



**An Impact Campaign focused on the protection  
and sustainable management of Fish Spawning  
Aggregations and the species that aggregate to  
spawn in the Wider Caribbean**

by the WECAFC Spawning Aggregation  
Working Group (SAWG)

**Ana Salceda**

*BelugaSmile Productions*





# TARGET AUDIENCES

Our target audiences are the **fishing community**, **decision-makers**, and the **community**.

## FISHERS

Commercial + Recreational  
Fishers are an indispensable part of the solution and are our main audience. Their understanding and collaboration are key to the success of the campaign.

## DECISION-MAKERS

Among decision-makers, we are focused on three key stakeholders:

1. Policy Makers
2. Fishery Managers
3. Enforcement Officials

## GENERAL PUBLIC

← The general public is critical because they drive demand through buying habits in the Caribbean and beyond can support or encourage decision-makers and can influence protection of the targeted species



# CAMPAIGN GOALS

①

Connect the US Caribbean with the wider Caribbean community of fishers, governments, scientists, NGOs and other stakeholders around a common message and a common action to sustainably manage these species and protect Fish Spawning Aggregations (FSA).

②

Serve the RFSAMP to reach managers, decision-makers, fishers, and other stakeholders. working to protect FSAs

③

Act as the meeting point for All-Things-Big-Fish through the digital platforms and live events, as well as serve as speaker for all the efforts focused on the monitoring and protection of FSAs.





# CAMPAIGN PRODUCTS

- A 1-hour film for international broadcast, **"Treasure of the Caribbean,"** in co-production with TMS (Red Bull), Nature/PBS and The Howard Hughes Medical Institute's Tangled Bank Studios (HHMI/TBS).
- **Radio kits (include PSAs)** -- focused on banning fishing during spawning seasons for both species-- as well as podcasts.
- **Short-films:** Two short films have been produced in three different languages: English, Spanish and French.
  - **Nassau Grouper Against The Clock:** A 3-min film addressed to decision-makers. A call to action to protect Nassau Grouper.
  - **F2F Advice: Fish Smart:** A 4-min film aimed at Caribbean fishers is a call to action from fishers to their colleagues



- **The Digital Hub**
- **Social Media Platforms:** Instagram, Facebook, LinkedIn & X
- **Posters** for both species
- **Citizen Science Program for fishers & enforcement officials:** in collaboration with local partners throughout the Caribbean we are using these materials and partners' in workshops and other live events to inform our target audiences on the importance of connectivity and benefits to let species spawn, as well as to engage them in the protection of FSAs.
- **Big Fish Initiative Newsletter**



# Treasure of the Caribbean / Tesoro del Caribe





# TREASURE of the CARIBBEAN

## Awards + Festivals

Since its release, the film has reached **millions of people** around the world, garnering critical praise and film festival awards. In collaboration with Nature PBS, Terra Mater Studios & HHMI, we are submitting the film to the Emmys (best Research, Sound, Natural History Film), Wildscreen and Peabody Awards.

NATURE



Tangled  
Bank  
Studios

### Submissions 2024

- Impact Docs Awards (Winner (Award of Excellence Special Mention/Documentary Feature))
- BLUE WATER FILM FESTIVAL (Official Selection)
- Wild & Scenic Film Festival
- Wild Oceans FilmFest
- LabMeCrazy - Science Film Festival
- New York Wild Film Festival
- Deauville Green Awards
- Gran Paradiso Film Festival
- Green Screen Festival, Internationales Naturfilmfestival Eckernförde
- AFO; Academia Film Olomouc; Czech Republic
- Feedback Female Film Festival (Winner (Best Feature Film))
- Green Screen Environmental Film Festival\_Trinidad and Tobago
- iff Internacional Film Festival de Panama
- Belize International Film Festival
- ICARO International Film Festival

### Submissions 2023

- IFF Ekofilm
- Another Way Film Festival
- EarthX Film Festival
- BUZZIES - World Congress of Science and Factual Producers
- WFFR - Wildlife Film Festival Rotterdam (Official Selection)
- Innsbruck Nature Film Festival (INFF) (Nomination)
- JACKSON WILD Media Awards (Finalist (Ecosystem) von Partner eingereicht)
- FINN - Festival International Nature Namur
- Sondrio Festival (Winner of PREMIO PARCO NAZIONALE DELLO STELVIO - Stelvio National Park Award)
- Pariscience - International Science Film Festival
- Silbersalz Science and Media Awards (Official Selection Best Nature Film)



# TREASURE of the CARIBBEAN

Completed Caribbean Tour

Special Screenings for Fishers, lawmakers, fisheries managers, enforcement officials and fishing communities.

