



OCEANS IMPACT REPORT

MARINE CONSERVATION ACHIEVEMENTS OF THE WWF NETWORK

2017-2022





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Lamu seascape, Kenya. WWF works with coastal communities to reduce human impacts on marine turtles by monitoring and protecting nest sites and changing damaging fishing practices. Turtle Conservation Groups piloted in Lamu have now been established throughout the Kenyan coast. © Jonathan Caramanus / WWF-UK

FOREWORD

United by a passion for the ocean, WWF staff and volunteers around the world are working with partners to halt and reverse the loss of marine species and habitats.

In this report, we explore the achievements of the WWF oceans community over the past six years, from coastal communities to the international policy arena. The scope and diversity of these achievements is inspiring, and a testament to the power of working in partnership.

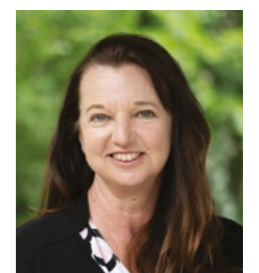
These achievements are often the culmination of years of persistent effort, and would not have been possible without the dedicated support of WWF volunteers, members and donors.

Our shared efforts are sustained by a vision of healthy and resilient oceans, supporting vibrant marine wildlife and coastal communities. Building on our past achievements, we are committed to redoubling our efforts, and our impact, in the years ahead.

To every colleague, partner, funder and supporter who contributed to the conservation successes presented in this report, thank you for your dedication to a brighter future for our ocean.



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King penguins, South Georgia © Natalie Bowes / WWF-Canada

INTRODUCTION

In 60 countries around the world, WWF works with communities, partners and policymakers to conserve and restore ocean habitats, recover marine species, promote sustainable fisheries and tackle marine pollution.

The ocean has experienced dramatic change over the past century, with fishing fleets driving declines in wild fish populations in every region of the world. The impacts of increased fishing pressure on the ocean are compounded by habitat loss, pollution and climate change.

By working together, we can turn the tide toward healthier and more productive oceans, using proven tools that allow marine species and ecosystems to recover over time, enhancing their resilience to climate change and sustaining community livelihoods.

WWF's 550 marine conservation and fisheries experts are committed to developing innovative, inclusive conservation solutions that benefit people and nature. This report presents an overview of the collective impact of their work over the period 2017 to 2022, based on information provided by WWF offices.

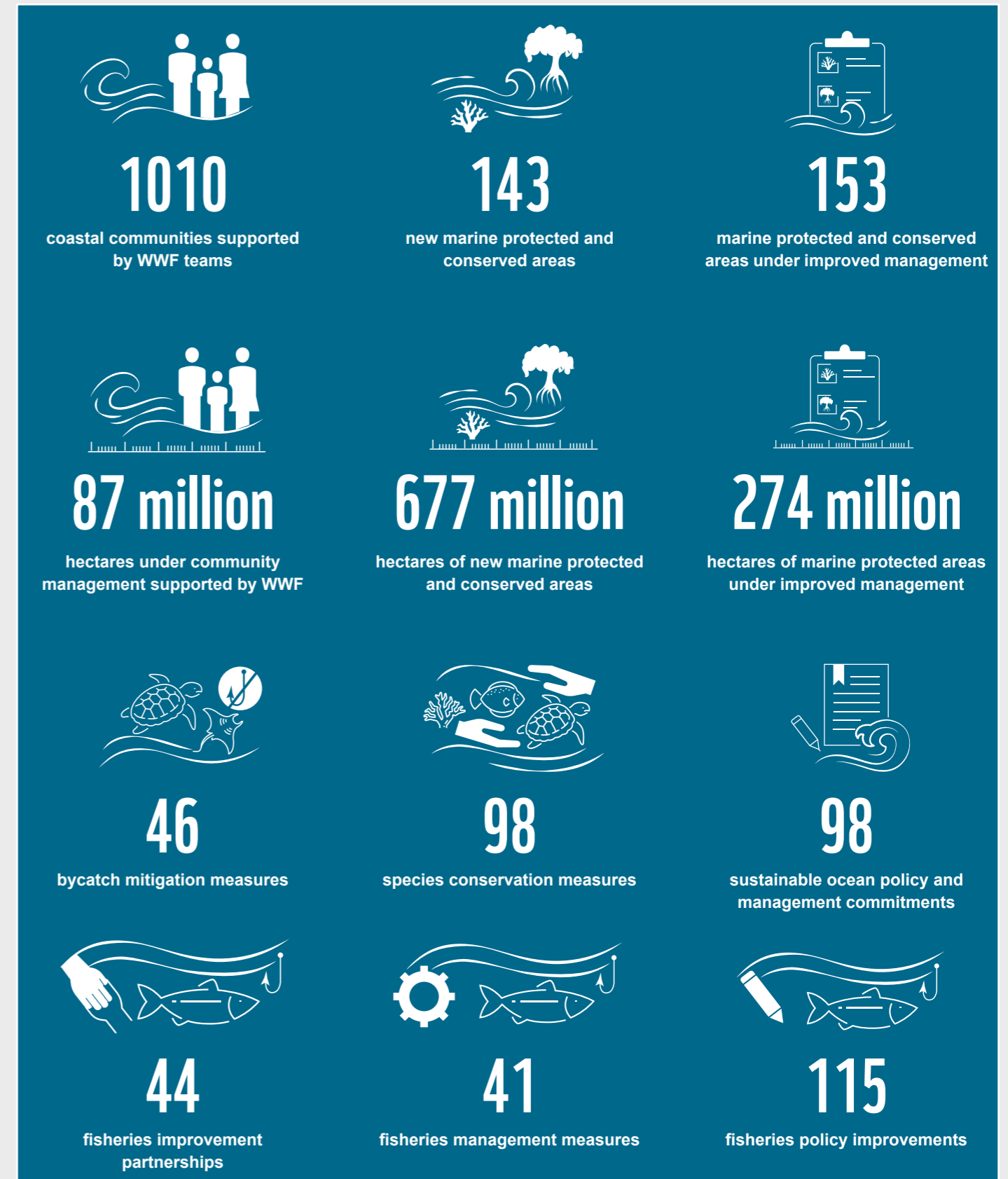
Each office reported progress toward seven Global Targets covering the following priorities: new marine protected and conserved areas, management effectiveness, integrated seascape management, bycatch mitigation, species conservation, fisheries policy and fisheries management.

