

# BIG FISH INITIATIVE

188th CFMC Hybrid Regular Meeting  
December 4, 2025

A 5-year trilingual Campaign for the Sustainable Management of the species that aggregate to spawn, and the protection of Fish Spawning Aggregations in the Wider Caribbean & beyond

WECAFC/CFMC/OSPESCA/CRFM Spawning Aggregation Working Group + IUCN SSC SG + 50 partners+ (ONGs, Media, and Government Institutions)



Ana Salceda

Communication Strategist, Journalist, Filmmaker  
BelugaSmile & BFI's Executive Producer



# CAMPAIGN GOALS

①

Connect the US Caribbean with the region and the global community of fishers, governments, scientists, and other stakeholders around a common message and solid knowledge (TK+SK) on FSA and the sustainable management of reef fish species **with an ecosystem approach.**

②

Create awareness and serve the RFSAMP and other proposed national and international regulations to protect the reproduction of commercial fish species by reaching managers, decision-makers, fishers, and other stakeholders working to protect FSAs.

③

Facilitate the on-the-ground and online knowledge exchange (FK + SK) of FSAs & CRF among communities, managers, and scientists to advance locally-driven decision making and participation, while promoting temporal closures, MPA & OECDM that protect FSAs.



# BIG FISH TARGET AUDIENCES

\* The fishing community Decision-makers \* Seafood Consumers \*

## FISHERFOLK

### Commercial + Recreational

Fishers are an **indispensable part of the solution** and thus are our main audience. Their ecological knowledge, participation and collaboration are **key to the success** of the campaign and to obtain resilient fisheries and communities.

More than half of our online audience is made up of the fishing community.

**63%**

A close-up photograph of a person's hands holding a smartphone. The person is wearing a dark green, textured sweater. The background is dark and out of focus. On the left side of the image, there is white text overlaid on the background.

## DECISION-MAKERS

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

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



# FISH CONSUMERS

FISH CONSUMERS & TRAVELERS are critical because they drive demand through buying habits in the Caribbean and beyond, and can support or encourage decision-makers and can influence protection of the targeted species.



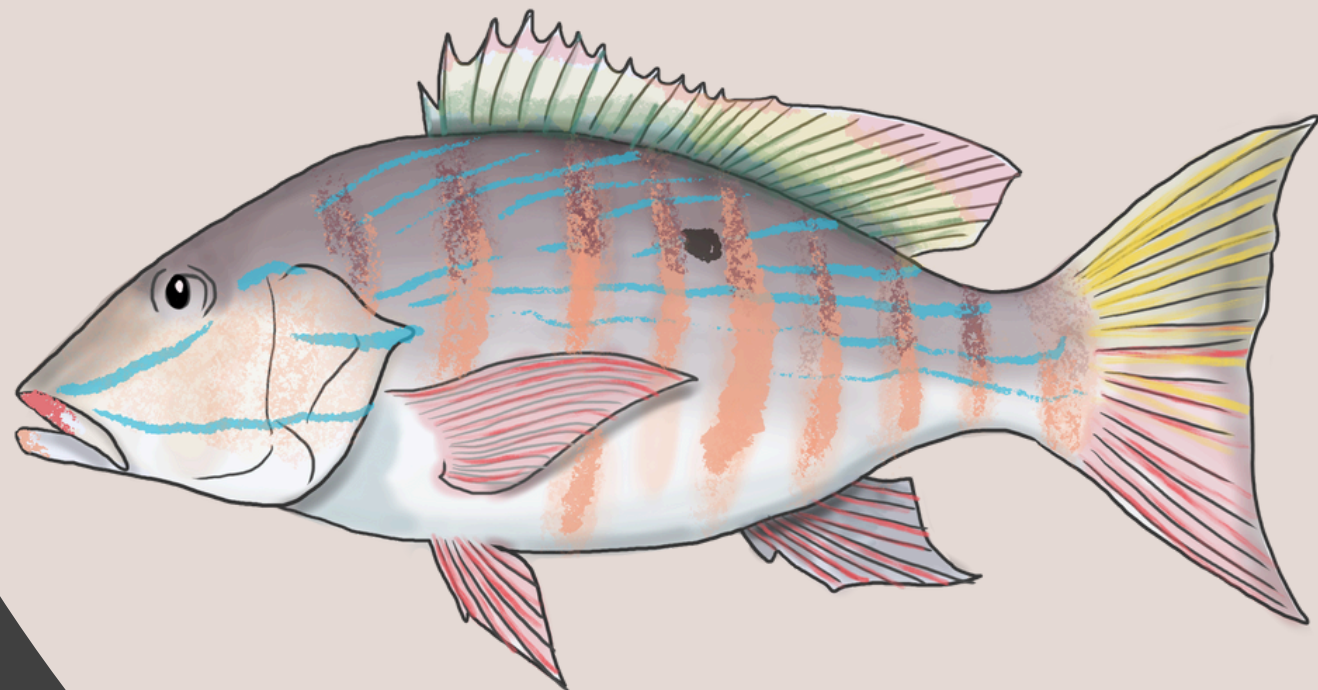
# KEY MESSAGES

**Protect the reproduction to recover the fisheries.**

Don't fish, sell, buy or eat grouper and snapper species during the spawning seasons.

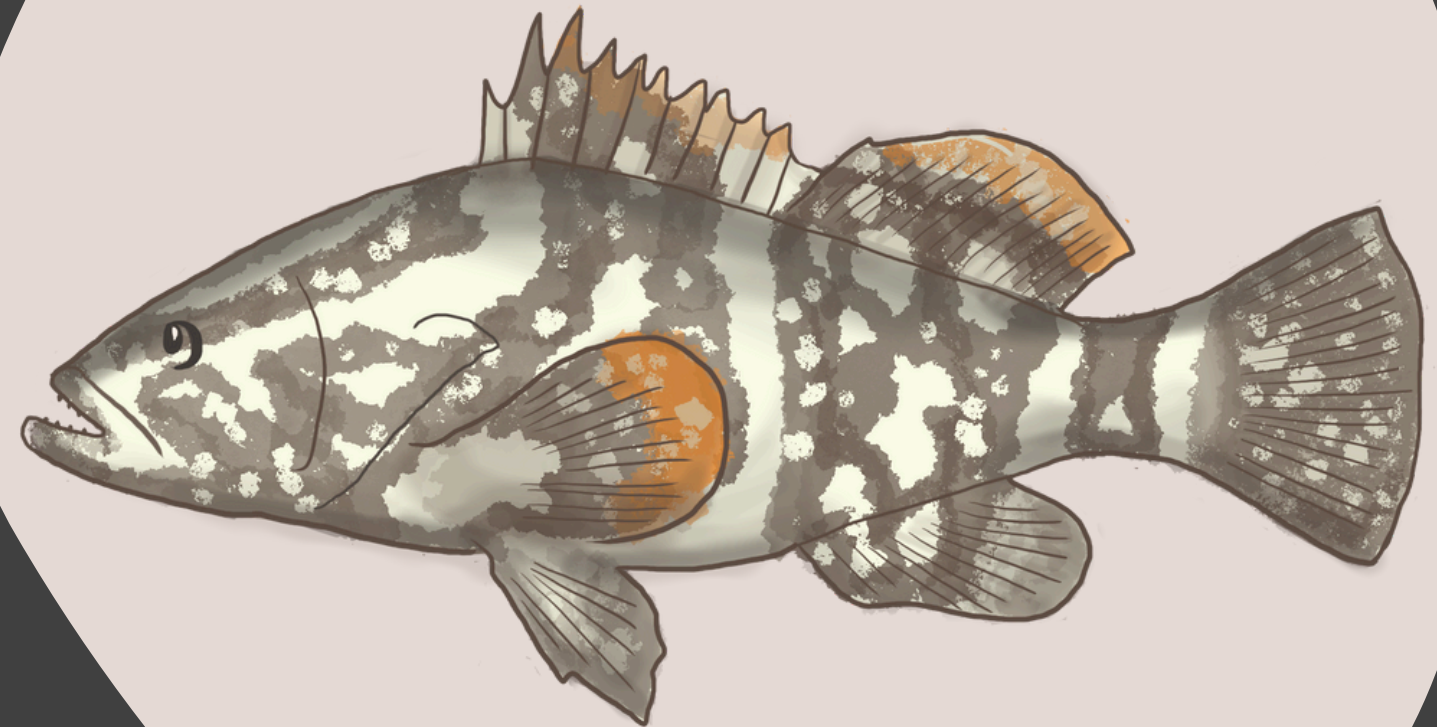


**NO** Fishing, Sales or  
Consumption  
From April through July



**(Mutton) Snapper**

**NO** Fishing, Sales or  
Consumption  
From December through March



**(Nassau) Grouper**

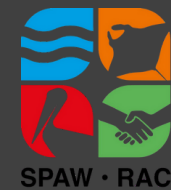
**#FISHSMART**

# CAMPAIGN PRODUCTS

- **Film for broadcast "Treasure of the Caribbean".**

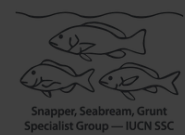


- **Radio kits:** podcasts, PSAs & reels (in English & Spanish)



- **Short-films:** Four short films have been produced in three different languages: English, Spanish and French.

- *Nassau Grouper Against The Clock:* A call to action for decision-makers to protect Nassau Grouper.
- *F2F Advice, Fish Smart:* A call to action from fishers to their colleagues to respect the spawning season.
- *Love is in the Water:* A call to action to seafood consumers to consume alternative species during groupers and snappers' spawning seasons.
- *Caribbean Fishers Ambassadors:* Featuring GCFI GMA awardees calling to protect FSAs.



- **Big Fish HUB**



- **Social Media Platforms:** Instagram, Facebook, LinkedIn, YouTube, Threads & X

- **Posters & Cooking books**



- **Citizen Science Program for fishers & enforcement officials:** in collaboration with local partners throughout the Caribbean we use these materials and partners' in workshops and other live events to engage target audiences in the protection of FSAs. Funded by national partners &
- **Big Fish Initiative Newsletter:** on hold. To resume once funds available.



# CAMPAIGN PRODUCTS

Long-form broadcast film

# TREASURE<sup>OF</sup> THE CARIBBEAN

A STORY OF HOPE IN DIRE TIMES. THE DISCOVERY OF A CORAL REEL IN THE HEART OF THE CARIBBEAN, THE CAYMAN CROWN, MARKS A NEW CHAPTER IN UNDERSTANDING CORALS, THE FISH THAT DEPEND ON THEM, AND SAVING CORAL REEFS AND FSAs WORLDWIDE.



# TESORO<sup>DEL</sup> CARIBE

produced by BELUGA SMILE PRODUCTIONS in partnership with NATURE PBS  
TERRA MATER STUDIOS and HHMI TANGLED BANK STUDIOS

The Film has been seen by more than **5 million people** in the **USA, Europe & Asia** on TV channels, platforms (Apple TV, Amazon prime) and film festivals.

Additionally, the Big Fish Initiative has organized Special Screenings for Fishers, lawmakers, fisheries managers, enforcement officials and fishing communities, followed by FSAs panel discussions in the following places/events in **2024-25**.

- **GCFI Annual Meeting** (November, 2023)
- **The Bahamas** (January, 2024 / 3 events)
- **Belize** (February, 14 2024 / 5 events + 1 workshop)
- **Honduras** (April 15-20, 2024 / 6 events)
- **Mexico** (June 8, 2024) World Oceans Day
- **Spain** (November 6, 2024) / 2 events
- **IUCN's Global FSAs Workshop** / 2-day event
- **Guatemala** (February 19, 20, 21, 22, 23, 24, 25 / May 12 / November 12, 2025)
- **International ExpoSostenible** (April 2, 2025)
- **Dominican Republic** (International May 9, 2025)
- **United Nations Ocean Conference** (France, June 5, 6 / 2 screening events)
- **IUCN World Conservation Conference** (Abu Dhabi, October 12, 13, 14 / 3 events)
- **COP30** (Brazil, November 21) / 2 day-event.

