



REQUEST FOR CEO ENDORSEMENT/APPROVAL

PROJECT TYPE: Medium-sized Project

THE GEF TRUST FUND

Original Submission Date: 02/19/2010

Re-submission date: 3/31/2010

Final submission date: 4/5/2010

PART I: PROJECT INFORMATION

GEFSEC PROJECT ID: 4027

GEF AGENCY PROJECT ID: 120368

COUNTRY(IES): Global

PROJECT TITLE: Global Partnership with Fisheries Industry for the Sustainability of Living Aquatic Resources

GEF AGENCY(IES): World Bank, (select), (select)

OTHER EXECUTING PARTNER(S): FAO

GEF FOCAL AREA(s): International Waters

GEF-4 STRATEGIC PROGRAM(s): IW-SP1 (see preparation guidelines section on exactly what to write)

NAME OF PARENT PROGRAM/UMBRELLA PROJECT: ALLIANCE FOR RESPONSIBLE FISHERIES

Expected Calendar (mm/dd/yy)	
Milestones	Dates
Work Program (for FSPs only)	110109
Agency Approval date	03/31/2010
Implementation Start	04/30/2010
Mid-term Evaluation (if planned)	09/30/2012
Project Closing Date	12/31/2013

A. PROJECT FRAMEWORK (Expand table as necessary)

Project Objective: To establish a framework and process to engage the fisheries industry and other stakeholders, including the LME projects and their commissions, in efforts to improve fisheries governance, advance the recovery of fish stocks and make fisheries sustainable.								
Project Components	Indicate whether Investment, TA, or STA ²	Expected Outcomes	Expected Outputs	GEF Financing ¹		Co-Financing ¹		Total (\$) c=a+ b
				(\$) a	%	(\$) b	%	

1. Stocktaking	STA	Private sector stakeholder needs, interests and opportunities identified to engage the developing country industry in a global partnership for sustainable fisheries	1.1. Fishing industry and wider stakeholders, key drivers and criteria for partnership participation identified and applied; 1.2. Comparative assessment of private-public partnerships and market led approaches for sustainable natural resource use sectors and applicability to the fishery sector determined (e.g. corporate social responsibility reporting, benchmarking, advocacy, outreach and sustainable financing); 1.3 Lessons learned and best practices for enhancing private sector involvement and mechanisms for effective industry contribution to sustainable fisheries identified and applied to partnership development.	150,000	16	740,000	84	890,000
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2. Global Partnership Building & Maintenance	TA	Global partnership established between the fishery industry and key global stakeholders for joint actions on sustainable fisheries.	2.1 Partnership Principles and Governance framework agreed 2.2 Communication Strategy 2.3 GEF-compliant Online Partnership Platform operational 2.4 Strategic Action Plan for Partnership developed and in execution (including targeted initiatives within Large Marine Ecosystems) 2.5 Effectiveness Monitoring Progr. operational	210,000	46%	250,000	54	460,000
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3. Capacity building	STA	A balanced representation of fishery industry stakeholders with the capacity to participate in the partnership	3.1 Skills and Needs Assessment for selected developing countries completed. 3.2 Capacity building packages tailored for key developing countries fishery industries, and core principles extended to developing countries through ICFA network. 3.3 Dissemination of knowledge, codes, and training materials through partner programs and GEF-consistent IW:LEARN websites and LME Projects and partner activities	180,000	29	450,000	71	630,000
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4. Improved governance action program	TA and STA	Targeted fisheries governance improvements implemented along the three axes of environmental sustainability, productivity and equitable distribution of benefits	4.1 Global standards architecture (code of good practice) and compliance for seafood certification developed and advocated by partners 4.2 Specific country/ fishery -level opportunities for industry driven fisheries governance improvements identified and applied in 12 major fisheries in at least 6 developing countries 4.3 Selected public private governance partnerships governance initiatives implemented in 4 countries, or value chains.	360,000	22	1,250,000	78	1,610,000
5. Project management				100,000	33	200,000	67	300000
Total Project Costs				1,000,000		2,890,000		3890000

¹ List the \$ by project components. The percentage is the share of GEF and Co-financing respectively of the total amount for the component.

² TA = Technical Assistance; STA = Scientific & Technical Analysis.

B. SOURCES OF CONFIRMED CO-FINANCING FOR THE PROJECT (expand the table line items as necessary)

<i>Name of Co-financier (source)</i>	<i>Classification</i>	<i>Type</i>	<i>Project</i>	<i>%*</i>
DFID	Bilat. Agency	Grant	100,000	3
ICEIDA	Bilat. Agency	Grant	120,000	4
GTZ	Bilat. Agency	Grant	300,000	10
FAO	Multilat. Agency	(select)	320,000	11
World Bank DGF	Multilat. Agency	Grant	1,000,000	35
World Bank PROFISH	Multilat. Agency	Grant	380,000	13
World Bank Bank Budget	Multilat. Agency	Grant	600,000	21
ICFA	NGO	(select)	60,000	2
OECD	Multilat. Agency	Grant	100,000	0.3
Total Co-financing			2,890,000	100%

* Percentage of each co-financier's contribution at CEO endorsement to total co-financing.

C. FINANCING PLAN SUMMARY FOR THE PROJECT (\$)

	<i>Project Preparation a</i>	<i>Project b</i>	<i>Total c = a + b</i>	<i>Agency Fee</i>	<i>For comparison: GEF and Co-financing at PIF</i>
GEF financing	100,000	1,000,000	1,100,000	100,000	1,100,000
Co-financing	175,000	2,890,000	2,890,000		2,890,000
Total	235000	3,890,000	3,890,000	100000	3,990,000

D. GEF RESOURCES REQUESTED BY AGENCY(IES), FOCAL AREA(S) AND COUNTRY(IES)¹

<i>GEF Agency</i>	<i>Focal Area</i>	<i>Country Name/ Global</i>	<i>(in \$)</i>		
			<i>Project (a)</i>	<i>Agency Fee (b)²</i>	<i>Total c=a+b</i>
World Bank	International W	Global	1,000,000	100,000	1,100,000
(select)	(select)				
(select)	(select)				
Total GEF Resources			1,000,000	100,000	1,100,000

¹ No need to provide information for this table if it is a single focal area, single country and single GEF Agency project.

