

**IMPACT SHEET:** Promoting sustainable consumption and production patterns in the fish processing sector

## Reshaping the production and consumption of fish in three districts of East Nusa Tenggara, Indonesia



*The project introduced environmentally friendly fish processing technologies and practices at the same time promoting sustainable consumption patterns and improved safety and quality for fish pro-cessing products.*



## CHALLENGE

In the three target districts Lembata, Nagekeo and Sikka Micro, Small and Medium-sized Enterprises (MSMEs) are lacking knowledge on technical capacity in using environmentally friendly technology and practices and developing a proper business plan that meets the requirements of the Ministry of Fisheries. Young women are particularly disadvantaged, and they are facing unequal employment opportunities and problems in accessing funds for self-employment and/or skill training. Caregivers are lacking knowledge on food safety and quality affecting the daily consumption decisions for themselves and their children.

## PROJECT BACKGROUND

Accounting for more than 5 % of the national GDP, the fishing industry is a major part of the Indonesian agricultural economy. In East Nusa Tenggara Province (NTT) the fishery sector is not only one of the main employment providers but also serves as the basis for consumption patterns of local communities. NTT-province is one of the poorest in Indonesia with an unemployment rate of 30 percent, especially leaving behind the workforce of young women. Despite the huge potential as income source, there is a lack of value-chain enhancement for the raw fish caught. Many surveys also indicate the demand for an improvement of the quality and the fish products' diversification. The low quality of fish products as well as lack of awareness of caregivers for healthy nutrition of their children spreads malnutrition.

## PROJECT OBJECTIVES

The proposed action is designed to address key problems related to sustainable fish processing, under-employment of young people, specifically young women, and poor nutrition at village level, in three locations in two districts of East Nusa Tenggara (NTT) Province in Indonesia.

The expected results were the following:

- To empower Small and Medium-sized Enterprises (SMEs) and Micro, Small and Medium-sized Enterprises (MSMEs) to provide environmentally friendly and sustainable processes, products and services in the fisheries sector which will promote employment opportunities to marginalized youth, particularly young women.

- To increase knowledge, skills and attitudes of parents and caregivers, particularly young women, in promoting sustainable consumption patterns and behaviors of fisheries products in order to achieve healthy and well-nourished children, particularly girls.

## TARGET GROUPS

- Training of **183 SMEs and MSMEs** (108 existing and 75 new) to adopt environmentally friendly fish processing technologies and practices.
- Training of **1,139 young women and 860 young men** aged 15-29 years on technical skills, soft skills and entrepreneurship in the sustainable fish processing sector.
- Qualification of **1,595 parents and caregivers** who are members of parenting groups on Sustainable Consumption Practices and training of **122 youth, parents, and caregiver** as retailers of cleaner fish-based processed food/products.

## PROJECT ACTIVITIES

### Creating local employment opportunities for youth in sustainable fish processing technologies

Based on the results of a market demand research and a value-chain analysis, 183 MSMEs and SMEs with experience in the fish-processing sector were identified to be trained in environmentally friendly and sustainable technologies in fish storage, fish preservation and fish processing. About 1,140 female and 860 male youths aged 15-29 participated in a training programme including modules on Life Skills, Technical and Vocational Education Training (TVET), Micro-Enterprise Development (MED), and Access to Financial Services. In cooperation with local political stakeholders, the project team promoted investment in sustainable production in the fish-processing sector at local micro-finance institutes (MFIs). A consultant then provided technical assistance to selected SMEs and MSMEs to access loans at MFIs.

### Raising awareness for sustainable consumption patterns of fish products

To promote simple messages for sustainable production and consumption, Plan developed an educational video on sustainable food consumption for families. Furthermore, staff of local health and education institutions were trained to function as multipliers for sustainable consumption as well as food quality and safety, particularly regarding fish

and fish-processed products. Covering the supply side of consumption, a total of 122 youths, parents, and caregivers were trained as retailers of safe and sustainable fish-based food products. To expand the awareness-raising campaign, Plan closely cooperated with government stakeholders. Local youth organizations produced video clips to be used in government events, schools and communities promoting the consumption of safe and sustainable food products.

## PROJECT ACHIEVEMENTS

- A total of 213 SMEs and MSMEs have received and applied sustainable technologies in fish processing.
- 1,595 people were reached to raise awareness of Sustainable Consumption and Production (SCP) knowledge, particularly on safety and healthy food process, and fish consumption.
- Local governments made two public commitment statements on adopting modules on soft-skills, entrepreneurship, and mentoring.
- SCP was integrated into basic entrepreneurship knowledge in the areas of soft-skills training, financial literacy, and green entrepreneurship.
- Material for three video campaigns was developed by five youth organizations.