**hhmi** | **Tangled Bank Studios**



### Next in 2026

WHERE: **Panama**

WHEN: February 2

PARTNERS: MiAmbiente + ARAP + ACP

WHERE: **Suriname/Guianya or Saint Vincent**

WHEN: Late February / Early March

PARTNERS: CRFM

WHERE: **Haiti, Cuba**

WHEN: TBD

PARTNER: Corredor Biológico del Caribe

# The BIG FISH HUB

**Official Launch:** June 3rd, 2024

**Data Period:** 17 months

**Event Count:** 38,084 visits

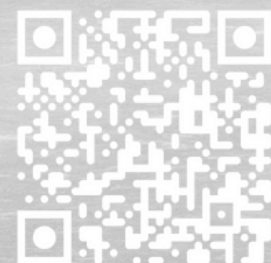
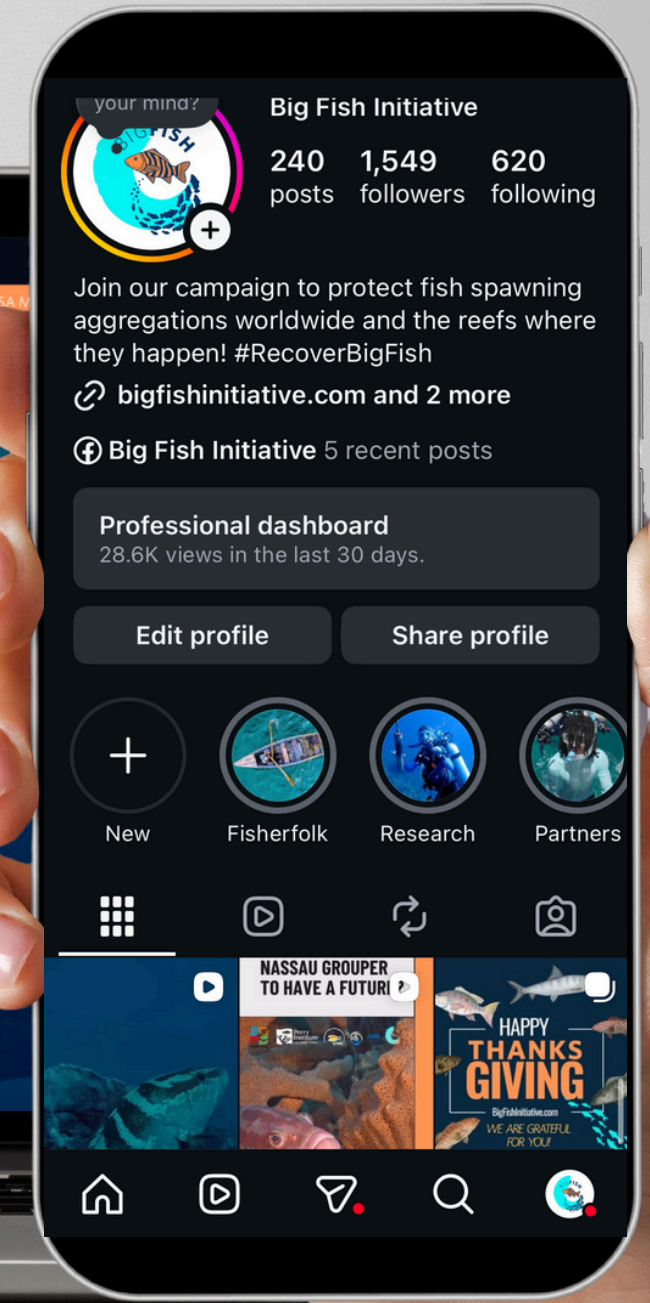
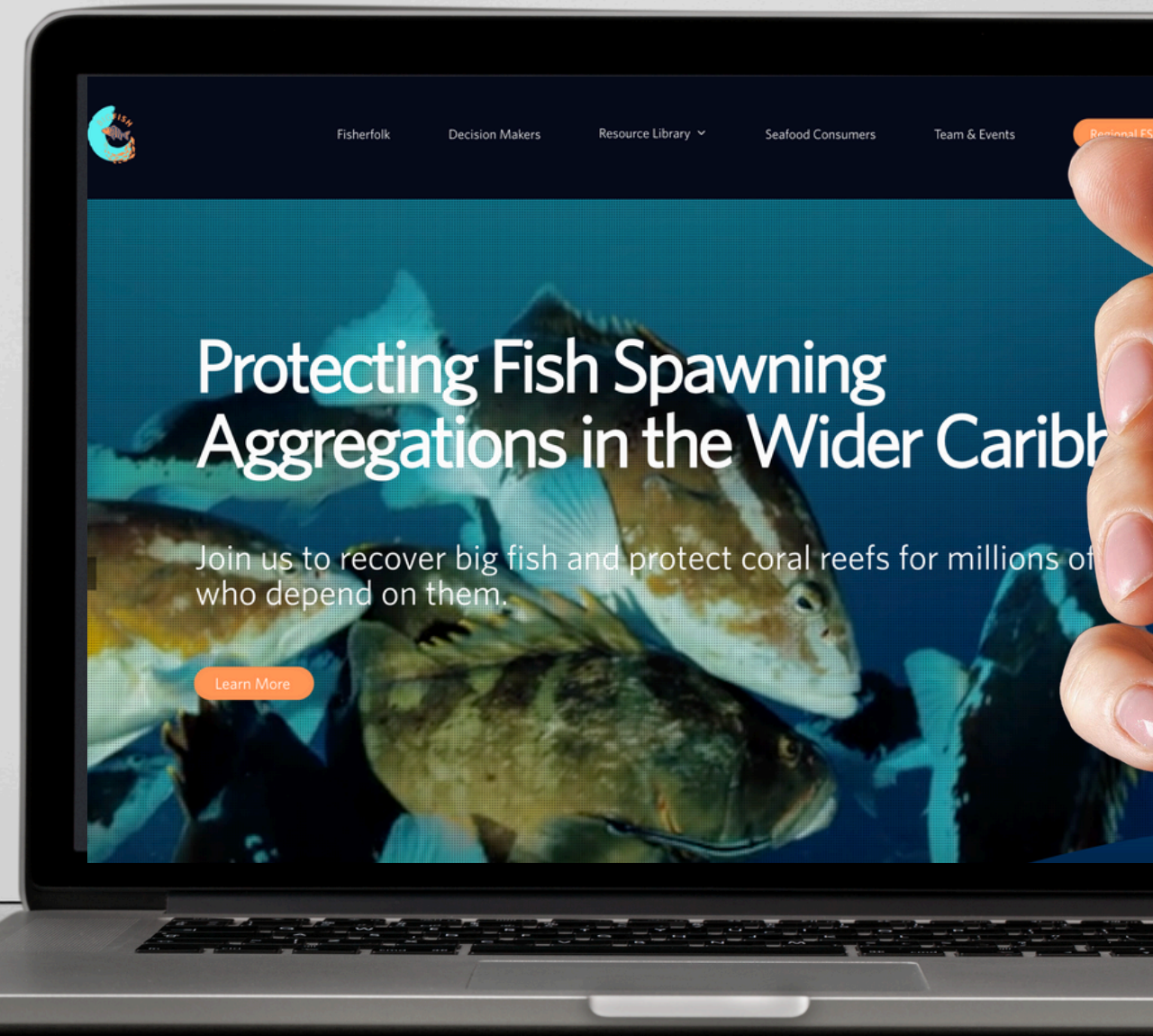
**Total Active Users:** 3,500 people

9%

Month over  
Month **Growth**  
of Active Users

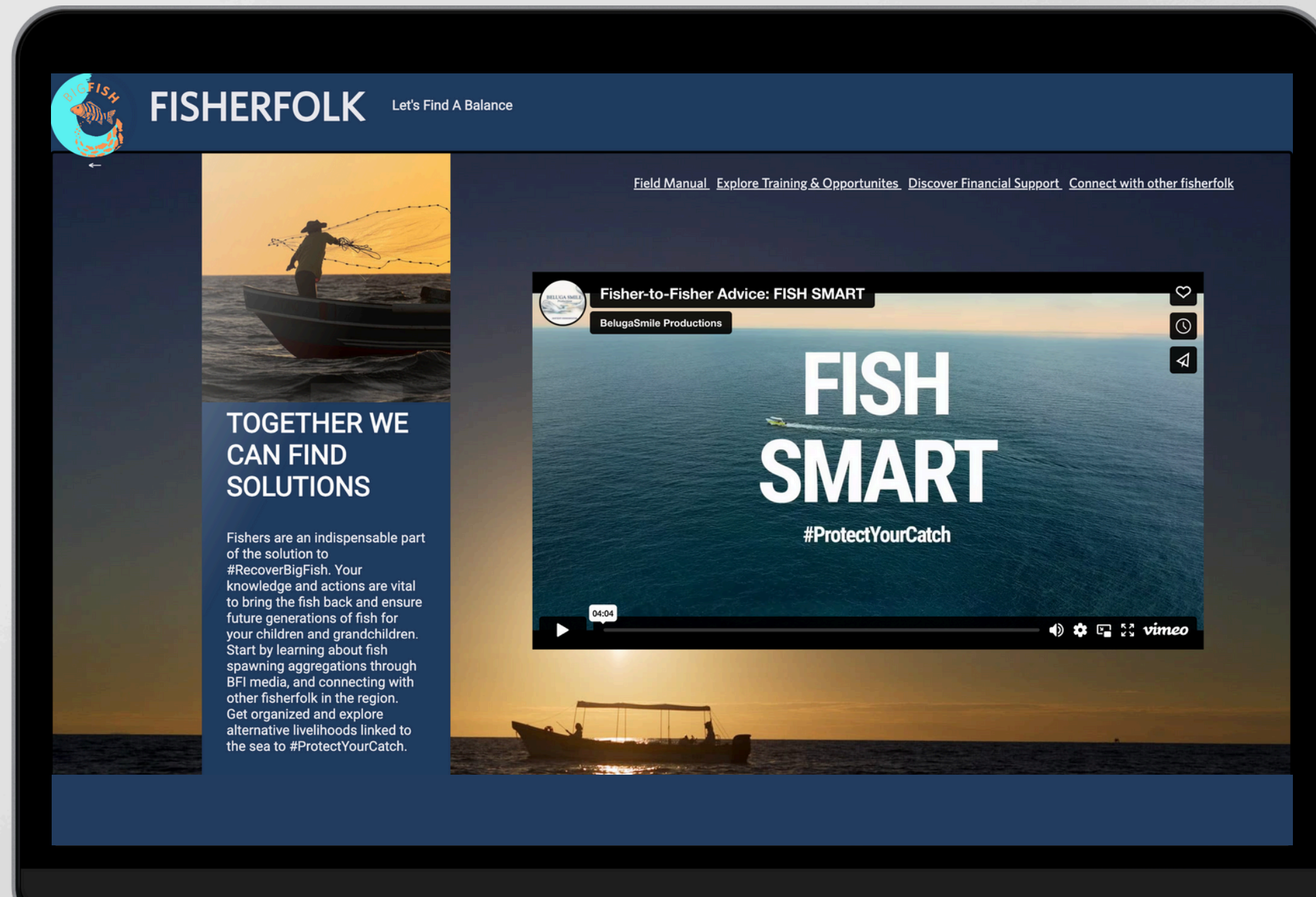
## BigFishInitiative.com

- Sections for 3 target audiences
- **Resource Library:** free downloads of management plans, videos, podcasts, PSAs, recipes, papers monitoring protocols, cartoons..
- Regulations per Species/Country
- Big Fish Protection Network



[www.bigfishinitiative.com](http://www.bigfishinitiative.com)

# BIG FISH HUB



## FISHERFOLK

### Key Features

1. Short films with Calls to Action
2. Field manual to identify species
3. Alternative livelihoods
4. Training opportunities
5. Funding opportunities
6. Fisherfolk Network
7. Best Practices (incl. Salvapeje)
8. Big Fish Protection Network

[www.bigfishinitiative.com](http://www.bigfishinitiative.com)



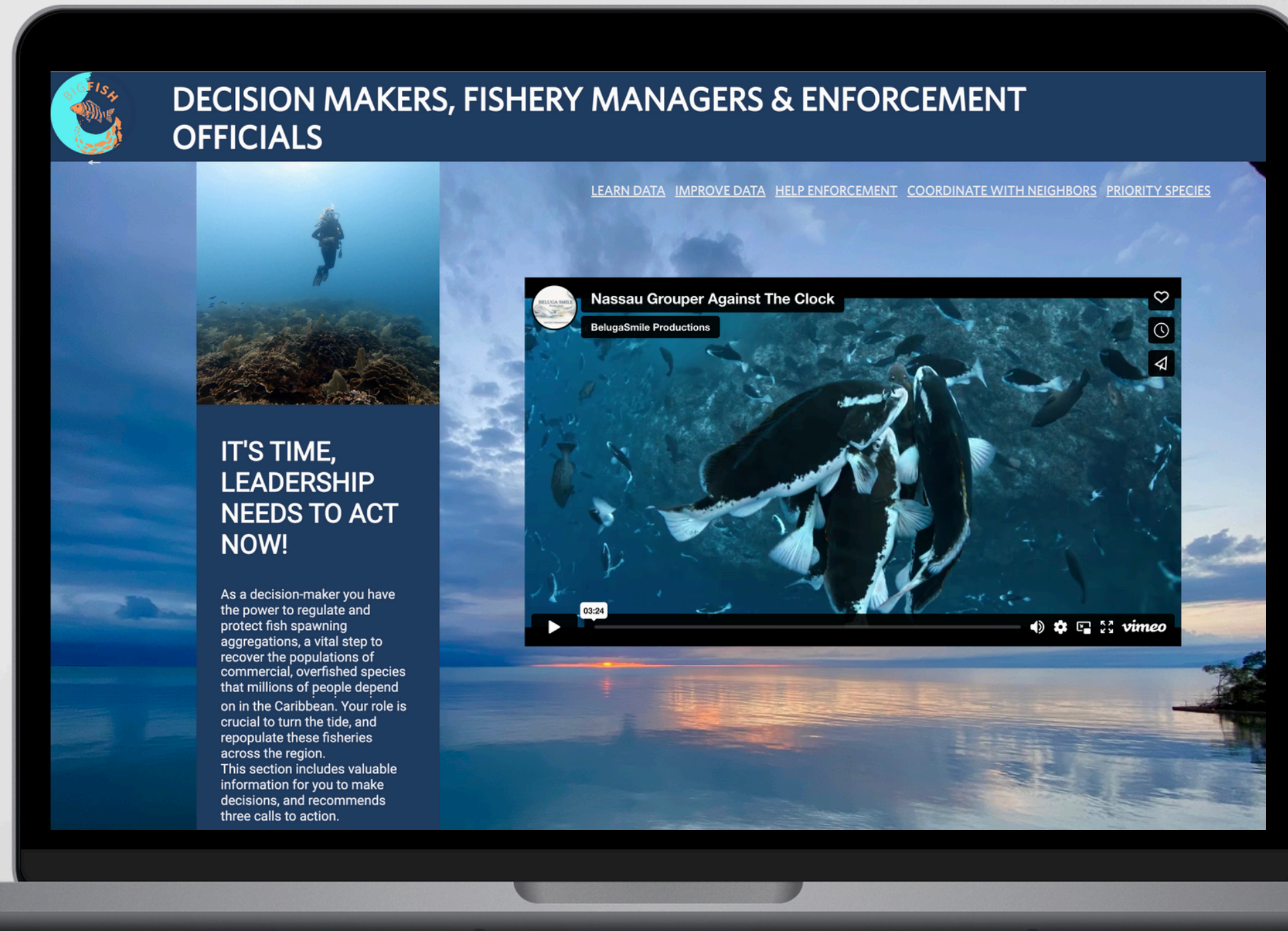
# BIG FISH HUB



## DECISION MAKERS

### Key Features

1. Short films with Call to Action.
2. Existing regulations by country: Help us complete existing data.
3. Guides to Promote Closures & Support Enforcement.
4. Fisheries Departments Network to facilitate coordination with neighbors.
5. Big Fish Protection Network.



