

National Fish and Wildlife Foundation

NFWF/Legacy Grant Project ID: 0302.12.031146

Coral Reef Conservation Fund 2012 - Submit Final Programmatic Report (Activities and Outcomes)

Grantee Organization: Reef Explorer Fiji Ltd.

Project Title: Building Enforcement Capacity and Sustainable Financing

**Project Period** 06/01/2012 - 04/28/2014  
**Award Amount** \$50,000.00  
**Matching Contributions** \$52,848.00  
**Project Location Description (from Proposal)** The Korolevu-i-Wai fishing ground is on the southwest coast of Viti Levu, Fiji. These 900 hectares of coral reef in the heart of Fiji's tourism have been managed by the local community since 2002.

**Project Summary (from Proposal)** Conduct a public awareness campaign, build enforcement capacity, and pilot sustainable financing mechanisms to encourage compliance to fisheries laws and support community marine management efforts.

**Summary of Accomplishments** This project was a multi-stakeholder effort in Fiji that undertook 1) a community-based fisheries awareness campaign in the Korolevu-i-wai (KiW) district, 2) fisheries enforcement capacity-building activities with community fish wardens and fishing rights owners from four districts including KiW, and 3) implemented donation schemes to support marine conservation efforts in the KiW district. Novel, multi-lingual educational tools developed in collaboration by local NGO's, community conservation practitioners, and the Dept. of Fisheries were used to undertake a grass-roots fisheries awareness campaign in the KiW district and distributed for use by conservation practitioners in communities around Fiji. While training, educational tools, and equipment provided improved the capacity of 50 fish wardens in four districts, project activities also fostered a healthy working relationships between the Dept. of Fisheries, police, and community fish wardens that is essential to the effectiveness of this community enforcement effort. The implementation of donation schemes with tourists and researchers not only generated revenue for the local management body, but also nurtured a healthier working relationship with local resort management and tourism operators. Project activities were successful in improving compliance to national fisheries laws and local customary fisheries rules and will benefit the livelihoods of many of Fijian in the long-term through improved marine resource health.

**Lessons Learned** Engaging with the community-at-large directly in question / answer session during the awareness campaign and communicating not just management rules, but the rationale behind them seemed to noticeably improved social pressure to comply with fisheries management regulations in all stakeholder groups in the community regardless if the rules are legally-enforceable or not; in many cases, compliance became the responsible and right thing to do, not just something you do so you aren't arrested or caught and shamed.

Printed awareness materials, such as posters or sign boards, can be attractive and effective ways to communicate or reinforce key messages during an awareness campaign, but a functional tool that has a useful application, like the waterproof fishing ruler, becomes an awareness material that people want/need to have and even actively sought out.

Volunteer donation schemes to support community-based marine conservation efforts implemented in areas frequented by tourists and researchers have great potential to generate revenue once the targeted guests are aware of the community initiative and can see some positive impact from it. However, we found it surprisingly more challenging and

far more opposition was faced by the fishing rights owners to regulate and collect fees from fishing businesses that legally require their approval for licensing then to establish a volunteer donation scheme to support fisheries management with non-fishers.

Conservation Activities Progress Measures reached during the project) Value at Grant Completion	Educational and awareness program Other (# non-fishing right owner households in KiW & adjacent districts 250
Conservation Activities Progress Measures Value at Grant Completion	Educational and awareness program Other (# KiW fishing right owner households reached during the project) 250
Conservation Activities Progress Measures Value at Grant Completion	Mounted sign boards displaying fishing regulations Other (# of signboards erected) 7
Conservation Activities Progress Measures empowerment tools) Value at Grant Completion	Fish warden training Other (# of deputized fish wardens empowered with response plans and 50
Conservation Activities Progress Measures Value at Grant Completion	Volunteer donation schemes to support management and enforcement Other (# of donation boxes & other donation systems operating) 4
Conservation Activities Progress Measures needed) Value at Grant Completion	Fish warden empowerment Level of capacity for enforcement in MPA (% available out of what is 70
Conservation Activities Progress Measures Value at Grant Completion	Formal application process for fishing right owner approval for fishing license Other (Planning complete & system operating) activity complete

Conservation Outcome(s) Conservation Indicator Metric(s) Baseline Metric Value Metric Value at Grant Completion Long-term Goal Metric Value Year in which Long Term Metric Value is Anticipated	Improved compliance to management rules & fisheries regulation Other (# of violations by resident non-fishing right owners reported annually) 100 50 10 2016
Conservation Outcome(s) Conservation Indicator Metric(s) Baseline Metric Value Metric Value at Grant Completion Long-term Goal Metric Value Year in which Long Term Metric Value is Anticipated	Improved compliance to management rules & fisheries regulation Other (# of violations by fishing right owners reported annually) 25 10 0 2016
Conservation Outcome(s) Conservation Indicator Metric(s) Baseline Metric Value Metric Value at Grant Completion Long-term Goal Metric Value Year in which Long Term Metric Value is Anticipated	Improved capacity for enforcement of management rules Other (% of enforcement needs meet) 20% 70% 100% 2018
Conservation Outcome(s) Conservation Indicator Metric(s) project products were used/distributed) Baseline Metric Value Metric Value at Grant Completion	Transfer of project educational products Other (# of additional FLMMA communities/village/settlements where 0 25

