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REPLICATION ACTIVITY: INITIATING THE ESTABLISHMENT
OF A NEW MPA IN TUNISIA

Strategy for mobilizing institutional actors for the creation
of a Marine Protected Area in the north-eastern part
of the Kerkennah Islands in Tunisia

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Preamble

Within the framework of setting up a coastal and marine protected area in the North-East part of the Kerkennah¹ islands in Tunisia, the "Agence Protection et Aménagement du Littoral" (Agency for the Protection and Development of the Littoral) added another measure for the ecological characterisation study, pertaining to the elaboration of a mobilisation strategy of the stakeholders in order to obtain the necessary technical assistance.

To ensure an MPA's efficacy and efficiency and also to optimize coherence and its technical and social feasibility, it should be based on a combined multi-level approach. This system of governance ensures the participation and support of public institutions and strengthens the dialogue between multiple public, private, associative and user stakeholders.

¹ This site is part of five Tunisian sites of the National Programme for the Creation of Coastal and Marine Protected Areas, APAL. The latter is part of the national policy on biodiversity, as defined by the National Biodiversity Plan approved in 1998 which aims to set up a network of protected areas along the whole Tunisian coastline.

The sites in the programme are: La Galite, Zembra and Zembetta, the Kuriat islets, the North-East part of Kerkennah (present study area) and the littoral from Cap Negro to Cap Serrat. The MPA of this mission is one of the two sites coming under the programme, and the other is that of the Cap Negro - Cap Serrat littoral.

I. How the mission took place

Firstly the mission consisted of a bibliographical compilation to retrace the changes in the study zone and to highlight its specificities and characteristics. Secondly meetings took place as well as field surveys in the sectors concerned and in the Kerkennah delegation.

The field surveys included contact visits with the different representatives of the local authorities to glean more information on the study area and the views of the officials about the MPA creation project. These visits were to the delegation, the municipality, the CTV as the local MARH representative and the fisheries department.

A focus group took place with the Omdas from the El Ataya, Ennajet and El Kraten localities to discuss the specificities and problems of each of them in order to better understand the challenges facing the creation of an MPA.

Several semi-structured meetings took place with various resource persons, namely the representatives of civil society, fishermen, artisans whose job is linked directly to fishing, retired omdas etc. These meetings took place in the localities and generally in the work places of these persons. The aim of these meetings was to gain an insight of the memory of the sites and to highlight the citizens' perception.

Finally a seven-person focus group was set up during an information meeting in the port cafe of the El Kraten locality. The focus group comprised fishermen, teachers and civil society representatives. This focus group highlighted the problems facing the locality's inhabitants.

During these meetings and visits there were difficulties in accessing information in these localities. The delegation as well as the other administrations affirmed not having any information, especially the delegation whose headquarters had been burned down three times since the January 2011 events. Other reasons were evoked by the officials, such as a breakdown in communication between the regional and the local level.

The mission came across another difficulty, namely the almost total lack of knowledge about the MPAs and the laws governing them. Consequently all the talks and meetings were preceded by an information session about the whole idea of the MPAs, the laws governing them and their usefulness for the protection of the resource.

II. Survey results of stakeholders

A quantitative analysis was made of the data and the main variables which make it possible to draw conclusions and observations about the role, perceptions, expectations and interest of the stakeholders in the MPA creation project in the North-East Kerkennah islets.

A. Perception of MPA creation in the islets by the stakeholders

No particular objection was made to the project idea of creating an MPA in the North-East Kerkennah islets, apart from the groups of actors whose interests are in complete contradiction with the project². Furthermore, the idea of an MPA in the study perimeter was not the key word of the respondents. Strangely enough, when it was mentioned, no particular motivation was forthcoming in most of the meetings, and also, paradoxically, it served as leverage for all the persons addressed to dwell on the challenges and development priorities in Kerkennah by enumerating their causes and deteriorating problems.

In view of this resistance and the numerous testimonies about the archipelago's problems, here is a summary of the main aspects which cover:

- the isolation of the Kerkennah island: the archipelago is accessible only from Sfax via the car-ferry with 16 regular crossings (8 return trips). The crossing takes about one hour. This situation affects the island inhabitants in several ways (time management, distance of the study perimeter sites from the Sidi Youssef port, higher cost of living compared with the mainland etc. and, according to what they say, the impediments to investment opportunities.
- The fragile ecosystem is vulnerable in view of its physical setting and also due to anthropic pressures. All the actors are aware of the changes which have occurred in the last few decades in the island ecosystems and their repercussion on a daily basis.

² No interview was done intentionally with a representative of one of these groups. However, one of the omdas represents one of these groups and his position was, in a way, quite clear enough.

- the low percentage of youth and the high percentage of retirees. This situation is attributable to the rural exodus and to the retirees who originally came from the archipelago.

B. Almost total ignorance about the significance of a Marine Protected Area and worries about environmental challenges:

An overwhelming majority of the persons interviewed had no valid notions about an MPA. Only two persons had an inkling of the significance of an MPA which they gleaned from rumours about the MPA project.

- the respondents talked at great length of the archipelago's environmental problems. These declarations were followed up by a bibliographical search (on the environmental challenges) and more details were found: the archipelago's flat topography is prone to soil contamination by salt as it seeps in through capillarity and coastal erosion³.
- anarchical urban sprawl has generated an over-use of the littoral and fragilized the marine ecosystem. This phenomenon can be seen at Sidi Youssef, Ouled Kacem, Ouled Yaneg, Borj Elhsar, Bounouma and in the vicinity of the El Ataya⁴ port.
- the loss of traditional agriculture and its repercussions on the equilibrium of the island ecosystem.
- the extension of salt marshes to the north of El Abbassia, from 84 ha in 1976 to 402 ha in 2003 : this excessive extension has caused the soil to be contaminated by salt and the palm grove to be degraded⁵.
- the construction of a dyke without an evacuator in the Fonkhal area on the sebkha outlet, within the framework of a future touristic project, has led to a dysfunctioning in the sebkha. Rain waters are now contained in the sebkha instead of being evacuated towards the sea and consequently they accumulate and stagnate and affect the neighbouring palm groves⁶. The same phenomenon is omnipresent in the El Kraten locality, after the construction of a dyke leading to the Enf Errkik islets during the

³ Noûmène Fehri, La palmeraie des Îles Kerkennah (Tunisie), un paysage d'oasis maritime en dégradation : déterminisme naturel ou responsabilité anthropique ?, 2011

⁴ Etude D'élaboration Du Schéma Directeur D'aménagement De La Région Economique Du Centre-Est, DGAT, 2011

⁵ Noûmène Fehri, La palmeraie des Îles Kerkennah (Tunisie), un paysage d'oasis maritime en dégradation : déterminisme naturel ou responsabilité anthropique ?, 2011

⁶ Noûmène Fehri, La palmeraie des Îles Kerkennah (Tunisie), un paysage d'oasis maritime en dégradation : déterminisme naturel ou responsabilité anthropique ?, 2011

building works of the port. Consequently the fishermen of El Kraten and of Ennajat often have difficulties in getting access to their feluccas on the Sefnou beaches.

- the illegal extraction of sand for building purposes is an irreversible phenomenon which, apart from the historical loss of the sand, distorts the archipelago's landscape.
- the Kys fishing method and its proliferation despite being prohibited by the law in force since 2011. This method scrapes the sea bottom and contributes towards the marine flora and posidonia meadows being torn off and this is where the fishes feed, reproduce or hide. The fishing nets used do not make it possible to sort out the fish according to their size as the sorting is done on the bridge where the marketable fish are kept and the others rejected. The repercussions⁷ of the Kys fishing method can be seen even beyond the area where it is practised, as the areas of El Ataya and El Kraten have been affected. It should be pointed out that fishermen using dragnets near the Kerkennah island are mostly fishermen from the continent. The fishermen of the study area using this methods are very few according to the affirmations of the local officials.
- the non respect of the fishing seasons or the biological resting period especially by those using the Kys fishing method.
- the anarchical increase in the fleet (motor boats without a registration number) has led to overfishing⁸.
- the pollution from the chemical and phosphates industries affect the whole gulf of Gabes.
- the proliferation of inorganic waste and the absence of a waste management plan in the archipelago means that household waste and similar types of waste are piling up at the edge of the villages emitting nauseating smells, contaminating the soil and distorting the landscape. A controlled landfill was built in 2010 in Mellita with two transfer centres in Chargui and Ouled Kacem. But this landfill is still not operational because of land tenure problems.
- the archipelago has only one treatment plant in Ramla with a 28%⁹ connection rate, the other localities, including the study area, are not connected and waste waters are collected in a soak pit.

⁷ Participative diagnosis of the state of traditional fishing in the Kerkennah islands, 2006

⁸ Participative diagnosis of the state of traditional fishing in the Kerkennah islands, 2006

These serious difficulties gave rise to a very critical and sometimes even destructive attitude. The lack of knowledge on important issues such as the classification of the archipelago as a Ramsar¹⁰ site is an example of the more or less negative attitude and some gaps which the stakeholders have on the data and international conventions pertaining to the environment and the ecosystem in general and the MPAs in particular.

