



# Social Marketing for More Sustainable Fisheries

Rocky Sanchez Tirona, VP-Philippines, Rare







*Photo by Greenpeace in MWBuzz, <http://mambulaoansworldwidebuzz.blogspot.com/>*



Overfishing

**This Way to the  
Marine Sanctuary**



# Seasonal Closures



Local Name : **Danggit**  
 Scientific Name : *Siganus spinus*  
 Fish Family : *Siganidae*

MAY						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5 Last Quarter
6	7	8	9 10 11 NO FISHING*			12 New Moon
13 14 15 NO FISHING*			16	17	18	19
20	21 First Quarter	22	23	24	25	26
27 Full Moon	28	29	30			

\*The usual practice for rabbitfish seasonal closure is 3 days before and 3 days after the new moon

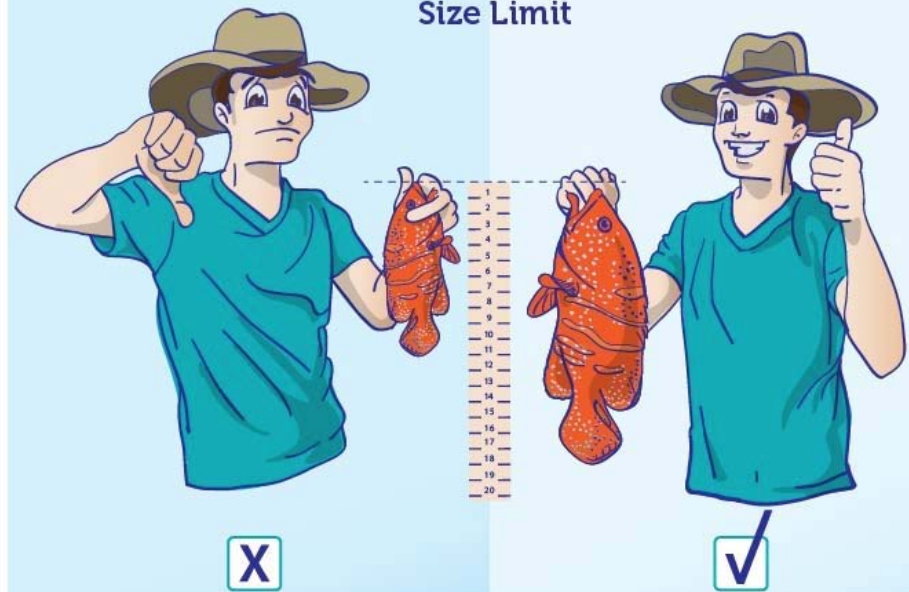
### Catch Limit



X



### Size Limit



X



**Berting Refugio, 64  
fisherman for over 50 years**



# AN EQUATION FOR CHANGE



Improve  
Knowledge



Shift  
Attitudes



Spark  
