



RESILIENT Fishing



ADAPTATION FUND



Profonampe
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Adaptación
Marino Costero



Resilient Fishing

seeks to have a positive impact on Peruvian fishing communities and thus build adaptation measures to climate change, making them less vulnerable.

This campaign is developed in the framework of the **Marine-Coastal Adaptation Project.**



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Our inspiration

The stories of Ubaldo and María





Ubaldo Tume

Ubaldo Tume is an artisanal fisherman from the cove of Cabo Blanco, Piura. He has more than 20 years of experience in fishing. His father was also an artisanal fisherman. Ubaldo belongs to Gremio de Pescadores Artesanales de Cabo Blanco. His family depends on fishing.

Today, they all face a major problem in common: climate change and its impact on the marine ecosystem.

"Fishing never says no. We have found a constant source of work here and it can provide us more than we can imagine."

María Marcelo

María Marcelo is an entrepreneur woman from the cove of El Ñuro, Piura. She has a seafood restaurant. Her husband is an artisanal fisherman.

She and her family depend on fishing resources and she tells us that production has decreased in the last years. Maria is a referent of resilience and adaptation to climate change.

“Imagine that sea stops producing. It would be a chaos.”



Synopsis

In the fishing coves of Peru, a silent battle is being fought: to resist the impacts of climate change. **Resilient Fishing** explores this situation, the stories of its protagonists and the work developed to protect our fisheries.



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Teaser

RESILIENT
Fishing





Who do we want to connect to?

Citizens, families and environmental organizations.





How did we want to present the documentary?

Joining its protagonists where they live.



A film for everyone

More than 300 spectators
in its open-air premiere in
Los Órganos, Piura.



Our journey

A digital campaign and PR actions
focused on the matter of urgency



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PESCA Resiliente



A **press conference** was delivered in Los Órganos, Piura.



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Impact

**La República**

ÚLTIMAS NOTICIAS POLÍTICA ECONOMÍA SOCIEDAD MUNDO DEPORTES ESPECTÁCULOS REDES SOCIALES

SOCIEDAD 11 JUL 2022 | 19:56 h

Estrenan documental sobre el impacto del cambio climático en las costas del Perú

El lanzamiento del documental se realizó en la playa Los Órganos (Piura), y contó con la participación de representantes de las comunidades pesqueras, IMARPE y del Ministerio de la Producción.

- Sunedu verificará elaboración de tesis de posgrado en 10 universidades tras casos de plagio
- ¿Por qué la Universidad César Vallejo fue excluida del ranking Webometrics este 2022?



6> **DIARIOCORREO.PE**
PIURA / MIÉRCOLES 29 DE JUNIO/2022



Lanzamiento será el 2 de julio.

Estrenarán documental sobre el impacto del cambio climático

El documental «Pesca Resiliente», realizado por el fondo ambiental privado del Perú, Profonanpe, busca visibilizar la batalla silenciosa que se viene librando en las caletas pesqueras del país contra el impacto del cambio climático, el mismo que viene afectando, de manera particular, a la pesca artesanal. Esta producción audiovisual será estrenada el sábado 2 de julio en el balneario de Los Órganos, en Piura, y tendrá como protagonistas a los pescadores y mujeres trabajadoras del proyecto «Adaptación a los impactos del ecosistema Marino Costero del Perú y sus pesquerías», que promueve el fondo ambiental en la zona. El documental retrata las urgencias y expectativas de las comunidades pesqueras y el estrecho vínculo de su estilo de vida con el mar y los recursos hidrobiológicos. «Las historias de Ubaldo, Josefa o Verónica llegarán a miles de peruanos y peruanas, que conocerán con mayor detalle los esfuerzos que se vienen haciendo por crear una comunidad pesquera», señaló José Zavala, coordinador del proyecto.

3 historias se contarán para dar a conocer la lucha contra el cambio climático.



**andina**
AGENCIA PERUANA DE NOTICIAS

Lo último Actualidad Galería Canal Online Videos Especiales Perfiles Bicentenario Podcast

English Version

Pesca resiliente: documental visibiliza la lucha de pescadores contra el cambio climático

