Fish Forever
Hope for the ocean and the people who depend on it
Rare’s Mission

To conserve imperiled species and ecosystems around the world, Rare inspires people to care about and protect nature.
Find

Does it work?
Are community leadership and social cohesion necessary?

Implement

Can we do it?

Replicate

Can we replicate the cohort?

Widespread Adoption

How do we scale it?
Cohorts In Progress or Under Development

TURF Reserves & LMMAs
- Coral Triangle
- Mexico
- Honduras
- Ecuador
- Guatemala

# of campaigns by end of 2012: 50

Reciprocal Watershed Agreements
- Ecuador
- Columbia
- Bolivia
- Peru
- Mexico

Reciprocal Watershed Agreements: 24
Possible 2013 launch

Fuel-efficient stoves
- India

Fuel-efficient stoves: Possible 2013 launch

Sustainable agriculture
- China

Sustainable agriculture: Possible 2013 launch
An Opportunity to Improve Biodiversity Conservation

One billion people rely on fish for food.
Rare-relevant fisheries are severely depleted

Percent of original biomass* of fish stocks by region

- Central America
- Pacific Islands
- N. Asia
- Europe
- Caribbean
- Mexico
- South Africa
- SE Asia
- West Africa
- India
- Middle East
- N. Africa
- East Africa
- South America
- China
- U.S. & Canada
- ANZ

*\(B_0\) is assumed to be \(2 \times B_{MSY}\)

Source: Costello, C., Gaines, S. 2011, Evaluating Fisheries Sustainability; CEA analysis.
Opportunity: Improve Food Security

Percent of original biomass* of fish stocks by region

- Central America
- Pacific Islands
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Additional protein source for 130M–300M people

Minimum Threshold

Percent of original biomass

*B₀ is assumed to be 2x B_{MSY}

Source: Costello, C., Gaines, S. 2011, Evaluating Fisheries Sustainability; CEA analysis.
Conditions for Successful Coastal Fisheries Management

- Community managed marine reserves
- No-Take zones
- Enforcement
- Monitoring and Evaluation
- Social Cohesion
No-Take Zones Work

- Biomass increase
- More animals
- Larger animals
- More species

Lester et al. 2009
Local leadership is the single most important factor in determining the success of co-managed marine protected areas.

Marine Campaigns Launch Plan 2010 - 2013

- 31 Current campaigns
- 2012 – Launch 38 new campaigns
- 2013 – Launch 48 new campaigns
Partnership Opportunities

• Identifying implementing partners

• Coordinate efforts at Rio+20 or COP-11

• Provide “proof of concept” examples to drive urgency

• Other ideas?
Coastal/Continental Shelf
0-10 nmi from coastline
- Managed by state agencies
- Artisanal, near shore fishers
- High biomass density

Exclusive Economic Zone
10-200 nmi from coastline
- Beyond the continental shelf
- Managed by federal agencies

Near Shore Fishers
- Grouper, Snapper, Coral Trout

Industrial Fishers
- Tuna, Mahi Mahi, and other pelagic species