

Abstract

SESSION 2:

Accelerating Actions for Sustainable Development and Climate Change

WORKSHOP 2.1:

Scaling up Integrated Coastal Management: Innovations and Impacts at Local, National and Regional Levels

Social Marketing for More Sustainable Fisheries

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Encouraging biodiversity conservation, as well implementing sustainable fisheries management strategies, such as marine protected areas, managed access areas and harvest regulations, is impossible without community support and buy-in. Behavior change is critical to getting fishers to support the set-up of new fishery management structures and to comply with its rules.

This presentation examines how behavior change strategies have been used at sites across the Philippines to support a range of conservation behaviors, such as no intrusions into marine sanctuaries, use of the right fishing gear, and participation in enforcement, catch reporting and fishery management planning. Using Rare's Pride approach, local conservation leaders working in 25 different marine protected areas ran campaigns to improve Knowledge, Attitudes and Interpersonal Communication and influence behaviors of fishers and their communities. The presentation also describes various barrier removal strategies undertaken, such as the strengthening of management and enforcement teams.

Data from Knowledge, Attitude and Practice surveys, community reports and biophysical assessments illustrate which behavior changes contributed to a reduction of threats at a site, leading to conservation results.

The presentation then goes on to illustrate how lessons from these 25 campaigns are currently being applied toward the implementation of managed access areas paired with no-take zones, and how they are building the support and compliance needed for community-based management.

As fishing communities move toward more drastic and complex strategies to address climate change and the need for more sustainable development, the role of social marketing and behavior change strategies becomes more evident, and should be considered an integral part of any program or approach.



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About Rocky Sanchez Tirona:

Rocky Sanchez Tirona is the Vice-President for the Philippines of Rare, an international conservation organization that is currently working with 20 Philippine municipalities to implement sustainable fishing programs driven by behavior change science. Rare partners with local governments as well as government agencies to train conservation leaders in marine and fisheries governance, science, social marketing, and markets and enterprise.

Prior to Rare, Rocky was a long-time marketing communications professional with Campaigns and Grey. In 2005, she helped set up Campaigns Social Response, a division focused on social marketing, advocacy and public service communications, and has worked with numerous government agencies, non-government organizations, private corporations and foundations.