² Relates to the project and any previous project preparation funding that have been provided and for which no Agency fee has been requested from Trustee.

E. CONSULTANTS WORKING FOR TECHNICAL ASSISTANCE COMPONENTS:

<i>Component</i>	<i>Estimated person weeks</i>	<i>GEF amount(\$)</i>	<i>Co-financing (\$)</i>	<i>Project total (\$)</i>
Local consultants*	190	290,000	375,700	665,700
International consultants*	90	320,000	953,700	1,273,700
Total	280	610,000	1,329,400	1,939,400

* Details to be provided in Annex C.

F. PROJECT MANAGEMENT BUDGET/COST

<i>Cost Items</i>	<i>Total Estimated person weeks/months</i>	<i>GEF amount (\$)</i>	<i>Co-financing (\$)</i>	<i>Project total (\$)</i>
Local consultants*	190	290,000	375,700	665,700
International consultants*	90	320,000	953,700	1,273,700
Office facilities, equipment, vehicles and communications*		120,000	144,500	264,500
Travel*		110,000	144,500	254,500
Others**		160,000	260,100	420,100
Other in-kind support		0	289,000	289,000
Total		1,000,000	2,890,000	3,890,000

* Details to be provided in Annex C. ** For others, it has to clearly specify what type of expenses here in a footnote.

G. DOES THE PROJECT INCLUDE A “NON-GRANT” INSTRUMENT? yes ☐ no ☒

(If non-grant instruments are used, provide in Annex E an indicative calendar of expected reflows to your agency and to the GEF Trust Fund).

H. DESCRIBE THE BUDGETED M & E PLAN:

1. Reporting (narrative and accounting). The Executing Agency will be required to furnish an interim activities report not later than 45 days after the end of each half year summarizing the activities funded. The reports will: (a) specify the activities, results, milestones, deliverables and issues in relation to the expenditures and the work program agreed by the ALLFISH Steering Committee; (b) report on results, including whether or not the milestones and the results framework targets (see Indicators below) have been met; (c) provide explanations of any variations; (d) report on any problems or issues either current or in the foreseeable future; and (e) describe what actions have been or may be taken to overcome such problems. The Executing Agency will be required to furnish interim unaudited financial reports for the funded activities to the Bank not later than 45 days after the end of each half year, in form and substance satisfactory to the Bank. Auditing arrangements will be subject to the MoU between FAO and the Bank.

2. Process. The ALLFISH Steering Committee has a regular monthly meeting and the Secretariat reports on a quarterly basis. Unaudited accounts are provided on a 6-monthly basis in accordance with the DGF grant agreement requirements. ARD monitors overall Partnership achievements and progress using the baselines established under the DGF grand component (there are specific baselines and target values for each component) and in accordance with World Bank financial monitoring. Similar reporting procedures will be applied to the activities funded under the proposed GEF grant. In addition to the World Bank M&E requirements, the GEF IW tracking tools will be used.

3. Indicators, baselines and targets.

- Indicator 1. Building the Partnership. Responsible fishing industry organizations creating incentives for sustainable fisheries in selected developing countries and along the value chain. Baseline Value: (i) Few/ no such organizations in developing countries as opposed to developed countries. (ii) None (0) of the world's small-scale fishers are currently represented by ICFA Partners, or their immediate associates (baseline membership 13 OECD). Target value (02-Jan-2012): Balanced representation of developed and developing country fisher organizations in ALLFISH (with a focus on small-scale organizations) Progress to date: 5 developing countries industry associations involved.

- Indicator 2 Codes of Conduct. Assisting developing countries in promoting sustainable fisheries through Codes of Conduct. Baseline Value: (i) Few OECD industry associations have fishing industry codes of conduct; (ii) No developing countries have fishing industry codes of conduct. Target Values (02-Jan-2012). : (i) ICFA members adopt a code of conduct; (ii) 3 developing countries fishing industry associations have adopted a Code of Conduct.

- Indicator 3. Building sustainable value chains and certification of sustainable fisheries. (i) Building sustainable value chains in international seafood trade between partners in developing and developed countries and (ii) assisting selected developing country producers to achieve certification as sustainable seafood. Baseline Value: (i) less than 5% of global fish production is under sustainable certification schemes; (ii) no developing country fishery

certified sustainable. Target Values (02-Jan-2012): (i) Certification benchmarks for sustainable seafood available, disseminated and used (ii) At least 4 developing country fisheries certified sustainable. [Note: As many developing country fisheries are depleted, it will take time to rebuild fish stocks and achieve certification. A previous indicator (sustainable benefits from increased fish wealth are distributed along value chain) although considered a desirable impact, is not considered to be measurable during the three year period].

4. Independent Review. Following the exit of the Partnership from grant financing, the results of an independent evaluation of ALLFISH, in form and substance satisfactory to the Bank and by an entity satisfactory to the Bank will be made available to the GEF. A sum of \$50,000 will be allocated from the DGF FY2011 budget to undertake this evaluation which is anticipated to embrace the entire suite of ALLFISH activities including those financed under the proposed GEF grant. An internal quality assessment (QAG – ‘quality at entry’ review) has already been carried out on the DGF component of the project with favorable results.

PART II: PROJECT JUSTIFICATION: In addition to the following questions, please ensure that the project design incorporates key GEF operational principles, including sustainability of global environmental benefits, institutional continuity and replicability, keeping in mind that these principles will be monitored rigorously in the annual Project Implementation Review and other Review stages.

A. STATE THE ISSUE, HOW THE PROJECT SEEKS TO ADDRESS IT, AND THE EXPECTED GLOBAL ENVIRONMENTAL BENEFITS TO BE DELIVERED:

A. Issue.

The overarching issue is the need to improve fisheries governance, particularly within developing countries, to advance the recovery of fish stocks and protection of biodiversity and to make fisheries sustainable at global, regional and national levels. A responsible fishery industry is seen as a fundamental requirement to achieve this goal, where the ‘industry’ is defined in a broad sense, as embracing the entire value chain ‘from net to plate’ and including freshwater fisheries and aquaculture.