Video se presentará mañana en el balneario Los Órganos de Piura



Impact



Total
Scope

**22
million**

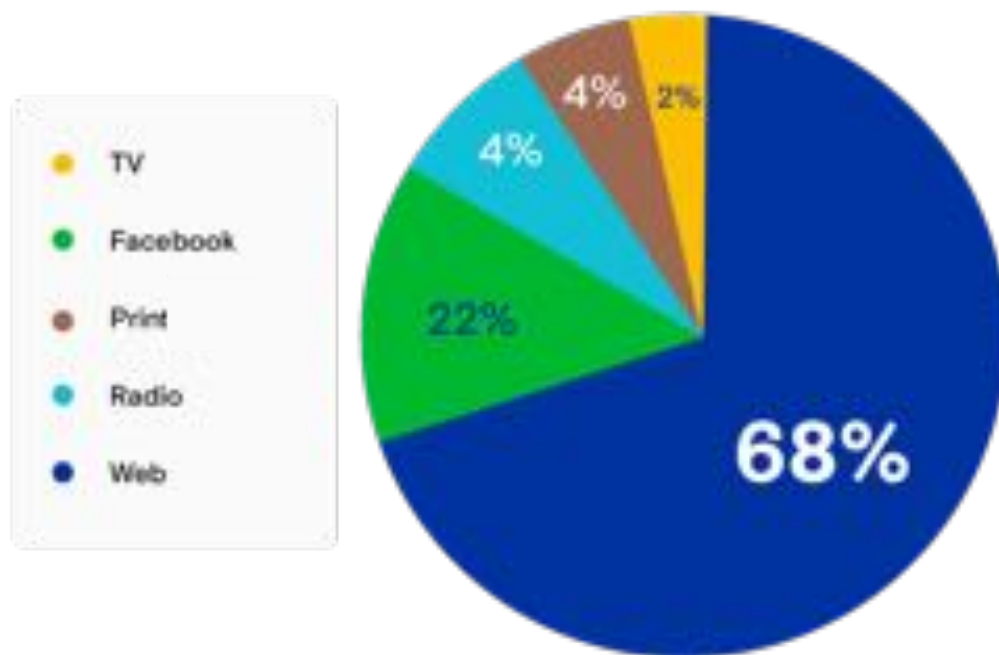
Number of
publications

54

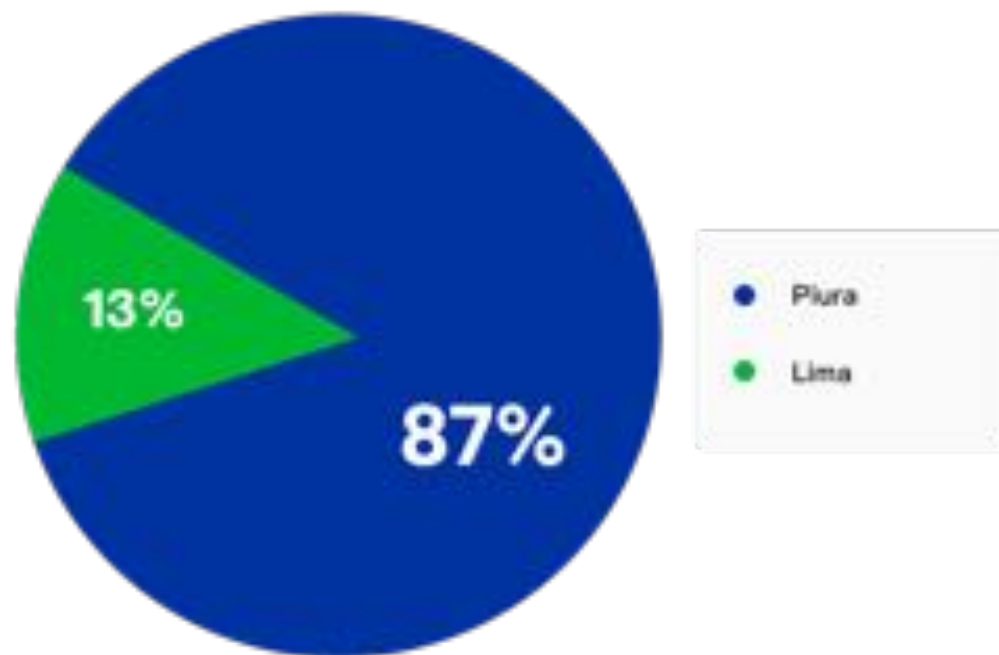
Total
Valuation

**38,4k
dollars**

Platform

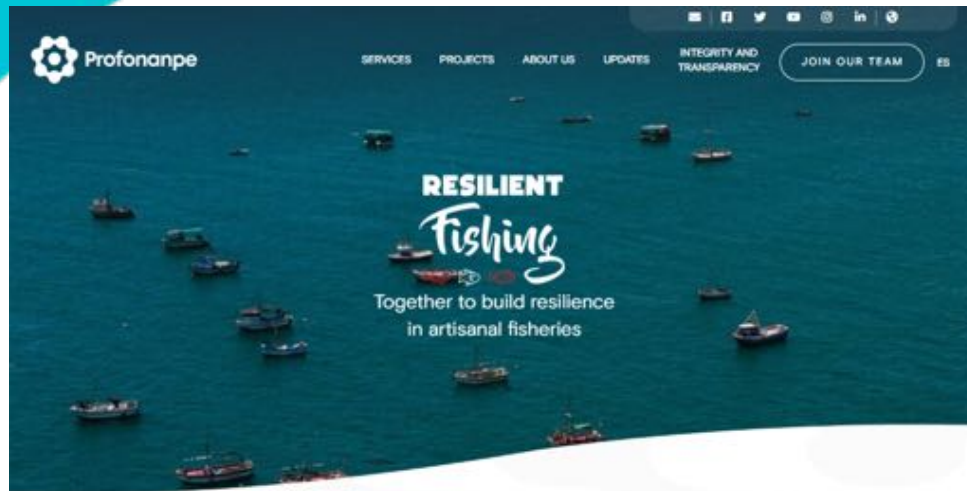


Media coverage



Spreading the matter of urgency

We developed a landing page that keeps the **Resilient Fishing** stories and its main goals.



Resilient Fishing seeks to have a positive impact on Peruvian fishing communities and thus build adaptation measures to climate change, making them less vulnerable.



Artisanal fishing