For more information about the methodology used to prepare this analysis, please refer to the final section of this report. Importantly, the report relies on self-assessment by WWF offices, without independent third-party verification.

We present these results proudly, but do not claim exclusive credit. On the contrary, we offer this report as a testament to the power of partnership. While WWF has played a role in each conservation success presented in this report, the extent of our contribution varies in each case.

TURNING THE TIDE

From 2017-2022, WWF helped to deliver hundreds of marine conservation wins around the world, contributing to international efforts to halt and reverse the decline of nature in our oceans.





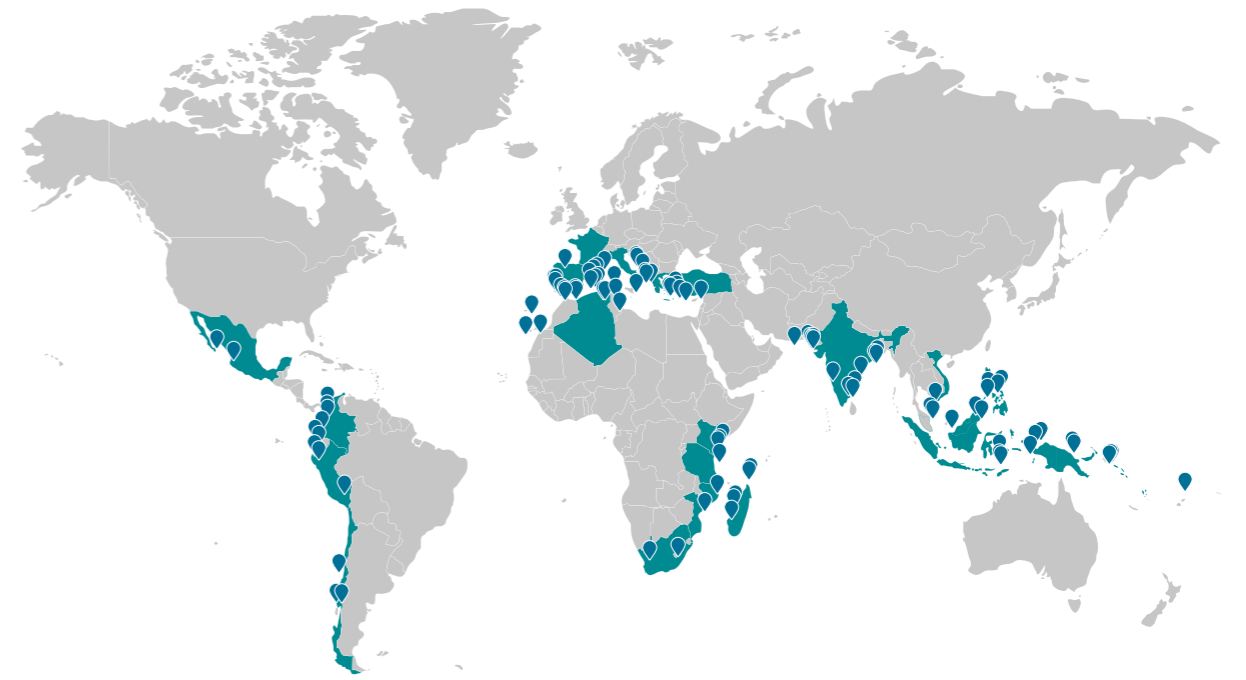
Jimmy Ullikatalik, manager of the Taloyoak Umarulirijigut Association (formerly the Spence Bay Hunters and Trappers Association). With support from WWF-Canada, Jimmy's group and others are working to create the Aviqtuuq Inuit Protected and Conserved Area to protect the resources they rely on for food and livelihoods. © Emina Ida / WWF-Canada

