

Human Dimension of Conservation by Fishers: Change & Collaboration

La dimension humaine de la conservation par
les pêcheurs: Changement et collaboration



In Collaboration With





CHANGE

Changement

Why do People Change?

Pourquoi les gens changent?

- Knowledge ≠ Behavior

Connaissance ≠ Comportement



- *Knowledge + Intent → Behavior*

Connaissance + Intention → Comportement

in·ten·tion

[in-ten-shuhn]

-noun

purpose or attitude toward the effect of one's actions or conduct

Intent

Intention

- Intent – mental mechanisms

Convenience

Emotions

Values and attitudes



intention – les mécanismes mentaux

facilité

émotions

valeurs et attitudes/comportement

Intent

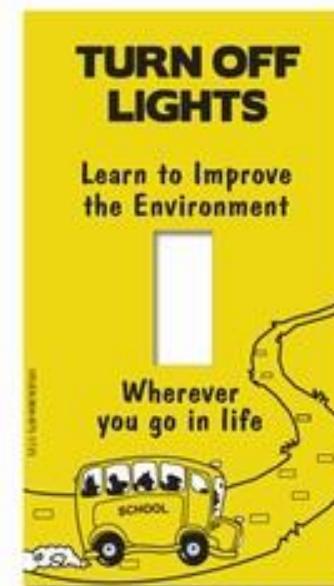
Intention

- Convenience

At the point of behavior

- *Facilité*

au moment d'agir



Intent

Intention

- Emotions

Touch their heart

*prendre par leurs
émotions*



25
Sea Turtle
FACTS FOR KIDS



Intent

Intention

- Values and attitudes

Culture, Professional Norms

Food or good luck or libido?

Valeurs et attitudes

Culture, normes professionnelles

Nourriture ou porte-bonheur ou bon pour libido?





CHANGE READINESS

Pret au Changement



ICES—FAO Working Group on Fishing Technology and Fish Behaviour

Groupe de travail sur les techniques de pêche et le
comportement des poissons



Steve Earys

Change Readiness in Fishing Communities

prêt pour changement dans les communautés de pêcheurs

- 8-Step Kotter Model to adoption of bycatch reduction devices **by organizations** (Steve Earys, 2014) Adoption par organismes





Change Readiness in Fishing Communities

Capacité de changement dans les communautés de pêcheurs

- 8-Step Kotter Model to adoption of bycatch reduction devices **by organizations** (Steve Earys, 2014) Adoption par organismes
 1. Establish a sense of urgency – market and competitive realities, ID and discuss crisis and opportunities.
 2. Form powerful guiding coalitions – group of leaders, work as a team
 3. Create a vision – see a future, strategies for achieving the new vision
 4. Communicate the vision – audience-appropriate means, teach new behaviors

Urgence – réalités du marché et de la concurrence, identifier et discuter des opportunités

Puissante coalition directrice – groupe de leaders, travail en équipe

Créer une vision – voir un avenir, stratégies pour réaliser les volontés

Communiquer la vision – moyens appropriés au public, enseigner de nouveaux comportements



Change Readiness in Fishing Communities

Capacité de changement dans les communautés de pêcheurs

- 8-Step Kotter Model to adoption of bycatch reduction devices **by organizations** (Steve Earys, 2014) Adoption par organismes
 - 5. Empower others to act on vision – remove barriers, encourage risk-taking
 - 6. Plan for and create short-term wins – set clear short-term performance improvements, reward those involved with improvements
 - 7. Consolidate improvements and produce additional change – reinvigorate process with new projects and change agents
 - 8. Institutionalize new approaches – develop leadership, succession planning

Habiliter les autres à agir sur la vision – éliminer les obstacles au changement, encourager la prise de risque

Planifier et créer des gains à court terme – récompenser les personnes impliquées dans ces améliorations

Produire des changements supplémentaires – relancer le processus avec les nouveaux projets et less agents de changement

Institutionnaliser de nouvelles approches – développer le leadership, la planification de la relève

Change Readiness in Fishing Communities

Capacité de changement dans les communautés de pêcheurs

- Steve Earys, 2014, applications in fishing communities in US



Individual's:

Belief that change is needed. **Croyance**

Proposed change is **appropriate** response.

