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KIWA INITIATIVE

Upscaling community-based NbS using innovative national information strategy and behavioural change approaches in Fiji

cChange

Project coordinator : cChange Pacific

IMPLEMENTATION PERIOD

August 2025 – March 2027

AMOUNT OF FUNDING

€ 159,163

Fiji's coastal ecosystems are increasingly at risk from climate change and unsustainable resource use. While Community-Based Fisheries Management (CBFM) is a proven strategy to sustainably manage marine resources, it has historically been too expensive and complex to scale across the country.

Building on regional learnings, this project aims to overcome that barrier by empowering coastal communities in Fiji through low-cost information and outreach approaches, so that they can self-facilitate inclusive local dialogues for sustained coastal resource management. Combined with the national rollout of "4FJ" Talanoa Toolkits and the training of local facilitators, the project will empower communities to independently plan, manage, and protect their marine resources, contributing to stronger climate resilience, improved food security, and healthier ecosystems.

Specific Objectives:

- Distribute Talanoa Toolkits (dialogue tools supporting CBFM) to over 50% of Fiji's coastal communities.
- Support six pilot communities to implement the 4FJ Fisheries Management model (a CBFM approach), including establishing marine protected areas and sustainable fishing rules.
- Build lasting government and local partner capacity to deliver a national information strategy long-term.

Theme

Coastal Ecosystem Management and Restoration

Main co-benefits, in addition to climate change adaptation

Biodiversity conservation

Food security

Socio-economic resilience

Led by the Fiji Ministry of Fisheries, partners launch the 4FJ Talanoa Toolkit aboard the Uto Ni Yalo, which will help deliver the facilitation tools nationwide - R. LOVO © Kiwa Initiative

Subregion: ■ Melanesia/Timor Leste ☐ Micronesia ☐ Polynesia

Fiji

2 pilot sites, with 3 villages each:

- Lau: Sawana, Susui, Urone.
- Macuata: Nabubu, Lakeba, Visoqo.

Beneficiaries:

- The project will directly engage 6 communities in Lau and Macuata provinces, with a total population of 726 (Lomaloma District: 336 people; Namuka District: 390 people).
- Through a light-touch CBFM approach, the project aims to share lessons and raise awareness amongst 50% of Fiji's ~425 coastal communities, amounting to a total of about 132,640 people.

Key results till date:

The project builds upon the "4FJ Fish Smart" campaign to strengthen community-based fisheries management, through:

Partnerships formed

- Implementation of the National Information Strategy in partnership with Ministry of Fisheries and Ministry of iTaukei Affairs through an inception workshop in Suva, Fiji attended by representatives of both ministries and the cChange project team. Building institutional capacity for government ministries was meaningfully advanced through discussions at the inception workshop with government officers, including those who hold supervisory roles. Site visitations piloted with the government were welcomed by communities leading to community-based fisheries management (CBFM) as way forward into regional setting.

Awareness materials created

- Review of the Talanoa Toolkit and guidance developed to engage with various target audiences and its distribution through the conservation and fisheries officers' network. 54 fisheries officers and conservation officers were involved in the task, supporting community empowerment and discussion.

Increase in audience engagement

- The 4FJ Fish Smart Campaign successfully managed to increase engagement through meaningful and impactful media content creation. The Fish Smart Campaign reached approximately 680,000 viewers on Facebook and generated over 10,400 engagements, demonstrating strong digital outreach and growing public interest in sustainable fishing messaging across Fiji.

Outreach initiatives

- 3 successful fisher forums held with 55 fishers engaged. 486 fish sellers (exporters, shops, market vendors, hotels, middlemen) and 15 Town Councils were engaged through the Private Sector outreach initiatives.

Nature-based Solutions implemented and how they benefit to communities

Protecting coastal fisheries is essential for the well-being, food security, and cultural identity of Pacific Island communities. This project takes a strategic and innovative Nature-based Solutions (NbS) approach by focusing on enabling communities to take ownership of their marine resources. Rather than funding site-specific interventions, the project builds the systems—tools, information, and capacity—that allow communities to take action themselves.

The approach is grounded in the Pacific Framework for Scaling Up Community-Based Fisheries Management (CBFM, 2021–2025), and supports communities in adopting sustainable fishing practices, restoring habitats, and establishing locally managed marine areas. By promoting locally-led, inclusive dialogues, the project delivers sustainable outcomes that can help communities safeguard biodiversity, reduce overfishing, and adapt to climate change. It also strengthens government systems and elevates traditional ecological knowledge to support community-led action across the country, while offering a regional model that is inclusive, affordable, and scalable.

DATA UNDER IUCN-ORO VALIDATION

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