

# EAFM for Leaders, Executives & Decision-makers (LEAD)



By using the appropriate, situation-based tools, the users can help leaders to:

- understand the importance of, and why they should implement, an EAFM
- recognize and discuss human, ecological and governance issues and concerns and how moving towards an EAFM can help
- understand what an EAFM is
- understand in general how the EAFM planning process works
- recognize that they have the legal and institutional ability to engage in an EAFM
- communicate EAFM across sectors and throughout levels of government
- understand the need for developing capacity and taking steps towards the implementation of an EAFM (including making use of/ supporting the widespread application of the Essential EAFM training programme).

**The Ecosystem Approach to Fisheries Management (EAFM) offers a practical and effective means to manage complex fisheries**

**EAFM LEAD** provides leaders, executives and decision-makers with improved understanding of, and an ability to initiate and support the implementation of an EAFM on different levels of government and across sectors.

The LEAD toolkit is designed to assist EAFM champions and facilitators to acquaint leaders with EAFM, encourage leadership engagement in an EAFM and help leaders to empower their people to implement an EAFM.





## Overall objectives

To help leaders, executives and decision-makers take an interest in, better understand and begin engaging in an EAFM.

## Audience

Leaders, executives and decision-makers in the fisheries and other sectors – such as aquaculture, agriculture and forestry – throughout government, from national to community level and including traditional leaders.

## Scope and context

The LEAD toolkit can be applied to fisheries (including aquaculture) and other sectors. The tools are developed for a range of scenarios – from brochures and a one-minute script, to videos and a one-day summit – and include information and guidance useful to the EAFM champion or facilitator for engaging leaders in different situations. The LEAD toolkit voices many of the same overall messages as the Essential EAFM course, but at a broader, higher level, and the toolkit draws from relevant materials developed for Essential EAFM.

## Methodology

The toolkit is designed to:

- provide background information and guidance for EAF champions and facilitators, as well as materials for their use
- obtain the interest of leaders and engage them in discussion centering around an EAFM.

The materials have not been developed for “training” but they are designed to encourage leaders, through multiple tools, to move towards EAFM implementation.

It is important that tools such as the one-day LEAD summit are not referred to as “training” or “a course” – that these are understood as an opportunity to discuss and consider options to address, at a high level, fisheries and marine ecosystem issues, concerns and management in the context of ecosystem-based fisheries management.

## The future we want:

- a well governed fisheries sector
- abundant fisheries resources
- a healthy environment and habitats
- increased jobs, profits and an improved economy
- improved human health and prosperity

A legacy for you, your children and future generations.

## What’s in it for you and your agency?

### EAFM LEAD:

- helps link existing approaches through a logical and comprehensive framework
- focuses on the real issues and their causes
- increases trade opportunities and demand for fisheries products
- reduces conflicts and political tensions
- helps staff become more effective in natural resource management
- helps leverage funding and leads to better allocation of existing funds
- results in sharing of responsibilities and human resources with other agencies

You and your agency **WILL** make a difference for the fisheries, the people and the environment!

For more information:

**Asia-Pacific Fishery Commission**  
[www.apfic.org/training/eafmtraining.html](http://www.apfic.org/training/eafmtraining.html)

**NOAA PIFSC CRED**  
[www.pifsc.noaa.gov/cred/eafm\\_training/index.php](http://www.pifsc.noaa.gov/cred/eafm_training/index.php)

[www.eafmlearn.org](http://www.eafmlearn.org)

[www.boblme.org/eafm](http://www.boblme.org/eafm)

EAFM LEAD is a collaboration between:



**CORAL TRIANGLE INITIATIVE**  
ON CORAL REEFS, FISHERIES AND FOOD SECURITY



**Food and Agriculture Organization of the United Nations**



**USAID**  
FROM THE AMERICAN PEOPLE

**ASIA**