C. Civil society: new impetus and great challenges in terms of empowerment and participation in public projects

Looking at the landscape of associative life in the archipelago, the mission noted progressive dynamics taking place in the delegation, as is the case with this generalized impetus throughout Tunisia since the revolution. (33,5 % of Tunisian associations were set up between 2011 and 2012¹¹).

Even though the Kerkennah associations represent only 2,31% out of all the associations in the Sfax governorate, the average ratio¹² of the number of inhabitants per association is 408 inhabitants/association for Kerkennah and 614 inhabitants/association for the governorate¹³.

The only association¹⁴ which had been active in the environmental domain before 2011 in the archipelago was a representation and in 2010 a national association was created which was supported by Apal. The other associative structures which were active before January 2011 were mainly of a sports or cultural nature. It is true to say that this association (youth and sciences) is still one of the most active ones on environmental issues and citizenry. It also has a good contact network and has managed to produce synergies with a good number of associative structures.

⁹ Municipality of Kerkennah

¹⁰ Since 2012 the Kerkennah archipelago has been classified as wetlands of international importance according to the Ramsar convention.

¹¹ Foundation For the Future, Etude sur les Organisations de la Société Civile Tunisienne, 2013

¹² The ratio was calculated on the basis of the 2014 general population census.

¹³ The number of associations of the Sfax Governorate is derived from the September 2015 statistics of the IFEDA centres for associations and the number for the Kerkennah Delegation is derived from field investigations and the mission's bibliographical search.

¹⁴ Club Jeunes Sciences Kerkennah.

Table 1 : List of Kerkennah associations ¹⁵

N°	Name of association	President of the association
01	Development Association Kyranis	Rochdi Kebeyli
02	Sports Association Kerkennah s	Ridha Jrad
03	Sports Association «Lander du poids » of El Ataya	-----
04	Kraten Sports Association	Imed Khcherem
05	Ennajet association for the protection of Aged Persons and Invalids in Kerkenah	Mokhtar Souissi
06	Association Jeunes Kerkennah de développement - Ramla (Kerkennah Youth assoc. for development - Ramla)	Abderrazak Zrida
07	Kerkennah Assoc. for the Future - Mellita	Abdessalem Slimen
08	Association of retirees (Ramla)	Mohamed Salah Fekir
09	Association of friends of popular memory	Mansour Bargui
10	Koranic Association	Mohamed Graja
11	Association of friends & parents of municipal kindergarten - Ramla	Abdettaweb Jarbouï
12	Red crescent section	Abdennasser Fekir
13	Association Youth & sciences -Kerkennah- Ramla	Morsi Feki
14	Committee for protection of monuments - Kerkennah - Ramla	Raja Krida
15	Association of friends of Am Khmaïes – Ouled Kassem	Mahmoud Chalghef
16	Charitable Cooperation Association - Kallabine	Salah Fehri
17	Island league for defence of monuments and development	Abdelhamid Fehri
18	Development Association of Oued Yaneg	Slim Zlila
19	Océano Club association - Kerkennah	Mohamed Baâti
20	Volley ball associatioin of Kerkannah	Abdellatif Sahl
21	Kraten association for sustainable development, culture and entertainment	Ali Souissi
22	Association Majarra - Ramla	Habib Ben Chikha
23	Association Fidélité des militaires retraités (Faithful retired military staff assoc.)	Ibrahim Saidi
24	Association de la ligue de militantisme des jeunes (Assoc. of league of youth militantism)	Boulbaba Makhlouf
25	Bardimes assoc. for culture and entertainment	Marouen Hnana
26	Association Essedik - Attaya	Nadia Hnana Zouheira Bourbiâ
27	Association for the preservation of Kerkennah island environment	
28	Association des fidèles de L'archipel de Kerkennah (Assoc. of the devoted friends of the Kerkennah archipelago)	Nadher Essid
29	Association Kerkennah for the protection of the cultural and marine heritage	Chaabene faker
30	Association Médicale de Kerkennah (Medical assoc. of Kerkennah)	http://www.amk-tunisie.org/ Imed Charac
31	Kraten Sports Association	Imed Khcharem
32	Association Coeur Kerkennah(Kerkennah Heart Assoc.) https://www.facebook.com/CoeurKerkennah/timeline	Fayrouz Azayez
33	Association des amis de la maison de jeunes Melita à Kerkennah (Assoc. of friends of Melita youth centre in Kerkennah)	
34	Association le voile Théâtral Kerkennah (Theatre veil Assoc.)	

¹⁵ Data collected from the Kerkennah delegation and the IFEDA site

35	Association du festival -Karnit- Kerkennah(Festival assoc.)	
36	Association Continuité des générations * (Continuity of generations Assoc.)	Sana Taktak
37	Union de la voix de l'étudiant tunisien *(Tunisian Student's Voice Union)	Mariam Triki
38	Lion's club Kerkennah	Najib Mallek
39	Association des anciens de l'école Ouled Kacem(Assoc. of former students of the Ouled Kacem school)	Ahmed Chlif
40	Sport Nautique - Ouled Boual (Water Sports)	Tawfik Toumi Ramzi Azaiez

* Assoc. which intervened in Kerkennah.

When the respondents were asked about the leverage of civil society in the town, most of them said that a good number of associations started to become well-rooted. But the replies affirmed that, even though the associative movement always emitted a good signal, the associations do not have the same sense of public interest and that many of them have started playing the political bipolarisation game, or else they have turned into eternal Petrofac funding seekers.

Furthermore, the vivacity of some associations seeking to consolidate their leverage as an active actor in the development of their region and also to benefit from the advantages of networking, have taken the initiative of federating into a network. Thus the network "Hached des association de Kerkennah" emerged in August 2015 after a few months of gestation.

"Stillborn" peasant farmers associations victims of disillusion of the social justice

Officially there are ten GDAs (Groupements de Developpement Agricole -Agricultural Development Organisations (table 2). Their creation is far from justified or supported by those who are convinced of the relevance of these structures. They are the result of a political decision in order to reflect an equitable distribution of the benefits of installing the gas industry in the archipelago. The final expectation of the farmers and fishermen was simply to benefit from the development advantages as indicated by Petrofac. With two exceptions (as illustrated in the synthesis table), all these organisations were set up in 2008, i.e. one year after the installation of Petrofac. All these GDAs are practically inactive since the January 2011 events. However, one of the GDA is associated with the gas operator so that the archipelago can have its first oil factory in 2014.

THE GDA "El Arkhabil" is one of the oldest and the only one to be set up before the installation of Petrofac. It covers the whole archipelago. It had a difficult start and had to face the reticent support of the fishermen because of their over-indebtedness to collectors¹⁶.

Table 2 : Lists of GDA and GDP de Kerkennah¹⁷

GDA/GDP	Date of creation	Domain of activity	Locality	No. of members	President	Treasurer
El Arkhabil			Kerkennah			
El borj	27.12.2008	Exploitation de PI	Mellita	80	Mokhtar Ben Omor	Nasser Hammani
Al Wassat	22.02.2008	PI	Zone du centre	80	Sami Azzabou	Moncef Chelli
AL IchaÄ	15.1.2008	Agriculture et pêche		65	Ali Chamkha	Radhouan Attia
Gremdi	19.1.2008	Agriculture et pêche	El Ataya	103	Neji Meghdich	Adnen Arrous
El Baraka	19.01.2009	Agriculture et pêche	Ouled Ezzeddine	35	Hédi Ezzeddine	Hechmi Ezzeddine
Ethabet	19.1.2008	Agriculture et pêche	El Kraten	59	Nabil Souissi	Jomaa Matri el wissaief
Echerkia	26.4.2008	Pêche	Mellita	12	Abdelfatteh Makni	Monji Souissi
Borj El Hessar	19.07.2008	Pêche	Zone du centre	158	Hamza El Fekir	Aberrazek Joulak
Zorii	14.12.2012	agriculture biologique	Zone du centre	36	Salim EL fekii	Daoud Hammani

Zone of Centre : Mellitta , ouled bou ali , Ouled Kacem, ouled Yanneg, Ramla, Abbassia ,

Efficiency and catalytic effects are necessary for participating in the MPA creation project.

Apart from the evident participation of civil society in such a process, the potential of the associations in terms of their efficiency and acquired and available experience means that the project can benefit from potential cooperation which should be subsequently supported (capacity building).

¹⁷ Data collected from CTV Kerkennah

Within the framework of the programme for the Tunisian littoral (PPLT)¹⁸ (PPLT source of INSPIRATION), citizens were mobilized by initiating a citizens' committee for the protection of the works so as to enhance the ownership of the works by the residents and ensure their sustainability. The two localities of El Ataya and El Kraten have these committees.

On a local level¹⁹, after the protests of the fishermen of the El Kraten village against illegal fishing, AKDDCD took the initiative to convene the locality's different actors in order to combat illegal fishing which is threatening the equilibrium of the ecosystem and the population's income and also to think of a sustainable development model for the village.