[www.bigfishinitiative.com](http://www.bigfishinitiative.com)



# BIG FISH HUB



## SEAFOOD CONSUMERS

### Key Features

1. New Short film “Love is in The Water”
2. Learning about fish species
3. Travel Smart tips
4. Alternative Species to Consume

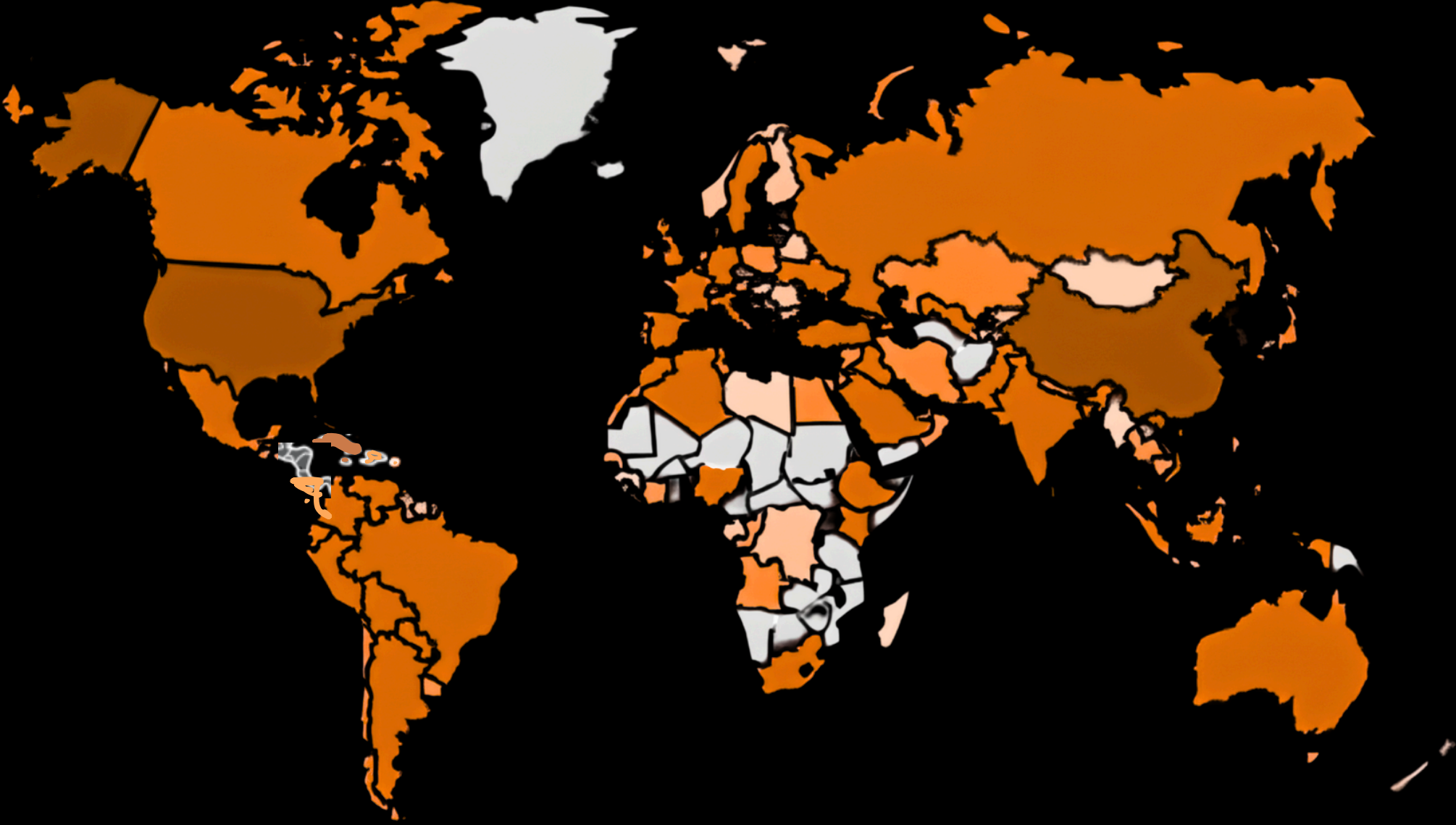


[www.bigfishinitiative.com](http://www.bigfishinitiative.com)



# Where are Our Users located?

2025

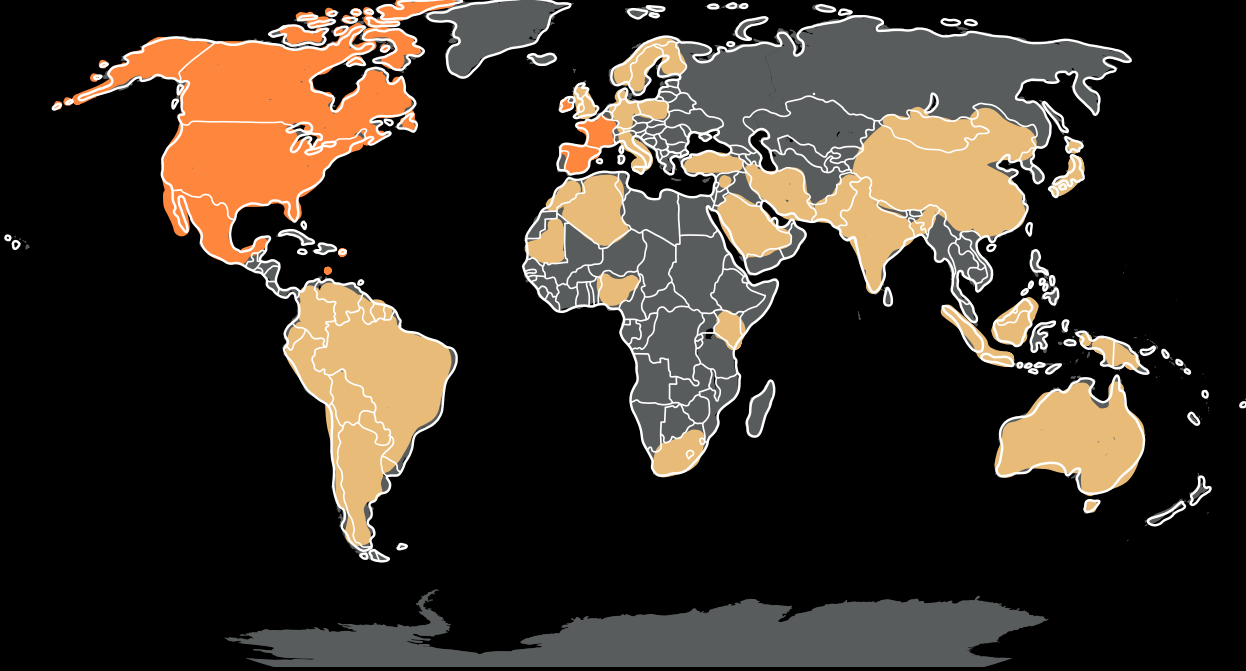


- Most Activity
- Some Activity
- Less Activity

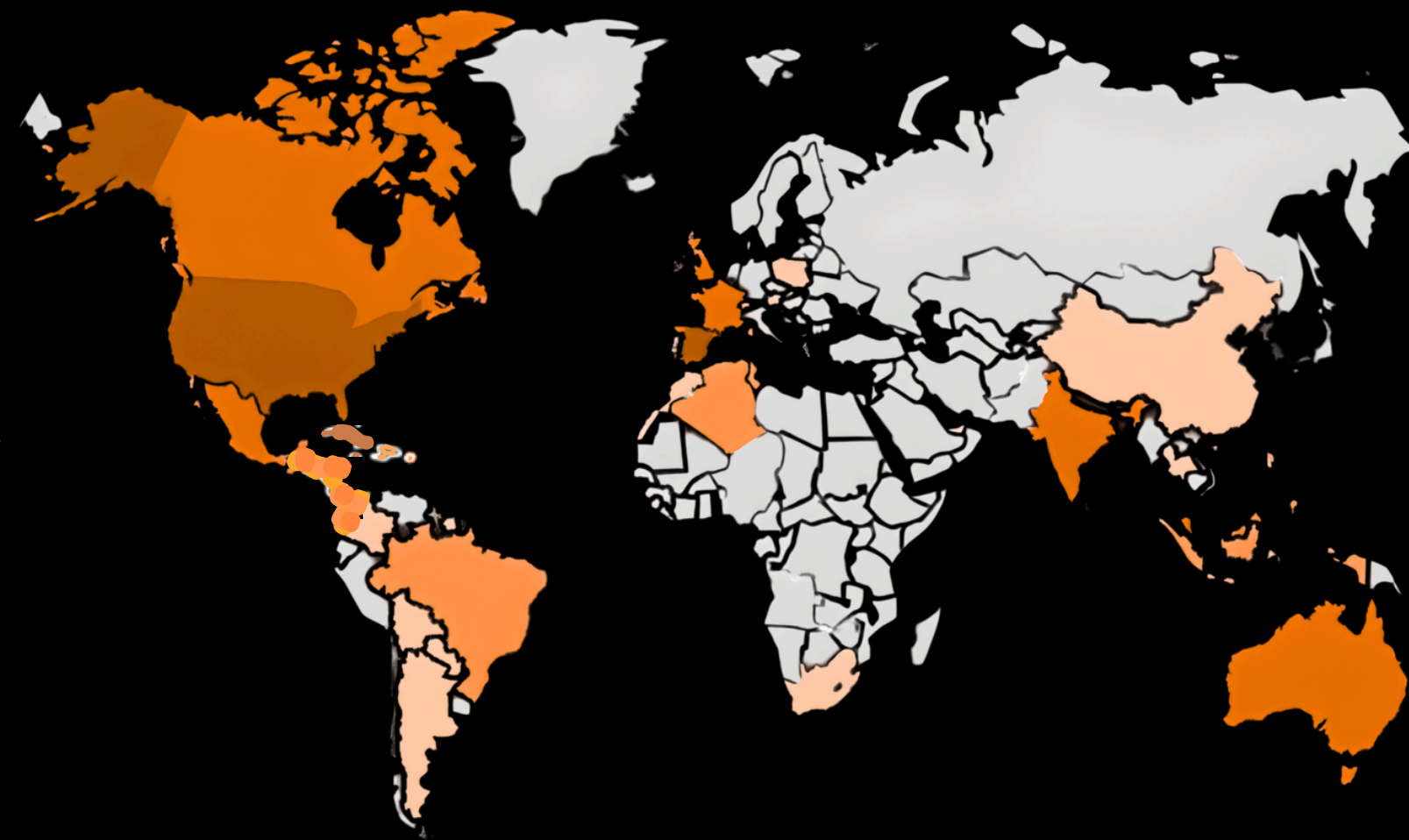
**Official Launch:** June 3rd, 2024  
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**9%** Month over Month **Growth** of Active Users

2024

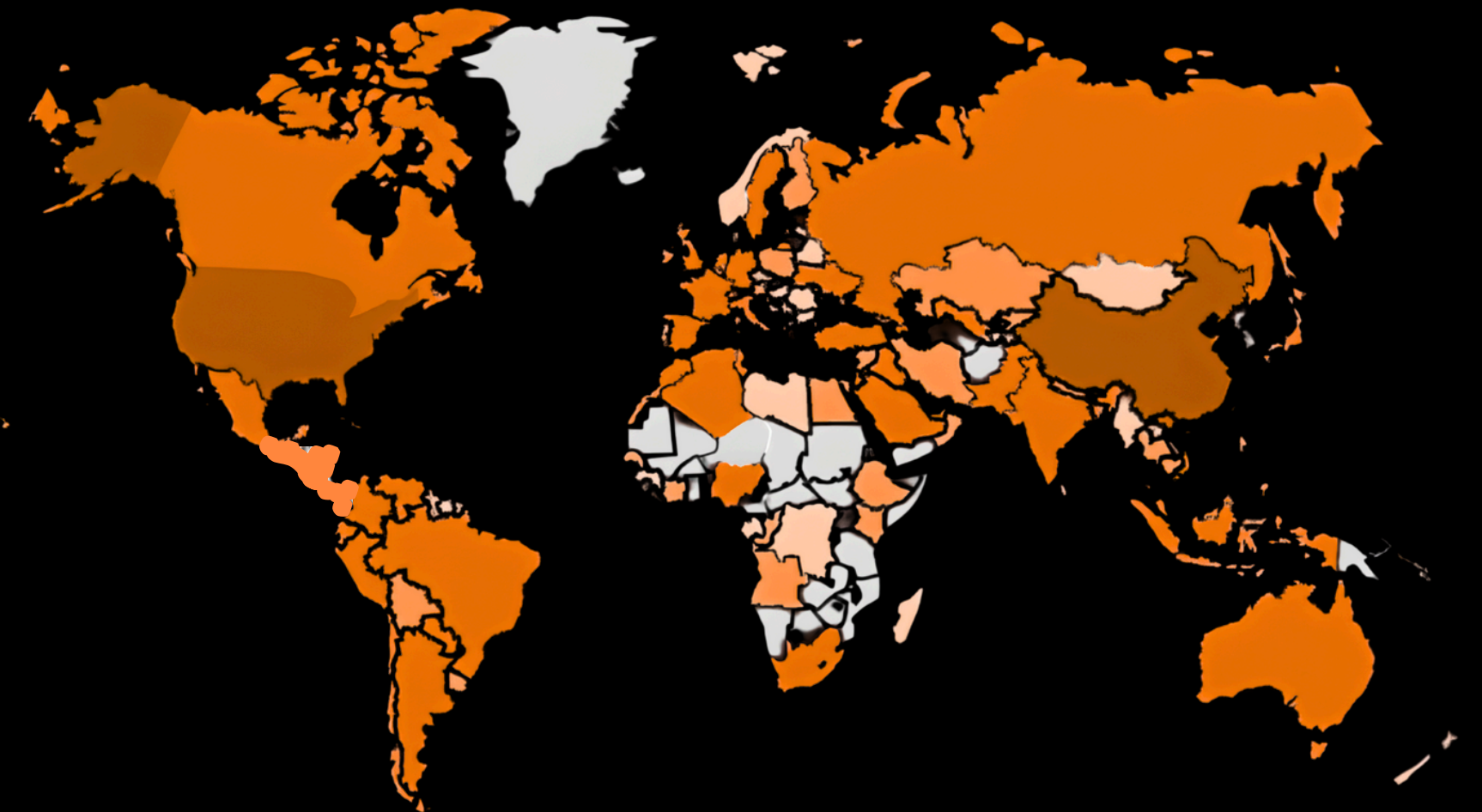


## Where are Returning Users located?



USA: 58 / Puerto Rico: 17 / Spain: 15 / Mexico: 14 /  
France: 6 / Bahamas: 5 / UK: 5

