

Scaling up
community-based
fisheries management

Renforcement de la
gestion communautaire
des pêches



Polynesia
26-29 January
& 2 February 2021

Polynésie
26-29 janvier
& 2 février 2021



The 100 Percent Solution: Information Strategies for Scaling-Up CBFM

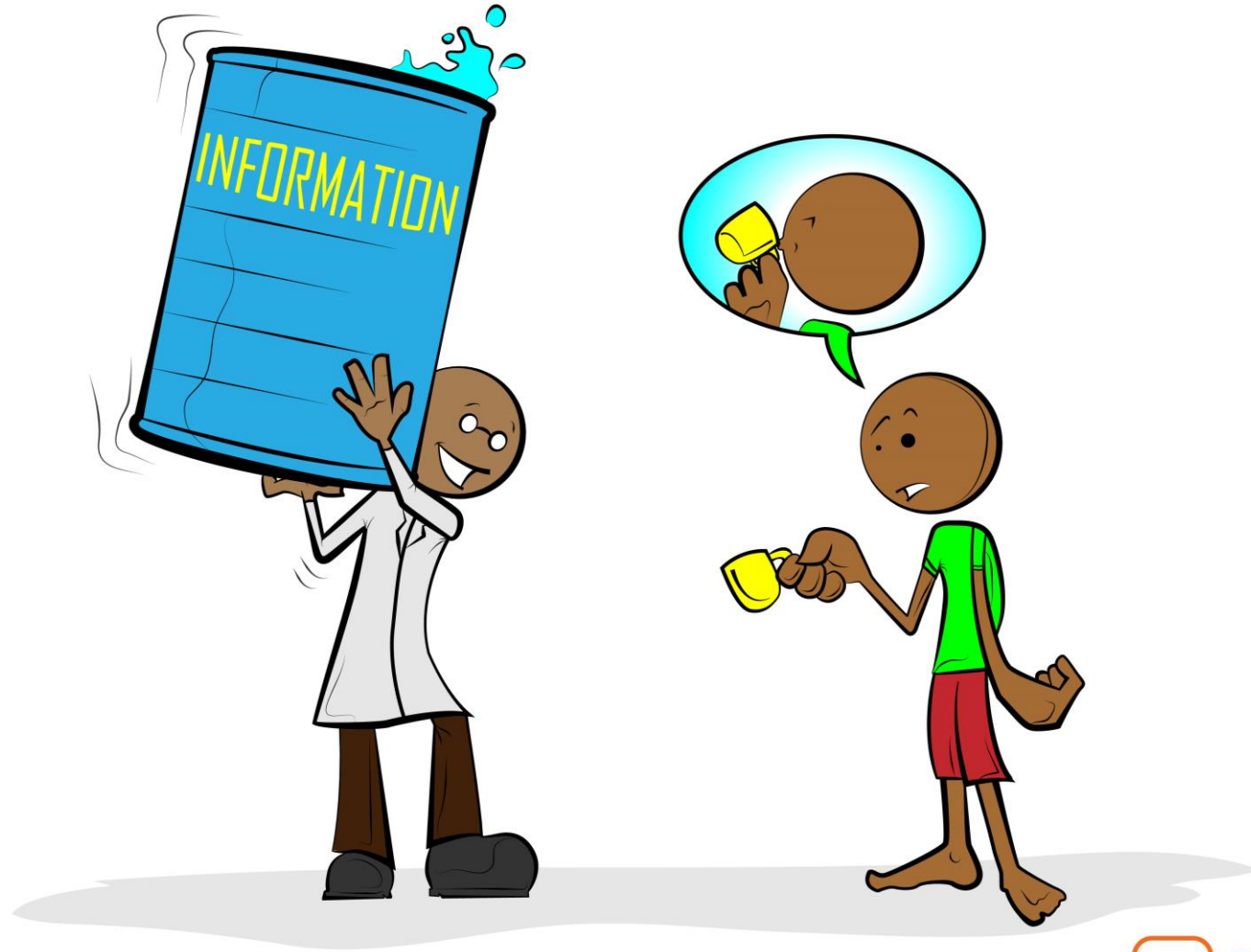
