



*Ceci n'est pas une langouste.*

What if fishermen learn to transform a raw supply of 0.20 USD into a 50 USD...  
What if fishermen turn natural supplies from the sea into a controlled and sustainable source of income ...  
Would they still see this as a spiny lobster?

**Aquaculture in Lombok Island Indonesia, the future is now**

**openIDEO**

To develop the lobster aquaculture in Selong Belanak, Lombok island, Indonesia. An entire village relies on the catching and selling of lobster larvae. Fishermen are tapping on a volatile resource that may disappear one day soon, and my vision is to help the villagers make the shift from fishing to farming.

The larvae are sold at around 0,15 USD/piece to middlemen then they are sold back to aqua farms in Vietnam. A full grown lobster is sold up to 50/70 USD to restaurants in major Asian cities. The return on investment is huge because all materials to build the farm tanks are found locally at very competitive price.



The goal of my project is to protect natural resources and to educate fishermen about self-dependability and basic business acumen; the fishermen need to understand the value of exchange and what they need to do to grow their natural resources into profitable business without depleting it.

## **The Storyline**

People I am designing for are fishermen. They capture tiny lobster larvae during settlement migration, and they sell to middlemen at a very low price. The fishermen are basically working to provide money to their families. If they catch enough larvae they can have money; if not then they have no immediate solution and this is a serious problem.



## **The Characters**

The people are fishermen in Selong Belanak on the Lombok island in Indonesia. They are hard workers and they are fishing to feed their families. They live with their families and can count up to 18 members. Some adults work in the nearby hotels and resorts but they have difficulties holding a job for very long.

Fishing crews are usually organized by family members and the age varies from 15 years old to 55 years old. A boat usually consists of a crew of 6 to 8 persons; they go out at sunset when the tide is back and fish during the entire night.

They have been fishing their entire life and this skill is passed-on to the next generation. Fishermen primary motivation is to earn money quickly. These people are islanders and their life is organized around fishing.



They rely entirely on the sea and its resources. Islanders are easy going, very calm and they like their way of living which brings them freedom and peace of mind. They are very kind and the community is important to them.

### **The Theme**

The migration of lobsters' larvae is an abundant source of income, easy to catch, but new regulation by the government of Indonesia forbids the fishing, selling and smuggling of these tiny baby lobsters. If the resource depletion is accelerated, fishermen will find themselves in a scarce situation, not being able to earn an income and provide for their families.

What if fishermen turn the natural supply of lobster larvae into a new source of income by learning aqua-farming?

What if fishermen learn to transform a raw supply of 0.25 USD into a 45 USD after a year of growing lobsters in tank farms?

What if fishermen learn to control and protect the natural resources they rely on to make a living?



I am interested in starting this project because I would like to contribute to the subsistence of fishermen on the Island of Lombok. My goal is to educate them about creating new value while keeping their natural resources. At heart, my main motivation is to educate people so they could rely on their work and improve their living.

### **The Dialogue**

I spoke with fishermen and they are happy with the current situation, as long as they can sell their catch. They understand the government is reinforcing the law against this practice but they don't feel threatened and they will continue to fish as long as someone is buying the larvae.

Fishermen say they know it is against the law to capture lobster larvae, but they say they have no other way to earn money so easily. The young people I spoke with are more realistic than their elders and they understand the value of aqua-farming. All they need is to learn how to do it and some capital-investment to start.



### **The Melody/Chorus**

The tone of messages should be reassuring. Fishermen need to trust that a shift in their way of making a living will lead to greater rewards. They need to understand the value of aqua-farming and how they can earn substantial income. What's most important is to tell them they are at risk if they continue to fish the larvae in such quantity and they will be in a safest situation if they learn to manage their resources.



## The Décor

Selong Belanak, located in the southern part of Lombok island, Indonesia. It is a fishermen village located on a white sandy beach. Fishermen use long outrigger boat, propelled by a tiny engine and they utilize traps made out of cement bags.



A crew made of elders, women and children work on crafting these sets of traps during the evening and part of the night. Men are preparing the boats and the engines for the fishing trip. They all live together at sunset and come back early in the morning with their catch.

## The Spectacle

**Are there any plot twists in your stories? Any unexpected insights about your users?**

Government has passed a recent law that prohibits the fishing, selling and smuggling of tiny lobster larvae. However, fishermen continue to fish which indicates there is an undercover activity taking place.

Some smugglers have been arrested and jailed to demonstrate the government's will in stopping this illegal activity.

Fishermen may start realizing that it is just a matter of months before the law enforcement reaches them. I believe that once villagers can see

beyond the physical form of any supply and the raw value attached to it, they will understand the many possibilities they have at hand to augment and diversify their source of income while becoming self-reliant.

What if fishermen learn to diversify their source of income and use the digital technology to promote and sell their products?

Young people in the village are more inclined to understand the concept of value creation and the one I spoke with got excited about it. They are digital native and even from their remote villages they are connected to the world via social media platforms on their mobile.

What if they digitalize the aquaculture value chain and create new value that both the customer and the villagers will benefit from? I think these people need just to be told the story of value creation so they can start envisioning the many benefits they will get. What a bright future awaits them...