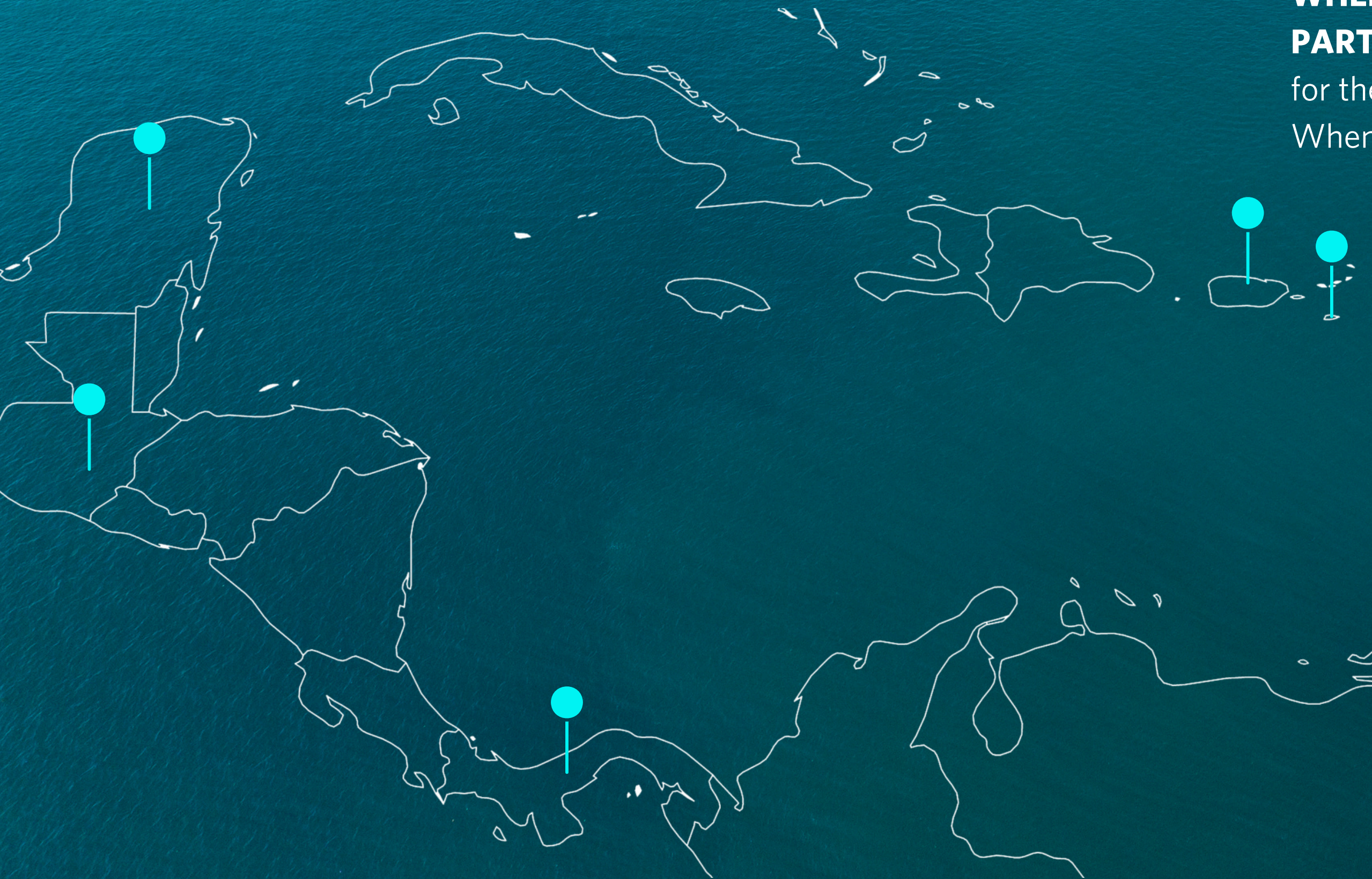
- **GCFI Annual Meeting** (November, 2023)
- **The Bahamas** (January, 2024)
- **Belize** (February, 14 2024)
- **Honduras** (April 15-20, 2024)





# TREASURE of the CARIBBEAN

Next Stops on the Caribbean Tour!



## US CARIBBEAN SCREENINGS:

WHERE: **Puerto Rico & Virgin Islands**

WHEN: November - December

PARTNERS: local and federal agencies, + DAPs for the 3 districts) + SeaGrant + TNC

When: November-December (TBC)

WHERE: **Guatemala**

PARTNERS: HRHP, FUNDAECO + Federación de Pescadores, led by GMA winner (14 fishers associations)