Long-term Goal Metric Value	100
Year in which Long Term Metric Value is Anticipated	2016
Conservation Outcome(s)	Improved outcomes from marine management activities
Conservation Indicator Metric(s)	Other (% macroalgal cover of hardbottom in monitored fished areas)
Baseline Metric Value	50-80%
Metric Value at Grant Completion	50-80%
Long-term Goal Metric Value	< 30%
Year in which Long Term Metric Value is Anticipated	2022
Conservation Outcome(s)	Improved outcomes from marine management activities
Conservation Indicator Metric(s)	Other (% of reproductively mature fish caught with hook and line)
Baseline Metric Value	20
Metric Value at Grant Completion	20
Long-term Goal Metric Value	40
Year in which Long Term Metric Value is Anticipated	2018
Conservation Outcome(s)	Improved compliance of non-fishing right owners to customary fisheries rules
Conservation Indicator Metric(s)	% of targeted stakeholders changing behavior
Baseline Metric Value	10%
Metric Value at Grant Completion	50%
Long-term Goal Metric Value	80%
Year in which Long Term Metric Value is Anticipated	2016
Conservation Outcome(s)	Formal process for seeking fishing right owner approval for fishing license
Conservation Indicator Metric(s)	Other (process in place & functioning)
Baseline Metric Value	not in place
Metric Value at Grant Completion	in place & functioning
Long-term Goal Metric Value	still in place & functioning
Year in which Long Term Metric Value is Anticipated	2022
Conservation Outcome(s)	Creation of sustainable financing mechanisms to support Korolevu-i-wai Environment Committee
Conservation Indicator Metric(s)	Other (\$ collected from non-fishing right owners to support Environment Committee annually)
Baseline Metric Value	0
Metric Value at Grant Completion	\$11,400
Long-term Goal Metric Value	\$50,000
Year in which Long Term Metric Value is Anticipated	2016
Conservation Outcome(s)	Improved awareness of national fisheries laws
Conservation Indicator Metric(s)	Other (% of fishing community in Korolevu-i-wai aware of applicable national fisheries laws)
Baseline Metric Value	5%
Metric Value at Grant Completion	75%
Long-term Goal Metric Value	100
Year in which Long Term Metric Value is Anticipated	2016
Conservation Outcome(s)	Improved awareness about all customary fisheries management rules
Conservation Indicator Metric(s)	Other (% of resident non-fishing owner fishers in Korolevu-i-wai aware of all customary fishing rules)
Baseline Metric Value	5%
Metric Value at Grant Completion	75%
Long-term Goal Metric Value	100%
Year in which Long Term Metric Value is Anticipated	2016
Conservation Outcome(s)	Improved enforcement capacity
Conservation Indicator Metric(s)	Other (Number of fisheries offences resulting in criminal charges being laid)
Baseline Metric Value	0

Metric Value at Grant Completion	0
Long-term Goal Metric Value	5
Year in which Long Term Metric Value is Anticipated	2016



# NFWF

## Final Programmatic Report Narrative

**Instructions:** Save this document on your computer and complete the narrative in the format provided. The final narrative should not exceed ten (10) pages; do not delete the text provided below. Once complete, upload this document into the on-line final programmatic report task as instructed.

### 1. Summary of Accomplishments

In four to five sentences, provide a brief summary of the project's key accomplishments and outcomes that were observed or measured.

### 2. Project Activities & Outcomes

#### Activities

- Describe the primary activities conducted during this grant and explain any discrepancies between the activities conducted from those that were proposed.

#### Outcomes

- Describe progress towards achieving the project outcomes as proposed. and briefly explain any discrepancies between your results compared to what was anticipated.
- Provide any further information (such as unexpected outcomes) important for understanding project activities and outcome results.

### 3. Lessons Learned

Describe the key lessons learned from this project, such as the least and most effective conservation practices or notable aspects of the project's methods, monitoring, or results. How could other conservation organizations adapt similar strategies to build upon some of these key lessons about what worked best and what did not?

### 4. Dissemination

Briefly identify any dissemination of project results and/or lessons learned to external audiences, such as the public or other conservation organizations. Specifically outline any management uptake and/or actions resulting from the project and describe the direct impacts of any capacity building activities.

### 5. Project Documents

Include in your final programmatic report, via the Uploads section of this task, the following:

- 2-10 representative photos from the project. Photos need to have a minimum resolution of 300 dpi;
- Report publications, Power Point (or other) presentations, GIS data, brochures, videos, outreach tools, press releases, media coverage;
- Any project deliverables per the terms of your grant agreement.

**POSTING OF FINAL REPORT:** *This report and attached project documents may be shared by the Foundation and any Funding Source for the Project via their respective websites. In the event that the Recipient intends to claim that its final report or project documents contains material that does not have to be posted on such websites because it is protected from disclosure by statutory or regulatory provisions, the Recipient shall clearly mark all such potentially protected materials as "PROTECTED" and provide an explanation and complete citation to the statutory or regulatory source for such protection.*

## 1. Summary of Accomplishments

This project was a multi-stakeholder effort in Fiji that undertook 1) a community-based fisheries awareness campaign in the Coral Coast district of Korolevu-i-wai (KiW), 2) fisheries enforcement capacity-building activities with community fish wardens and customary fishing rights owners from four Coral Coast districts including KiW, and 3) implemented donation schemes to support marine conservation efforts in the KiW district.

