Making It Count: Getting Small-Scale Fishers in the Philippines to Voluntarily Practice Fish Catch Monitoring

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• The Urgency
• The Challenge
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Billions of people, often the poorest and most marginalized, depend on fish as a significant source of protein.
The Urgency

1.6 Million Artisanal Fishers in 891 Coastal Municipalities in the Philippines

Garces, Len, 2011. The World Fish Center, Philippine Country Office
The Challenge

**Illegal, Unreported, Unregulated** fishing = $8M losses annually
Knowledge + Attitudes + Inter-personal Comm

All Fishers in Municipality
Understand the problem of overfishing; understand rules and benefits of marine protected area, and believe MPA is needed and equitable; reinforce importance with other fishers.

TURF-Reserve Member Fishers
Aware of how they can be involved in managed access management, and how to get license and registration; believe they can manage their own fisheries.

Barrier Removal

All Fishers in Municipality
TURF-Reserve boundaries demarcated.
Enhanced livelihood program.
Capacity building for FA and Enforcement team.
Catch Reporting system in place.

TURF-Reserve Member Fishers
Management bodies formed and trained, and meeting regularly.
Licensing, registration and catch reporting system in place.
Enforcement infrastructure build or repaired.

Behavior Change

All Fishers in Municipality
Fishers fish outside the Reserve; Only TURF Reserve members fish inside the TURF (other fishers fish outside);
Comply with catch reporting.

TURF-Reserve Member Fishers
Fishers support establishment of managed access area, participate in TURF-Reserve management, obtain licenses and registration and comply report catch

Stage 1: Readiness

Stage 2: Implementation

Threat Reduction
➢ Conservation Result
➢ Social Result

SR: More fish and improved well-being to the fishing households.

CR: More and bigger fish; Healthier habitats.

TR: Reduction in threat of overfishing of local fisheries.

The Solution

Theory of Change
Message Strategy

UMBRELLA KEY MESSAGE
If we all do our part, we can all share in the benefits of well-managed fishery resources—and a better future for all!

COMPLY WITH FISHERIES CODE

RESPECT MPA BOUNDARIES AND REGULATIONS

FISH CATCH MONITORING

PARTICIPATE IN FISHERY AND MANAGED ACCESS MEETINGS

KEY MESSAGES
Responsible fishers are registered and avoid illegal methods. They avoid penalties and ensure better fish catch for all.

KEY MESSAGES
Responsible fishers fish only in the right place using the right gear, so we can have more fish in the future.

KEY MESSAGES
We can manage our fisheries better, but we need better data that only you can provide. Record and report your catch.

KEY MESSAGES
Managed access could mean more fish for us over time. But your time, knowledge and opinions are needed to make sure they benefit you.

SUPPORT
Illegal methods of fishing destroy habitats and harm future fish catch. New Fisheries Code penalties are higher and will be enforced.

SUPPORT
MPA’s are like fish banks where fish reproduce and grow. Boundaries of MPA, rules of the MPA.

SUPPORT
FCM can be simple, once we get used to it: how data can inform decision making.

SUPPORT
Ask your questions, clarify your doubts and worries. No wrong answers, everyone is welcome.

The Solution
FishForever Campaign
The Research

Knowledge, Attitudes and Practices Survey

Covers 2,656 fishers

in 13 marine protected areas

12 municipalities

Done in 2016
The Research

Knowledge, Attitudes and Practices Survey

(G) Are there benefits of reporting your catch?

(20). In the last 6 months, have you ever talked about the importance of reporting fish catch?

(24). Over the past 6 months, which of the following options best describe you about measuring your catch and reporting it?

- I have never considered measuring my catch and reporting it
- I am considering measuring my catch and reporting it
- I intend to measure my catch and reporting it
- I have currently participated in catch reporting and reporting

Frequency (%)
The Research

Empathy Mapping

**THINK & FEEL**

What matters to the audience? Worries, aspirations?

Find time to relax, enjoy a drink and smoke, future of kids, if there will be a good catch next day, daily sustenance, how to eat 3 decent meals a day, alternative income during lean season, hopeful for good catch, uplift quality of living, more income, anxious of uncertain future, do not want to say their negative way of fishing, what and where to fish?, a better life and means of living

**SEE**

What does he/she see in his/her environment? Where does he/she get his information?