COASTAL COMMUNITIES

WWF supports local co-management of 87 million hectares of coastal waters across 128 sites, with ecological monitoring occurring at 83% of sites. WWF offices have provided practical training to more than 18,000 community members and supported the establishment of nearly 1,000 community enterprises and microfinance schemes.

WWF understands that ocean health and community well-being are inextricably linked, which is why Indigenous Peoples, local communities and small-scale fishers have been a key element of our coastal and marine conservation work for decades. WWF works with communities and partners to co-create

solutions that support local aspirations and sustainably manage coastal and marine resources. Our Coastal Communities Initiative provides a framework for collaborative action and peer-to-peer learning between practitioners across the WWF network.



WWF supports community co-management of 87 million hectares of coastal waters across 128 sites and 1010 communities worldwide. Source: WWF Coastal Communities Initiative



Women and girls of Menarbu greeting guests during the sasi opening ceremony. © Yosias Menarbu, WWF Indonesia

Indonesia: Revitalizing traditional fisheries management

When residents of the fishing village of Menarbu saw their sea and its resources being depleted, they turned to Indigenous knowledge to find a solution. They decided to implement sasi, a local tradition to close the sea for an agreed period of time – similar to a periodic no-take zone. As Menarbu is located

within the Teluk Cenderawasih National Park, WWF-Indonesia initially planned to collaborate with rangers to help manage these marine areas. But further consultations with local leaders showed that sasi would not only be efficient, but importantly, it was also an inclusive, equitable, and sustainable approach for marine and coastal resource management. In a 2020-2021 survey conducted by Papua University, 100% of fishers in Menarbu aged 27-64 said they started seeing bigger and more abundant fish than before the establishment of sasi.



Fishers from across the Mediterranean met in Conil de la Frontera, Spain, to share solutions and best practices that could be replicated in other communities in the region. ©Paul Bauer/WWF-Mediterranean

Mediterranean: Co-management benefits people and nature

Most small-scale fishers work on their own, outside organized structures, with little support in dealing with the growing challenges they face. In 2018, the General Fisheries Commission for the Mediterranean Regional Plan of Action for Small-Scale Fisheries aimed to change the situation by bringing fishers into the structure to play an active role in decision-making. In Porto Cesareo, Italy, WWF helped convene a joint management committee that included fishers, the coastguard, local government, health inspectors, the MPA authority, and scientific researchers. Through co-management, the group has developed an initiative to generate revenue from a low-value species, and set up a facility to recycle old nets and gear. WWF is working across the Mediterranean – in Spain, France, Italy, Croatia, Albania, Greece, Turkey, Tunisia and Algeria – to help fishers set up co-management arrangements and share what they have learned with others.