Conversation



Remove  
Barriers



Change  
Behaviors

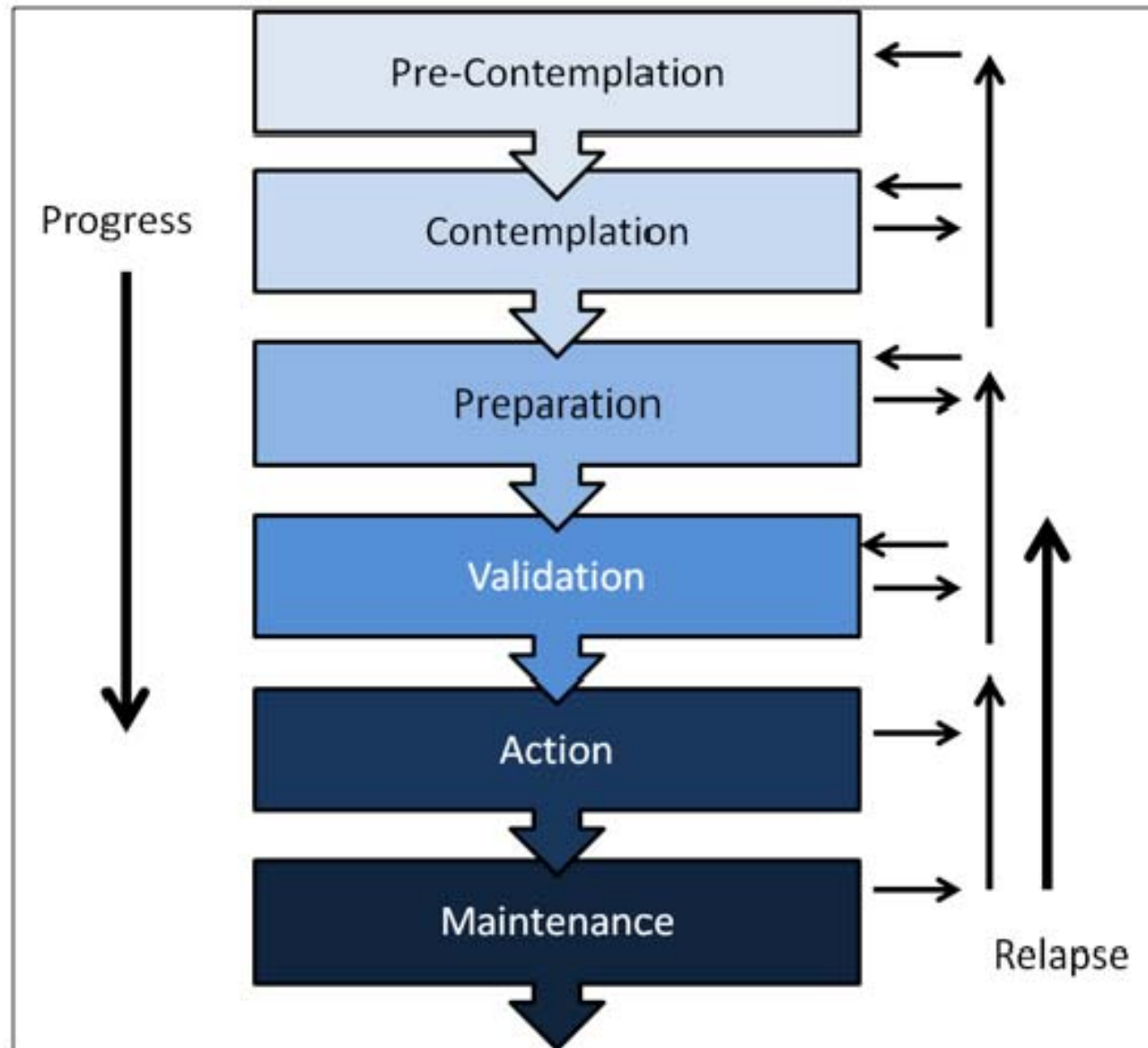


Reduce  
Threats

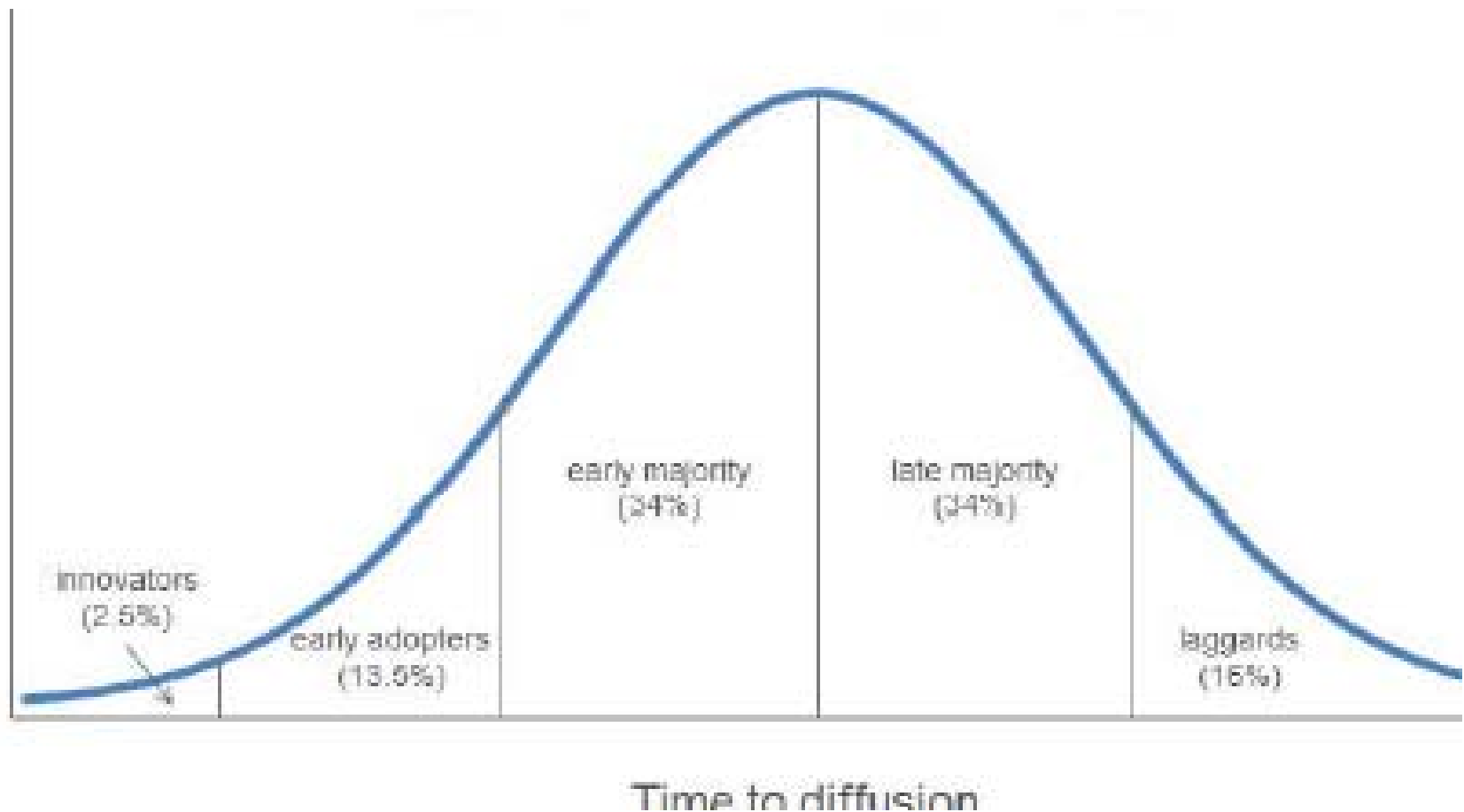


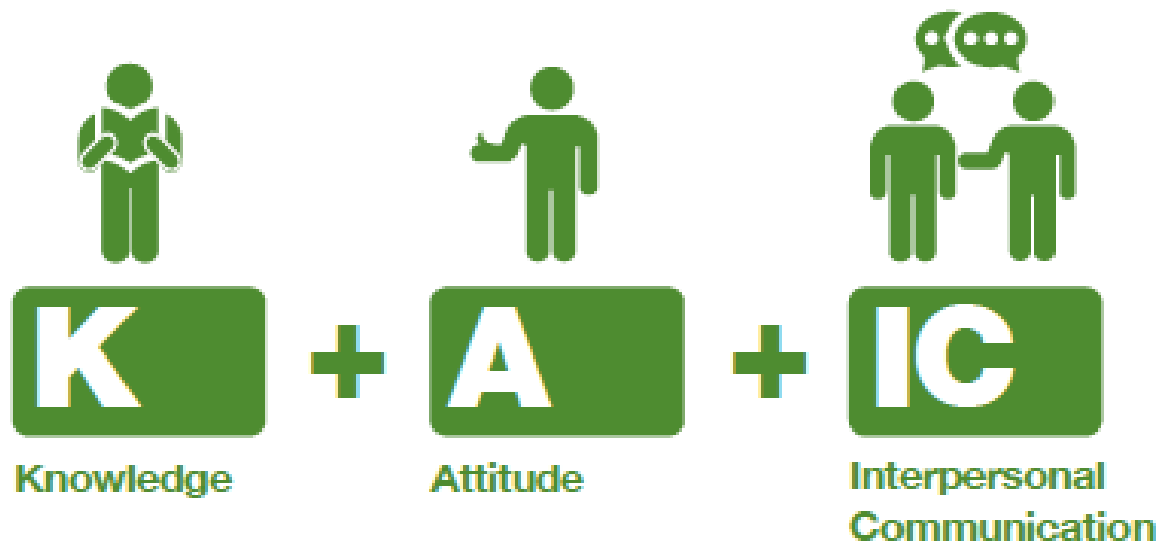
Advance  
Conservation

# Stages of Behavior Change



# Diffusion of Innovations





Improve  
Knowledge



Shift  
Attitudes



Spark  
Conversation



**BC**

Behavior  
Change



**TR**

Threat  
Reduction



**CR**

Conservation  
Result



