
IWTEVR9S2\1007

Gathering evidence to address illegal trade in African fish maw

Fish maw is an important high-value dried seafood product, widely traded in Asian markets, alongside sea cucumber, abalone and shark fin. Very little is known about this trade, in particular the species harvested, source fisheries, and associated livelihoods, yet Customs data indicates that trade from Africa is growing, with concerning under-reporting of exports. This project will investigate fish maw trade dynamics for three African source countries and one market destination, focusing on aspects of illegal and unregulated catch and trade.

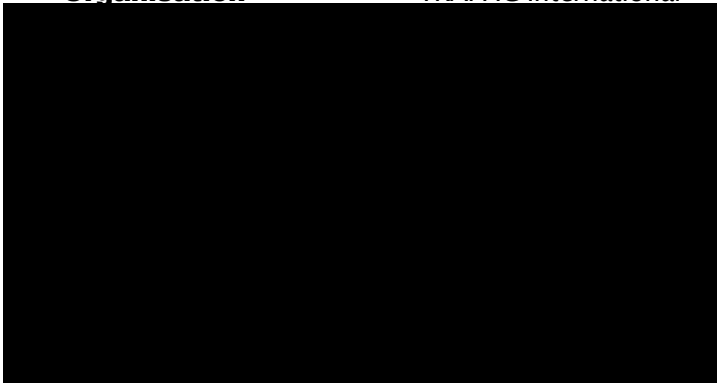
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Section 1 - Contact Details

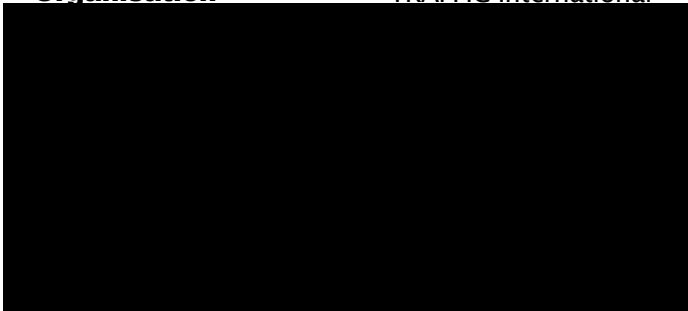
PRIMARY APPLICANT DETAILS

Name Caroline
Surname Gill
Organisation TRAFFIC International



CONTACT DETAILS

Title Ms
Name Simone
Surname Louw
Organisation TRAFFIC International



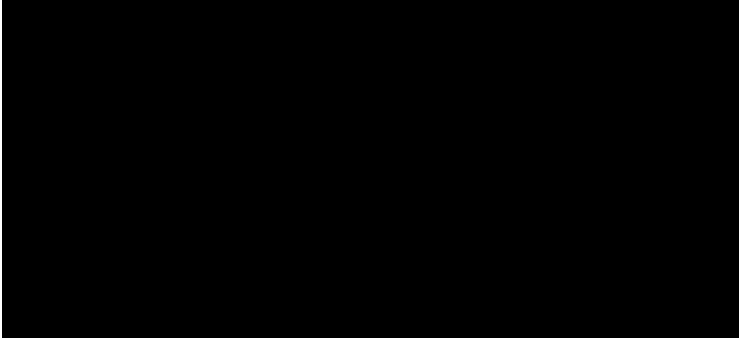
GMS ORGANISATION

Type

Organisation

Name

TRAFFIC International



Section 2 - Objectives, Species & Summary

Q3. Title:

Gathering evidence to address illegal trade in African fish maw

What was your Stage 1 reference number? e.g. IWTEVR9S1\1001

IWTEVR9S1\1020

Q4. Which of the four key IWT Challenge Fund objectives will your project address?

Please tick all that apply. Note that projects supporting more than one will not achieve a higher score, and ticking objectives that your project does not address may negatively affect project scores.

- Ensuring effective legal frameworks and deterrents
- Strengthening law enforcement

Q5. Species project is focusing on

Please include both the common name and scientific name.

Family Sciaenidae (Croakers and drums) *No Response*

No Response *No Response*

Do you require more fields?

- No

Q6. Summary of project

Please provide a brief summary of your project, its aims, and the key activities you plan on undertaking. Please note that if you are successful, this wording may be used by Defra in

communications e.g. as a short description of the project on the website.

Please write this summary for a non-technical audience.

Fish maw is an important high-value dried seafood product, widely traded in Asian markets, alongside sea cucumber, abalone and shark fin. Very little is known about this trade, in particular the species harvested, source fisheries, and associated livelihoods, yet Customs data indicates that trade from Africa is growing, with concerning under-reporting of exports. This project will investigate fish maw trade dynamics for three African source countries and one market destination, focusing on aspects of illegal and unregulated catch and trade.

Section 3 - Title, Dates & Budget Summary

Q7. Country(ies)

Which eligible host country(ies) will your project be working in? Where there are more than four countries that your project will be working in, please add more boxes using the selection option below.

Country 1	Madagascar	Country 2	Congo (RoC)
Country 3	Senegal	Country 4	No Response

Do you require more fields?

No

Q8. Project dates

Start date:	End date:	Duration (e.g. 2 years, 3 months):
01 April 2023	30 September 2024	18 months

Q9. Budget summary

Year:	2023/2024	2024/25	Total Request
Amount:	£64,339.65	£33,870.93	98,210.58

Q10. Proportion of IWT Challenge Fund budget expected to be expended in eligible countries: %



Q11a. Do you have matched funding arrangements?

Yes

What matched funding arrangements are proposed?

Matched funding will be provided by Paul M. Angell Family Foundation to undertake market research on the fish maw trade in Hong Kong SAR – the main destination for fish maw imports from African countries. Funding will be approximately [REDACTED] for this component of the research work.

Q11b. Total confirmed & unconfirmed matched funding (£) [REDACTED]

Q11c. If you have a significant amount of unconfirmed matched funding, please clarify how you fund the project if you don't manage to secure this?

No Response

Section 4 - Problem statement & Gap in existing approaches

Q12. Problem the project is trying to address

Please describe the problem your project is trying to address in terms of illegal wildlife trade and its relationship with poverty. What is the need, challenge or opportunity?

Please describe the level of threat to the species concerned. You should also explain which communities are affected by this issue, and how this aspect of the illegal trade in wildlife relates to poverty or efforts of people and/or states to reduce poverty.

Please cite the evidence you are using to support your assessment of the problem (references can be listed in your additional attached PDF document) and outline whether there have been any specific requests for this work.

Fish maw is the term used for dried swim bladders of fish[1]. Known as the 'big four' seafood treasures in East Asian markets, fish maws along with shark fins, abalone, and sea cucumbers are highly prized, luxury seafood products consumed as symbols of wealth[2].

Historically, fish maw has been discarded during fish processing activities. However, the growing demand in Asia has resulted in substantial price increases and this has created a demand specifically for the fish maw[3]. The value can sometimes be so significant that in some countries (e.g., Mexico) fish are being discarded after the swim bladder is removed, because the maws are worth much more than the flesh[3].

