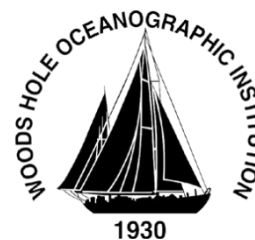

Woods Hole Oceanographic Institution
Marine Policy Center Seminar

Monday, April 4, 2022
Smith Conference Room – 10:00 am



Demand-driven Conservation

Dr. Michael Weir
WHOI Marine Policy Center

While regulatory environmental interventions can clearly produce conservation benefits, there is increasing awareness of their limitations. A promising alternative to regulatory intervention is the idea that reducing consumer demand can *incentivize* conservation, driven by *demand-side* interventions such as information campaigns or new product introductions. However, the effectiveness of demand-side interventions is difficult to ascertain. Coupling a general bioeconomic framework with experimental methods, we are the first study to present a general approach for assessing the efficacy of demand-side interventions. As an exemplary case, we apply our theoretical framework in the context of marine fisheries and uncover significant heterogeneity in the potential effectiveness of demand-side interventions. Our experimental results indicate that the introduction of a novel cellular seafood alternative can translate to a 12.5% biomass increase, on average, for one iconic species: bluefin tuna. These results can help illuminate and guide the increasing practice of using demand-side conservation interventions to tackle some of society's greatest environmental challenges.