B. Expected Global Environmental Benefits.

The project will deliver a tangible global benefit in the form of a responsible global fishery industry which is seen as a fundamental requirement to achieve this goal (improved fisheries governance), where the industry' is defined in a broad sense, as embracing the entire value chain ‘from net to plate’ and including freshwater fisheries and aquaculture. More specifically: (i) codes of conduct and corporate social responsibility for the seafood industry will be established by building consensus at global, national and regional levels; (ii) developing country fisheries will move towards certification for sustainability along value chains in terms of a triple bottom line of environmental, and economic and social benefits defined by industry for industry.

C. How the project will deliver the benefits.

1. The proposed MSP will build on a range of ongoing stakeholder initiatives and best practices in global partnerships in the fisheries and other natural resources sectors to engage the fishing industry in an Alliance for Sustainable Fisheries with particular emphasis on developing countries and sustainable value chains for food fish products. The Alliance (ALLFISH) has already been established and is in its startup phase. The International Coalition of Fisheries Associations (ICFA) has been selected as the Secretariat and recipient of a \$1 million DGF grant. ICFA is a coalition of the national fish and seafood industry trade associations from the world’s major fishing nations representing countries producing over 70% of the world’s fish. ICFA also offers linkages to major seafood buyers including supermarket chains. ALLFISH will extend the ICFA network to developing countries, develop and promote codes of industry conduct both in developing and developed countries; and foster stakeholders and foster sustainable ‘south-north’ seafood value chains and equitable trade.

2. Through ICFA, ALLFISH already represents development agencies, fish-workers’ organizations, vessel owners, processors, aquaculture companies and feed manufacturers, marketing and retail businesses, including wholesalers, retailers, restaurateurs and supermarkets, and agencies mandated to promote sustainable development and conservation of living aquatic resources and their ecosystems. The project will help balance the strong developed country representation with greater developing country representation and greater engagement by organizations of small producers (both fishers and fish farmers).

3. The project is framed in the context of the livelihoods of over three quarters of a billion people worldwide that depend on the fisheries sector. Fish is the primary source of animal protein for over 1 billion people and while catches from the depleted wild fish stocks have remained stagnant, global trade in fish products has increased to over \$86 billion. Aquaculture, growing at almost 9% per year, now provides almost half of the global fish food supply, but sustainable aquaculture faces increasing environmental challenges. Fishing and aquaculture accounts for over 10% of GDP in many developing countries, unsustainable fishing remains the single greatest threat to marine biodiversity, depletion of fish stocks is a primary threat to marine environment, and undermines resilience to climate change. As almost 40% of global fish production enters international trade, fish has a greater transboundary footprint than any other food or agricultural commodity.

4. More specifically, the project will (i) underpin and foster a process to increase industry responsibility, accountability and transparency; (ii) encourage the wider adoption of the precautionary principle and an ecosystem approach to fisheries; (iii) consolidate efforts to combat corruption in the sector; and (iv) promote measures to eliminate illicit fish from value chains. The proposed MSP will establish a dialogue between a balanced set of developing and developed country industry stakeholders to identify and advance best practices in private sector and market led solutions to improve governance and sustainability. This process will establish the functional framework for ALLFISH operations and apply to specific fisheries in selected countries, to specific large marine ecosystems (LMEs) and specific international (fresh)waters.

5. The proposed MSP will achieve the project objective through the following project activities and components:

(i) Stocktaking activities: The activity will extend and consolidate the stocktaking and partnership evaluation efforts initiated during the project preparation and establishment of ALLFISH. The key drivers and core concerns for industry partner associations and criteria for participation in ALLFISH activities will be identified through consultation with key stakeholder groups (e.g. the International Collective in Support of Fishworkers (ICSF), Vietnam Association of Seafood Exporters and Producers (VASEP); International Federation of Agricultural Producers (IFAP), and tuna industry groups in the Pacific Islands region). Comparative analysis of initiatives to improve corporate social responsibility (CSR), transparency and accountability within other sectors (such as EITI, the GRI, fisheries ecolabelling schemes and fair-trade schemes) and other market-led approaches will extract best-practice lessons and synergies of functional application to the fisheries industry. This component will also draw on current consensus on global best practice (e.g. outputs of the High Seas Task Force, criteria used by the Marine Stewardship Council); companion work on political economy of fisheries reform pursued by the World Bank's PROFISH partnership and OECD and will capture and utilize lessons learned from ongoing GEF-funded LME initiatives. This baseline work will distill not only the lessons on institutional and policy arrangements for environmental sustainability, but also the complementary requirements for efficient and profitable seafood production and equity in the distribution of the benefits along domestic and international value chains with particular reference to small-scale producers.

(ii) Global Partnership Building and Maintenance: Through the ALLFISH partnership, the project will manage global dialogue on the pro-active role of a responsible private sector in moving towards responsible fisheries. The GEF financing will ensure balanced developing country representation in ALLFISH facilitate engagement of developing country fisheries in building sustainable value chains and spawn public-private sustainable fisheries initiatives at country-level. The project will create a comprehensive communication strategy with an online GEF IW:LEARN compliant partnership presence. It will facilitate a financing plan to ensure the sustainability of the partnership. Although not specifically included as co-financing for this initiative, it is anticipated that the project enable greater developing country engagement in the WWF Aquaculture Dialogues and Seafood Roundtable initiative funded by the Walton Foundation.