The best known fish maw-related conservation issue is associated with the Totoaba (*Totoaba macdonaldi*), a species of croaker found in the Gulf of Mexico[4]. This fish is endangered but its capture by gillnets used by small-scale fishers has also pushed a small marine mammal, the vaquita (*Phocoena sinus*), to the brink of extinction. In China, the Giant Yellow Croaker is now listed as Critically Endangered on the IUCN Red List and is a Class I protected species in China due to extremely high prices for its maw[3].

The growth of the Chinese market has resulted in an expanding marine product "gold rush", with more than 80% of African coastal states now exporting fish maw to Hong Kong SAR[1]. Despite the growing number of African countries involved in the trade, exports from these countries are severely under-

reported, making it difficult to monitor and regulate possible unsustainable and illegal fishing linked to this trade[1].

In Africa, there is limited information regarding fish species harvested, primary use (meat or maw), the fisheries and type of gears in which they are caught, and the role that catch and trade plays in the livelihoods of African fishers, processors, and traders. Other marine taxa (e.g., sharks, abalone) supplying the high value dried seafood market are characterised by unsustainable fishing pressure and illegal catch and trade[5,6].

The fish maw trade is a complex issue that has conservation, resource management and governance concerns that extend from small scale fisheries through the market chain to the end consumer demand. The lure of high returns in the short term at the expense of the long-term sustainability of stocks, is a temptation for many small-scale fishers living in Africa, and the very high value obtained by certain fish maws is a major incentive for uncontrolled and illegal trade. Left unmanaged, this is likely to lead to the collapse of fish stocks, a valuable source of protein for coastal and inland communities in Africa.

Illegal fish maw trade will also undermine an important opportunity for legal and sustainable catch and export of high-value maws, which has the potential to make a positive contribution to the livelihoods of African fishers, processors and traders. It would also generate State revenue by taxes on legitimate fish maw exports, which are currently going undetected from most African countries.

Q13. Gap in existing approaches

What gap does your project fill in existing approaches? Evidence projects should describe how the improved evidence base will be used to design an intervention and the gap the intervention will fill.

Information on fish maw catch, fishing gear (e.g., gillnets), trade dynamics such as the supply and value chain, and the associated livelihood implications, especially for maws traded from Africa, is extremely limited.

There is no information on the harvesting of maw from marine fishing along the African coastline, yet import data are indicating a growing supply from the continent [1], particularly for Senegal, the Republic of Congo, and Madagascar, which are within the top ten source countries according to Hong Kong trade statistics[1].

Recent evidence also suggests maws increasingly being used as a substitute for shark fins[4]. This shift may become even more evident after the recent CITES listings that now sees more than 70% of international shark trade regulated under CITES[7]. As the maw trade expands, it is imperative to understand which species are being targeted, and the level of threat posed both to fish populations and the livelihoods of coastal fishers, dependent on healthy fish stocks.

Enhanced knowledge of fishing practices, species and trade dynamics will:

Identify species at risk

Highlight catch and sustainability issues

Highlight trade management and regulatory gaps

Provide the framework for improving management of fish stocks and deterring illegal and unsustainable catch and trade.

Section 5 - Objectives & Commitments

Q14. Which national and international objectives and commitments does this project contribute towards?

Consider national plans such as NBSAPs and commitments such as London Conference Declarations and the Kasane and Hanoi Statements. Please provide the number(s) of the relevant commitments and some brief information on how your project will contribute to them. There is no need to include the text from the relevant commitment.

By identifying species at risk, focusing on sustainability, community development and highlighting regulatory gaps in source and destination countries, the project aims to align with the actions of the London Declaration 2018 (5), (7), (17), (20); the Kasane Statement 2015 (10) and the Hanoi Declaration 2016 (C), (D).

The project will assist in gathering knowledge on current fishing practices and promote sustainable management, and therefore contribute towards the strategic goals and targets of Senegal and the Republic of Congo (3,10), and Madagascar (6) under the National Biodiversity Strategies and Action Plans (NBSAP) of the CBD. At a regional level, the project goals align with the African Strategy on Combating Illegal Exploitation and Illegal Trade in Wild Fauna and Flora in Africa (2016-2025), (1,4). The aims support the implementation of the Abuja recommendations on the development of a coordinated counter wildlife trafficking response in West Africa as agreed by Economic Community of West African States (ECOWAS) members (2,4).

Project outcomes and impacts support the IUCN Resolution 132 relating to the control and monitoring of trade in croaker swim bladders, and specifically (3), which urges members to document catches of croakers and exports of fish maws from major source countries by volume, species and value as well as incidental catches

Section 6 - Method, Change Expected, Gender & Post Project Sustainability

Q15. Methodology

Describe the methods and approach you will use to achieve your intended Outcome and contribute towards your Impact. Provide information on:

- **How you have reflected on and incorporated evidence and lessons learnt from past and present activities and projects in the design of this project.**
- **The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.**
- **How you will undertake the work (activities, materials and methods).**
- **What will be the main activities and where will these take place?**
- **The specific approach you are using, supported by evidence that it will be effective and justifying why you expect it will be successful in this context.**
- **How you will manage the work (governance, roles and responsibilities, project management tools, risks etc.).**

The purpose of this project is to assess and document the dynamics of the fish maw trade in three African source countries and one market destination in Asia. These countries will include Madagascar, Republic of Congo, Senegal, and, under match funding, Hong Kong SAR.

Research on fish maw trade is severely lacking for the African continent. The only published research in Africa includes a rapid assessment of the fish maw trade from Africa to Hong Kong, looking at HS customs codes and Hong Kong import statistics[1], and an analysis on the value chain of fish maws in Lake Victoria[8] (2018). TRAFFIC has reviewed the latter report and drew on these methodologies for a current fish maw project implemented by TRAFFIC (2020-2022) in South Africa and Cameroon.

The same activities will be replicated and extended to the identified countries for this project. The local (French-speaking) consultant used for the Cameroon studies will undertake the market surveys in the Republic of Congo and Senegal. His understanding of the maw trade gained in Cameroon will be invaluable for this project. The consultant will also be accompanied by a local research assistant from the Artisanal Fishing Association in the Republic of Congo and Senegal, known as Association la Bouée Couronne (ABC). For Madagascar, a local consultant and research assistant (French and Malagasy speaking), based on recommendations from Blue Ventures, will undertake market surveys at key fish landing sites in the country. Consultants and TRAFFIC staff based in Madagascar, Central Africa, and China will assist with in-country activities.

Activities will be undertaken as follows:

TRAFFIC staff and consultants already with experience in similar fish maw research will conduct physical market surveys at key fish markets and landing sites, and undertake semi-structured interviews with fishers, processors, traders and relevant government officials in each country to fully understand harvest and trade dynamics (including but not limited to source fisheries, species composition, values at different points in the supply chain, contribution to income of fishers, processors and traders, mass of fish maw traded, methods of transport and processing methods).

