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# HUMANS AND NATURE UNITED

THE CASE OF LEAD USE IN THE DUTCH ANGLING SPORT

BUSINESS INSPIRATION REPORT

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# 02

## HELLO AND WELCOME

Sit back, relax and have a good time reading this paper inspired by topics like eco-friendly behaviour, sustainability, complexity and, obviously, angling.

## BUSINESS INSPIRATION REPORT

This report focuses on inspiring and motivating people to behave environmentally friendly by looking into possibilities for minimizing lead use in the angling sport. The imagineering approach helps this study to include multiple voices, design solutions in a co-creative manner and to re-frame perspectives in order to aim for the desired future.

## CHALLENGE

Lead is used to weight down fishing lines. When these lead weights detach from the line and sink to the bottom of the water, it leads to pollution of the environment. Simultaneously it is damaging to one's health to be in touch with lead, especially for children. The aim of the challenge, thus, is simple; minimize or stop lead use in the angling. The execution, however, is a little less simple. Continue reading for more explanation.

## STICHTING GEZOND WATER

Foundation Stichting Gezond Water is catalyzing a lead reduction since 2018. Through creating awareness and stimulating the execution of laws that forbid lead use Stichting Gezond Water is aiming for a lead-free future for the Dutch and eventually global angling sport.

“

I try to be more humane with animals and the environment.

*Research participant*

”

The Imagineering approach has a few building blocks that were leading in this research:

### **Complexity**

The lead use of angling sport consists of a complex multi-disciplinary stakeholder scene where all actors influence how the situation is formed. It for example is dependent on what wholesalers produce and what anglers themselves decide to buy.

### **Appreciative inquiry**

To not get lost in a complex situation, it is looked at what gives life to the system with a positive approach. It improves what is already going well in order to inspire and motivate positive organizational change.



## BUILDING BLOCKS SUPPORTING THE RESEARCH

The building blocks of this research: Complexity Theory and Appreciative Inquiry are a way of approaching the challenge. This means that for this research not a rational action is considered to be recommended, but is aimed for a mind-shift that could lead to inspire sustainable behaviour

### Sustainable Behaviour Change Research

#### Appreciative Inquiry

"Appreciative Inquiry is the cooperative, co-evolutionary search for the best in people, their organizations and communities, and the world around them.

It involves systematic discovery of what gives "life" to an organization or community when it is most effective, and most capable in economic, ecological, and human terms." (Whitney & Cooperrider, 2011, p.276)

#### Complexity Theory

"Complexity theory focuses on understanding the patterns of interaction between system elements at different levels and times, rather than analyzing individual elements in isolation" (Gear, Eppel & Koziol-Mclain, J, 2018, p.2)

# COLLECTIVE ACTION FOR CHANGING A COMPLEX SITUATION

The complexity of having differences in stakeholder interests and for them to all be put to action for the whole ecosystem of the angling sport to change, the following list of recommendations, divided by groups of stakeholders. explains the difficulty (complexity) of tackling an issue from not just one side:

## **Anglers (social interests)**

- shift mindsets for long-term sustainable behaviour.
- Development of social force for environmental protection and restoration: individual responsibility of nature care. Lead-free anglers as initiator of this collective responsibility.

## **Angling industry (economic interests)**

- Re-framing role of anglers: positive connotation
- Clarification and simplification of the indirect consequences of lead use, production and waste.
- Stabilizing transparent communication to other stakeholders.

