
The *fishSAFE* 2025 BIP Intervention Program



The FISH Safety Foundation

www.fishsafety.org

+64 27 7333 611

eric.holliday@fishsafety.org

The **FISH Safety Foundation** is an international non-profit organisation dedicated to improving safety outcomes in the commercial fishing industry. We are committed to providing relevant practical education, access to resources and promoting a positive safety culture.

EXECUTIVE SUMMARY

Lloyd's Register Foundation (LRF) hosted an exploratory meeting on 19 and 20 March 2018 in London to investigate and discuss ways to reduce the unacceptably high injury and fatality rates in the commercial fishing industry. Whilst safety in the fishing industry is an international problem, it was the opinion of the expert group that attention should be initially focused on fishing communities in the under-developed regions of the world, particularly in Bangladesh, Indonesia and the Philippines (collectively referred to as the BIP countries).

The meeting delegates acknowledged early on in their discussion that there was much that was unknown. Formal government figures and statistics on fatalities, injuries, occupational ill-health and vessel losses often don't exist. Anecdotal evidence suggests that these figures are high, but without official (or industry) figures, these could not be substantiated. Clearly substantial initial investigatory work is required. After extensive deliberation, the expert group agreed that a Pilot Project in the Philippines should be considered in the first instance.

The **FISH Safety Foundation** agrees with this finding and recommendation and has developed a phased intervention plan (**fishSAFE 2025**) in response to this – we now wish to present this to Lloyd's Register Foundation for consideration. This document will outline our proposed approach, and also confirm our willingness to project manage this intervention for LRF.

THE FISHING INDUSTRY IN THE PHILIPPINES

In 2012, the Philippines ranked among the major fish producing countries in the world with a total production of 3.1 million tonnes of fish, crustaceans, molluscs and other aquatic animals. Of this, aquaculture contributed some 25 percent to the total fish production. Much of its production is consumed locally with per capita fish consumption amounting to 32.7 kg in 2011. In addition, the Philippines is the world's third largest producer of farmed seaweeds with a production of 1.8 million tonnes in 2012.

It is estimated that there are more than 360 000 vessels involved in the fishing industry in the Philippines. There are about 1 614 000 fishers involved in municipal waters extending up to 15 km offshore, while 16 500 fishers are involved in commercial fishing operations in waters beyond 15 km.



The fishSAFE 2025 BIP Intervention Program

THE ISSUE

As indicated, the first problem is that we simply don't have enough information to determine the numbers of accidents, fatalities and vessel losses in the targeted BIP Countries. What can be accepted however, is that internationally, fishermen die as a result of:

- **an accident to the vessel:** i.e. the vessel itself may be lost – generally *multiple fatalities* [estimated 80% of fatalities],
- **an accident on the vessel:** an occupational safety event – generally a *single fatality* event [estimated 20% of fatalities],
and additionally,
- **ill-health due to working at sea:** [anecdotally, occupational health issues may cause more fatalities than accidents themselves]

The **FISH Safety Foundation** believes a focus then on the top 7 risks in the commercial fishing industry would provide a solid starting point and our intervention efforts will concentrate on tackling these issues. These are:

- 2 Vessel Risks:
 - Vessel losses through sinking
 - Vessel losses through fire
- 5 Occupational Risks:
 - Crew fatalities through being lost overboard
 - Crew fatalities / serious injury through entanglement in machinery
 - Crew fatalities / serious injury in enclosed spaces
 - Crew fatalities / serious injury as a result of slips, trips and falls
 - Fatalities / serious occupational health outcomes from being at sea



The **Foundation** believes in empowering communities to manage their own safety programs. We will actively engage and work with the affected community to provide guidance, direction, information and plan of action, but ultimately the ownership must rest with the industry itself.

This proposal will outline the proposed intervention program in the Philippines initially, expanding to Indonesia and Bangladesh.