Scott Radway, Founder
cChange

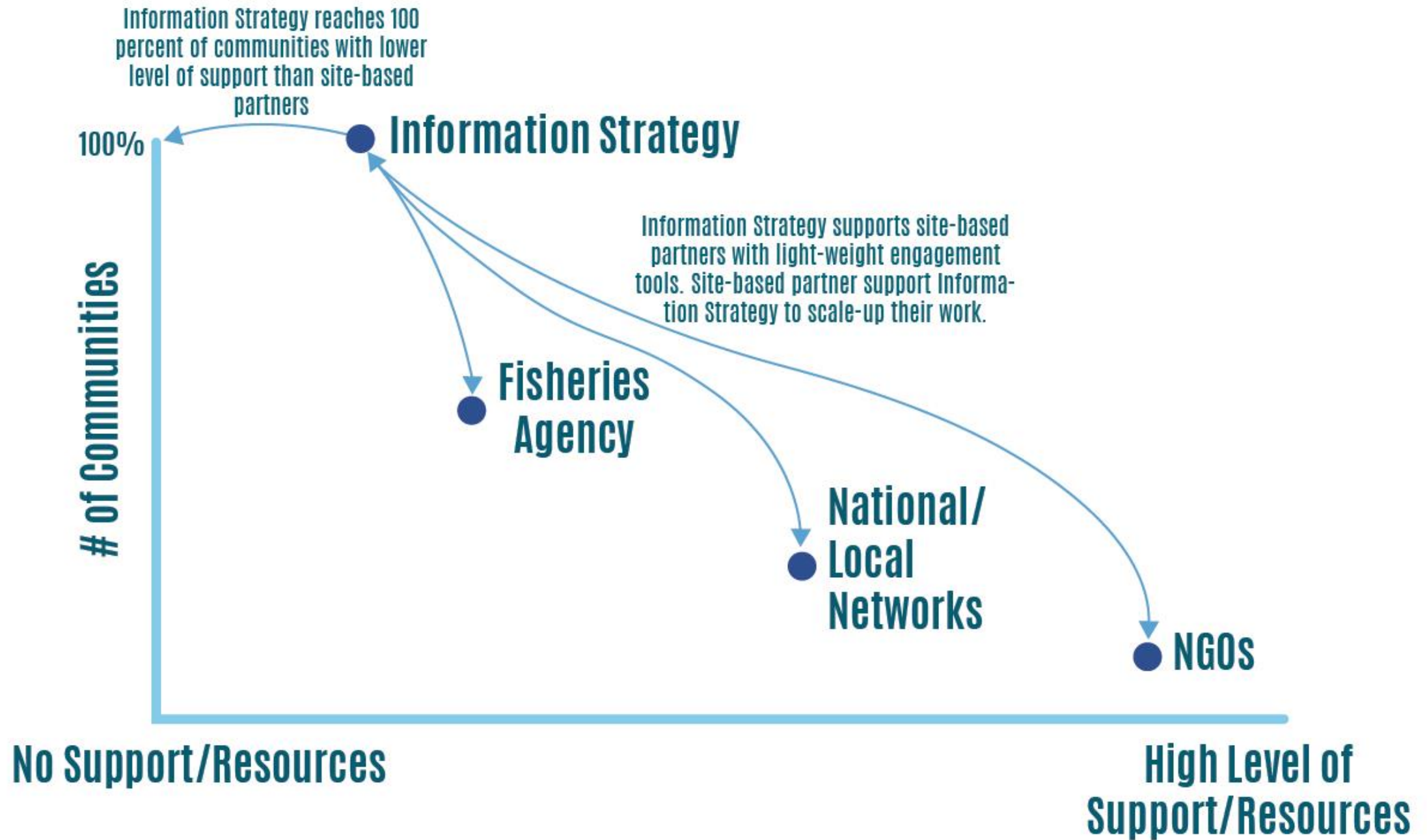
FUNDER LOGOS



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Creating Community Change

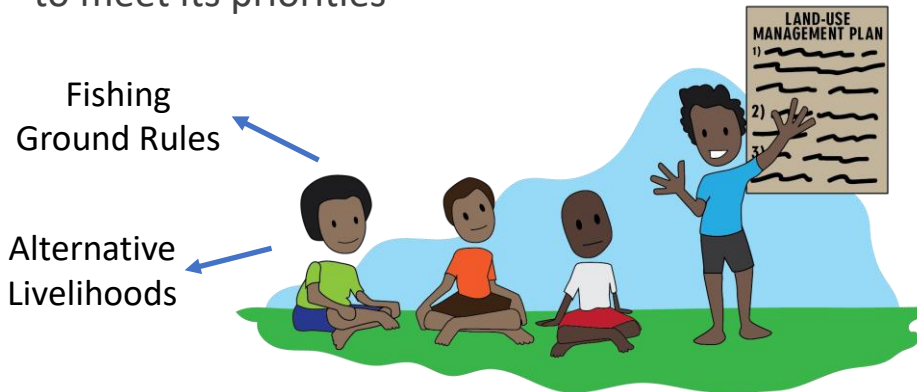
Stage 1: Community Becomes Aware of Problems/Solutions. Urgency for Solutions