Faces of their kids as they grow up, sons/relatives who help prepare fishing gears, watchful of changing climate before they go fishing, other fishers going to the sea, co-fishers who talk about the decline in catch, see happy family, a stable house, boats and other assets, see aspects of a challenging life, looking forward for a good catch

**HEAR**

Who are his/her influencers? What does he/she hear them say?

Mayor, family, kids and friends as key influencers, change is coming with new mayor and leaders, speculate on the state of fisheries, where to catch more fish, work together to sustain resources, struggle to get out of poverty, increasing poverty level of fishers, hardships in their community, how's everyone's catch (kilo, kinds and price), competition from other fishers, hearing issues in the radio, hearing problems that affect their livelihoods, stories from friends neighbors and LGU, how they can fulfill basic needs, be recognized as someone who has done right,

**SAY & DO**

Attitude in public? Appearance? Behavior towards others?

They keep on fishing, hopeful there will be a good catch, discuss politics, fishers not to intrude in the no-take zone, benefits of well-managed MPA, report violations now, more time in fishing, shy to talk in public and keep to themselves their opinions, aspire to have other sources of income, don't care attitude, focus on personal and family needs rather than being concerned of others social issues, apprehensive, talk to barangay officials about observations in fishing,

**PAIN**

Fears, pains, obstacles

low income from fishing that frustrates them, price of fish is not enough for the effort, no other skills beside fishing, decrease in fish catch and size, lack of subsidies for fishing, income from fishing is not enough to support the family, justice system does not give appropriate penalties to violators, government does not hear and heed their needs, transient fishers are taking part of their catch because of their more effective gears, risk of going out of sea without guarantee of good catch, increasing number of fishers, illegal fishing affecting their livelihood, they are pushed to do illegal activities to compensate the low catch from legal means, resort to “utang” because income from fishing is low

**GAIN**

Wants, needs, what “success” looks to him/her

Dream for their children to finish school fulfill responsibility to the family, progressive life, pro-active LGU/officials/mayor, support from government, meet basic needs and services, more catch and bigger income, MLGU and BLGU working together to support livelihood, enough catch to support for a week, meet increasing needs of the family, resilient houses during calamities, good health, to see results in doing conservation, school to graduate college, afford TV and other amenities, to be apply to pay electricity
Fishers’ Profile

The Research Result

- Mid-age Male
- 40 – 55 years
- Finished Elementary Grade
- Fishing and/or gleaning 76%–100%

Socially aware
Low income
Aging sector
Male
High aspiration

Strong collective identity

Fishers' Profile

Photo credits: Jason Houston
Integrated Marketing Mix: Fish Catch Monitoring

**The Marketing Plan**

**Place**
While at sea, landing site, trading posts, meeting places, assemblies, public events

**Product**
step-by-step guide, FCM manual, FCM pitch, co-creation ads, training of FCM teams

**Price**
Freebies, discounts, reward system,

**Promotion**
Visual prompts, com-mob, focused marketing, on-line marketing, helpline, info-boards, PSA

"If you can’t measure it, you can’t improve it.”
Two Systems Explained

The Marketing Plan

Government Office

Government Encoder

E-Data Entry Form

COLLECT

Fish Catch Information

Enumerators

Fishers

Landing Site

FEEDBACK

Total Catch, CPUE, Average Length, Income

ENCODE

Fishing Profile

ANALYZE
The Social Marketing Strategy

Early Adopters Training

Photo credits: Jason Houston
The Social Marketing Materials

FCM brand and behavior-focused visuals
The Fish Catch Reporting Starter Kit

Consists of infographic, measuring tape, grammer, Clipboard and FCM forms and go-to address
Strategic placement of ads with call to actions
Two reporting systems

- Enumerator-based (December 2015 – April 2016)
- Voluntary reporting (December 2016 – present)
Insight

#1 Fish catch reporting is adopted more easily if positioned as a complementary to other pre-existing behaviors

Photo credits: Jason Houston
Insight

#2 Behavior change implementation can be sequenced, but how the target audience will adopt changes cannot.
#3 Simple behavior changes are not necessarily adopted as quickly as seemingly more complex ones.
Insight

#4 Clear alignment between the science rigor and behavior adoption strategy
Prospects
Use of behavior insights in framing incentives and rewards
Prospects
Application of nudges and design with intent
Prospects
Technology solutions, online apps and crowd reporting

- Fish landings data app
- Online maps & analysis
- Solar boat tracking
- Decision-making
What are strategies and tactics would you recommend to improve voluntary reporting?

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