

FairFishing in five minutes

This brief report aims to give an overview of the history, current actions and strategy of FairFishing. Following the Executive Summary it is structured in three parts, all consisting of a short narrative, pictures and links or references to where the reader can get more information on the specific topic:

1. Short story of FairFishing (2013-2016)
2. Concept expansion with EU funds (2016-2018)
3. Long term sustainability through a value chain development and support (2018-2022)



Executive Summary

Economically and nutritionally, fish is an un-utilised resource at the Horn of Africa. Currently, less than 20.000 tons a year is caught along the coast, but the capacity is closer to 100.000 tons a year. In general, efforts to develop the fishery sector has been scarce. Since 2011, the Danish-Somali NGO FairFishing has been working to develop the small-scale fishery and its value chain, mainly in the coastal town Berbera. The aim is a growing fishery sector that generates job opportunities, economic growth and nutrition to people living in areas regularly suffering from severe droughts.

The first fishery station selling affordable ice, cold storage and fishing gear has been operational since 2013, supporting the local small-scale fishery. In 2013 there were no ice or fishing in Berbera, and the results from 2018 indicates that 1.200 tons of fish was registered at the station. The sales of this volume have generated an approximate turnover on local markets of USD 5.000.000.

In 2016 the EU observed the results of the FairFishing concept in Berbera, and decided to fund a program to expand the concept to several locations along the Horn of Africa. The program focuses on the physical infrastructure and the fish supply. However, to secure a sustainable future for the growing fishery and value chain, further support is needed in the following phases:

- Efficient value chain and market development to secure the growing demand for fish in general, and for specific seasonal species.
- Systematic support and training to secure technically and financially sustainable operations of the new facilities, with local community engagement.

Story of FairFishing – 2011 to 2016

How it all started

How can organised piracy and criminality along Somalia's coast be prevented at its roots? When the founders of FairFishing discussed this question in 2011, it resulted in a new question which generated action: *Can we turn pirates into fishers?* To address piracy sustainably, genuine alternatives to piracy is needed. Fisheries presents a good option for several reasons; it is a sector that does not only creates jobs and benefits fishery communities, it also benefits populations to get better access to nutritious food.¹

Acting on the idea, the organisation was established in 2011, and the development of the first fishery station started in Berbera in 2013. At the start, the project was created by in-kind donations such as reefer containers by MAERSK, fishing gear by Danish fishers and services by private firms, as well as volunteer work.²

The FairFishing concept is easy and clear: In three steps it provides necessary physical infrastructure and competences for a well-functioning artisanal fishery:

1. Production and sale of ice
2. Processing and cooling facilities
3. Equipment and training

It started with sales of affordable ice and fishing gear in the northern coastal village Berbera, Somaliland. After two years of operations, with approx. 20 local employees, the fishery in the Berbera region had grown significantly and generated a great impact on the local community.



¹ Read more <https://fairfishing.org/whyfishingnearthehornofafrica/>

² Read more: <https://fairfishing.org/whoware/our-story-in-2-minutes/>

FairFishing's principles and methodology

- Step-by-step and scenario-based approach.
- Sustainability through local ownership based on inclusive community management and timely transfer of assets.
- Private sector development through credit and user-pays models.
- Technical, commercial and nutritional experts ad hoc, long and short term.
- The use of locally available human resources and materials.
- Situational analysis based on substantial local knowledge.
- Continuous risk management and reporting.

*Documented local impact*

In an impact assessment conducted by Nordic Consulting Group in 2018, it was concluded that among FairFishing's main beneficiaries, the income has increased with approx. 400% since 2013. When the station opened in 2013, there was no ice production and only few active fishers in Berbera. Today, there is up to 1200 active fishers and 916 tons of ice sold in 2018. Thereto, the assessment indicates how the demand for fish is increasing and the attitude towards fish is changing to something considered healthy, cheap and better than other meat.³

During 2017-2018, the station in Berbera has been self-sufficient, i.e. it covers the salaries and daily costs with income from sales at the station with 1.200 tons of fish registered at the station. The sales of this volume have generated an approximate turnover on local markets of USD 5.000.000. These numbers are calculated from an average market price of USD 4-5 KG, times the volume registered at the FairFishing station in Berbera in 2018. The number of partners, active vessels and fishery in general is continuously growing, creating jobs, livelihood opportunities and improved access to nutritious food to the regional population.

³ Read the executive summary of the Impact Assessment in separately attached document. Full report can be forwarded upon request.

EU funded expansion 2016-2019

The results and impact in Berbera were recognised by the EU in 2016 and resulted in a direct grant to expand the concept along the Horn of Africa. In 2016-2019 a program aiming to generate “**income, livelihood and nutrition through a fishery-based economy along the Horn of Africa**” was developed and planned. Consequently, in June 2016, FairFishing started implementation of construction of four additional coastal fishery stations; establishment of three fish markets in in-land cities; construction of a big engine, boat repair and maintenance workshop; fishery technical training programs at sea, as well as human capacity trainings in business management and organisation.

Milestones reached during the EU funded program:

- 42 participants in fishery technical training at sea, whereof several now are working as fishers.
- Four coastal stations servicing local fishers with cold storage, sales of ice and sales of fishing gear in two shops.
- Three in-land fish markets linking supply and demand has been constructed.
- One boat workshop with a 5 tons crane under construction in Berbera.
- Capacity building through trainings in business management and organisational capacity.