Novel, multi-lingual educational tools developed in collaboration by local NGO's, community conservation practitioners, and the Department of Fisheries were used to undertake a grass-roots fisheries awareness campaign in the district of KiW, and distributed for use by conservation practitioners in communities around Fiji.

Apart from training, educational tools, and equipment provided to improve the capacity of 50 Honorary Fish Wardens in four districts, project activities also helped foster a healthy working relationships between the Department of Fisheries, police, and community fish wardens that is essential to the effectiveness and success of this community enforcement effort.

The implementation of donation schemes through local businesses not only generated revenue for the KiW fisheries management body, but also nurtured a healthier working relationship with local resort management and tourism operators.

Project activities were successful in improving compliance to national fisheries laws and local customary fisheries rules, strengthening local capacity for enforcement of fisheries regulations, and implementing sustainable financing mechanisms to help support local marine conservation efforts in the Korolevu-i-wai district; ultimately, these outcomes will benefit the livelihoods of many of Fijian through improved marine resource health.

## 2. Project Activities & Outcomes

To improve compliance to marine conservation and management rules, a Responsible Fishing Awareness Campaign was conducted across Korolevu-i-wai systematically targeting all the villages and settlements in the district (over 500 households). The awareness campaign was the first-of-its-kind in Fiji and consisted of the following activities:

- Twelve evening *talanoa* sessions with community leaders and fishers (Table 1) were conducted by the Korolevu-i-wai Environment Committee (KiW EC), the customary fishing right owners (Vanua Davutukia), the Department of Fisheries, and Reef Explorer in the community centers of district villages and settlements. In addition to the ten sessions planned for the Korolevu-i-wai district, two additional sessions were held in the two adjacent districts as the tribes are closely related and have a history of jointly undertaking other resource management effort with the KiW EC. Sessions consisted of three PowerPoint presentations, each accompanied by open question and answer discussions with relevant authorities that aimed to 1) improve community awareness about and understanding of local fisheries management issues and ongoing initiatives, Fiji's national fisheries laws, and the Vanua Davutukia's customary rules relating to fisheries management for the Korolevu-i-wai fishing ground; 2) formally inform the community at large about the roles and responsibilities of the fish wardens and other fisheries enforcement officers; and 3) promote and encourage responsible fishing practices. The first presentation and question/answer discussion, facilitated by Reef Explorer, was on the topic of fisheries management issues and opportunities along Fiji's Coral Coast and presented case studies and data from the local fishing ground to help illustrate key management issues and outcomes from management activities undertaken along with responsible fishing practices. The second presentation and question/answer discussion of each session was facilitated by the Department of Fisheries and focused on clarifying national fisheries laws regulations as outlined in the Fisheries Act. The third and final presentation and question/answer discussion of each session was facilitated by the Vanua Davutukia (customary fishing rights owners) and focused on sharing their involvement in resource management over the last 12 years and outlining the customary rules they have established (and their rationale) in addition to national laws to improve the management of the local fishing ground. Printed educational materials designed especially for the campaign were distributed during the sessions for each household in the target community.

Table 1. Summary table outlining the target community, date and venue of each *talanoa* session held.