D. Sites and communities

The programmed protected marine area covers the North-East part of the kerkennah archipelago. These islands are summarized in the following table²⁰ :

Table 3 : Localisation of the islets

Islet	Localisation	Surface (ha)	Perimeter (m)	Distance from the Chargui islet
Gremdi	En face d'El Ataya	196,26	8800	350 m 0,189 milles marin
Roumadiya	Nord-est de Ferkik	166,90	9176	1220 m 0,659 milles marin
Sefnou	Nord-est de Chargui	52,67	4742	610 m 0,329 mille marin
Ramadiya (Rakkadiya)	Proche de El kraten	4,15	1099	600 m 0,324 mille marin
Lazdad	Entre Gremdi et Enf Rekik	22,13	3815	16424m 0,887 mille marin
Charmadia	Ouest de Chargui dans la baie entre Sidi Fonkhal et Bounouma	2,79	722	1380m 0,745 mille marin

¹⁸The PPLT financed for KFW; for the benefit of vulnerable sites in Kerkennah, Monastir, Raf Raf, Sousse and Soliman between 2013 and 2018, the aim is to protect the littoral against marine erosion by setting up works to maintain the coast.

¹⁹ <http://pasctunisie.org/nouveau-concept-developpement-durable-au-village-kratten-les-iles-kerkennah/>

²⁰ PIM, Flora and vegetation of the islands and satellite islets of the Kerkennah archipelago (Eastern Tunisia), 2015

Focusing on the testimonies and observations made by those who were interviewed made it possible to better understand the position of all those concerned and to set up a mobilisation strategy.

a. Experience and living memory of the islets

The living memory of the islets, as recounted by the inhabitants is that, although they have not been inhabited, the islets played a dominant role in the experience of the inhabitants living in the north of Kerkennah. According to the testimonies, the residents of the study area and those of El Ataya cultivated figs in Gremdi and brought their flocks there to pasture. Furthermore, the she-camels used in agriculture in El Ataya and Ennajat spent the summer in Gremdi and they were brought home to drink twice or even three times per week. During the field meetings, some resource persons affirmed that at least one flock was still grazing in Gremdi and two or three between Ramadiya and Enf Rekik.

Other resource persons talked nostalgically of a by-gone era when, according to them, the inhabitants discussed together the affairs which concerned their village. During that same period there was an equitable distribution of sea resources ("dividing up" the sea bottom for fixed-gear fishing at El Hejar). The witnesses referred nostalgically to the solidarity which existed between the inhabitants in their daily life and also in their professional life.

It can also be pointed out that the villagers are somewhat disillusioned about the operation to plant eucalyptus on the Gremdi island which was started in the 1960s by the DGF (Forestry Dept.) According to their testimonies, the action in the first place was not necessary and was not followed up by the authorities. That operation is perceived by them as a kind of attack.

Another fact which stood out in most of the testimonies is the existence of title deeds mainly for the islets of Gremdi and Sefnou with the El Ataya and Ennajat families.

b. Perception of the sectors

i. El Ataya

In terms of the population, El Ataya is the second sector of the archipelago after that of Mellita. This sector is deemed to be the oldest. Its layout is based on a system of mini plots which in the past contributed, according to the inhabitants, towards enhancing social solidarity as in the case of their ancestors who helped each other to ensure a decent standard of living. According to the explanations of a resource person, these plots of land had water collectors which made it possible to evacuate rain water efficiently which was used by the inhabitants for supplementary irrigation and for their livestock.

The first fishing port was built in 1976 on the northern coast of El Ataya. In 1992 the latter had the first modern fishing port of Kerkennah and the old port now is used as a jetty for small boats. Furthermore, all the testimonies stressed the fact that the El Ataya fishermen preferred traditional fishing based mainly in El Hejar and the Charifias. Dagnet fishing is practised only by a handful of fishermen from El Ataya. Boats which practice this sort of fishing in the El Ataya waters are partly from Mellita and partly from the Sfax coast. A fisherman from El Ataya stated ²¹ that in 1986 he caught 150 kg of fish with his charfia/fixed gear fishing method, whereas in the last few years he hardly managed to catch 3 kg. The El Ataya fishermen denounced the dragnet fishing method and want to preserve traditional methods to ensure the sustainability of the resource. The locality is, furthermore, with 7 other sites, involved in the "Projet de Protection du Littoral Tunisien" (PPLT) (Project for the protection of the Tunisian Littoral) financed by the German popular bank "KFW".

The local community seems to associate any project or initiative covering their area with oil activities likely to be set up and to impede fishing which is already affected by the gas industry.

ii. Ennajat

With less than 1000 inhabitants, the Ennajat locality is also one of the oldest cores of the archipelago. The inhabitants also proudly remember Bourguiba's, the first president of Tunisia, stopover in 1945 before fleeing to Egypt in a local boat with the aim of

²¹ Film The UN Convention on the Law of the Sea - A Kerkennah Fisherman, 2010 (<https://www.youtube.com/watch?v=BLytma7QY1E>)

advancing Tunisia's cause. The name Ennajet "La délivrance" (The Deliverance) stems from that event as in the past it was known as El Khraieb and many people of Kerkennah use the old name. Ennajet is relatively far from the sea but its inhabitants, like the other people of Kerkennah, have always primarily turned to the sea.

iii. **El Kraten**

El Kraten is the sector more to the north of the archipelago and is also the most recent nucleus. The El Kraten locality is, according to the testimonies, deemed to be the "descendant" of Ennajet or Khraieb. In fact, they explained that, after independence, the Ennajet inhabitants started to settle there little by little in order to get closer to the sea.

El Kraten has the second fishing port of the archipelago and like in El Ataya, the fishing is mainly traditional. In December 2012 the village hit the headlines in the Tunisia medias because of a clandestine immigration attempt by nearly 500 villagers to the Italian island of Lampedusa as a sign of protest, so they said, against the laxity of the authorities in view of the proliferation of the illegal dragnet fishing. The fishermen stopped at the limit of territorial waters because of the bad weather. This action was not the first one. In September 2011 the fishermen vented their anger, for the same reason, in front of the office of the Kerkennah delegation and even closed the public administrations and the secondary school as well. The authorities countered this anger by seizing 3 offending boats. These actions categorically demonstrate the position of the El Kraten and Ennajet fishermen against dragnet fishing.

El Ataya and El Kraten are involved in the PPLT project.

c. Vulnerability and fishing problems in the sectors

According to the interviewees, the fishing vulnerability in the study sites can be summarized as follows:

- the development of the gas industry along the coasts of the archipelago and the ensuing pollution and the reduction in sea resources due to the gas fields is thought to be responsible for the proliferation of Kys fishing.
- the prolifération of illegal fishing: fishing techniques are transmitted from generation to generation and most of the fishermen in the 3 localities maintain these techniques are they are aware of the fact that they are the key for sustainable sea resources.

However, dragnet fishing and fishing for octopus using pots are proliferating all around the archipelago including the northern part of the study area. Boats from Mellita and especially from the Sfax coast practice these techniques intensely and thus endanger the ecosystem's equilibrium.

- This proliferation got worse with the weakened performance of the fishing dept. after its merger with the agriculture dept. in the 1980s. This merger was prejudicial to the competence of the fishing dept. especially in areas as sensitive as Kerkennah.
- Fixed-gear fishing is subjected to a system of concession/hiring with annual renewal and has been dysfunctional since the 2011 events. The contracts are not renewed and furthermore, hundreds of charifias are used without any control whatsoever.
- the closure of two fish auction halls (wholesale market) of El Ataya and El Kraten represent a loss of earnings for the market economy and puts the fishermen under pressure exercised by the intermediaries-collectors (Gachara). In fact, the auction halls have been closed since 2001 for El Ataya and 2003 for El Kraten. This closure took place after the propagation of the job of intermediary-collector and the fishermen's reticence in these areas in going through the illegal commercialisation circuit which imposed a municipal tax on their sales. The fishermen believe this tax to be unfair as their counterparts on the jetties or the beach landings of the archipelago are not subjected to this tax. Furthermore, during the 1990s - 2000, the high contributions imposed through the "fond national de solidarité 2626²²" (National Solidarity Fund) and the spreading of corruption within the institutions have contributed towards the emergence of the job of the intermediary-collector who can easily acquire the necessary equipment through leasing.
- According to one of the resource persons interviewed, an attempt is made, on an institutional level, to improve the system of controlling the intermediaries-collectors (Gachara) to ensure that the latter buy only from those fishermen that practise legal fishing.

²² The "fond national de solidarité 2626" (National Solidarity Fund 2626) is a governmental institution set up in 1992 by the former Tunisian regime to help needy families. This fund was a coverup for a corrupt system.

d. Conflicts and challenges in the study perimeter

In view of the particular situation in Kerkennah, it is essential to review the conflicts and development challenges which transpired from the meetings and the focus groups and which pertain to the study perimeter.

i. Development challenges

The meetings during the mission highlighted the fact that the study perimeter suffers from a double problem of isolation. Apart from its distance from the mainland and the lack of communication between the regional and local areas in Kerkennah, the study perimeter suffers from isolation compared with the rest of the archipelago. As it is situated at the extreme end, the study perimeter does not benefit in the same way from projects and development opportunities like the rest of the archipelago.

The diagnosis and the meetings during the mission demonstrated this reality with the local communities which, furthermore, believe that they are not given due attention with the attempts at development in the archipelago.

