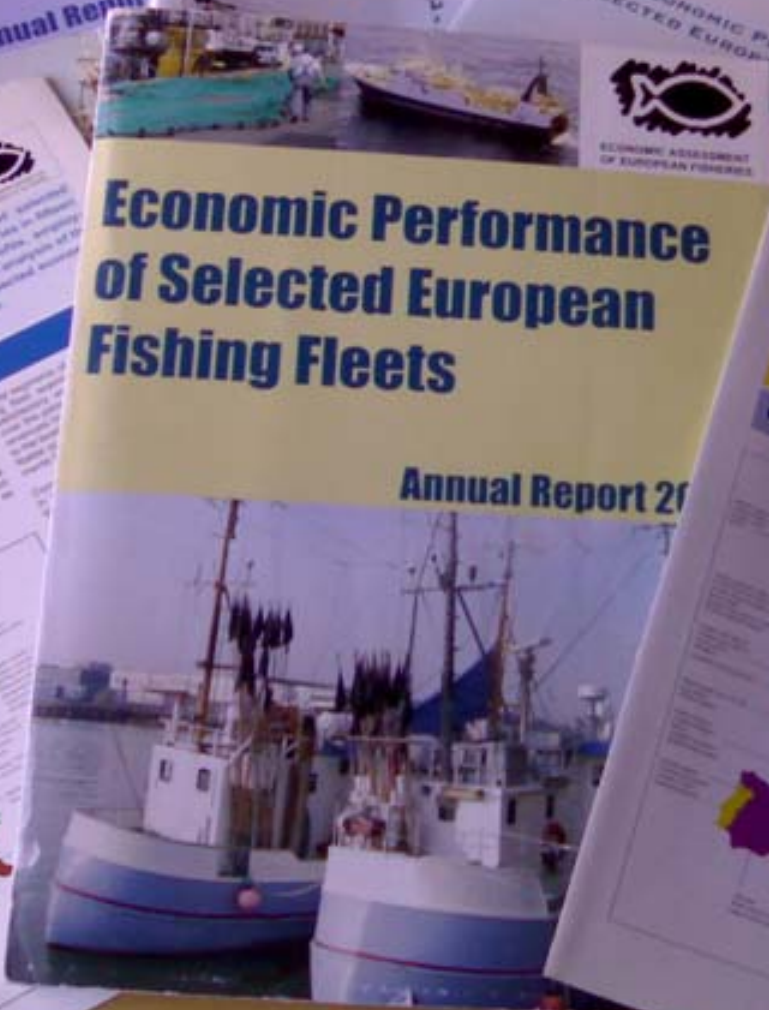
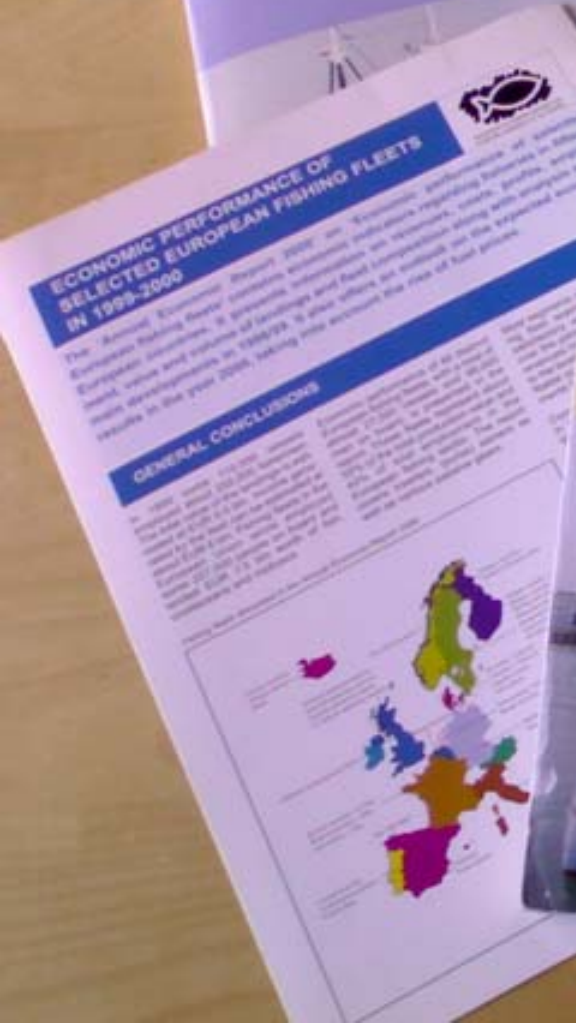




ECONOMIC ASSESSMENT OF EUROPEAN FISHERIES

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BACKGROUND AND OBJECTIVE



Background

Recognition that fishing is an economic activity and coherent economic data is required.

Objectives

- Annual Economic Report on Economic Performance of selected European Fishing Fleets (AER)
- Economic Interpretation of ACFM Advice (EIAA model)

RESULTS OF EAEF



- 3 Annual Economic Reports (incl. **3.600 popular leaflets**)
- **45 articles in professional journals in 12 countries**
- 2 articles in Marine Policy
- 7 reports to STECF (incl. reports on EIAA results)
- 6 presentations to the European Commission
- several presentations at conferences
- **presentation to ACFA**
- various working documents
- input to other projects

DATA ON NORTH SEA



	2003	2004
Number of segments	17	17
Value of landings (mEUR)	801	848
Gross cash flow (mEUR)		89
Net profit (mEUR)		-79
Gross value added (mEUR)	427	372
Employment on board	7,476	7,041
Volume of landings (1000t)	1,144	1,182
Fleet - number of vessels	2,060	2,040
Fleet - total kW (1000)	768	769

COMMUNICATION WITH USERS



Paradigm

Communication with users is difficult on topics which fall outside the accepted paradigm.

Statistics and mistrust

Non-specialists cannot assess statistical quality of the presented data and may dispute it for a variety of reasons.

Inconvenience

Economic data undermines the argument of 'socio-economic importance'. Convenient beliefs are stronger than inconvenient data.

COMMUNICATION 2



Timing

Information is only relevant when it is available at the right time and place.

Communication skills

Dissemination of information is a specialist activity. The assumption that scientists also possess this quality should be questioned.

Tools

A research project is not flexible enough to develop unforeseen tools to respond to newly arising information needs of the stakeholders.

Role of stakeholders



Stakeholders are not clients.

They have little influence on contents of research projects / formulation of research questions.

They may be presented answers on questions which they did not (want to) ask.

CONCLUSIONS



Communication of research results to non-specialists faces number of problems:

1. Paradigm
2. Mistrust
3. Inconvenience
4. Timing
5. Skills
6. Tools
7. Stakeholder involvement

Those who believe to know the truth do not want new information.

Those who have new information may not know the truth.

(Adapted from Tao Te Ching)

original text:

One who know the deepest truth does not need segmented information

One who knows vast amount of information may not know the truth