Adapter a situation

Evaluation of **benefits** or costs of change for their job and role. **Avantage**

Perceived **capability** to implement change. **Aptitude**

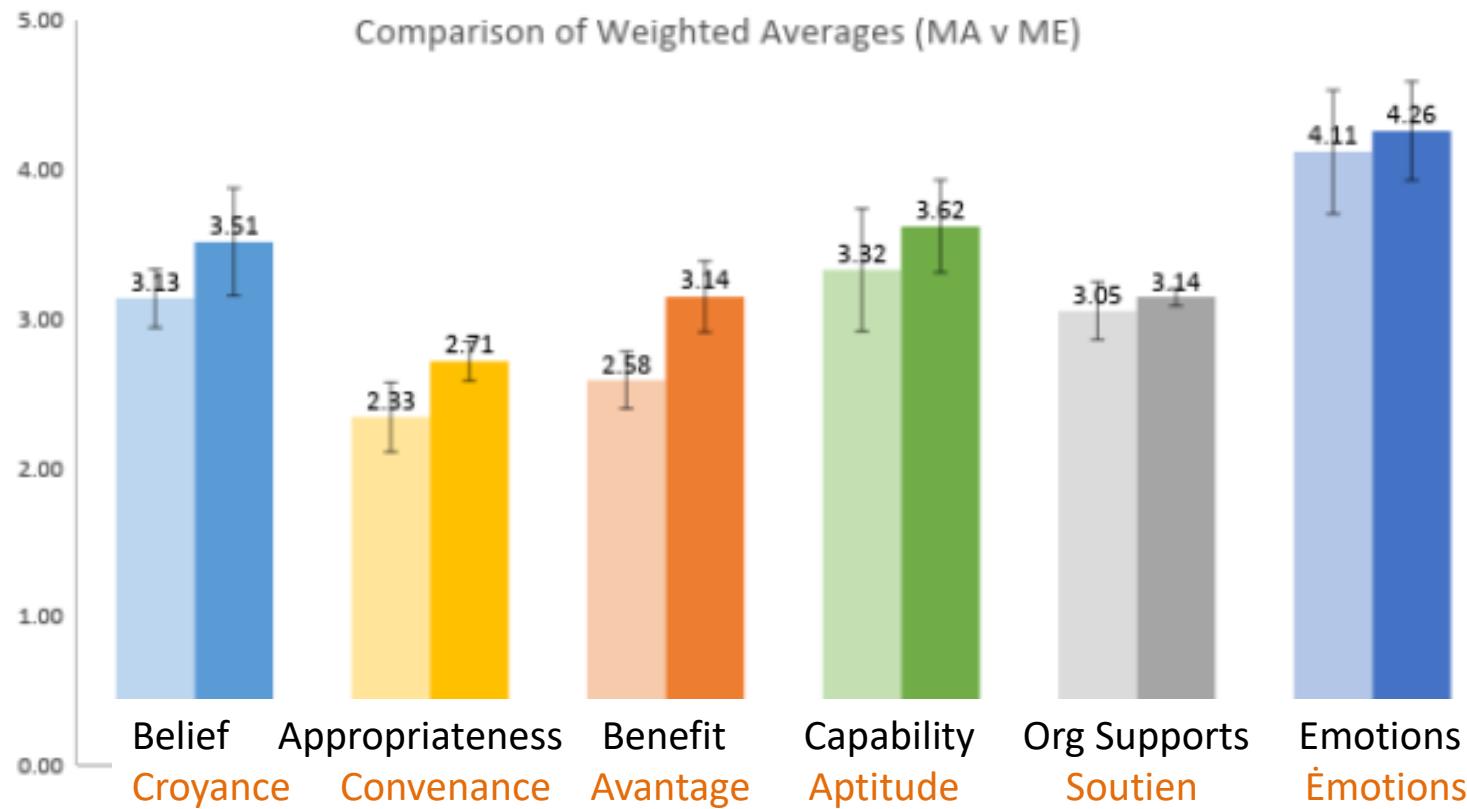
Their organization **supports** change and provides resources and information. **Soutien**

Discrete, qualitatively different **emotions**. **Emotions**

Change Readiness in Fishing Communities

Capacité de changement dans les communautés de pêcheurs

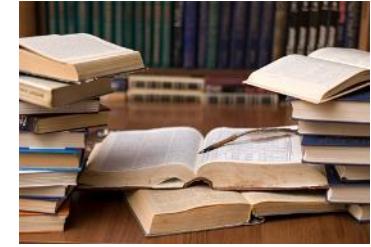
- Steve Earys, 2014, applications in fishing communities in US



Change Readiness in Resource-dependent Communities

Capacité de changement dans les communauté dépendantes des ressources

- When are communities ready for change?