## **Decision-makers (governmental interests)**

- Advocating collaboration build on trust. transparency and mutual respect.
- Stakeholder involvement: decision-making in consultation, engaging all stakeholders.
- Acting on existing laws and the creation of new sustainable laws as a tool to communicate sustainability

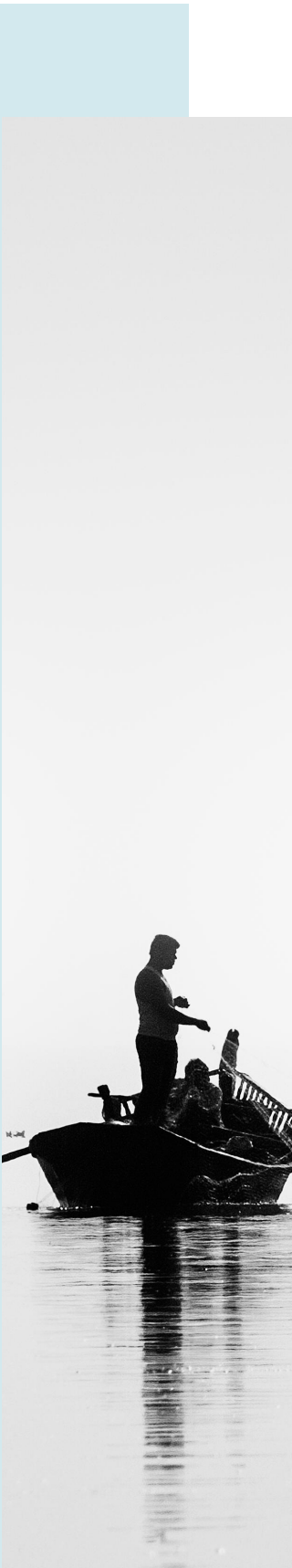
## ALIGNMENT OF DIFFERENT INTERESTS :

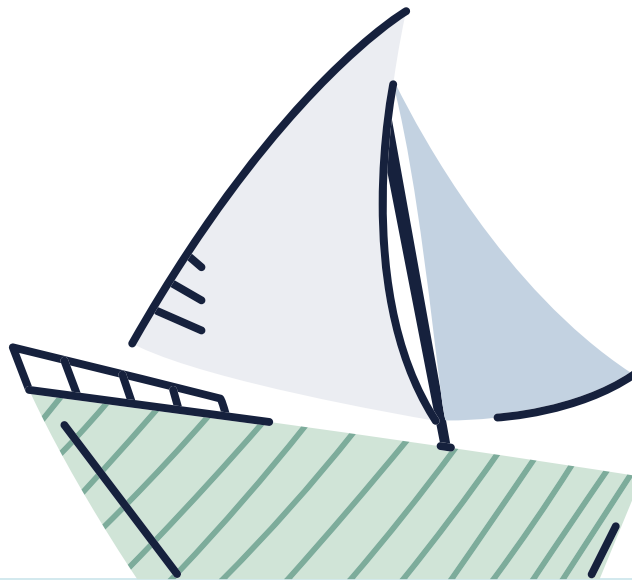
“*The challenge is not to get lead out of the water, but as per when.*

*Research participant*”

The setting brings along different perspectives, which means those perspectives can lead to conflicts. Differences were found in urgency of the lead reduction, which then again had the tendency to create frustration among some of the stakeholders. To overcome conflicts the following solutions were designed:

1. Align mission and vision with all stakeholders
2. Co-create a business model
3. Test a prototype
4. Create a sense of understanding, perspective seeing and mutual respect
5. Spread the word and shift mindsets among other disciplines. Transition is made together.





## WE ARE ALL IN THE SAME BOAT

The angling sport consists of many stakeholders. These stakeholders hold different perspectives due to the variation of disciplines. Alignment is necessary, because in the current situation many misunderstandings, such as distrust, blame and frustration, prevent the stakeholder culture from collaborating effectively.

Realizing we are all in the same boat, dealing with the same issues, all wanting continuation of the existence of the angling sport, may bring some mutual understanding. Although interests and disciplines differ, finding common grounds tends to provoke collaboration.



## FUTURE AIMS

Alignment is not far out of reach. Findings of the research show similarities related to sustainability in future aims for different stakeholders. The following future aims can be used to initiate a discussion on findings common grounds regarding the definition of sustainability.

### Wholesalers

Aiming for stimulating children to become future anglers. Focus on future generations is a way of aiming for sustainability.