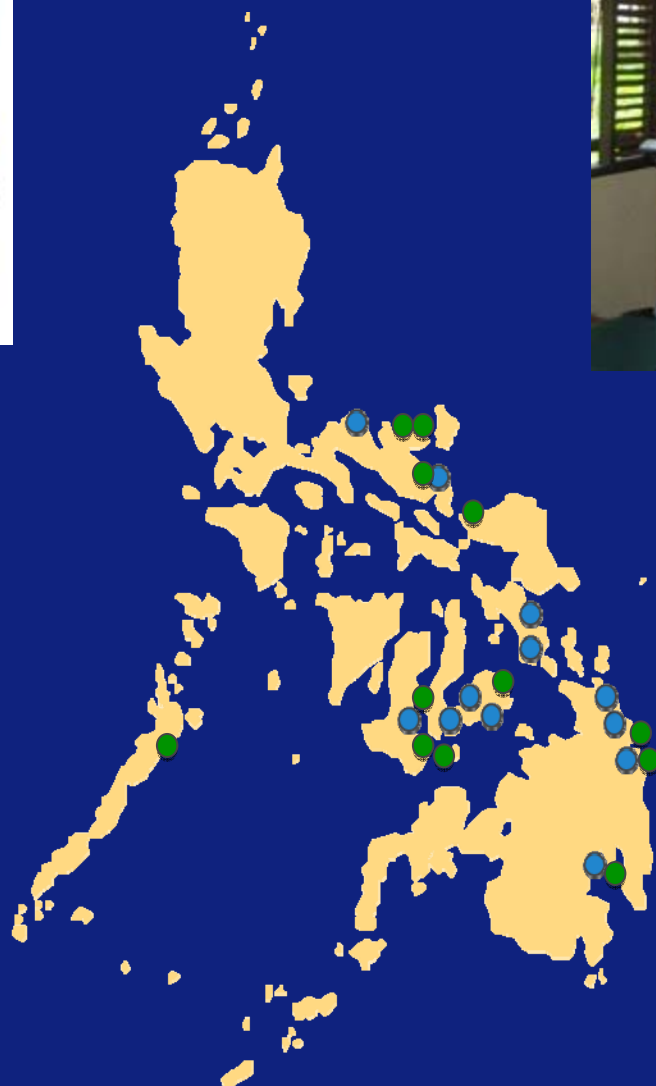
Change  
Behaviors



Reduce  
Threats



Advance  
Conservation



Class of 2012

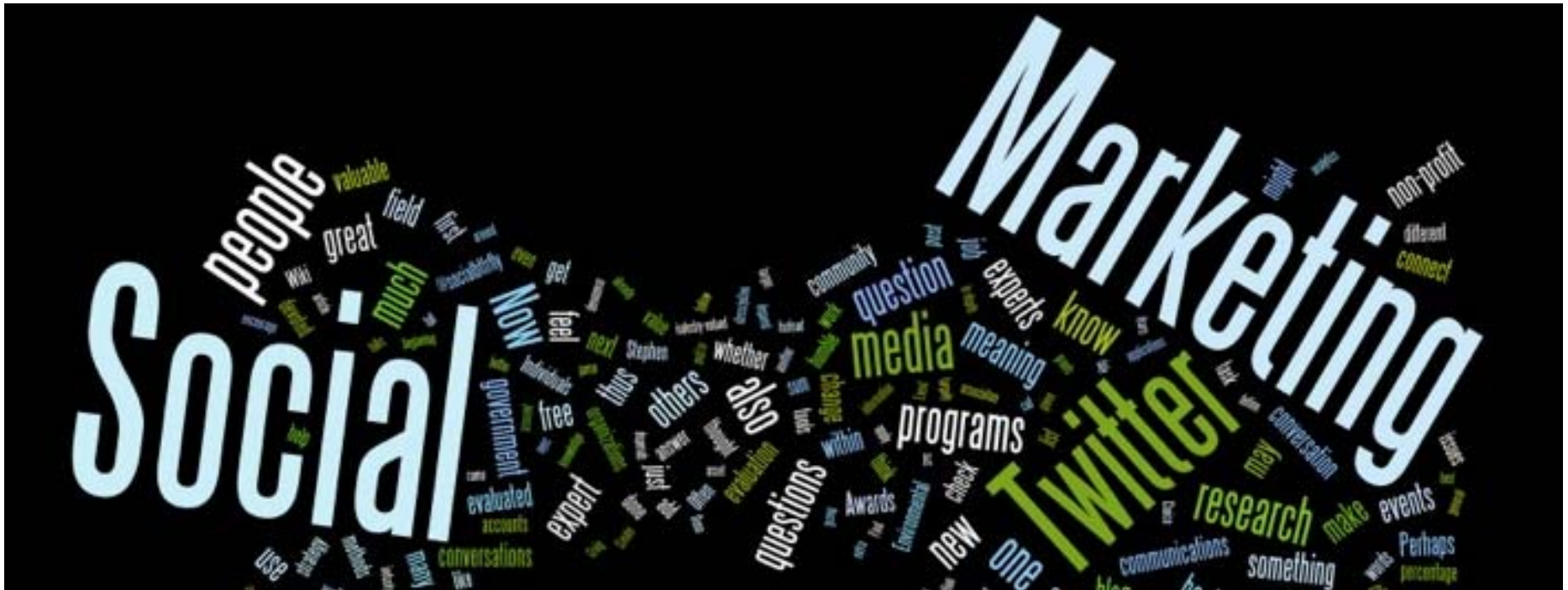


Class of 2014



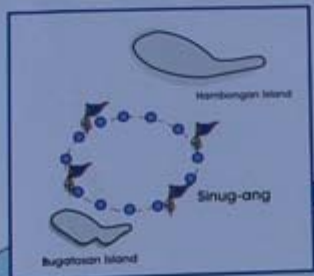
## Qualitative and Quantitative Research

# Social Marketing



“Use of marketing techniques to improve social well-being by changing behavior and attitudes about social concerns, creating a change in the entire system or community”.