(iii) Partnership Capacity Building: The third part of the MSP will focus on enhancing the knowledge, skills and capacity of stakeholders from developing countries to participate in the partnership process and to build a representative voice and action program(s) for a responsible fishing industry at national and international levels. A substantial part of the capacity building activities will be undertaken by FAO through existing institutional arrangements, including: (a) the FISHCODE Programme; (b) the partners in the Globefish Network (see below); (c) and GEF LME projects (FAO has a close working relationship with several of these projects); and (d) arrangements between FAO with UNIDO (generic MoU already in place). The Globefish Network consists of 7 intergovernmental regional seafood market information and capacity building organizations. The developing country Globefish partners are based in Casablanca (INFOSAMAK - 4 LMEs), Abidjan (INFOPECHE - 1 LME), Windhoek (INFOSUD - 2 LMEs), Kuala Lumpur (INFOFISH - 4 LMEs), Beijing (INFOYU) and Montevideo (INFOPESCA - 3 LMEs). In each case the Globefish

partners have functional links with the respective LME projects and activities in their respective regions. Particular attention will be devoted to building representation by small-scale fisher organizations, including those currently involved with LME initiatives to ensure full participation in the partnership process. The results of the stocktaking, dialogues, and benchmarking of codes of industry conduct and certification schemes and related knowledge products including those developed in the course of the PROFISH political economy of fisheries reform activities will be packaged and disseminated through the ICFA, FAO and LME project networks and activities and through GEF/IW:LEARN compliant electronic media. The partnership activities will also ensure close collaboration with the USAID-funded G-Fish initiative with respect to capacity building and outreach.

(iv) Improved governance action program: The action program will blend (a) emerging best practices developed by PROFISH partnership and ALLFISH (including collaborators such as WWF, OECD and countries leading sustainable fisheries efforts – such as New Zealand, Iceland and others); and (b) practical application of these best practices at country level, linking to both private sector initiatives (such as MSC certification) and public actions (national fishery management plans, World Bank, NGO and donor projects).

- Best practice thematic issues addressed by the project will include the development of overarching standards architecture and metrics for the seafood industry guided by the Code of Conduct of Responsible Fisheries and including fair-trade issues and socially and environmentally sound gains in productivity. This architecture will provide a means of ensuring coherence amongst certification frameworks for fishing operations, trade standards, access/benefit sharing, traceability and international product certification, and commercially-relevant, verifiable criteria for extractive uses of marine protected areas.

- Best practices will be applied through inclusive, industry led ‘think tanks’ tasked with building consensus strategic pathways to improve fisheries governance and advance fisheries recovery and sustainability at fishery and national level, and at LME level in the case of transboundary fisheries. The project will support ALLFISH in building a clear consensus vision of responsible industry with codes of conduct that include corporate social responsibility, undertake to eliminate illegal fish from value chains, promote fair trade, combat corruption and have constructive and pro-active engagement with public sector on areas of common concern. Particular efforts will be directed towards harvest strategies that balance small-scale fishing with local industrial fishing and foreign fishing access agreements in developing countries. The consensus pathways from these industry led think-tanks will be prioritized and packaged for implementation within the ALLFISH strategic action.

- The proposed MSP will extend ICFA coverage to developing countries linking developing country fisheries industry associations with those in key trading partners. It will use the financial and technical support (from DGF, World Bank, NGO and corporate partners) to create industry codes and public private partnerships based on common purpose at country/ fishery level. There will be a focus on selected value chains (seafood products) to make them environmentally sustainable, profitable and promote equitable distribution of benefits. Initially, one or more value chains will be selected for each major market, e.g. Caribbean and Mexican spiny lobster to the US market (Darden restaurants and G-Fish as partners); Soft-shelled crab and high-value finfish from Coral Triangle countries (US Crab Council and others as partners); Nile perch to EU (GTZ, ANOVA and Naturland as partners); Vietnam Ben Tre clam hand gathered (MSC partner); South Pacific skipjack tuna (Nauru Agreement countries and IFC as partners).

(v) Project Management: the project management component is detailed in Section III.

B. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH NATIONAL AND/OR REGIONAL PRIORITIES/PLANS:

The proposed global MSP reflects the requirements of all countries to protect and sustainably manage their living marine and aquatic resources and to help ensure food security for present and future generations in the face of increased competition for resources and the anticipated adverse effects of climate change.

The project will assist coastal countries to meet the targets for sustainable fisheries set by the WSSD. Issues arising from the globalization of the fisheries industry and those that pose threats to food security and sustainable development of small-scale and industrial fisheries in less developed countries and small island developing states (e.g. access, benefit distribution, subsidies) will be addressed through partnership activities.

A range of international instruments, including the NEPAD ‘Fish for All’ Summit (Abuja Declaration), the SADC Protocol on Fisheries, the ASEAN-SEAFDEC Millennium Declaration on Fisheries, the APEC Bali Action Plan, and emerging consensus in the Caribbean (see CRFM) all call for effective private sector engagement, stakeholder

dialogue, sustainable fish trade and market-driven initiatives to address sustainable fisheries and eliminate illicit fish products from value chains.

C. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH [GEF STRATEGIES](#) AND STRATEGIC PROGRAMS:

The MSP will specifically advance GEF-4 socio-economic strategic objectives for fisheries recovery and sustainability, as it directly focuses on one of the four major transboundary concerns identified in the GEF-4 International Waters Focal Area Strategy, as Strategic Program 1 'Restoring and Sustaining of Coastal and Marine fish stocks and associated Biological Diversity'. In the GEF-4 IW Focal Area Strategy specific mention is made, in Annex III Paragraphs 17 and 18, of the need to strengthen delivery of the Code of Conduct for Responsible Fisheries (CCRF).

Actions supported by the partnership focus on achieving the fisheries targets of the WSSD Johannesburg Plan of Implementation (JPOI): (i) Introducing an ecosystem base approach to resource and management by 2010 and (ii) Restore and sustaining depleted fisheries to maximum sustainable yield levels by 2015.

Through knowledge dissemination built on consultation, stakeholder participation and practical public/private collaboration, the project builds consensus between public and private actors on actions both at national level and along trade value chains to achieve a 'triple bottom line' of environmental, financial, and social sustainability of fisheries. Within individual sustainable fisheries value chains specific attention will be devoted to core environmental issues in fisheries including discards, impact on protected and non-target species and impact of fishing on habitats within the generic framework of an ecosystem approach to fisheries. In addition to the physical dimensions, the proposed MSP will also address social and equity issues along product value chains as these are seen as underlying drivers of unsustainable environmental practices and bridge to core World Bank concerns on poverty.

