



**Ministry of Fisheries
& Ocean Resources**



Key Messages Guide

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Key Message Guide

This key messages guide for the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, is designed to be a guiding document for strategic advocacy of our priorities, leveraging fisheries and ocean investments, engagements with the public, partners and stakeholders at all fora through consistent messaging. These messages will serve as the foundation for the Ministry's consistent communication across all events and presentations, ensuring that the Ministry's commitment to sustainable development, economic growth, environmental conservation, and community empowerment is clearly articulated and aligned with Kiribati's broader national development goals.



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WELCOME MESSAGE

It is my distinct privilege to share with you, the Ministry of Fisheries and Ocean Resources (MFOR)'s Messages Guide. This guide serves as centerpiece of our mission to establish Kiribati as the leading fishing nation and a hub for global fisheries, as well as advocating our strategic leverage for more investments in Kiribati.

Our country has unique values in the world that we need to optimize. Firstly, we are one of the biggest Ocean States in the world. Secondly, we are the only country in the world that sit in all hemispheres. Thirdly, we are strategically positioned in the Pacific Ocean with great interests from

major powers. Fourthly, we are the only country in the world that greets the new day and first to celebrate new year. Fifthly, Kiribati is the only country in the world that is free from destructive cyclones and storms as it sits just near the equator which is free from the coriolis force effects, a driver of these extreme weather patterns. This means stability in terms of infrastructures and risks from natural extreme weather patterns. These values speaks volume about Kiribati's strengths and unique narrative. The narrative about Kiribati being small, going under water, climate change refugees, as often published in the media must stop and we must now use our own narratives and become healthy, peaceful and truly prosperous citizens of the world.

With these values and strengths in mind, our vision is simple; to develop Kiribati into a world-class center of excellence in responsible fishing, ocean science, ocean governance, ocean management, and onshore investments using our vast ocean space and our strategic strengths.

We aim to not only maximize benefits to our people, but to do so with an unwavering dedication to preserving the health of our ocean for the current and future generations.

This guide reflects our dedication to transparency, collaboration, and good governance.

We invite you to join us in this journey of advocating consistently for the best opportunities and outcomes that our country deserved through strategic and powerful messaging and leveraging.

Together, we can unlock the full potential of our vast marawa (ocean) for the people of Kiribati.

"Te Mauri, Te Raoi ao Te Tabomoa."

Thank you,

Hon. Ribanataake Tiwau





The Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati plays a key role in ensuring the sustainable management and development of the nation's rich ocean resources. As one of the largest ocean states in the world, Kiribati's fisheries and ocean resources are not only important to the livelihoods and food security of its people but also hold significant economic potential.

These key messages aim to highlight the Ministry's strategic priorities, initiatives, and commitment to safeguarding the ocean environment while promoting sustainable fisheries, management, and ocean related investments in Kiribati.

Here are the five overarching key messages for the Ministry of Fisheries and Ocean Resources (MFOR)

- i. **Becoming a fishing Nation:** The MFOR is committed to transforming Kiribati into a successful fishing nation.
- ii. **Becoming a tuna processing capital in the central and eastern Pacific:** The MFOR will develop more comprehensive opportunities and investments through the tuna value chain, including other associated services such as fisheries ports, maintenance slipways for fishing vessels, net mending facilities and others in Tarawa and Kiritimati Is. This is to ensure that we position ourselves to become one of the tuna processing hubs in the central and eastern Pacific.
- iii. **Becoming a leader in Ocean Science (deep sea) and sustainable use of ocean resources:** The MFOR is committed to becoming a leader in the field of ocean science, deep sea science and sustainable practices for utilizing the deep ocean resources (including energy and others).
- iv. **Becoming a leader in exporting farmed coastal species through sea farming, hatchery technology and aquaculture activities:** The MFOR is committed to advance aquaculture technologies and infrastructures geared towards a sustainable large-scale export of coastal fishery species to regional and international markets.
- v. **Ensuring a healthy ocean ecosystem for a sustainable fisheries and secure blue food system for the Kiribati and the world.** The MFOR will promote and implement measures that are crucial to sustainably guarantee a healthy coral reef and ocean ecosystems that will continue to provide an abundant and secure net of fresh and high quality blue food, for future generations of Kiribati and the world.