Perception of problem/risk – belief that the risk is real

Ability to plan, learn, and reorganize – capable of adapting, capacity

Perception of ability to cope with change – believe that you can adjust

Level of interest in changing – want/intent to change, emotions

perception du risque, problème – conviction que le risque est réel

Capacité de planifier, d'apprendre et de réorganiser

Perception de la capacité à faire face au changement

Niveau d'intérêt à changer



COLLABORATION WITH FISHERS

Collaboration avec les
pêcheurs

Why Collaborative Research?

Pourquoi la recherche collaborative?

- Knowledge + Intent → Behaviour Change

Salience – relevant and you know it is relevant

Credibility – believe the information

Legitimacy – fair to use the information



Saillance – pertinent et tu sais très bien que c'est pertinent

Crédibilité – croire en les informations

Légitimité – juste/correct d'utiliser l'information

Collaborative Research

Recherche Collaborative



- OysterFutures – Maryland

- 
- A photograph of a conference room where a multi-stakeholder meeting is taking place. A long table is set up with several people seated around it, facing a person standing at the head of the table who appears to be leading a discussion. Many individuals at the table have their hands raised, indicating they are participating in a Q&A or poll. The room has dark walls with framed pictures and a modern ceiling with recessed lighting.
- 9 multi-stakeholder meetings over 2YRs
 - Collective vision of future of oysters in region
 - Consensus on policy and regulatory options
 - Informed by stakeholder and scientific knowledge
 - Jointly developed and use of modeling tools

Collaborative Research

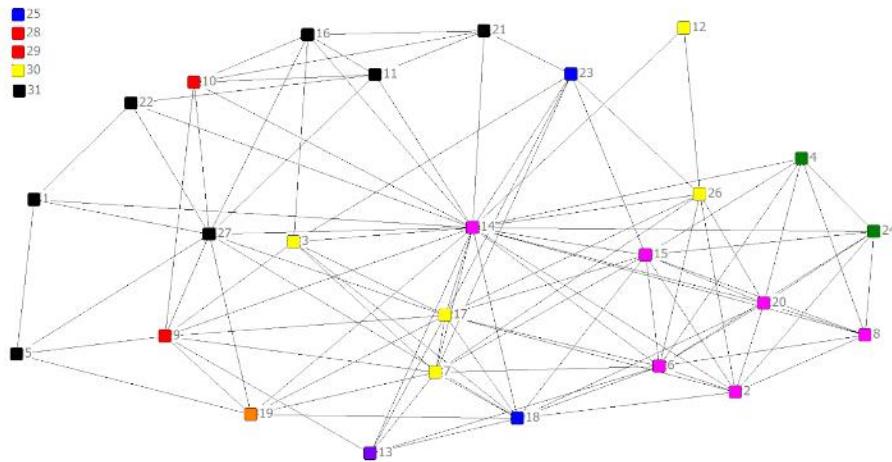
Recherche Collaborative



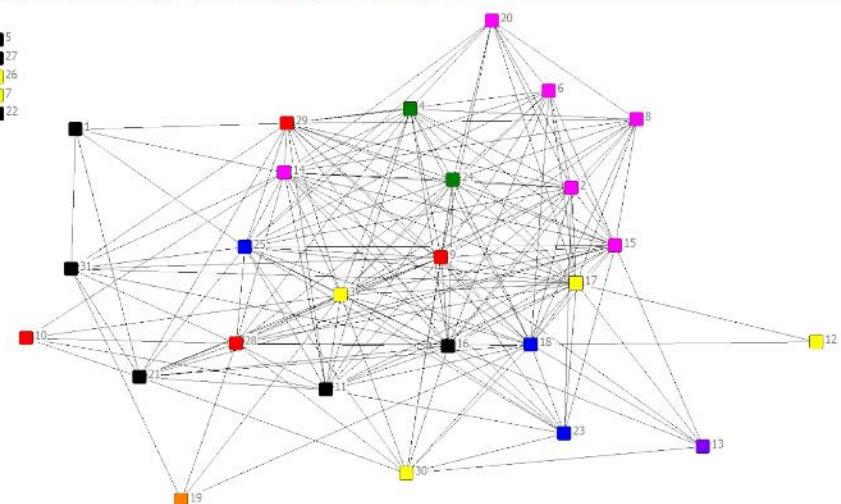
- OysterFutures – Chesapeake Bay, Maryland