The FISH Safety Foundation

The **FISH Safety Foundation** is an international non-profit organisation dedicated to improving safety outcomes in the commercial fishing industry. We are committed to providing relevant practical education, access to resources and promoting a positive safety culture.

* See [Supporting Document 1 \(Organisational Overview\)](#) for more information

Our Mission Statement

The **FISH Safety Foundation** will take the global lead in promoting safety strategies to reduce vessel losses, fatalities, injury and ill-health events in the fishing industry by:

- Collaborating with all industry participants – from Governments to Fishers;
- Developing, and sharing best practice safety standards;
- Targeting risk, and risk-taking behaviour;
- Providing independent safety advisory and training services;
- Disseminating safety information to all; and
- Facilitating safety solutions at strategic and operational levels.

Our Operating Philosophy

We promote safety by actively engaging with, educating and empowering fishing organisations, communities and individuals to measurably improve their safety standards, practices and outcomes.



OBJECTIVES

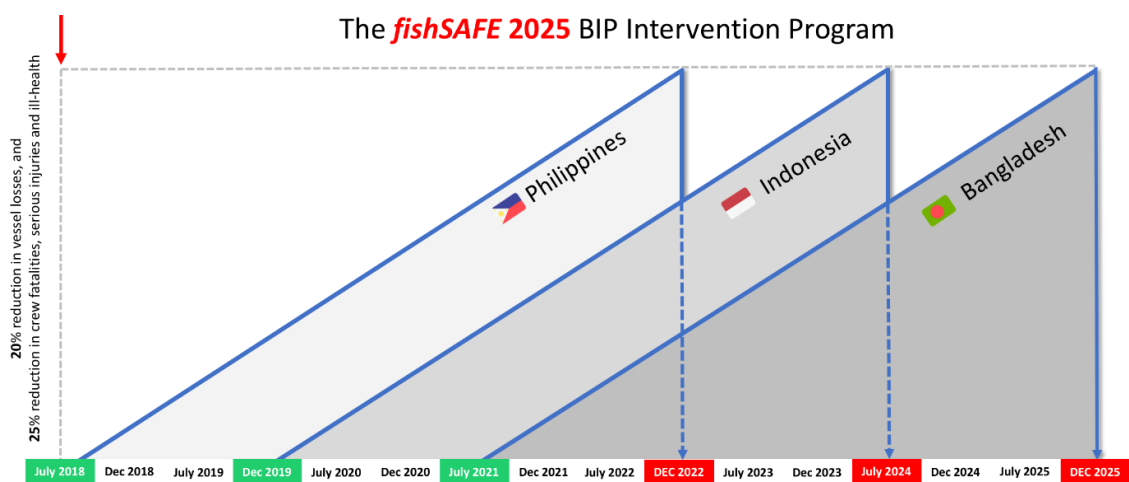
The “**fishSAFE 2025**” campaign is proposed to improve the safety outcomes for participants in the fishing industry in the BIP countries – shown by a **20%** reduction in vessel losses, and a **25%** reduction in crew fatalities, serious injuries and ill-health, by the end of **2025**.

FULL IMPLEMENTATION PLAN

We are proposing a phased 90-month intervention, starting July 2018, running to December 2025, with the Philippines as the Pilot Project, and Indonesia and Bangladesh following as illustrated.

- **Phase 1 Pilot (Philippines)** starts in July 2018, and is set to run for 4.5 years (to December 2022).
- **Phase 2 (Indonesia)** starts 18 months after Pilot launch (December 2019 / January 2020), and runs for 4.5 years (target date July 2024).
- **Phase 3 (Bangladesh)** starts 36 months after pilot launch (July 2021), and runs for 4.5 years (target date December 2025).

Targets for all 3 countries set at **20 / 25** reductions as discussed. At the completion of each phase, the program needs to be self-sustaining, and self-managed, with target reductions maintained, and new targets set for further reduction. The **FISH Safety Foundation** will continue to act as Advisors and Mentors, but ownership should reside with the relevant National Industry.