WHERE: **Mexico**

WHEN: June 8th World Oceans Day

PARTNERS: COBI, EDF, Sustentur, HRHP

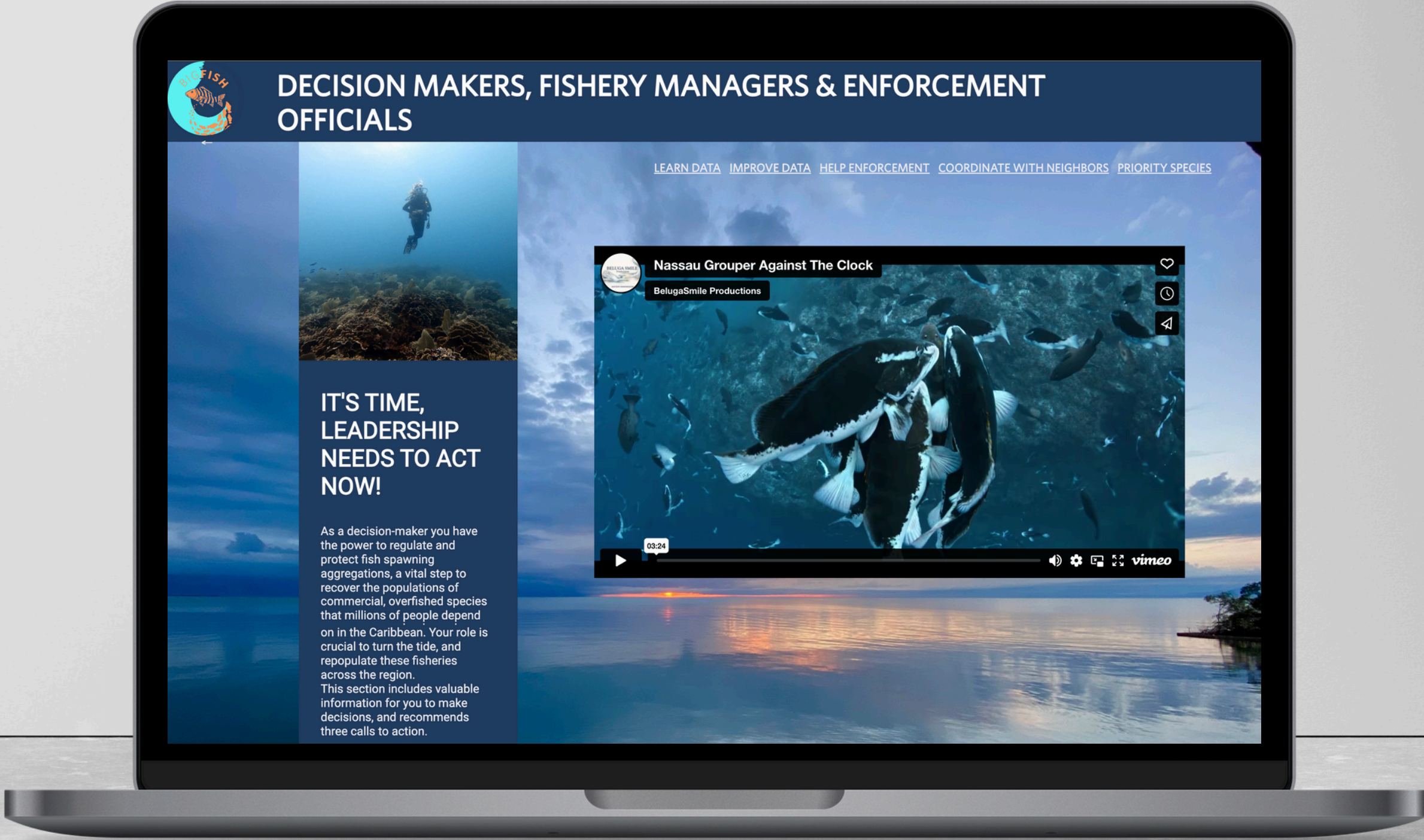
WHERE: **Panama**

PARTNER: Smithsonian Tropical Research Institute and ARAP



# CAMPAIGN PRODUCTS

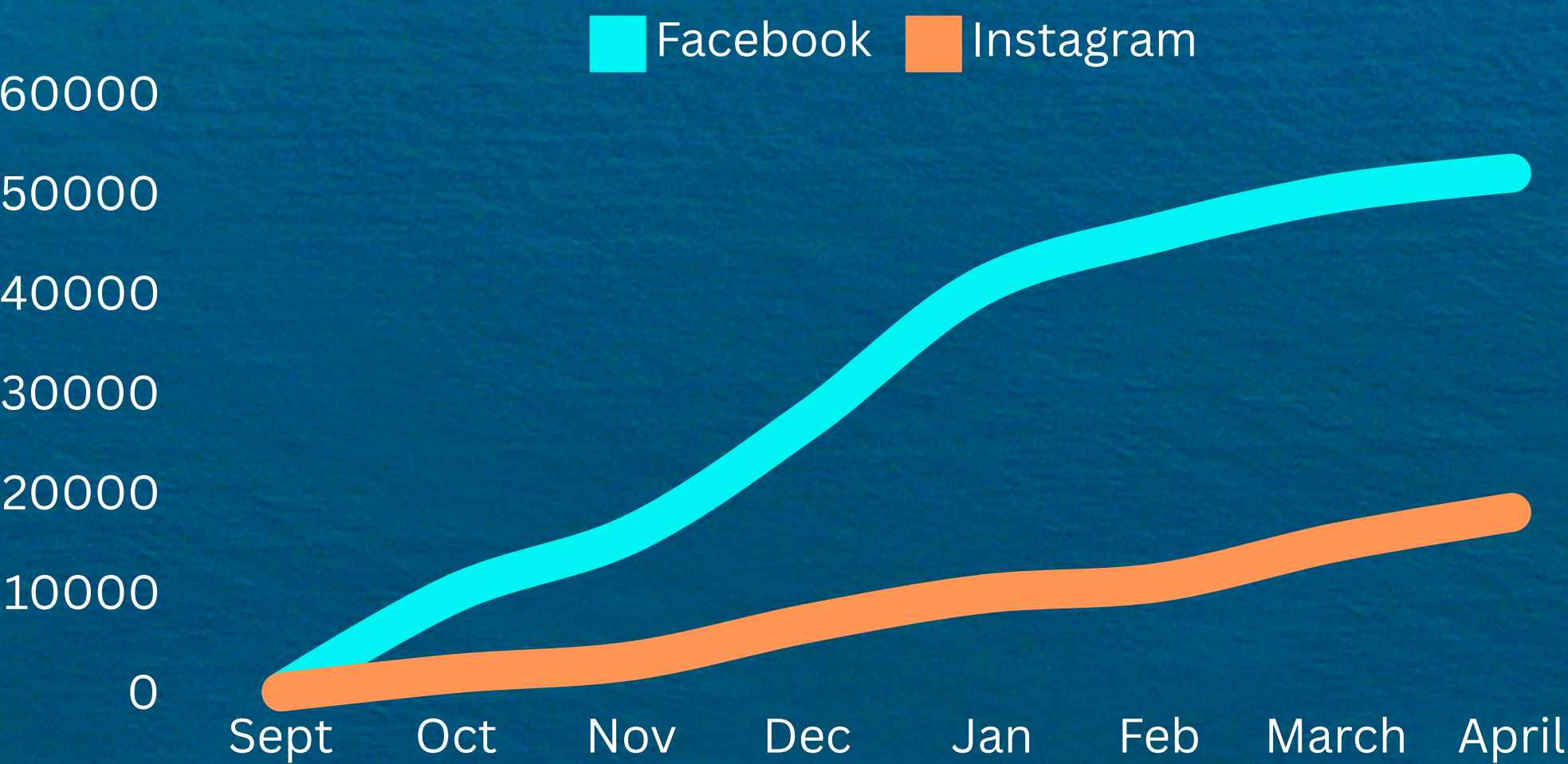
Big Fish Hub





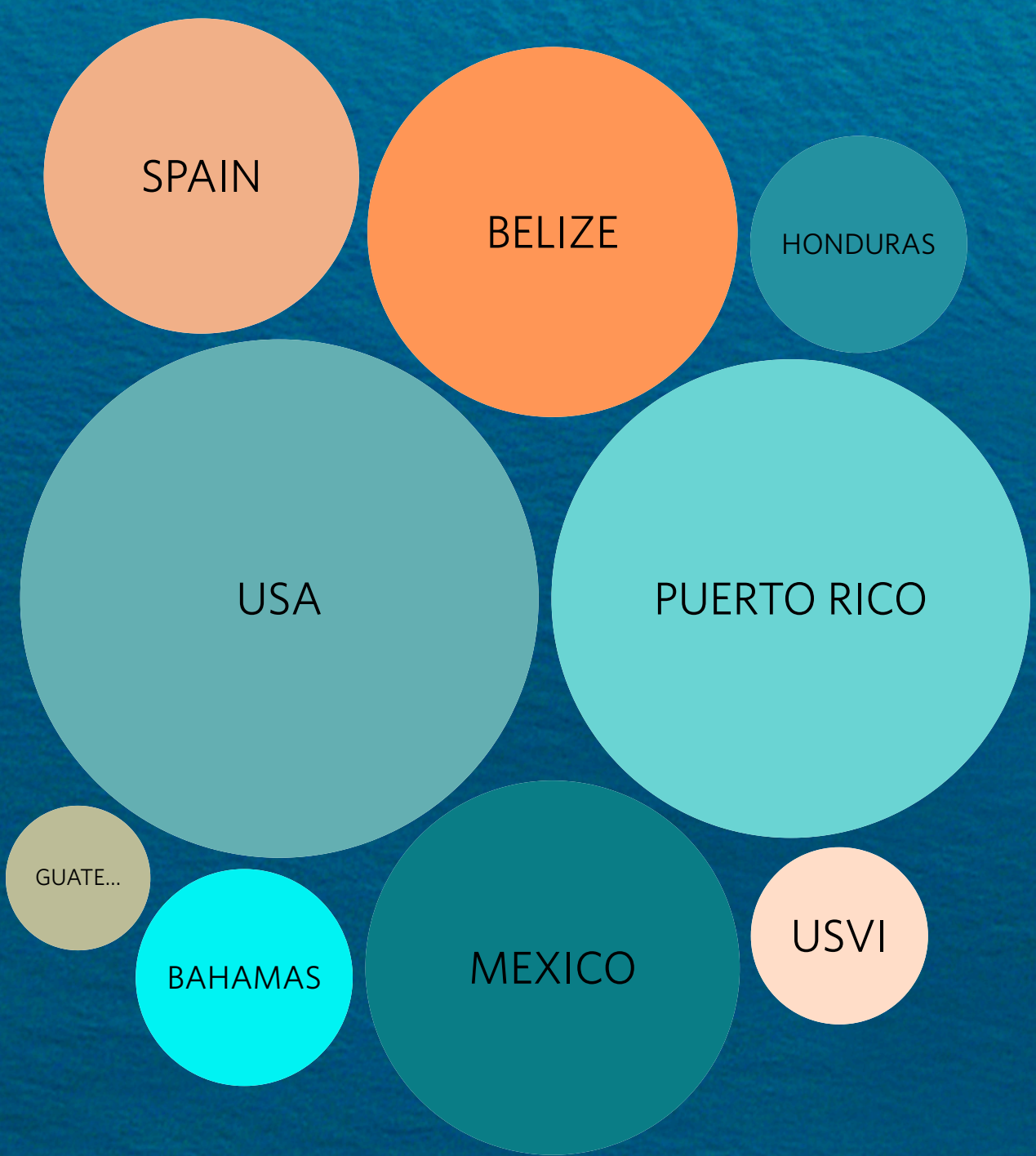
# Social Media: GROWTH HIGHLIGHTS

Phase 1 Growth: **2,000%**  
Monthly Growth Rate: **35%** (compared to the 2.2% average monthly growth of an organic campaign on same platforms)  
Reach: **+200,000 accounts**



Organic reach over lifetime of campaign.

Follower distribution by country.