Pakistan: Women leading the way on mangrove restoration

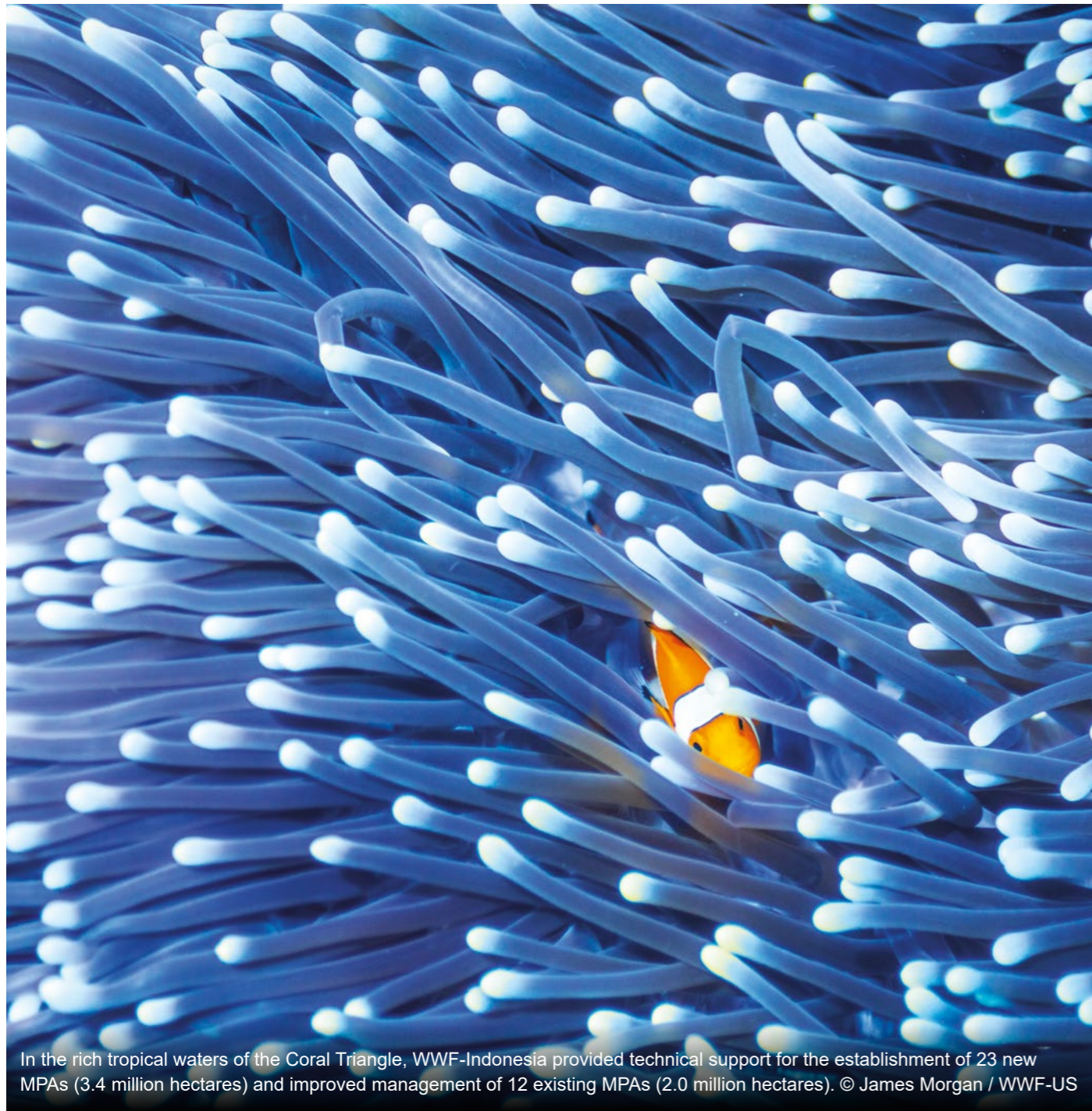
In the fishing villages of the Indus delta, life depends on the mangroves. They are the source of fish and crustaceans – for sustenance and for sale – and provide firewood, timber, and fodder for livestock. But this heavy reliance on mangroves, combined with effects of climate change and unsustainable fishing, is undermining community well-being. WWF worked with communities and the provincial forest department to restore 7,000 hectares of mangroves and support sustainable use of a further 7,000 hectares of intact mangroves, benefitting 17 villages. Recognizing that women face unique vulnerabilities and barriers to decision-making, WWF initiated a network for women to speak up for their rights and advance nature-based solutions informed by their traditional knowledge. Thus far, 900 women are engaged in sustainable aquaculture raising clams and some 350 women are involved in mangrove nurseries or restoration.



Mangroves Plantation at Keti Bunder, Sindh, Pakistan. © WWF-Pakistan



Agnes (left) and Raharimalala of Mahafaly, Madagascar, collect data daily on the weight and measurements of fish caught. Community members are directly responsible for the data that informs decisions to manage the fishery sustainably. © iAko R. / WWF-Madagascar



In the rich tropical waters of the Coral Triangle, WWF-Indonesia provided technical support for the establishment of 23 new MPAs (3.4 million hectares) and improved management of 12 existing MPAs (2.0 million hectares). © James Morgan / WWF-US

OCEAN HABITATS

NEW MARINE PROTECTED AND CONSERVED AREAS

Between 2017 and 2022, WWF national offices and regional programs helped to establish 143 new marine protected and conserved areas, covering more than 677 million hectares. From tropical coral reefs to polar seas, these new reserves provide a vital safe haven for marine life, enhancing fisheries resilience and sustaining local livelihoods.



From 2017-2022, WWF offices have worked with communities, partners and policymakers to protect more than 677 million hectares of ocean around the world, from tropical coral reefs to the polar seas.