* See Annex 1 for full-page diagram

PHASE 1: INITIAL PLAN OF ACTION

The immediate Plan of Action (6 months to December 2018) for the Pilot includes the following:

- Trip to Cebu, to meet with Andrew Aznar
- Set up an office in Cebu. [Agreement in principle has been reached with the Admiral Aznar Academy (see: <http://www.aaamti.org/>, also the “Headway Seacrest Group” <https://www.hsgi.com.ph/>) This will provide a good base to work from in this country]
- Start planning for fishing safety school as part of AAA
- Initial investigation / survey on the ground
- Start detailed desk-top study of issues in the Philippines
- Arrange official Government meetings – introduce **FISH**
- “Meet and greet” as many in fishing community as possible
- Start search for safety champions

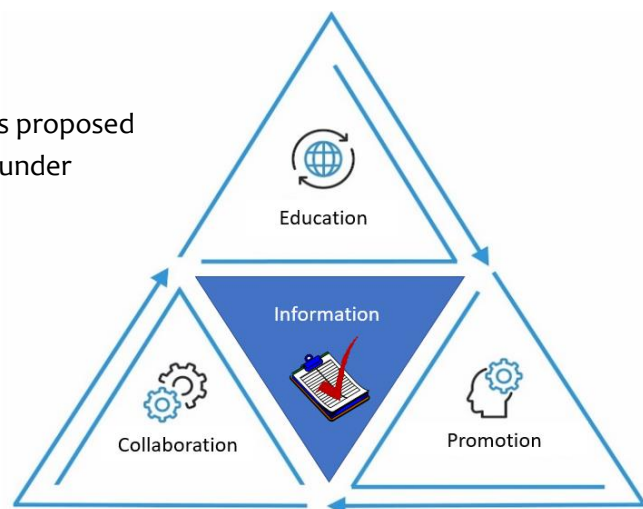


OUTPUTS

Implementation Outline

In order to meet the objective set above, it is proposed that the following outputs be implemented under these 4 broad headings:

- Information
- Education
- Promotion; and
- Collaboration



Information

Information is the starting point in any program. Without adequate information on the size, scale and specifics of the problem, effective intervention is impossible. Our program will therefore start with research, broadly as follows:

- Undertake a full, comprehensive study to determine scale and scope of problem:
 - Undertake local investigations / undertake surveys, to identify local risks / issues
 - Identify stakeholders
 - Identify value added solutions with input of local fishers, communities
 - Investigate design / maintenance issues
 - Establish a baseline of data
 - Number and frequency rates of vessel losses
 - Number and frequency rates of fatalities / serious injuries
 - Confirm the assumptions on top risks in fishing
 - Identify networks / sources / channels of information (present and future)
 - safety champions
 - Allied fishing organisations
 - Family / community groups
- Build up an industry-focused **Body of Knowledge (BoK)**** for fishing, using the **crewSAFE Program***** (a practical, risk-based fishing industry Safety Management Program) to form the framework of the program
- Develop a confidential and trusted incident reporting portal and accompanying database / information management program (**FISHER******) to promote ongoing information input into the BoK
- Provide information back to industry:
 - Focus on the top 7 risks defined earlier, and the requirements of the ILO *Work in Fishing Convention*
 - Develop easily understood, practical Standards
 - Provide information on targeted risks
 - Assist with implementation and training
 - Introduce recognition / incentive program to reward effort
- Undertake Research and Development into possible hardware / technological solutions:
 - Focus on preventing sinking
 - Identify weaknesses in current designs
 - Explore new designs and materials
 - Consider retrofit solutions
 - Promote best practice for maintenance
 - Consider increasing the use of technology in SAR program