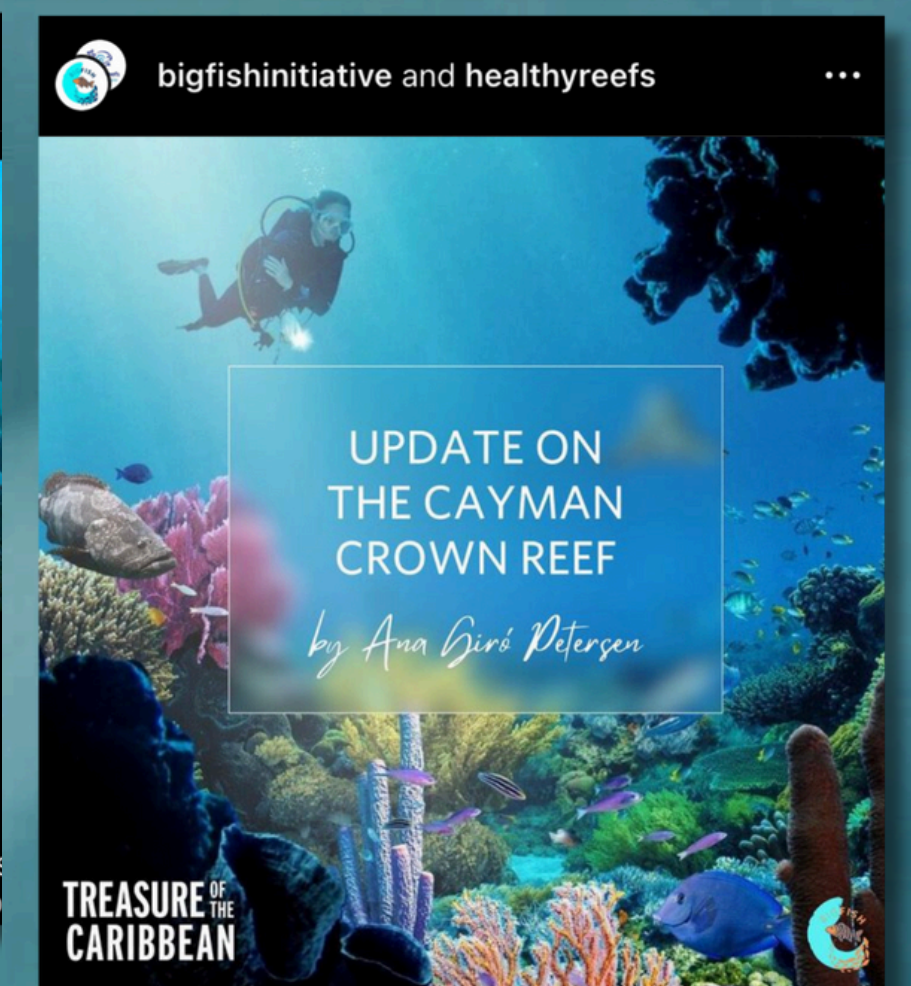
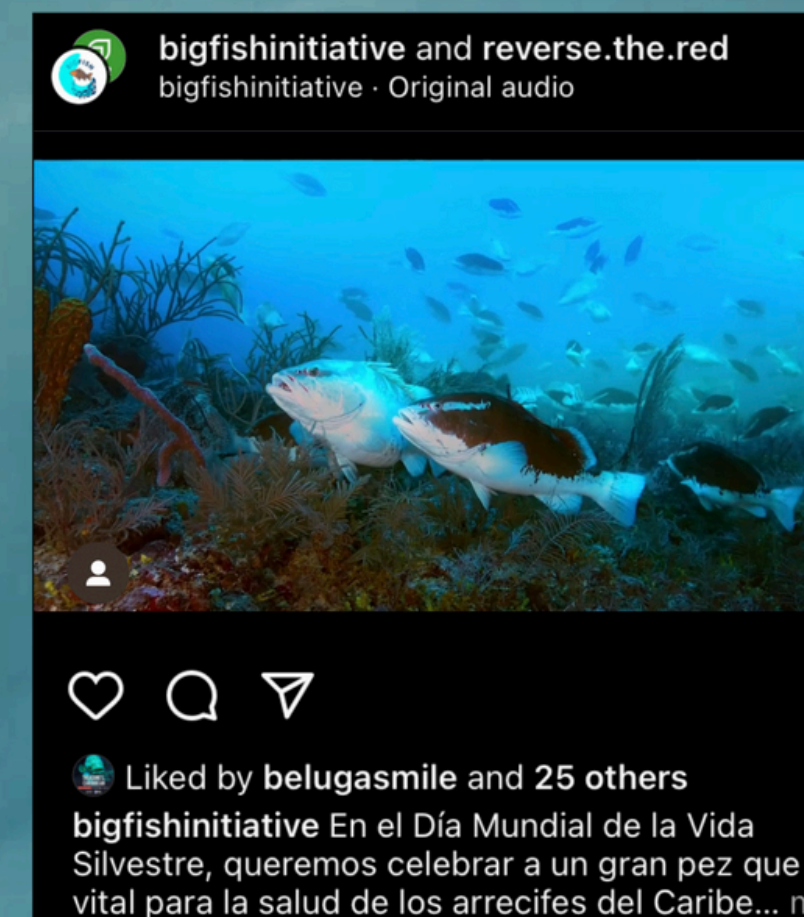
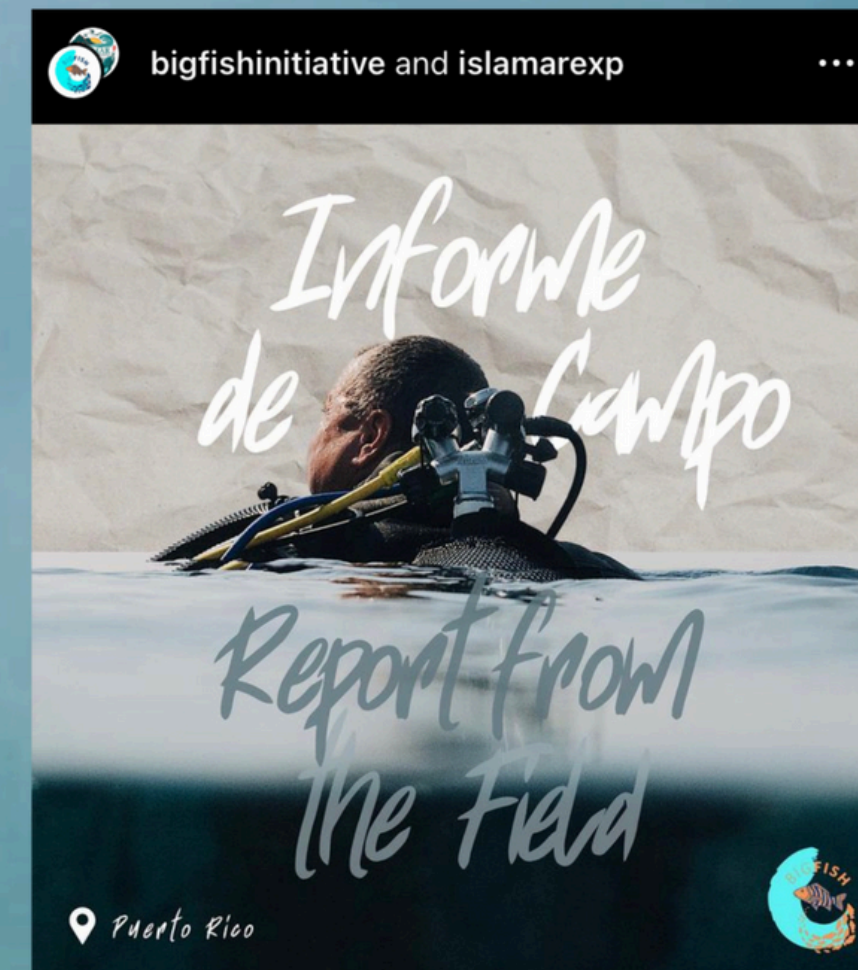


# CONTENT STRATEGY

Big Fish Hub + Social Media Channels

The principles and basis of our content creation and distribution:

- 1) **Partnerships:** IUCN “Reverse The Red” campaign, global workshop of FSAs by the IUCN’s snappers’ specialist group.
- 2) **Collaborative Posting** with partners by country. We’ve worked with teams in the US, Puerto Rico, Belize, Mexico, The Bahamas, and Guatemala.
- 3) **Support stakeholders’** & partners’ important events and activities of interest