TRAFFIC staff based in China will carry out physical market surveys in Hong Kong's dried seafood markets and conduct semi-structured interviews with importers, wholesalers and retailers to better understand the end-market dynamics. The semi-structured interviews with fish maw traders in Hong Kong will be adapted from similar research with retailers and wholesalers of shark fin[9] in Asia.

TRAFFIC staff will monitor the online sale of fish maws from e-commerce sites (Alibaba and 21Food), as well as similar platforms in Hong Kong SAR and China (Taobao and JD) to identify species sold, key characteristics of maws, prices, and suppliers of maws sourced from African countries.

Research to identify species and origin of fish maw will include the collection of up to 10 samples of fish maws in each African country for DNA testing to determine species composition. DNA analysis will be carried out by the University of Stellenbosch in South Africa. Under match funding, DNA analysis of samples taken from market surveys in Hong Kong will be undertaken to identify species and source country, based on similar work undertaken in Hong Kong and Chinese markets using fish maw samples taken from shops selling dried seafood[10]. DNA samples collected in Hong Kong SAR will be analysed at Hong Kong University.

An analysis will be undertaken of the legal framework within each African Country that deals with the management and regulation of relevant fisheries and the trade in fish maws.

The findings will be presented in country specific written reports that include targeted recommendations for legal and policy reform, improved fisheries management, and enhanced trade regulation. These

reports will be in the official language of the country with executive summaries in English.

The key research findings and recommendations will be presented to industry and government stakeholders at workshops (online/ in person) for each country. These workshops will also serve as platforms to build relationships between government and private sector actors (fishers, processors and traders) for reform in the fish maw supply chain and partnerships to design and implement a follow-on intervention.

Q16. Capability and Capacity

How will you support the strengthening of capability and capacity in the project countries at organisational or individual levels, please provide details of what form this will take and the post-project value to the country.

This is a research led project with the objective of providing a holistic understanding of the trade around target species, and the regulatory frameworks which influence both trade and conservation action. Capacity will be built at the highest levels in terms of the information available to inform evidence based decision-making and policy development.

Strengthen at organisational level:

The capability and capacity of fisheries, law enforcement and customs officials in all three project countries will be strengthened through improved knowledge and awareness of the fish maw trade, being able to identify products and allow greater scrutiny of exports, which are currently going undetected. Post-project, these actions will also enable the generation of trade-related revenue for the project countries by the declaration of fish maw exports and the high value associated with the trade.

Strengthen at individual level:

By gaining a better understanding of the species, fishing gear, use and value of fish maws in each project country, fishers and traders will be able to make better informed choices on the catch. For fishers and processors in particular, who currently lack knowledge of the market value of fish maws, and in many cases are exploited by buyers and exporters, they will be able to negotiate better prices for the product. Additionally, in some cases (e.g., Cameroon) the processing of maws in country takes place by Chinese residents, as local processors do not fully understand the techniques to ensure a well-processed marketable product. Gaining a better understanding of the processing techniques will empower local processors, including women and youth, to benefit directly from the value chain.

Q17. Gender equality

All applicants must consider whether and how their project will contribute to reducing inequality between persons of different gender. Explain how your understanding of gender equality within the context your project, and how is it reflected in your plans.

Along the West African coastline, women form an integral part of the fish preservation process which supports peoples' diets across coastal and inland communities[9,10,11]. Being involved with processing, women are often in direct contact with the buyers and/or end-users, making them vital to understanding the value chain of fisheries products in trade.

The semi-structured interviews with fishers, processors, and traders will allow TRAFFIC to better understand the role of women and children in the fish maw supply chain (and in particular, in the processing of the fish swim bladders), their level of dependence on the resource and potential issues

around exploitation.

Determining the components of the fish maw value chain will also identify opportunities for women to secure fairer reward, better working conditions and for measures to ensure that children are not exploited in fishing or processing activities.

The legislative and law enforcement sectors in Africa are historically male dominated. Women are therefore regularly excluded from policy making and their contributions are largely undervalued by government. TRAFFIC will actively encourage female participation at stakeholder meetings and workshops, to promote equal representation to and ensure that women have a voice in determining their future.

TRAFFIC has a non-discrimination policy including in relation to gender and is committed to equal opportunities in the recruitment of project staff. The TRAFFIC project lead is female as are the project support staff on the project. Research undertaken in Hong Kong will be by a female staff member.

Q18. Change expected

Detail the expected changes to both illegal wildlife trade and poverty reduction this work will deliver. You should identify what evidence will be gathered and how it might be used to inform future interventions. Please include who will benefit from these interventions, considering both people and species of focus a) in the short-term (i.e. during the life of the project) and b) in the long-term (after the project has ended) and the potential scalability of the approach.

When talking about how people will benefit, please remember to give details of who will benefit, differences in benefits by gender or other layers of diversity within stakeholders, and the number of beneficiaries expected. The number of communities is insufficient detail – number of households should be the largest unit used. Demand reduction projects should demonstrate their indirect links to poverty reduction.

Short term:

This study will improve knowledge on the species composition of fish supplying the fish maw trade from the Republic of Congo, Senegal, and Madagascar to the destination market of Hong Kong. The findings will enable governments in these countries to make informed decisions on fisheries engaging in illegal and unsustainable catch and trade for these species, and take appropriate regulatory and policy action.

Information collected at fisheries landing sites and fish markets in the three African countries, from fishers, processors and traders, will improve knowledge of fish maw trade dynamics, allowing customs, fisheries, and other relevant government agencies to allocate appropriate resources to ensure that the fish maw harvesting, and trade is conducted legally and sustainably.

Market surveys with traders in Hong Kong will improve knowledge of fish maw market dynamics, including consumer preferences and the value attributes of fish maws, which could assist in assessing current and future risks to source species in African countries. Again, this knowledge can be used in the source countries for making informed management and regulatory decisions supportive of legal and sustainable catch and trade.

Long term:

Reviews of the legal and policy frameworks in the three African countries for fisheries management and

fish maw trade will provide recommendations that will allow for adequate regulatory and management measures to counter illegal catch and trade and support sustainable fishing and trade practices.

Following implementation of responsible fishing and trade measures (beyond the life of this project), the primary beneficiaries of this research will be the species targeted for the fish maw trade, and the fishers, processors and traders in the three African States that rely on the fish maw trade and are dependent on healthy fish stocks. Other African countries involved in the fish maw trade can also benefit directly from the recommendations of this study, as many of the challenges and opportunities will be applicable to them.

Potential scalability:

Should this approach prove successful in several African countries (across varied social and political conditions), similar fish maw research and interventions could be extended to South America. Here there is a similar situation with countries exporting significant volumes of fish maw and very limited information on fish species, fishing and catch practises and domestic and international trade dynamics. Developing nations are particularly vulnerable to exploitation of high value marine products, and this research will serve well to help put regulatory measures in place before the situation becomes unsustainable.