** See [Supporting Document 2 \(crewSAFE BoK Resource\)](#) for more information

*** See [Supporting Documents 3 and 5 \(crewSAFE Program\)](#) for more information

**** See [Supporting Document 4 \(FISHER Project\)](#) for more information

Education

While information and knowledge is crucial, by itself it will be of limited value unless used, and the lessons learnt passed on to industry participants. We propose the following:

- Build e-Communities as platform for education and communication purposes
- Actively *share the lessons* learned in other more advanced sectors of the industry, as well as in allied industries (transport, maritime, etc), with the target market.
- Create eLearning/communication Platform
 - Use best educational ‘best-practice’ technology
 - Expand the *fit-to-FISH* and *Fishing Alert!* Programs *(see [Supporting Document 1](#))
 - Initially populate with existing material (there’s a lot available)
 - Focus on risk education and communication
 - Aimed at:
 - Fishers
 - Communities (families, church, schools etc..)
 - Local regulators
 - Designers, builders, maintainers, repairers, etc..
- Develop local trainers in the affected communities:
 - Run “train-the-trainer” sessions
 - Develop training material
 - Support these trainers (access to full Body of Knowledge [BoK] database)
- Provide information in a manner that works best for the target audience:
 - Visuals (posters, etc) and comic book format
 - In local language as needed
 - Using local “safety champions”

Promotion

The **FISH Safety Foundation** actively promotes safety in a number of ways – see our [Supporting Document 1 \(Organisational Overview\)](#) for more information on these initiatives.

- Providing participants with system material (in effect making the intangible safety concepts tangible...) helps with understanding, promotion and implementation. We will redevelop as necessary our practical, risk-based Safety Management Program (the **crewSAFE Program**) to form the basis of the program – and focus on the top 7 risks outlined above, as well as the requirements of the ILO *Work in Fishing Convention* and the *Cape Town Agreement*. Actions here will include:
 - Setting easily understood, practical standards
 - Assisting with implementation and training
 - Able to be audited and measured
 - Recognition / incentive program to reward effort

- Material customised for individual vessels / fleets:
 - Registers, checklists, etc
 - Hazard / Risk Register
 - Information sheets
 - Employee Handbooks
 - Appointment forms
 - Accident Reporting and Investigation forms
- There are a number of promotional / marketing options available:
 - Direct approach to existing Industry contacts
 - Social-media marketing to a wide range of industry participants
 - Direct marketing to Fishing Companies
 - Papers / articles / editorials in Industry publications
 - Newsletters
 - Conference Presentations
 - Tradeshows / exhibitions
 - Development & Marketing of promotional / incentive products & material:
 - T-shirts
 - Posters
 - Booklets
 - Board Games
 - Videos
 - Guides
 - Stickers
 - Cards
 - Mugs, etc
 - Comics / “Graphic Novels”
 - Mirrors with safety message
 - Calendars (with theme of the month, etc)



Collaboration

We will actively work with the local fishing industry and establish an office in Cebu. [See note earlier on agreement in principle to work with the Admiral Aznar Academy]

- Undertake targeted interventions locally with fishing communities / companies
 - Onsite advisory sessions
 - Occupational Health promotion in fishing communities
 - Local conferences
 - Informal (targeted) meetings with industry participants
 - Online / social media focus
 - Provide ‘interesting’ info to make site attractive (news, etc...)
 - Promote the platform as a tool for communities i.e. local education, safety meetings, local meetings

- Identify networks / sources / channels for continued information transfer
 - “safety champions”
 - Allied fishing organisations
 - Family / community groups
- Create pathways for Professional Development and Recognition through The Nautical Institute (certificates, diplomas, etc..)
- Illustrate what ‘good’ looks like – actively promote best practice
- Promote occupational health and ‘wellness’ in the Industry
- Incorporate incentives for engagement
- Set up an international fishing and safety equipment recycling program – the **re-FISH Program** – gifting equipment and gear from fisheries in the West to their counterparts in the less-developed regions of the World *(see [Supporting Document 1](#))
- Engage with the insurance industry where applicable

OUTCOMES

The interventions outlined above are focused on changing the culture and practice in the commercial fishing industry in the targeted BIP countries. This is clearly a medium-to-long-term intervention, and it is suggested that a targeted 8-year program (2018 to 2025) be implemented for the whole program, with shorter 4.5-year programs set for each individual country. Success for each of the 3 separate national interventions (and for the total program) can then be measured against the baseline established earlier – the defined targets being:

- 20% reduction in vessel losses, and
- 25% reduction in crew fatalities, serious injuries and ill-health

by the end of the period (December 2025).

