



FISHERS & MARKETS

Lessons and Insights on
How Markets can Create
Incentives to Support Sustainable
Coastal Fisheries



USAID
FROM THE AMERICAN PEOPLE

**Bloomberg
Philanthropies**



People are the cause



...but they are also the solution.



Behavior change is key



CENTRAL OFFICE: Arlington, VA,
USA

REGIONAL OFFICES: Indonesia,
China, Philippines, Brazil, Micronesia

TOTAL STAFF GLOBALLY: 150+

COUNTRIES WORKED IN: 56

OUR SPECIALTY: Behavior change
+ science, for conservation

The Pride Campaign



- Train and mentor local conservation leaders
- To shift human behaviors for sustainable development
- By designing and implementing integrated social marketing and conservation programs



300+ Pride campaigns launched to date
in 56 countries...

7107 islands

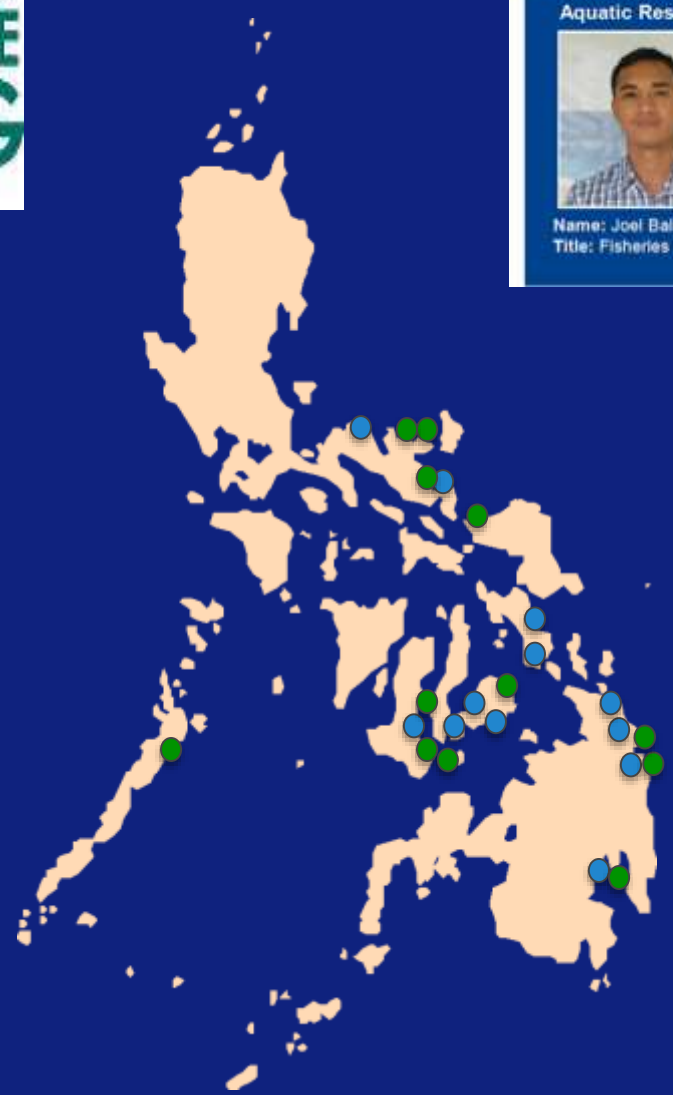
891 coastal
municipalities





RARE PROGRAM FOR
**SUSTAINABLE
FISHING**
IN THE PHILIPPINES





Bureau of Fisheries & Aquatic Resources



Name: Joel Balasta
Title: Fisheries Technician

Caramoan Municipality



Name: Elmer Guevarra
Title: Officer of Agriculture
"RARE IN ACTION"

Palawan Council for Sustainable Development



Name: Christina Dalusung
Title: Coastal Resource Management Specialist

Ubay Municipality



Name: Alpius "Jojo" Delima
Title: Secretary of Municipal Legislative Body

Bindoy Municipality



Name: Richard Balauro
Title: Fisheries Technician

Partido Development Administration



Name: Marjorie "Jett" Atole
Title: Project Officer

Siruma Municipality



Name: Fausto "Jun" Romero, Jr.
Title: Coordinator of Planning and Development

Pilar Municipality



Name: Susan Cataylo
Title: Fisheries Technician
"RARE IN ACTION"

Ayungon Municipality



Name: Marjorie Abeta
Title: Agriculture Technologist

City of Samal Island



Name: Juniemar "Bobong" Montera
Title: Fisheries Technician

Lianga Municipality



Name: Liaflora "Lia" Orcullo
Title: Officer of Human Resource Management
"RARE IN ACTION"