Focus of the EU funded program has been on the physical infrastructure and the supply side of the fishery value chain. Equally, to obtain a sustainable management of the new facilities constructed and a growing demand for the increasing supply of fish. FairFishing aims to continue to support the developing value chain for some additional years. Focus on the years to come after will therefore be on support to make new facilities sustainable managed and financially self-sufficient, as well as actions to simulate market development and the general demand for fish.⁴



⁴ If requested, the two latest Quarterly reports with activities and results can be forwarded.

Sustainability strategy 2019-2021

As noted, FairFishing strives to continue support the newly established stations and markets after the EU program has ended, to ensure sustainable operations and continued impact on the fishery communities and populations. The historical record of fisheries development projects at the Horn of Africa underlines the need for sustainability actions for management, and technical capacity to be successful in the long run. Therefore, the goal is to ensure that all facilities are financially self-sufficient businesses, operating with a sustainable management and organisation. At the same time, FairFishing aim to simulate the demand for fish and develop access to markets to make sure that demand and supply reinforce each other and contribute to the development of the fisheries sector.



Donors and need for funds

FairFishing has entered a cooperation with a foundation (Trafigura Foundation) over the coming years, with the two main objectives as mentioned above (sustainability for new FairFishing facilities, as well as market and demand development). The cooperation is structured in three phases over time, each phase focusing on one region in the Horn of Africa.

For phase One (2018-2020) focus is on the region of Berbera-Hargeisa-Burco. The Trafigura Foundation has donated EUR 850.000, which is 70% of the full amount estimated to be needed to cover all activities and human resources for the three years. Furthermore, the cooperation is structured so that the Trafigura Foundation will fund 75% of phase Two (2019-2021) where the full program amounts to EUR 850.000, and 50% for a phase Three (2020-2022).

Consequently, there is a need for approx. EUR 350.000 for phase One (2018-2020) to cover the costs of all activities and human resources needed to reach the objectives set. Similar for phase Two and Three, there is a need for co-funding for EUR 300.000-400.000 for each phase.

Outline program funded by Trafigura⁵

The *specific objectives* and intended outcomes of the program follow the fish value chain in three steps:

1. Increase and stabilise the supply of fish.
2. Improve the access to markets by efficient distribution and market capacity.
3. Increase and specify the demand for fish.

Target results:

- Yearly turnover at markets (generated by fish registered in FairFishing stations/markets) by 2020: USD 8.000.000 (calculated from estimates of approx. 1800 tons fish sold/year)
- 1000 new jobs generated along the fishery value chain/year. (calculated by the principle that one job at sea creates five jobs on land)
- Stable supply of nutritious fish, improving food security to local populations.

Main activities

Related to increased and stable supply of fish:

- Technical, management and organisational support
 - Facility management and operations
 - Organisation and cooperation around facilities
 - Technical capacity

Related to access to market and efficient distribution:

- Fish distributed daily from sea to market within a 24 h time frame (specific activities under development)
- Increased market capacity through physical infrastructure investments such as cold storage, renewable energy.

Related to increased and specified demand:

- Training programs - “Fish on the dish”
 - Utilisation
 - Prosecing
 - Preperation
- Public awareness campaign “Cool, Clean & Tasty”, including FairFishing quality brand



⁵ If requested, the narrative application (description of the action) to Trafigura Foundation can be forwarded.

2018 activities and results from Fresh Fish on the Dish: Cool, clean & tasty

Parallel to the EU funded program, FairFishing started with the activities related to increases and specified demand in 2018. The training program Fresh Fish on the Dish was developed:

- *Knowledge of fish:* coastline, species, importance of fish to the stakeholder, social, economic & environmental sustainability, cooling chain ecosystem
- *Fish processing:* Hygiene, ice, signs of a fresh fish, handling techniques, filleting;
- *Fish utilisation:* Cooking, fish product utilisation, waste management, business ideas created in the process

Activities and results

- Nine training programs executed
- Three locations: Hargeisa, Burco and Berbera.
- 162 participants
- Target groups: householders, fishers, local chefs

The trainings and the closely related public awareness campaign have already created new businesses along the value chain and increased consumption of fish in households. The engagement and interest are strong, and have created a flourishing demand for further training in other locations around the Horn of Africa. National and international media have positively spread the core narrative: fish as cool clean and tasty, and FairFishing's Charter and logo have been launched with great success.⁶



⁶ Further details, results and impact from the training programs and Trafigura funded program can be read in reports forwarded upon request.

FAIRFISHING CHARTER

FRESH FISH ON THE DISH

COOL

ALWAYS ZERO DEGREES

CLEAN

CLEAN BOATS, CLEAN HANDS,
CLEAN SHOPS, CLEAN KITCHENS

TASTY

TASTY DISHES FOR FAMILY MEALS,
STREET FOOD AND RESTAURANTS

SUSTAINABLE

SUSTAINABLE FISHING METHODS,
NO TRAWLING, NO ILLEGAL FISHING,
NO OVER-FISHING

LOCAL OWNED

LOCAL FISHERY ORGANIZATIONS, THE GOVERNMENT,
MUNICIPALITIES AND FAIRFISHING COLLABORATE

OPEN

OPEN AND EQUAL TO ALL, MEN AND WOMEN,
YOUNG AND OLD, LARGE AND SMALL SCALE FISHERS

LEGAL

FOLLOWS NATIONAL AND INTERNATIONAL
FISHING REGULATIONS

SAVING 20% FOR TOMORROW

CONSTANTLY IMPROVING TO MAINTAIN FOOD SECURITY,
ENSURE NUTRITION AND BOOST INNOVATION

FAIR IS FAIR

TRANSPARENT GOVERNANCE, HONEST BUSINESS ETHICS,
SHARED PROSPERITY

