



# THE DILEMMA OF MARINE ORNAMENTAL FISH ECO-LABEL IN INDONESIA

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Community Conservation  
Research Network



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**ECOLABEL WAS FIRST  
RECOGNIZED  
INTERNATIONALLY AT  
THE 1992 UNITED NATIONS  
CONFERENCE ON  
ENVIRONMENT AND  
DEVELOPMENT (UNCED) IN  
RIO DE JANEIRO**



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- Promote sustainable environmental management of resources (combat IUU fishing)



- Provide consumers with the opportunity to express their environmental/ ecological concerns through choice of products

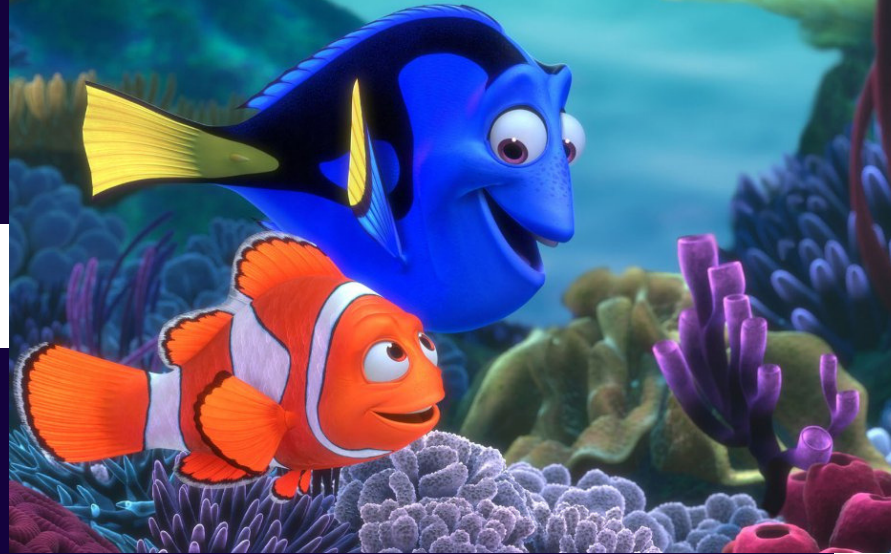
- a system to verify the implementation of standards and certify qualified products and practices



- Designed and driven by market in order to conserve

Ecolabel





## The Research

# Backgrounds

- Environmental transformation was established by Les Fisher with an initiatives of an NGO (Yayasan Bahtera Nusantara) in order to conserve their nature that had been devastated by cyanide fishing for decades.
- They transformed Les fishers from cyanide fishers become cyanide-free fishers.
- This transformation then certified by Marine Aquarium Council (MAC) as a legitimation for Les' fishers transformation