# CONTENT

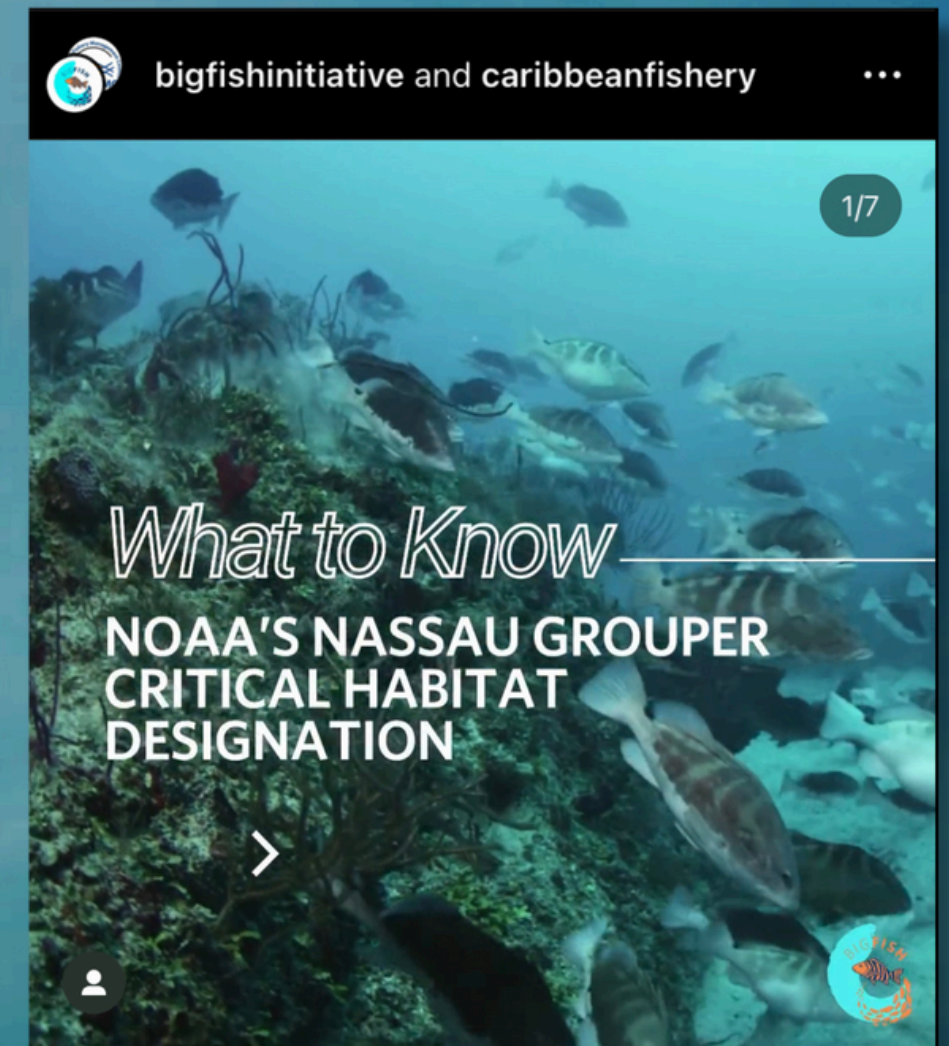
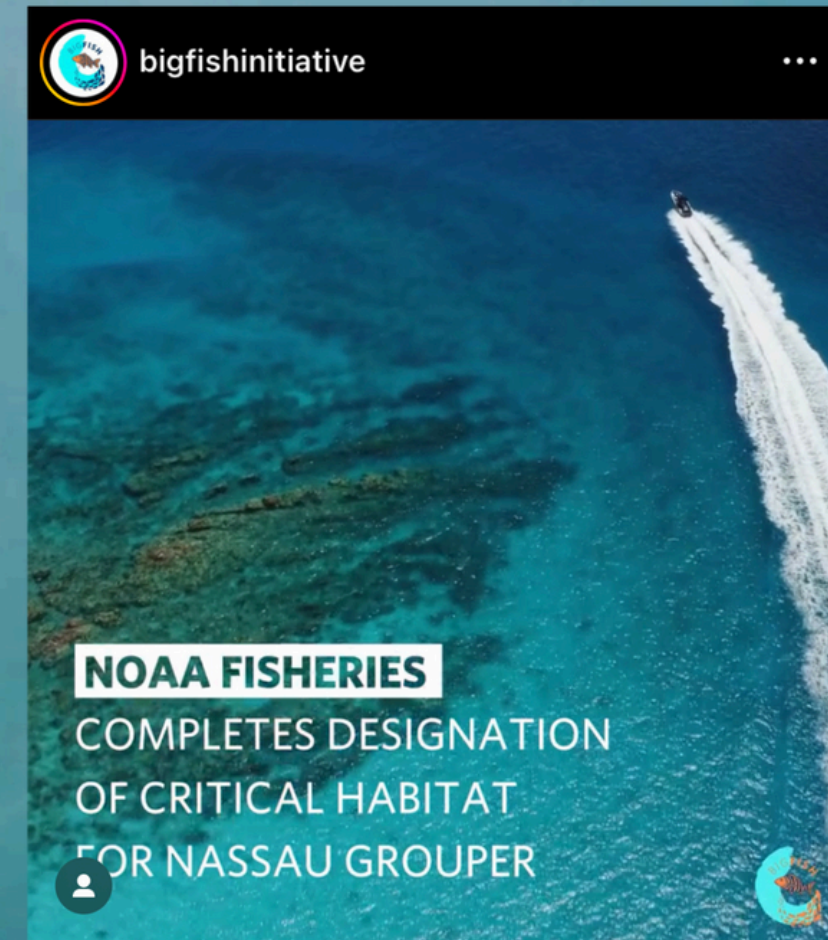
Posts, reels, stories, radio, and trivia on general subjects, such FSAs 101, benefits of protecting FSA, economic value, alternatives (livelihoods, species, etc), stories of success, and calls to action!

## TWO FOCAL SPECIES

- Nassau Grouper (and other Grouper species)
- Mutton Snapper (and other Snapper species)

## KEY MESSAGES:

Promote seasonal fishing bans. Working with NGO's and Governments, we produce posts focused on their progress in legislation, integration of fishers, capacity building, etc., and highlight communities making a difference in the field