Another just as important a point transpired during the mission, namely the breakdown of institutional communication between the regional and the local level. This breakdown causes a dysfunction in the administration and also reinforces the feeling of exclusion which is already omnipresent amongst the islanders.

ii. Conflict between the fishermen

As already mentioned, traditional fishing techniques and others, like dragnet fishing and/or small mesh nets co-exist. The repercussions of the latter methods on the resources and consequently on the income of the fishermen practising the first methods is a source of undeniable conflict between the two categories of fishermen. The testimonies and the anger expressed by the interviewed fishermen confirmed all this. The clandestine collective emigration attempt of the El Kraten fishermen (December 2012) as a sign of protest against the lack of measures against those fishermen using dragnets, is the best illustration of this conflict.

iii. Conflict between the intermediaries-collectors and the authorities

Institutional staff as well as resource persons have clearly pointed out the fishermen's reticence in going through the conventional commercialisation circuits even though there seem to be clear advantages in going through the intermediaries-collectors. As it seems

impossible to overcome this reticence and in view of the emergence of the job of Gachar, the municipal authorities felt they had to close the wholesale market and to cancel the contract with APIP (Agency for Ports and Fishing Installations) whilst at the same time continuing to pay the arrears for hiring the market place.

In view of this situation, it is essential to set up partnerships to enable the different actors to contribute effectively and efficiently towards the preservation and sustainability of the resources.

iv. Conflict between the gas industry and the communities

The development of the gas industry in the archipelago since 2007 has added another dimension to life in the archipelago, as stated and confirmed by some of the testimonies and confirmed by others. They explained that the inhabitants whose income depends mainly on sea resources are fully aware of the impact of exploration using radioactive techniques, on the marine ecosystem and has thus prompted some of the fishermen to use dragnets. Furthermore, some of the installations set up are not well perceived by the community which refuses to accept the measures taken by the operator and which are deemed to be of little importance compared with the benefits which could ensue and also complain that the islanders are recruited only as workers or guards whereas diploma holders are not hired and if they are, then they are under-paid.

v. Conflict between localities

The lack of communication between the archipelago's different sectors has created complex relationships between them. This gap can be explained to a great extent by the spatial distribution of the localities, the archipelago's linear geometry and road infrastructure problems which do not facilitate establishing close links between the island inhabitants. The representatives of the communities in the study area affirmed that they believed that the concentration of services (administrations, schools, hospital etc.) and development investments made by the gas operator are not equitable and not in line with the standards of social justice. Furthermore, the El Kraten inhabitants believe that, with the scourge of illegal fishing, they are not supported adequately enough by the other islanders. The El Kraten inhabitants and especially the fishermen, feel aggrieved as

they believe that their area produces the wealth and the reputation of the archipelago with the production of octopus.

E. Overview of the actors and the mission and its positioning

Identification and categorisation of actors

a. Identification and mission

Identification of the actors for the creation of the MPA in the perimeter of the North-East islands of Kerkennah requires the following phases:

- Evaluating the level of utilisation of the resources
- identifying the groups particularly vulnerable to the changes in the management of the perimeter
- identifying the actors to be involved so as to prepare a favourable ground for a successful approach.

Table 4 : Mission of actors

Category /level	Actor	Mission	Rôle /Influence	Representation
Primary	Fishermen	Primary actors are those whose survival depends directly on the MPA perimeter	User	Massive
	Artisans in fisheries jobs (naval constructors & equipment manufacturers)		Indirect user	Massive
	Intermediaries Collectors (Gachara)		Indirect user	Massive
	Holiday makers		User	Massive temporary
	Pupils		User	Minoritary
Institutional	APAL	APAL is by virtue of law n°2009-49 the manager of the MPAs. This agency is also responsible for the e DPM. APAL is not represented on a local level, only on a regional level.	manager/DPM	Regional
	ANPE	ANPE is by virtue of law 88-91 ²³ responsible for combatting pollution and protecting the environment. Like APAL, ANPE is not represented on a local level but on a regional level.	Environment	Regional
	DGPA	DGPA is by virtue of decree n° 2001-419 ²⁴ in charge of the management & protection of sea resources	Fishing	National
	MARHPA	Fishing + Agriculture	Fishing + Agriculture	Regional
	CRDA	CRDA as presentation of MARHPA	Fishing + Agriculture	Regional
	CTV	As locale representation of CRDA Sfax	Fishing + Agriculture	Local
	Animal health	Responsible for quality of fish caught	Fishing	Local
	District of fishing	Responsible for fishing	Fishing	Local
APIP	By virtue of law n° 92-32 is in charge of development and running of port installations for	Port Installations	Local	

²³ Law n°88-91 of 2 August 1988 on the creation of the Agence Nationale de Protection de l'Environnement (ANPE)

²⁴ Decree n°2001-419 fixing the attributions of the Ministry of Agriculture

		their management & that of DPP. APIP is responsible for providing services for fishing boats		
	Municipality	Local authority	Local authority	Local
	Delegation	Representing authority on local level	Local authority	Local
	INSTM	L'INSTM is the most competent institution for scientific monitoring of the sea. It is represented only on a regional level	monitoring	Regional
	Garde Nationale	This is the control authority on the sea	Local authority	Local
	MDE	This Ministry will intervene with APAL for expropriation of land if ne	Land ownership	Regional
A intérêt	OSC (CSO)	The CSO & professional organisation have a multi-level mission, that of mediation, monitoring and also that of being a force of proposals	monitoring/ mediation	Local/Sectoral
	GDA et GDP		monitoring/ mediation	Local/Sectoral
	URAP		monitoring/ mediation	Local/Sectoral
	CCPO	Monitoring example	monitoring/ mediation	Local/Sectoral

b. Actors' Predisposition towards the Creation of the MPA

Evaluating the predisposition of the different actors towards the MPA creation project depends on the degree of project ownership adopted by the actors and their will for commitment. An actor's weak predisposition or hostility must be taken into account in the mobilisation and implementation strategy. The actor's position could impede the smooth progress of the project and even influence other actors.

It should be pointed out that the position of the different actors may not be irrevocable and consequently their respective involvement would not be unconditional.

In the light of the meetings during the mission, the following appraisals and predispositions transpired and are summarized in the following matrix:

Table 5 :Matrix of actors' dispositions

Catégorie /Niveau	Actor	Predisposition	Interest/Effect (to lose or win)	Importance /Influence	Necessity of involvement	
Primaire	Pêcheurs	Pêcheurs utilisant les méthodes traditionnelles	For	The creation of an MPA – marine protected area will regularize fishing activities in the area & fishermen using traditional fishing methods will no longer be impacted negatively by illegal methods	Very high	Very high
		Pêcheurs utilisant la pêche à la traine	against	The MPA creation will stop them exercising their illegal activities and oblige them to respect the laws & regulations in force	Very high	Very high
	Artisans in fisheries jobs (naval builders & equipment manufacturers)	for	The setting up of the MPA would re-establish the former activities of the perimeter and enhance their activity	average	high	
	Collectors intermediaries (Gachara)	against	They will no longer profit from the anarchy in the fishing sector	high	Very high	
	Holiday makers	for	MPA will open the way for the preservation of the natural environment	average	average	
	Stock farmers	against	MPA could deprive them of pasture in the islets	low	Average	
	Institutionnel	APAL	Initiator	Regional		Very high
ANPE		for	Strengthening the protection of the ecosystem	high	Very high	
DGPA		for	Protection of sea resources	high	Very high	
MARHPA		for	Protection of sea resources	high	Very high	
CRDA		for	Protection of sea resources	high	Very high	

	CTV	For	Protection of sea resources	high	Very high
	Animal health	For	Protection of sea resources	high	Very high
	Fishing Dept.	for	Protection of sea resources	high	Very high
	APIP	for	Re-opening of wholesale market	average	high
	Municipality	Neutral	Indirect interest = re-opening of wholesale market	average	high
	Delegation	Neutral	Development opportunity for perimeter	high	high
	INSTM	for	Preservation of sea bed	high	Very high
	Garde Nationale	Neutral	Strengthened security	high	Very high
	MDE	Neutral	Neutral	high	average
	A intérêt	OSC	for	Sectoral development opportunity, Preservation of ecosystem	Very high
GDA & GDP		for	Organisation of fishing sector	Very high	Very high
URAP		for	Organisation of fishing sector	Very high	Very high
CCPO		for	Leadership in participative mechanisms	high	high

III. Conclusion

The Swot analysis summarizes the mission's investigations and orientates the strategy towards those axes to be taken into account:

Table 6 : Swot Analysis ²⁵

Strong points	Weak points
<ul style="list-style-type: none"> ✓ Legal recognition of MPA & management bodies ✓ Growing Community of practice of associations (within framework of PPLT) ✓ Support & coaching of conservation NGOs & other partners ✓ Sufficient motivation & dynamism of CG members ✓ Low participation of actors Divergences around actors & existence of conflicts ✓ Lack of communication between the sites, the institutions concerned by the marine domain & local fisheries ✓ Non respect of regulations in force ✓ Non valorized Biodiversity for the good of the community ✓ Ignorance of legal texts organizing the MPA Rapid Degradation of resources 	<ul style="list-style-type: none"> ✓ Insufficient institutional mobilisation capacity and low degree of harmonisation ✓ Insufficient material & human means (CTV, commune; delegation, APIP, etc.) ✓ Actors tending towards the informal market to the detriment of the Executive & Legislative ✓ Absence of coordination with governmental actors ✓ Insufficient local governance characterized by centralisation of decision making power ✓ Insufficiencies in materialisation of land boundaries
Opportunities	Threats
<ul style="list-style-type: none"> ✓ Decentralisation process ✓ Existence of legal framework regulating Decentralized Cooperation ✓ Progressive Dynamism of the Kerkennah diaspora 	<ul style="list-style-type: none"> ✓ Weak local leadership in defining the priorities of sustainable development projects & the preservation of resources ✓ Insufficient skills & knowledge to use information & ensure the running of MPA projects ✓ Inefficient institutional framework in applying the Kys illegal fishing law ✓ Predominance of corruption in illegal fishing & non conventional commercialisation circuit

²⁵ The SWOT matrix, anglophone acronym for Strengths, Weaknesses, Opportunitites and Threats, makes it possible to obtain a synthetic vision of a situation by presenting a project's strong and weak points of an enterprise as well as the Opportunities and potential Threats (FFOM in French).The whole point of the SWOT matrix is that it makes it possible to gather and to cross compare the internal and external analyses.

IV. Stakeholders mobilisation strategy: orientations and main axes

In view of the complex situation in Kerkennah due to multiple sectoral problems (especially those in the fishing sector) and the rise of social anger which has been pacified only to a small extent since 2011, triggering off the stakeholders mobilisation process could be long and in fact necessitates drastic measures. This is a process which involves individual empowerment as well as that of the group of actors in order to build up a collective participation.

Mobilisation could thus be understood to mean the progressive setting up of a slogan "NOUS AGISSANT" - (WE ACT NOW). Two processes which feed into each other then provide the basis for the mobilisation of the stakeholders.

1. the creation of a shared identity – "le **NOUS**" - (US)
2. Elaboration of the vision and actions to be implemented to achieve the hoped for changes – "le **PROJET COMMUN**" - (the **JOINT PROJECT**)

To recall its final aim, the actors mobilisation strategy is to federate them around the project of creating the MPA so that they own the project and will then mobilize themselves for its efficient and effective management.

The strategy also means that there has to be a wide consensus on the fact that progress towards improvement necessitates action on several fronts. It means that the actors and the group of actors (institutional, public, private, associative structures, leaders, etc.) and especially those in the sites of the study perimeter (El Ataya, Ennajet and El Kraten) act together through an integrated and multi-sectoral approach.

A. Promotion of partnerships through capacity

Mobilisation for the future MPA project must be preceded by an integral partnership policy which is needed for the governance of the marine system, bearing in mind the local specificities, and underlying conflicts between some of the categories of actors.

The intervention plan advocated for the mobilisation strategy includes the following framework elements in connection with the global level:

- The State has a monopoly in public affairs in the ecosystems and now new rules for decentralisation are being advocated, as well as being accountable, making decision and new forms of regulation. This implies better governance of the institutions in the

public, private and associative sectors in an adaptive and continuous process which means sharing responsibilities and coordination between the various actors.

- Citizens' participation, which for a long time was negligible in the best of cases, in ad hoc consultations within the framework of projects and programmes with no follow-up and no feedback, now means that they truly have to be rooted in specific processes and consultations. Participation mechanisms must be based on transparency in order to promote a real culture of dialogue and good governance.
- Coordination of actions and cooperation between the multiple actors with diverse objectives and interests which may even be contradictory or even conflictual, must be ensured. This means that adequate time and space as well as concertation and negotiation mechanisms are fundamental elements for working on a partnership basis.
- The basis for adequate communication must be established as well as the means for implementing this basis. This communication means developing horizontal and synchronous relationships between the sectors which share common goals or which are involved in collective economic, environmental, social, and cultural sustainable development objectives for the island's system.

For this partnership to be successful the persons responsible for its implementation must be capable of intervening effectively and in concertation. This requires capacity building through information, training and a dialogue between the stakeholders at all levels. This is a prerequisite if the complex challenges are to be taken up which are inherent in the processes advocated for the MPA and its final goals and the benefits to be derived from the preservation of the marine ecosystems.

B. Strengthening the role and capacity building of the actors in the development and preservation process of the MPA

Capacity building of the actors on a local level is to be a multi-level intervention involving the different intervening parties, no matter what the degree of their contribution is towards the preservation of the ecosystem, as this approach is a fundamental element for the project processes.

All the provisions to be set up are part of strengthening the governance of the MPAs.

Two operational objectives converge towards that goal:

- Optimising the efficacy of communication through regular and accessible information for the benefit of the population and the sectoral actors. As the sites are almost totally dependent on fishing activities and thus on the sea, the information is to include development measures for the marine ecosystems.
- Strengthen the accountability of the administration and associative structures. Human resources and institutional capacity building are to be developed so as to improve the skills and knowledge of several target groups so that they acquire the necessary visibility required for an MPA.

i. Institutional capacity building

This aspect concerns measures advocated for institutional capacity building so that the foundations can be laid for an ecosystemic management which is necessary for the MPA project. The following is required:

- Support the promotion of a systemic approach within each sector, especially by implementing and integrating a co-disciplinary approach.
- This integration means a systematic review of the problems raised during the dialogue and the meetings such as strictly environmental aspects as well as social, economic and cultural issues. It is not possible to propose single answers to the question or categorical solutions, despite the rigorous approaches in each discipline.
- Il est, aussi, important de noter que par ce volet, l'APAL cherchera à compléter, actualiser et affiner les données et les informations recueillies et restituées dans le cadre de ce rapport .
- The optimisation of the information and data (raw data, processed data, expert's viewpoint) per theme, which are summarized then analyzed so as to come up with work tools in the form of thematic synthesis maps.

ii. Strengthened coaching in terms of information and awareness creation in the local population

This aspect is based on the discernment of notions, aptitudes and knowledge in connection with the sustainable utilisation of natural resources (the richness of

biodiversity, ecological integrity and promoting respect for the environment when undertaking economic activities).

As the ownership process needs to be set in motion, what is needed is a progressive multi-level intervention which takes into account social sensitivities in the sites, between the sites and also in the delegation and the governorate.

The objectives are to coach the population and give them a sense of belonging to the MPA space so as to impart a new meaning and identity which would generate a global ecosystemic development which respects nature and the life style of the population so that all the parties in the three sites will cooperate, act and evolve together so as to enjoy the benefits of the project.

Compensation measures can be negotiated between the population and APAL. These measures must take into account all the components of the daily life-cycle of the island inhabitants.

Even though the associative actor is to prompt the promotion of good local governance, it would be judicious not being limited to his contribution for the animation of the sites.

Thus the progressive coaching of the population should take place through entry points, through leaders and community figures. These resource persons often act as the interface between the actors and are one of the best catalysts for cooperation and partnerships.

iii. **Strengthening the role and capacity of local associations and socio-professional structures**

Like the associative movement in Tunisia since the 14 January 2011, increasing the leverage of the associative movement in Kerkennah is a potential and important element which could contribute towards reforming the issues of governance on several levels.

The contributions would pertain to the following:

- the promotion of local good governance in the maritime area and encouraging a vision which combines multi-functionality of the ecosystem and innovation in services provided for the social and cultural system.

- Support for the construction of a social fabric consisting of dialogue, participation and commitment on the principles of sustainable development and the promotion of citizens' awareness for the preservation of the maritime heritage.
- The duplication of messages on sustainable development and the conservation of biodiversity (information and awareness creation) based on a voluntaristic and participative policy through neighbourhood services provided by the associations.