Ipil Municipality



Name: Felix Badon
Title: Officer of Environment and Natural Resources

Davao Norte State College



Name: Girely Gumanao
Title: Faculty, Marine Biology

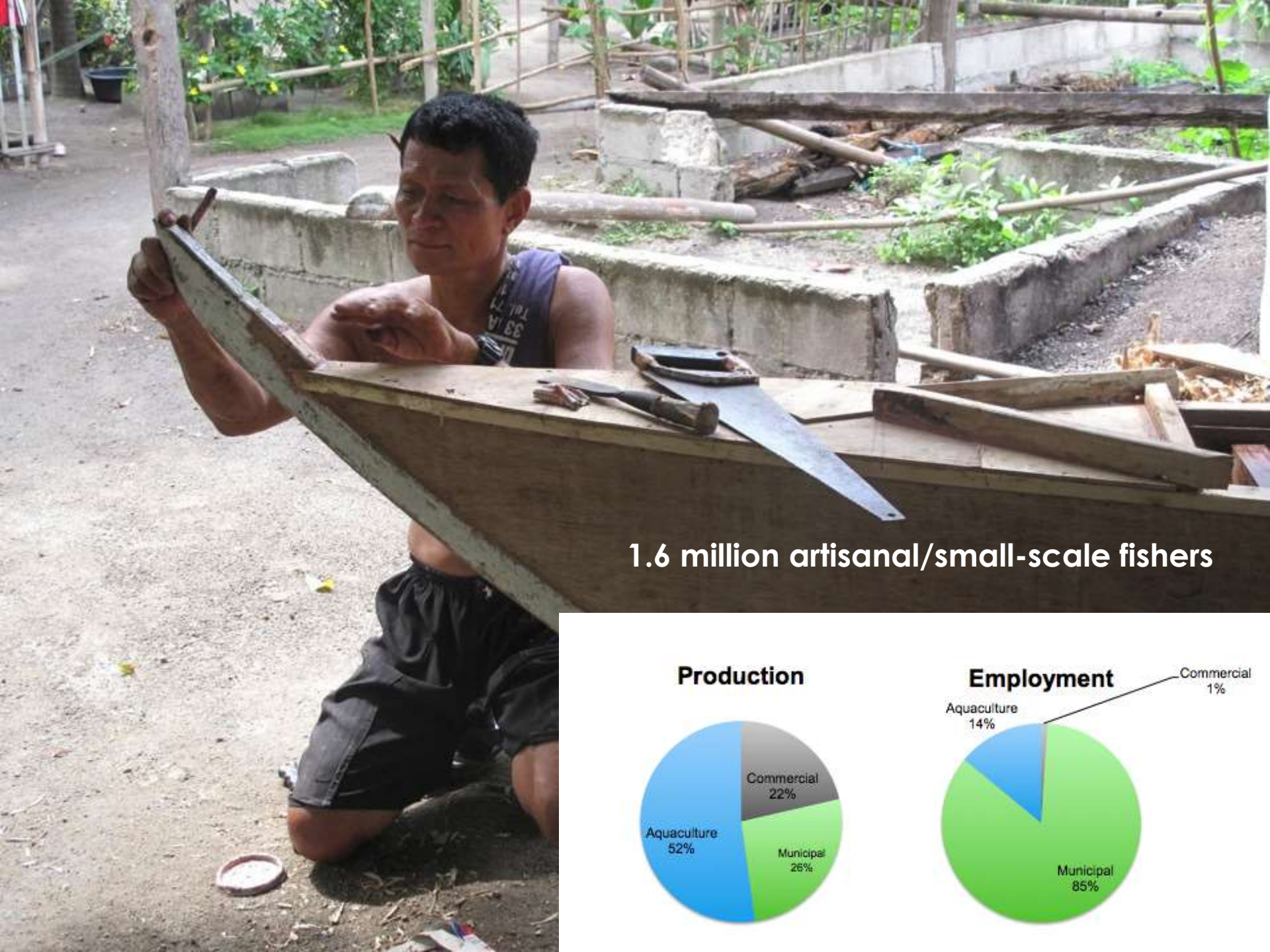
Current Rare Sites

- Phils 1
- Phils 2
- Phils 3



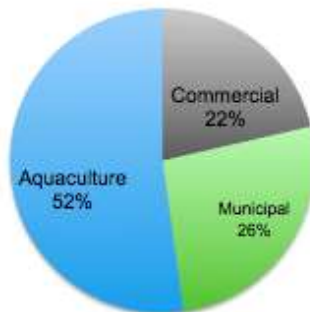


State of Philippine Fisheries

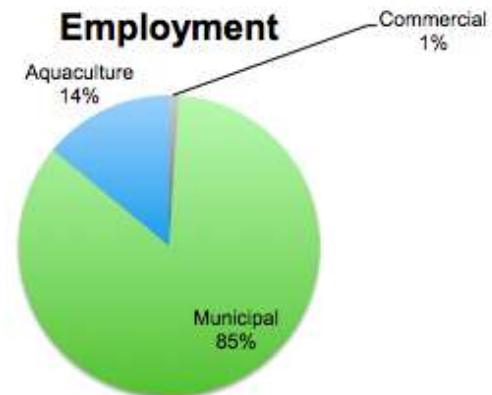


1.6 million artisanal/small-scale fishers

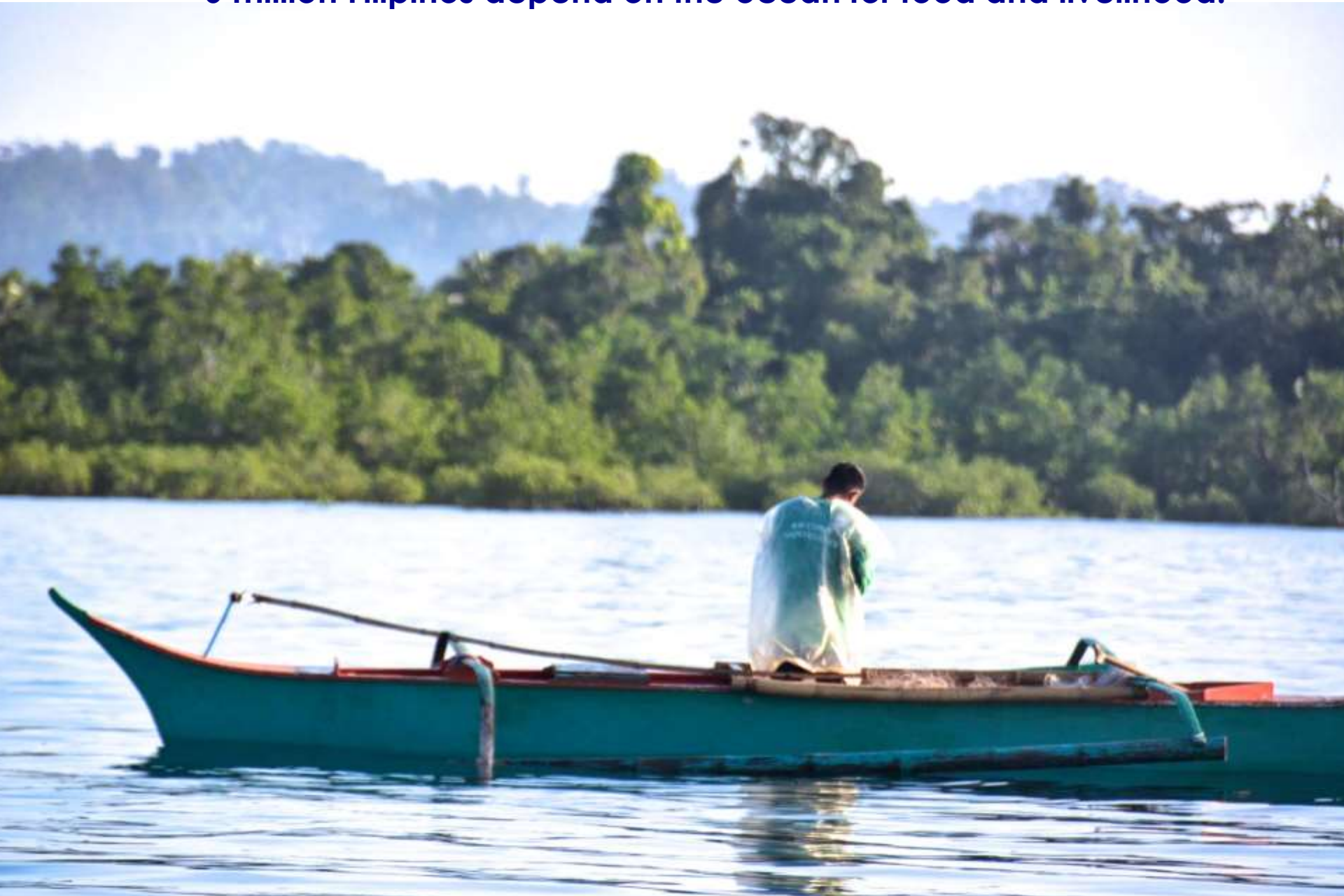
Production



Employment



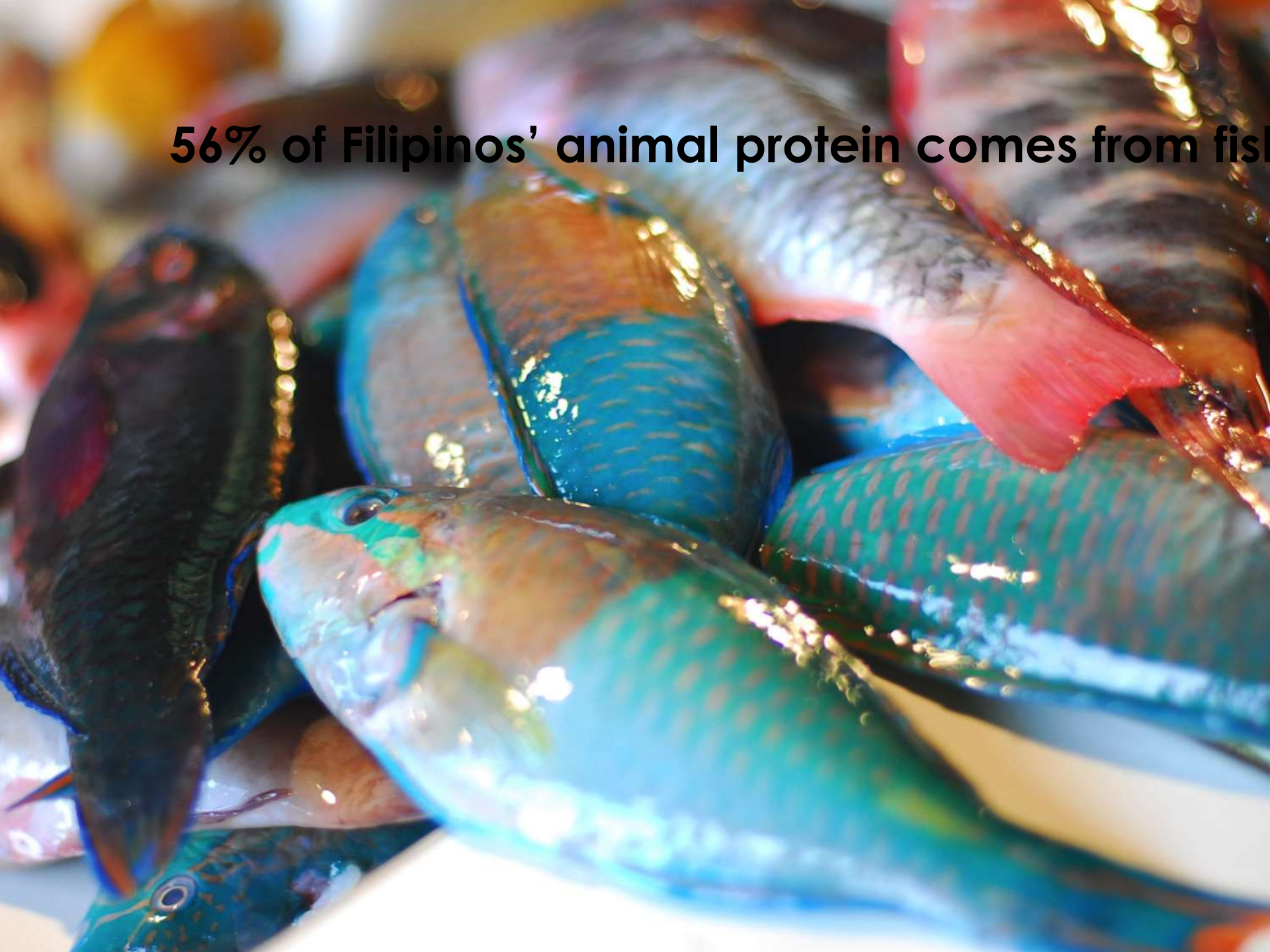
6 million Filipinos depend on the ocean for food and livelihood.



