Challenge:

How might we help consumers make an informed decision about the marine products they purchase, and create awareness about the impacts of illegal fishing?

• What ideas immediately come to mind to answer your challenge question?

* Protest
* Awareness by leaflets
* Online advertising
* Association with organizations that are involved in IUU fishing
* Take the message face-to-face
* Protest outside of distribution center
* Involvement with natural resource students for volunteer and word of mouth
* Marketing / getting the message across
* Labels on cans
  + Lobbying for government enforcement of these labels
  + Make the source of the fish in a can verifiable
  + Tying the bar code to the origin of the marine products contained in the can

For the verifiability of marine product origins, we need:

* To know when each fishing vessel is fishing, and where → AIS
* To know when each fishing vessel offloads catch to a transport vessel → AIS + research

• What are all the ideas you can imagine for solving this?

• What ideas would key stakeholders have?

• Imagine you are (a child, the CEO, a movie star, etc.). What ideas do you have?

• What are the worst ideas, the ones that will get you fired? Now reverse them.

• SCAMPER: What can you Substitute, Combine, Adapt, Modify, Put to other

uses, Eliminate, or Rearrange?

Tools for Diverging: Brainstorming, Excursions, Forced Connections, SCA

Transfer from Aaron DOC:

1. Legislation can control IUU by reducing IUU profit and denying access and device to IUU vessels.

2. Global vessel identifier is important to fight illegal fishing. Unique vessel identifier UVI helps tracking vessels on the water so that illegal vessels can be tracked and punished which will help in decreasing illegal fishing.

3. Seafood traceability is essential to track illegal fishing. This programs requires documentation describing vessel, date, location, gear, species, and common name, to ensure imports are being traced.

4. To ensure legislations and regulations are being followed accordingly MSC (monitoring, surveillance and compliance) is essential. Vessel monitoring systems (VMS) and automatic identification systems (AIS) would guarantee vessels are fishing within legal limits. Beyond VMS and AIS, satellite monitoring and even remote operated drones are some measures those could be taken.

5. Alternative employment and development can prevent illegal fishing.

6. The Port State Measures Agreement will help combat IUU fishing by:

a) granting officials additional powers to deny port entry and use of port services for vessels carrying illegally harvested fish; and

b) increasing protection and monitoring at Canadian ports during all stages of fishing operations, including vessel registration, fish harvesting, and fish trade.

· <https://sharkresearch.rsmas.miami.edu/five-ways-to-fight-illegal-fishing/>

· <https://www.canada.ca/en/fisheries-oceans/news/2019/07/no-safe-haven-for-illegal-fishing-with-canadas-ratification-of-the-port-state-measures-agreement.html>

· <https://www.dfo-mpo.gc.ca/international/issue-enjeu-eng.htm>

· <https://safety4sea.com/watch-ten-principles-to-tackle-illegal-fishing/?__cf_chl_jschl_tk__=pmd_O8370eGZyo4pno2ezfPIZVyeXCltzm0KRP3pzu60bmE-1633564508-0-gqNtZGzNAiWjcnBszQil>

<https://unctad.org/system/files/official-document/fao-a-i8183e.pdf> --- IMP