THE BLUE ECONOMY</b>	
<b>13:30-15:00</b>	<p><b>Moderator</b> : Mr. Jamal MACHROUH, University Professor, representing the “Policy Center for the New South”</p> <ul style="list-style-type: none"> <li>- <b>The blue economy, the pillar of a new model of development of Morocco</b> , Mr. Abderrahim KSIRI, member of the Economic, Social and Environmental Council of the Kingdom of Morocco (CESE);</li> <li>- <b>Blue economy financing mechanisms</b>, Ms. SIHAM FELLAHI, Inspector of Finance, Head of Mission, Co-coordinator of the blue economy development program in Morocco, Budget Directorate, Ministry of Economy and Finance;</li> <li>- <b>The Blue Belt Initiative: For scientific, economic and environmental integration in favor of the blue economy</b> , Ms. Rajaa Belfaqih , responsible for BBI communication at the National Institute of Fisheries Research (INRH)</li> <li>- <b>Discussions.</b></li> </ul>

**Day 2: Wednesday March 27, 2024**

<b>SESSION III: FISHERIES AND AQUACULTURE : PILLARS OF A SUSTAINABLE BLUE ECONOMY</b>	
<b>09:30-11:30</b>	<p><b>Moderator</b> : Mr. Abdenaji LAAMRICH, COMHAFAT Secretariat</p> <ul style="list-style-type: none"> <li>- <b>Fishing and aquaculture, pillars of a sustainable blue economy in the COMHAFAT region</b>, Dr. Mustapha KEBE (Consultant);</li> <li>- <b>The place of artisanal fishing in the blue economy</b>, Mr. Guy GAOUSSOU, The African Confederation of Artisanal Fishing Organizations (CAOPA);</li> <li>- <b>The Moroccan Fisheries Observatory, a communication tool for the integrated management of fisheries resources based on science</b>. Mr. Driss Gouaali, National Institute of Fisheries Research (INRH), Morocco;</li> <li>- <b>Seas campaigns: A major asset of southern cooperation for the sustainable development of the fisheries sector in Africa</b>, Mr. Najib Charouki, Head of URD at the National Institute of Fisheries Research (INRH), Morocco;</li> <li>- <b>Maritime spatial planning for a resilient and inclusive blue economy</b>, Mr. Naji LAAMRICH, COMHAFAT Secretariat</li> <li>- <b>Discussions</b></li> </ul>
<b>11:30-11:45</b>	<b>BREAK</b>
<b>SESSION IV- COMMUNICATION IN FAVOR OF A SUSTAINABLE AND INCLUSIVE BLUE ECONOMY IN THE COMHAFAT REGION</b>	
<b>11:45 -13:30</b>	<p><b>Moderator</b> : Dr. Amadou TALL, International Consultant</p> <ul style="list-style-type: none"> <li>- <b>Communication for the development of a sustainable blue economy in Africa</b>, Ms. Patricia LUMBA, African Union Inter-African Bureau for Animal Resources (AU/IBAR);</li> <li>- <b>Role and new challenges of the media to support the establishment of a sustainable and inclusive economy in the COMHAFAT region</b> , Ms. Ella Claude (OMPDA);</li> <li>- <b>Education and awareness for a better understanding of the challenges of the blue economy in the COMHAFAT region</b>, Mr. Taty NDILENGENDJU (OMPDA);</li> <li>- <b>Dissemination strategy for media productions</b>, Mr. Noel TADEGNON (OMPDA);</li> <li>- <b>Discussions.</b></li> </ul>
<b>13:30 -14:00</b>	<b>BREAK</b>
<b>SESSION V- CONCLUSIONS AND CLOSING OF THE WORKSHOP</b>	
<b>14:00 15:00</b>	<ul style="list-style-type: none"> <li>- <b>Conclusions and outcomes of the workshop</b></li> <li>- <b>Vote of thanks, MOSFA</b></li> <li>- <b>Closing of the workshop</b></li> </ul>

### Appendix 3: Liste des participants

N°	Pays/ Organismes	NOMS & PRENOMS	TITRE	E-MAIL
1	ANDA	Mlle Fatima zohra NADIM	Chargée ede la communication et de la promotion	<a href="mailto:f.nadim@anda.gov.ma">f.nadim@anda.gov.ma</a>
2	AU- IBAR	Mme Ptricia LUMBA MweeneHamjjompa	Consultante	<a href="mailto:patricia.lumba@au-ibar.org">patricia.lumba@au-ibar.org</a>
3		M. Patrick KARANI	Technical Environmental Expert	<a href="mailto:patrick.karani@au-ibar.org">patrick.karani@au-ibar.org</a>
4	Bénin	Mme Abelange Jeronime Dezangbe TOGBE	Quotidien Pays Emergent	<a href="mailto:jeronimetogbe@gmail.com">jeronimetogbe@gmail.com</a>
5		M. Coffi Salomon WINMAI Fidegnon	Journaliste Radio Lalo Webmaster OMPDA	<a href="mailto:weswinms@gmail.com">weswinms@gmail.com</a>
6		M. AISSOUN Léonce Landry Setondji	Coordonnateur OMPDA	<a href="mailto:lemafac@yahoo.fr">lemafac@yahoo.fr</a>
7		Mme Cécile GOUDOU	Radio Nationale du Bénin	<a href="mailto:cecilegoudou2017@gmail.com">cecilegoudou2017@gmail.com</a>
8	Cameroun	Mme Ella ESSIANE CLAUTILDE	STV Télévision	<a href="mailto:claudefella2007@yahoo.fr">claudefella2007@yahoo.fr</a>

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