Poverty incidence among fishers is at 31%
(versus national ave. of 21.6%)

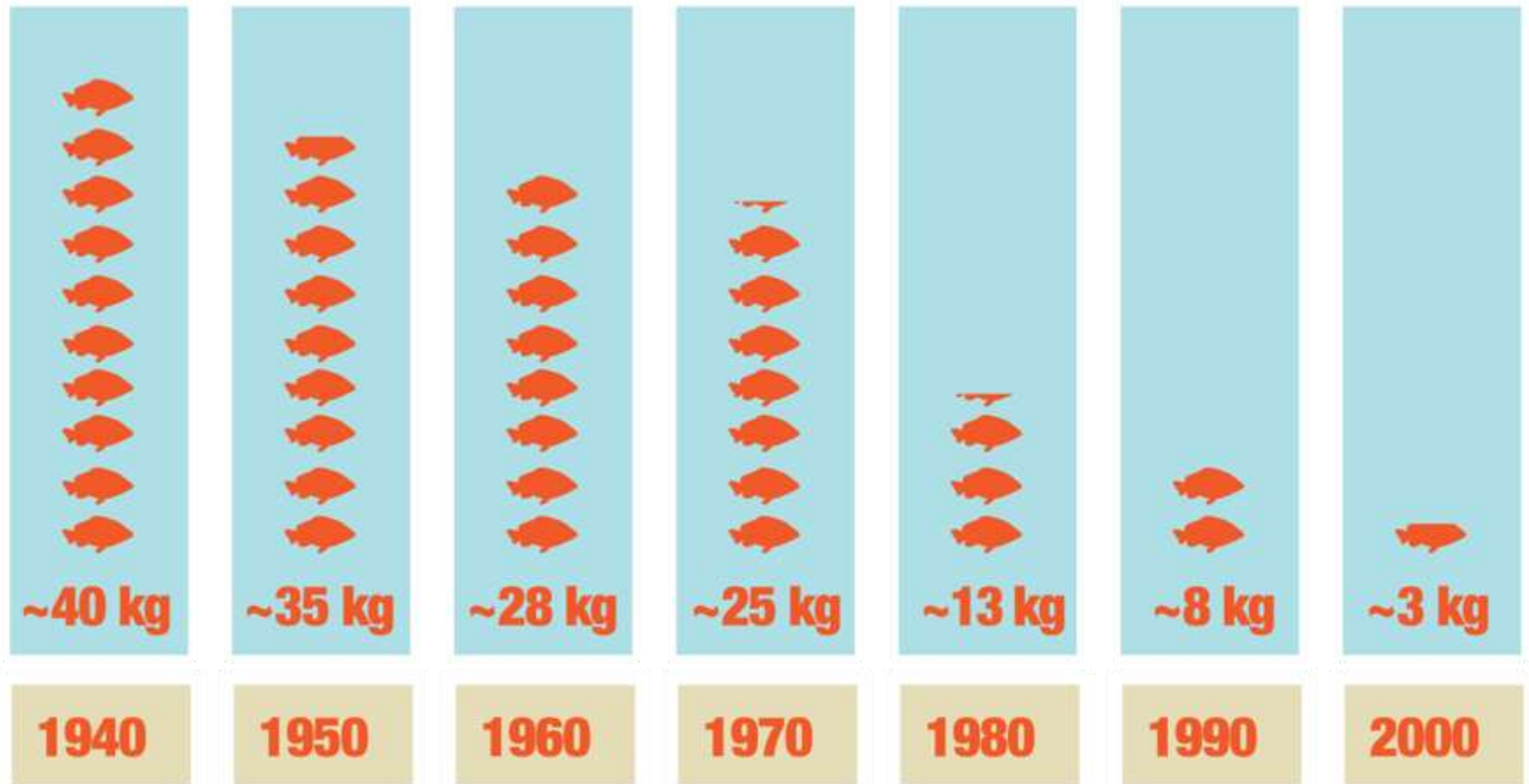


56% of Filipinos' animal protein comes from fish



Declining Catch Per Unit Effort (CPUE)

Average Fish Catch Since 1940, Philippine artisanal fishers:



Source : Fisherfolk using hook and line fishing gear from six provinces in the Philippines; Philippines Fisheries in Crisis





