

Ordenación pesquera en el Área Marina Protegida de los archipiélagos de Rosario y San Bernardo AMP-ARSB

**Módulo 4: Pesca responsable, ordenamiento pesquero y
consumo responsable**

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4.1 Estado actual de la pesca en Colombia y el mundo.

4.2 Impacto de la pesca en los ecosistemas acuáticos (Generalidades; efectos directos e indirectos; Formulación de políticas usando los rankings de severidad de impactos colaterales de los artes de pesca.

4.3 Código de conducta para la pesca responsable de la FAO (Principios generales y objetivos; análisis de la aplicación e impacto desde 1995; análisis de citación del código.

4.4 Ordenamiento pesquero (qué es?, cuales son los principios operativos, quien es el responsable; planes, medidas y estrategias de ordenación; algunas consideraciones principales. Estudio de caso para AMP o AME).

4.5 Eco-etiquetado y Consumo Responsable (Alcance, principios, consideraciones generales, requisitos sustantivos mínimos y criterios para las ecoetiquetas; estudio de caso).

FISH and FISHERIES

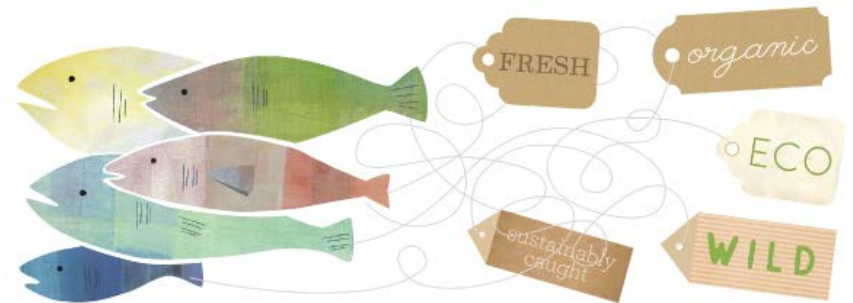


FISH and FISHERIES, 2012, 13, 1–13

Environmental improvement of seafood through certification and ecolabelling: theory and analysis

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Seafood (including marine and freshwater products) is an important global food commodity because developing countries depend on it as a protein source (Tacon and Metian 2008).

Developed countries accept it as a preferred protein (Pelletier et al. 2009), its importance for health and human evolution (Arts et al. 2001).

Innovation is potentially more important in reducing environmental impacts of seafood production and needs to be accounted for as the seafood certification or ecolabelling continues to mature.



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Beyond ecolabels: what green marketing can learn from conventional marketing

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Ecolabels have emerged as one of the main tools of green marketing.

Green marketing dates back to the early 1970s [6]. Yet it was not until 1990 that green marketing “arrived in earnest”

However, the main focuses of the green marketing literature in the late 1980s and early 1990s came almost exclusively to be the size of the green market and the ‘profile’ of the green consumer.

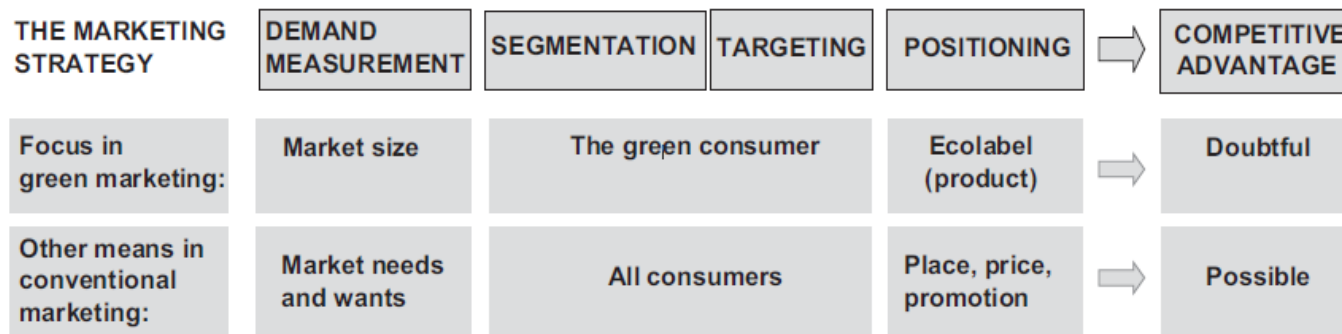


Fig. 2. The marketing strategy from two perspectives: current and past focal areas in green marketing and examples of additional marketing means suggested in the conventional marketing literature.