# Ang Sanktuaryo sa Hambongan (Diha sa Sinug-ang)



Sekreto  
nalang ug  
report ang  
Illegal  
Fishing



Ning-apil Naku  
Uban ta!



Ginadili ang pagpanagat



Ginadili ang pagpangulua ug kinhason



Seaborn Hotline: 09176311963



NING-APIL NAKU  
UBAN TA!

RARE

giz

ACC Coast



Ang pag-amping ug pagdumala sa atong  
Sanktuaryo trabaho sa matag Lungsoranon;  
buhata alang sa Lungsod ug sa imong Pamilya

# “Kagapuan”

Sanktwaryo nin  
Kasaraditan  
Satuyang Banko  
sa Kadagatan



Kung may maaraman na naglaog sa sanktwaryo-  
IREPORT sa PNP-TIGAON- (054) 452-4757 0921 4253318  
o sa BANTAY DAGAT- 0907 2038727























JANUARY 2014							FEBRUARY 2014						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
☀	☾	☺	☾	2	3	4	☾	☺					1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31	☺	23	24	25	26	27	28	☺

*Pilar Pride Campaign Slogan:  
"Sa saktong panagat SIKAT!"*



USAID  
FROM THE AMERICAN PEOPLE





***The gift of the ocean is from God.***  
*Caring for our fisheries and livelihoods will help  
our children's future.*

# Nay, unhon nato ini pagpadabo?



*Mother,  
how can we make the fish  
increase in number?*

Ang himsog nga kagasangan makahatag ug 84 metriko tonela nga isda nga makapakaon nan 700 ka pamilya nan Cantilan matag tuig.

Busa angay natong bantajan an sangtwaro para sa kasiguruhan nan pagkaon sanan kaugmaon nan ato pamilya





ment team



# Marker buoys



# Results

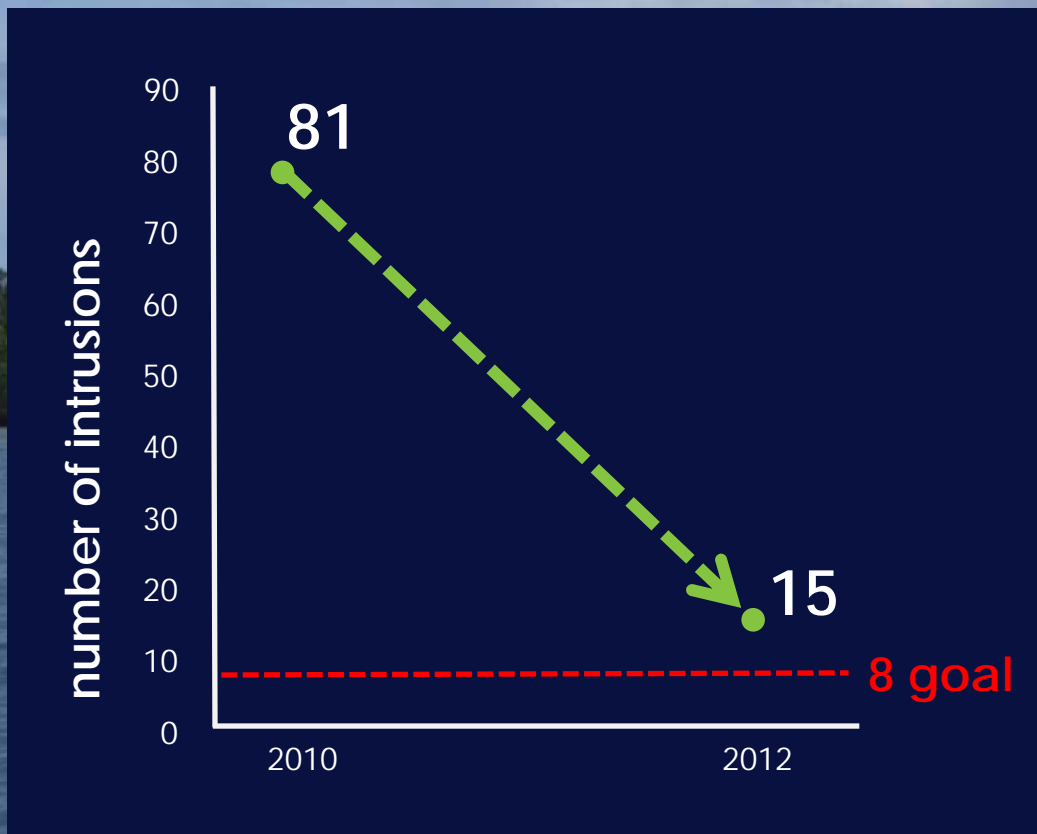
Category	Pre-campaign (Average %)	Post- campaign (Average %)	Change (pp)	Average pp change across Rare*	Comparison to Rare average (within 1 pp)
Knowledge	71%	83.8%	12.8	7.1	HIGHER
Attitude	76.3%	83.9%	7.6	6.7	HIGHER
Interpersonal Communication	48.5%	70.1%	21.6	20.9	HIGHER
Behavior Change	68.9%	77.2%	8.3	4.4	HIGHER