Q19. Pathway to change

Please outline your project's expected pathway to change. This should be an overview of the overall project logic and outline why and how you expect your Outputs to contribute towards your overall Outcome and, longer term, your expected Impact.

Country-specific reports on fish maw trade for Madagascar, Republic of Congo, and Togo will fill significant gaps in knowledge on fish species targeted for the trade, the fisheries in which these species are caught, supply chain dynamics, fisheries and trade management and regulatory gaps, and the identification of illegal and unsustainable fishing and trade practices associated with the trade.

Improved knowledge and understanding of market dynamics in Hong Kong SAR and consumer preferences for fish maws sourced from African countries could greatly assist in assessing current and future risks to source species in African countries.

Collectively, this information can be used in the three African countries to address illegal and unsustainable fishing and related trade in maws. Sound fisheries and trade management has the potential to make a positive contribution to the livelihoods of African fishers, processors, and traders, and generate State revenue.

Enhanced understanding of fish maw trade from the three African countries to East Asia will provide evidence for the design of a full intervention to address illegal and unsustainable catch and trade, not only in these countries, but in other African States and potentially in future international policy interventions through mechanisms such as those offered by CITES.

Q20. Post project sustainability

How will the project reach a sustainable point and continue to deliver benefits post-funding? How will the required knowledge and skills remain available to sustain the benefits? How will your approach, if proven, be scaled?

Deliver benefits post funding:

Results of this project will be shared with the IUCN Croakers Specialist Group and will significantly

contribute towards to the IUCN Resolution 132 on controlling and monitoring the trade in croaker swim bladders. The results will also be shared at the first ever Global fish maw workshop (funded by ADM Captial Foundation & Sustainable Fisheries and Community Trust) in 2023. TRAFFIC is part of the steering committee, and the workshop will provide an important platform to share knowledge on the fish maw trade from various regions and establish management arrangements for the international trade.

Knowledge and skills remain available to sustain benefits:

As part of the stakeholder mapping analysis, we will identify locally based conservation organisations that will be included in the feedback presentations and workshops upon completion of research. We already have these relationships in two of the targeted countries (Republic of Congo and Madagascar) and will identify new relationships for Senegal. These organisations focus on community development and sustainable marine conservation, and our collaboration with these organisations will assist in formulating capacity-building efforts that are supportive of sustainable harvest of marine species associated with the fish maw trade, and potentially continue monitoring the trade in local landing sites, therefore maximising the potential for sustainability beyond the lifetime of the project.

Scalability:

Based on the research findings, TRAFFIC will develop a programme of work for future fish-maw related initiatives that can be extended to other major fish maw trading countries in Africa, particularly, Sierra Leone, Mauritania, Gabon, and Mozambique. This research has never been conducted before in these countries and will significantly contribute to the knowledge base available on the fish maw trade in Africa. It also highlights the potential for this high-value commodity to provide positive and sustainable benefits to local coastal communities.

If necessary, please provide supporting documentation e.g. maps, diagrams, references etc., as a PDF using the File Upload below:

-
- [Map and reference list](#)
 - 16/12/2022
 - 16:55:36
 - pdf 182.65 KB

Section 7 - Implementation Timetable

Q21. Provide a project implementation timetable that shows the key milestones in project activities

Provide a project implementation timetable that shows the key milestones in project activities. Complete the Word template as appropriate to describe the intended workplan for your project.

[Implementation Timetable Template](#)

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and fill/shade only the quarters in which an activity will be carried out. The workplan can span multiple pages if necessary.

-
- [Fish Maw Implementation Timetable](#)
 - 16/12/2022
 - 17:01:23
 - pdf 195.25 KB

Section 8 - Monitoring and Evaluation

Q22. Monitoring and evaluation (M&E)

Describe how the progress of the project will be monitored and evaluated, making reference to who is responsible for the project's M&E.

IWT Challenge Fund projects are expected to be adaptive and you should detail how the monitoring and evaluation will feed into the delivery of the project including its management. M&E is expected to be built into the project and not an 'add' on. It is as important to measure for negative impacts as it is for positive impact. Additionally, please indicate an approximate budget and level of effort (person days) to be spent on M&E (see [Finance Guidance](#)).

The project leader (Simone Louw) will be responsible for project monitoring and evaluation. Challenges encountered during project implementation will be discussed during TRAFFIC's internal project progress coordination meetings (held weekly) and with stakeholders' coordination meetings (every month). These meetings will monitor progress of activities against the planned timeframes, identify any implementation problems and agree mitigating actions to bring the project back on track. If there are any serious setbacks, which might impact deliverables, these will be discussed with DEFRA so that budgets and activities can be adjusted and redirected as agreed.

The effectiveness of the final workshops in each country, focused on knowledge-sharing, will be monitored by the Project leader through pre- and end of workshop assessments to demonstrate the attendees' change in awareness, knowledge and understanding of the fish maw trade, and issues, in the respective countries.

The market research will be conducted in accordance with TRAFFIC's market research guidelines which have been developed based on extensive experience in conducting such research in numerous countries around the World. The research questionnaires used for interviews with fishers, processors, and traders, and the methodology for conducting these interviews will be quality assured by the TRAFFIC Data, Research and Enforcement Support Team at our head office.

Total project budget for M&E in GBP (this may include Staff, Travel and Subsistence costs)	██████████
Percentage of total project budget set aside for M&E (%)	█
Number of days planned for M&E	27

Section 9 - Indicators of success

Q23. Indicators of success

Please outline the Outcome and Outputs of the project and how will you show that they have been achieved by using SMART indicators and milestones.

See the Monitoring, Evaluation and Learning Guidance for advice on selecting SMART indicators and milestones.

Please note that the number of participants in training is not an output, please consider how to measure the success of the training rather than participation in training.

In the table below please outline your Outcome and between 1-4 Outputs. Each statement should have between 2-3 SMART indicators and end target (figure/state/quality) including how you would evidence achievement – i.e. “Means of Verification”.