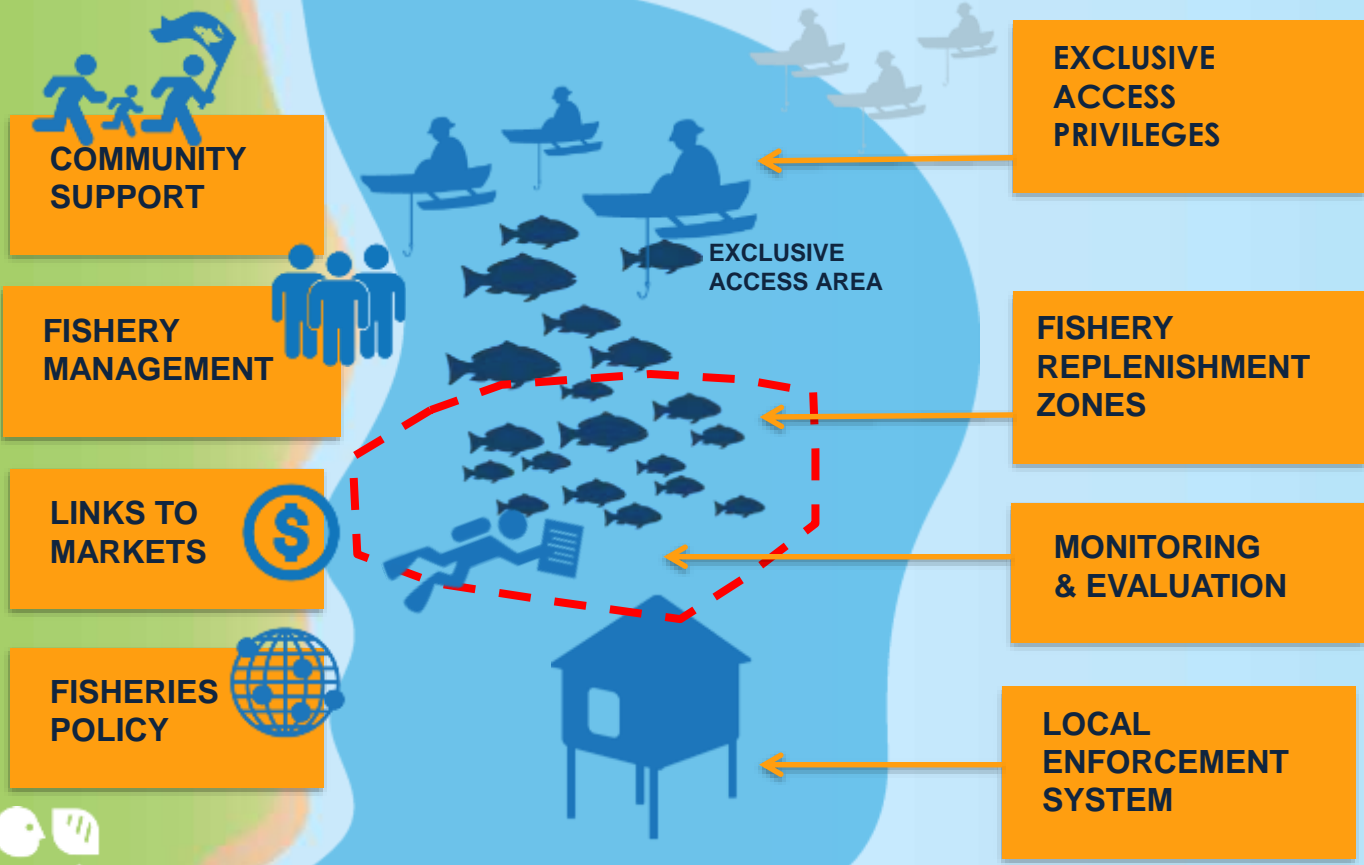


FISHFOREVER

A partnership of:



The Fish Forever Product

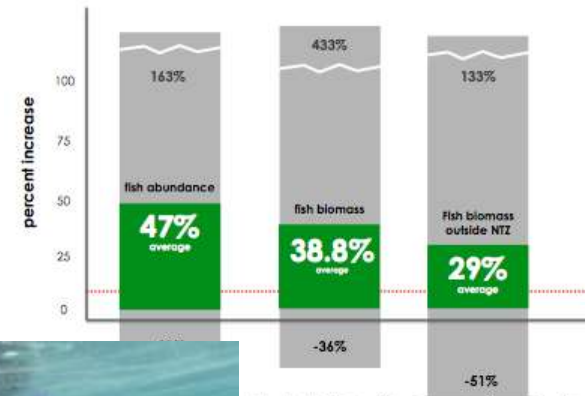


Marine Protected Areas or No-Take Zones

SCIENCE



Fish biomass, and abundance after 1 year



Source: University of the Philippines-Marine Environment and Resources Foundation



Monitoring and Data

Policy

National Fisheries
Code

Local Government Code

Institutions



GOVERNANCE



Political Will

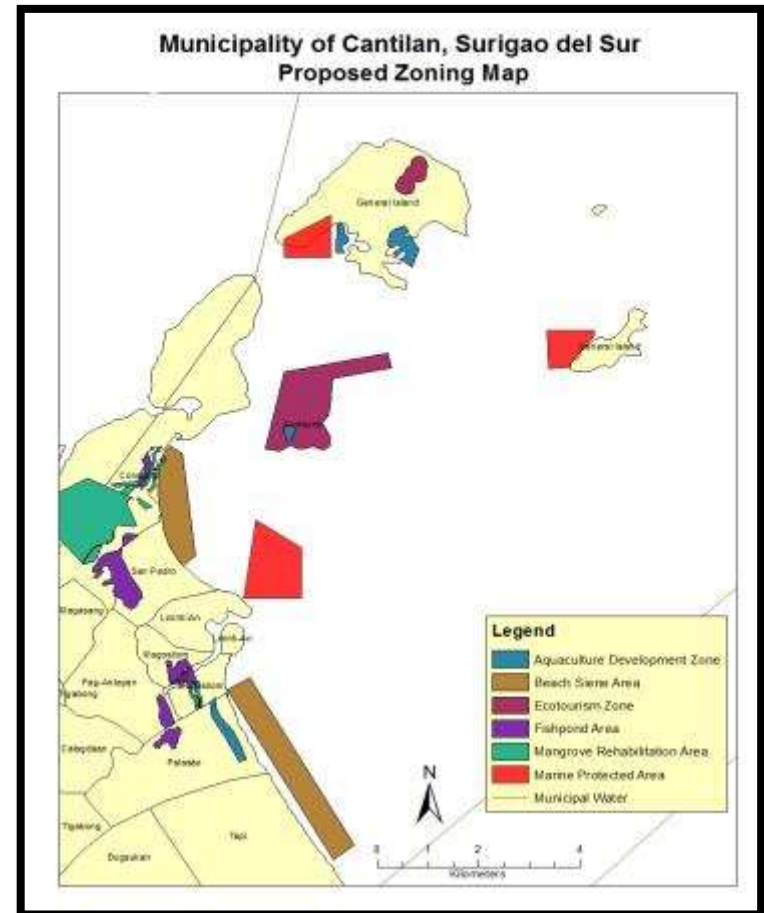
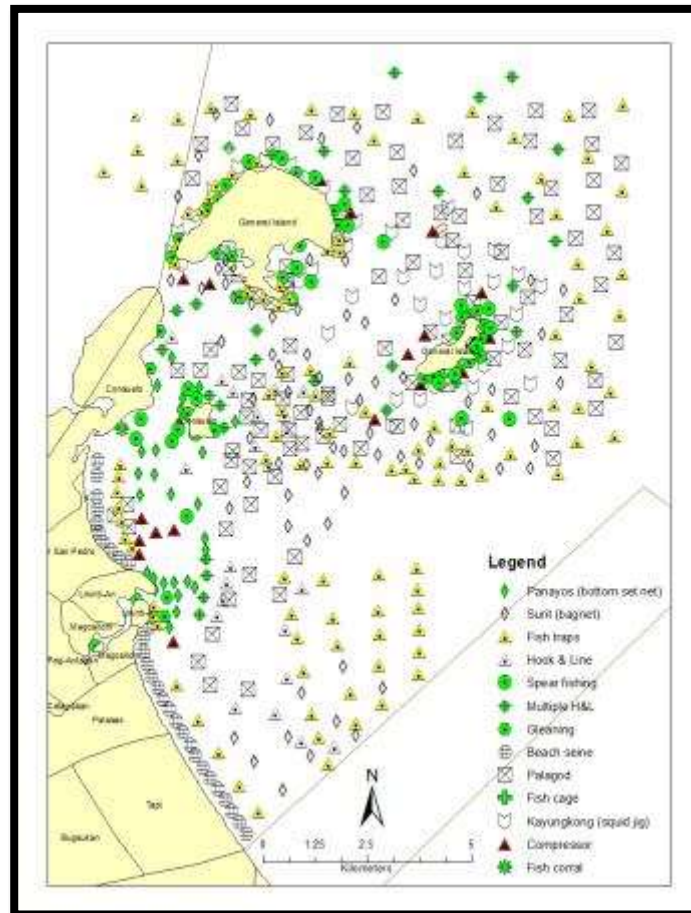


Enforcement

Catch monitoring
Fisher and boat registration
Gear restrictions
Harvest controls
Seasonal closures

