

# SPECIAL REPORT

## Promotion of “One Village, One Fisheries Product” (FOVOP) for Poverty Alleviation in Fisheries Communities

SEAFDEC is implementing a two-year project on the Promotion of “One Village, One Fisheries Product (FOVOP)” System to Improve the Livelihood for the Fisheries Communities in ASEAN Region starting in November 2007 with financial support from the ASEAN Foundation through the Japan-ASEAN Solidarity Fund, to enhance the livelihoods in the fisheries communities in the ASEAN countries. Through human resource development (HRD) activities, the project focuses on advancing the concept of “One Village, One Fisheries Product (FOVOP)” in the fisheries communities.

In order to exchange experiences among the ASEAN countries and Japan on activities similar to FOVOP, the First Regional Technical Consultation on the Promotion of “One Village, One Fisheries Product (FOVOP)” was convened in March 2008 in Bangkok, Thailand. This was followed by the ASEAN-SEAFDEC Regional HRD Workshop on the Identification of Potentials and Problem Areas for the Promotion of “One Village, One Fisheries Product (FOVOP)” in the ASEAN Region conducted in Chiang Mai, Thailand from 18 to 22 August 2008.

Attended by representatives from the ASEAN Member Countries as well as from the SEAFDEC Secretariat and Departments and resource persons from Japan and Thailand, the HRD Workshop adopted the Regional Reference for the Promotion of FOVOP in the ASEAN Region which comprises the FOVOP Products and Services and the Regional Strategy for the Promotion of FOVOP in the ASEAN Region. Guided by the principle that the identification of FOVOP project ideas should be promoted based on bottom-up approach, three major priority areas have been identified in the introduction of the FOVOP concept at the national level, namely: Human Resource Development to build up the community leaders; development of special marketing strategy of FOVOP products; and production of FOVOP products. In addition, it is also the principle of FOVOP that community products and services should focus at the domestic market or at the maximum the intra-regional trade level. Considering that drastic improvement of domestic market system could be difficult, the potential products and services could be developed further and gradually promoted to cater the international markets.

The HRD Workshop agreed that the Regional Strategy for the Promotion of FOVOP in the ASEAN Region should take into consideration the established mechanism to promote the

implementation of FOVOP at the community level (Fig. 1). The Regional Strategy for the Promotion of FOVOP in the ASEAN Region has eight main categories, namely: 1) FOVOP Objectives and Frameworks; 2) Prioritization of the FOVOP Communities and their Products and Priorities; 3) Institutional Building; 4) Human Resource Development; 5) Products and Services Development and Improvement; 6) Marketing and Financial Support; 7) Implementation of FOVOP Activities; and 8) Evaluation and Monitoring.

The HRD Workshop also concluded with the Follow-up Actions on the Project Activities and Operation including the Mechanism and Collaborative Arrangement as well as the Roles and Responsibilities of Participating Countries:



*The Regional HRD Workshop for the FOVOP Project (18-22 August 2008) where the participants discussed the potentials and problems areas for the promotion of FOVOP in their respective countries (top); and the participants visiting the women's group to observe activities related to FOVOP (above)*