	SMART Indicator	Means of Verification
Outcome Enhanced understanding of fish maw trade from three African countries to East Asia, provides evidence for the design of a full intervention to address illegal and unsustainable catch and trade	0.1 By end 2023, identification of the fish species harvested in Madagascar, Republic of Congo and Senegal, to supply the maw trade to East Asia.	0.1 DNA results from specimens collected and analysed. Identification of species based on images from landing sites and markets
	0.2 By mid 2024, development of a policy brief with guidelines on the management and conservation of marine species associated with the fish maw trade in Madagascar, Republic of Congo, and Senegal.	0.2 Copy of policy brief identifying key actions and recommendations for the management and regulation of the fish maw trade in each source country
	0.3 Preliminary recommendations for best practices in sustainable fishing of key species by coastal fishing communities	0.3 Country reports

Output 1	By mid 2024, country specific reports detailing improved knowledge and understanding of fish maw trade dynamics, including recommendations to address illegal catch, for Madagascar, the Republic of Congo, and Senegal	1.1 Trade data analysis on the volumes, value, trade routes, and key importing countries for fish maws from Africa region completed by September 2023	1.1 Customs data sourced from UN Comtrade and from the Hong Kong Census and Statistics Department
		1.2 Market and trade surveys in the three source countries to determine the fish maw supply chain completed by December 2023	1.2 Copies of semi-structured interviews with fishers, processors, and traders.
		1.3 Online monitoring of e-commerce sites for the sale of fish maws from suppliers in Madagascar, Republic of Congo, and Senegal completed by September 2023	1.3 Report of findings from 3-month online monitoring survey of e-commerce sites Alibaba and 21Food
			1.4 Country reports of findings
Output 2	By mid 2024, improved knowledge and understanding of consumer market dynamics in Hong Kong Special Administrative Region (SAR) and consumer preferences for fish maws sourced from African countries.	2.1 Physical market surveys in Hong Kong’s dried seafood area ‘Des Voeux Road’ to better understand the demand and consumer preferences for fish maws sourced from African countries completed by March 2024	2.1 Hong Kong Market report
		2.2 Analysis of e-commerce platforms in Hong Kong and China to obtain information on suppliers advertising the sale of fish maws from African countries completed by March 2024	2.2. Report of findings from 3-month online monitoring survey of Taobo
Output 3	Improved awareness and understanding of issues around the trade in fish maw– including illegal catch and sustainability– for policy, resource management and enforcement officials in Madagascar, Republic of Senegal.	3.1 Virtual stakeholder workshops at country level to share the results and raise awareness on fish maw trade dynamics completed by end September 2024	3.1 Attendance records of workshops (in-person or online)
			3.2 Surveys pre and post workshops demonstrating a change in awareness and understanding

Output 4*No Response**No Response**No Response*

Activities

Each activity is numbered according to the Output that it will contribute towards, for example, 1.1, 1.2, 1.3 are contributing to Output 1.

Each activity should start on a new line and be no more than approximately 25 words.

- 1.1 Conduct physical surveys of fish markets and landing sites in the three African source countries (The Republic of Congo, Madagascar and Senegal) for fish maw, and interviews undertaken with stakeholders in the supply chain (fishers, processors, middlemen, and exporters)
- 1.2 Undertake DNA analyses of fish maw samples collected in each source country to determine the fish species harvested for the trade
- 1.3 Undertake analysis of Customs trade data for fish maws in international trade (volume, value, trade routes, and key importing countries) sourced from the three countries.
- 1.4 Analysis of legislation covering the fishing of species targeted for fish maws, and trade in fish maws.
- 1.5 Undertake desk-based surveys and interviews with government officials to determine any knowledge of swim bladder removal and discarding the rest of the fish at sea, or other illegal fishing practises of source species and related trade in fish maws.
- 1.6 Online monitoring of e-commerce sites (Alibaba and 21Food) for one-day per week running for 3 months before and after Chinese New Year, to determine the prevalence of online sales in fish maw products advertised as having their origin in The Republic of Congo, Senegal, or Madagascar.
- 1.7 Review catch records and stock status (where available) of target species
- 1.8 Write up field and desk research findings for each country, translate into French, and disseminate to key stakeholders.

- 2.1 Conduct physical market surveys in Hong Kong SAR and interviews with fish maw traders and retailers to better understand the market dynamics for fish maws and consumer preferences/value attributes, with a focus on maws sourced from the three countries and/or African countries (for example: species, origin, size/thickness of the maws, pricing, traded names).
- 2.2 Analysis of e-commerce platforms in Hong Kong and China (one-day per week for three months – before and after Chinese New Year in 2024) to obtain information on suppliers advertising fish maw from African countries (in particular the Republic of Congo, Senegal, Madagascar), to determine species composition, price, and to obtain information on fish maw attributes that denote value such as size, shape, thickness, source country/region, age – to assist in assessing current and future risks to species from African coastal States.
- 2.3 Undertake DNA analysis of fish maw samples collected in Hong Kong markets to determine source.

2.4 Compile report on findings and disseminate to key stakeholders in Hong Kong (AFCD, Customs, Hong Kong Sustainable Seafood Coalition (HKSSC) and others).

2.5 Incorporate relevant findings from this research into the country reports for the Republic of Congo, Senegal, and Madagascar (Activity 1.8).

3.1 Based on recommendations from country level reports, develop policy briefings with guidelines on the management and conservation of marine species associated with the fish maw trade, sourced from African coastal States, translate into French and disseminate to key stakeholders.

3.2 Design and deliver online workshops to share the findings of the studies and raise awareness on the fish maw trade for fisheries, customs, and law enforcement agencies in Madagascar, Republic of Congo, and Senegal.

3.3 Workshop (online) in Hong Kong SAR to share the research findings with key agencies (AFCD, Customs, HKSSC)

3.4. Based on findings, prepare and disseminate briefings for the Global Fish Maw workshops

Important Assumptions

Please describe up to 6 key assumptions that, if held true, will enable you to deliver you Outputs and Outcome.

1. Fishermen in coastal communities are willing to discuss and share local knowledge and practices
2. Export permits for sending samples (from Senegal, Congo and Madagascar) to South Africa for DNA analysis are easily obtained.
3. Hong Kong retail and market traders are willing to share information about their business and role in the sale of fish maws.
4. Civil unrest in Hong Kong does not disrupt/delay market survey work
5. Suppliers from Madagascar, Republic of Congo, and Senegal advertising on Alibaba and 21Food indicate the country source of the fish maws.
6. Key stakeholders, particularly Ministry officials, attend the workshops and support recommendations.

Section 10 - Budget and Funding

Q24. Budget

Please complete the appropriate Excel spreadsheet, which provides the Budget for this application. Some of the questions earlier and below refer to the information in this spreadsheet.

[Budget spreadsheet](#)

Note that there are different templates for projects requesting under £100,000 and over £100,000 but all Evidence projects should use the under £100,000 form. Please refer to the Finance Guidance for more information.

Please ensure you include any co-financing figures in the Budget spreadsheet to clarify the full budget required to deliver this project.

N.B.: Please state all costs by financial year (1 April to 31 March) and in GBP. The IWT Challenge Fund cannot agree any increase in grants once awarded.

Please upload evidence of the Lead Partner's financial capacity at the certification page at the end of the application form.

-
- IWT EV Fish Maw Budget
 - 16/12/2022
 - 20:18:05
 - xlsx 35.15 KB

Q25. Funding

Q25a. Is this a new initiative or does it build on existing work (delivered by anyone and funded through any source)?