## LESSONS LEARNED

One of the challenges identified is the general lack of data on existing practices in the fishery sector of the target region. There are no structured records of MSMEs operating in the fish-processing sector, thus it was more difficult than expected to identify target groups for applying new technologies leading to more sustainable production of fish. Another significant challenge for project implementation was to gain the interest and commitment of the target group to run a sustainable business in the fish-processing sector. The project has adapted to this challenge by increasingly focussing on working with those beneficiaries interested in adapting sustainable practices rather than achieving a large quantitative reach-out. Furthermore, the limited availability of Micro-Finance Institutions has been a challenge for sustainably funding technologies for sustainable production. Processes to provide funding to MSMEs were lengthy and loans were provided only after an intensive post-project follow-up. Moreover, NTT is a province that is prone to natural disasters. During the project implementation, the beneficiaries in the target region were affected by a volcanic eruption and flash floods.

Key lessons learnt during the project implementation included:

- Close cooperation with local authorities is crucial to create local ownership.
- Selection of participants based on transparent criteria is decisive for the success of the trainings.
- High-quality training must be strongly adapted to the context and abilities of the participants.





In the communities of Flores and Lembata Islands in Eastern Nusa Tenggara Province fish consumption is the main protein intake of almost all citizens. With this project we will not only upgrade the local fishery industry by promoting environmentally-friendly technologies but also create income sources especially for young women by enhancing value chains in fish processing. In addition to this, our campaign to increase awareness on nutrition and health will help to improve the health situation of children and pregnant women in the target communities.”

**Mr Mexy Nenobais**  
Plan International



## Long-term project sustainability

The project’s sustainability is likely to be ensured through the capacity building approach that was defined within the project design. It enables beneficiaries and project partners to continue their activities without external support after the completion of the project. The fact that the MATA KAIL project trained 30 local facilitators, increased the capacity of youth, used locally available resources and skills and provided learning materials, has formed a strong foundation.

On the local government side, the project proved to be highly relevant, as it was aligned with the government’s development priorities and many programmes intersect. The project had an influential message of prioritising sustainable fishery, empowering youth to promote local economic development. Both at the provincial, district and village levels, cooperation was ensured. This allows to carry out activities beyond the scope of the project.

In addition, the project activities are being sustained by ongoing strategies such as online mentoring for SMEs on the area of increased productivity, mapping strategies for enhancing market and improving financial management for SMEs. Moreover, staff is kept on the field to pursue monitoring to the youth beneficiaries.

## Project contributions to Climate Change Mitigation and SDGs



By engaging with issues such as sustainable economic growth, sustainable production and consumption and stressing the adoption of environmentally friendly technologies (e.g., preserving the local environment, reducing plastic waste, and using local resources for consumption), the project directly contributed to the achievement of [SDG 12](#).

The project’s focus on increased knowledge and skills of parents and caregivers, promoting sustainable consumption patterns and behaviours towards fisheries products, aimed at improving the health and nutrition of children ([SDG 2](#)).

The project design incorporated gender norms to strengthen opportunities for young women to empower them to create economic opportunities in the sustainable fisheries sector. This gave women the opportunity to reduce their marginalization in terms of income, contributing to [SDG 5](#).

# Impacts at a Glance

<b>Social Impact</b>	<ul style="list-style-type: none"><li>• 32% income increase for those SMEs that adopted sustainable technologies</li><li>• 75 young people have established SMEs/MSMEs based on business plans developed during trainings.</li><li>• Women and youth were the main target groups of the trainings, thus empowering them economically and counteracting gender inequality</li></ul>
<b>Green Finance</b>	<ul style="list-style-type: none"><li>• 8 MFIs engaged</li><li>• 58 business plans submitted</li><li>• 7 SMEs benefitting from better access to finance</li></ul>
<b>Target Group Engagement</b>	<ul style="list-style-type: none"><li>• 183 SMEs/MSMEs (75 new, 108 already existing) engaged in project activities</li><li>• 1,139 young women and 860 young men ages range from 15 -29 years and 1,595 parents / caregivers trained technical, soft and entrepreneurship skills in the sustainable fish processing sector; training on SCP, particularly on food safety, and quality</li><li>• Engaged with media (3 journalists, 10 media coverages) and local fishermen associations</li></ul>
<b>Policy Development</b>	<ul style="list-style-type: none"><li>• 3 SCP promoting events conducted by local government</li><li>• 2 local governments declared their commitment to integrate SCP into the government agenda</li><li>• 6 local governments showed their strong commitment to supporting financing, programmes and policies related to SCP</li></ul>



## FUNDING

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## DURATION

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## PARTNERS

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