The target audience for the key messages of the Ministry of Fisheries and Ocean Resources (MFOR) is twofold

- i. *Overseas Fishing Partners and Local Communities. For Overseas Fishing Partners, including international organizations, investors, and regional bodies, the messages focus on promoting sustainable partnerships, compliance with global standards, and enhancing international cooperation in fisheries management, research, and climate resilience. These partners are crucial for ensuring that Kiribati's seafood products meet international market demands, safety standards, and sustainability goals.*
- ii. *For Local Communities, including fishers, coastal residents, and local businesses, the key messages emphasize capacity building, sustainable resource management, and empowerment. They are tailored to encourage responsible fishing practices, improve livelihoods, and ensure that local stakeholders benefit from the development and protection of Kiribati's vast marine resources. Both audiences are vital in achieving the Ministry's overarching goals of sustainability, economic development, and environmental stewardship.*





Key messages for the Oceanic Fisheries Division of the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, tailored for Domestic and International levels.

International Level:

- i. **Strengthening Regional and Global Partnerships:** The Oceanic Fisheries Division actively collaborates with regional and international organizations to enhance the sustainable management of highly migratory fish stocks, such as tuna, within Kiribati's exclusive economic zone (EEZ). These partnerships are crucial for enforcing regulations and ensuring compliance with international fisheries standards.
- ii. **Combating Illegal, Unreported, and Unregulated (IUU) Fishing:** The Division is dedicated to curbing IUU fishing activities through strengthened monitoring, control, and surveillance measures. By working closely with international bodies and neighboring nations, Kiribati is committed

to protecting its valuable marine resources from over-exploitation and safeguarding global fish stocks.

- iii. **Promoting Sustainable and Equitable Tuna Harvesting:** As one of the largest tuna resource holders in the world, Kiribati's Oceanic Fisheries Division champions sustainable harvesting practices that align with global conservation efforts. Through international engagement, the Division advocates for fair distribution of fisheries revenue to benefit the nation and its people while ensuring the health of tuna stocks.

Domestic Level:

- i. **Boosting Local Capacity in Fisheries Management:** The Oceanic Fisheries Division is focused on building local expertise and strengthening domestic fisheries management capabilities. Through training programs, technology transfer, and resource-sharing initiatives, the Division aims to empower Kiribati's workforce and ensure that the benefits of oceanic fisheries contribute to national development.





Key messages for the Coastal Fisheries Division of the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, tailored for Domestic and International levels

International Level:

i. **Enhancing Sustainable Coastal Fisheries through Global Best Practices:**

The Coastal Fisheries Division is committed to adopting and implementing international best practices in sustainable coastal fisheries management, aligned with global commitments such as the United Nations Sustainable Development Goals (SDG 14 – Life Below Water) and the FAO Code of Conduct for Responsible Fisheries. By working with global partners and regional bodies, we aim to protect the biodiversity of Kiribati's coastal ecosystems, strengthen resilience to climate change, and ensure that fisheries continue to provide food security, livelihoods, and prosperity for our communities—now and for future generations.

ii. **Building Resilience to Climate Change in Coastal Communities:** The Division is actively involved in international efforts to address the impacts of climate change on coastal fisheries. Through collaboration with global organizations, we advocate for solutions that enhance the resilience of Kiribati's coastal ecosystems and communities, ensuring sustainable livelihoods in the face of rising sea levels and environmental changes.

Domestic Level:

i. **Empowering Coastal Communities through Sustainable Fisheries**

Management: The Coastal Fisheries Division prioritizes the empowerment of local communities by promoting sustainable fishing practices and co-management strategies. We focus on building local capacity, preserving traditional knowledge, and ensuring that coastal fisheries continue to provide food security, employment, and economic opportunities for the people of Kiribati.