### Shop owners

Sees business opportunities in sustainable products, such as lead alternatives.

### Governmental institutions

Reaching sustainability goals.

### Competition anglers

Professionalizing competitions in order to be more strict on lead use. Anglers as ambassador of nature, changing society perspective.

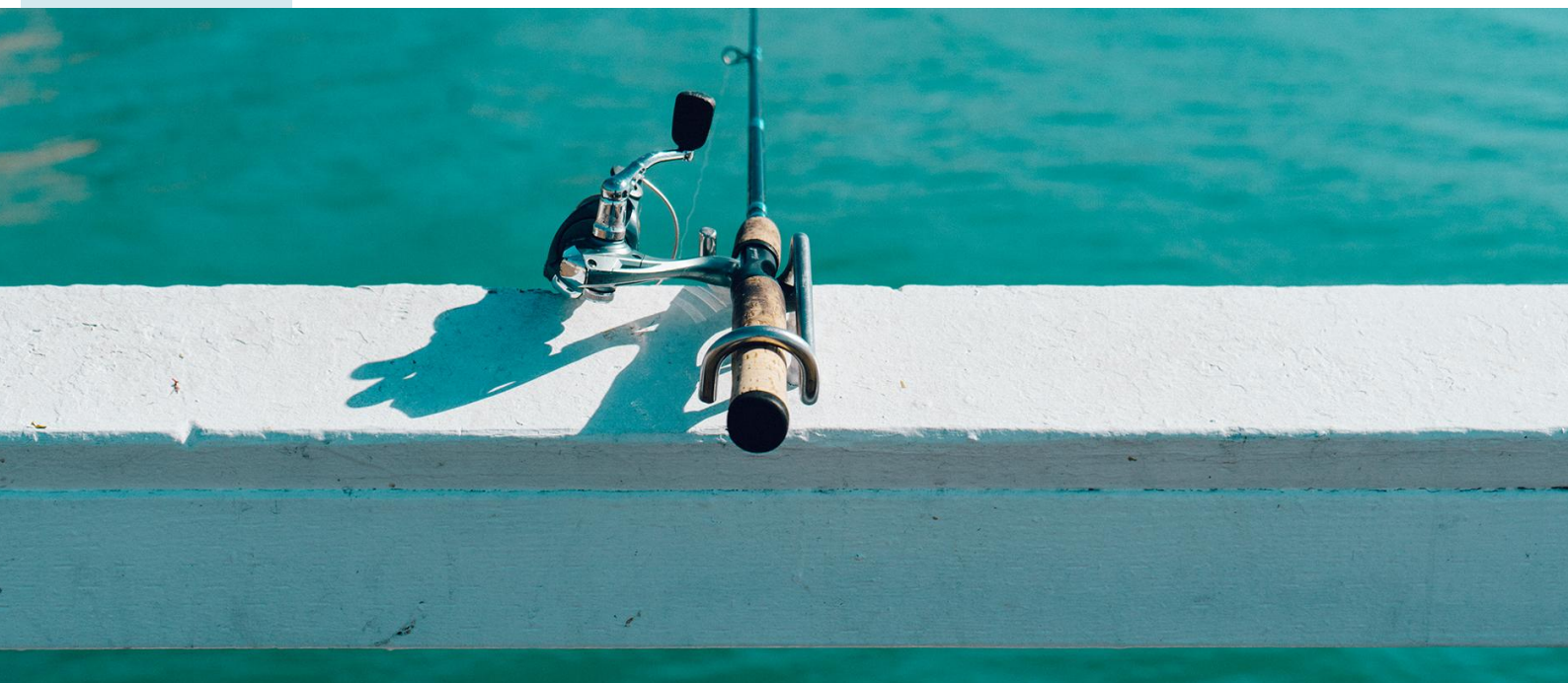
### Leisure anglers

More balance between different types of fishermen.  
More positive recognition for the angler's role.