In order to play their roles, the associations must capitalize on a number of skills and aptitudes which are reflected in the following axes which the project could provide by way of capacity building, namely:

- Coaching and training the associations on themes of common interest such as the preservation of the marine ecosystem and issues of sustainable development of the island.
- Capacity building for conflict management and establishment of social peace.
- Support for connecting the associations on different local and regional levels in order to exchange information, knowledge and good practices. Networking and alliances should be encouraged with those associations which had capitalized on the communities of practice in the management of MPAs in Tunisia or elsewhere and this would be a good opportunity to optimize the spill-over effects.

iv. **Factors for a successful mobilisation strategy**

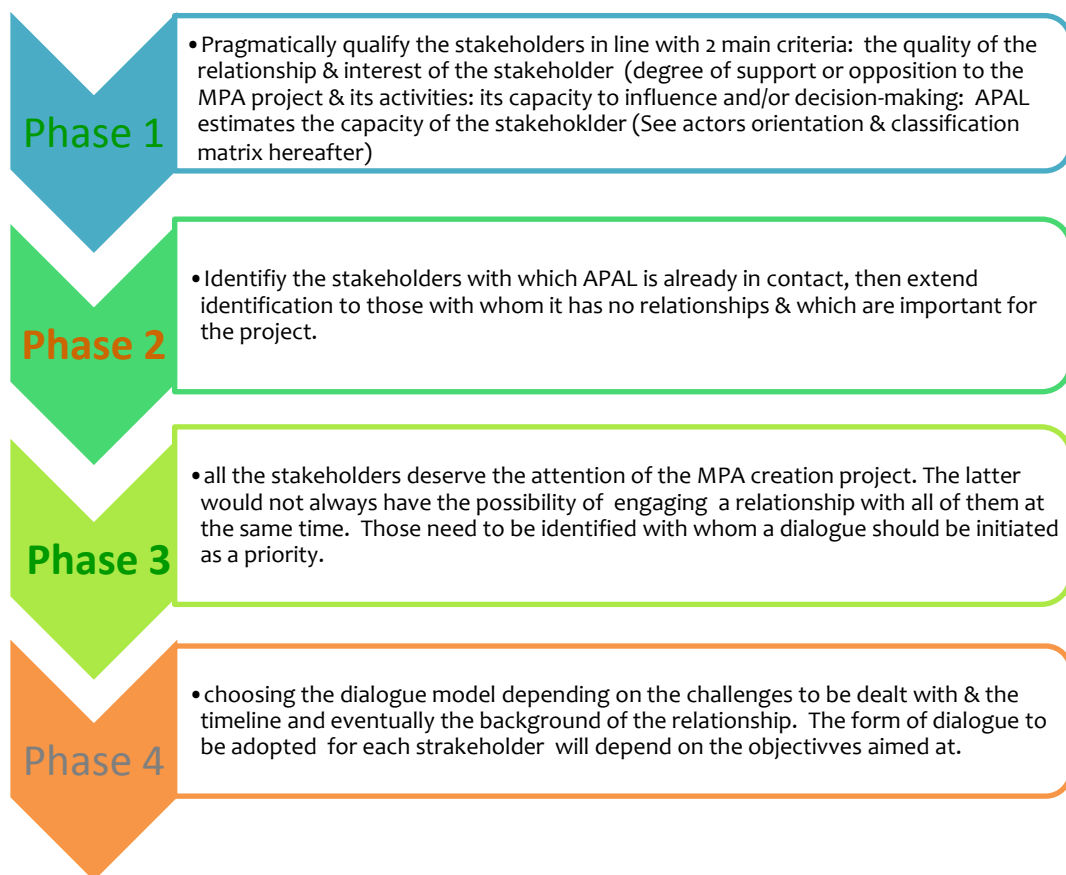
- Support the promotion of a systemic approach for the benefit of each category of actors and ensure that co-disciplinary approaches are integrated and implemented. There must be awareness of all the targets in each discipline as it is not enough to come up with single or unilateral answers to questions or categorical solutions.
- This integration means that the problems raised should be reviewed systematically from the different economic, environmental, social and cultural; aspects.
- The construction of a shared vision in support of the project as a model of integrated and sustainable development. The uniqueness of the marine heritage means that, in the case of Kerkennah, particular vigilance is needed with

reference to the scale of intervention. There must be a rigorous definition of the communication points of entry with the target parties.

C. Oversight aspect for the mobilisation of the actors through a dialogue between the stakeholders

In summary, and with reference to what has already been highlighted, engaging this dynamic dialogue would be a medium and long term process with potentially ups and downs, successes and some frustration as well. This approach is advocated for the project as it creates values for all and adds an innovative plus value and dynamism in the social and institutional ownership of the MPAs and leverage for a successful mobilisation strategy.

i. Proposed phasing for implementing the mobilisation of the stakeholders



These phases reflect the aspects which can be explained in the following points:

- When the project gets under way it is necessary for APAL to review its relationships with the stakeholders on a local level and the means to develop them further. The

information compiled needs to be updated as the actors in this report need to be analyzed and the data validated on a local level (by organizing a participative workshop). There is also a need for further information on activities and policy measures which at the moment are either pending or in gestation (start of reform initiated by the CRDA in order to control fisheries near the archipelago and the municipal elections).

- When the MPA project gets under way, APAL's preliminary objective would be to undertake information actions in a sequential manner. The objectives would pertain to: (i) the "usual" institutional stakeholders who would be informed and (ii) groups of resource persons from the three sites would also be informed about the project.

As a reminder, in the PPLT (2013 -2018) programme, APAL came up with a new form of participative consultation, with new actions and community of practice with the commune, the CTV etc. This epistemic knowledge vehicled by the partners means that they have acquired experience and learning which can be considered as leverage for a partnership which is important for the MPA creation project.

- This approach is not to replace the information which constitutes the horizontal phase at the beginning. New actors (NGOs, leaders etc) and new types of relationships may emerge, hence the necessity of reviewing these relationships regularly with the stakeholders and a whole range of associative actors and to let evolve the existing types of dialogue.

The CCPO experience deserves to be looked at as it was designed as a first attempt on a national scale to institutionalize a participative mechanism for the presrvation of the littoral. Three active association of Kerkennah are represented within CCPO. They too are considered as potential partners for APAL.

- Dialogue with the stakeholders makes it possible, by confronting the different viewpoints, to develop relevant and pragmatic actions and also constitutes a leverage for innovation for concrete and acceptable solutions. The expected negotiations must be preceded by appropriate training cycles and information sessions. These

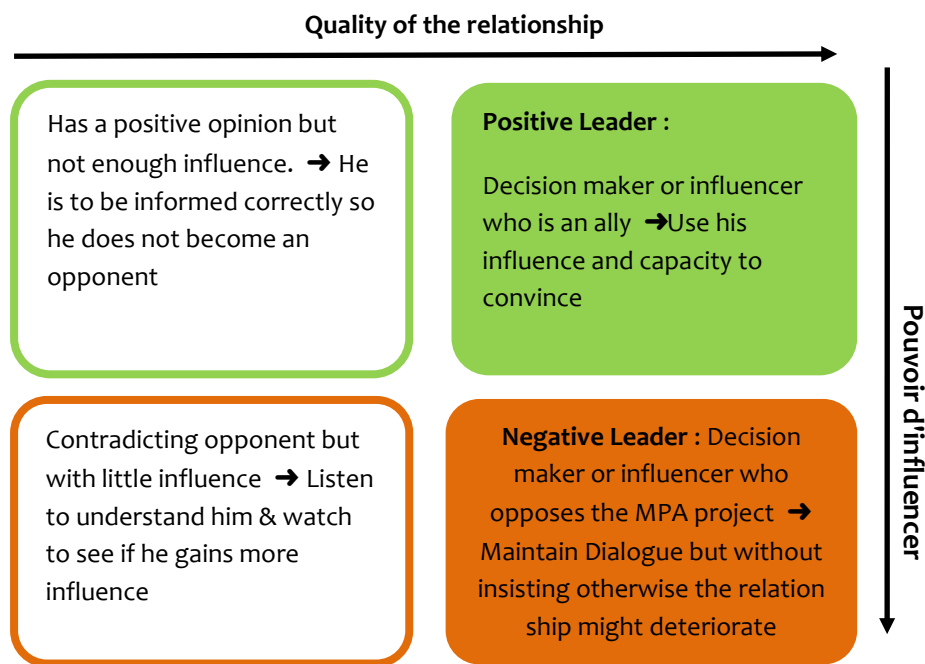
actions would level out the exchanges and make the negotiations more efficient and effective.

D. Monitoring necessary for successful mobilisation of stakeholders

Monitoring of concertation process

During the preparation and implementation phases, it is very important to pay particular attention to the progression of the meeting, dialogues and the agreements arrived at.

The following matrix makes it possible to monitor the positioning of the actors and also highlights the categories of actors and a pragmatic visibility.



Stakeholders classification matrix

Source : GIZ

- It should be pointed out that some of the stakeholders would be neutral towards the project and thus some actions could be put forward in view of this
- It should be remembered that each individual or institution/organisation belongs to several interest groups (administrative staff, NGO members etc.). Particular attention should be paid to this category of stakeholders as this is so obvious in Kerkennah.
- As the Kerkennah environment is cloistered, particular vigilance is needed as there may also be recurrent rumours being spread here and there, especially as there are

heightened sensitivities in view of the energy activities being developed near the archipelago.

- There is a total lack of visibility about the intentions of this type of actors, and no radio or local newspaper so that this social phenomenon seems to be quite incredible and could be an impediment to all communication and mobilisation processes

Diversification in communication modes in the dialogue process.

The following indicative table illustrates the dialogue mode and proposes some indicative tools.

Table 7 : choice of dialogical measures

Example	Bilateral Dialogue	Multilateral Dialogue
Temporary Dialogue	Informal Dialogue (exchange of viewpoints & positions, influence strategy of some of the actors, etc.)	Local Concertation Commissions Organisation of consultations for information only
Permanent Dialogue	<ul style="list-style-type: none"> • Institutional support (of a stakeholder or vice versa) • Direct information process (through dissemination of information or regular meetings) • Partnership (consultation on some strategic decisions, organisation of overlapping events etc.) • Co-construction of products and offers (co-innovation approach) 	<ul style="list-style-type: none"> • Animation of multi-stakeholder panels (on global level /regional group or local level) • Structuring of reflections & actions within a sector (sectoral lobbying) • Co-construction of products and offers (co-innovation approach) • Opinion on RSE approach of enterprise integrated in the management report or dedicated report

E. Practical considerations in participative communication to optimize the mobilisation of actors

Even though in general the management of ecosystems in Tunisia has made considerable progress (procedures, practical experiences), there are still communication difficulties in this management which are attributable to a multitude of structural causes in connection with the shortcomings in terms of governance, so that we are constantly faced with weak points which pertain to:

- the lack of information and awareness creation for the wider public
- insufficient human resources and skills which are needed in the administrations which regulate and operate the development policies
- the lack of concertation between the actors concerned and the persistence of a sectoral approach
- the costs of inaction in the communication domain have an ever increasing effect on institutional practices and social dynamics.