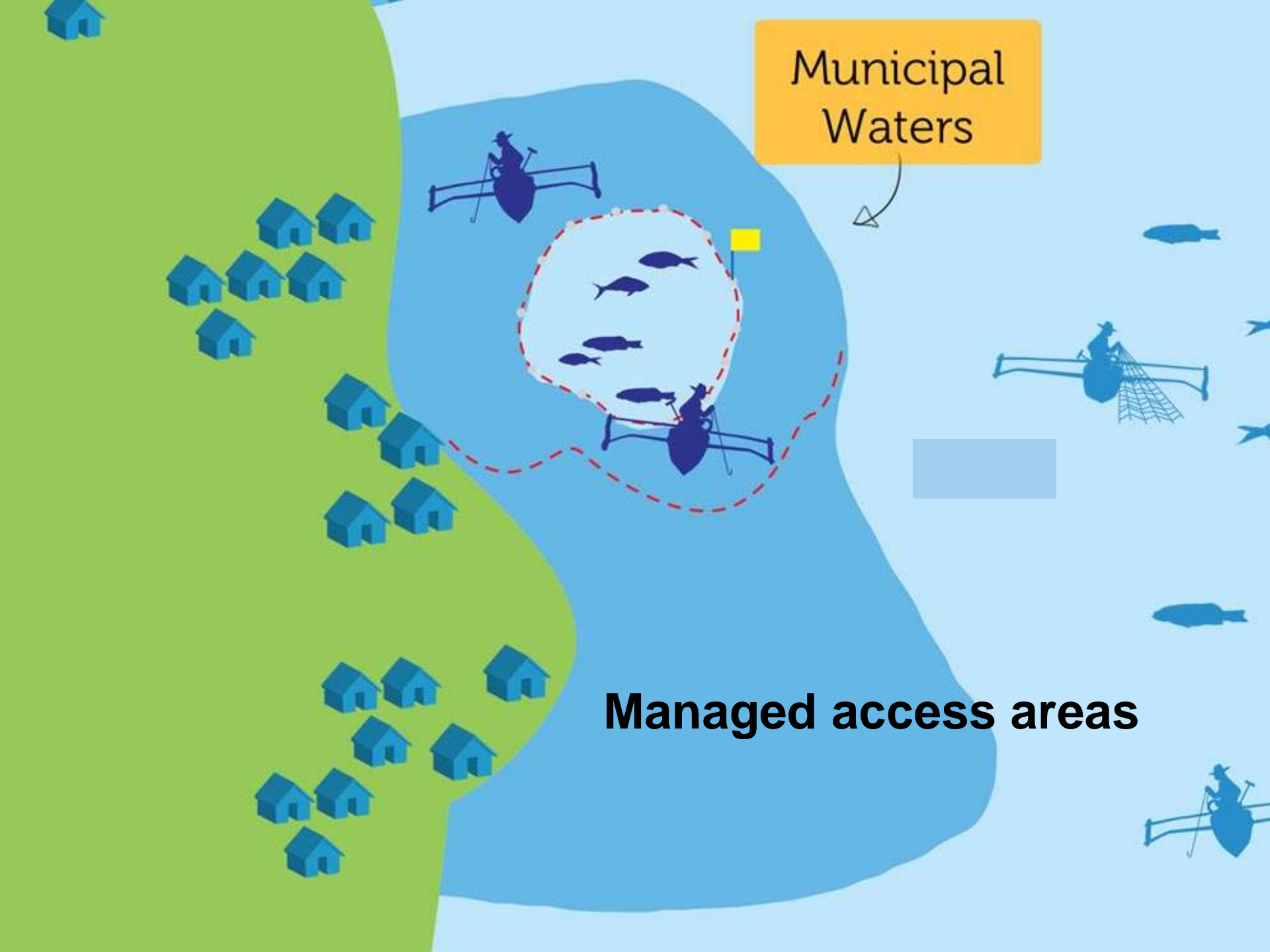


Fishery mapping and zoning



Municipal
Waters

Managed access areas



COMMUNITY SUPPORT









JANUARY 2014

SUN	MON	TUE	WED	THU	FRI	SAT
☺	☾	☺	☾	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	☺

FEBRUARY 2014

SUN	MON	TUE	WED	THU	FRI	SAT
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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23	24	25	26	27	28	☺

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





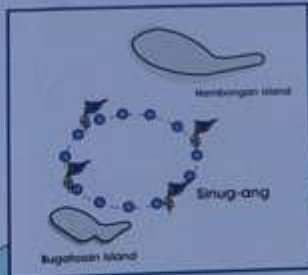


Report No. _____

Date	Time	Location	Status	Remarks
1/10/10	10:00 AM
1/10/10	11:00 AM
1/11/10	10:00 AM
1/11/10	11:00 AM



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 pagpanglima ug kinhason Seaborn Hotline: 09176311963



RARE

giz

ACC Coast



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



QUEZADA MA
PO1 230844





"Akong itaho ang mga managal
sa singtuwaryo tungod kay
maanidot nga kagasangan ma
kabahin sa kabilin ug bahang
sa lungsod."



VICE





30% average increase in fish biomass
12% increase in abundance
Improved management effectiveness



**Pilar, Camotes, Cebu
2 days after Yolanda**

MARKETS & ENTERPRISE





Harnessing Markets to Secure a Future
for Small-scale Fishers
A Global Development Alliance



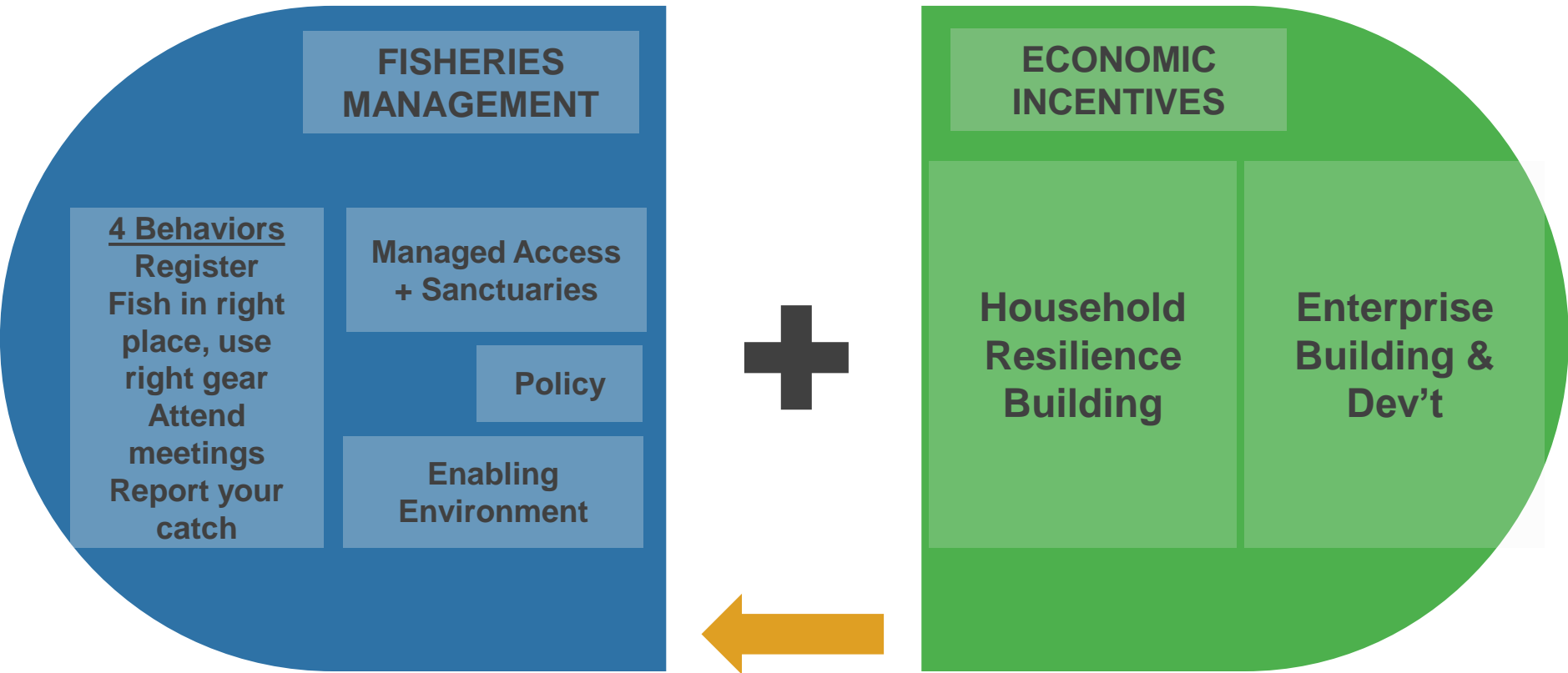
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FISH FOREVER