- Development of existing work

Please provide details:

This initiative builds on existing work in African countries; however, it will be a new initiative for the Republic of Congo, Senegal and Madagascar. Previous work undertaken on the fish maw trade was a desk-based review from Africa to Hong Kong– funded by Arcadia Charitable Foundation and undertaken by TRAFFIC[1]. The desk-based review identified several African countries with significant and increasing fish maw exports and formed the basis to secure funding from the Paul M Angell Family Foundation for fish maw research by TRAFFIC in South Africa and Cameroon between 2020 and 2022. Following this research, the results particularly for Cameroon, identified the Cassava Croaker, as being targeted for fish maw trade. This is important as the species is considered Endangered according to the IUCN Red list, is caught across its West African range, and is a vital food source for many coastal communities. Further research is required in Senegal and the Republic of Congo – countries with some of the highest fish maw export figures for Africa, to determine whether this species is also being targeted for the maw trade. This information will be vital to inform policy and regulations currently not in place for the fish maw trade.

Q25b. Are you aware of any current or future plans for similar work to the proposed project?

- Yes

Please give details explaining similarities and differences, and explaining how your work will be additional and what attempts have been/will be made to co-operate with and learn lessons from such work for mutual benefits.

Yes. Currently, similar work on the fish maw trade is being implemented by TRAFFIC in South Africa and Cameroon, and this project has been extended to the end of 2023. The same methodologies will be used for this project. Future plans to address the fish maw trade include the Global Fish Maw workshop (funded

by ADM Captial Foundation & Sustainable Communities and Fisheries Trust), taking place over three online workshops during March, August, and December 2023. These workshops will bring together key stakeholders from across the world to discuss issues and share knowledge on the illegal and unsustainable harvest of marine species associated with the trade and develop a strategy with key outcomes and actions for each region. TRAFFIC was invited to be part of the steering committee for this workshop, based on relevant expertise and current knowledge of the trade, and will be providing the 'Africa context' in terms of content for the workshop. The results of this project will form an integral part of that knowledge base for Africa.

Q26. Capital items

If you plan to purchase capital items with IWTCF funding, please indicate what you anticipate will happen to the items following project end. If you are requesting more than 10% capital costs, please provide your justification here.

Not applicable.

Q27. Value for Money

Please describe why you consider your application to be good value for money including justification of why the measures you will adopt will secure value for money.

The project design builds on TRAFFIC's reputation in conducting research on trade and market dynamics across a range of wild sourced species, and with work already completed on fish maw in Cameroon and South Africa, the project should gain traction quickly. Economies of scale will be secured by using tried and tested interview techniques and questionnaires and where possible, staff who have previously worked for TRAFFIC in similar roles.

This project supports regulatory and policy reform and will be a catalyst for government implementation, with lasting effect beyond the scope of the project.

The findings of this research will inform proceedings at the Global Workshop on Fish Maw and will be instrumental in shining the spotlight on the issues within an international forum, so reach and influence will extend well beyond the scope of this project.

TRAFFIC has policies and systems in place to ensure financial efficiency and we endeavour to ensure that all costs are kept as low as possible without compromising quality. Competitive pricing is sought for all purchases, including multiple quotes prior to decisions on suppliers and travel. Travel is planned well in advance, and kept to a minimum, using the lowest economy airfare. TRAFFIC reimburses reasonable actual expenses incurred when travelling, and generally does not issue per diems, apart from small daily allowances for incidentals, in line with HMRC guidelines.

Overheads are charged based on number of days worked directly on the project (supported by timesheets) with no lumpsums. All TRAFFIC staff salaries are regularly benchmarked

Section 11 - Risk Management

Q28. Risk Management

Please outline the 6 key risks to achievement of your Project Outcome and how these risks will be managed and mitigated, referring to the Risk Guidance. This should include at least one Fiduciary, one Safeguarding Risk, and one Delivery Chain Risk.

Projects should also draft their initial risk register, using the [Risk Assessment template](#), and be prepared to submit this when requested if they are recommended for funding. Do not attach this to your application.

Risk Description	Impact	Prob.	Gross Risk	Mitigation	Residual Risk
<p>Fiduciary</p> <p>Project activities (e.g., market surveys) in Republic of Congo, Senegal and Madagascar are undertaken in remote fishing villages where it is difficult to secure financial documentation such as receipts.</p>	Insignificant	likely	moderate	TRAFFIC has established financial procedures that consider working in remote areas and cover approvals on expenses documentation. Project staff are committed to securing receipts whenever possible, when receipts are not available, staff/ local consultant will self-report and financial staff will undertake regular monitoring and have updated knowledge on local rates.	Moderate
<p>Safeguarding</p> <p>Fish market and researchers' safety is compromised as they collect data and interview fishers on sensitive topics relating to IUU fishing.</p>	Major	Unlikely	Minor	TRAFFIC has clear guidelines and policy for sensitive activity, in addition to a code of conduct which provides guidance to ensure the safety and security of personnel. Local consultants will also be accompanied by research assistants and will have training and experience in fish market surveys and collecting sensitive data.	Minor

Delivery Chain	Covid19: Market surveys and interviews cannot be undertaken due to pandemic lockdown	Severe	Unlikely	Moderate	For Senegal, Republic of Congo and Madagascar, this is unlikely to occur. COVID restrictions have eased, and the only requirement is negative PCR test before entry. Local consultants will be undertaking the research work, and should Project Staff receive positive PCR test, this will not impact market surveys within country.	Moderate
Risk 4	Export permits not secured for material from Senegal, the Republic of Congo and Madagascar for DNA analysis to be undertaken in South Africa	Moderate	Unlikely	Minor	Export permits will be applied for early to address any challenges, although, no special permits are required for fish maws. If export is still refused, DNA analysis can be explored in-country.	Minor
Risk 5	High level political will and engagement by the Ministry of fisheries in project countries reject the research findings and recommendations.	Severe	Unlikely	Moderate	TRAFFIC has a good working relationship with the Ministry of fisheries in the Republic of Congo and received letters of support from the Ministry of fisheries in Madagascar. We will engage with the fisheries department in Senegal to ensure open communication and cultivate high profile and influence on project outcomes.	Moderate

Risk 6

Adverse currency exchange rates and/or high in country inflation means that insufficient funds to implement activities as planned and costed (December 2022)

Major

Unlikely Moderate

Exchange rates and in country inflation will be continuously monitored and impact on planned activities assessed at least 6 monthly. If necessary, and in agreement with DEFRA, planned activities will be modified to accommodate budget shortfalls (for example, delivery of meetings/workshops virtually)

Moderate

Section 12 - Safeguarding and Ethics

Q29. Safeguarding

Projects funded through the IWT Challenge Fund must fully protect vulnerable people all of the time, wherever they work.

In order to provide assurance of this, projects are required to have appropriate safeguarding policies in place for all people impacted by the project.