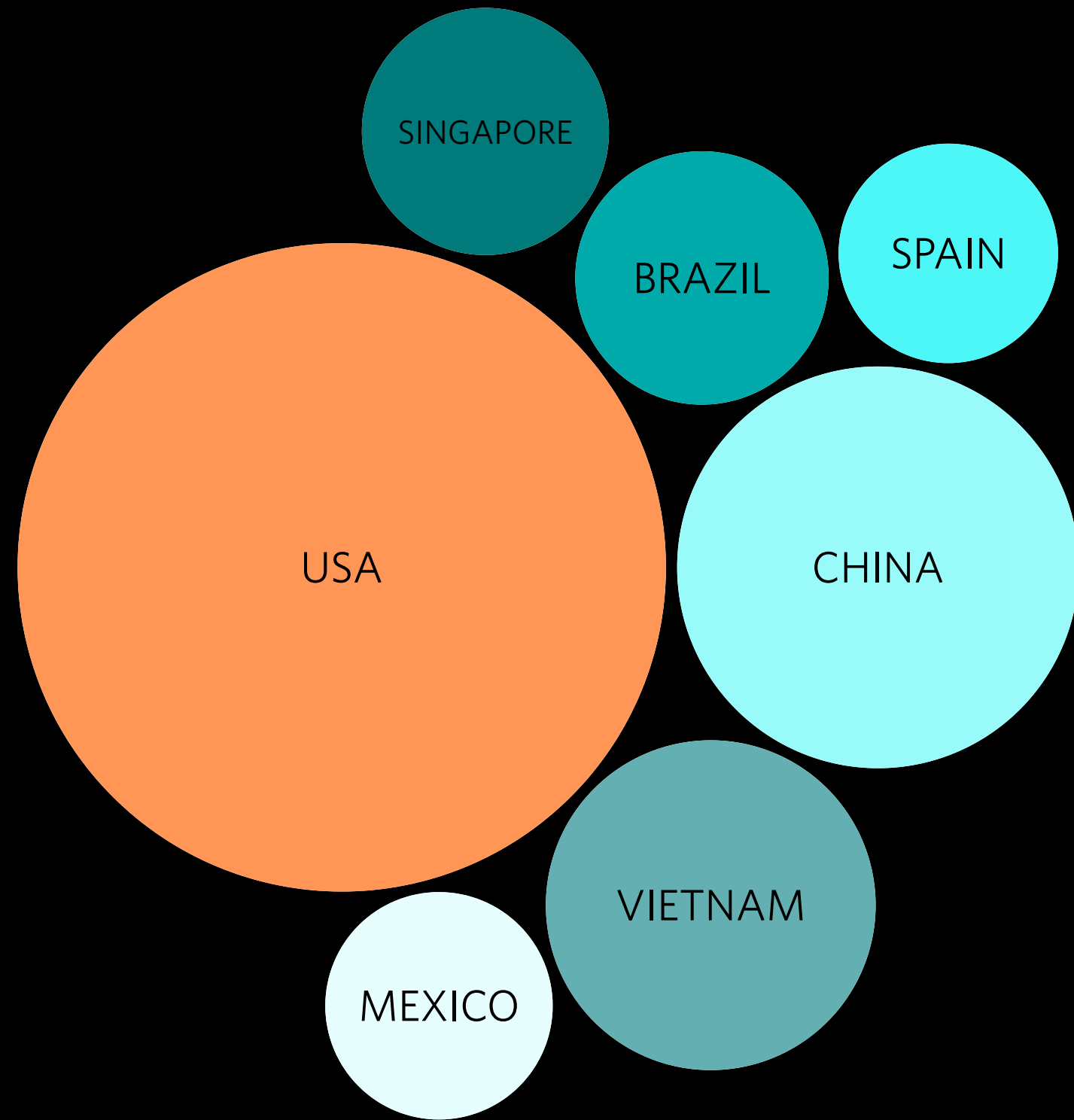
## Where are New Users located?



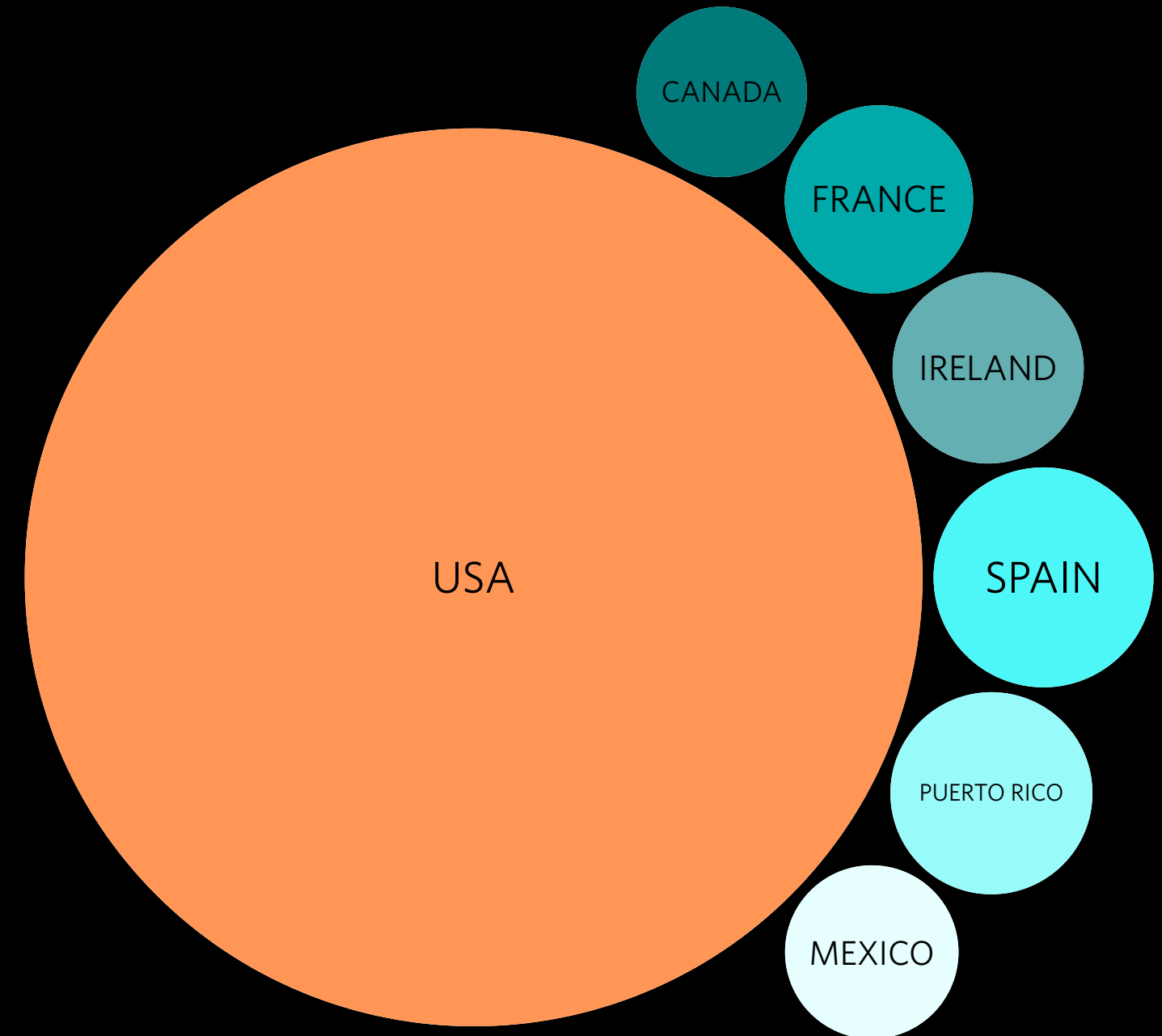
USA: 922 / China: 346 / Vietnam: 227 / Brazil: 126 /  
Mexico: 110 / Spain: 105 / Algeria: 101

