

RARE PRIDE CAMPAIGN 2010-2012

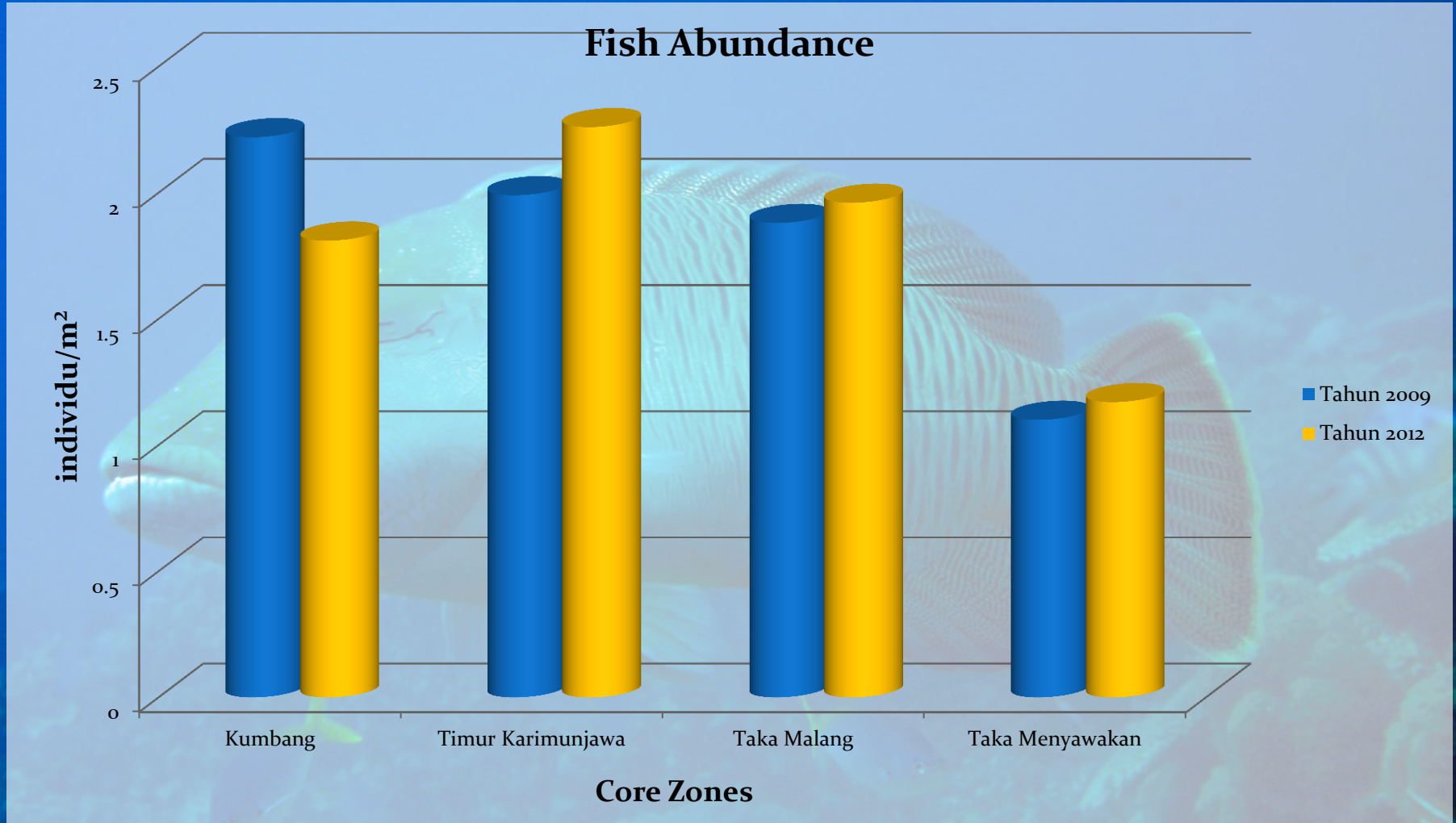
Kampanye Bangsa Karimunjawa



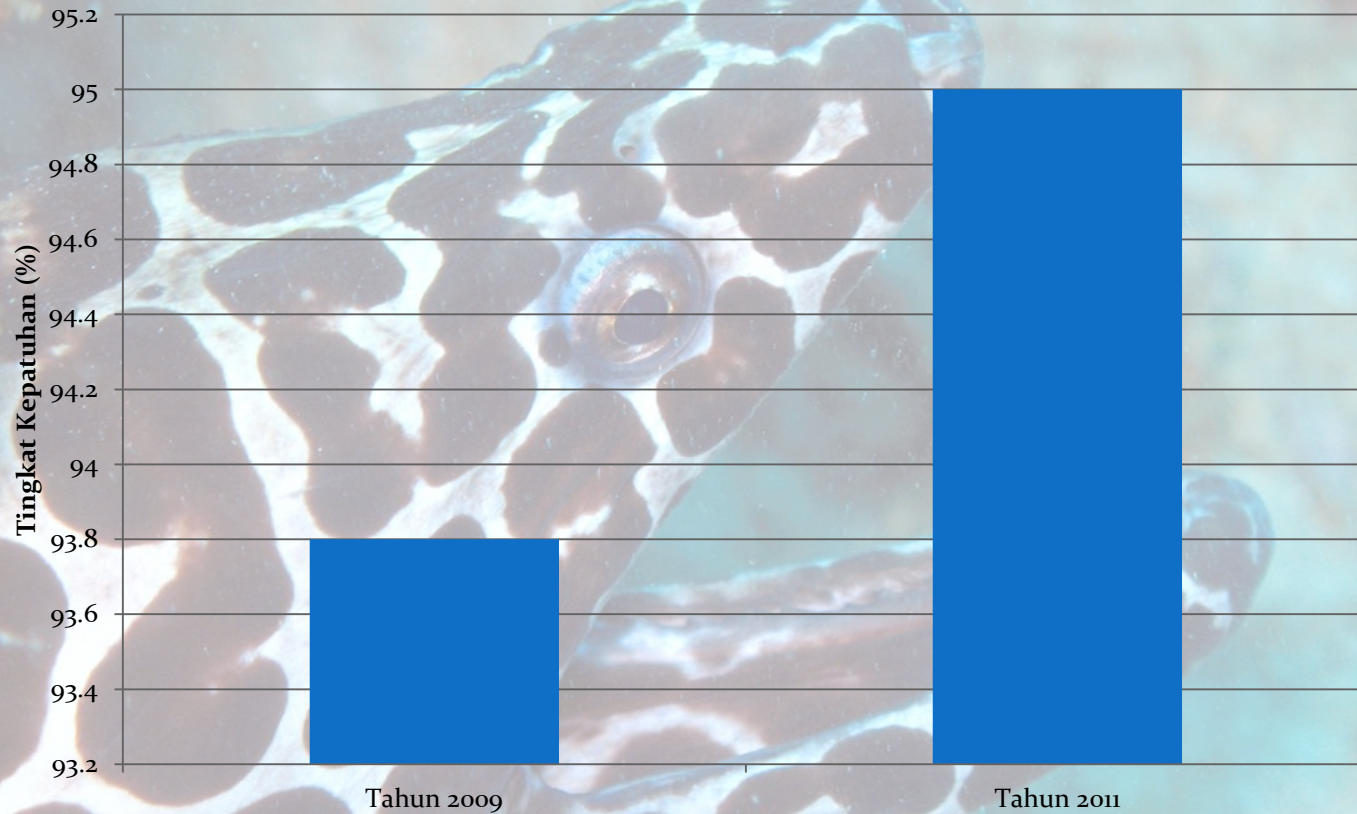
1. RARE pride Campaign in Karimunjawa national Park was conducted on 2010-2012 focussing on the Core Zones. Yusuf syaifudin, MA was the Campaign Manager.
2. Background: overfishing, management effectiveness, capacity building, relatively low level of compliance
3. Some of the campaign media



What makes this is a success story?



The Local Fishermen Compliance



Study of The Local Fishermen Compliance to The Zoning in Karimunjawa National Park 2009-2011 (WCS,2012)

The side effects of RARE PRIDE CAMPAIGN

Some of the campaign media were adopted in ongoing management and annually funded by the government budget:

SMS Blast,

Call Center,

SOP in Community Patrolling,

Conservation Campaign

How does it work?

1. **It was a collective action.** The campaign was not only the appointed Campaign Manager's task but also all the staff's task and supported by park managers and all related partners.
2. **The campaign should be supported by the park program.** It doesn't mean that the park needed to provide special budget allocation but the park could send the campaign messages through its routine activities.

