

Appendix 2. Mental models' analysis

Table A2.1. Qualitative aggregation of actors

Final concept	Concepts in the IMMs that have been homogenized	Concepts in the IMMs that have been aggregated
Children	Children Kids School children Children or our children's children	Students + Fishers' children
City councils	City councils Local government Municipal fishery [department]	City council of Acapetahua + City council of Mapastepec
CONANP	CONANP CONANP – Reserve CONANP La Encrucijada La Encrucijada Biosphere Reserve Reserve – CONANP Reserve (Institute) SEMARNAT Those that organize (biologist)	CONANP + La Encrucijada Biosphere Reserve, Biosphere Reserve + CONANP, CONANP + Biologists, Federal government + CONANP + FANP + SEMARNAT
CONAPESCA	CONAPESCA CONAPESCA's quarters INAPESCA	CONAPESCA + INAPESCA + CRIP, CONAPESCA + SAGARPA, CRIP + CONAPESCA, Federal government + CONAPESCA + INAPESCA, INAPESCA + CONAPESCA
Cooperative directives	Cooperative Cooperative administratives Directives	
Donors	RARE Society (for instance businessmen, institutions, banks, nature lovers) USAID	USAID + RARE
Families	Family Fishers' families Next generations	Family + Elders + Wives + Children + Schools
Federation of cooperatives	Soconusco's federation of cooperatives	
Fishers	Cooperative Cooperative men Cooperatives Cooperative society Cooperative society's members and directives Fisher Fishermen and fisherwomen Fishers Fishers and cooperative [Cooperative] members Men Society Society (all fishers)	Cooperative + Cooperative directives, Cooperative + Fishers Cooperative + Fishers + 6-7 cooperatives, Cooperative societies + Communities, Fishers + Adults, Fishers + Cooperatives, Fishers + Cooperatives + Dads, Fishers + Members, Open waters' fishers + Estuarine fishers, Fishing cooperatives + Fishers, Teams + Working teams + Cooperatives + Human beings,

Table A2.1. Continued

Fishers from other cooperatives	Cooperatives Other cooperatives People from other cooperatives People from other places	
Governmental organizations	Government Other institutions Mexican state's departments	
Inter-cooperative committee NGOs	Chanpanic Responsible fishing committee Acción Cultural Madre Tierra Civil society organizations (ACMT) Pronatura RARE Madre Tierra	Responsible fishing committee + Facilitator, CASFA + ACMT, Madre Tierra + CASFA, Razonatura + ACMT + CASFA
Research centres	Academics ECOSUR Institutions of scientific research Scientific-technical side UNICACH	ECOSUR + Academic side (universities), UNICACH + UNACH + ECOSUR
Responsible fishing SEPESCA	Responsible fishing Those that come Fishery Department Fishery and Aquaculture Department SEPESCA SEPESCA's quarters State's government	
Trade intermediaries	Coyote Trader	

Table A2.2. Qualitative aggregation of resources

Final concept	Concepts in the IMMs that have been homogenized	Concepts in the IMMs that have been aggregated
Agreements	20 agreements Agreements Inter-cooperative agreements Internal agreements To agree	Rules + Resolution of the use of fishing gears, 20 agreements + [listing of several of the 20 agreements]
Fish stock	Fish Fish and shrimp Fish species Fishery resource Fishery resources Resource Species	Big fish + Biological resource (eggs), Fish + Crab, Future harvest + Little fish
Fish with roe	Animals with roe Fish with roe Product with roe	Flathead grey mullet with roe + Cichlids with roe
Funding	Economic resources Funds and financial resources Money Supports Temporary jobs Temporary work	Fishing infrastructure, motors + Social support for social peace during the six months of low season + Fishing gears, Resource + economy, Resources + Temporary jobs, Resources + Temporary work, Supports + Economic resources, Supports + Nets + SEPESCA's annual support + Temporary jobs + Resources, Temporary jobs + Economically
Future	Future (Living better) in future Thinking in tomorrow Tomorrow's day	
Habitat	Environment Lagoons Mangroves Nature (trees, estuaries, sea) Water	Fauna and flora + Mangrove
Harvest	Good production Permanent production Product Production	Production + Sized fishable product
Illegal gears	Forbidden gears [Shrimp] shelter	Forbidden fishing gears + Stow net
Infrastructure	Ice machine and cooperative's facilities	Money for buying motors + Nets,
Juveniles	[Catch] big fish [Catch more] fish with ideal size and weight Juvenile product Product Small fish Small species	[Catch more] fish with commercial size + [Release] small fish

Table A2.2. Continued

Knowledge	Information Knowledge Knowledges Research Socio-economic studies of the concession Research, validate	
Natural resources	Animals Environment, nature and trees Flora and fauna Mangroves Species (fish and other animals) The natural environment	Birds + Crocodiles + Mangrove, Environment, Flora and fauna and ecologic equilibrium + Crocodile, Hydric connectivity + Birds + Forest + Ecological diversity + Non-commercial species + Mammals + Natural resources, Nature (trees, estuaries, sea) + Resource found here, Water resources + Fauna (mammals and birds) + Wood resources (mangrove, <i>tulares</i> , <i>popales</i>), Wood + Wild fauna and birds, Closed seasons + No-take areas, Forbidden areas + Closed season, No-take areas + Closed seasons, No-take areas + Local closed seasons, Fishing with responsibility + They talk about responsible fishing
No-take areas and closed seasons	Areas Closed lagoons Closed seasons No-take areas	
Responsible fishing	Fishing with responsibility Fishing with responsibility and care Program Respect, make the activity responsibly Responsible fishing Responsible fishing process Responsible fishing program Responsible fishing project The fishing they know, the responsible fishing	

Table A2.3. Qualitative aggregation of actions

Final concept	Concepts in the IMMs that have been homogenized	Concepts in the IMMs that have been aggregated
Capacity building	Courses Talks Train Training Trainings Workshop	Consultancy + Courses, Courses + Events+ Exchange of experiences, sport events + cayuco races, Courses + Learn, Games + Tournaments for motivation, Talks + Workshops, Training + Exchange of experiences, Trainings + Teach how to participate in assemblies,
Commercialization	Joint commercialization	Cool box + Very good quality + Selling + Favourable market + Better price, Commercialization + Products, Differentiate, certificate + Product quality + Improve post-harvest processes to add in situ value + Improve commercialization processes, Generating added value + Better harvest registration + Better facilities + Better prices, Improving + Price, Integrating company + Organic certificate + Filleting + Fish transformation + Fish added value, Joint commercialization + Product classification + Cool box, Good price, Increase value + Marketing to better markets, Product's size and weight + Prices, Projects + Cool boxes + Premise + Fridge + Offices + Selling to international and local market, Selling + Product, Selling + Product with quality + Direct marketing + Market or restaurant, Accompaniment + Endorsement + Reference + Credibility
Endorsement	Accompaniment and support Validation Guidance	
Preserve	Care Respect	Care, respect + Control through Environmental Management Unities, To do not finish up + Work harmoniously,
Surveillance	Monitoring Monitoring respect Supervision tours Surveillance	Surveillance + Monitoring and surveillance tours + Water quality, fish size + Fishing gears that meet the rules