Sustainable Coastal Fisheries



Reduced threat of overfishing



IMPROVED BIODIVERSITY

FISH FOREVER

Sustainable Coastal Fisheries

FISHERIES MANAGEMENT

Reduction of illegal and unsustainable gear

Better harvest controls

Mitigated effect of open access through legal tenure + Protected habitats

Enabling Environment

ECONOMIC INCENTIVES

Investments in Income diversification

Mitigate impacts of lost fishing days

Reinforcement of sustainable behavior

Increased household income

Reduced pressure on other species

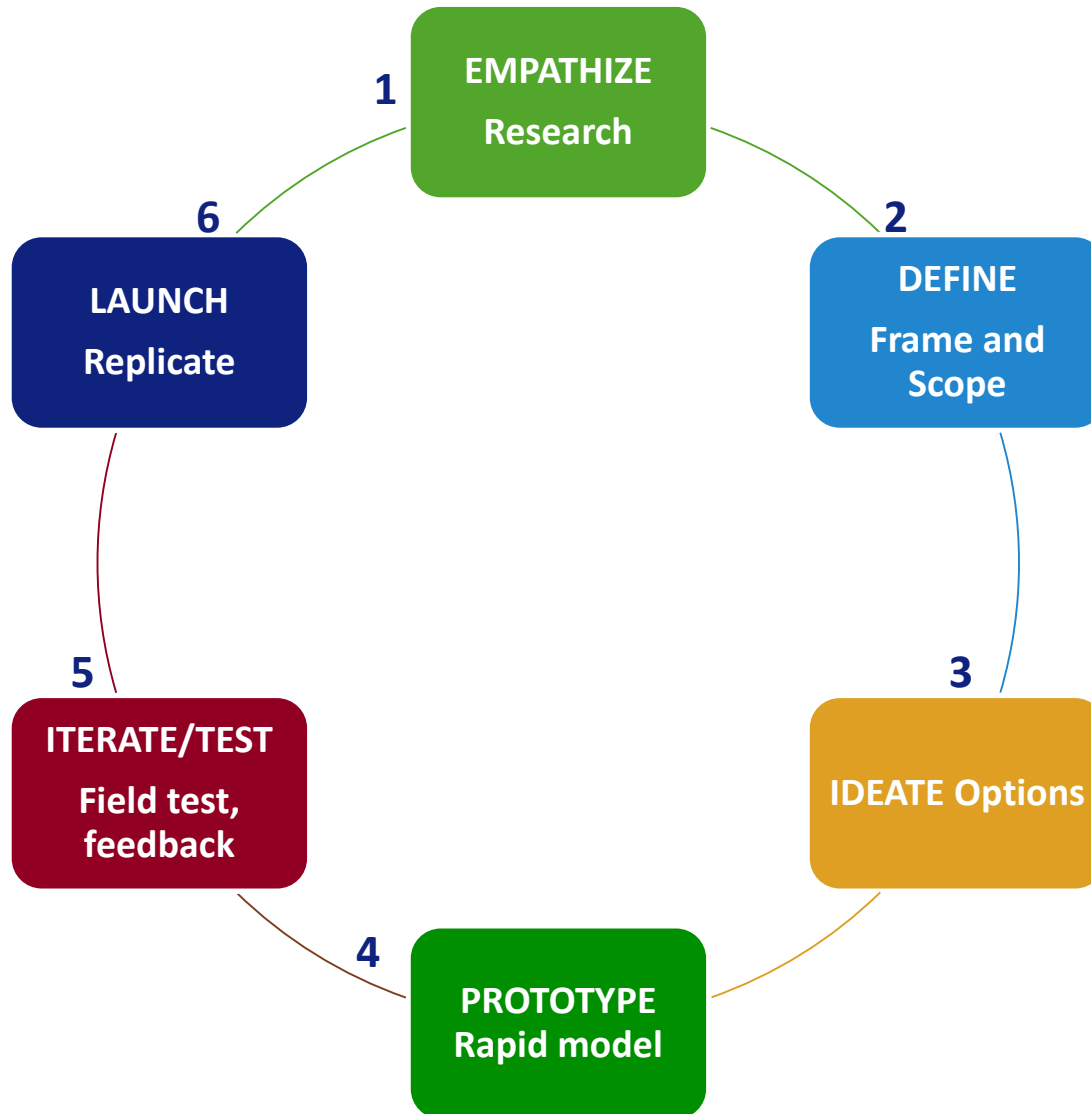


Reduced threat of overfishing



IMPROVED BIODIVERSITY

Our Process



FOUNDATIONAL STUDIES

Learning from previous livelihood approaches and deepening understanding of markets and fisheries science



COASTAL LIVELIHOOD STUDIES

Landscape overview of livelihood projects in coastal communities over the last 20 years; in-depth follow-up with project managers of selected projects



COASTAL LIVELIHOOD STUDIES

Landscape overview of livelihood projects in coastal communities over the last 20 years; in-depth follow-up with project managers of selected projects

STOCK ASSESSMENTS (A CRITICAL STEP BEFORE ENTERPISE DEV'T)

**Determine which species are viable for marketing,
plus any measures that need to be in place to ensure sustainability**

VALUE CHAIN STUDIES & PROCESS MAPPING

**Identify market opportunities and areas for improved practices within the
supply chain**



WHAT WE LEARNED

LIVELIHOODS STUDY

Supply-driven

Low buy-in of target households

Focus on alternative livelihoods

STOCK ASSESSMENT

Some species still juvenile when caught

Impact of climate, both on species/seasonality
and on data collection

Need to review current catch methods and policies to reduce fishing
pressure for vulnerable species

Continuous catch monitoring needed

A photograph of a woman holding a young child in a rustic, thatched-roof structure. The woman is looking towards the camera with a serious expression. The child is looking to the left. A man is visible on the right, looking towards the woman and child. The background shows a wooden fence and some greenery. A semi-transparent grey box is overlaid on the bottom half of the image, containing text.

Before any enterprise....

**HOUSEHOLD
RESILIENCE**

A woman is holding a baby in a rural setting. The woman is wearing a white shirt and a patterned skirt. The baby is wearing a patterned shirt. The background shows a wooden structure, possibly a fence or a building, and some greenery. The overall scene is outdoors and appears to be in a rural or developing area.

Based on the studies, we knew that...

- **Fisher households are very vulnerable to crises and shocks, but very few assets to cushion the impact of these crises and shocks**
- **Social capital / network building is one of the strongest assets of a poor household**
- **Limited equity or investments on proposed income generating activities or livelihood projects**

WHAT WERE WE ABLE TO DO?