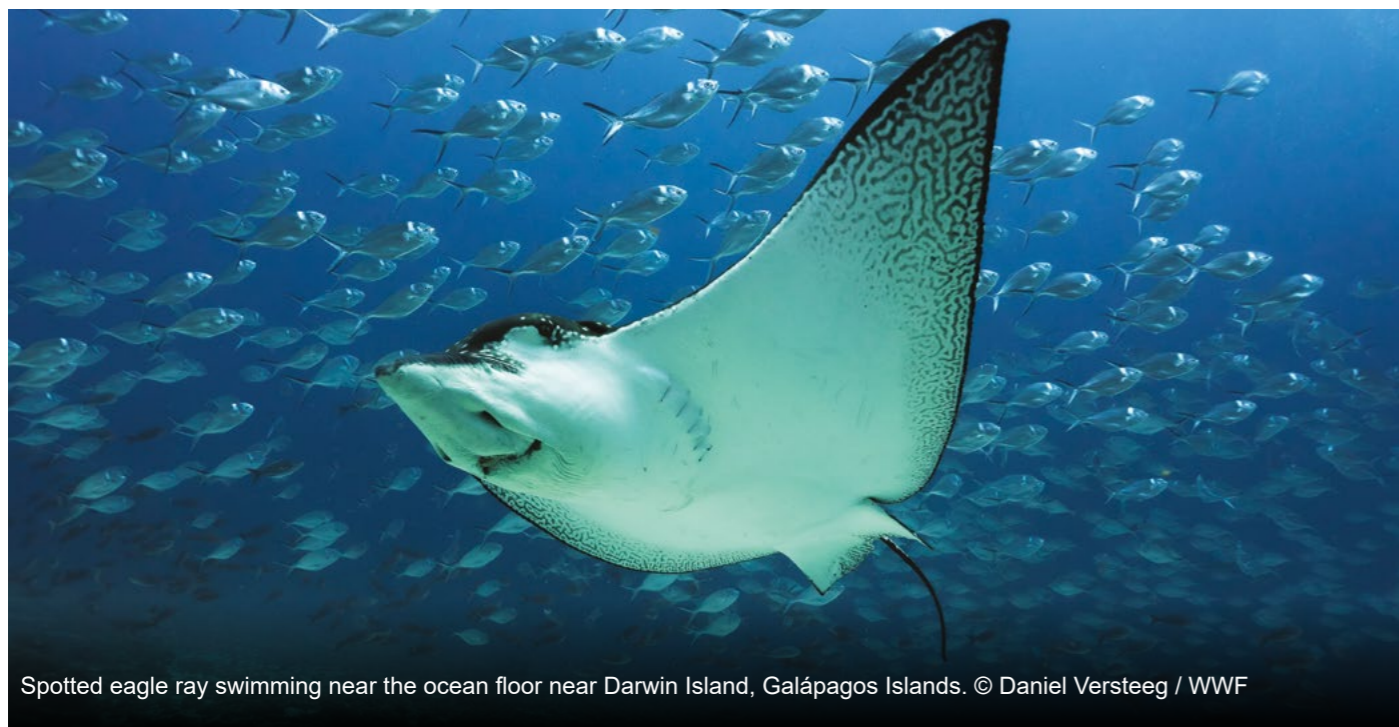
Beluga whale, Arctic Ocean. © Kevin Schafer / WWF

Canada: Indigenous-led conservation in the Arctic

In the Canadian Arctic, Indigenous Peoples are leading the way on conservation of fragile polar ecosystems threatened by a warming climate. In 2019, WWF-Canada supported designation of the 31.9 million hectare Tuvaijuittuq marine protected area. The designation was accompanied by an agreement to ensure Inuit communities will benefit culturally and economically from protecting this marine area. Tuvaijuittuq (“the place where the ice never melts” in Inuktitut) is home to iconic ice-dependent species like narwhal, beluga and polar bears. The same year, the Canadian government designated the Tallurutiup Imanga national marine conservation area, protecting a further 10.8 million hectares. Together with new reserves in Norway (Lophhavet, 13,220 hectares) and Russia (Medvezii Islands, 468,000 hectares; Novosibirsk Islands, 4.9 million hectares), these declarations represent important progress toward WWF’s vision of an ecologically representative MPA network for the Arctic.

Ecuador: Galápagos marine protection expanded

The marine reserve Hermandad, established in 2022, expanded the protected waters of the Galápagos by 6 million hectares. Located at the confluence of three ocean currents, the Galápagos archipelago is one of the richest marine ecosystems in the world. Hermandad builds on the existing marine reserve, which protects about 13.3 million hectares from extractive activities. WWF-Ecuador supported the establishment of the Hermandad Marine Reserve and development of its management plan – the result of three years of intense negotiation between the fishing sector and conservation organizations. Elsewhere in Latin America, WWF helped secure new MPAs in Argentina (11 million hectares), Brazil (92 million hectares), Colombia (17 million hectares) and Mexico (14 million hectares), protecting a diverse array of coastal and oceanic ecosystems.



