
Intern Summary

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Internship/Thesis Research title:

Impact assessment livelihoods for coastal communities Fair Trade USA – Capture Fisheries Standard (FT CPFS) handline yellowfin tuna in the Moluccas baseline study

Introduction:

The Fair Trade Capture Fisheries Standards (FT CFS) were developed in 2013 by FT USA “in order to provide access to the Fair Trade market for the many small-scale fishers and their communities that rely on fishing for livelihoods. FT USA aims to provide the opportunity for fishers to demonstrate the core elements of Fair Trade in their practices, while helping them to partner with a Fair Trade Certified Market Access Partner (MAP) to commercialize their product.”

In cooperation with MDPI, FT USA started a pilot project in October 2013 to implement the FT CFS in Assilulu (on Ambon Island) and Waipure (on Buru Island), in the Moluccas (‘FT certification’). In order to gain an understanding of what impacts, if any, the implementation of this FT Standard has on a community, a Baseline Study (BS) needed to be conducted.

Main objectives:

- This Baseline Study was conducted to identify and determine realistic and measurable Key Performance Indicators (KPIs) with which the impact of this FT CFS program (FT certification) on the participating fishing communities in Waipure (Buru Island) and in Assilulu (Ambon Island), both part of the Moluccas, Indonesia can be measured. The study will be used as the starting point for the impact assessment with the intent to capture the changes that are happening at the fishery level, and for the fishermen involved in this pilot project
- The study “should focus on aspects of the current awareness, knowledge, attitude and practices (AKAP) of the population on selected topics in the 2 selected communities” (FAO, 2004).
- Besides determining KPIs, it was also desirable to learn from the communities if their expectations from the FT CFS program complied with the potential of

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the program or if the expectations of the community had been set too high to fall within the scope of the program.

Methods:

The methodology applied in this baseline study is the 'Theory of Change', used by Fair Trade USA as an approach for planning, participation and evaluation of social change projects. It is combined with the participatory approach mentioned in FAO Technical Paper #364 (Maine et al., 1996), which is in accordance with MDPI's approach of participatory cooperation with fishing communities.

The main means of verifications or data sources were FT registered fishermen, suppliers and MDPI. Since this process was intended to be participatory, it was decided to exclude suppliers as much as possible, in the first instance, to avoid supplier-domination.

Registered FT fishermen were invited to a Focus Group Discussion (FGD), thus where 'a group of people (from around 4 to 12) are asked questions about their experiences and opinions on particular topics'. The FGD was supposed to represent the opinion of the FT-focused fishing community, consisting of the Fishing Association (FA) members (chair, secretary, treasurer, coordinator for each of the different villages involved in this specific FA), and a fisherman's wife), called the FA Baseline team. The KPIs were planned to be discussed in several rounds with MDPI before as well as after discussing them in the field with the FT registered fishermen, in order to adjust them to capture fisheries.

To complete and verify the FGD baseline data, a second data collection round was planned to be retrieved by means of an individual conducted structured questionnaire. A statistically relevant portion of the FT registered fishermen was intended to be interviewed about all four key impact areas, while a smaller part of the community, taking gender, age, position in the community and relationship to the fishery into account, was planned to be questioned mainly about the 'community and individual well-being' topic.

The selection of people to approach to interview was done by the researcher in consultation with the FA and MDPI's Field Site Manager, meaning 10 – 15% (* see table 1) of the total FT registered fisher men per village would have to be

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interviewed, and a certain number of community members, to be determined after consulting the FA, with a structured questionnaire, with a maximum duration of one hour.

Table 1. Data collection in two pilot fishing sites. FA= Fishing Association, FA BS-team = FA Baseline team, SQ = structured questionnaire; FGD = Focus Group Discussion; OM = operation manager; FM = field manager; RS = researcher

Field site	#Fisher- men	Supplier	# of SQs (10- 15%)*	Data Collec- tion	FA BS- team	Data Collec- tion	Resources + Skills
Ambon							
Assilulu FA							
Tuna lestari	57	Pak Nyong Chan	(6-)9	SQ	1	FGD1+ FGD 2	OM + FM + English + Bahasa
Tuna sejahtra	22	Pak Salwa	(3-)5	SQ	1	FGD1+ FGD 2	OM + FM + English + Bahasa
Sinar asia	17	Pak Haji Sinar	(2-)3	SQ	1	FGD1+ FGD 2	OM + FM + English + Bahasa
Total	97		(11-)17		3		
Buru FA							
Wailiang							
Not yet FT registered	(32)	Pak Hayon +Pak Hayen	-	-	-	-	-
Waipure							
Wamrugut tuna bersatu	20	Pak Tony	(2-)3		1	FGD1+ FGD 2	OM + FM + English+Bahas a
Total	20		(2-)3		1		

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Results, discussion and conclusions:

FT USA defined 'income sustainability', 'community and individual well-being', 'empowerment' and 'environmental sustainability' as the key impact areas, or key outcomes, or goals, of FT Agricultural certification. In this study, KPIs were determined for those four goals by adjusting FT USA's Agricultural KPIs to KPIs, suitable for Capture Fisheries. MDPI had several internal discussions about the KPIs, and external discussions, i.e. with the fishermen in the FT pilot project sites Waipure and in Assilulu. After discussing the KPIs in the field there was an internal MDPI discussion 'about the number of indicators and the way in which the necessary data could be collected: the more indicators, the more data that needs to be collected and processed.' It was recommended that "FT might consider working with a FT facilitator during data collection. Another way to decrease pressure on field site managers during data collecting, FT USA /MDPI might decide to work with Taro Works, time saving and easily accessible software for data collection. To prevent electricity constraints in the fishing villages, FT USA might need to include power banks with the hardware (tablets) too". With these recommendations about the determination of the KPIs and data collection, the first two goals of this assignment were achieved: realistic, measurable KPIs, focussed on the current awareness, knowledge, attitude and practices (AKAP) of the population on four Key Outcomes in the two selected communities have been established.

The field research gave us the opportunity to check the expectations of the FT CFS within the fishermen communities. They were quite optimistic and hopeful, but also expecting to get everything for free, as if they were working for MDPI, instead of working together with MDPI / FT USA. Therefore, the Operation Manager, being part of the research team, started both FGD meetings with informing the Fishermen again about the FT CPS, its outcomes and the expected contribution and own responsibilities of the fishermen.

This might have been caused by a well-known and repeated problem for MDPI, which became clear during the fieldwork, especially in Assilulu, namely, "the attention capacity of the fishermen: agreed to work with the FT Compliance Criteria in December 2013, forgotten already about the content of the program some four months later". The advice was to discuss with the fishermen more often about the FT concept, for example by creating a visible FT CF Corner in MDPI's offices in Waipure and in Assilulu with CF posters and leaflets from FT USA, instead of the

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coffee poster currently used to explain the FT process in the supply chain, and an FT Newsletter or short movies, but also info about ETP species, all in in Bahasa Indonesia instead of English. Furthermore, “to partly decrease the fishermen’s and suppliers’ expectations, FT USA / MDPI might consider to invest in trainings for the FA (meeting skills, negotiation skills), or English course for the Community”.



Follow-up steps for MDPI

- Make the distinction between MDPI and Fair Trade clear
- Make it clear what is expected of the fishermen and what are the limitations of MDPI and Fair Trade
- Invest in training workshops for the fishermen to build their capacity, required for achieving Fair Trade certification