## RECOMMENDATION

As you are a stakeholder of the angling sector, I recommend you to take a more personalized approach, meaning to disable stereotypes and take a closer approach to people. Resistance, reluctance, distrust and frustration only slow down the process of improving stakeholder relationships, thus collaboration for creating a sustainable future, and more specifically reducing lead use.

A personalized approach can be supported by uniting stakeholders, enabling storytelling, reframing the role of the angler. More on this, to be found on the following pages.



# UNITING STAKEHOLDERS

Next to operational changes and business vision alignment, it still is human interaction challenge and therefore it should be looked into how to improve communication

## **Transparency**

The need for transparency became clear when most research participants asked for anonymity during the interviews. Fear for consequences of giving opinions shows distrust and hidden agendas leading to separation instead of unity

## **Break barriers of stereotypes**

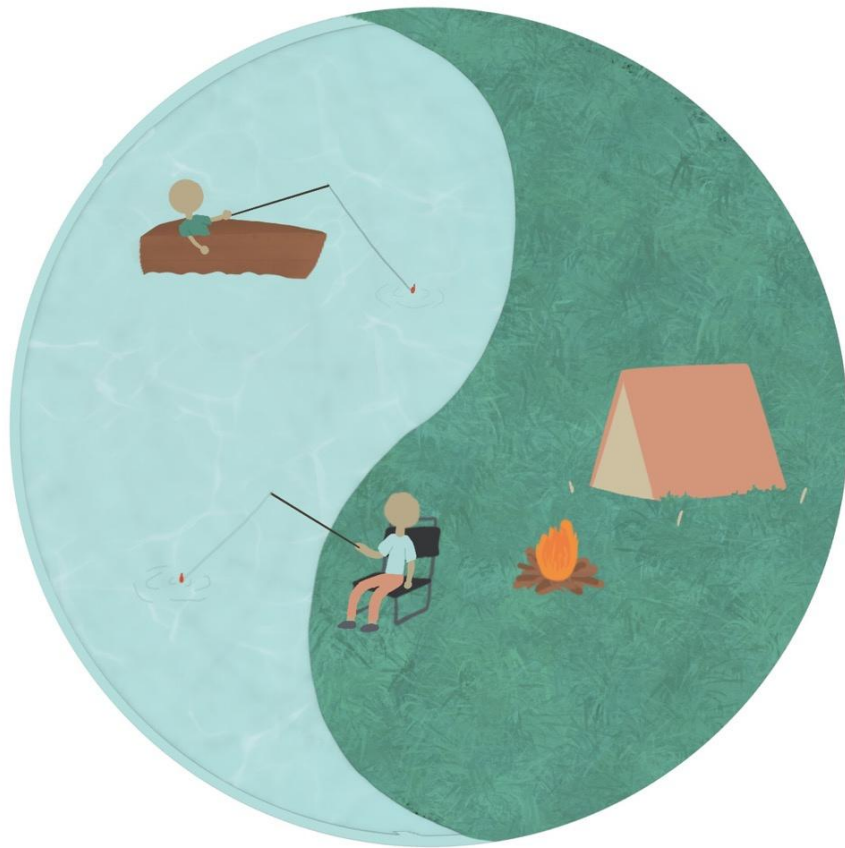
It appears to be that negative images of past experiences influence behaviour causing frustration. Communicating with an open mind would help in order to stimulate collaboration.

## **Regular gatherings**

Findings shows a need for improvement of stakeholder relationships. Meetings, where people sit around the table and discuss differences are of importance when aiming for a stable stakeholder relationship.