- Most Activity
- Some Activity
- Less Activity

## New Users

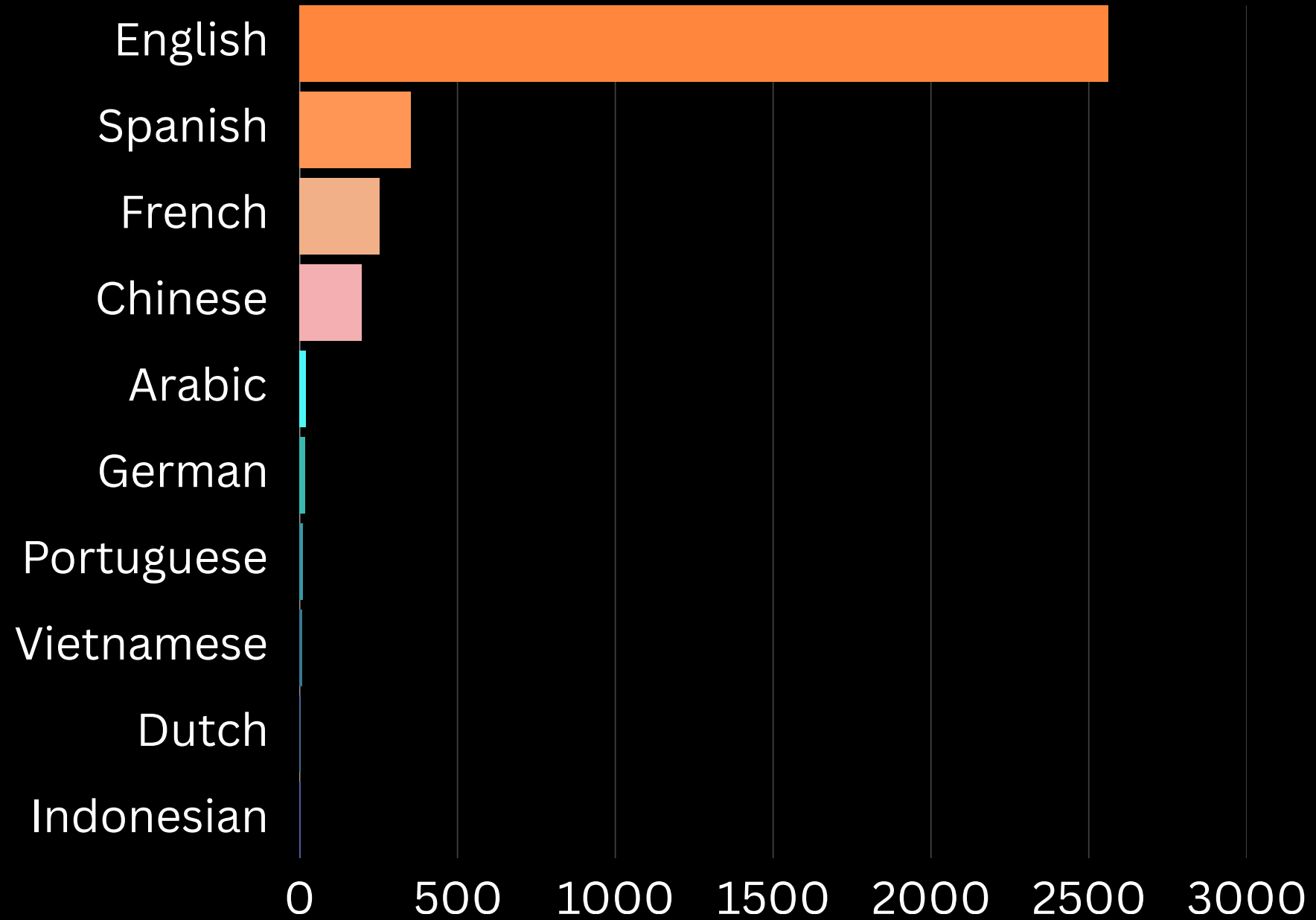


## Recurring Users

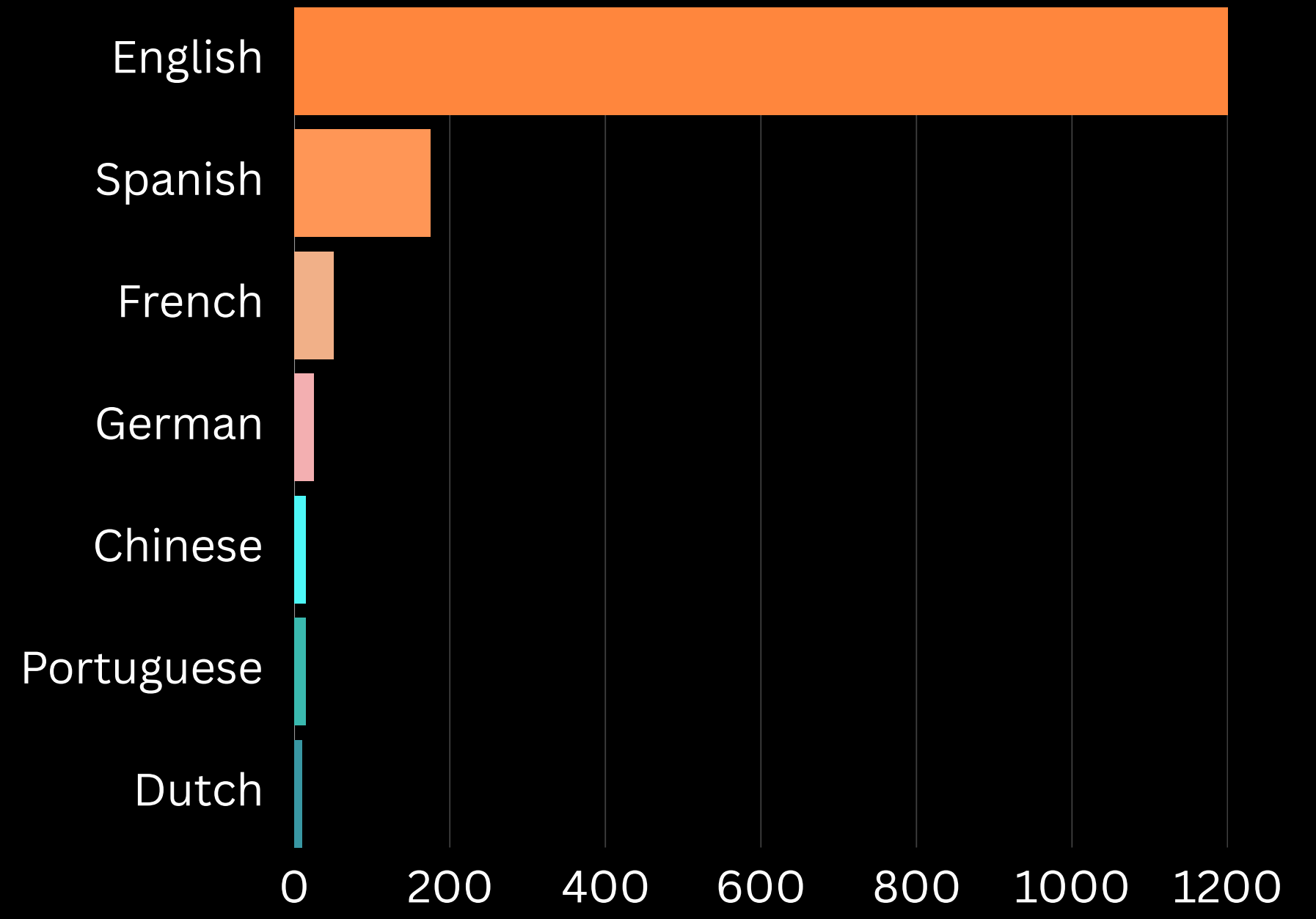


# What languages do Users speak?

2025



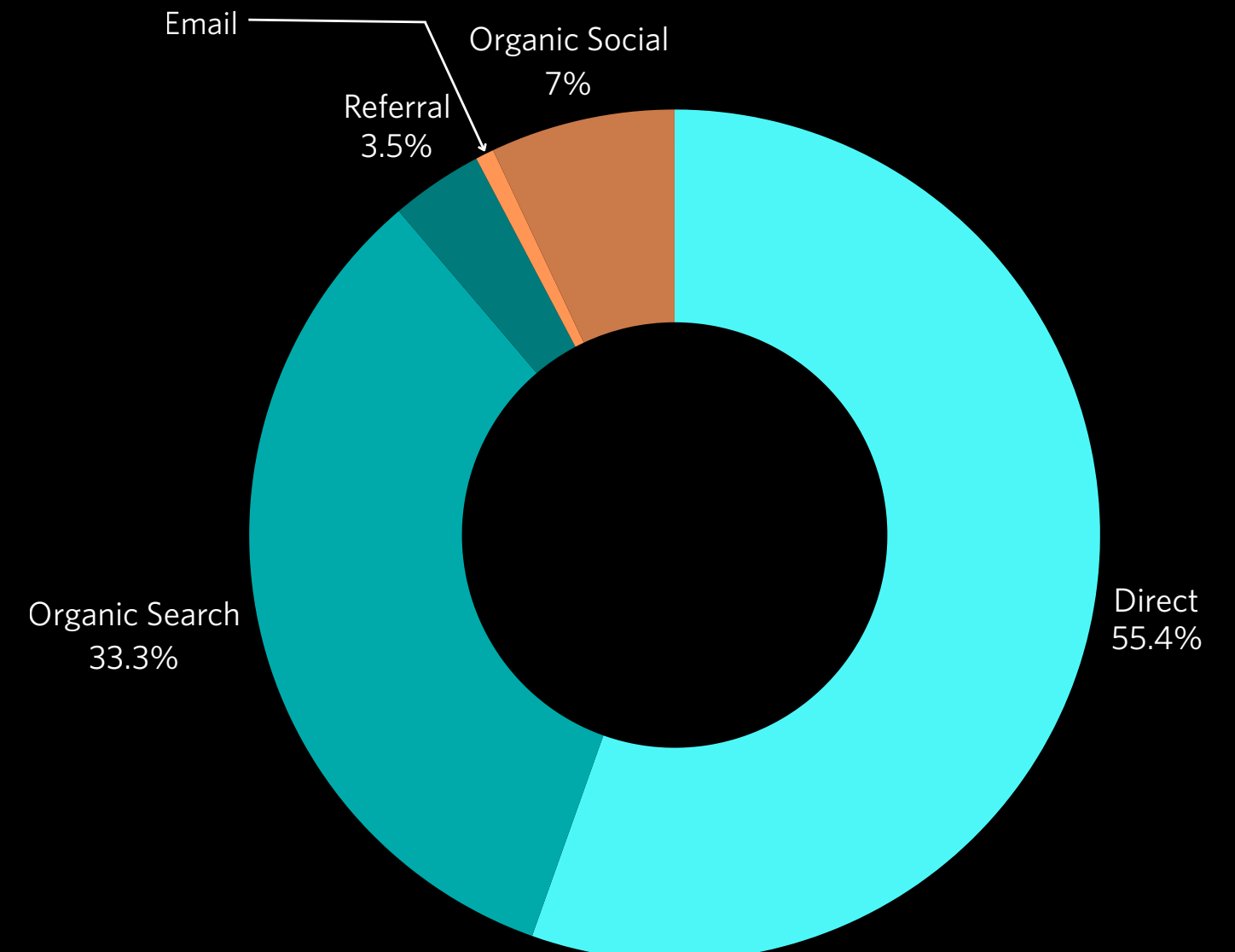
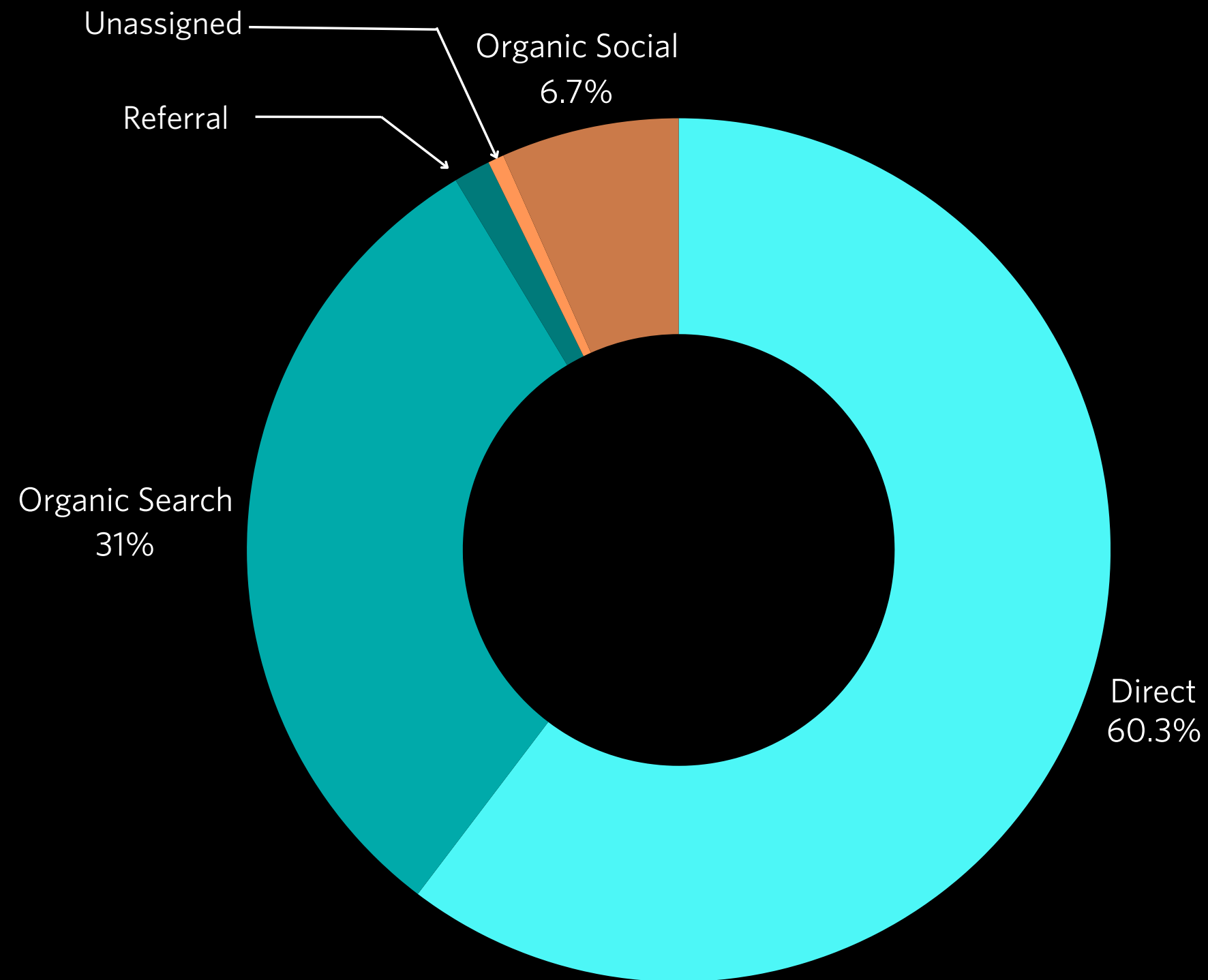
2024



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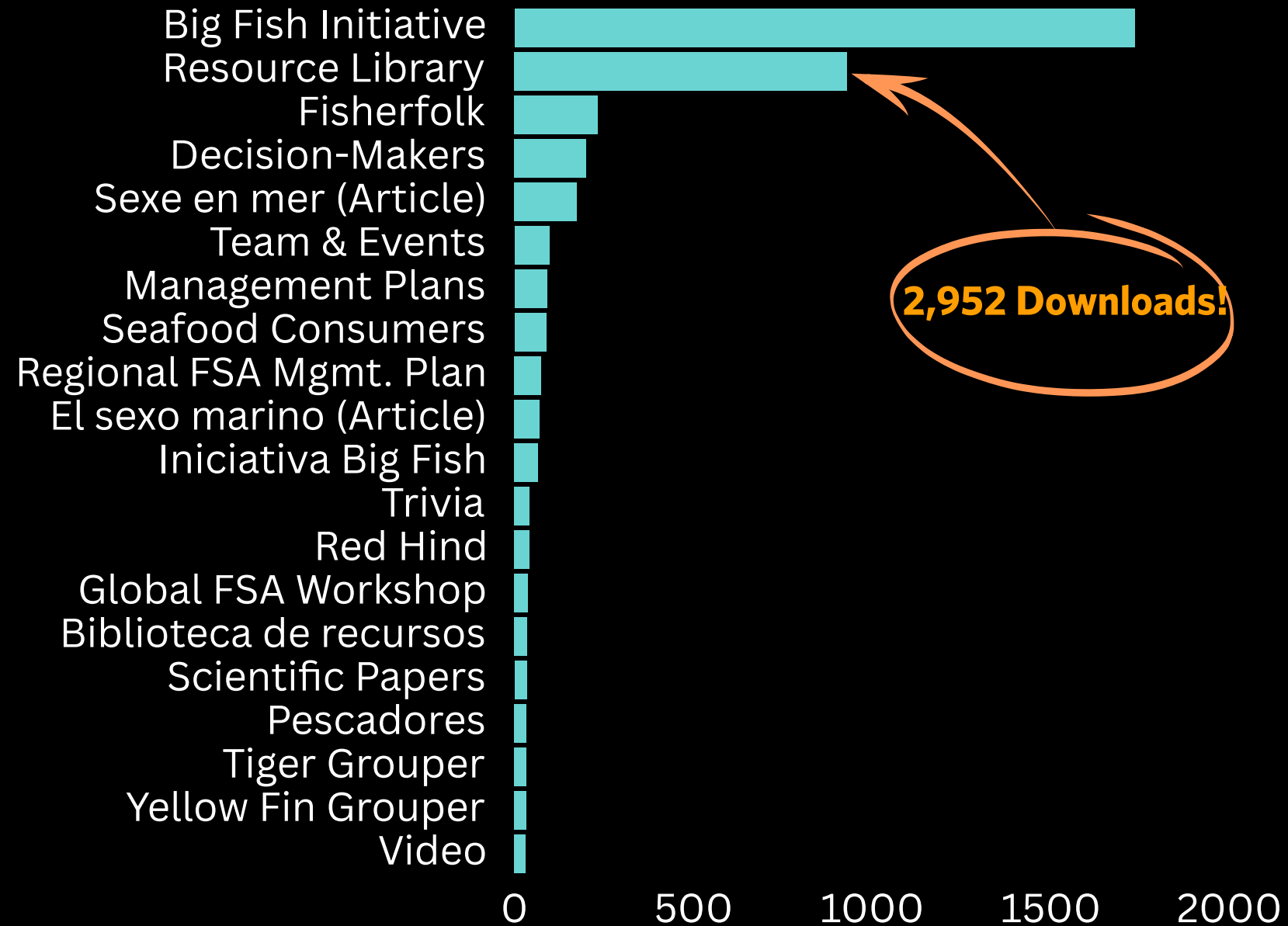
# How do Users find/get to the Hub?