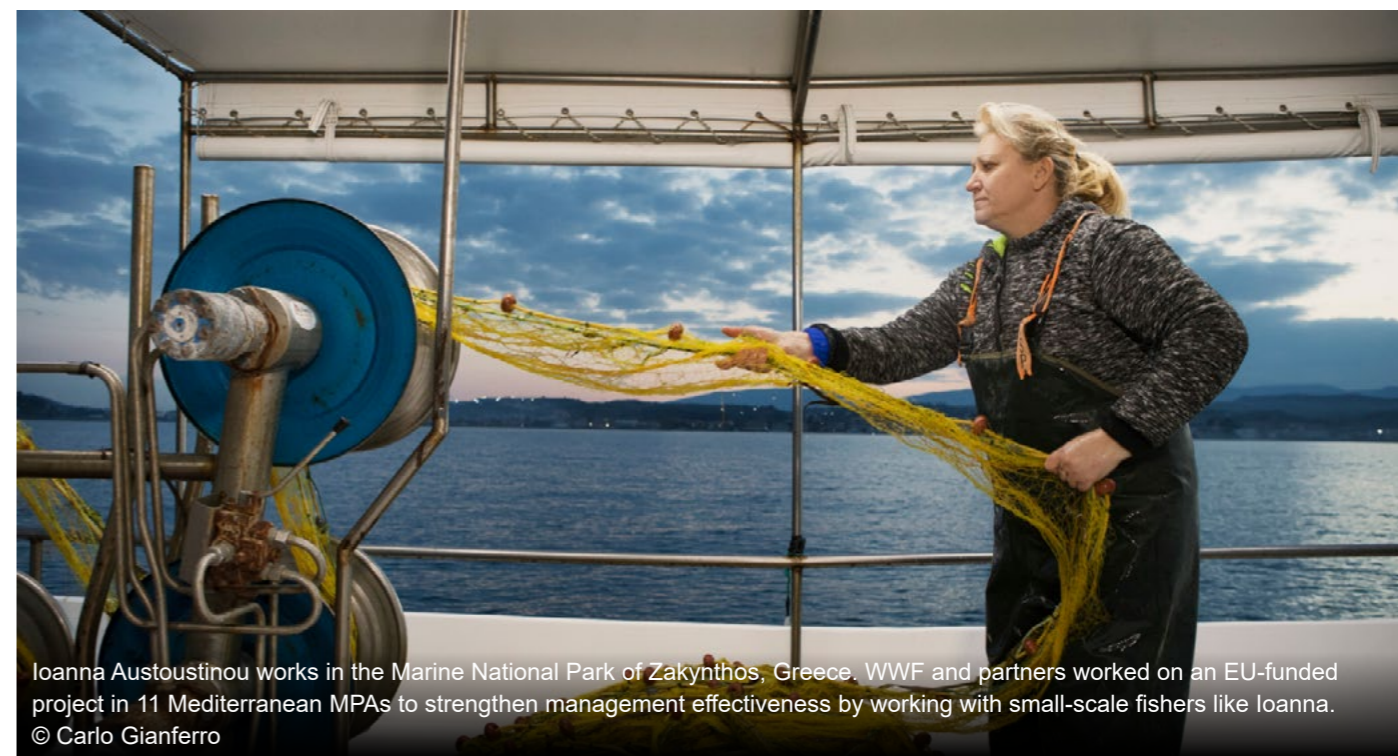
Spotted eagle ray swimming near the ocean floor near Darwin Island, Galápagos Islands. © Daniel Versteeg / WWF

Southern Ocean: Conserving rich polar seas

The rich waters of the Southern Ocean sustain an incredible abundance of marine life. Over the past six years, WWF offices have helped to maintain progress toward an ecologically representative network of marine protected areas in the Southern Ocean. In December 2017, the Ross Sea MPA (155 million hectares) officially came into force, following its designation by the Convention on the Conservation of Antarctic Marine Living Resources (CCAMLR). In 2019, WWF-UK supported expansion of the South Georgia and South Sandwich Islands MPA (124 million hectares) and in 2022 WWF-France supported increased protection of the waters surrounding the French Southern and Antarctic Territories (160 million hectares).