Facilitate new technologies to improve ancestral artisanal fishing gear.



New businesses

Promote the capacities of the fishing coves to enter into new economic activities.



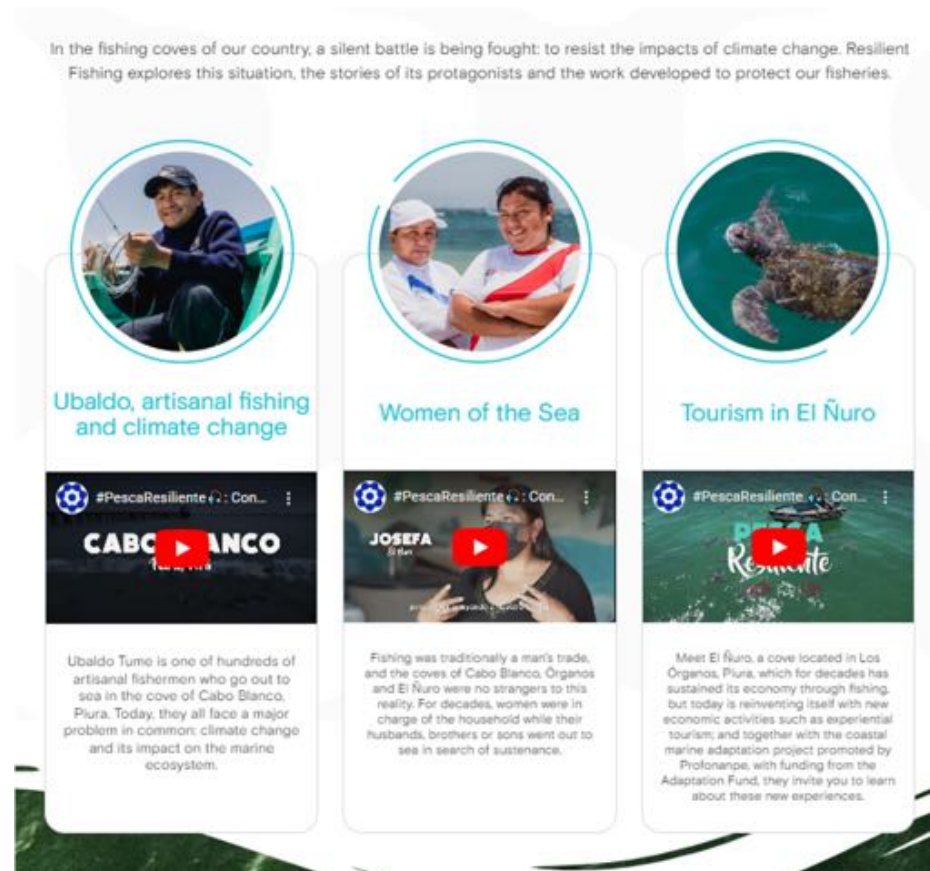
Women's empowerment

Promote the participation of women in new areas related to artisanal fishing.



Technological development

Expand oceanographic data collection capacity with new technological tools (gliders).



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Building resilience



Democratizing communication

We produced **two radio spots**, which were spread in the two main radio stations of Piura and one of Huacho.