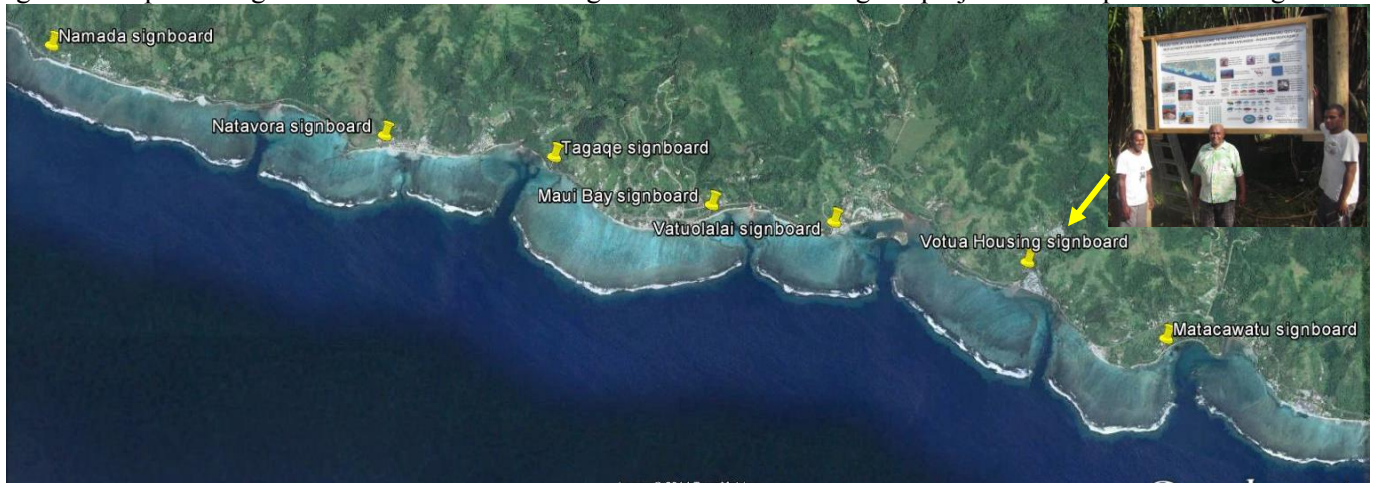
<b>Target Community</b>	<b>Date</b>	<b>Venue</b>
Nasi / Uciwai settlements	13 <sup>th</sup> February, 2014	Uciwai Community Hall
Jafau / Vadraia / Natovi settlements	20 <sup>th</sup> February, 2014	Jafau Community Hall
Votua Housing	18 <sup>th</sup> February, 2014	Votua Housing Community Hall
Votua Village	25 <sup>th</sup> February, 2014	Votua Community Hall
Vatuolalai Village / Nawavu settlement	3 <sup>rd</sup> March, 2014	Vatuolalai Community Hall
Midra settlement	7 <sup>th</sup> March, 2014	Midra Community Hall
Ono settlement	11 <sup>th</sup> March, 2014	Ono Community Hall
Midra / Valase/ Vunarara / Vunivilo settlements	27 <sup>th</sup> March, 2014	Vatuolalai Community Hall
Tagaqe Village	31 <sup>st</sup> March, 2014	Tagaqe Community Hall
Qalito settlement (in neighboring Komave district)	8 <sup>th</sup> April, 2014	Qalito seaside shelter
Namada Village	10 <sup>th</sup> April, 2014	Namada Community Hall
Vatukarasa Village (in neighboring Conua district)	14 <sup>th</sup> April, 2014	Vatukarasa Community Hall

- Educational materials (in English and Fijian language) that reinforce the key messages from the Responsible Fishing Awareness Campaign were designed, printed, and distributed to households, schools, and shops throughout the district of Korolevu-i-wai during the awareness campaign. Networks of community conservation practitioners, NGOs, and the Department of Fisheries helped extend the distribution of relevant materials along Fiji’s Coral Coast and western division, around Viti Levu, to some of the outer islands in eastern Fiji, and even as far as several other South Pacific island nations, Micronesia, Japan, and 5 island states in the Caribbean. The design and layout for the materials was spearheaded by Reef Explorer in collaboration with the KiW EC, the Department of Fisheries, the customary fishing rights owners (Vanua Davutukia), and the University of the South Pacific. The printed educational materials produced during the project include:
  - An A3-sized poster on the topic of overharvesting (1000 copies in English; 1000 copies in Fijian);
  - An A3-sized poster outlining responsible fishing practices (1000 copies in English; 1000 copies in Fijian);
  - An A3-size poster outlining the Vanua Davutukia’s customary fisheries rules for the Korolevu-i-wai fishing ground (1000 copies in English; 1000 copies in Fijian); and
  - A waterproof fishing ruler and guide to Fiji’s national fisheries laws and regulations (2500 copies in English; 2500 copies in Fijian).

While it was proposed for a short educational video to be produced for distribution during the awareness campaign, time restraints, ‘institutional red-tape’, and other challenges involved in collaboratively producing such a video proved to be overly challenging so instead an additional poster was created and more copies of all newly-designed materials printed for distribution.

- Large metal signboards that outline the boundaries of no-take marine protected areas and other fishing regulations that Vanua Davutukia leaders would like for fishers to comply with were created and displayed at common public access points to the Korolevu-i-wai fishing ground (Figure 1). Ultimately, six of the signboards were placed on native land requiring only approval from the landowners while the sign board at Maui Bay Estates is on State Land and therefore required approval from the Director of Lands with further instruction from the Division Land Manager Western. The design, layout, and construction of the signs was done by Reef Explorer in collaboration with the KiW EC and Vanua Davutukai, and in consultation with the Department of Fisheries. The 2m x 1.2m metal signs were secured in sturdy wood frames that were varnished and mounted to 4m x 200mm treated pine posts erected in cement footings. While the printing on the metal signboards is expected to have an 8-10 year life, the wooden posts and frames should last longer and can be easily refitted with a new signboard when necessary.

Figure 1. Map showing the location of the seven signboards erected during the project and a representative signboard.