An added outcome of this program will be the ability to expand on this original BIP initiative into other fisheries requiring a similar intervention, through leveraging off the lessons learned as the program develops.



OUTCOME INDICATORS

A number of indicators will be used to measure how well the program is doing towards achieving the desired outcomes.

Lagging Indicators include	Leading Indicators Include
Number of vessels lost	Number of work-related diseases
Number of occupational accidents / serious injuries / fatalities	Number OSH-related incidents / issues reported by fishers
Incidence rate of occupational accidents / serious injuries / fatalities	Number of safety risk assessments undertaken
Severity rate of occupational accidents	Number of vessels on the risk-based crewSAFE Program
Number of work-related diseases	Number of “likes” and “follows” on various social media platforms
	Number of meaningful conversations taking place on social media
	Conference attendance numbers
	Number of safety champions / groups identified and signed on

Regular formal and informal safety culture surveys will be undertaken to measure safety cultures and practice in the defined BIP fleet.

IMPACTS

The impact of a successful intervention here will be huge – personally, socially and economically. Fishing is more than a job – it’s a vocation that ultimately supports families and whole communities. Loss of vessels and fishers (through death, injury or ill-health) impacts directly – often there is no social security, insurance, etc to act as a safety net for families and communities. Successful interventions in a particular sector of the fishing industry could pave the way for a broader, international focus.

COLLABORATION PARTNERS

The Expert Group at the March 2018 meeting in London recommended that a three phased, sequential, holistic intervention be implemented. In this regard, the following was proposed:

1. Research to (i) establish current fisher numbers and fatality rates, accident causes and risk; and (ii) an evaluation of existing initiatives.
2. Multi – stakeholder (regulators, public, fishers) training / education enhancement.
3. Application of appropriate technology, commensurate with local capability and culture.

The **FISH Safety Foundation** agrees with this approach and proposes that we project manage this intervention. In this regard, the following approach is suggested. **FISH** will undertake phase 1 & 2 (the research and training / education initiatives) and we would approach **Memorial University** (www.mun.ca) in St John's Canada to take the lead for phase 3 (technology intervention).

In terms then of our planned intervention, we have approached the following specialist organisations and have received positive support:

The Nautical Institute (www.nautinst.org) is a non-governmental organisation (NGO) with consultative status at the International Maritime Organisation (IMO). The Nautical Institute's aim is to represent seafarers' and practical maritime professionals' views at the highest level. We will work closely with the NI team and explore using NI's network / contacts to gain access in our chosen markets. We will also explore how we can provide recognition for training / professionalism.

PEW Charitable Trusts (<http://www.pewtrusts.org/en>) is an independent non-profit, non-governmental organization (NGO), founded in 1948. We will work closely with the "Ending Illegal Fishing Project" team – see <http://www.pewtrusts.org/en/projects/ending-illegal-fishing-project> in matters that have a common concern.

CHIRP Maritime (www.chirpmaritime.org) We will work closely with CHIRP especially with regards to the development of our FISHER Program, as well as actively sharing information where possible.

We have also been in discussions with the following Vancouver-based professional service providers and have got their support to provide specified services as required:

FusionWare Integration Corp. (<http://www.fwic.net>). We will contract FusionWare to develop our proposed FISHER Safety Event Reporting Program and accompanying Body of Knowledge (BoK) repository (a Safety Information Management System).