Please confirm the Lead Partner has the following policies in place and that these can be available on request:

We have a safeguarding policy, which includes a statement of our commitment to safeguarding and a zero tolerance statement on human rights abuses, bullying, harassment and sexual exploitation.	Checked
---	---------

We have attached a copy of our safeguarding policy to this application (file upload on certification page)	Checked
---	---------

We keep a detailed register of safeguarding issues raised and how they were dealt with	Checked
---	---------

We have clear investigation and disciplinary procedures to use when allegations and complaints are made, and have clear processes in place for when a disclosure is made	Checked
---	---------

We share our safeguarding policy with all partners	Checked
---	---------

We have a whistle-blowing policy which protects whistle blowers from reprisals and includes clear processes for dealing with concerns raised	Checked
---	---------

We have a Code of Conduct for staff and volunteers that sets out clear expectations of behaviours - inside and outside the work place - and make clear what will happen in the event of non-compliance or breach of these standards Checked

Please outline how you will implement your safeguarding policies in practice and ensure that all partners apply the same standards as the Lead Partner.

If your project involves data collection and/or analysis which identifies individuals (e.g. biometric data, intelligence data), please explain the measures which are in place and/or will be taken to ensure the proper control and use of the data. Please explain the experience of the organisations involved in managing this information in your project.

Safeguarding standards are disseminated to staff, consultants and partners through subcontracts, training and a dedicated session on safeguarding and risk assessment and grievance procedures during project inception.

Interviews with female respondents in fishing communities will be conducted by females and/or the lead male interviewer will be accompanied by a female chaperone.

All research and information (e.g., participant registration information, interviewee personal information) will be collected, recorded and stored according to TRAFFIC's Data Protection Policy (2020), which reflects our obligations under UK legislation (Data Protection Act 2018).

Q30. Ethics

Outline your approach to meeting the key ethical principles, as outlined in the guidance.

To achieve the project goals, engagement with traders and stakeholder group relating to the fish maw production supply chain is important. Engagements will be conducted with consent, and outcomes of the research and engagements will be shared with stakeholders and opportunities for input will be provided through combination of in-person and online workshops.

Appropriate procedures related to the collection, storage and use of personal data will be followed through TRAFFIC's Data Management Policy and in compliance with the EU's General Data Protection Regulation (GDPR). Activities are conducted in compliance with the ethical standards and best practice in action, consistent with IUCN's core values as outlined in IUCN's Code of Conduct and Professional Ethics for the Secretariat.

Section 13 - FCDO Notifications

Q31. FCDO Notifications

Please state whether there are sensitivities that the Foreign Commonwealth and Development Office will need to be aware of should they want to publicise the project's success in the IWT Challenge Fund in any country.

No

Please indicate whether you have contacted FCDO Embassy or High Commission to discuss the project and attach details of any advice you have received from them.

Yes

Please attach evidence of request or advice if received.

- FCDO Contacts - Fish Maw
- 16/12/2022
- 18:31:05
- pdf 407.85 KB

Section 14 - Project Staff

Q32. Project staff

Please identify the core staff (identified in the budget), their role and what % of their time they will be working on the project.

Please provide 1-page CVs or job description, further information on who is considered core staff can be found in the Finance Guidance.

Name (First name, Surname)	Role	% time on project	1 page CV or job description attached?
Simone Louw	Project Leader	31	Checked
Linda Chou	Policy Advisor - China	13	Checked
Markus Burgener	Project Supervisor and technical expertise	5	Checked
Alex Tamo	Consultant for Senegal and Rep of Congo	16	Checked

Do you require more fields?

No

Please provide 1 page CVs (or job description if yet to be recruited) for the project staff listed above as a combined PDF.

Ensure the file is named clearly, consistent with the named individual and role above.

- Fish Maw Combined CVs
- 16/12/2022
- 18:40:26
- pdf 531.87 KB

Have you attached all project staff CVs?

Yes


Section 15 - Project Partners

Q33. Project partners

Please list all the Project Partners (including the Lead Partner), clearly setting out their roles and responsibilities in the project including the extent of their engagement so far and planned.

This section should demonstrate the capability and capacity of the Project Partners to successfully deliver the project. Please provide Letters of Support for all project partners or explain why this has not been included.

The partners listed here should correspond to the Delivery Chain Risk Map (within the Risk Register template) which you will be asked to submit if your project is recommended for funding.

Lead partner name:	TRAFFIC International
Website address:	www.traffic.org
Why is this organisation the Lead Partner, and what value to they bring to the project? (including roles, responsibilities and capabilities and capacity):	TRAFFIC will manage all activities on this project. This will include conducting relevant desk-based research, securing and managing consultants for the landing site and fish market surveys in Madagascar, Republic of Congo and Senegal, conducting the market research in Hong Kong SAR, managing the collection of fish maw samples and related DNA analysis, writing up the country reports and policy brief, and providing feedback on research results and recommendations to stakeholders in all four target countries
International/ In-country Partner	International
Allocated budget (proportion or value):	
Representation on the Project Board (or other management structure):	<input type="checkbox"/> Yes
Have you included a Letter of Support from this organisation?	<input type="checkbox"/> Yes
Have you provided a cover letter to address your Stage 1 feedback?	<input type="checkbox"/> Yes

Do you have partners involved in the Project?

No

Please provide a cover letter responding to feedback received at Stage 1 if applicable and a combined PDF of all letters of support.

[Fish Maw LOS Conting](#)

16/12/2022

19:28:45

pdf 550.12 KB

[TRAFFIC Letter of Support Fish Maw signed final](#)

16/12/2022

19:19:33

pdf 240.66 KB

[Fish Maw Cover Letter](#)

16/12/2022

19:16:37

pdf 283.62 KB

Section 16 - Lead Partner Capability and Capacity

Q34. Lead Partner Capability and Capacity

Has your organisation been awarded IWT Challenge Fund, Darwin Initiative, or Darwin Plus funding before (for the purposes of this question, being a partner does not count)?

Yes

If yes, please provide details of the most recent awards (up to 6 examples).

Reference No	Project Leader	Title
IWT108	Ling Xu	Demand reduction and behaviour change along China's parrot supply chains
IWT085	Trinh Nguyen	Social marketing to reduce demand for tiger products in Vietnam
IWT071	Ling Xu	Reducing demand for wildlife products among Chinese nationals in Laos
IWT042	Ling Xu	Combatting global wildlife cybercrime: building on success in China
28-026	Anastasiya Timoshyna	Himalayan plants for people: sustainable trade for biodiversity and development
25-018	Anastasiya Timoshyna	Succeeding with CITES: Sustainable and equitable Jatamansi trade from Nepal

Have you provided the requested signed audited/independently examined accounts?

If yes, please upload these on the certification page. Note that this is not required from Government

Agencies.

Yes

Section 17 - Certification

Certification

On behalf of the

Trustees

of

TRAFFIC International

I apply for a grant of

£98,210.58

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

(This form should be signed by an individual authorised by the applicant institution to submit applications and sign contracts on their behalf.)