Key messages for the Planning and Development Division of the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, tailored for Domestic and International levels

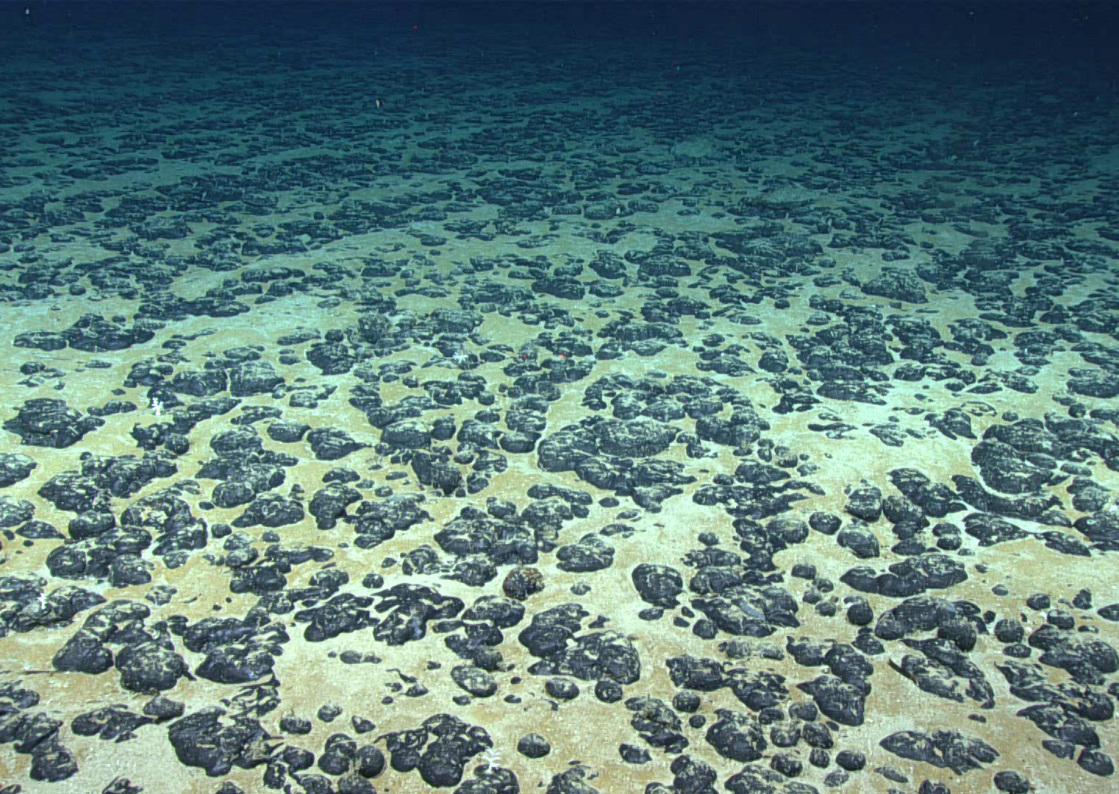
International Level:

- i. **Fostering International Investments for Sustainable Fisheries and Ocean Development:** The Planning and Development Division actively seeks international partnerships and investments to drive the sustainable development of Kiribati's fisheries sector. By engaging with global stakeholders, we aim to plan, design, and develop projects to leverage national infrastructures, enhance fisheries management capacity, and promote sustainable resource utilization that aligns with international requirements and standards.
- ii. **Collaboration with Global Partners to strengthen Fisheries Policy Frameworks:** The Division strategically works closely with development partners, fisheries associations and relevant regional agencies to ensure that Kiribati's fisheries priorities are aligned with global best practices. The Division provides support towards the creation of a robust policy environment that supports sustainable development, economic growth, and environmental conservation in the fisheries sector.

Domestic Level:

- i. **Enhancing Local Fisheries Infrastructure and Capacity for Sustainable Development:** The Planning and Development Division is focused on improving local infrastructure and capacity to support sustainable fisheries development. By implementing strategic projects that address the needs of Kiribati's communities, we aim to boost fisheries productivity, improve market access, and ensure that fisheries development benefits all levels of society.