**9%** Month over Month **Growth** of Active Users

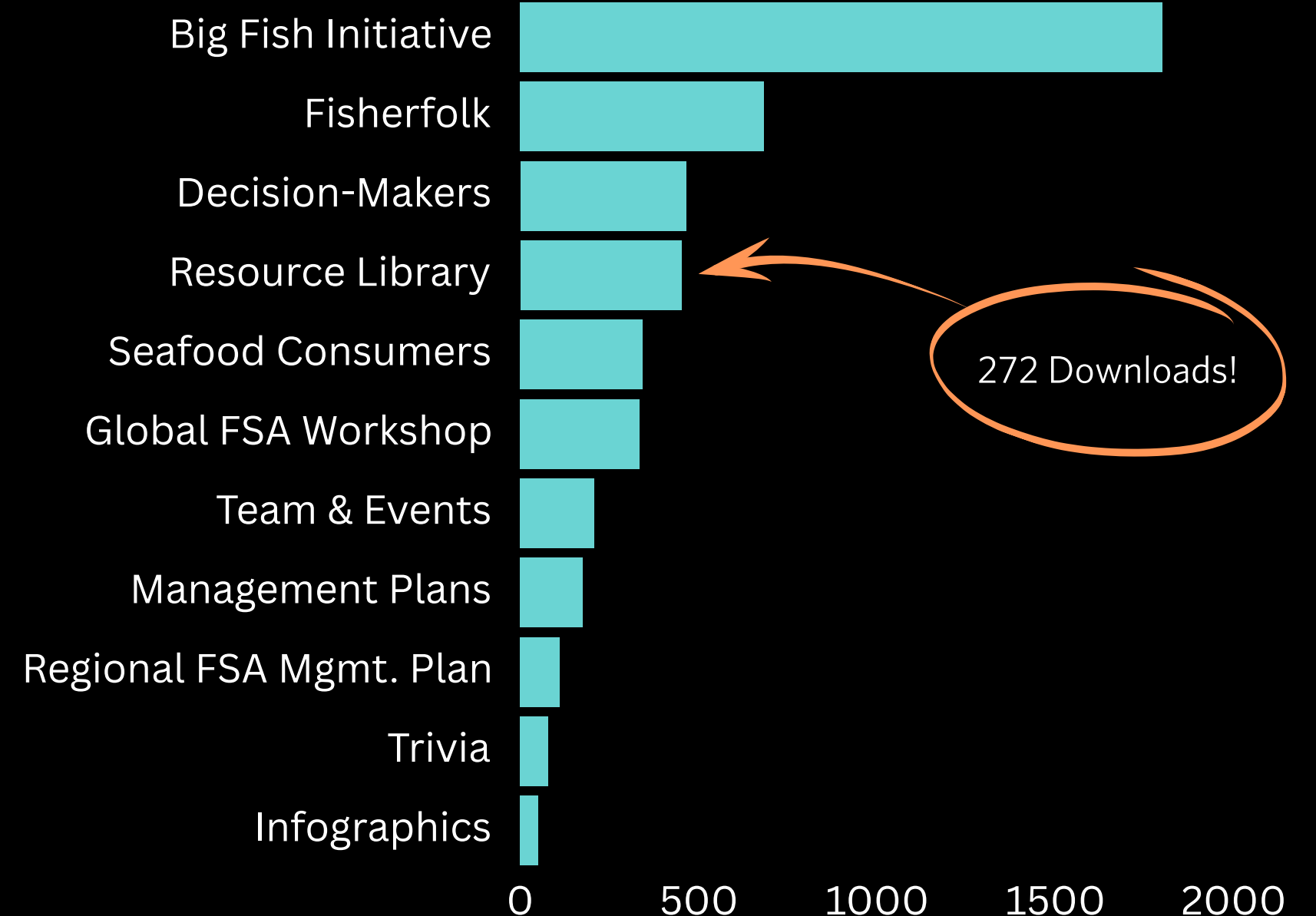


# How do Users interact with the Hub?

2025



2024

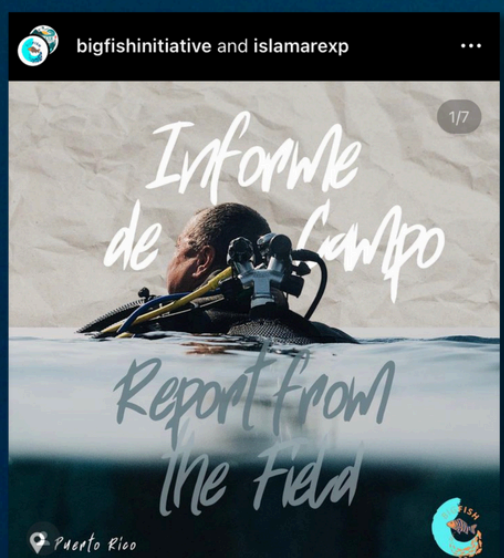


# SOCIAL MEDIA: Content, Audiences & Growth Highlights

## ENFORCEMENT SUCCESSES



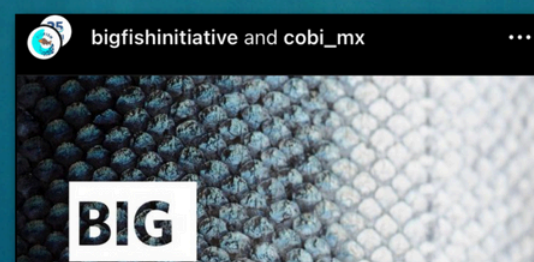
## REPORT FROM THE FIELD



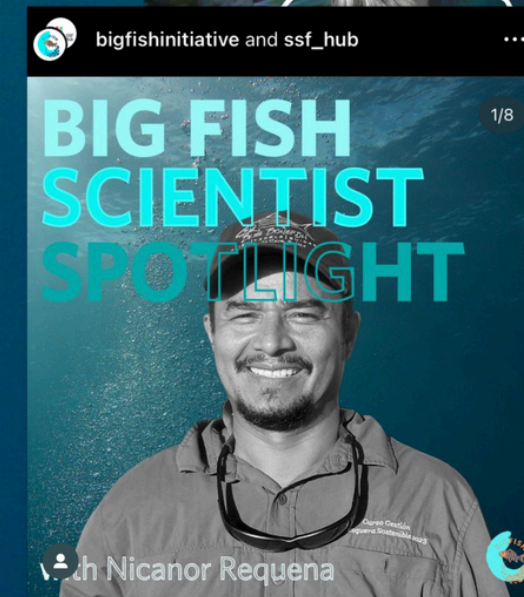
## FISHER HEROES



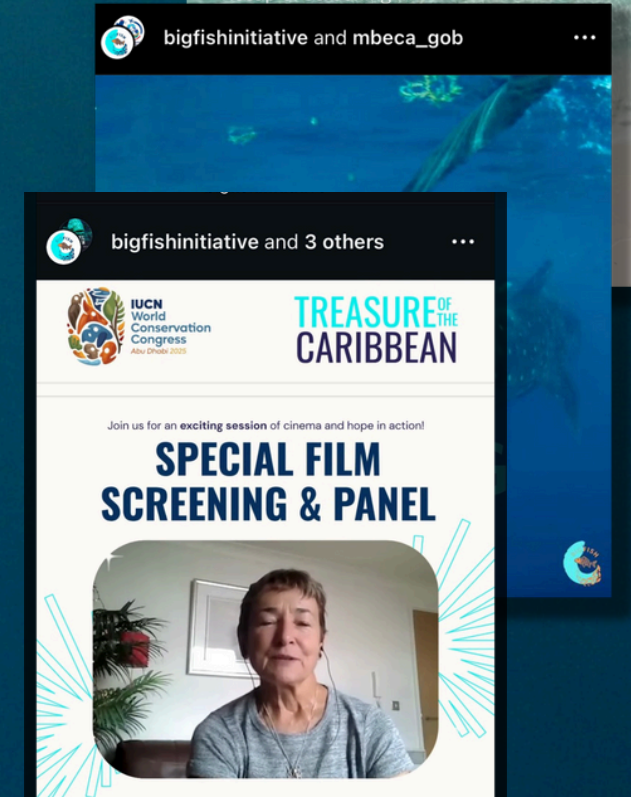
## BIG FISH SCIENCE



## SCIENTIST SPOTLIGHT



## BIG FISH EVENTS



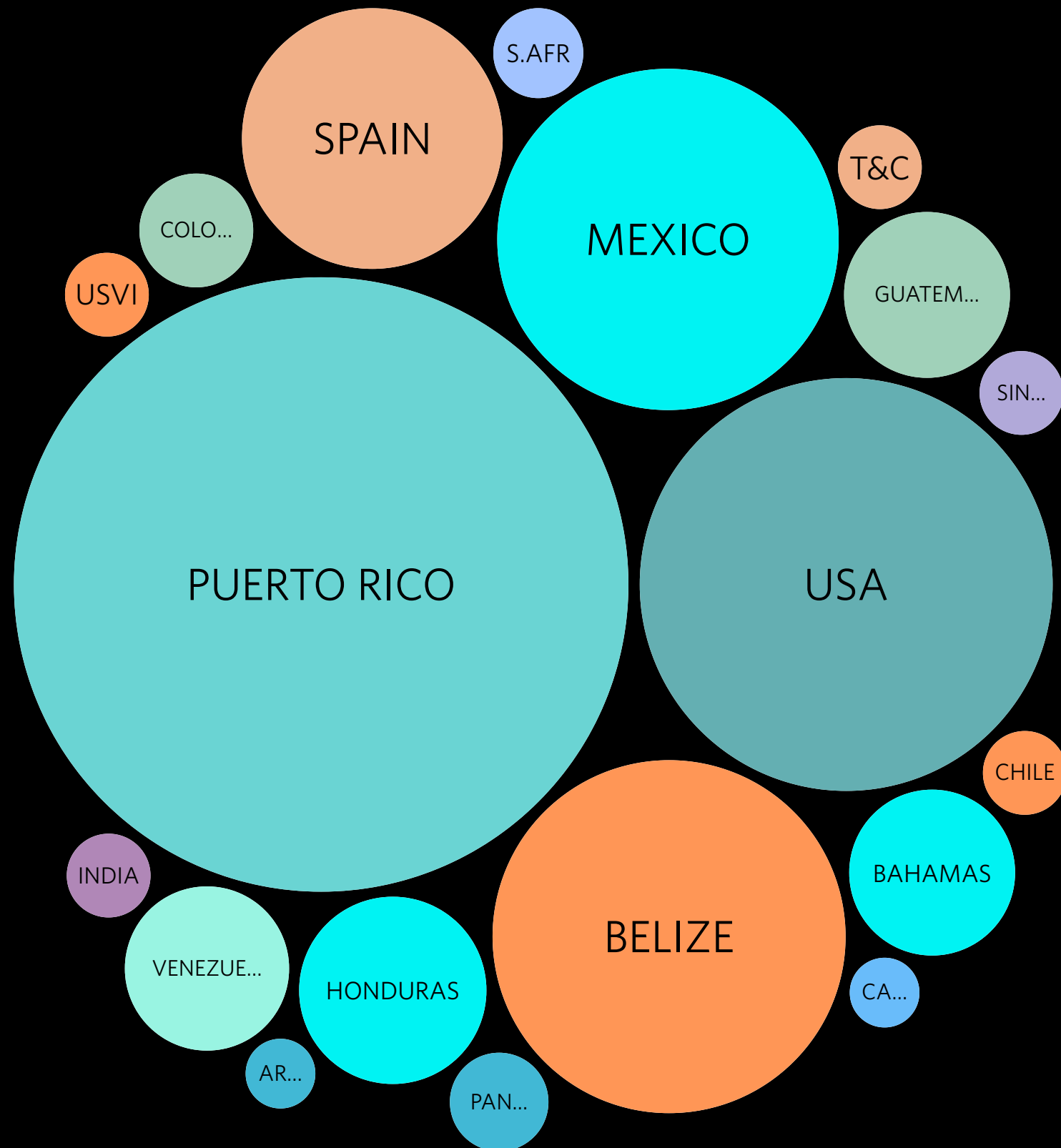


The collage consists of several overlapping social media posts from the account 'bigfishinitiative':

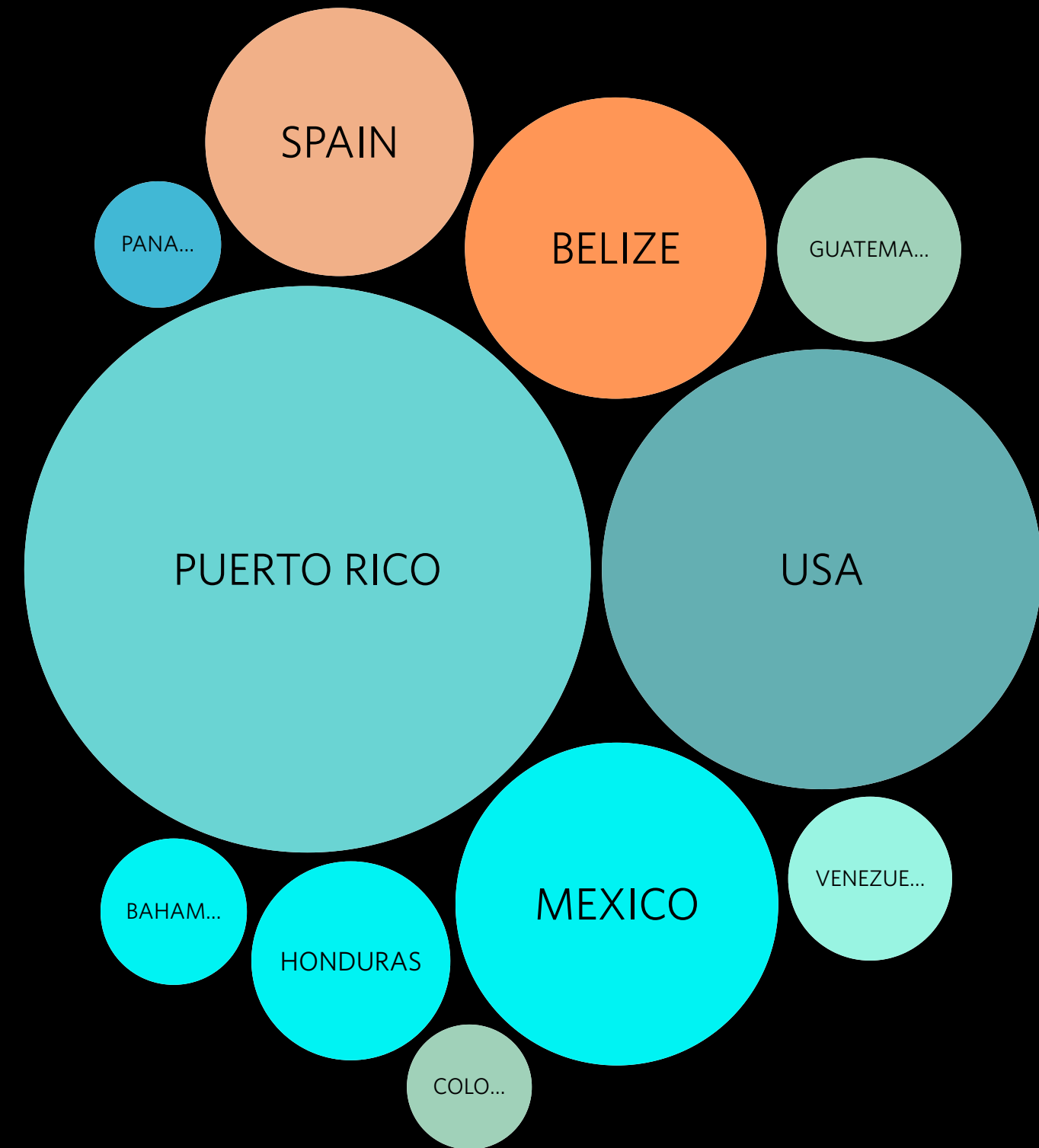
- Post 1 (Top Left):** A video post with the text "Informe de..." and a photo of a person in a scuba mask. Caption: "bigfishinitiative and islamarexp".
- Post 2 (Top Middle):** A video post titled "Can you identify the BAB FISH" with a photo of a fish. Caption: "bigfishinitiative and caribbe...".
- Post 3 (Top Right):** A video post titled "MUTTON SNAPPER" with a photo of a fish. Caption: "bigfishinitiative".
- Post 4 (Middle Left):** A graphic titled "LIFE CYCLE OF NASSAU GROUPER" showing various stages of the fish's life. Caption: "bigfishinitiative".
- Post 5 (Middle Right):** A video post titled "FISHER FISHER" with the subtitle "ADVICE FROM THE SEA" and a photo of a woman. Caption: "bigfishinitiative and 2 others".
- Post 6 (Bottom Left):** A video post titled "TREASUR CARIBB" with a photo of divers underwater. It includes a "WILD OCEANS FILMFEST" logo and award text. Caption: "bigfishinitiative and 2 others".
- Post 7 (Bottom Middle):** A video post titled "FISHERIES MANAGERS" with a photo of two people on a boat. Caption: "bigfishinitiative and 2 others".
- Post 8 (Bottom Right):** A video post titled "ON THE CAYMAN CROWN REEF" with a photo of a coral reef. Caption: "and healthyr...".