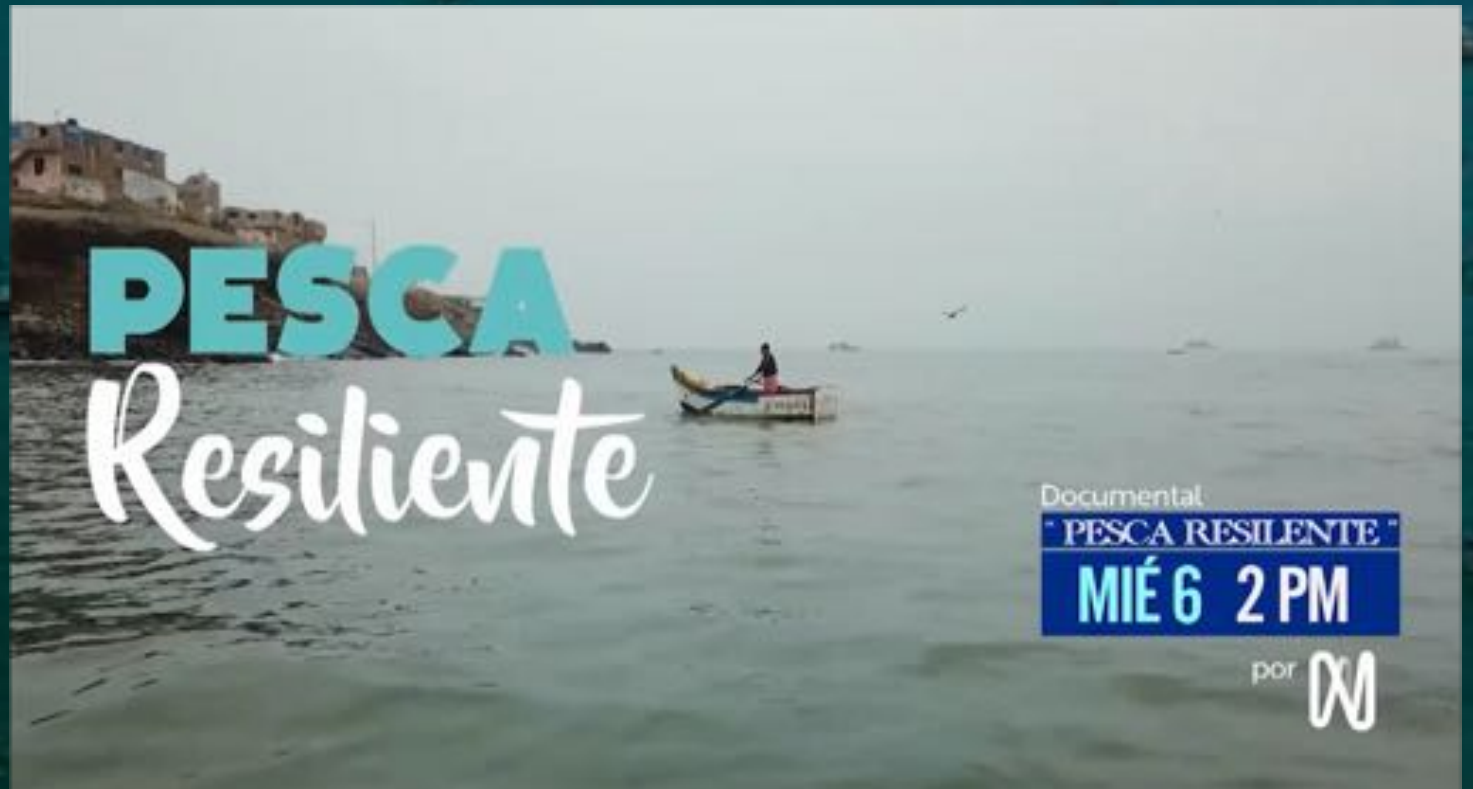
Listeners

362k



Broadcasting on mass media

We released Resilient Fishing on **Canal N**.



Children by nature

NATURAVENTURAS

Maite, one of the little adventurers of our YouTube program “**Naturaventuras**”, reported the open-air premiere from Los Órganos, Piura.



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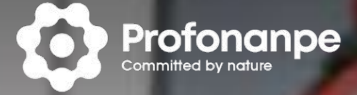
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Promoting the sustainability of life



What we achieved



Teaser release on
Facebook

120 k

Scope

Release on
YouTube

420

Views

Open-air release
video on Facebook

26 k

Scope

Views of Resilient
Fishing web

531

Views

Our performance



155,739



14, 377



8, 048



7, 020



328