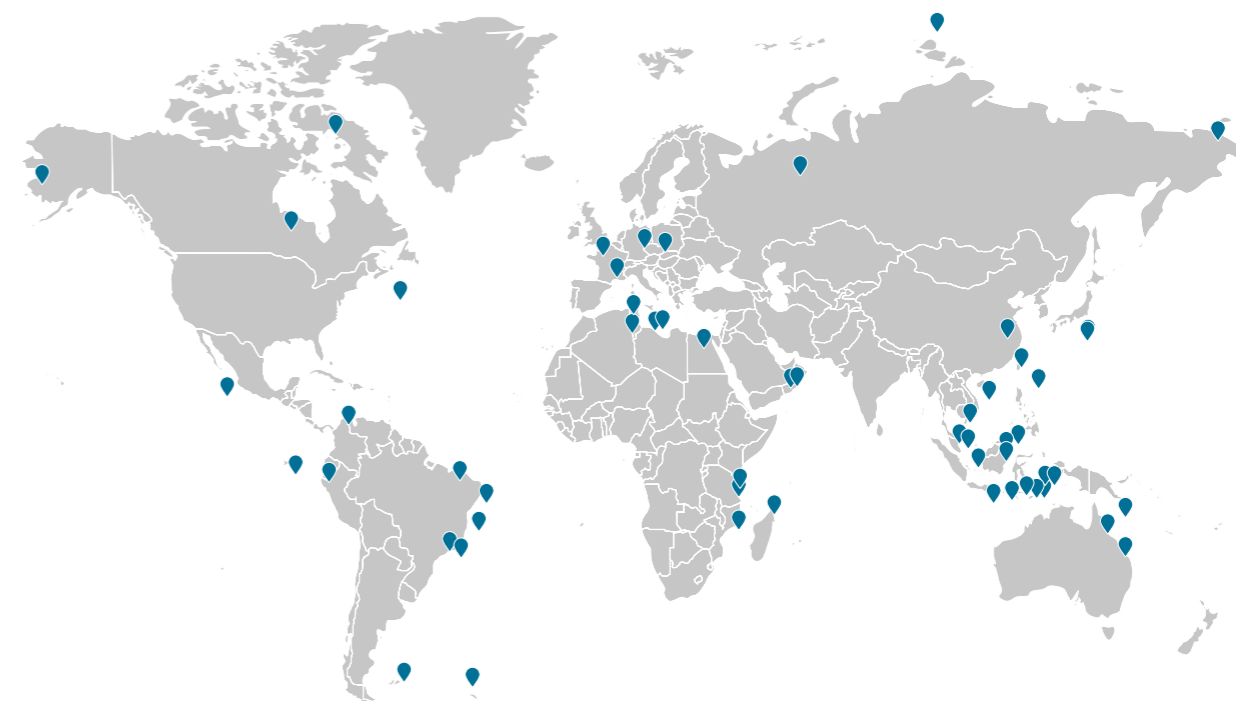
WWF has played an important role in increasing marine protection in the Southern Ocean, including seas surrounding Sub-Antarctic islands. King penguins on South Georgia Island, Antarctica. © James Opdahl / WWF



Ioanna Austoustinou works in the Marine National Park of Zakynthos, Greece. WWF and partners worked on an EU-funded project in 11 Mediterranean MPAs to strengthen management effectiveness by working with small-scale fishers like Ioanna. © Carlo Gianferro

MANAGEMENT OF MARINE PROTECTED AND CONSERVED AREAS

Protected and conserved areas are most effective when they are well managed. WWF supports effective management of protected areas by developing standards and tools, investing in field programs and mobilizing resources for protected area management. From 2017 to 2022, WWF supported management improvements across more than 150 marine protected areas, covering over 274 million hectares.



From 2017-2022, WWF offices worked with local communities, partners and conservation agencies to support improved management of 153 marine protected areas across an area of 274+ million hectares.



WWF's Coastal Kenya Programme has used Village Savings and Loan Associations as a mechanism to engage with local communities, support livelihood diversification and promote sustainable natural resource use. © Georgina Goodwin / Shoot The Earth / WWF-UK

Kenya: Improved management and benefit-sharing

The Kisite Mpunguti Marine Protected Area in Kenya has recorded an increase in its Management Effectiveness Tracking Tool (METT) score from 52% in 2017 to 68% in 2022. WWF-Kenya has worked with MPA managers and local communities to improve governance and equity through enhanced community participation and benefit-sharing. The support provided included training of MPA staff on various competence areas, development of benefit-sharing guidelines, and a short-term action plan aimed at improving the management effectiveness of the area.

Indonesia: MPA management improvement

WWF contributed to the improved management of 14 marine protected areas in Indonesia, covering almost 6.8 million hectares. Support took multiple forms, including ecological and social monitoring. WWF engaged with local communities to support sustainable fisheries, marine tourism, alternative livelihoods and locally managed conservation areas. The skills and capacities of multiple stakeholders were strengthened, and an MPA Centre of Excellence training program was established at the university in Alor to provide training to MPA management staff.