# Average Time the Marine Sanctuaries are Guarded

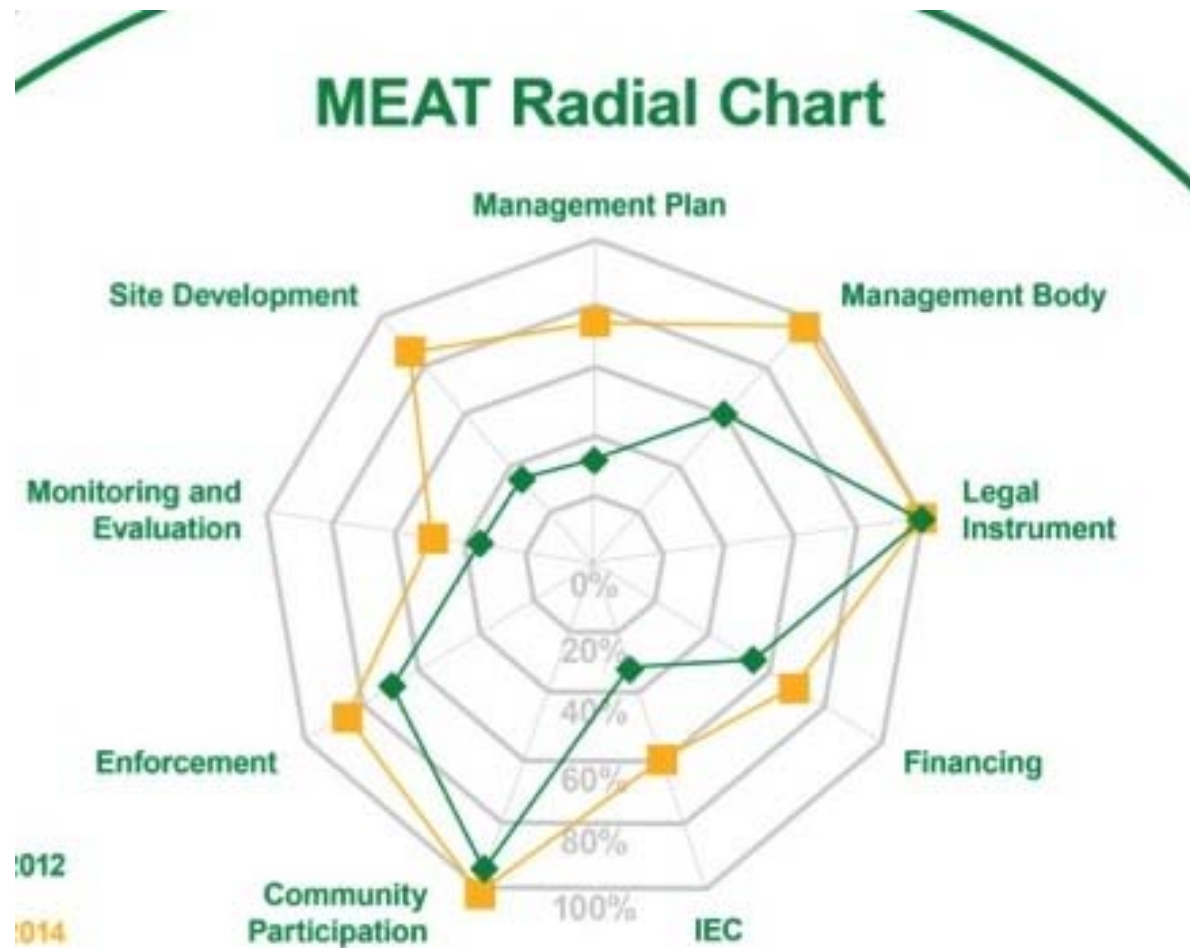
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