Mobilized more than PhP 14.5 million in savings over 22 months

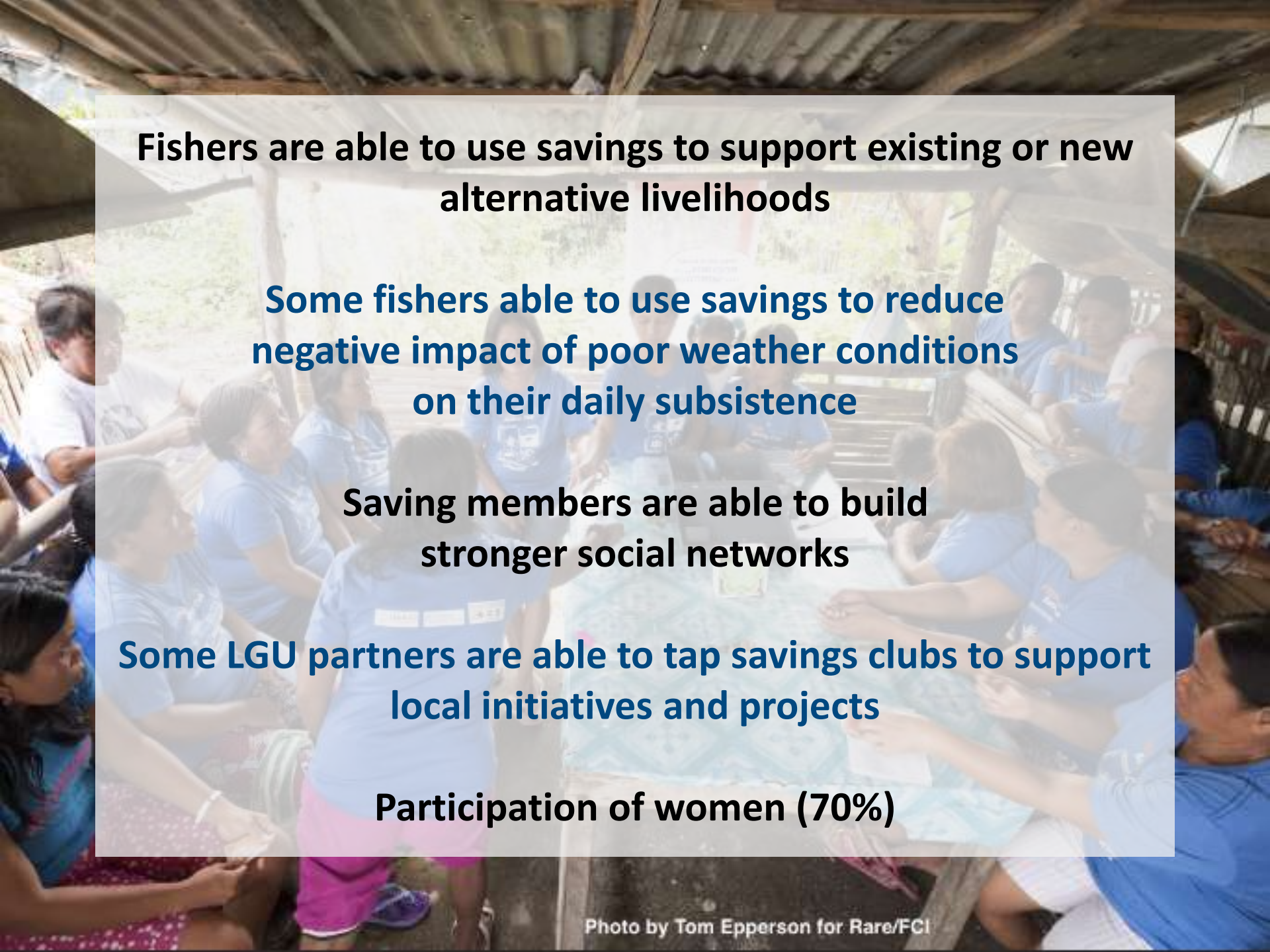
Savings club approach enabled fishers to save, invest, and have social protection

Used a turnkey solution (Village Savings & Loan Associations) to build household financial assets

Early outcomes:
SAVINGS CLUBS



Photo by Tom Epperson for Rare/FCI

A group of people, mostly women wearing blue shirts, are gathered around a table in what appears to be a community meeting or training session. They are looking at documents on the table. The setting is outdoors under a corrugated metal roof.

Fishers are able to use savings to support existing or new alternative livelihoods

Some fishers able to use savings to reduce negative impact of poor weather conditions on their daily subsistence

Saving members are able to build stronger social networks

Some LGU partners are able to tap savings clubs to support local initiatives and projects

Participation of women (70%)

WHAT ELSE NEEDS TO BE DONE?

Mobilize savings club members for collective action :


Reduced fishing production costs

Community support for sustainable fisheries

Small catch consolidation

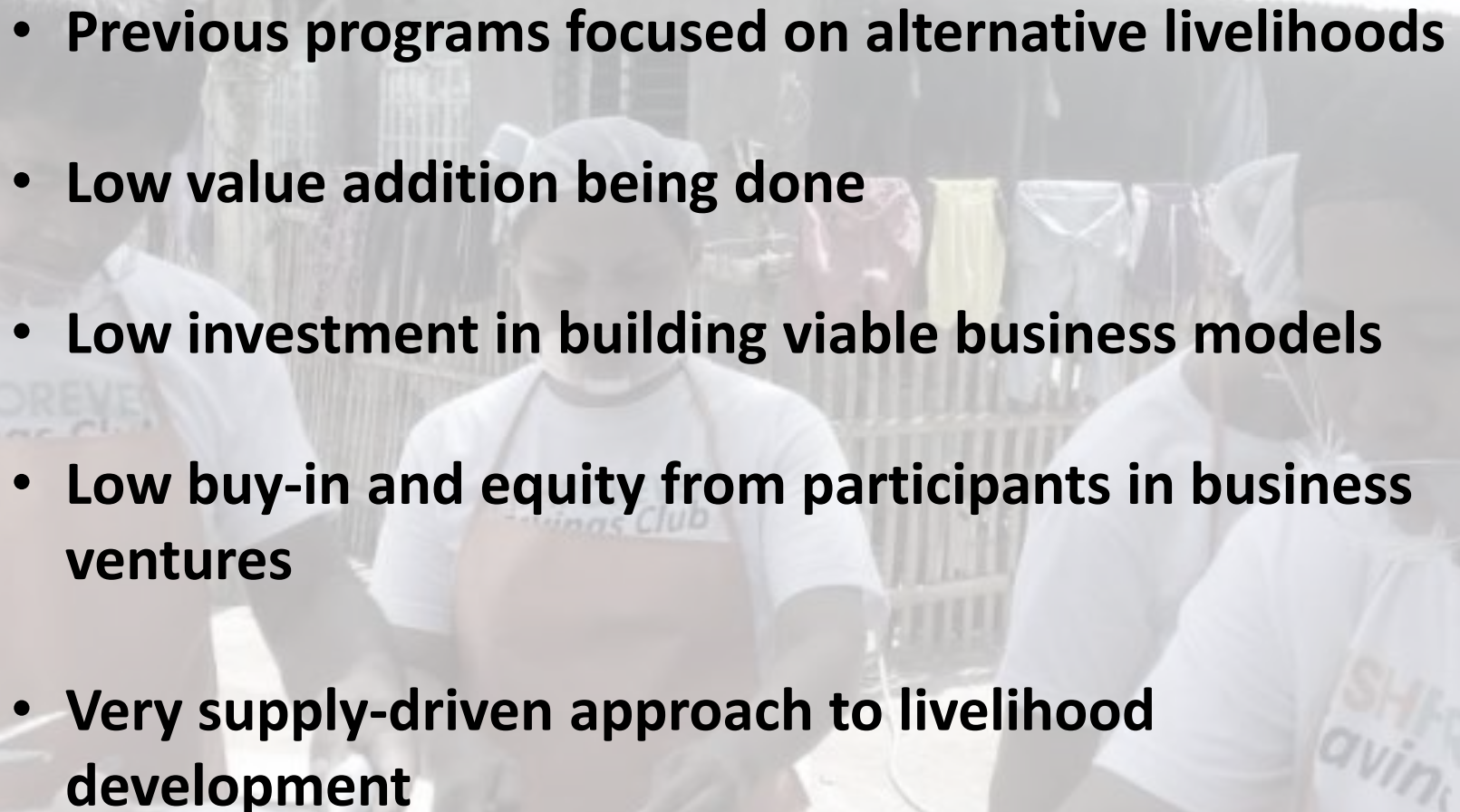
Improved negotiation power in the market





Livelihoods vs. Enterprises
CONSERVATION-ALIGNED
BUSINESS MODELS

Based on the studies, we knew that...

- **Previous programs focused on alternative livelihoods**
 - **Low value addition being done**
 - **Low investment in building viable business models**
 - **Low buy-in and equity from participants in business ventures**
 - **Very supply-driven approach to livelihood development**
- 
- The background image shows a group of people, likely in a community or market setting. Several individuals are wearing white t-shirts with the text 'SHIREVEA Savings Club' visible. One person in the center is wearing a white hairnet and a brown apron. They appear to be engaged in a task, possibly food preparation or a community activity. The setting is outdoors with a corrugated metal roof and some laundry hanging in the background.

WHAT WERE WE ABLE TO DO?

