

# “The development of Pingers and their importance to fisheries and conservation of Cetaceans”



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Fumunda

# Fumunda

- Founded in 1999
- “Social Enterprise”
- Titley Scientific

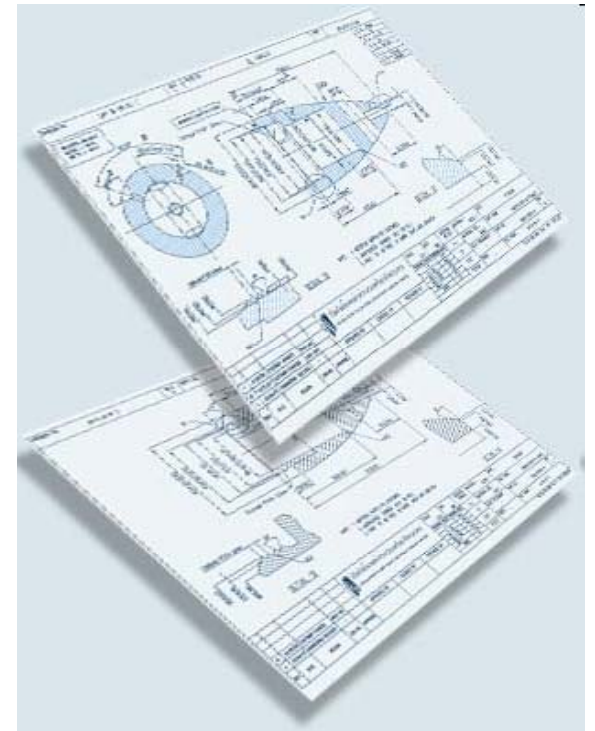


# Development of Pingers

- Technological developments
- Developing Stakeholder relationships

# Technical Developments

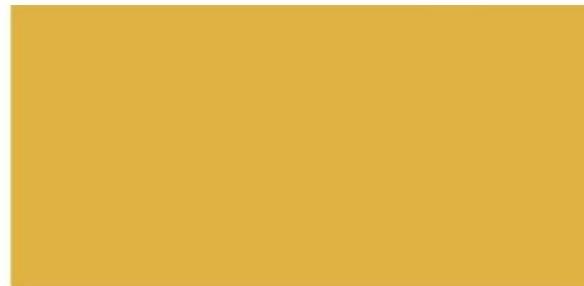
- Challenges
- Solutions



# Genesis BDI Group



*Titley Scientific has been providing environmental and ecological solutions since 1978. Through working closely with customers, Titley Scientific have developed one of the strongest customer networks across the ecological and environmental consultancy, non-for-profit organizations, universities, government departments and other research institutions in North America, Europe and Australasia.*



Wildlife Tracking

Bioacoustics

Aquatic

Environmental  
Monitoring

Engineering

Manufacturing



# Product innovation

- 70 kHz Dolphin Pinger
- 3 kHz Whale Pinger
- Seal and Sea lion Pinger
- TF light
- Interactive Pingers



# Developing relationships with stakeholders

- Universities and researchers
- Governments
- NGO's and Environmental groups
- Industry groups and representatives
- Individual fishers

# Fishers – Key Stakeholders

- Why Fishers are key stakeholders
- How do we engage them successfully







# How private enterprise can impact positively on the future of commercial fisheries

- Collaboration with research institutions.
- Innovate ways to support fishers.
- Expand the awareness of the problems

# Steps needed for success

- Researchers – provide ideas and funding
- Fumunda – Produces product
- Researchers – arrange for trials
- Fishers – Provide feedback and spread the word
- Voluntary acceptance and/or uptake (may be financially supported)
- Governments legislate

How researchers can support endeavors to provide industry with Pingers and other environmentally sustainable fishing products

-  Engage Pingers in your research studies and collaborate with private enterprise to develop new product ideas
-  Recognize that researchers are influential and trial reports of research are of immense value to industry
-  Become involved in Fumunda's online fishing community forum, or invite Fumunda to participate in your forums to allow manufacturing to respond directly to research and industry
-  Collaborate with Fumunda in an effort to encourage commercial fisheries and fishermen to support and assist you in your research efforts

# Summary

- Collaboration is the key – starting with researchers
- Private enterprise as a partner

# The future

- Our view
- Importance of initiatives like Safesea