- **I have enclosed CVs for key project personnel, a cover letter, letters of support, a budget, logframe, safeguarding policy and project implementation timetable**
- **Evidence of our financial capacity (see Finance Guidance) is also enclosed.**

Checked

Name	RICHARD SCOBEY
Position in the organisation	EXECUTIVE DIRECTOR
Signature (please upload e-signature)	<input type="checkbox"/> <u>Certification 2022 Fish Maw signed</u> <input type="checkbox"/> 19/12/2022 <input type="checkbox"/> 16:34:17 <input type="checkbox"/> pdf 365.43KB
Date	19 December 2022

Please attach the requested signed audited/independently examined accounts.

- [TRAFFIC Accounts 0](#)
- 16/12/2022
- 19:36:40
- pdf 3.16 MB

- [TRAFFIC Accounts 2020](#)
- 16/12/2022
- 19:36:16
- pdf 1.59 MB

Please upload the Lead Partner's Safeguarding Policy as a PDF

- [TRAFFIC Safeguarding Statement](#)
- 16/12/2022
- 19:35:37
- pdf 528.74 KB

Section 18 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance, including the “IWT Challenge Fund Guidance”, “Monitoring Evaluation and Learning Guidance”, “Risk Guidance” and “Financial Guidance”.	Checked
I have read, and can meet, the current Terms and Conditions for this fund.	Checked
I have provided actual start and end dates for the project.	Checked
I have provided my budget based on UK government financial years i.e. 1 April – 31 March and in GBP.	Checked
I have checked that our budget is complete, correctly adds up and I have included the correct final total at the start of the application.	Checked
The application been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have attached my completed logframe as a PDF using the template provided	Checked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
I have included a 1 page CV or job description for all the Project Staff identified at Question 32, including the Project Leader, or provided an explanation of why not.	Checked
I have included a letter of support from the Lead Partner and partner(s) identified at Question 33, or an explanation of why not.	Checked
I have included a cover letter from the Lead Partner, outlining how any feedback received at Stage 1 has been addressed where relevant.	Checked
I have included a copy of the Lead Partner's safeguarding policy, which covers the criteria listed in Question 29.	Checked
I have been in contact with the FCDO in the project country/ies and have included any evidence of this. If not, I have provided an explanation of why not.	Checked

I have included a signed copy of the last 2 annual report and accounts for the Lead Partner, or other evidence of financial capacity as set out in the Financial Guidance, or provided an explanation if not. Checked

I have checked the IWT Challenge Fund website immediately prior to submission to ensure there are no late updates. Checked

I have read and understood the Privacy Notice on the IWT Challenge Fund website. Checked

We would like to keep in touch!

Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under the IWT Challenge Fund and our sister grant scheme, the Darwin Initiative. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share our quarterly project newsletter. You are free to unsubscribe at any time.

Unchecked

Data protection and use of personal data

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising the Darwin Initiative including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: Gathering Evidence to Address Illegal Trade in African Fish Maw

Project Implementation Timetable that shows the key milestones in project activities.

Quarters are based on UK FYs (1 April – 31 March - Q1 therefore starts April 2023).

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
Output 1	By mid 2024, country specific reports detailing improved knowledge and understanding of fish maw trade dynamics, including recommendations to address illegal catch, for Madagascar, the Republic of Congo, and Senegal.							
1.1	Conduct physical surveys of fish markets and landing sites in the three African source countries (The Republic of Congo, Madagascar and Senegal) for fish maw, and interviews undertaken with stakeholders in the supply chain (fishers, processors, middlemen, and exporters)	4						
1.2	Undertake DNA analyses of fish maw samples collected in each source country to determine the fish species harvested for the trade	2						
1.3	Undertake analysis of Customs trade data for fish maws in international trade (volume, value, trade routes, and key	2						

Project Title: Gathering Evidence to Address Illegal Trade in African Fish Maw

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
	importing countries) sourced from the three countries.							
1.4	Analysis of legislation covering the fishing of species targeted for fish maws, and trade in fish maws	3						
1.5	Undertake desk-based surveys and interviews with government officials to determine any knowledge of swim bladder removal and discarding the rest of the fish at sea, or other illegal fishing practises of source species and related trade in fish maws.	3						
1.6	Online monitoring of e-commerce sites (Alibaba and 21Food) to determine the prevalence of online sales in fish maw products advertised as having their origin in The Republic of Congo, Senegal, or Madagascar.	3						
1.7	Review catch records and stock status (where available) of target species	2						

Project Title: Gathering Evidence to Address Illegal Trade in African Fish Maw

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
1.8	Write up field and desk research findings for each country, translate into French, and disseminate to key stakeholders.	4						
Output 2	By mid 2024, improved knowledge and understanding of consumer market dynamics in Hong Kong Special Administrative Region (SAR) and consumer preferences for fish maws sourced from African countries.							
2.1	Conduct physical market surveys in Hong Kong SAR and interviews with fish maw traders and retailers to better understand the market dynamics for fish maws and consumer preferences/value attributes, with a focus on maws sourced from the three countries and/or African countries (for example: species, origin, size/thickness of the maws, pricing, traded names).	2						
2.2	Analysis of e-commerce platforms in Hong Kong and China (one-day per week for three months – before and after the Chinese New Year in 2024) to obtain information on suppliers advertising fish maw from African countries (in particular the Republic of Congo, Senegal, Madagascar), and to determine species composition, price, and	4						

Project Title: Gathering Evidence to Address Illegal Trade in African Fish Maw

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
	to obtain information on fish maw attributes that denote value such as size, shape, thickness, source country/region, age – to assist in assessing current and future risks to species from African coastal States.							
2.3	Undertake DNA analysis of fish maw samples collected in Hong Kong markets to determine source.	2						
2.4	Compile report on findings and disseminate to key stakeholders in Hong Kong (AFCD, Customs, Hong Kong Sustainable Seafood Coalition (HKSSC) and others).	4						
2.5	Incorporate relevant findings from this research into the country reports for the Republic of Congo, Senegal, and Madagascar (Activity 1.8).	1						
Output 3	Improved awareness and understanding of issues around the trade in fish maw – including illegal catch and sustainability – for policy, resource management and enforcement officials in Madagascar, Republic of Congo, and Senegal							
3.1	Based on recommendations from country level reports, develop policy briefings with guidelines on the management and conservation of marine species associated with the fish maw	2						

Project Title: Gathering Evidence to Address Illegal Trade in African Fish Maw

	Activity	No. of months	Year 1 (23/24)				Year 2 (24/25)	
			Q1	Q2	Q3	Q4	Q1	Q2
	trade, sourced from African coastal States, translate into French and disseminate to key stakeholders.							
3.2	Design and deliver in-person and online workshops to share the findings of the studies and raise awareness on the fish maw trade for fisheries, customs, and law enforcement agencies in Madagascar, Republic of Congo, and Senegal.	2						
3.3	Workshop (online) in Hong Kong SAR to share the research findings with key agencies (AFCD, Customs, HKSSC)	1						
3.4	Based on findings, prepare and disseminate briefings for the Global Fish Maw workshops	1						