The following activities were undertaken to strengthen local capacity for enforcement of fisheries regulations:

- Reef Explorer and the KiW EC consulted the Department of Fisheries, Fiji Police, Native Land and Fisheries Commission, Ministry of iTaukei Affairs / Provincial Council, and Fiji Environmental Law Association throughout the entire project period regarding issues of concern to the fishing rights owners and to seek clarity on national laws, regulations and decrees that pertain to fishing. Specifically, through this dialogue fishing rights owners and Reef Explorer sought to clarify 1) the legally-recognized boundaries of the Korolevu-i-wai / Koroinasau customary fishing ground, 2) what options and avenues were available for getting legal recognition for customary fisheries management rules, 3) the processes followed in seeking consent from customary fishing rights owners for the issuing of fishing permits/licenses and waiving customary fishing rights to an area to allow foreshore development, 4) the number and ownership of fishing licenses issues for the Korolevu-i-wai fishing ground, 5) taxonomy questions relating to species specific fisheries regulations, and 6) information about potential reviews and reforms to fisheries laws and regulations. Additionally, by hosting government officials in district villages, travelling to meetings in Suva, Sigatoka, and Lautoka, as well as corresponding by letter, email, and phone, Reef Explorer and the KiW EC aimed to foster common understanding and good working relationships between the community fish wardens, Department of Fisheries, and Police as these are the parties with the legal mandate to be involved with fisheries enforcement activities.
  - A written customary fisheries management plan, based on the district's larger environmental management plan, was prepared by Reef Explorer in consultation with the customary fishing rights owners following a format suggested by the Department of Fisheries. This fisheries management plan provides information about the site, the status of the fishing ground, and management activities undertaken to date along with the goals, objectives, and specific regulations of the community's management plan. Preparation of this management plan began in anticipation of a new inshore fisheries decree that was expected to replace and modernize the Fisheries Act at the end of 2012 after having undergone reviews of three drafts. It was hoped the decree would ultimately allow for legal recognition of customary fisheries management plans, however project partners learned in early 2013 that work on the new inshore fisheries decree had been postponed till after the national elections scheduled for September 2014.
  - A formal process and written application were created for persons seeking the consent of the fishing rights owners for the granting of a fishing permit or license for the Korolevu-i-wai fishing ground. The application and process were developed by the KiW EC in consultation with Vanua leaders and Reef Explorer. Written applications were deemed necessary so as to allow for all consent requests to be submitted and considered concurrently as well as to ensure that all the information necessary to consider each request is provided without having to have applicant present at the review process. The KiW EC was tasked with compiling and reviewing all applications after the submission deadline before making recommendations to Vanua leaders regarding each application. The KiW EC was also tasked with maintaining records of all applications and for maintaining correspondence with the applicants.
  - A simple guide to the national laws and regulations for Fiji's inshore fisheries was compiled and distributed to fish wardens in Korolevu-i-wai and two adjacent districts along with copies of the Fisheries Act and Regulations to assist
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them in understanding the laws and regulations they are empowered to help enforce. The guide to responsible fishing in Fiji's freshwater and inshore marine areas was compiled by Reef Explorer in consultation with the Department of Fisheries.

- Operating guidelines for honorary fish wardens were developed and distributed to fish wardens to assist them executing their duties under the Fisheries Act. The guidelines outline the procedures that fish wardens should follow when investigating potential breaches in the Fisheries Act and were developed by the Department of Fisheries and Police in consultation with Reef Explorer. Along with the guidelines, fish wardens were also provided with log books to keep track of their activities and monthly reporting forms to be submitted back to the Department of Fisheries.
- Fish wardens in each of the four traditional villages were provided with tool kits to assist them in detecting and documenting fisheries offences. Two tool kits were provided for use by the wardens in each village and consisted of two backpacks, two mobile phones, two sets of binoculars, four waterproof flashlights, and a waterproof digital camera. A simple guide to using and maintaining these tools was developed by Reef Explorer and provided to the fish wardens along with the tools. Additionally, a laptop computer, printer, and digital projector purchased under the project were given to the KiW EC upon the completion of the project for use by the district fish wardens and others in the newly-renovated KiW EC office.
- Two one-day fish-warden capacity-building workshops were conducted by Reef Explorer, the Department of Fisheries, and the KiW EC during the project period – one on January 30<sup>th</sup>, 2013 for fish wardens from four districts (including Korolevu-i-wai) and one on December 9<sup>th</sup>, 2013 for the Korolevu-i-wai district fish wardens only. The January workshop focused on improving fish wardens understanding of the Fisheries Act and the powers granted to fish wardens to help enforce it. Additionally, the 53 fish warden trainees from four neighboring districts that were trained in May 2012 finally received their fish warden certificates and cards from the Fisheries Officer at the conclusion of the workshop. The December workshop, also conducted by Reef Explorer, the Department of Fisheries, and the KiW EC, aimed to refresh fish wardens' knowledge about the Fisheries Act and the importance of following responsible fishing practices, but the primary purpose was to provide fish wardens with their tool kits and train them in the use and maintenance of the cameras, binoculars, and underwater flashlights. Log books, operating guidelines, guides to the Fisheries Act, and copies of the Fisheries Act were also distributed and their use reviewed with the fish wardens.