The activities

CM was presenting what he got during the office.

In house Training



In the fields

Involved the locals as campaign team



Sending the messages in a fun way; games, songs, short movie, video clips,



All field staff are involved during the campaign period using the campaign media



How might the approach be taken to scale?

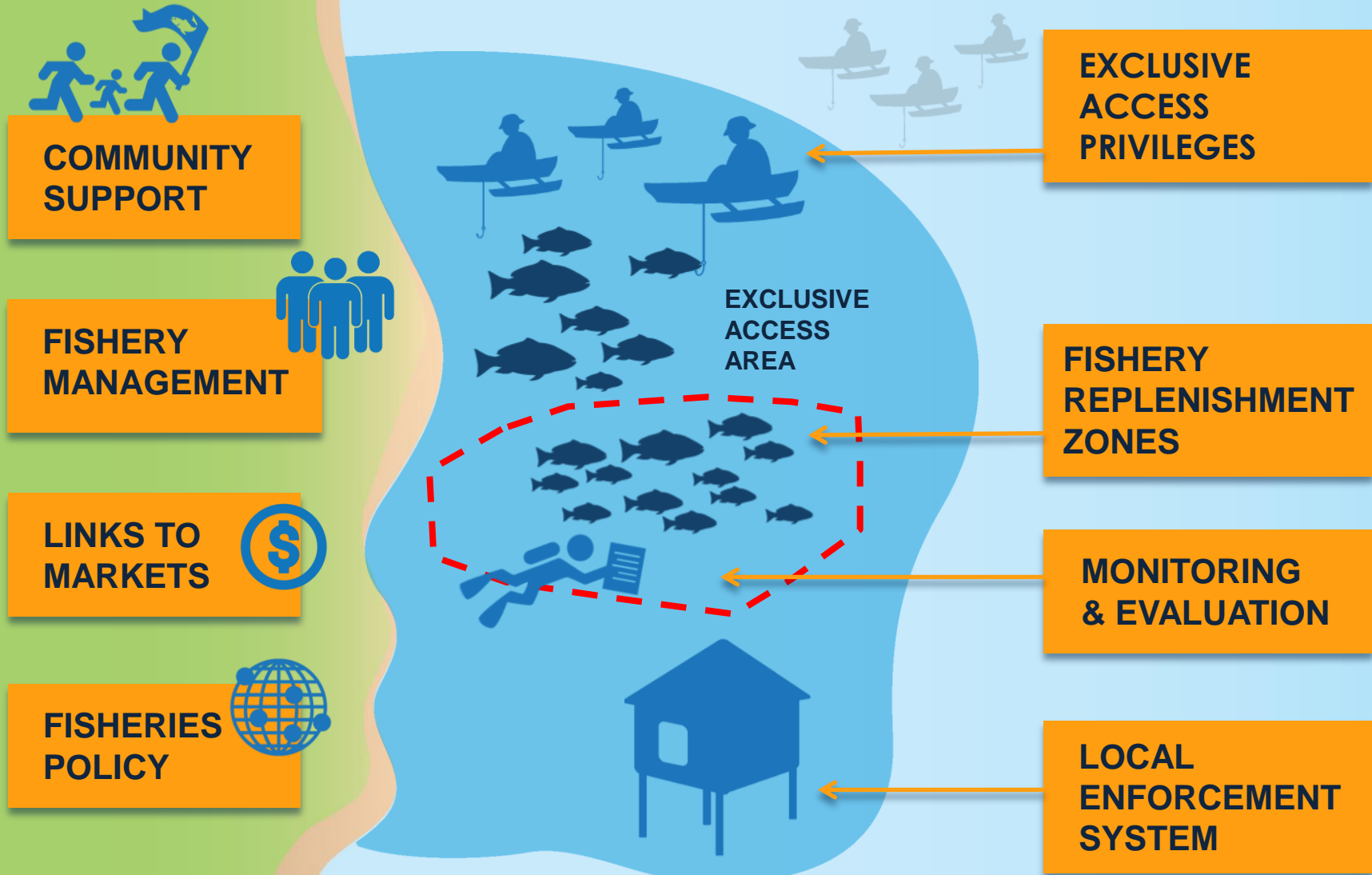
Collective action

Good partnership

Communication

- Understanding
 - Common goals

The Fish Forever Suite of Solutions





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Thank you