D. JUSTIFY THE TYPE OF FINANCING SUPPORT PROVIDED WITH THE GEF RESOURCES.

Type of financing support.

The financing support will be provided as a grant. The grant will allow the FAO, Globefish partners and developing country industry associations to develop and apply codes of good industry conduct and build sustainable benefits from sustainable harvest practices. By changing the incentive structures along the value chains the stakeholders will derive economic benefits from sustainable practices while helping conserve marine ecosystems and biodiversity.

Sustainability.

The financial sustainability of the project (and the ALLFISH Partnership) is based on strong engagement from the private sector, the scope of the Partnership, an awareness by industry that sustainable practices can deliver economic benefits and an awareness that mutual adhesion to codes of sustainable industry practice backed by peer pressure and cooperation along the value chain can build the environmental basis for growth and livelihoods.

E. OUTLINE THE COORDINATION WITH OTHER RELATED INITIATIVES:

The MSP links to several closely related initiatives in the suite of PROFISH and World Bank activities. The 'Political Economy of Fisheries Reform' is developing core principles and practices for fisheries reform for direct application in World Bank fisheries projects. This includes elements such as the development of codes of practice for foreign fishing concessions in developing countries. The 'Fish to 2030' activity is preparing food fish supply and demand projections with dynamic linkages to fish production and climate change models. The 'Sunken Billions' studies developed the economic rationale for sustainable fisheries targeting finance and economic decision makers (as opposed to fisheries, or environment ministers).

At country level, World Bank projects are directly applying these products in a growing portfolio of projects with strong fisheries component that are in various stages of preparation (Mauritania, Ghana, Gulf of Guinea, Mozambique, Kenya, Bangladesh, Pacific Islands) and implementation (Senegal, Cape Verde, Sierra Leone, Liberia, Gabon, Tanzania, Peru, Yemen and elsewhere).

ALLFISH provides the vital links with the developed country markets for fish products (some 40% of fish production enters international trade) and the post harvest dimension of the value chain where more than 50% (often as much as 80%) of the value of fish products is captured. It also links the seafood industry to global corporate

social responsibility codes, not only along the environmental axis, but also in terms of fair-trade, transparency. The corporate members of the ICFA associations are closely linked to a range of international sustainable seafood initiatives (e.g. Marine Stewardship Council, Seafood Choices Alliance, Sustainable Fisheries Partnership) and provide a range of entry points for ALLFISH activities.

F. DISCUSS THE VALUE-ADDED OF GEF INVOLVEMENT IN THE PROJECT DEMONSTRATED THROUGH INCREMENTAL REASONING :

Business as usual means the continued depletion of fishery resources by ever increasing fishing activities with increasing losses of habitats, biodiversity and livelihoods. While there are some success stories in recovery of fisheries and habitats, greater efforts are required to meet GEF and ‘Johannesburg’ targets for fisheries.

The logic of the project is based on the fact that (i) there are few success stories; (ii) that those success stories have built a responsible industry; (iii) that reinforces rather than undermines the fisheries management regime; (iv) that discriminating markets and incentive structures play an indispensable role in moving towards sustainable fisheries; and (v) that articulating core principles along the fishery value chain can build consensus and a vision of sustainable fisheries. Public responses to overfishing and aquatic environmental conservation require the active support and cooperation of a responsible private sector to achieve success.

The incremental benefits of the project will include: (i) industry codes of conduct and private sector metrics for sustainable fisheries; (ii) coherent and responsible private sector engagement in ensuring sustainable fisheries linked to public sector initiatives in selected countries and fisheries; (iii) establishment of environmentally sustainable, economically efficient and equitable fisheries value chains linking developing country producers with developed country markets; (iv) capacity building across public and private actors, including development of industry associations, with particular emphasis on small-scale fisher organizations. Improved fisheries governance will have ‘triple bottom line benefits’: environmental benefits will include a reduced risk of biodiversity loss through reduced fishing effort and sustainable fishing practices; social and economic benefits will be gained by utilizing marine resources more efficiently and by generating increased wealth to underpin pro-poor growth.

The co-financing elements are detailed in other sections.

G. INDICATE RISKS, INCLUDING CLIMATE CHANGE RISKS, THAT MIGHT PREVENT THE PROJECT OBJECTIVE(S) FROM BEING ACHIEVED AND OUTLINE RISK MANAGEMENT MEASURES:

Risk	Level	Mitigation
Industry may not be open / willing to actively participation.	Initially High reducing to Low	ALLFISH Partnership is already in existence and there has been good buy-in from the OECD fisheries industries. The challenges are: to include effective developing country representation; build practical consensus reform pathways for selected value chains and fisheries; to replicate these successes; and to build key catalysts into World Bank, donor and national industry projects.
Weak capacity in developing country industry associations and lack of consensus/ competition between national industry associations (small-scale/ industrial/ aquaculture)	Moderate	The capacity needs assessment completed during the project initiation phase will tailor relevant capacity building activities. Knowledge products will be prepared and distributed through the partnership website and other appropriate media. The equitable trade relationships built will provide specific capacity building.
Climate change effects on productivity and distribution of fishery resources, ocean acidification and threats to coastal communities from sea-level rise and extreme events	High	In collaboration with LME projects, the partnership build awareness of climate change risks to fisheries and the need to rebuild fish stocks, maintain biodiversity and the integrity of aquatic ecosystems. Reduction in fleet capacity can reduce emissions while increasing economic efficiency. PROFISH is a partner with 16 international and regional fisheries agencies with respect to ‘fisheries and climate change’. A joint program of action is being developed and the proposed MSP is expected to link to this program as appropriate.

Governments may perceive a political risk from a strengthened industry voice.	Moderate	Without active cooperation from industry, public initiatives are unlikely to be effective and an articulate industry with a clear sustainability agenda can yield both public and private benefits by helping to implement and legitimize new governance arrangements.
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H. EXPLAIN HOW COST-EFFECTIVENESS IS REFLECTED IN THE PROJECT DESIGN:

The project is cost effective on two primary counts: (i) it leverages private funds for public goods (marine and aquatic ecosystem conservation, sustainable use and resulting socioeconomic benefits); and (ii) it tilts the balance of incentives towards sustainable use by rewarding good practices and excluding delinquent actors from value chains.