# Number of Documented Intrusions in the Marine Sanctuaries Per Year



# Improvement in Management Effectiveness



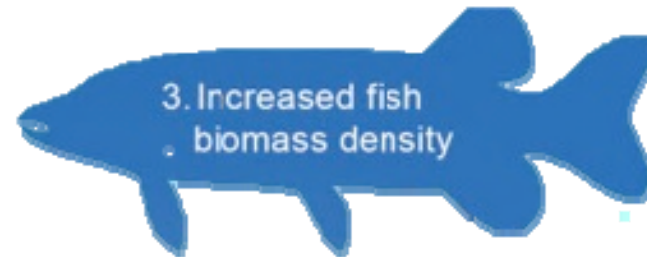
# Biophysical results for Phils 2

7.5% increase in Hard Coral cover from 2012 to 2014  
9 out of 13 sites went to Fair, Good or Excellent category



16% change in fish abundance from 2012 to 2014

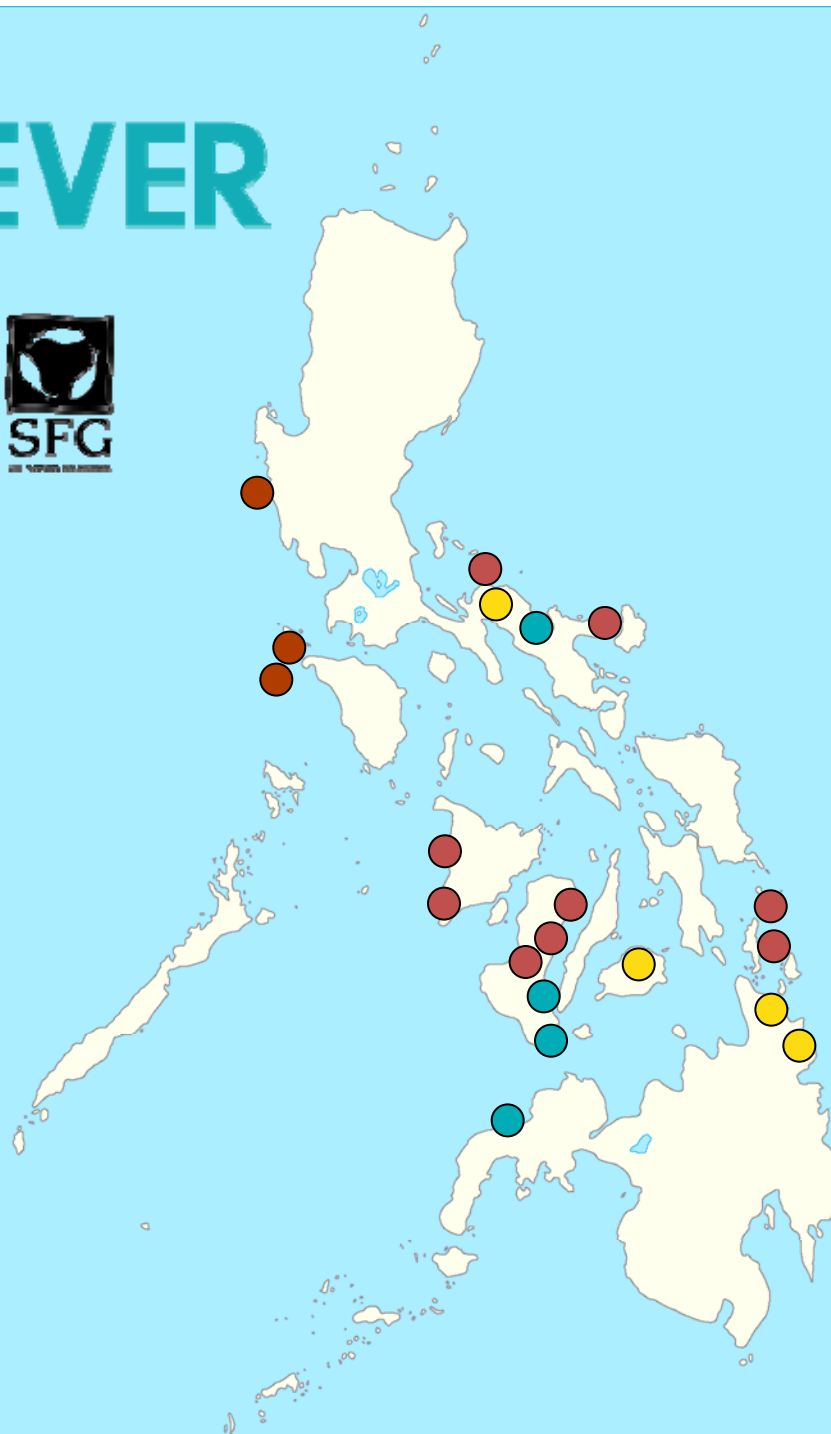
Density of species targeted by fishers increased by 8%