Their draft Proposal is attached as [Supporting Document 6](#)

Marine Learning Systems (www.marinels.com) Marine Learning Systems is a leading eLearning technology and services provider. Through their technology and expertise, they help operators gain visibility on crew training, improve learning outcomes, increase safety and optimize performance in maritime operations.

For more information on any aspect of this **Project Plan**, please contact:

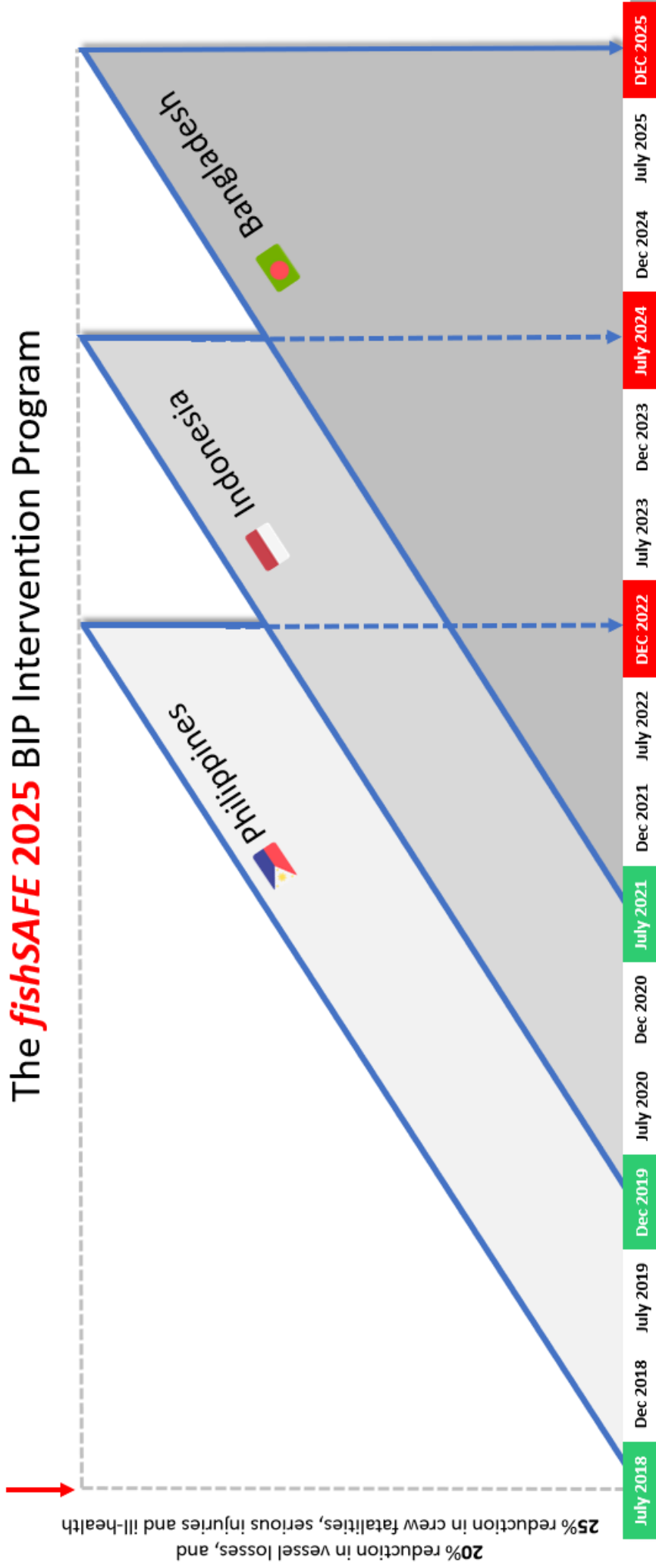
Eric Holliday

FISH Safety Foundation

eric.holliday@fishsafety.org

+64 27 7333 611

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Phased Intervention

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