

Project Update - October 2016

Between May and October 2016 we conducted questionnaire surveys with one member of each household from eight coastal communities of São Tomé Island. This allowed us to collect information on the social norms, cultural values and attitudes of fishermen, traders and consumers around the trade and consumption of sea turtle meat and eggs.

These data are being used to design a social marketing campaign to influence consumer behaviour that will be launched in early November 2016, coinciding with the beginning of the sea turtle nesting' peak in São Tomé and Príncipe.

We also conducted focus group interviews to test the campaign's branding and messaging as well as to understand what are the channels and ways in which our message can be most effective.

These data are being analysed by Dr Diogo Veríssimo and will be presented in a talk at the International Conference of Environmental Education (July 2017, Príncipe Island, São Tomé and Príncipe).



Left: Coastal communities where the questionnaire surveys were conducted.



Right: Campaign logo developed for social marketing campaign to influence consumer behaviour.