# SOCIAL MEDIA: Follower Distribution by Country (all platforms)

2025



2024

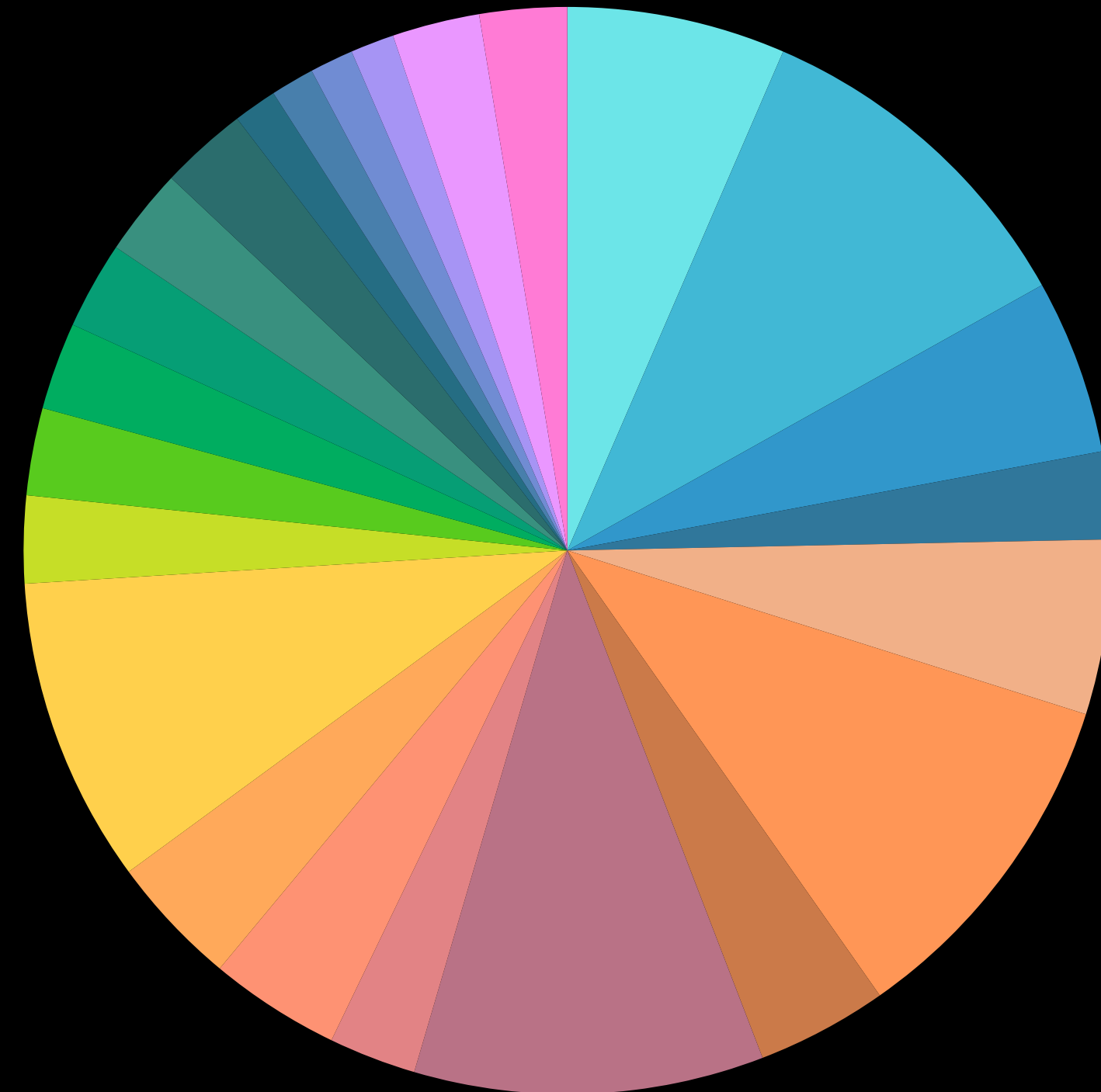


# Our **SOCIAL MEDIA** Community: Other countries

## OTHER IG & FB FOLLOWERS ARE IN:

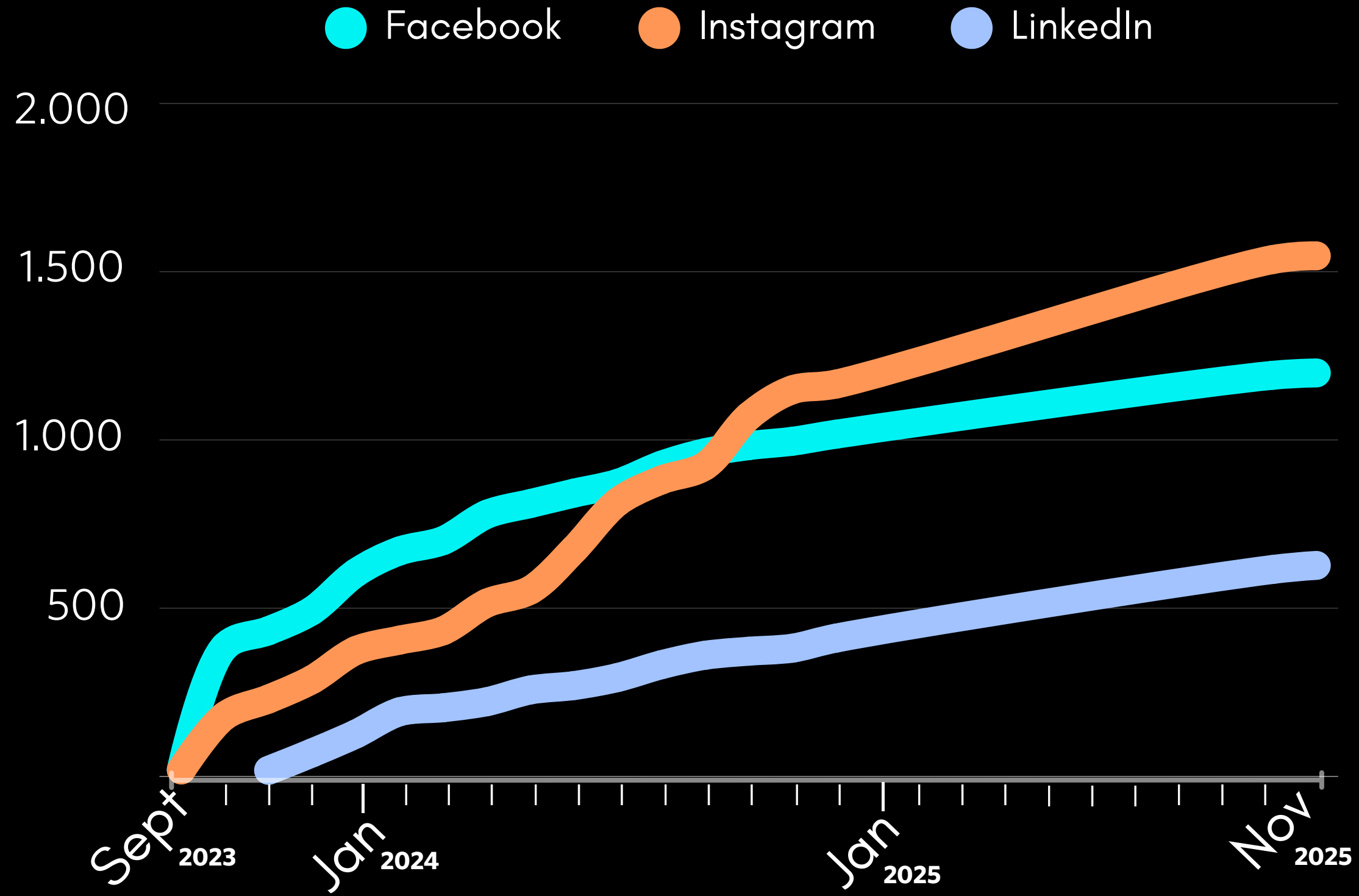
HAITI, PHILIPPINES, BRAZIL, TRINIDAD AND TOBAGO, SOUTH AFRICA, POLAND, CANADA, COSTA RICA, ITALY, AUSTRALIA, UK, DOMINICAN REPUBLIC, ICELAND, DENMARK, COOK ISLANDS, BELGIUM, GREECE, KENYA, GERMANY, ARGENTINA, SCOTLAND, PAKISTAN, UNITED ARAB EMIRATES, GRENADA, BANGLADESH

## LINKEDIN



# SOCIAL MEDIA: Follower growth over lifetime of campaign.

Organic campaign

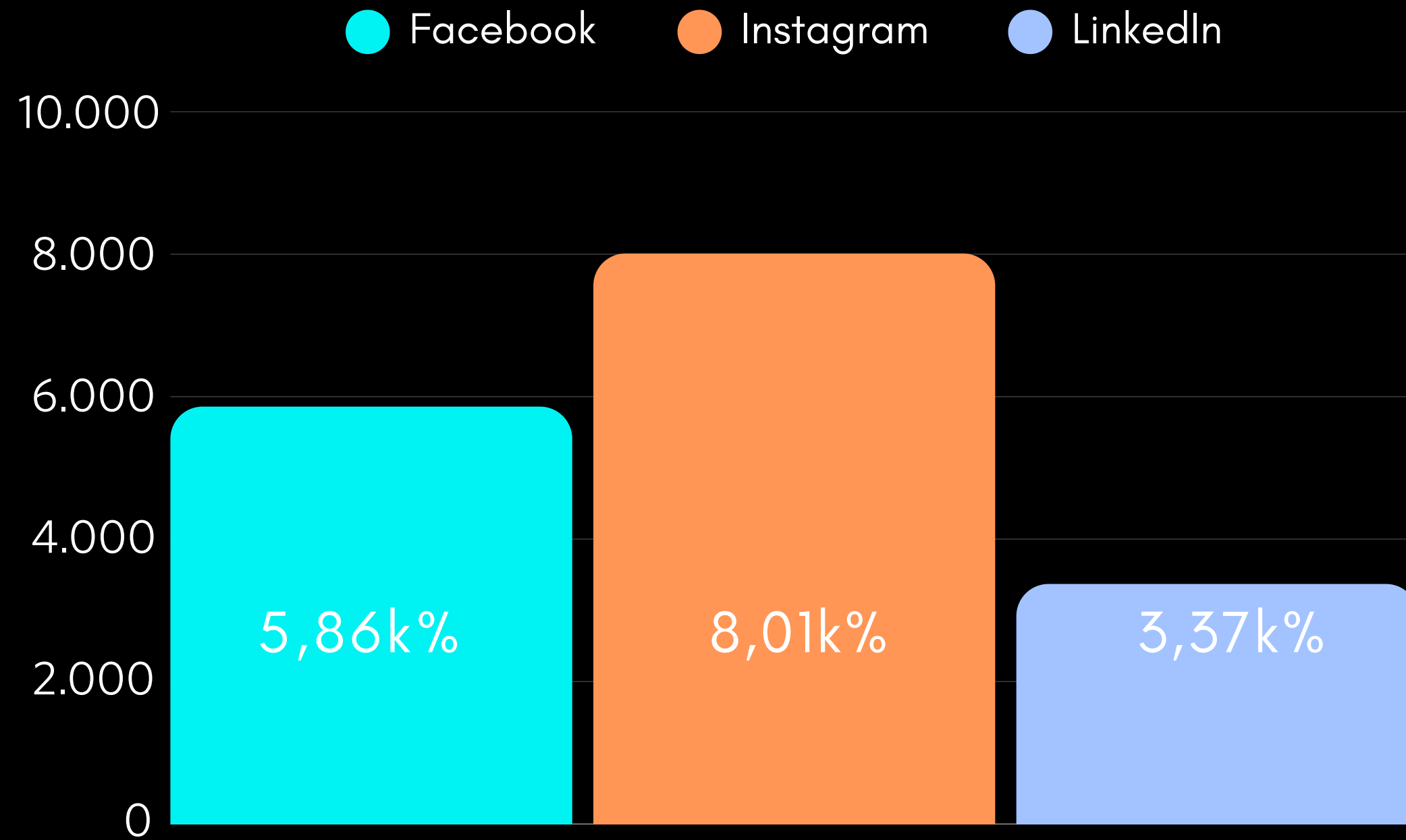


## Monthly Growth

<b>18,52%</b>	<b>20% (2024)</b>
<b>16,63%</b>	<b>16.5% (2024)</b>
<b>15,37%</b>	<b>41% (2024)</b>

Average Monthly growth rate for nonprofits:  
IG: 2,72%  
FB: 2,50%  
LINKEDIN: 2,09%

# SOCIAL MEDIA: Growth rate over lifetime of organic campaign.



# SOCIAL MEDIA: In the last 28 days

We have posted: **52** pieces of content

We have gained: **20** followers

We have had: **661** content interactions

**INSTAGRAM**

We have posted: **17** pieces of content

We have gained: **11** followers

We have had: **261** content interactions

**FACEBOOK**

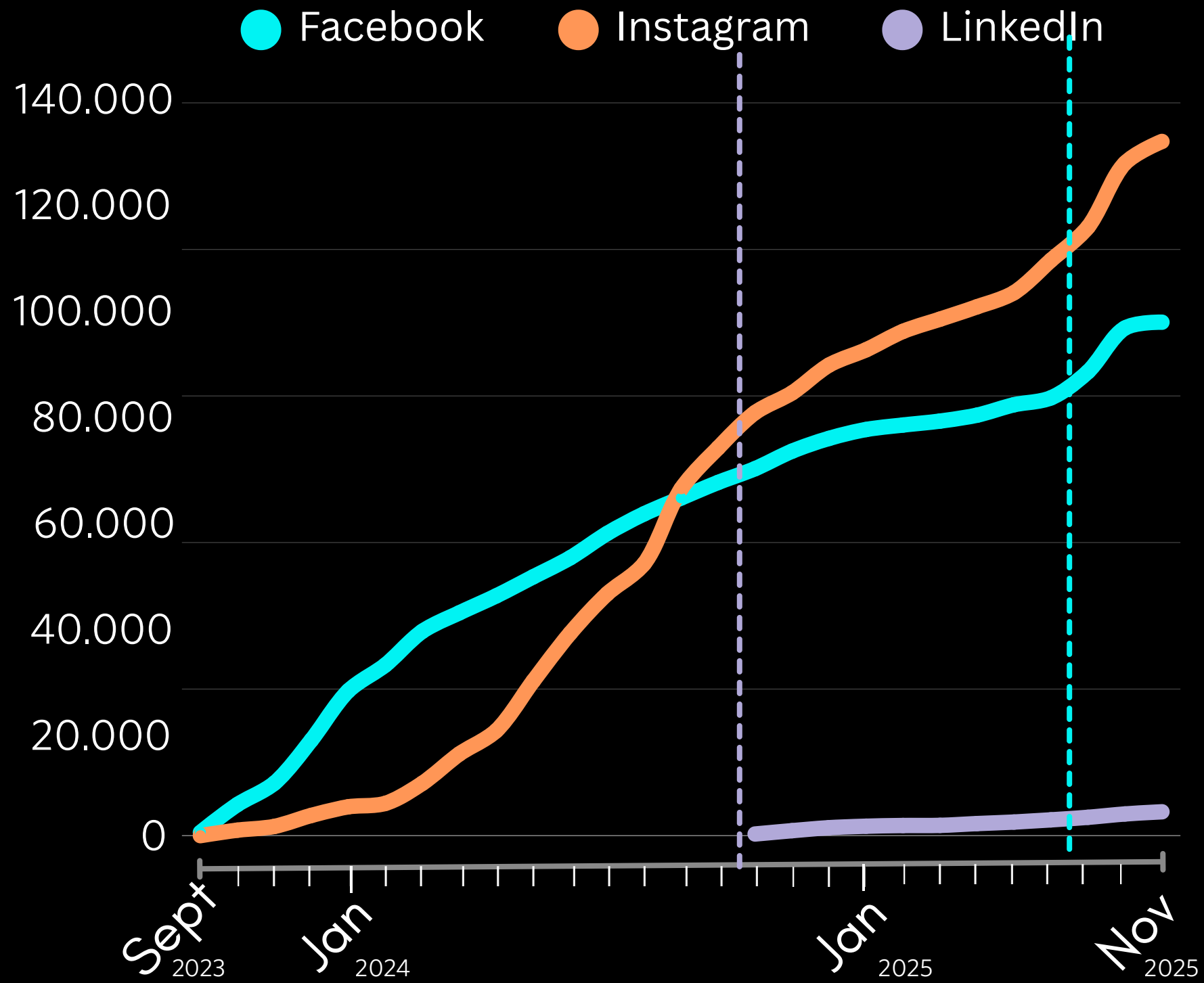
We have posted: **12** pieces of content

