

The Fisher's Tales: an awareness tool for promoting sustainable fishing practices

Céline Muron¹

After the production of the first five episodes, Season 2 of "Fisher's Tales" is now available. Aiming at disseminating informative and educational information on sustainable fishing practices, these videos, produced by the Pacific Community, are targeting coastal communities and youth of the Pacific Islands region.

A glimpse into the lagoon's inner workings

From the amazing journey of mullet, the giant clams' team spirit, the size limits as a golden rule, the smart mesh size for nets, or the privacy needed by groupers during their breeding season, the animated videos give audiences a glimpse into the lagoon's inner workings. These two-minute videos reveal some characteristics of several species' groups, while highlighting sustainable practices to ensure that fishing can continue for a long time to come.

Online campaign

The first season was promoted during a tailored and online campaign on Facebook between October and November 2021, with an average reach per video of 190,000 people, a total estimated reach of 950,000 people, and 56,000 interactions.



The amazing risky journey of mullets; an extract of the story board. © Mélodie Lecoœur

¹ Information and Outreach Officer, Fisheries, Aquaculture and Marine Ecosystems Division, SPC. Email: CelineM@spc.int

TV broadcasting and targeted awareness events, or “local is always best”

In order to maximise the reach, the videos were also broadcasted on TV throughout the region and used for targeted awareness activities in Fiji during the World Ocean Days celebrations, and in Vanuatu.

As highlighted by Ajay Arudere, Senior Fisheries Management and Policy Officer at Vanuatu Fisheries Department:

“The Fisher’s Tales were translated into vernacular languages thanks to a collaboration with SPC. The videos were played on screen during the Maewo Island Business Forum, which is a platform to strengthen and clarify governance. The whole island asked to repeat playing the films over and over. For targeted awareness activities, I see that the use of short films in vernacular language is very effective. After displaying the videos, some communities on Maewo, especially the Naone village, have put a ban on harvesting the blue parrotfish. This is still in place.”

Season 2

In 2021, Season 2 was produced in collaboration with many partners, including the Locally-Managed Marine Areas network. The main messages focus on the roles and benefits of rules, such as size limits in fisheries, the protection of coral reefs, mesh size restrictions, and seasonal bans on fishing during breeding seasons. The videos will be promoted through several channels and adapted in local languages upon request, including in Tuvalu, which took part in the script’s production.

“I am delighted to be part of this project. With the Season 2 being finalised, we plan to set up awareness activities at schools. Those videos are great for our targeted audience to understand and pick the important messages we are trying to impart to them,” explains Matelina Stuart, Fisheries Librarian and Public Relation Officer at the Tuvalu Fisheries Department.

	<p>Ban on night spearfishing A fisher’s dream The Fisher’s Tales, Season 2, Episode 1 https://youtu.be/260a4TBRPC4</p>
	<p>Net restrictions A smart mesh The Fisher’s Tales, Season 2, Episode 2 https://youtu.be/nagxpV_VcTo</p>
	<p>Use of destructive fishing methods Protecting homes The Fisher’s Tales, Season 2, Episode 3 https://youtu.be/H-QHiD6NXC0</p>
	<p>Seasonal ban A little privacy please The Fisher’s Tales, Season 2, Episode 4 https://youtu.be/QLiM3svAAZ0</p>
	<p>Size limits in fisheries Limits: A golden rule The Fisher’s Tales, Season 2, Episode 5 https://youtu.be/70PUVVzDKB4</p>

Illustrations: Hugues Charron, Eudanla © SPC

Synergies

Synergies were also developed with the European Union-funded PROTEGE project (Pacific Territories Regional Project for Sustainable Ecosystem Management) in order to produce the French and Wallisian versions of the videos and promote them on TV during awareness activities with fishers and during the International Underwater Film Festival. For Sylvain Charrière, President of the Festival, “These extremely well-made short films provide a clear and suitable message for people of all ages. It uses humour to let us discover often poorly known aspects of certain key species and, in the end, understand that every one of our actions may have a much greater impact than we imagine.”

Access to the videos

The series of seven videos is available from the YouTube playlist:

 <https://www.youtube.com/playlist?list=PLCq-WnF3Hdrgsc2rknxQCus1yFoAysEou>

Access to high-resolution files

If you need high-resolution files for awareness activities or TV, please feel free to contact the SPC Division of Fisheries, Aquaculture and Marine Ecosystems (cfpinfo@spc.int).

Acknowledgements

The “Fisher’s Tales” videos have been produced through the Pacific-European Union Marine Partnership (PEUMP) programme, funded by the European Union and the Government of Sweden. Their contents do not necessarily reflect the views of the European Union and the Government of Sweden.



Watching Fisher’s Tales videos on a tablet fixed to a stand specially designed for public events. Images: © Baptiste Jaugeon