The following activities were undertaken to implement sustainable financing mechanisms that generate revenue for the Korolevu-i-wai Environment Committee (KiW EC) to support local marine conservation efforts:

- Negotiations were undertaken with district resorts to establish a volunteer donation scheme whereby tourists staying in the resorts are made aware of ongoing community-based marine conservation and management activities in the district and have an opportunity to make donations to the KiW EC to support these efforts. Discussions and dialogue were entered into with the three major resorts operating in the Korolevu-i-wai district regarding the activities of the KiW-EC, how the benefits of these activities are largely enjoyed by the tourism industry, and about the need to source funding to support these efforts from those who enjoy their benefits. While it was proposed for this activity to take place at five resort locations, the small Valase Resort backpackers closed in late 2012 and traditional community leaders felt it was best to start the program with the larger resorts and not with the numerous small, boutique resorts operating in Maui Bay Estates; [REDACTED] rather dialogue was focused on the Naviti Resort (212 rooms) and Tambua Sands Resort (36 rooms) which have a common owner, and the Fiji Hideaway Resort (136 rooms). Ultimately, the proposal presented to the resort managements was to allow the KiW EC to put up a small information display and donation box in the resort lobby, and for a KiW EC member to be allowed to come give a short presentation to resort guests (a free activity) about local conservation efforts once a week.

[REDACTED] In addition to the volunteer donation scheme, other ways in which the resorts could support the activities of the KiW EC were discussed with management along with environmental issues of concern to all parties.



Figure 2. One of the two Fijian *bure* donation boxes along with the KiW EC pamphlet made to support the volunteer donation scheme initiative.

- A standard fee system was implemented for individuals and businesses seeking the approval of the customary fishing rights owners for the granting of their consent for the issuing of a fishing license in the the Korolevu-i-wai fishing ground. The fee that was set was FJ\$50 for fishing rights owners and FJ\$100 for non-fishing rights owners (non-refundable regardless of the application outcome) payable before any application for consent from the fishing rights owners was considered.
- An additional financing mechanism to what was proposed was pursued during the project period and this involved adding a conservation donation to the KiW EC for research access to the marine protected areas and Korolevu-i-wai fishing ground. As all research activities conducted in a fishing ground also require the consent of the customary fishing rights owners, this was seen as another avenue where revenue could be obtained. Thus to begin with, an existing arrangement between the KiW EC, Vanua Davutukia, and an American educational institute was renegotiated and it was agreed that from June 2013 till December 2014 a contribution of FJ\$1000/month would be made for every month when researchers were present in Korolevu-i-wai for access to the fishing ground and marine protected areas for research purposes.

Overall, project activities were largely successful and though several unexpected obstacles were encountered, the eventual outcomes either matched or exceeded what was anticipated. As compliance to national and in particular customary fisheries rules increases, anticipated improvements in the health of the reef and fishery will likely be recognized.

- The Responsible Fishing Awareness Campaign was highly effective at informing the community at large about customary management rules, national laws, and encouraging responsible fishing practices. Posters created to support the campaign can be seen displayed at local shops, schools, dive centers, and households around the Korolevu-i-wai district as well as in other areas of Fiji. Waterproof fishing rulers, a novelty in Fiji, are now carried by many fishers and promoted by fish wardens and fisheries officers. The posters and rulers were so popular and novel that the Department of Fisheries formally requested the PDF files for the products (all but the customary rules poster) so additional copies could be printed. The signboards, also very popular and a first-of-their kind along Fiji's Coral Coast, have hundreds of pedestrians and fishers walking past them on a daily basis. But most importantly, the educational sessions undertaken during the campaign created a broader understanding of the fisheries management issues being addressed, the initiatives undertaken, and their outcomes thus fostering a more cohesive effort to follow and encourage others to follow responsible fishing practices. An estimated minimum of 75% of the resident fishing community in the district are now aware of both national laws and all customary laws related to fishing; prior to the campaign there was little knowledge of national laws by fishers and apart from the no-take MPAs, non-fishing rights owners were largely unaware of other customary fisheries rules.
- Capacity building activities undertaken to strengthen local enforcement of fisheries regulations helped make significant contributions locally in Korolevu-i-wai, as well as resulted in the creation of educational tools that are

<sup>1</sup> <https://www.facebook.com/pages/Korolevu-i-wai-Environment-Committee/407897842616927/>  
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applicable and transferable across Fiji. Important relationships built on mutual understanding were fostered during the project by bringing together the Department of Fisheries, Police, and community fish wardens to improve enforcement of applicable fisheries laws and regulations. Similarly, a greater appreciation of the customary fisheries management plan and need to improve fishing practices was gained by all stakeholders.

The Operating guidelines for honorary fish wardens and Guide to Fiji's national inshore fisheries laws and regulations created and distributed to 50 fish wardens during the project are novel products in Fiji and transferable for use in all communities around Fiji; PDF copies of these documents have been given to the Department of Fisheries and FLMMA for use with fish wardens and other management practitioners. Other tools and associated training given to the 25 fish wardens in Korolevu-i-wai district provided the needed technical capacity to appropriately monitor and document fisheries violations across most areas of the fishing ground. This improved technical capacity resulted in some long-time offenders being final documented with sufficient evidence to be taken to the police, though no charges had been laid by the conclusion of the project. The presence of well-equipped, relatively-knowledgeable fish wardens has also contributed to the improved compliance observed towards the conclusion of the project period.

The development of a formal internal process and written application form for persons seeking the consent of the fishing rights owners for the granting of a fishing license/permit was ultimately a success; however, unexpected interferences into the process that were unresolvable prevented the licensing process from being an effective management tool for the fishing rights owners to regulate and generate revenue from sport fishing (5) and commercial fishing boats (3) operating along the outer margin of their fishing ground.