World Bank / FAO studies indicate that sustainable fisheries can result in increased net benefits in the order of \$50 billion per year. More than 20 fishery-specific studies show that potential economic rent increases from developing country fisheries can be orders of magnitude higher than the MSP investment. For example, the annual potential rents from the L. Victoria Nile Perch fishery are estimated at approx. \$200 million; and approx. \$400 million in Peru's anchoveta fishery - clear win-win benefits for both public and private stakeholders.

The proposed MSP is cost-effective due to: (i) the economies of scale achieved by adopting a global strategic approach, (ii) by working with the whole fishery industry value chain from net to plate, (iii) through the increased likelihood of success achievable with industry participation and the identification of industry-led mitigation strategies (as opposed to public sector driven) and (iv) by using a strategic approach in discrete stages (i.e. with the implementation of the subsequent phases being dependent upon the successful outcomes of the previous phase).

Measurable fisheries governance indicators (including a strong environmental dimension) are being developed as part of the ALLFISH work program. The effectiveness of the proposed project will be qualitatively demonstrated using industry focused process indicators (see Results Framework) including: (i) number of countries with industry codes of conduct; (ii) percentage of global fish production under sustainable certification schemes; (iii) percentage of the world's small-scale fishers represented by Partners, or their immediate associates. (iv) number of commercial Banks committed to requiring that fisheries investments to comply with resource sustainability criteria; (v) number of active industry partnerships with/ within LME projects.

PART III: INSTITUTIONAL COORDINATION AND SUPPORT

A. INSTITUTIONAL ARRANGEMENT:

The World Bank will be the Implementing Agency.

Through its Global Partnership on Fisheries (PROFISH) and project operations is committed to building sustainable fisheries. PROFISH already has the administrative capacity to implement the grant as it already administers several World Bank trust funds.

The Food and Agriculture Organization (FAO) will be the Executing Agency for the proposed MSP.

The FAO will lead and implement the project components detailed in the Project Framework (Section A) above. The International Coalition of Fisheries Associations (ICFA)

is the recipient of the World bank DGF grant which constitutes part of the co-funding . It is the secretariat for the ALLFISH Partnership and coordinator for all the partnership activities. Both FAO and the World Bank are ALLFISH partners. The operational arrangements are determined by the ALLFISH Steering Committee and the proposed MSP project activities are part of the work program approved by the ALLFISH Steering Committee.

The ALLFISH Steering Committee

is an instrument of PROFISH (effectively a sub-committee). Upon receipt of approval for the proposed MSP, GEF will be requested to become a member of the PROFISH Steering Committee. It is intended that ALLFISH will become a 'stand alone' partnership separate from PROFISH. These arrangements would be subject to endorsement by the PROFISH Steering Committee (of which the GEF would be a member). [Note: the GEF has participated in PROFISH Steering Committee meetings in an observer capacity].

B. PROJECT IMPLEMENTATION ARRANGEMENT:

The World Bank is the proposed MSP Implementing Agency, managed as an activity of the World Bank PROFISH Partnership, based on a work program approved by the PROFISH Steering Committee.

FAO is proposed to be the Executing Agency and recipient of the proposed GEF grant in accordance with the approved Work Program and World Bank procedures. The GEF will be requested to appoint a representative to the PROFISH Steering Committee, which currently includes representation from the African Union, the ASEAN Secretariat, key bilateral donors, FAO and WorldFish Center (CGIAR).

The ALLFISH Partnership is currently constituted as an activity of PROFISH with governance devolved to an ALLFISH Steering Committee (ASC), which includes representation from NEPAD, GTZ, FAO, the New Zealand Ministry of Fisheries and the National Fisheries Institute (USA) (representing ICFA). The GEF will be invited to participate in all ALLFISH Steering Committee meetings. The ASC endorses the ALLFISH Work Program (a subset of the PROFISH Work Program). The approved work program is executed through ICFA (DFG funding), FAO (proposed GEF funding) and World Bank (PROFISH trust funds).

It is expected that, in due course the ASC will sever the formal tie with PROFISH and include greater industry representation from developing countries (refer stakeholder analysis above). The management of ALLFISH (ICFA Secretariat) is financed from the DGF grant.

Background.

World Bank provides a focal point for sustainable natural resource use, pro-poor growth and sustainable trade in a globalizing world subject to the effects of climate change. The World Bank's PROFISH Program with its focus on public sector governance is complemented by the associated ALLFISH initiative which engages the private sector in sustainable fisheries governance. The World Bank/PROFISH is well placed to operate as the Implementing Agency to ensure coordination between the two principle implementing agencies for ALLFISH: FAO, the Executing Agency for the proposed GEF grant; and the International Coalition of Fisheries Associations (ICFA), recipient of the associated World Bank DGF grant. The three agencies provide complementary pillars for the short, medium and long-term actions required to turn the tide of fisheries reform: FAO at technical level; ICFA at corporate and industry level; and the World Bank in articulating with national governments on economic and reform issues and leveraging additional funds and resources through its expanding suite of fisheries projects.

FAO has the global mandate to collect information on fisheries, to monitor the state of world resources and fisheries, to foster responsible fisheries development planning and management under all legal jurisdictions and ecosystems, on land and in the oceans, to facilitate the adoption of binding and non-binding international instruments, and to develop national, regional and global capacity in planning, management and assessment. FAO is a key partner in ALLFISH and brings extensive technical capacity to the project. FAO will be the primary recipient of the proposed GEF grant. FAO is already contributing substantial in-kind support both to PROFISH and to ALLFISH. In particular FAO will leverage the work of FISHCODE, the international multi-donor program which promotes the CCRF and Globefish, the network of intergovernmental regional seafood entities. At the regional level the Globefish members will collaborate with their respective LME projects (e.g. Infopeche in the Gulf of Guinea LME, InfoSA in the Benguela Current LME, or Infofish in the South China Sea LME). FAO's biennial Committee on

Fisheries (COFI) meeting has oversight on international instruments such as the Code of Conduct for Responsible Fisheries (CCRF) and FAO can stream MSP results directly to governments.