Far from escaping from reality, Kerkennah had already accumulated all these shortcomings and finds itself in a deteriorating situation with an almost total absence of any traceability in the fishing sector, absence of a regulated market, absence of any visibility as well as an absence of official oversight with regard to the protection of the resource.

The social assessment is not promising either. The lack of knowledge and information on the resource, social non acceptance of any development project and the propagation of negative beliefs means that there is a need for reform and for strengthening communication to ensure the project's feasibility.

i. Objectives and main axes for a communication plan

To define its global objective, the suggested COM plan aims to promote the project to create the MPA right from its preparation until its implementation.

On a strategic level, such a plan would make it possible to capitalize on the acquired experiences and also to fine-tune a global methodology which could vary depending on the implementation context of the MPAs on a national level.

In terms of communication, the ecological consensus should be made known and demonstrated with regard to the MPA, as well as to the sustainable policy of the ecosystems from the technical viewpoint, not forgetting the new roles and responsibilities of the intervening parties.

- Contribute towards making better known the project-linked information by all the stakeholders to encourage them to take ownership of the themes to be implemented.
- Contribute towards making known the results of the local management policies with the MPAs as this will encourage the development of these areas and consequently increase their contribution to sustainable development.
- Promote the new concertation mechanism.

ii. **Relevance of wider communication for the sustainable development of marine ecosystems**

Sustainable and effective development of any ecosystemic model is based on a long term vision which taken into account the inseparable environmental, social and economic dimensions of development activities.

This is the case of any MPA creation project as it encompasses, under one heading, corporative governance, social responsibility, best environmental practices and the development of the economy. This is a mechanism which enables the stakeholders to communicate amongst themselves. It is thus *necessary for the project to establish a strategy or a communication plan covering all the phases of its implementation.*

iii. **interfaces and consideration of interests in the communication plan**

The proposed communication plan, in support of the mobilisation of the stakeholders for the creation of the MPA in the North-East islets of Kerkennah, will comprise a framework plan and a combination of communication interventions to bring about the necessary changes in terms of knowledge, opinions, attitudes and behaviours of the decision-makers, institutional public, private and associative partners and the local populations.

Getting ahead of the initial objective of the conservation of threatened species, communication will be aimed at developing stable and constructive relationships with the primary groups of fishermen.

The implementation process is closely linked to the mobilisation of the stakeholders and will enable knowledge to be generated and enhanced (through training, meetings, round tables) and will also improve the flows of information with all those engaged with the challenges of the ecosystem and will rally all the actors gravitating around the ecosystem within the same set of values.

iv. **Methodological aspect and participative COMMUNICATION approach**

The communication preservation strategy should be based on the following:

- Encourage the participation of the citizens especially the volunteers and amateurs. .
- Encourage diversified and local communication
- Disseminate basic information on the policy and the laws governing the MPAs as well as on the MPA management procedures to all the partners.
- Achieving the objectives of this strategy is based on the good will and the active participation of all the actor (the regional and local authorities, communities, actors from other sectors, scientific institutions, NGOs and society as a whole).

| **Up-scaling approach**

In order to harmonize the actions and strengthen appropriate and effective ownership of the actors concerned, the communication strategy is to intervene directly or indirectly on three levels.

- On a global level (Kerkennah), capacity building of the local actors.
- On the three sites :

It would function more effectively if it was organized in collaboration with other institutional partners and those of civil society. The aim is to strengthen the control and oversight of the regulating bodies and support structures.

- On a national level it encourages coordination of actions and interventions of the different partners in close collaboration with the national institutions.

| **A wide range of actors to mobilize, inform and train**

Each level of stakeholders on a local level (administration, civil society or local authority) is accountable to a certain degree for the preservation of the ecosystem;

An overview of the responsibilities and the coordinates of the main actors will be reviewed and clarified during training and awareness creation activities.

In this connection the organisation of activities will depend on the specificities of the public. Thus the communication and awareness creation should also be a priority. For it to function optimally there has to be a collective will and a strategy based on transparency and communication as these are the key elements.

Information and the involvement of the wider public is a vital element. There should be greater awareness of the citizens which implies mobilisation and sensitization of the residents with regard to the challenges of preserving the species.

- The younger age groups should be made aware of the challenges facing the preservation of biodiversity
- Coaching the adults in changing their behaviour

| **A wide-ranging awareness creation programme for the preservation of the marine ecosystem for the benefit of all the actors**

Here the aim is to ensure better understanding by the population and all society stakeholders, political and institutional economic entities (on a regional and local level), of the benefits to be derived from the MPA, the repercussions of preserving biodiversity and the ecosystemic services.

- It is of the utmost importance to establish a communication plan to promote a better understanding of the challenges facing the preservation of the ecosystems. The programme content is aimed at multiple target groups with the purpose of bringing the sciences closer to the citizens. They might discover, or rediscover an environment and thus become the witnesses and relays of global changes.
- Apart from the training cycles to be provided by APAL, communication should focus on maintaining and strengthening the social function in connection with the ecosystem. All citizens should be made to see the importance and value of protecting

the MPA, its richness and natural heritage. Human beings depend on fundamental biological processes and systems for their wellbeing and quality of life. So far there has been insufficient recognition and understanding of the close connection between biodiversity and social wellbeing (health, schooling, supply of goods requested by society, job creation and sustainability, leisure etc.), especially in a particular category of actors. The aesthetic values of ecosystems and natural landscapes often contribute to wellbeing and the emotional and spiritual inspiration of a population.

- Finally a regular rendition of the results and tangible, concrete, easily transmissible information, or more innovative information accompanied by concrete measures means that these measures could include the organisation of sea excursions for women, children and pupils. Supporting the training of a group of young divers in the three sites could also be an activity with a "generational" connotation and could thus support and increase the naturalistic culture of occasional or experienced observers. Such initiatives, no matter how simple, are one of the keys to the sustainability of this type of project.

| **A whole range of communication approaches: an appropriate choice for each target**

Methods or approaches should be chosen like the ones in communication and which are deemed to be appropriate for each target so as to bring about the expected changes. As an example these measure could be in the form of active community participation, interpersonal communication, education, information, social mobilisation, advocacy and training.

- The strongly recommended dialogue, within the context of the project, between the stakeholders is to be managed rigorously, not by one person but usually by a group of organisations. Leadership in this context is taken to mean the capacity of a central group of stakeholders who are to develop this leadership jointly. To optimize the expected impacts of these dialogues, APAL should seek the support of some local or other partners whose influence is one of "sponsoring" or who are good at conflict management. Vigilance is required when organizing dialogues, as they are meant to be sustainable and in line with the progress made in the change process.

- Apart from the global approach in favour of a partnership, communication for development requires the type of channels which can transmit the message from the source to the ultimate target. These could be an institutional, socio-traditional or socio-cultural, associative, or commercial channels or a "Media" channel if it exists.

| **Some strategic orientations for setting up a communication plan**

The following basic principles are suggested as they are relevant and in line with the mobilisation of the stakeholder for the creation of an MPA in the North-East islets of Kerkennah and they are as follows:

- Promote synergies between the different actors on a local level, especially those who are working on related or similar projects and themes.
- Promote the exchanges of information with the new concertation structures, the newly created associative network "Hached", and information relays. The experience of CCPO which was set up within the framework of the PPLRT project, can serve as a reference point. The CCPO members of the two El Kraten and El Ataya sites can make a good contribution to the communication process and the construction of a partnership.
- As for communication, the main idea is the revalorization and reactivation of knowledge and local organisational and technical know-how so as to envisage new forms of regulation so as to link more closely the different opposing actors who find themselves in a conflictual situation.
- Promote innovative and suitable forms of communication.

It is important to use brand images with a strong cultural connotation (Branding): texts or images should be used to create a specific perception and a positive association with a person, organisation, product or a service. These images are perceived as a socializing "modifier of awareness" (images of "gentle" fishing techniques, photos of old fishermen who are known for specific traits). Such ideas prompt a new look at knowledge and know-how. With such a socio-maritime approach it is possible to strengthen the constructive ambience of the debate and dialogue.

- . Systematic integration of communication rules (minutes of the meetings, list of participants, illustration, photos, supporting documents, texts and laws in local

language). These measures must be put in place to avoid problems of misunderstanding.