How our communication patterns change...structure & function of network

Workshop 1



Workshop 9



Collaborative Research

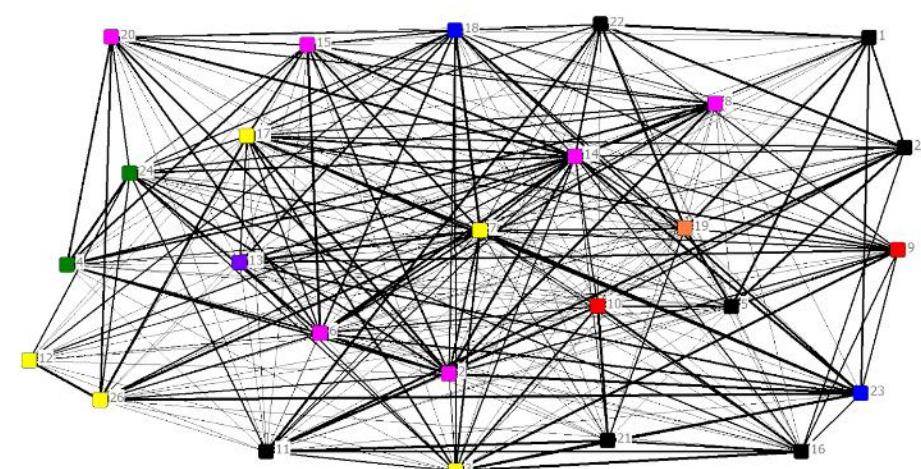
Recherche Collaborative



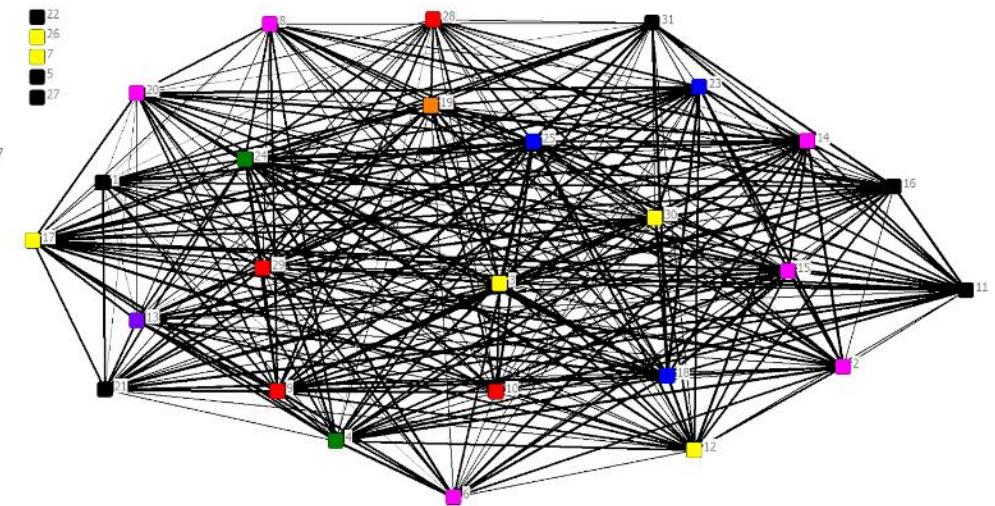
- OysterFutures – Maryland

Mutual Understanding

Workshop 1



Workshop 9



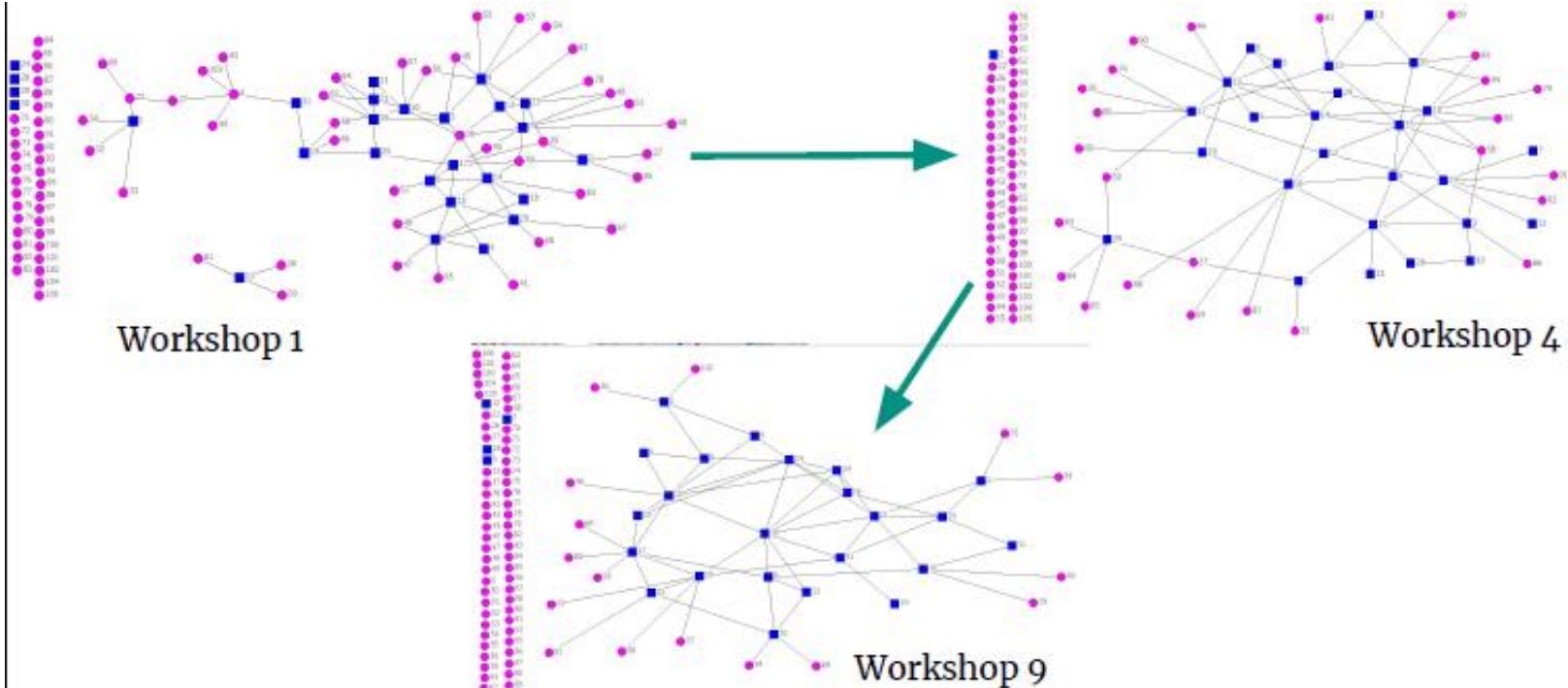
Collaborative Research

Recherche Collaborative



- OysterFutures – Maryland

Advice networks





Summary from Three Stories

Résumé

CHANGE

- Knowledge + Intent → Behavior Change
- (Connaissance + Intention → Comportement)
 - Work on both (travailler à la fois)
 - Intent: convenience, emotions, attitudes, values (Intention: commodité, emotions, attitudes, valeurs)

CHANGE READINESS – Individual & Organizational/Community

- Change in emotions (Emotions)
- Perceived capability to implement change (Aptitude)
- Belief that change is needed (Croyance)
- Benefit of change for their job and role (Avantage)
- Change is appropriate response (Convenience)



Summary from Three Stories

Résumé

COLLABORATIVE RESEARCH – Helps Make Change Happen

Recherche collaborative – aide à faire changer les choses

- Alters Attitudes (Modifie les attitudes)
 - Relevance of information (pertinence de l'information)
 - Credibility, belief in that information (Crédibilité. Croissance en cette information)
 - Legitimacy, perceived fairness of using that information (Légitimité. Équité perçue de l'utilisation de cette information)
- Alters Professional Relationships (Modifie les relations professionnelles)
 - Increases communication, expands roles in network, more sources of knowledge (change la structure et la fonction du réseau)
 - Increases mutual understanding (compréhension mutuelle)
 - Increases trust and belief in each other (confiance, croyance en l'autre)

Merci!!



In Collaboration With