We have gained: **16** followers

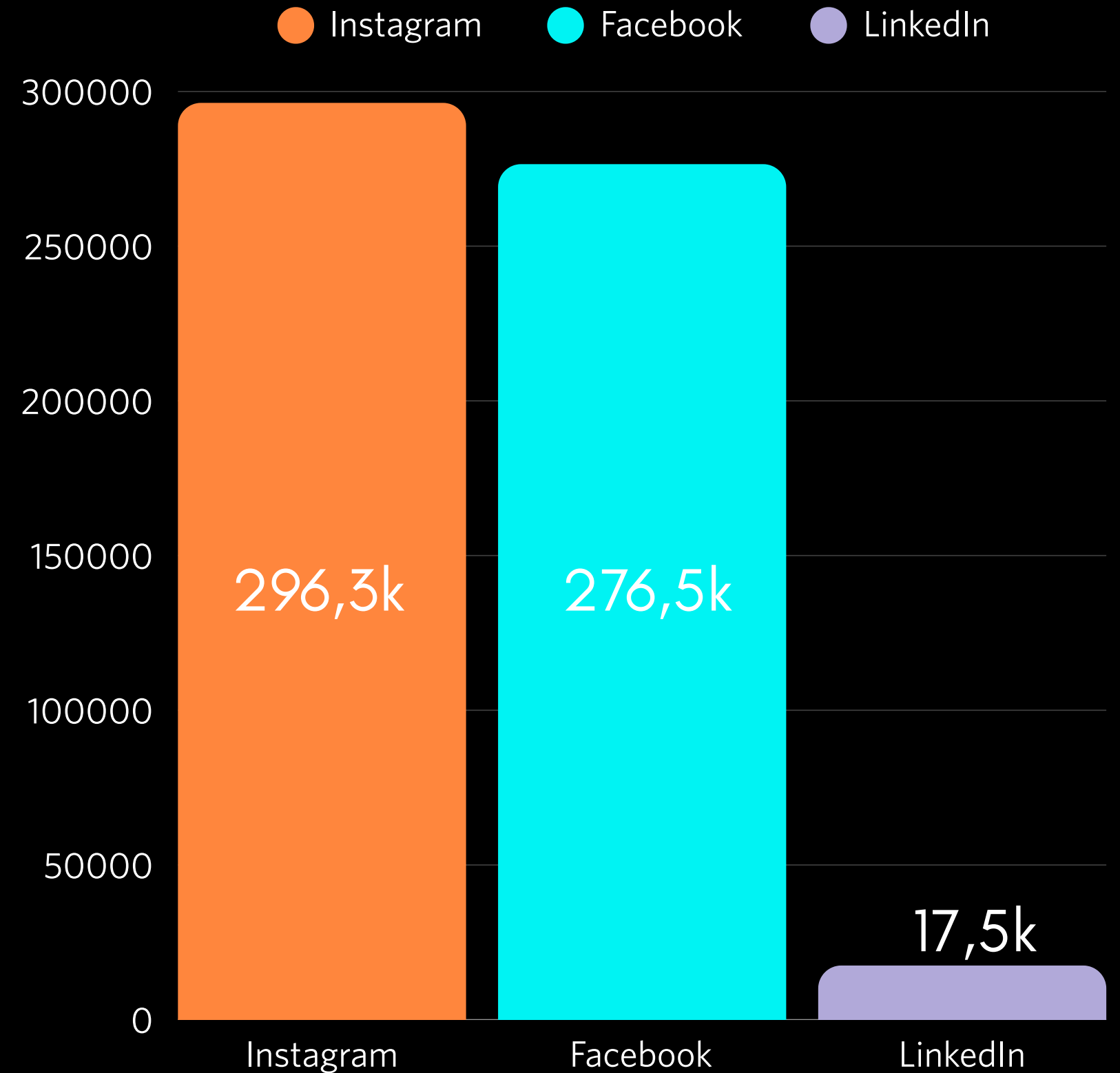
We have had: **92** content interactions

**LINKEDIN**

## Organic reach over lifetime of campaign.



## Views over lifetime of campaign.



Over the last 11 months, our monthly average Reach was:

IG: 7.336 people/month

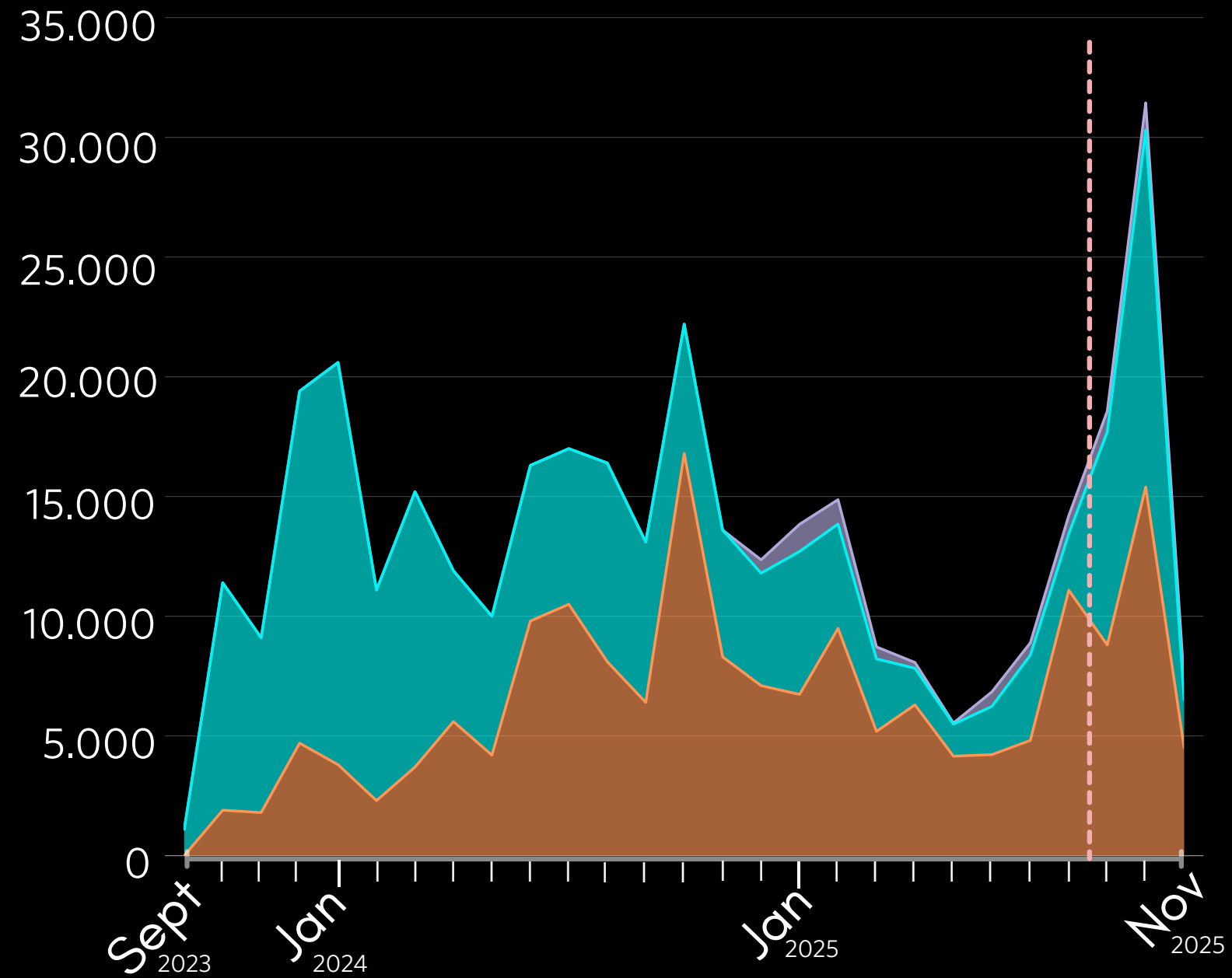
FB: 4.633 people/month

LinkedIn: 678 people/month

This means we are reaching our followers and more, new audience each month.

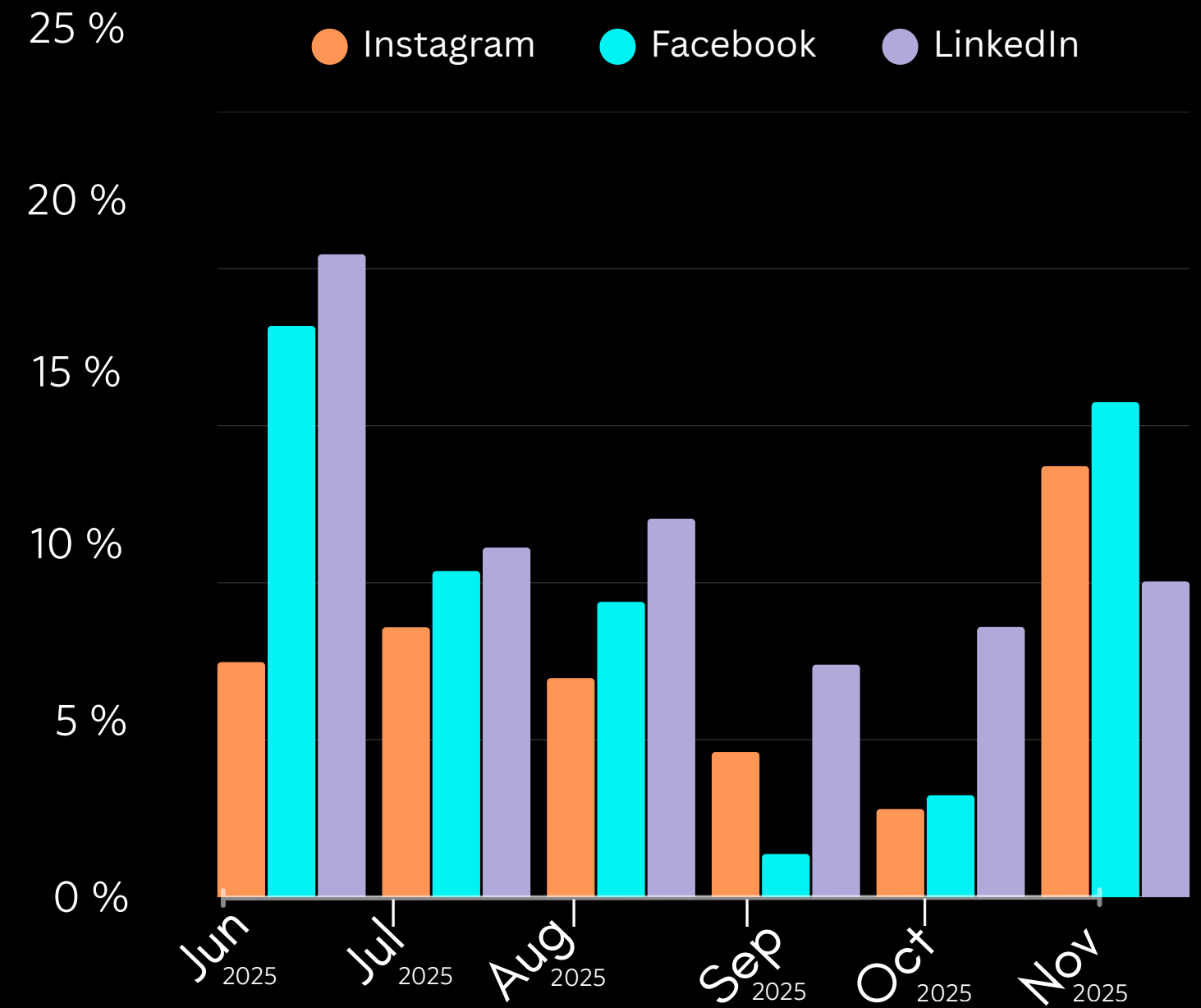
## Monthly Reach in 2025

Instagram Facebook LinkedIn



## Engagement Rate (%) for the last 6 months

Instagram Facebook LinkedIn





# SILVER WINNER

MEDIA IMPACT CAMPAIGN

Sustainability, Environment  
& Climate





**SILVER  
WINNER**  
Community  
Engagement

Sustainability, Environment  
& Climate

**ANTHEM  
AWARDS**

# CAMPAIGN GOALS: What have we achieved?

①

Connect the US Caribbean with the region and the global community of fishers, governments, scientists, and other stakeholders around a common message and solid knowledge (TK+SK) on FSA and the sustainably manage of reef fish species with an ecosystemi approach.

②

Serve the RFSAMP and other in-country proposed regulations to protect the reproduction of commercial fish species by reaching managers, decision-makers, fishers, and other stakeholders working to protect FSAs.

③

Facilitate the on-the-ground and online knowledge exchange (FK + SK) of Resilient Fisheries among communities, managers, and scientists to advance locally-driven decision making and participation, promoting MPA and OECCM that protect FSAs.



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1



2

**Protection for The Cayman Crown and its FSAs in Guatemala and Belize.** Better **legislation in Honduras** that protects some species of groupers and FSAs.

3

Based on partners numbers and our own analytics/metrics, we have reached **6 Million people** through our Long form & short films + Radio + Hub + SM + 150 live events + Citizen Science Program.

- **Expanded audience** and **network of partners** to continue making a difference.
- Better informed, more **knowledgable stakeholders**. More **awareness among the general public** and our target audiences regarding FSAs, commercial reef fish species, and connectivity (geographic, ecosystem, trophic web...) .
- **Exposure to the RFSAMP** that has been **promoted** online and live events, including the proposed **fishing bans**.
- With more **engaged fisherfolk**, our Citizen Science Program has contributed to push fishers' ecological knowledge and fisherfolk's key role in species recovery into the agenda.
- The BFI has **catalized efforts** within the region and beyond as a result of our collaborative approach on our way to more resilient fisheries and communities.

4

The US Caribbean is better connected to the rest of the wider Caribbean and to the rest of the world) on All-Things-Big-Fish through the BFI.

5

More and more people/organizations are supporting our work to recover reef fish species and protect FSAs.

**BIG FISH INITIATIVE**  
**188th CFMC Hybrid Regular Meeting**

# **NEXT STEPS**

**Needs funding to continue making a difference!**





Thank you!

Gracias!

Merci



**BIG FISH  
INITIATIVE**

