

COMPLIANCE IN FISHING REGULATIONS: A SOCIAL NORMS PERSPECTIVE.

MOTIVATION

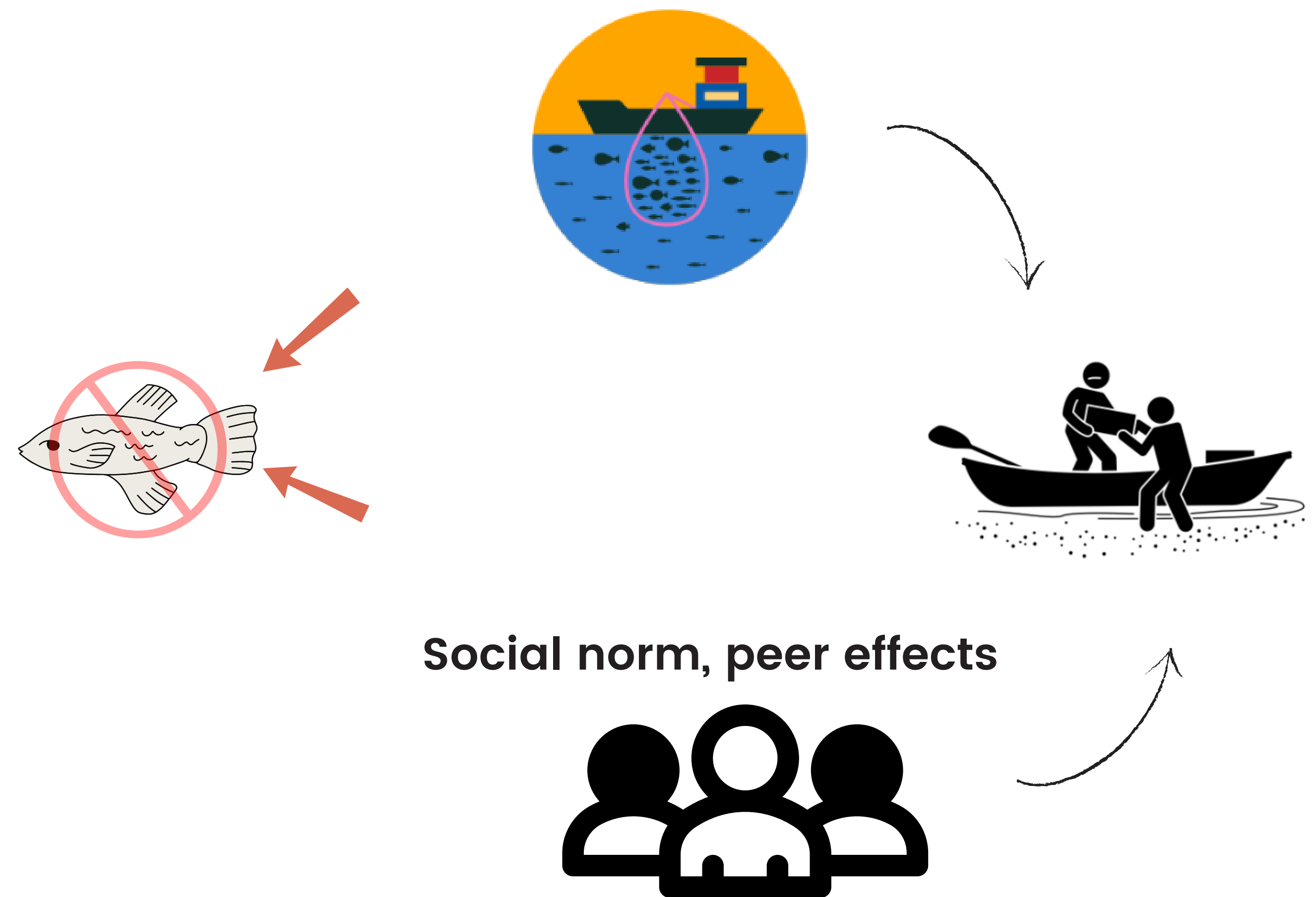
Saiko is an illegal fishing activity in **Ghana**, where the industrial trawlers specifically target the small species and sell them to artisanal fishers.

➡ Disastrous consequences on the marine ecosystem & the labour market of fishermen.

Fishing activities possibly influenced by **social norms** (common accepted behaviour in a specific society) and moral motivation (Gezelius, 2002; Dresdner et al, 2015).

RESEARCH QUESTION

- What role do social norms play in the decision to violate the fishing regulation?



DATA

Survey on artisanal fishers in the Western and Central regions in **Ghana** (Akpalu, 2023), carried out in 2020.

- Household and individual characteristics;
- Fishing activities (Artisanal fishing, **Saiko** retail);
- 410 fishermen.

METHODOLOGY

Hybrid Choice Model (HCM): Discrete choice modeling framework of participation to **Saiko** fishing;

- Integration an unobservable social norms (Latent Variable) of fishing behaviour, based on observed attitudinal indicators.

CONCLUSION

- The **social norm channel** is relevant to explain non-compliance in this community, through Guilty feeling, Opinion on others' ban, Fairness sentiment.
- Willingness to improve compliance in an environmental regulation may consider **bottom-up policies** that play on peer effect and special features such as the hierarchical structure of the community.

RELATED LITERATURE

- Akpalu, W., Vondolia, G.K., Adom, P.K., Peprah, A., 2023. Passive Participation in Illegal Fishing and the Welfare of Fishmongers in a Developing Country.
- Dresdner, J., Chávez, C., Barriga, O., 2015. Compliance in Artisanal Fisheries: Do Morality, Legitimacy, and Peer Effects Matter? Marine Resource Economics 30, 349–370.
- Gezelius, S.S., 2002. Do Norms Count? State Regulation and Compliance in a Norwegian Fishing Community.

KEY RESULTS

- Fishermen with attitudes represented by a **positive fishing social norm** (against Saiko retail) are likely to be older, new in the community, less educated, without any important position in the community, and with lower expenses.
- The most important indicator of the positive fishing social norm appears to be the **fisherman opinion on other fishermen's ban**.
- Fishermen with a high social norm have a **lower probability of participating** to Saiko retail; age is negatively associated, price of slabs (potential gains) positively associated with the probability of participating.

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