-

# TO BE IN BALANCE WITH...



.. NATURE  
.. ANIMALS  
.. EACH OTHER

## RE-FRAMING ANGLER ROLE

### ANGLERS = INSEPARABLE LINK OF THE ECOSYSTEM

Anglers mentioned to value to the following values the most when it comes to recreational angling:

- Peace of mind
- Experience shared together
- Satisfaction when achieving success, adventure
- Relaxation with exertion: being busy with hands and senses
- Ears of nature: being in nature, whilst looking out for nature

The last one stood out, being the ears of nature re-frames the role the angler has in society. Not just being the one catching fish for fun or food, but having an additional role of keeping an eye out for threats to the quality of the water and fish or changes that occur in the environment nearby the angler.

You can imagine what would happen when anglers decide to not go out fishing anymore. Who would be the first one to notice changes then? and how long would it take to notice? Anglers as ambassadors of nature have not become, but always been an inseparable link of the ecosystem.

Recognizing them as ambassadors of nature will not just empower them but also inspire them to be as sustainable as possible in order to join the battle to end lead use. Lead-free anglers have taken a responsible role, and promote sustainability in terms of lead alternatives by transferring these experiences to others. By working together an optimal result could be achieved.

# Ambassador of Nature



## RE-FRAMING EXERCISE:

RE-FRAMING CAN MOTIVATE AND TRANSFORM PEOPLE IN A POSITIVE WAY AND GOOD FOR YOU, IT CAN BE LEARNT!

“

It would be good to receive more positive recognition for fulfilling this role as ambassador of nature.

*Research participant*

”

Practice re-framing words from negative labels to positive affirmations in to motivate forward instead of slowing down and creating resistance.

Too fanatic	=	Passionate
Forcing change	=	Make enthusiastic and . inspire
.		
Takes a lot of effort	=	Worthwhile, long-term . strategy
.		
Have to get used to it	=	Willingness to cooperate
Attention span too short	=	Fast changing world where
for for sustainable hypes		everything is related to .
.		sustainability so attention is
.		distributed differently

# CIRCO

## How to continue the journey...

Circo facilitates creative sessions where entrepreneurs can (re-) design products, services and business models by focussing on circular design, thus on use instead of consumption.

Circo therefore makes a perfect fit with the complex angling situation of this research. When stakeholders are willing to participate it is recommended to cover the following topics

- stakeholder alignment, in terms of future aims and urgency of acting on sustainability.
- stimulating mutual understanding by advocating transparency, trust and respect.
- a collective business model for supporting transition to lead-free production, sale and usage.
- inclusiveness of every stakeholder willing to participate.
- set-up of a new consilitation committee, who supports communication between stakeholders.





## AND ON..

### Designing an online platform as communication tool

After the event of a creative session, which has hopefully lead to more understanding for each other's position, it is important to keep in contact with the ones that influence your business.

To reduce costs and time, it is recommended to develop a platform. This online platform can be in the form of a website enabling multiple actors to interact with each other without physical appearance.

The platform should give voice to all stakeholders including different disciplines such as, anglers, wholesalers, angler's associations, government, shops, alternative producers and environmental non governmental institutions.

The platform serves as a way to create a community. The following steps will guide you through creating an online community platform based on Chowdhury (2018).

1. Choose a platform for your community.
2. Develop a launch framework.
3. Identify key internal stakeholders for the community.
4. Set up your community.
5. Begin a soft launch.
6. Promote your community.



### **Choose a platform for your community**

The platform should suit the shared-interest aspects. From research data, Facebook seems to be used by some of the anglers. For other stakeholders, research should be done on suitable platform shapes.

### **Develop a launch framework**

Decide upon the purpose in order to clarify the framework of the platform. In this case it intends to stimulate communication and collaboration between a multi-disciplinary stakeholder setting.

### **Identify key internal stakeholders for the community**

Although all stakeholders of the angling sport should be involved. To overcome power relationships, it is recommended to give a leading position to an external, independent actor, who can regulate a save environment.

### **Set up your community and begin a soft launch**

Create a demo and reshape where necessary based on the feedback of critical actors. Design thinking principles could be integrated for regulating prototypes.

### **Promote your community**

Invite all stakeholders and actively promote involvement by acting on the importance of collaboration.