# THE AIMS:

to explore how eco-label  
impacted on Les fisher's  
livelihood





# METHODOLOGY

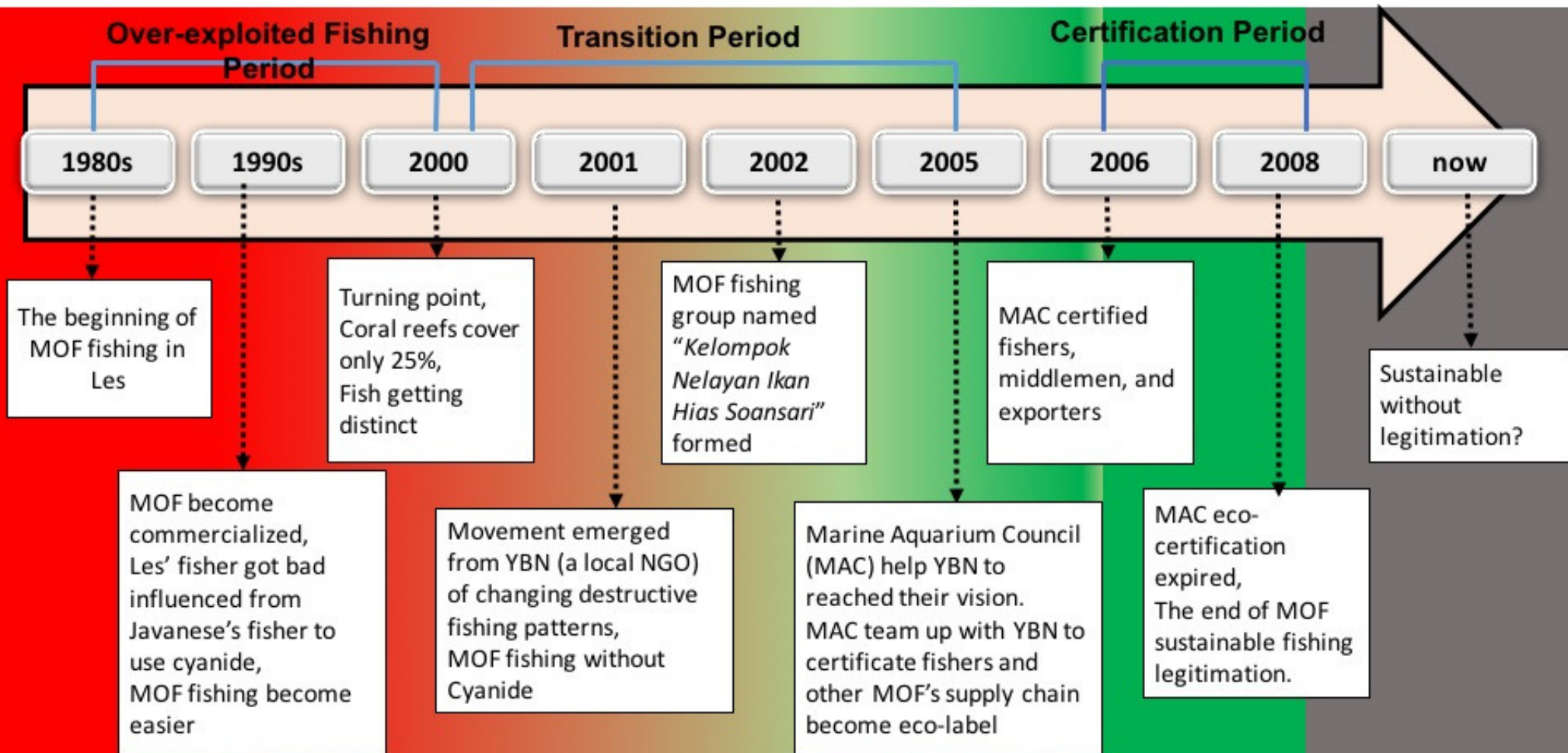
Qualitative with semi-structured and key informant interview, participant observation, focus group discussion, timeline reconstruction, network diagramming, and documents review