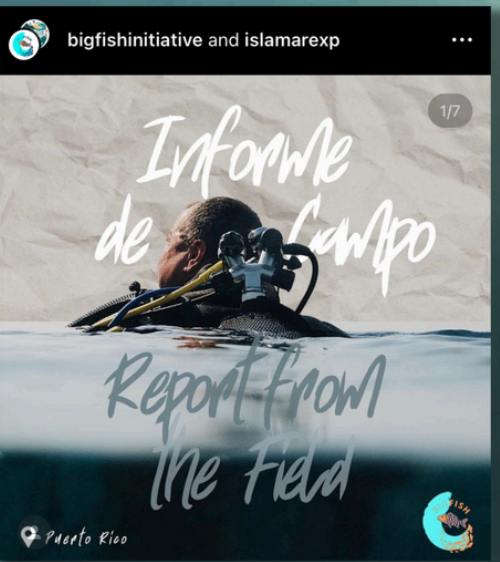


# CONTENT SERIES

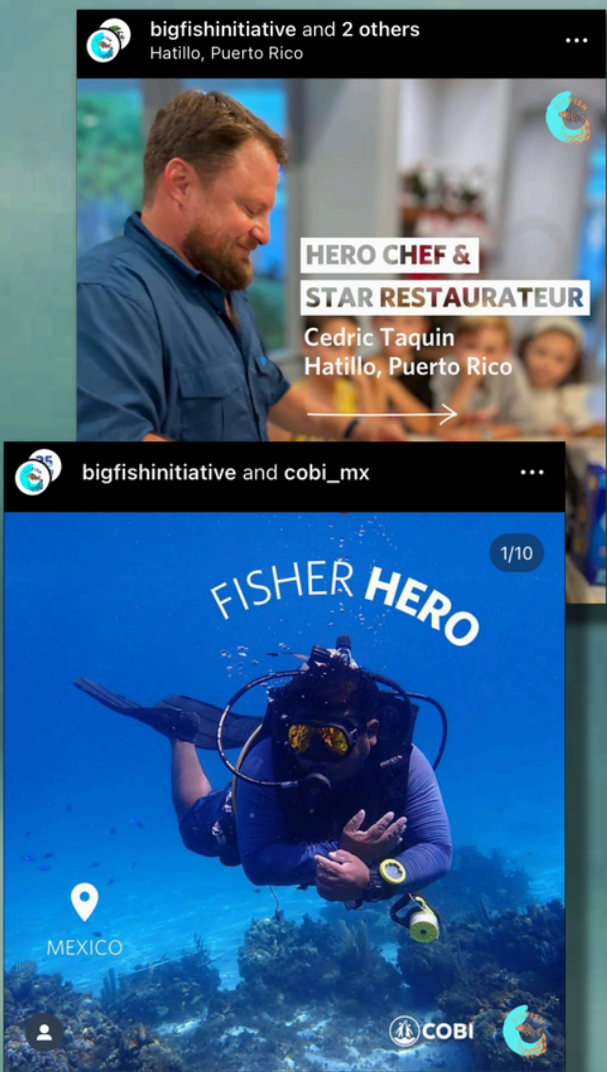
## ENFORCEMENT SUCCESSES



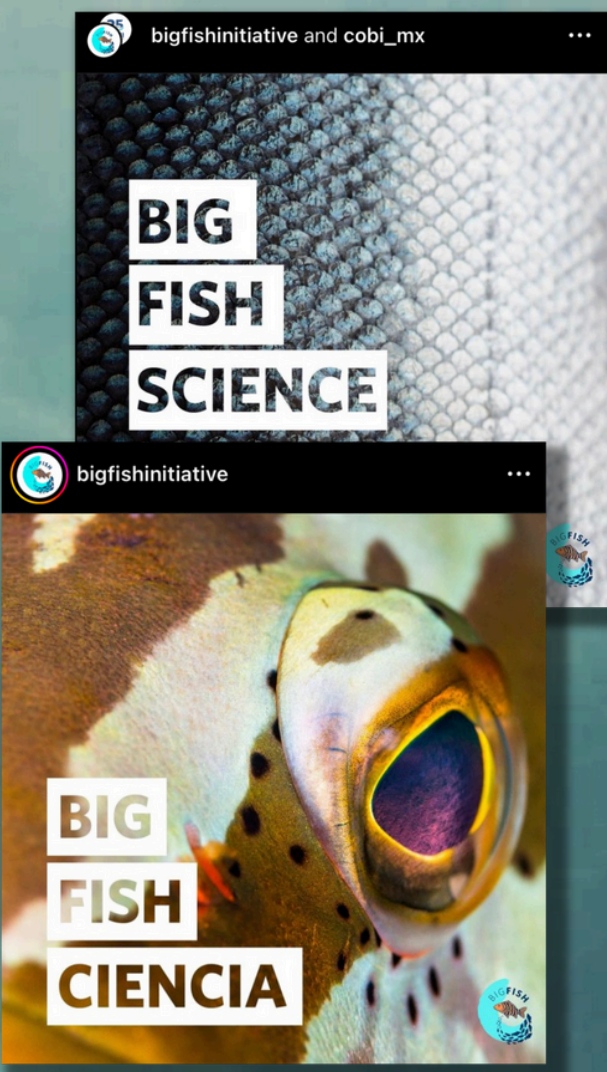
## REPORT FROM THE FIELD



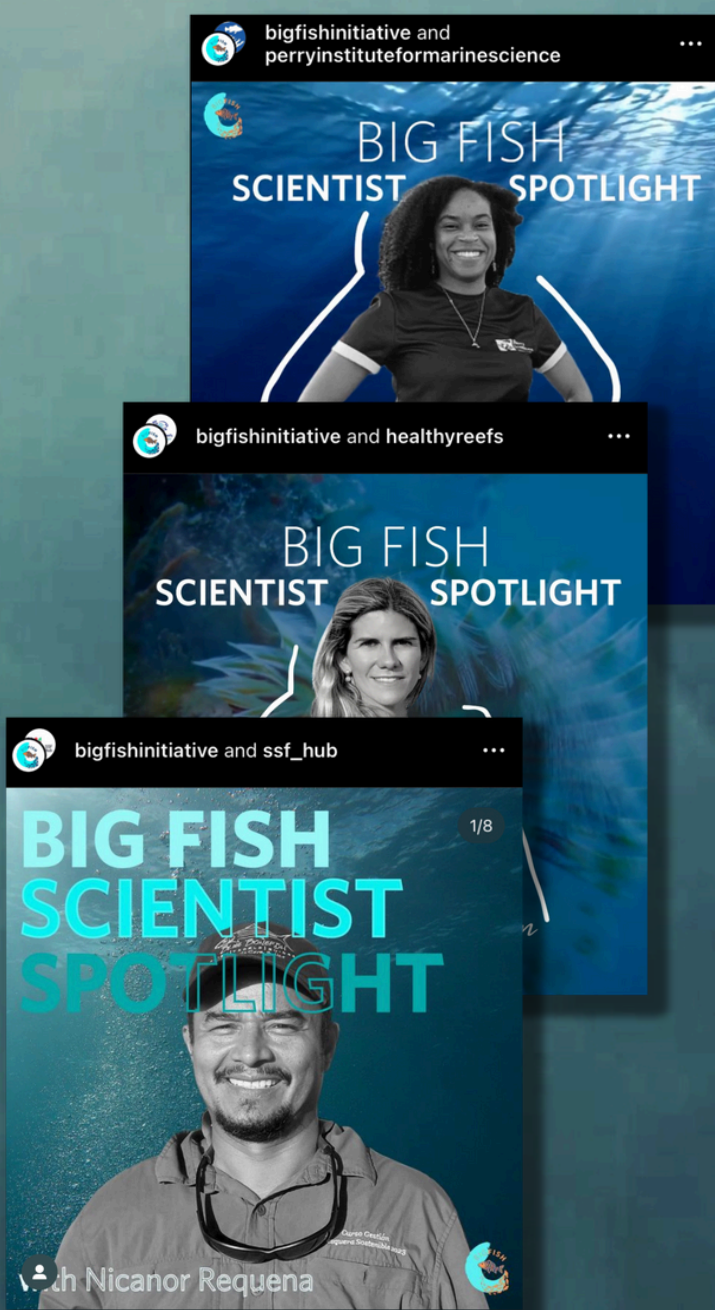
## FISHER HEROES



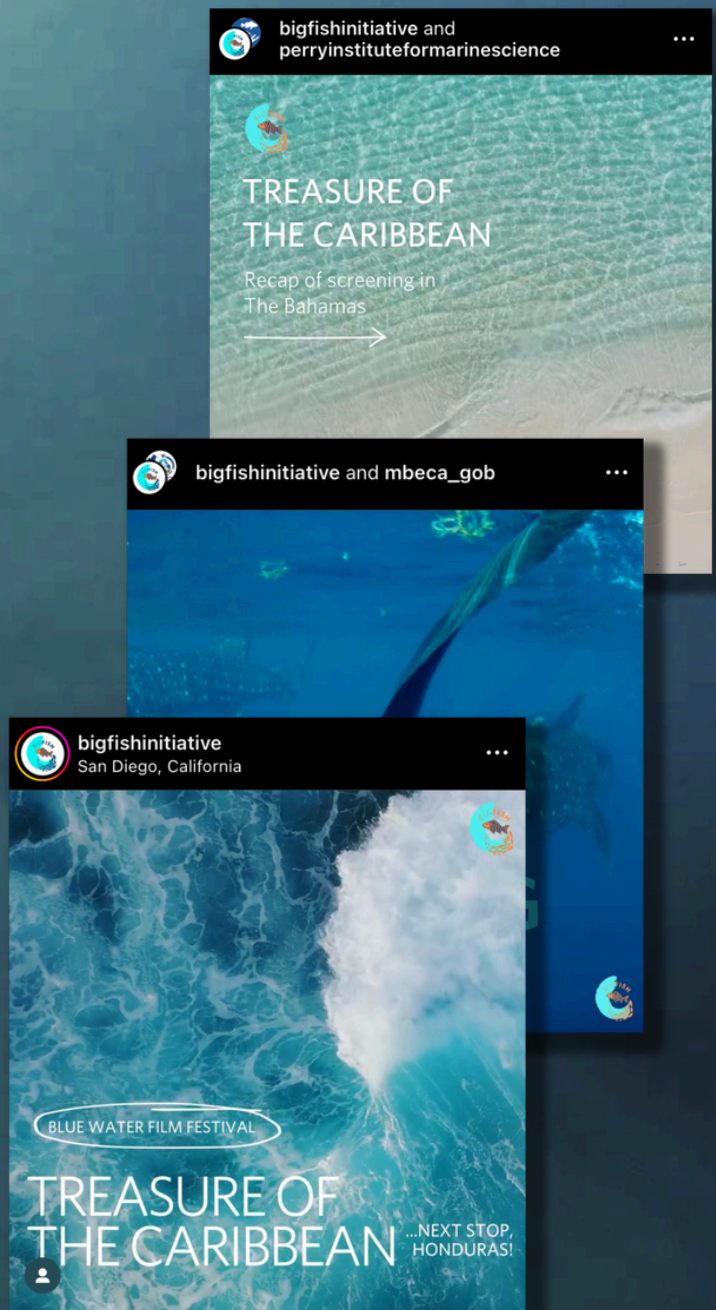
## BIG FISH SCIENCE



## SCIENTIST SPOTLIGHT



## BIG FISH EVENTS





# CAMPAIGN **NOMINATIONS**

Though this is only the first phase of the campaign, **PBS** and **HHMI** are so pleased with our results that they have decided to submit our campaign to these upcoming prestigious **IMPACT CAMPAIGN competitions:**



**Anthem Awards:** The largest and most comprehensive social impact award in the world. By amplifying the voices that spark global change, we're defining a new benchmark for impactful work that inspires others to take action in their own communities.



**Jackson Wild Special Jury Award:** Recognizes innovative approaches to a film's active impact campaign that extend conservation beyond the screen to inspire measurable on-the-ground change through education, policy change, and engagement and outreach.



# NEXT STEPS

2024 is the year to build on the foundation established in 2023. The goals for 2024 are:

- ① Geographically speaking, we will intensify our focus on the US Caribbean
  - Live events: screenings in Puerto Rico & VI
  - Short film about the success story of recovery of Grammanik bank and the consequences for the US Caribbean & beyond
- ② Integration of the communication component with the FSAMP as it starts implementation by working closely with the 3 pilot countries to produce content
- ③ Grow and strengthen the Big Fish Community.
- ④ An advocacy campaign that has branches for the three target audiences and general calls to action *\*we will need to work with you closely in the design of this campaign.*



# FUNDRAISING

From 2019, we've raised more than 1 million dollars to produce:

- Long-form film and outreach of the film



- Radio kit (SPAW)

- Set up the hub



Requested funds for 2024: \$50,000 USD

Actively raising funds for 2025! All proposals are focused on three components (FSA):

1. **Capacity building for fishers**
2. **FSA science and monitoring**
3. **Communication (Big Fish Campaign)**



## Grants submitted:

Ocean Community Grant (with TASA / Belize),



2 more grants in August/September



We're in conversations with Oceans5 (through HHMI)