Stage 2: Community is organized and motivated



Stage 3: Community is taking Action to meet its priorities



Stage 4: Community is Monitoring Results and Adapting as Needed



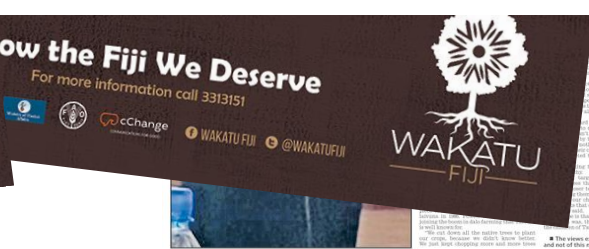
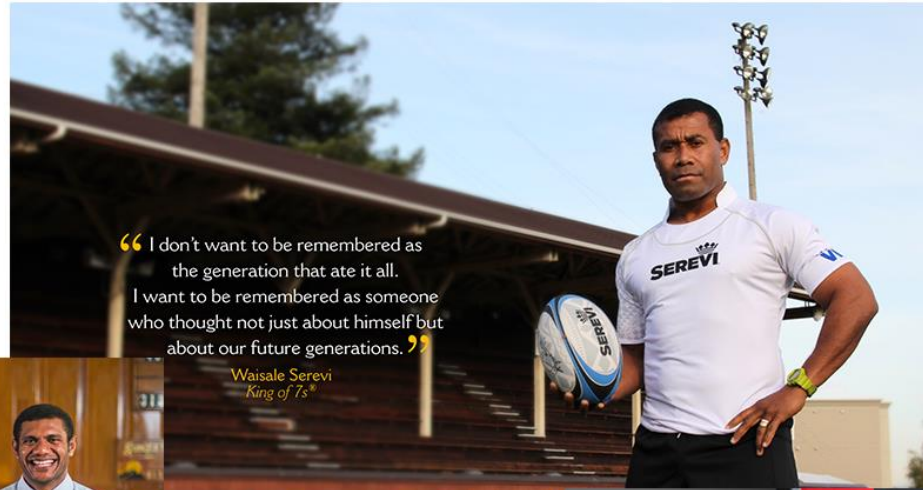


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Changing Mindsets: Best Practices

- Value Messaging
- Role Modeling
- Sustained Dialogue





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100 Percent: Fiji Example

- National Media
 - Radio
 - News Media
 - Social Media
- Pledge Drives
 - Champions
- Network Support/Institutional
Capacity Building

4FU FISH SMART

A GUIDE TO BIGGER, BETTER CATCHES

...nd costing us more money to catch fish than it did in the past.

I'M GOING TO TELL MY KIDS TO STICK TO FARAAMS.

THE UNDERLYING PROBLEM?

...ing too few to get big enough and restock the reef.

LET THEM BREED, EAT SOME LATER?

...our fish before they get big enough to breed, they can't restock the reef. So each year, we have less fish to catch.

If we wait till they get big enough to restock our fishing grounds each year, we ensure we have good catches year after year. We also get bigger fish.

RADIO SHOW
2:10PM

4FU FISH SMART

HOW DOES YOUR FISH MEASURE UP?

If the majority of your catch never has a chance to breed, your fish catches are likely to steadily decline. Recent studies have determined the ideal minimum sizes of fish in Fiji to ensure fish get big enough to breed before you catch them and have sustainable catches year after year.

"I DON'T WANT TO BE THE GENERATION THAT ATE IT ALL"

WALU	DELABULEWA	SAGA	OGO	BATISAJ & SEVASEVA	KAWAGO & DONU DAMU	KAWAKAWA, KASALA & KAWALAWA NI TIBI BEVUA & VULA	TEVULU IKATALEWA, LELE, TIVITI	MAMA, BU	ULURUA	ULAVI KARAKARAWA	SAGA BUI DRIMO & SAGANIVATI	SABUTU DAMU, KANACE	BALAGI RAWARAWA	NUGA, VOLAC	KABATTA	SABUTU
Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm	Minimum Size: 15cm

Fish Key
LOCAL NAME
Common Name

Set Size: cms
Age of Maturity: years
Legal Size: cms

IF MOST OF THE FISH YOU ARE CATCHING, BUYING OR SELLING ARE UNDER THE SET SIZE, THAT'S A WARNING LIGHT. MANAGEMENT ACTION IS NEEDED!

Photo Courtesy: Melissa Seneo. Illustrations by the Pacific Community (SPC) and cChange.

EUROPEAN UNION | Sverige | Vibrant Oceans Initiative | cChange | Sweden | Sverige | 4FU | FISH SMART | 4FJMOVEMENT.ORG | FACEBOOK.COM/4FJMOVEMENT



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