RESILIENT Fishing
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.
Our inspiration

The stories of Ubaldo and María
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.”
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.
Teaser

RESILIENT Fishing

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

- Sistemas de control de calidad de pescado en 10 universidades para el parasito de la ballena
- ¿Por qué no se encuentran pescadores en la costa peruana?
Total Scope: 22 million
Number of publications: 54
Total Valuation: 38,4k dollars

Platform:
- TV: 22%
- Facebook: 4%
- Print: 4%
- Radio: 2%
- Web: 68%

Media coverage:
- Piura: 13%
- Lima: 87%
Spreading the matter of urgency

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

"La pesca nunca dice no. Es una forma de trabajo perenne y que nos puede dar más de lo que alcanzamos a imaginar."

UBALDO TUME
Pescador de Tilba Blanco

"Imagínate que el mar deje de producir. Sería un caos."

MARÍA MARCELO
Empresaria de El Ñuño
We produced **two radio spots**, which were spread in the two main radio stations of Piura and one of Huacho.

**Democratizing communication**

**Listeners**

362k
We released Resilient Fishing on Canal N. Broadcasting on mass media.
Children by nature

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

“Pesca Resiliente” cuenta las historias de las comunidades pesqueras y la batalla que enfrentan con el cambio climático.

Mira el documental en:
www.pescaresiliente.com
What we achieved

- Teaser release on Facebook: 120k views
- Scope: 420 views
- Release on YouTube: 26k views
- Open-air release video on Facebook: 531 views
- Views of Resilient Fishing web: 531 views
Our performance

- Facebook: 155,739
- Instagram: 14,377
- LinkedIn: 8,048
- Twitter: 7,020
- TikTok: 328