Key messages for the Geo-science Division of the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, tailored for Domestic and International levels:

International Level:

- i. **Promoting International Collaboration for Marine Resource Mapping and Research:** The Geo-science Division actively engages with international research institutions and organizations to enhance marine resource mapping and oceanographic studies in Kiribati's waters. Through these partnerships, we aim to deepen understanding of our marine ecosystems, contributing to global marine science and the sustainable management of ocean resources.
- ii. **Contributing to Global Efforts in Climate Change and Coastal Vulnerability Studies:** The Geo-science Division plays a critical role in international initiatives focused on climate change and coastal vulnerability. By sharing data and participating in global research, we aim to strengthen the resilience of Kiribati's coastlines and marine environments, aligning with international goals to mitigate the impacts of climate change on vulnerable island nations.

Domestic Level:

- i. **Enhancing Local Capacity for Coastal Resource Management and Marine Data Utilization:** The Geo-science Division is committed to building local capacity in coastal resource management and the effective use of marine data. Through training, knowledge sharing, and the application of geo-science tools, we empower communities and policymakers to make informed, evidence based decisions that support the sustainable management of Kiribati's coastal and marine environments.
- ii. **Creating more land from the existing resources of the sea and land minerals.** The Geoscience Division will venture into opportunities to increase more local capacities, technologies, and infrastructures to optimize the abundant aggregate mineral resources in the lagoon and in islands such as Banaba, to increase more land space in the necessary vulnerable areas, as well as providing more land space from these resources for future economic aspirations.



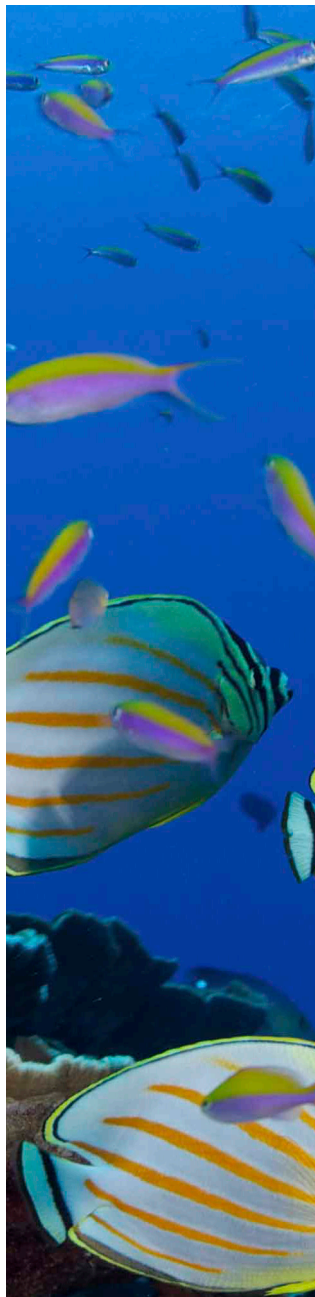
Key messages for the Kiribati Seafood Verification Authority Division of the Ministry of Fisheries and Ocean Resources (MFOR) in Kiribati, tailored for Domestic and International levels

International Level:

- i. **Ensuring Compliance with Seafood Safety Standards and market access requirements:** The Kiribati Seafood Verification Division is dedicated to carry out official controls to guarantee the safety of seafood products that are intended to be exported to international markets. Therefore, it is crucial to work closely with all Seafood Business Operators (SBOs) to ensure that compliance on safety and suitability of seafood products is sustained and maintained.
- ii. **Promoting Traceability and Sustainability in the Global Supply Chain:** The Division is committed to enhancing traceability systems and ensuring that seafood from Kiribati is sustainably sourced. Through collaboration with international partners and certification schemes, we provide assurance to global consumers that our seafood products are environmentally sustainable, ethically produced, and traceable from source to plate.

Domestic Level:

- i. **Strengthening Local Seafood Safety and Quality Assurance:** The Kiribati Seafood Verification Division is enhancing local seafood safety through improved infrastructure, policy guidance, and training. Efforts include better testing facilities, national food safety standards, and cold chain systems. SVD also values traditional knowledge—such as fishers' awareness of ciguatera-prone areas—to support community-led quality assurance. Together, these efforts ensure safer, healthier seafood for local markets.