# LOCATION

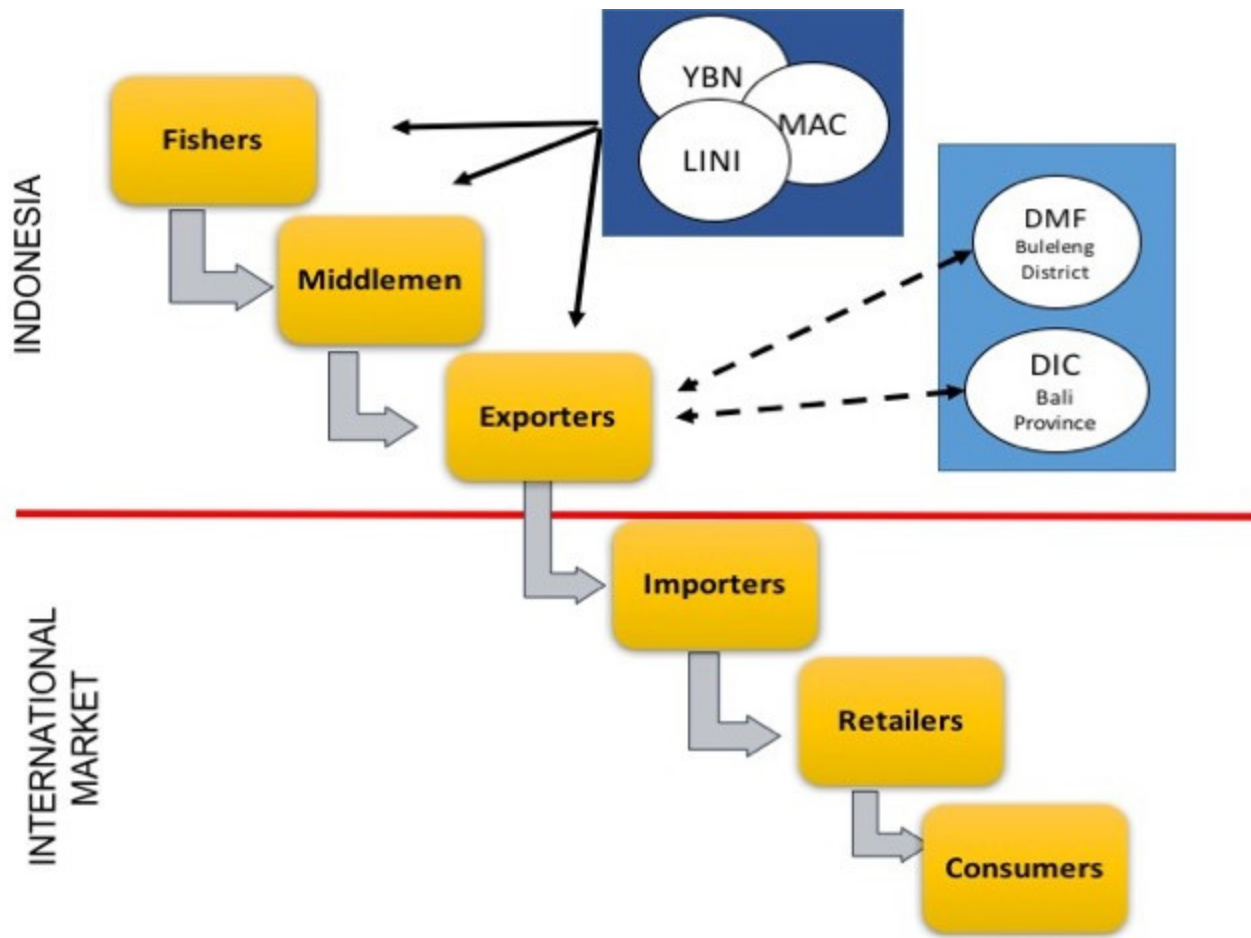


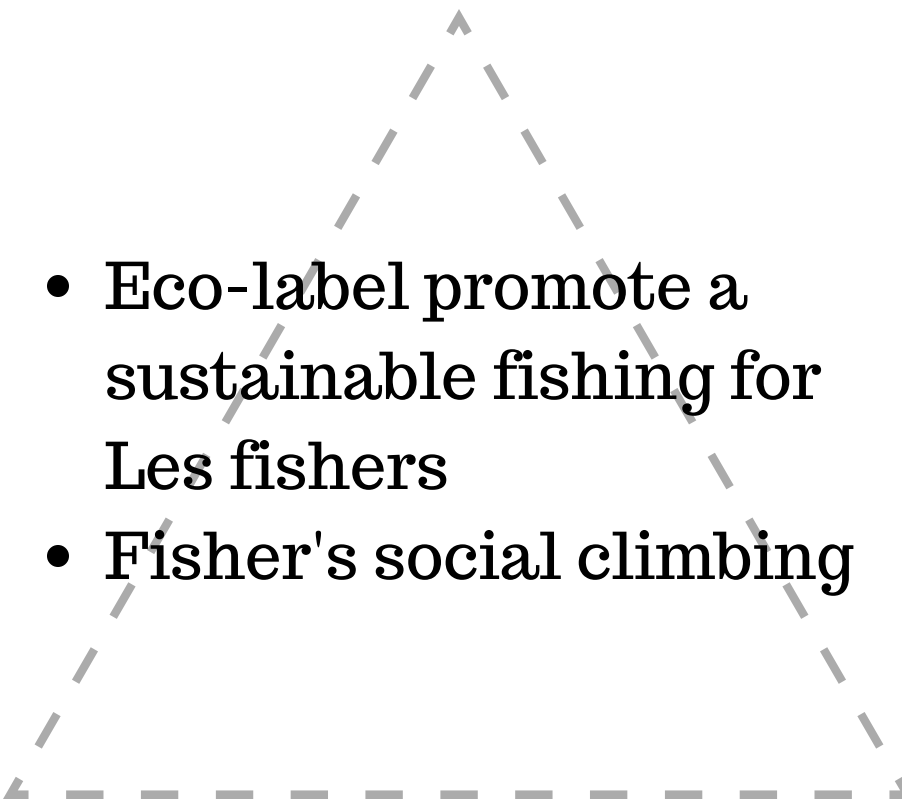


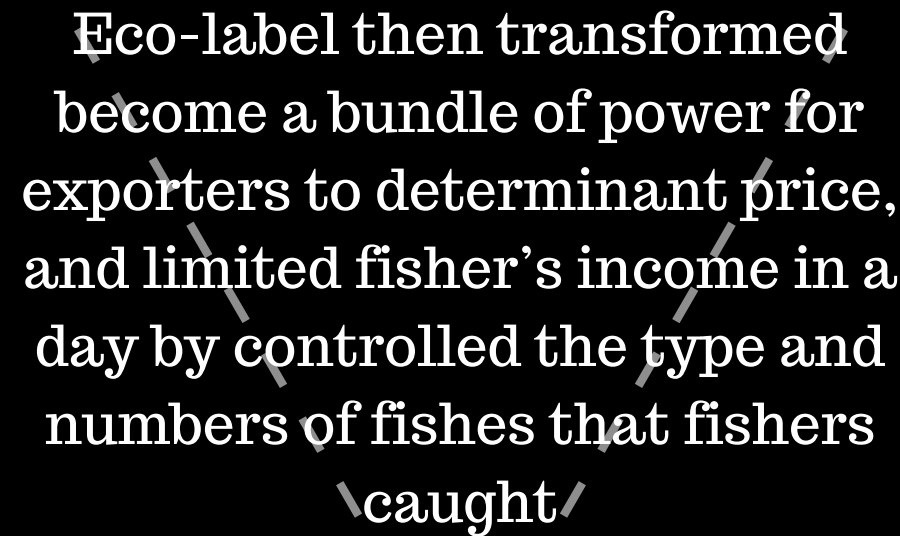
# The Transformation of MOF in Les







- 
- Eco-label promote a sustainable fishing for Les fishers
  - Fisher's social climbing



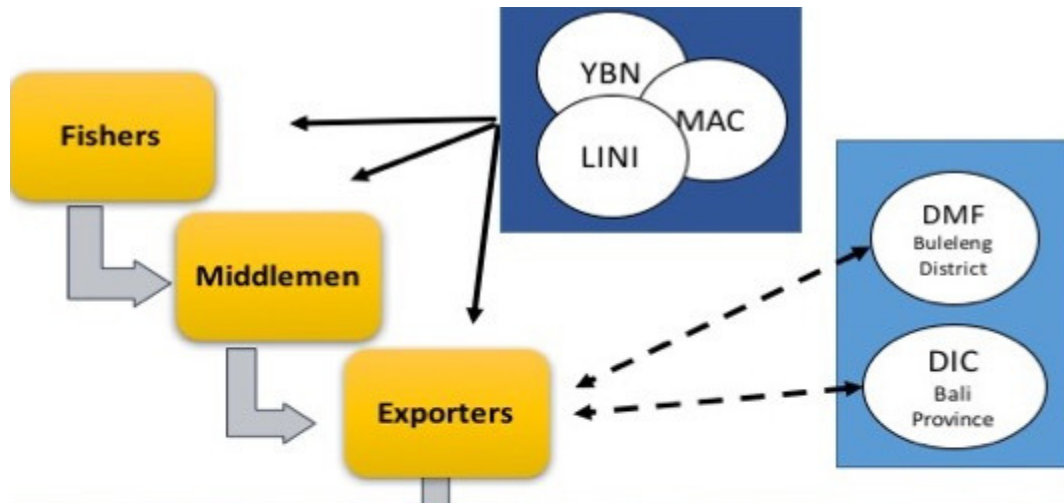
Eco-label then transformed become a bundle of power for exporters to determinant price, and limited fisher's income in a day by controlled the type and numbers of fishes that fishers caught



# Conclusion

Established MOF adapted ecolabelling to ensure sustainable resources

Need government, to regulate a sustainable marine ornamental fisheries and also favorable for fishers



Enggaged all of actors that involved on MOF trade

# Acknowledgement



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*Matur Suksma*

**Terima  
Kasih**

**Thank You**