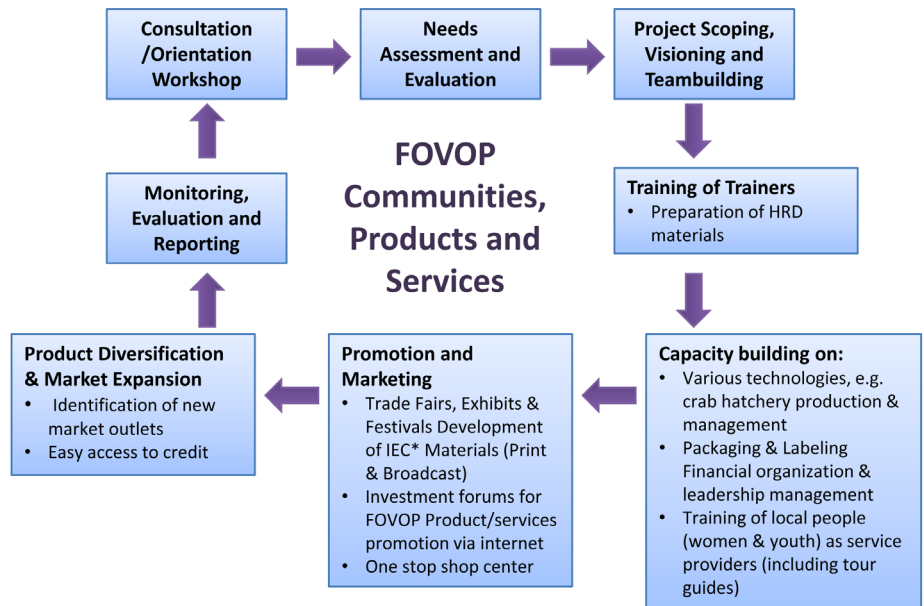
1. Identification of the national project focal point, finalizing the Project Activity Proposals, conducting HRD activities where necessary, providing inputs (in kind and financial), revising and translating the HRD tools and materials, submission of country reports on HRD activities (technical and financial); and the proposed time frame.

2. Since most of the activities proposed by the respective countries are related to human resources development, some of the HRD requirements of the FOVOP activities may be coordinated with the SEAFDEC Fisheries HRD Program for Poverty Alleviation.

3. The Regional Strategy for the Promotion of FOVOP in the ASEAN Region and Potential FOVOP Products and Services in the ASEAN Region should be translated into the respective national languages to be used as FOVOP HRD materials for the government awareness building. In addition, more detailed country proposals for each community would be used as materials for the promotional works of the FOVOP activities.

4. The translated documents should be promoted to appropriate government officials for their awareness building on the FOVOP activities and related future actions. Each Member Country should organize grassroots consultations promoting the FOVOP activities in a short-term and simple manner using the Country Proposals on the Promotion of FOVOP as reference, specifically the particular products and services.

While agreeing on the Roles and Responsibilities of Parties Concerned in the Promotion of FOVOP, the HRD Workshop identified the various prerequisites including preparatory work/promotional work/support services from the government and other sectors as well as from the fisheries groups/communities for the physical development of FOVOP. In this connection, internal communication from the nominated national focal point within respective Member Countries and good coordination and collaboration from the Member Countries with SEAFDEC should also be enhanced for the effective implementation of the project activities. Specifically, SEAFDEC will be responsible in supporting the development and promotion of FOVOP by providing certain amount of budget for the organization of local HRD workshop/activities by the participating countries. The Participating Countries through their respective fisheries agencies are expected to provide in-kind support and some financial inputs for the implementation of FOVOP. The countries are also expected to finalize their respective Project Activities Proposal and to provide local support coordination in the organization of local HRD workshops/activities. The



Remarks  
\* Information, Education and Communication

Figure 1: Mechanism to Promote Implementation of FOVOP at Community Level

countries should provide their respective National Project Focal Points to coordinate in the organization of the local HRD workshops/activities and with SEAFDEC.

Since the FOVOP project is envisaged to activate the economic activities by selecting “One Unique Product” in the ASEAN countries in a systematic way, the selection of fisheries communities as country activities should consider the availability of group activities, resources, techniques, uniqueness of products and services, and economic status of communities. Lessons learned from successful country activities could be duplicated to other areas where applicable, as has been done in the implementation of the OVOP movement in Japan.

For the HRD workshops and activities, the countries are expected to translate the HRD materials into their respective national languages and provide when necessary, the services of interpreters. Based on the progress and development of the country’s HRD activities or case studies, the HRD materials could be revised and updated. The report on the outcome of the HRD activities and/or case studies should be submitted to SEAFDEC by the respective National Project Focal Points.

As the time frame for the FOVOP Project is 24 months starting from November 2007, it is expected that all activities with SEAFDEC involvement would be completed by October 2009. However, after the implementation of the FOVOP project activities, each country is expected to continue promoting FOVOP activities utilizing the country’s resources in the long run. The results of the regular monitoring and promotional works should be reported to SEAFDEC for the development of a regional network of FOVOP activities.