ICFA provides the overarching forum for national fisheries associations and is the Secretariat for the ALLFISH partnership. ICFA is an umbrella organization for national fisheries associations the members of which handle some 70% of the world's seafood trade adding some two-thirds of the landed value of the products. Its membership spans the value chain from producers and processors to global retailers giving ICFA a unique position. ICFA and FAO pro-actively engage in global fora on fisheries including UN Law of the Sea. The focus of the World Bank's work in fisheries is in improving governance in both the public sector and the private sector to underpin sustained and pro-poor economic growth.


By special arrangement with UNIDO (recipient of the PPG), FAO will draw, as may be required, on the unique skills and capacity of UNIDO to carry out selected activities such as the organization of producer associations and advising on business models and trade issues (e.g. fish processing in Special Economic Zones, addressing technical barriers to trade, compliance with ISO standards) and linking to existing UNIDO capacity building activities. UNIDO has made a substantial contribution to the preparation of the PIF and brings substantial expertise network and business acumen to the project. FAO and UNIDO will collaborate on specific fisheries and activities identified through the close working relationship between these UN agencies.

PART IV: EXPLAIN THE ALIGNMENT OF PROJECT DESIGN WITH THE ORIGINAL PIF:

The project design is fully consistent with the original PIF. The expected global environmental benefits, co-financing and alignment with other initiatives are already detailed above. Any differences between the details of the PIF and the Request for CEO Endorsement reflect the progress made by the ALLFISH Partnership as a result of the DGF financing (for example, several new developing country fisheries industry associations - Peru, Chile, Russia, Vietnam - are now linked to ICFA).

PART V: AGENCY(IES) CERTIFICATION

This request has been prepared in accordance with GEF policies and procedures and meets the GEF criteria for CEO Endorsement.

Agency Coordinator, Agency name	Signature	Date (Month, day, year)	Project Contact Person	Telephone	Email Address
Steve Gorman Program Manager, GEF Agency Coordinator Tel: (202) 473 5865 sgorman@worldbank.org			Kieran Kelleher Fisheries Team Leader, Agriculture and Rural Development Dept. World Bank	(202) 473 9180	kkelleher@worldbank.org

ANNEX A: PROJECT RESULTS FRAMEWORK

Objective	Indicator	Means of Verification	Assumptions
Global objective			
Global public-private alliance for sustainable fisheries established and functioning	Global consensus and models for net to plate fisheries sustainability emerged in all major fisheries regions	<ul style="list-style-type: none"> News articles and high level references to approach (e.g. COFI/ OECD documents). Independent DGF assessment Press / media coverage Net to plate governance codes and sustainability indicators applied in 10 developing countries 	<ul style="list-style-type: none"> Broad consensus on codes of conduct applicable across a wide range of fisheries and aquaculture Successful examples of application can be transferred to other fisheries
Intermediate objectives			
1. Private incentives for good governance created and functioning 2. Responsible behaviours rewarded through market mechanisms 3. Effective private responses to combat illicit fishing and corruption in both public and private sectors	<ul style="list-style-type: none"> Major buyers / developing country industry working with developing country partners in a transparent and equitable manner in 5 value chains Pro-active engagement by major industry players 	<ul style="list-style-type: none"> Trade data demonstrates new markets, or maintenance of existing markets otherwise lost, as a result of poor sustainability ICFA members produce public code(s) of responsible industry practice ICFA members develop manuals and guidelines for application of codes World Bank and other agencies stream codes into safeguard and other policy platforms (e.g. EITI ++). 	<ul style="list-style-type: none"> Internal conflicts between industry segments and factions can be overcome
Outcomes			
1. Global partnership established and operational 2. Codes of industry conduct, governance indicators and benchmarks established	<ul style="list-style-type: none"> ICFA membership expanded to 10 developing countries Codes of industry conduct (or benchmarks and indicators) published by 5 countries (at least 3 major developing country exporters) 	<ul style="list-style-type: none"> ICFA registered membership National fisheries web sites, press and media coverage. Codes, benchmarks and indicators publicly available and their application under public scrutiny Compliance records on inspections, infringements, and resulting action 	<ul style="list-style-type: none"> Dev. country members have resources or support to remain engaged Equitable representation of small-scale producers in national fisheries associations
Inputs			

1. Stocktaking of public private synergies for sustainable fisheries 2. Global partnership building 3. Capacity building 4. Targeted fisheries governance	<ul style="list-style-type: none"> • Stakeholder studies and consultations completed • Workshops and consultations with developing country fisheries associations • Draft codes of industry conduct (including anti-corruption and transparency measures) prepared • Media training on fisheries undertaken in selected regions (e.g. West Africa) • Analysis of product value chains and guidance on sustainable value chains provided to developing country partners and developed country buyers 	<ul style="list-style-type: none"> • Records in World Bank IRIS system, in ALLFISH reports and in media • Reports of FAO and ICFA to World bank as per contracts • Press coverage of events • Statements and declarations by partners 	<ul style="list-style-type: none"> • Consensus on codes and sustainable value chains can be achieved • Co-financing commitments are honored • Negative impacts of the economic downturn on the seafood industry decline
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ANNEX B: RESPONSES TO PROJECT REVIEWS (from GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF)

Secretariat Comment at PIF/Work Program Inclusion

- The MSP will specifically advance GEF-4 socio-economic strategic objectives for fisheries recovery and sustainability, as it directly focuses on one of the four major transboundary concerns identified in the GEF-4 International Waters Focal Area Strategy
- Part II. A. The issue and solving aspects are fully addressed but need to substantiate the the tangible global environmental benefits that the project will deliver.
- Inconsistencies in terminology executing agency versus implementing agency need to be addressed.
- The sustainability of ALLFISH following GEF phasing out should be fully developed at the CEO endorsement stage.
- The CEO endorsement stage should show how ALLFISH is equipped and experienced to include the developing countries and include key Globefish countries (Morocco, Coterd' Ivoire, South Africa, Malaysia, China, Uruguay) and Namibia, India, Indonesia, Brazil, and Chile).
- Secretariat Decisions. 8/5/09. The resubmission of 7/20/09 by agency was technically sound but still had administrative glitches - this was communicated to agency by GEF via email of 7/22/09. The resubmission of 8/5/09 is technically cleared and awaiting availability of funding for PIF clearance to be recommended.