## PRESS RELEASE

### Dutch version

Hengelaars aan Nederlandse wateren vragen om meer positieve aandacht voor het imago van de hengelaar. Uit onderzoek van Breda University of Applied Sciences naar mogelijkheden voor het verminderen van lood productie en gebruik door milieuvriendelijk gedrag te stimuleren is gebleken dat loodvrije hengelaars zich zien als ambassadeurs van de natuur, maar deze erkenning vanuit de maatschappij kan nog wat worden aangesterkt.

“Het zou mooi zijn als er meer erkenning komt voor de hengelaar, geen schouderklopje, maar wat meer positiviteit.” Naast vissen vervullen hengelaars ook een andere rol in de maatschappij. Zittend aan het water of in een bootje zien zij als eerste wanneer er een verandering plaatsvindt in de omgeving met betrekking tot de natuur. “Vissers zien het als eerst als er iets mis is met de natuur, bijvoorbeeld wanneer er blauwalg zit in het water.”

Tijdens een onderzoek naar mogelijke redenen voor het verminderen van lood gebruik in de Nederlandse hengelsport kwam de functie van de hengelaar als ambassadeur van de natuur naar boven. Milieuvriendelijk gedrag kan worden gestimuleerd vanuit meerdere hoeken. Waarbij het nu vaak wordt opgelegd door wetten, wordt er in dit geval gekeken naar mogelijkheden om persoonlijke motivatie te stimuleren door een verantwoordelijkheidsgevoel te creëren. Dit verantwoordelijkheidsgevoel kan worden versterkt door het imago van de hengelaar als ambassadeur van de natuur meer naar boven te laten komen. Loodvrije hengelaars lijken deze rol al te pakken te hebben.

Naast de hobby van vissen waarbij waarde wordt gehecht aan legen van het hoofd, ontspanning bij inspanning en deels beleving, is de verantwoordelijkheid van de (loodvrije) hengelaar een die vergelijkbaar is met die van een boswachter, tevens aan het water. De mens is onlosmakelijk verbonden met het ecosysteem: de natuur en draagt daarbij de taak om balans te vinden hiermee.

# PRESS RELEASE

## English version

Anglers of Dutch waters ask for more positive attention to the angler's image. Research executed by Breda University of Applied Sciences, looks into possibilities for reducing lead production and use by stimulating environmentally friendly behavior and shows that lead-free anglers see themselves as ambassadors for nature, however, this recognition from society can still be somewhat strengthened.

"It would be nice if there would be more recognition for the angler, no pat on the back, but a little more positivity. "Besides fishing, anglers also play a different role in society. Whilst sitting at the water side or in a boat, they would be the first to see when there is a change in the natural environment." Fishermen are the first to see when there is something wrong with nature, for example when blue-green algae appears in the water."

During an investigation into possible motives for the reduction of lead use in Dutch angling sport, the angler's position as ambassador for nature emerged. Environmentally friendly behavior can be stimulated from multiple angles. While it is now often imposed by laws, this case looks at possibilities to stimulate personal motivation by creating a sense of responsibility. This sense of responsibility can be enhanced by appreciating the image of the angler as an ambassador for nature. Lead-free anglers already seem to have taken on this role.

In addition to the hobby of fishing, where value is attached to emptying the head, relaxation during exertion and partial experience, the responsibility of the (lead-free) angler is similar to that of a forester, however, now at the water side. Humans are inextricably linked to the ecosystem: nature and thereby have the task of finding balance with it.

## **FEEDBACK FORMS**

The feedback forms added in the next following pages, were used to improve the report, meaning that this is a second version of the business inspiration report.

If interested in the first version, see appendices.

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## Feedback Commissioner 1

**The Business Inspiration Report is inspiring**

1 2 3 4 5 6 7 8 9 10

**The Business Inspiration Report is clear**

1 2 3 4 5 6 7 8 9 10

**The design of the Business Inspiration report is appealing**

1 2 3 4 5 6 7 8 9 10

**What is good about the report?**

Its attention for the problems of fishing lead.