When the project commenced, the KiW EC and fishing rights owners were expecting that a new inshore fisheries decree would be promulgated by the end of 2012<sup>2</sup>. This decree was expected to allow government to provide legal mandate for the implementation of customary fisheries management plans thus providing an avenue for the legal enforcement of no-take marine protected areas and other customary rules that currently don't overlap with national fisheries laws. While reforms to inshore fisheries laws were postponed indefinitely in early 2013, the KiW EC and Reef Explorer still prepared a written fisheries management plan to be endorsed by the Vanua Davutukia and presented to the Minister for Fisheries so the Fisheries Department can be better informed about fisheries management issues and activities in Korolevu-i-wai. The management plan was officially adopted by the Vanua Davutukia through traditional ceremonies in May 2014, however a Vanua delegation to present the document to the Minister has not yet been planned.

- Overall, the efforts to implement sustainable financing mechanisms for the KiW EC to support marine conservation efforts resulted in FJ\$11,400 being raised by the committee during the project period through fishing license (\$200) and research plan (\$11,100) approval processes and a volunteer donation scheme that targets local tourists (\$100); this is more than double what was anticipated. When efforts to generate revenue from the sport fishing boats failed, a decision was made to try a similar financial mechanism with researchers, who also require approval for their activities in the fishing ground. Ultimately, revenue from researchers far exceeded that generated from the two activities originally proposed. While discussions with local resorts about implementing a donation scheme resulted in verbal commitments, nothing has eventuated as of yet. However, the KiW EC are confident that the managements will hold true to their word and the two donation boxes and KiW EC brochures that were prepared during the project will be distributed at the three large resorts in the district.

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<sup>2</sup> <http://www.fijitimes.com/story.aspx?id=209758>

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### 3. Lessons Learned

There were a range of valuable lessons learned while implementing this project. Some of the more noteworthy include:

- Engaging with the community-at-large directly in question / answer session during the awareness campaign and communicating not just management rules, but the rationale behind them seemed to noticeably improved social pressure to comply with fisheries management regulations in all stakeholder groups in the community regardless if the rules are legally-enforceable or not; in many cases, compliance became the responsible and right thing to do, not just something you do so you aren't arrested or caught and shamed.
- Printed awareness materials, such as posters or sign boards, can be attractive and effective ways to communicate or reinforce key messages during an awareness campaign, but a functional tool that has a useful application, like the waterproof fishing ruler, becomes an awareness material that people want/need to have and even actively sought out. Similarly, adding a small roof that shelters the sun and rain over the fisheries signboards, thus making them functional to the public in ways other than intended, noticeable increased the amount of time people were seen standing next to and reading the signs.
- Volunteer donation schemes to support community-based marine conservation efforts implemented in areas frequented by tourists and researchers have great potential to generate revenue once the targeted guests are aware of the community initiative and can see some positive impact from it. However, we found it surprisingly far more challenging and far more opposition was faced by the fishing rights owners to regulate and collect fees from fishing businesses that legally require their approval for licensing then to establish a volunteer donation scheme to support fisheries management with non-fishers.
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- The unfortunate demise of the Chairman of the Korolevu-i-wai Environment Committee in November 2013 and loss of project personnel from other institutions during the project period reiterated the value in engaging with established, community organizations/institutions as well having regular meeting and keeping good records to keeping the overall project progressing as planned.

### 4. Dissemination

Project products and key lessons learned have been and will continue to be disseminated to fishing communities, fisheries managers, and conservation practitioners/organization around Fiji and in the region.

- Educational materials (posters, fishing rulers, PowerPoint presentations) and lessons learned have been shared with both local and international fisheries managers during various group site visits that occurred during the project period. Program leaders and representative from 7 of the countries participating in the Locally-Managed Marine Areas network (LMMA) visited Votua Village in 2013 to learn about ongoing marine management efforts, including a brief overview about this NFWF project; in May 2014 they returned to Votua and the outcomes of the NFWF project were discussed and printed materials distributed. Similarly, a visit by a JICA (Japan aid) management training course in October 2013 brought fisheries extension officers from five Caribbean and five Pacific Island nations to learn about fisheries management activities underway in the Korolevu-i-wai district, including the NFWF project (group photo on the right).