Research on how to analyse consumer needs and possible market opportunities as well as on the effects of various kinds of promotional strategies on consumer behaviour is also needed.

To obtain more substantial changes in our production and consumption systems, we cannot rely solely on making the existing labels more effective and efficient, but need to follow other avenues of market communication and research.

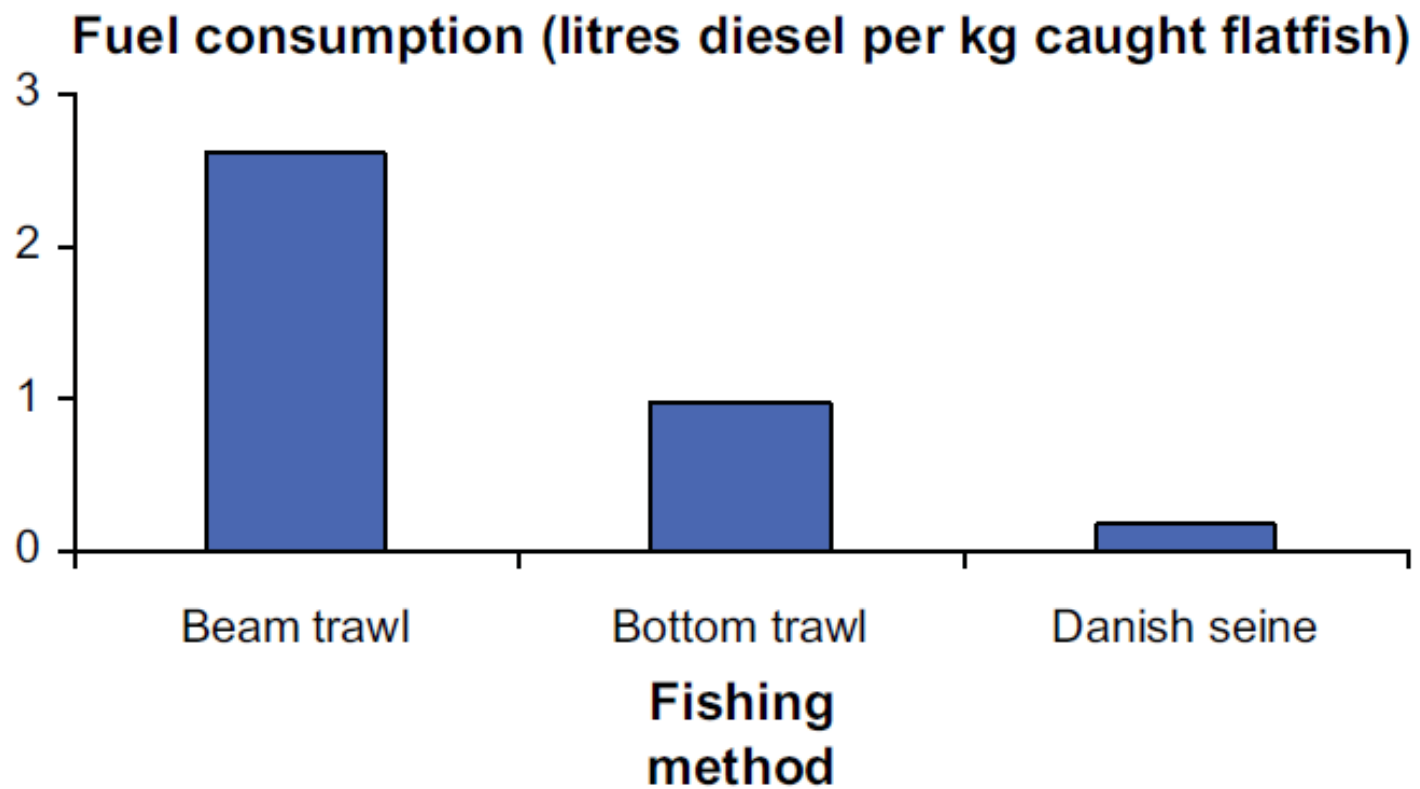
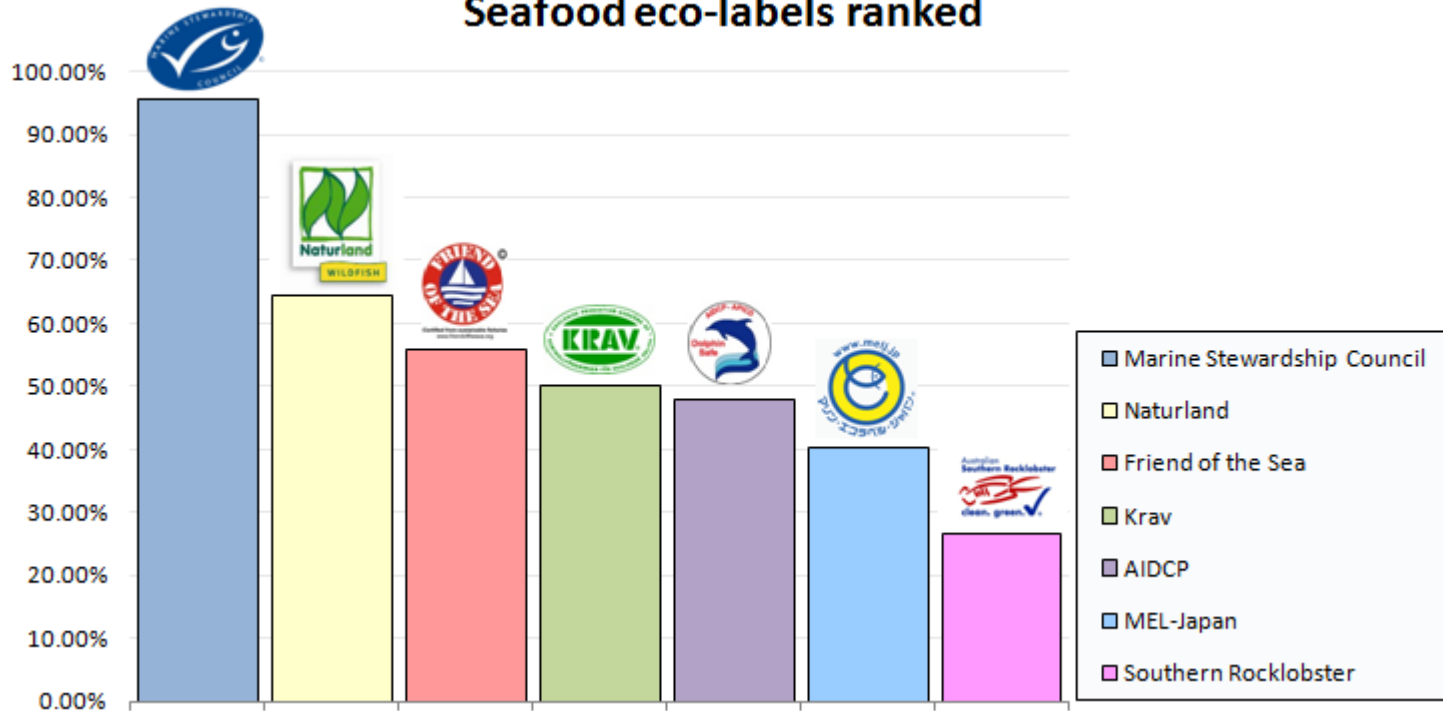


Fig. 2. Fuel consumption per kg caught flatfish in year 2000 [30].

Seafood eco-labels ranked



<http://www.ecolabelindex.com/ecolabels/?st=country,co>

Consumo responsable



Línea de mano



Menos impacto ambiental



Más peces para el futuro



Conservación de los océanos



<http://www.marviva.net/index.php/es/concluye-el-primer-proyecto-de-la-convocatoria-ecogourmet>



No consumir camarón del Pacífico durante la veda, contribuyes a su crecimiento y reproducción.

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déjalo crecer**

Periodo de Veda entre el 1 de enero y el 28 de febrero

Una campaña de



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http://www.wwf.org.co/que_hacemos/campanas/_la_veda_nos_conviene_a_todos_/