Basic rules for Using Key Messages

Consistency Across Channels: Ensure that key messages are consistently communicated across all platforms and channels, including official publications, press releases, social media, and public events. Consistency helps build a strong and recognizable message that echoes with both international partners and local communities.

Tailoring to the Audience: Adapt the key messages to address the specific interests and concerns of different audiences. For international partners, emphasize global standards, sustainability, and collaboration. For local communities, focus on practical benefits, capacity building, and sustainable practices.

Clarity and Simplicity: Present the key messages in clear, straightforward language. Avoid technical jargon when communicating with broader audiences to ensure that the messages are easily understood and accessible to all stakeholders.

Evidence-Based Communication: Support key messages with relevant data, research, and evidence. This builds credibility and trust with both international partners and local communities, reinforcing the Ministry's commitment to transparency and informed decision-making.

Engagement and Feedback: Engage with the target audiences to gather feedback on the effectiveness of the key messages. Use this feedback to refine and adjust messaging strategies to better meet the needs and expectations of both international partners and local communities.



Principles for Using Key Messages

Sustainability: Promote and adhere to principles of sustainability in all communications. Emphasize the Ministry's commitment to protecting marine resources, ensuring long-term environmental health, and supporting sustainable development practices.

Transparency: Maintain transparency in all messaging efforts. Clearly communicate the Ministry's goals, strategies, and actions to build trust and demonstrate accountability to both international and local stakeholders.

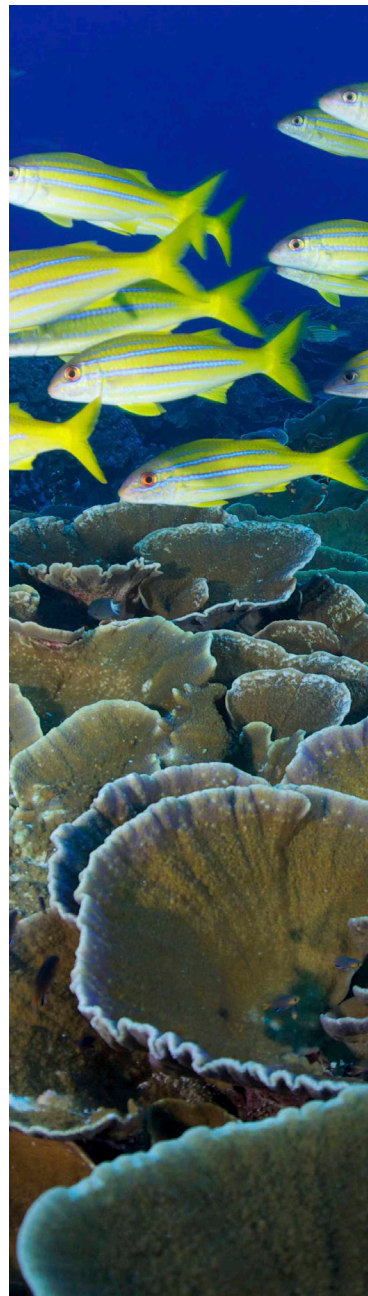
Inclusivity: Ensure that key messages are inclusive and reflect the diverse needs and perspectives of different groups. This includes acknowledging the contributions of local communities and recognizing the importance of international cooperation.

Responsiveness: Be responsive to emerging issues and changing circumstances. Update key messages as needed to address new challenges, opportunities, or developments in the fisheries sector, ensuring that communication remains relevant and timely.

Collaboration: Foster collaboration and partnerships by highlighting the benefits of working together with international organizations and local stakeholders.

Promote a cooperative approach to achieving shared goals and addressing common challenges in fisheries management.

By following these guidelines and principles, the Ministry can effectively communicate its key messages, build strong relationships with both international partners and local communities, and advance its objectives in sustainable fisheries management and development.





**"Let's work together
to advocate our own
narrative"**



**Ministry of Fisheries
& Ocean Resources**

Tel: 7521099
2nd Floor Above Post Office
Email: info@mfor.gov.ki
Bairiki, Tarawa
Kiribati