30.9% increase in fish biomass

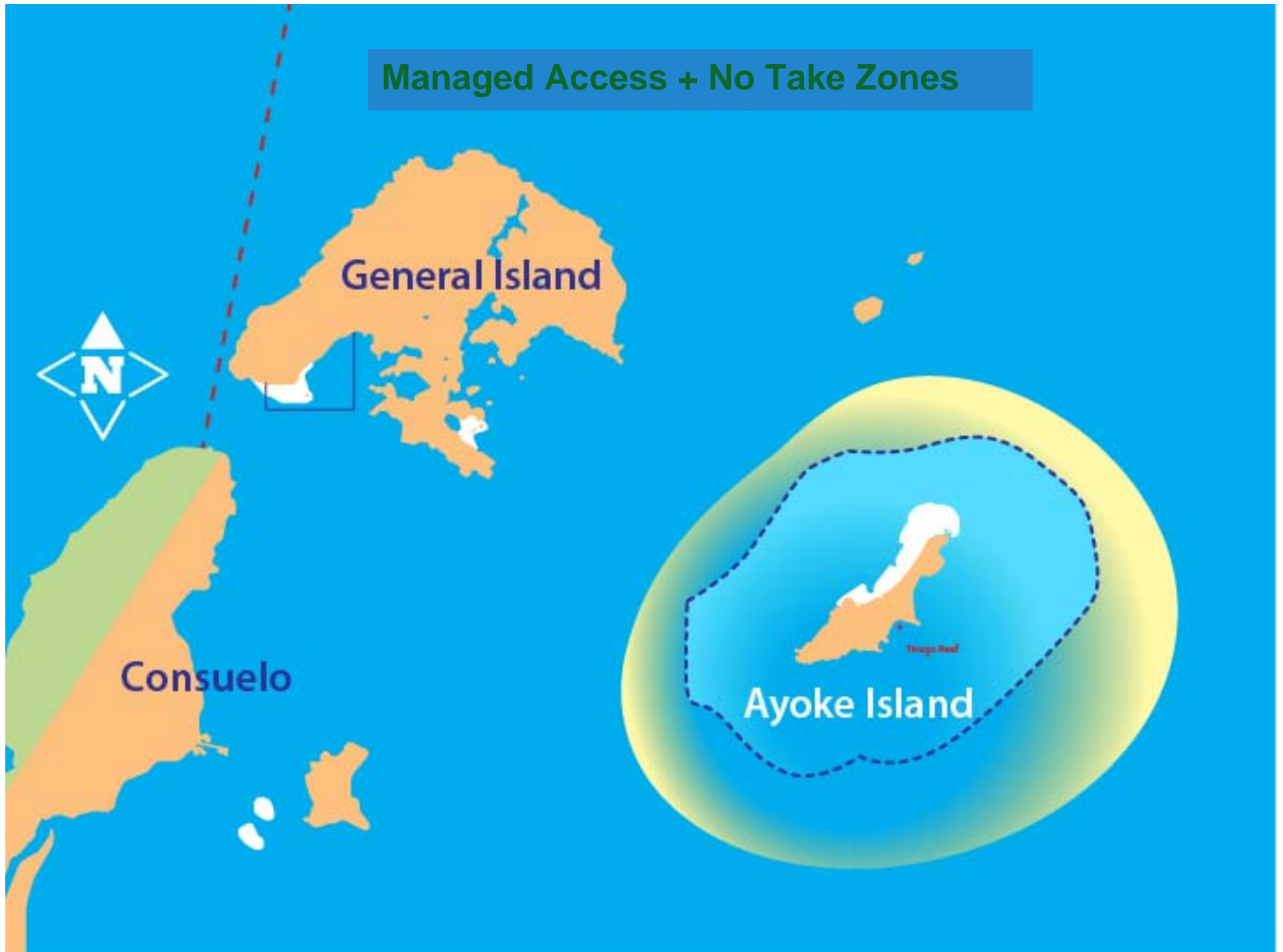
# FISHFOREVER

A partnership of:



- Phils 1
- Phils 2
- Phils 3

## Managed Access + No Take Zones





**Fisher Associations**

## Coastal Zoning and Planning



Rehistrado ka na nan  
an imo sakayan?



Specific instructions on registration



Department of Agriculture



Alamin ang mga isyu at sumama  
sa pagbuo ng solusyon!



Dumalo sa miting ng \_\_\_\_\_

Petsa : \_\_\_\_\_

Oras : \_\_\_\_\_

Lugar : \_\_\_\_\_

Kita-kita tayong!



Department of Agriculture



## Fish Catch Monitoring



## Markets & Enterprise





Leadership



