

# Asia–Africa BlueTech Superhighway

## Work package 4: Incentives for Coastal Conservation and Fisheries Management

Assessing, strengthening and scaling incentives for more effective and equitable coastal conservation and fisheries management.

**Target countries:** Bangladesh, Tanzania and Mozambique  
**Lead:** Jessica Fuller, WorldFish

### Vision

To enable more effective and equitable coastal conservation and fisheries management through locally appropriate incentives that support better outcomes for people, nature and climate.

### Objectives

- Build knowledge on opportunities and challenges for incentives in coastal and marine conservation and fisheries management, and build capacity for their design, implementation and evaluation.
- Strengthen institutional and policy environments for incentive-based approaches to coastal and marine conservation and fisheries management.
- Strengthen incentives for the conservation and management of selected coastal areas.
- Ensure financial sustainability of incentive-based approaches.



## Expected outcomes

- At least two target countries receive incentive-based conservation landscape assessments.
- At least two incentive-based conservation methods are piloted in each target country.
- At least one incentive-based conservation method is scaled in each target country, reaching around 2,000 beneficiaries in each country (8,000 total direct beneficiaries).
- At least one coastal area is partially restored due to the incentive-based management program.
- At least two coastal communities in each target country implement incentives for fisheries management.
- Increased population of relevant fish stocks and other biodiversity benefits as a result of incentives for fisheries management.
- A manual produced on best management practice for incentive-based conservation methods.

## Strategy

The project will begin by mapping and assessing past and current use of incentives in conservation and fisheries management across the target countries, building knowledge on opportunities, challenges and best practices. It will also work with government and other partners to identify needs and support the strengthening of institutional, legal and policy frameworks on incentives for conservation and fisheries management, and to develop financing strategies. In parallel, the project will assess and strengthen incentive-based approaches at a site level, including through impact evaluation and improvements in governance and equity of conservation and fisheries management. It will also design and test incentives where appropriate.

## Partnership

- International Institute for Environment and Development (IIED) as lead implementing partner



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### Asia–Africa BlueTech Superhighway (AABS)

- A seven-year initiative, from 2023 to 2030, to transform aquatic food systems in Asia and Africa by leveraging South–South collaboration.
- AABS is implemented by WorldFish in collaboration with a host of partners.
- It aims to improve food and nutrition security, create increased employment and income opportunities and sustainably manage marine and coastal resources to mitigate and adapt to climate change.

**Phase 1:** 2023–2027 in Bangladesh, Kenya, Mozambique, Nigeria and Tanzania

AABS has four synergized work packages:

1. Digital Coasts
2. Integrated Multi-Trophic Aquaculture
3. Climate-Smart Technologies for Reducing Aquatic Food Loss and Waste
4. Incentives for Coastal Conservation and Fisheries Management

**Donor:** UK [International Development](#), under the UK's Climate and Ocean Adaptation and Sustainable Transition (COAST) program of the [Blue Planet Fund](#)



### About WorldFish

WorldFish is a leading international research organization working to transform aquatic food systems to reduce hunger, malnutrition and poverty. Collaborating with global, regional and national partners, WorldFish delivers scientific innovations, evidence to inform policy, and knowledge to enable equitable and sustainable impact for millions who depend on fish for their livelihoods. As a member of CGIAR, WorldFish contributes to building a food- and nutrition-secure future and restoring natural resources. Headquartered in Penang, Malaysia, with country offices across Africa, Asia and the Pacific, WorldFish strives to create resilient and inclusive food systems for shared prosperity.

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