Problem: depletion of fishery resources and income instability among fishermen

Project focus: exploring the challenges and opportunities present in the idea of creating a sustainable seafood market

Purpose

- Problem: depletion of fishery resources and income instability among fishermen
- Project focus: exploring the challenges and opportunities present in the idea of creating a sustainable seafood market

Activities

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<th>Research</th>
<th>Interview</th>
<th>Systems thinking</th>
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<td>Comparing with successful examples in other countries</td>
<td>Asking perspective of various stakeholders</td>
<td>5 Whys analysis, system map, and iceberg model</td>
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Insights

Systems thinking and comparison with other countries' cases helped us to track down the root cause of the problem, a lack of collective power among fishermen.

Lack of collective power => fishermen's income instability => depletion of fishery resources

Recommendations

Sustainable seafood market should be seen as a catalyst for building collaborative power among fishermen

Role 1: Opening the dialogue
Role 2: Facilitating a visioning process
Role 3: Ushering in a spirit of collaboration among diverse stakeholders