Secretariat Comment At CEO Endorsement(FSP)/Approval (MSP)

- The global environmental benefit and its measurement(s) will need to be further detailed. The questions in Part II A, raised under project design at the PIF stage, will need to be further addressed: sustainability aspects of ALLFISH following GEF phasing out; how ALLFISH is equipped and experienced to deal with include the developing countries.
- Describe the financing support type, complete Annex B and explain how the results of the PPG have been factored in throughout relevant sections of the submission.
- Part III B: Provide an more detailed implementation plan describing how each component will be implemented with relevant milestones and timetable.
- In Annex D/A please specifically answer the question: "Expalin if the PPG objective has been achieved through the PPG activities undertaken", and respond to the question (Annex D/C: C) "Provide detailed funding amount of the PPG activities and their implement ation status".
- Explain how costs effectiveness is reflected in the design of the project components including results emerging from PPG implementation.
- Complete Annex C and provide overall consistency with table F
- Differentiate sources from the Profish MT donor TF from World Bank sources; check the co-financing table and add relevant footnotes and provide tracking tools
- Secretariat Decisions. CEO endorsement will be recommended pending addressing of the above administrative glitches, and substance and consistency issues.

ANNEX C: CONSULTANTS TO BE HIRED FOR THE PROJECT USING GEF RESOURCES

<i>Position Titles</i>	<i>\$/ person week*</i>	<i>Estimated person weeks**</i>	<i>Tasks to be performed</i>
For Project Management			
Local			
Coordination undertaken by World Bank / PROFISH and ICFA.	0	na	The standard WB funds management fee of 8% applies.
International			
International Coalition of Fisheries Associations	0	na	Secretariat of ALLFISH is funded by ICFA and WB DGF grant
FAO	0	na	Implementation of assigned tasks under the agreed work program for which a standard administration fee will be negotiated.
Justification for Travel, if any: In accordance with the contract agreements and as approved by the ALLFISH Steering Committee and subject to World Bank travel arrangements. FAO as the Executing Agency will travel to organize MoUs with Globefish partners, review progress and supervise the project activities. The World Bank will undertake similar travel. In most cases this travel will be only partly funded by the GEF grant as it will be associated with other mission travel by FAO or WB officers. The 'management travel' is considered part of the overhead.			
For Technical Assistance			
Local			
Contracts with national NGOs and fishing industry associations (rates include per diem expenses and local travel). Note that the consultants are not individuals but institutions.	1,525	190	Develop codes of conduct and sustainable value chains. These will NOT normally be contracts with specific individuals but contracts with institutions (e.g. fishing industry associations or NGOs) for specific deliverables. As such the fee rates and duration (which will vary considerably with country and task) are indicative only.
International			
Contracts with Globefish Partners (rates include per diem expenses and local travel). Note that the consultants are not individuals but institutions	3,500	90	Organize, supervise and provide TA to support the local NGO and industry contracts above and report upon and disseminate results. These will NOT normally be contracts with specific individuals but contracts with institutions (e.g. fishing industry associations or NGOs) for specific deliverables. As such the fee rates and duration (which will vary considerably with country and task) are indicative only.
Justification for Travel, if any: Travel will take place for a variety of reasons. 1. Within- country travel by the contractors as required to fulfill the ToRs. 2. International travel by Globefish, FAO, WB officers, or ICFA agents to countries either to provide specialized advice, attend workshops, or stream project outputs into investment projects either by public or private sectors. Funding for major workshops would be drawn from the 'Travel' budget item.			

* Provide dollar rate per person week. ** Total person weeks needed to carry out the tasks.

ANNEX D: STATUS OF IMPLEMENTATION OF PROJECT PREPARATION ACTIVITIES AND THE USE OF FUNDS**A. EXPLAIN IF THE PPG OBJECTIVE HAS BEEN ACHIEVED THROUGH THE PPG ACTIVITIES UNDERTAKEN.**

The PPG objective was partly achieved. Workshops and consultations were organized by the Executing Agency (UNIDO). A draft PIF was prepared. The World Bank was requested by the GEF Secretariat to complete and submit the PIF.

B. DESCRIBE FINDINGS THAT MIGHT AFFECT THE PROJECT DESIGN OR ANY CONCERNS ON PROJECT IMPLEMENTATION, IF ANY:

none

C. PROVIDE DETAILED FUNDING AMOUNT OF THE PPG ACTIVITIES AND THEIR IMPLEMENTATION STATUS IN THE TABLE BELOW:

Implementation activities were completed by UNIDO

<i>Project Preparation Activities Approved</i>	<i>Implementation Status</i>	<i>GEF Amount (\$)</i>				<i>Co-financing (\$)</i>
		<i>Amount Approved</i>	<i>Amount Spent To date</i>	<i>Amount Committed</i>	<i>Uncommitted Amount*</i>	
Workshops	Completed					
Draft PIF	Completed					
	(Select)					
Total		100,000	100,000	100,000	0	0

* Any uncommitted amounts should be returned to the GEF Trust Fund. This is not a physical transfer of money, but achieved through reporting and netting out from disbursement request to Trustee. Please indicate expected date of refund transaction to Trustee.

[Note: The World Bank was not involved in the use of the PPG funds which were granted to UNIDO. UNIDO reports directly to the GEF Secretariat on the use of the funds.]

ANNEX E: CALENDAR OF EXPECTED REFLOWS

Provide a calendar of expected reflows to the GEF Trust Fund or to your Agency (and/or revolving fund that will be set up)