**What could improve the business report?**

Right now the only attention is for the supposed ambassador of nature role of the anglers. That is a rather limited judgement of the lead problem, while there is not any attention for role of the government or role of the shops or producers of lead or alternatives for lead?

**The concept is easy to understand**

1 2 3 4 5 6 7 8 9 10

**The concept helps us go in the right direction**

1 2 3 4 5 6 7 8 9 10

**The concept is relevant**

1 2 3 4 5 6 7 8 9 10

**What is good about the concept?**

Because I am a part of this study it is difficult to give an opinion that is only based on the concept. What is good is that all stakeholders are asked questions concerning lead. The study looks at almost all participants in this lead

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## **What could improve the concept?**

More explanation why nothing has happened yet. Because stakeholders dislike each other, because government does not want to do its job, because angling associations do not want to solve this problem, because shopkeepers make their own lead etc etc.

Why is there not a single word used for this. I do know that this is not positive but there are more chances for permanent not sustainable behavior (if using lead is not sustainable fishing behaviour then there is for sustainable fishing behavior).

## **Other comments**

SGW has liked to work with Manou and is very grateful for the job done. Egbert Lobee

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## Feedback Commissioner 2

**The Business Inspiration Report is inspiring**

1 2 3 4 5 6 7 8 9 10

**The Business Inspiration Report is clear**

1 2 3 4 5 6 7 8 9 10

**The design of the Business Inspiration report is appealing**

1 2 3 4 5 6 7 8 9 10

**What is good about the report?**

The report is well written, I had to use a translation program because my English is not as good as it was used; but that is up to me.

**What could improve the business report?**

What unfortunately does not come to the fore is that Sportvisserij Nederland, for example, is not clearly committed to getting lead out of fishing quickly, SN also promotes more harmful substances such as Tin and Tungstun. I also see advertisements of angling articles that, for example, have not been extensively tested for harmfulness in our eco system.

**The concept is easy to understand**

1 2 3 4 5 6 7 8 9 10

**The concept helps us go in the right direction**

1 2 3 4 5 6 7 8 9 10

**The concept is relevant**

1 2 3 4 5 6 7 8 9 10



# 25

## **What is good about the concept?**

Most of it is correct, but could be further explored and translated into the direction that SN is a representative for sport fishing, but that too little is being done by this organization to arrive at a more powerful anti-lead effort; it is not a good thing as they are there in the Green Deal and are not open to criticism!

## **What could improve the concept?**

See above

# 26

## Feedback Commissioner 3

**The Business Inspiration Report is inspiring**

1 2 3 4 5 6 7 8 9 10

**The Business Inspiration Report is clear**

1 2 3 4 5 6 7 8 9 10

**The design of the Business Inspiration report is appealing**

1 2 3 4 5 6 7 8 9 10

**What is good about the report?**

The report brings the story in a positive constructive way. The fishermen are already close to nature, so it must be easy to change their behavior a step further by using sustainable fishing weights. So let's start.

**What could improve the business report?**

The full report shows a much broader picture, more stakeholders, includes other solutions eg. by law. The final inspiration report simplifies the story. As reader I like the idea of changing behaviors of the fishers but I am not convinced that this is the only solution.

**The concept is easy to understand**

1 2 3 4 5 6 7 8 9 10

**The concept helps us go in the right direction**

1 2 3 4 5 6 7 8 9 10

**The concept is relevant**

1 2 3 4 5 6 7 8 9 10

**What is good about the concept?**

I like the artistic way of approaching this rather hidden subject in the news.

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## **What could improve the concept?**

Missing are details about the methods and way of analysis!

## REFERENCES

Chowdhury, A. (2018). How to Launch a Successful Online Community: A Step-by-Step Guide. Retrieved August 06, 2020, from <https://blog.hubspot.com/marketing/online-community-launch>

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