Organized enterprises with
financial and ecological
sustainability goals

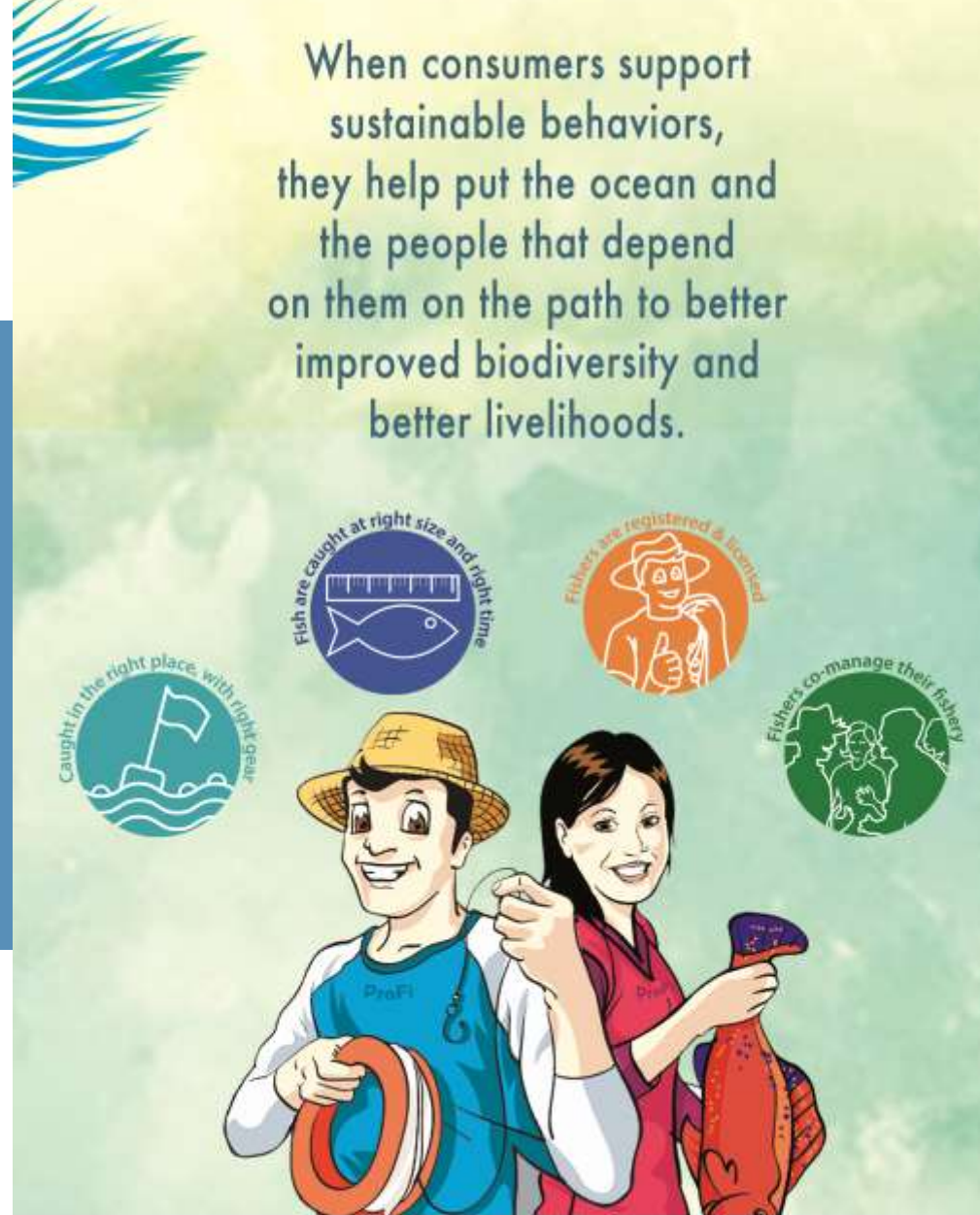
Provided smart grants to support
the business groups



WHAT WERE WE ABLE TO DO?

Business model was developed to reinforce 4 Fish Forever behaviors

When consumers support sustainable behaviors, they help put the ocean and the people that depend on them on the path to better improved biodiversity and better livelihoods.



FISHFOREVER

Early outcomes:

CONSERVATION ENTERPRISES





**Organized 6 conservation enterprises with more than
120 fisher-household members**

**Sold more than PHP 500,000 worth of responsibly-sourced
seafood products to local and premium market
(from May 2017 to January 2018)**

**Higher quality standards applied—
met premium market standards and 'halo' effect on locally-
sold products**



Early outcomes:

LINKS TO MARKET

WHAT WERE WE ABLE TO DO?



Partnered with mission-aligned market partners

Built capacity of business groups to meet the demand and quality requirements of the target market



Exploiting new market segments has led to 100-200% increase in price for certain species/product categories

Partnership with private companies reduced the steep learning curve for fishers' products to reach the market

Efforts to improve were quickly rewarded, making the change 'worth it'

WHAT ELSE NEEDS TO BE DONE?

SUPPLY SIDE

Changing climatic patterns affect
steady supply,
so bigger network of sites needed

More capacity building support to
run viable businesses

Additional investments in
management systems
and business assets





WHAT ELSE NEEDS TO BE DONE?

MARKETS SIDE

Product and market diversification

Connecting terrestrial and marine value chains to spread benefits

Reducing costs of supplying to markets outside the project areas

More consumer education

Additional investments to achieve quality certifications



COMPLEMENTARY INITIATIVES



IMPROVING POST-HARVEST PRACTICES

What have we learned?

Fishers are losing 25-30% of potential income due to poor postharvest practices

Inadequate access to critical inputs like ice and proper storage facilities increases postharvest losses



IMPROVING POST-HARVEST PRACTICES

What have we done?

Launched a campaign to increase consumer demand for responsibly-handled and sourced seafood

What else is needed?

Social marketing efforts should be supported by appropriate policy and infrastructure

BUILDING LOCAL CAPACITY

What have we learned?

Local limited capacity to support growth-oriented enterprise development

What have we done?

Organized local markets team; registered enterprises, linked to local support services

What else is needed?

Influence LGUs to rationalize local economic development

Increase access to business development services

Mobilize local livelihood resources to support conservation enterprises



How did the GDA support reduction in fishing effort?

**Increasing value of the fishers' catch
by connecting them to better
markets and improved handling
practices**

**Reduction in household vulnerability
through financial assets built and
access to formal financial services**

**Enforcement of sustainable fishing
behaviors and policies**

**Identified proper fisheries
management practices to support
conservation of target species**



Thank you!





**IMPLICATIONS
OF THIS PROJECT
ON OUR WORK
IN COASTAL FISHERIES**

FISH FOREVER

Sustainable Coastal Fisheries

FISHERIES MANAGEMENT

Reduction of illegal and unsustainable gear

Better harvest controls

Mitigated effect of open access through legal tenure + Protected habitats

Enabling Environment

SOCIO-ECONOMIC INCENTIVES

Investments in Income diversification

Mitigate impacts of lost fishing days

Reinforcement of sustainable behavior

Increased household income

Reduced pressure on other species



Reduced threat of overfishing



IMPROVED BIODIVERSITY

1. Foundation



Importance of linking livelihoods interventions to sustainable fishing behaviors

2. Design



CLIMATE, CAPACITY-BUILDING, SCIENCE

3. Understanding the Market

*There is a growing demand
for
responsibly-sourced,
high-quality seafood*

THE PHILIPPINES
SUSTAINABLE
SEAFOOD WEEK



4. Demand & Replication

*10 other LGUs now implementing savings clubs.
Concept has been incorporated
into the design of Fish Forever 2.0*

record
150 pages

Savings
150 pages

5. Ecosystem of Partners

NATIONAL
GOVERNMENT
BFAR
SSS
DSWD-SLP

INTERNATIONAL
AGENCIES
USAID

LGU
Infrastructure
support
Technical
assistance



NGOs
Negros
Women for
Tomorrow
Pinoy ME

PRIVATE
COMPANIES
FCI
Sustainable
Seafood Week
Cantilan Bank

ACADEME
UP Visayas,
UP Los Banos
Stanford d.
school



Harnessing Markets to Secure a Future
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