- Highlights of project activities and outcomes, along with key approaches to implementing the project have been shared with over 200 study-abroad student groups from eight American universities that visited the project site in 2013 and 2014 studying resource use and management. Additionally, an undergraduate from Florida doing an internship with Reef Explorer had an opportunity to assist with the implementation of the December 2013 fish warden capacity building workshop and training of fish wardens.
- Following the completion of the customary fisheries management plan, installation of the signboards, and the district-wide awareness campaign, the KiW EC and tribal leaders in the district hosted a traditional ceremony (*magiti*) on the 16<sup>th</sup> May, 2014 where the signboard initiative was formally launched and the fisheries management plan adopted for the next five years. The function was supported by the KiW EC using revenue generated from sustainable financing activities undertaken during the project, and was attended by leaders from the villages and settlements visited during the awareness campaign with the Senior Vice-President/Executive Director – Pacific for Warwick International Hotels honored as the special invited guest of the chief for the event.
- To improve youth involvement and support for fisheries management activities, the KiW EC used some of the revenue generated during the project to hire the two district rugby clubs to assist with the installation of the signboard posts and make thatched roofs for five of the seven signboards. The roofs not only improve the attractiveness of the signboards, but the KiW EC noticed that people were using the one roof built over a signboard as shelter from the sun / rain and thus spent more time reading the information displayed.
- Lessons learned by the community during the project were shared with the Ministry of Fisheries, Ministry of Environment, Ministry of iTaukei Affairs, other divisional community representatives, and NGO representatives at the Fiji Locally-Managed Marine Areas Network (FLMMA) Executive meeting in July 2014 by Kini Ravaloa of Votua Village, the FLMMA western division community representative. After making a short presentation about project activities, Kini distributed copies of the three posters and fishing rulers to the meeting participants.
- In June 2014, Kini Ravaloa of Votua Village traveled with the iTaukei Affairs Board to the islands of Vanua Vatu, Oneata, Moce, and Komo in Fiji's southern Lau group to conduct leadership training courses. Kini used posters and fishing rulers developed during the project during training sessions to discuss marine management issues of importance to traditional leaders, and also distributed these printed materials to the training participants and primary schools on the islands.
- All educational products (PowerPoints & files for printed materials) were provided to the Fiji Locally-Managed Marine Areas network (FLMMA) for use by other conservation practitioners in Fiji and the region. In September 2013, the Department of Fisheries requested permission to reprint two of the three posters for use during their awareness activities.
- To date, ~1000 copies of the fishing rulers were provided to the Department of Fisheries in Suva, Sigatoka, and Lautoka for distribution in other areas of Fiji. Similarly, 250 copies each of the responsible fishing poster and overfishing poster along with 250 fishing rulers were provided to the iTaukei Affairs Board for use with Conservation Officers posted at Provincial Councils around the country.
- Several newspaper articles about fisheries management activities undertaken in the Korolevu-i-wai district related to the project were written in the Fiji Times<sup>3</sup>, one of two mainstream Fiji newspapers, to make the broader public aware of fisheries management issues and the initiatives underway to address them.

## 5. Project Documents

The following materials are available and attached to this report:

- A. PDF file of the A3 sized poster on the topic of overharvesting (English 78MB; Fijian 77MB)

<sup>3</sup> <http://www.fijitimes.com/story.aspx?id=222767>, <http://www.fijitimes.com/story.aspx?id=225820>, <http://www.fijitimes.com/story.aspx?id=225911>, <http://www.fijitimes.com/story.aspx?id=224032>, <http://www.fijitimes.com/story.aspx?id=257098>

- B. PDF file of the A3 sized poster outlining relevant responsible fishing practices (English 71MB; Fijian 71MB)
- C. PDF file of the A3 size poster outlining the Vanua Davutukia's customary fisheries rules for the Korolevu-i-wai fishing ground (English 4.5MB; Fijian 4.5MB)
- D. PDF file of the waterproof fishing ruler and guide to Fiji's national fisheries laws and regulations (English 16MB; Fijian 16MB)
- E. Reef Explorer's PowerPoint presentation from the Responsible Fishing Awareness Campaign (English 280MB; Fijian 280MB)
- F. The Department of Fisheries' PowerPoint presentation from the Responsible Fishing Awareness Campaign (English 2MB)
- G. Vanua Davutukia's PowerPoint presentation from the Responsible Fishing Awareness Campaign (English 10.5MB; Fijian 10.5MB)
- H. Folder of adult attendance at the 12 community *talanoa* sessions & some photos from the sessions (115MB)
- I. Folder with photos of all seven signboards and some construction photos
- J. PDF file of the Vanua Davutukia Customary Management Plan 2014-2019 (39MB)
- K. PDF file of the application form for consent for fishing permit/license from customary fishing rights owners created during the project (English 200KB; Fijian 400KB).
- L. PDF copy of the January 30<sup>th</sup>, 2013 fish warden capacity building workshop program (350KB)
- M. Reef Explorer's PowerPoint presentations (2) from the January 30<sup>th</sup>, 2013 fish warden capacity building workshop (115MB & 8MB)
- N. Folder with photos from the January 30<sup>th</sup>, 2013 fish warden capacity building workshop (194MB)
- O. PDF copy of the December 9, 2013 fish warden capacity building workshop program (350KB)
- P. Reef Explorer's PowerPoint presentations (2) from the December 9, 2013 fish warden capacity building workshop (96MB & 12MB)
- Q. Folder with photos from the December 9, 2013 fish warden capacity building workshop (355MB)
- R. PDF file of the Operating guidelines for honorary fish wardens (English 400KB; Fijian 500KB)
- S. PDF file of the Guide to responsible fishing in Fiji's freshwater & inshore marine areas (English 1MB)
- T. PDF file of the Korolevu-i-wai Environment Committee brochure created for the volunteer donation scheme (2MB)
- U. Folder with photos from the traditional ceremony launching the signboards and adopting the management plan (21MB)

These products are available via dropbox:

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