- ➔ the population should be mobilized in such a way as to be beneficial for all the categories of actors through a face-to-face approach and through sectoral representatives, associations, leaders or networks. This awareness creation and information axis is essential as it seeks to construct a maritime "eco-civism" and to change individual and social behaviours by developing a sense of individual and collective accountability.
- ➔ Engage the associations and civil society to position themselves as a force for proposition. Integrating the preservation of the marine heritage and richness of biodiversity is a training axis for the heads of associative networks who are interested in this domain and this axis could amplify the leverage effect. The participative approach should be integrated in a cross-cutting manner (through debates, demonstrations, gender issues, law and governance).

Measures and comments to optimize communication with the stakeholders

Just like the management of the project, the communicational process must follow an appropriate methodology where the communication actions are well structured and consistent with the MPA creation project. Communication, in fact, is closely linked to social mobilisation.

Two scales are to be considered as they play a vital role, namely:

- the temporal scale by placing all the efforts and most of the expected results within a well planned process as the effects will become visible only in the medium and long term.
- the spatial scale in the three sites on a local and regional level so as not to generate any susceptibilities.

Table 8 : Factors of success

Measures to be taken	Safeguards	Suggestions & Com. tools
Well define the rules internally & with the stakeholders to supervise mode of concertation, with particular reference to communication rules, assiduity & respect the planning. The exchanges are to be sincere & coherent.	<p>.. Forget the initial strategic analysis of the challenges & the project context (risk of creating "out of tune" relationships).</p> <p>Start meetings with many people (wider public)</p>	<ul style="list-style-type: none"> - To move on with the process it is necessary to watch over the strategic challenges of communication. - Before the 3 sites are visited there should be meetings with the institutional actors & some representatives of these sites. - Give preference to written invitations & in situ information in the sites <p>Posters with information on meetings to be displayed in public places so as to optimize the information available (and this also promotes transparency)</p>
Succeed in convincing internally & in small groups. Know how to communicate on the risks/opportunities, whole point of the approach & the expected results.	<p>Not to clarify the objectives right at the beginning (risk of opposing expectations & disappointment with the relationship).</p> <p>Do not start with copious information for all the actors including the population of the 3 sites.</p>	<p>Very important to involve an external moderator: he will be the driving force to launch the approach.</p> <p>Adopt an approach which alternates between the individual community & intra-community level (3 sites together) & a more global level with the representatives of the 3 sites & other actors & stakeholders.</p> <p>Modify the approach depending on the target public & maximize the information.</p>
Prepare monitoring & measuring indicators and communicating results will facilitate internal mobilisation and maintain sustainability. Keep stakeholders regularly up to date on the project.	Communication & publicity not to be confused with dialogue with stakeholders (a stakeholder is not to be instrumentalized).	The actors in such a process are to be treated in the same way as the stakeholders. XXX?? The advantage of this exercise is the optimizing of learning and of laying the foundations for closer cooperation. Les acteurs dans un pareil processus méritent d'être formulés conjointement avec les parties prenantes .
Ensure dialogue remains topical by renewing the subjects and even the stakeholder.	Dialogue to be once and for all. (otherwise stakeholders could get weary).	Dialogue to be stimulated by a variety of simple & effective tools; meeting places to be changed constantly. The commune HQ has the merit of being neutral.
Define the different levels of national/local dialogue & ensure coordination of policies between the group & the sites (variable geometry & geography).	Wanting to continue at all cost when dialogue is not working at a given time with some actors (risk of boomerang effect with deterioration of relationships).	Other regional actors to be included (ANPE) in the negotiation process so as to defuse any possible crises. By participating, being objective & neutral APAL is to prevent crises and conflictual situations & not make a mistake of temporality & not wait for a crisis to occur before initiating a comfortable relationship as a calm & favourable climate is an advantage.

The communication plan or strategy to be implemented will be seen in the light of the indications and aspects to be spread over a period of at least one year.

V. Concertation mechanism for the creation of the MPA in the North-East islets of Kerkennah: some tips on feasibility

The new political setup in Tunisia since the 14 January 2011 has been characterized by systematic demands for rights in a provisional socio-political situation which has been amplified by weak governance.

Since the text of the Constitution had been promulgated (2014), the challenges of participation have been acknowledged as the constitutional concerns now focus on participation, concertation and basic democracy. Flexible procedures are still lacking on an operational level. There are texts and mechanisms on a national, regional and local level in a legislative executive form which clarify and organize the delegation of authority and decision-making from the central level to the local level and even to decentralisation (regulations, laws, decrees, handbook of procedures etc..)

Such an informal process should be reviewed, right from the beginning of starting the negotiation process with the actors, the neighbouring populations and the users. Its relevance is on several levels, due to the following:

- It federates the efforts and optimizes the dialogue by making it more effective
- It facilitates exchanges and reconciles the actors' viewpoints and perceptions, especially those of the three islets if some misunderstandings do crop up.
- It makes it possible to acquire knowledge and skills through an inductive learning process.

These types of cooperation can lead to the setting up of a nucleus of actors who could then pilot future changes.

The mechanism is an adequate cooperation system for public participation and thus rightly provides the necessary impetus for becoming a consultative body for the governance of the marine ecosystems on a local level.

In view of the progress in know-how and the flexibility of the political context, this organism may evolve too by making more formal agreements, as for example establishing a local convention or a charter of accountability of the different institutions for a more effective management of the MPAs.

Finally, in the short and medium term, such an organism should aim to incorporate those policy aspects dealing with the preservation of the ecosystems on a local level, and engage with the parties concerned (administration, public and private enterprise and civil society) in structuring measures for the sustainable management of the MPA.

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Annex 1: List of persons met

Prénom et Nom	Organism/Function
Instances Locales	
Habib Ben Chikha	CTV
Fayssal Mechri	Municipality
Nasser Barkia	Municipality
Fathi Bouzara	Municipality President
Adel Nouma	Delegate
Imen Jerbi	Delegation social affairs official
Slim Maazoun	Omda El Ataya
Habib	Omda Kellabine (retired)
Salem Zouaghi	Omda Ennajet, El Kraten and Chargui
Riadh	Omda Ramla
Abderrahmen Souissi	Local Fishing Directorate
Abdelfattah Arrous	Senior technician fishing office DG
Adel Zouaghi	El Kraten fishing office
Personnes ressources	
Abdelhamid Fehri	Cercina Centre /Historian
Habib Samet	Citizen El Ataya/Artist naval constructor
Salem Amrous	Citizen El Ataya / barber
Mohammed	Old/former Omda El Ataya (1969)
Chabaane	Old/former Omda
Hassen Samet	Naval construction entrepreneur
Nejib Megdich	SOMFIP
Habib Ayed	Fisherman
Frej Kcharem	Retired teacher
Société Civile	
Abderrahmen Saidène	CCPO
Bohra Barkia	Hached network
Ali Souissi	AKDDCD
Focus group El Kraten	
Ali Souissi	AKDDCD
Neji Echikh	El Kraten fisherman
Khmeis Echikh	El Kraten fisherman
Aziz El Moaness	El Kraten fisherman
Ali Samet	Fisherman
Nacer Bali	Teacher
chafik boutabba	Teacher

Annex 2: Overview of fishing techniques used

La Cherfia (pl. Cherafi), designed for over 500 years ago for fishing in shoals, " This is fixed gear fishing practised in the south of the country, particularly around the Kerkennah islands and to a lesser degree in Chebba and Djerba where the shoals have a high tidal range. This fishing gear makes it possible to catch several sp[ecies, such a mugilidae, spares, sargues and mullet etc.)²⁶.

La drina : " The artisanal pots are produced from palms or reeds. They are used in the north of the country for fishing for lobsters. The pots are used in the Kerkennah region for catching coastal fish such as the spares, labridae, serrans mullets and brown meagre. Nowadays a metallic structure is used covered with wire netting or nets"²⁷.

Le hejar : this technique consists of an octopus trap and has changed in the course of time. At the beginning the fishermen used hollow stones which were then replaced towards the middle of the 20th century by blocks of hollow cement. This Charifia technique implies the ownership of the sea beds by the fishermen. Another version of this technique is trapping the octopus with earthenware water jugs made in terracotta which the fishermen arranged strung out at the bottom of the posidonia plateaux and the octopus are attracted to these recipients as they provide shelter and thus they get trapped.

Demmassa : fishing à la sautade : " This technique is used to catch jumping fish. A vertical gillnet of approx. 200m is used to surround the fish and another horizontal one is maintained on the water surface by floats and reeds. When the fish are surrounded, they are scared by the fishermen. The fish get entangled . This gear necessitates team work"²⁸. This technique is used in Kerkennah to catch the jumping mullet.

Fishing using 'Kiss' : these nets dragged behind trawlers and sweeping the seabed. Once the net is collected, marine are sorting to keep only what is valid for sale. This technique not only does cause damage to ecosystems, but it destroys fishing gear (fixed fisheries and fishing jars) on its path.

²⁶ Nouri et al, La pêche artisanale en Tunisie: Diagnostic des techniques et des engins de pêche utilisés

²⁷ Nouri et al, La pêche artisanale en Tunisie: Diagnostic des techniques et des engins de pêche utilisés

²⁸ Nouri et al, La pêche artisanale en Tunisie: Diagnostic des techniques et des engins de pêche utilisés