Australia: Reducing fishing impacts on the Great Barrier Reef

In 2018, public donations enabled WWF-Australia to purchase and retire the last commercial gill net in the northern portion of the Great Barrier Reef, where endangered dugongs frequently died in fishing nets. This initiative has been a huge success, and WWF has continued to take action to protect these gentle creatures. In 2022, WWF expanded these efforts to create a 10 million hectare safe haven for dugongs in the northern Reef, enhancing protection from unsustainable fishing. WWF advocacy has also helped to secure new laws, policy and investment to reduce threats to the Great Barrier Reef, including land based pollution, with the reef's World Heritage status being a significant driver for protection.



Seastar in the waters off Utría National Park, on the Colombian north Pacific coast. © Day's Edge Productions



Portrait of Gregorio, a fisherman from Bahia Solano, Colombia. © Day's Edge Productions



Tayrona National Park, Colombia. © Day's Edge Productions

Enduring Earth: Sustaining long-term protected area management

Herencia Colombia, launched in 2022 with the strong support of WWF-Colombia and WWF-US, is a Project Finance for Permanence (PFP) initiative that will secure the lasting conservation of 32 million hectares of iconic Colombian landscapes and seascapes – meeting the country's 30x30 ocean target well ahead of schedule. PFP is an innovative model championed by Enduring Earth to fully fund long-term conservation efforts to ensure inclusive, durable, and scalable impact. WWF is a founding member of Enduring Earth, along with The Nature Conservancy, The Pew Charitable Trusts, and ZOMALAB, the family office of Ben and Lucy Ana Walton.



Marine spatial plans play an important role in managing competing uses of the marine environment.
© Manamana/ Shutterstock

INTEGRATED SEASCAPE MANAGEMENT

The connected nature of marine and coastal ecosystems demands integrated approaches to conservation and sustainable use that reduce multiple threats at the seascape level. From 2017-2022, WWF offices have helped to secure 98 commitments to sustainable ocean management, including 15 marine spatial plans.

There are various approaches to integrated seascape management across the WWF network, ranging from community-led ridge-to-reef management at the local level to ecosystem-based marine spatial planning at the national level. Marine spatial planning has been a high priority for WWF offices in Europe, with a particular focus on renewable

energy, and has been used as a tool by several WWF offices in Asia, Africa and Latin America. Sustainable Ocean Plans and Sustainable Blue Economy Plans have also provided an entry point for WWF offices to engage with government and stakeholders to advance an ecosystem-based approach to ocean management.

European Union: Ecosystem-based maritime spatial planning

Europe's marine waters are some of the busiest and most intensively exploited in the world. The WWF European Policy Office (EPO) has been working with EU institutions and WWF offices to support implementation of the EU Maritime Spatial Planning Directive and the development of ecosystem-based maritime spatial plans at the national level. Following WWF assessments, some countries revised their existing plans to enhance protections for nature and people.

Belize: Supporting integrated coastal management

WWF has worked in Belize to support the development and implementation of the country's Integrated Coastal Zone Management Plan. The plan promotes a sustainable approach to coastal management by valuing coastal and marine resources, and enables the making of informed management recommendations based on ecosystem services provided through fisheries, tourism and coastal protection analyses. The plan aims to reduce the area of habitat at high risk by 20%, while also expanding economic opportunities for local residents, supporting climate adaptation and building the resilience of coastal communities and ecosystems.



Mediterranean barracuda school, Corsica, France © Wild Wonders of Europe / Linda Pitkin / WWF



Fisherman holding fish in his hands, Mafamede, Mozambique
© WWF-US / James Morgan

Mozambique: Sea Policy and Implementation Strategy

WWF-Mozambique was actively involved in the preparation of the Sea Policy and Implementation Strategy, providing technical support to the minister. The policy, launched in 2017, aims to assess and harmonize the various demands on marine and coastal areas for the development of economic activities aligned with sustainable blue economy principles. WWF-Mozambique also financially supported and coordinated the multi-sectoral governmental and civil society technical group that developed the country's National Mangrove Strategy.

SUSTAINABLE FISHERIES

Implementation of science-based fisheries management is an essential tool for curbing unsustainable fishing, and is a key focus for WWF offices. Over the past six years, WWF has helped to secure over 40 fisheries management measures and more than 115 improvements in fisheries policy.



Small outrigger boat with fisherman pulling up a newly caught yellowfin tuna by hook and line. Gorontalo, North Sulawesi, Indonesia © Jürgen Freund / WWF



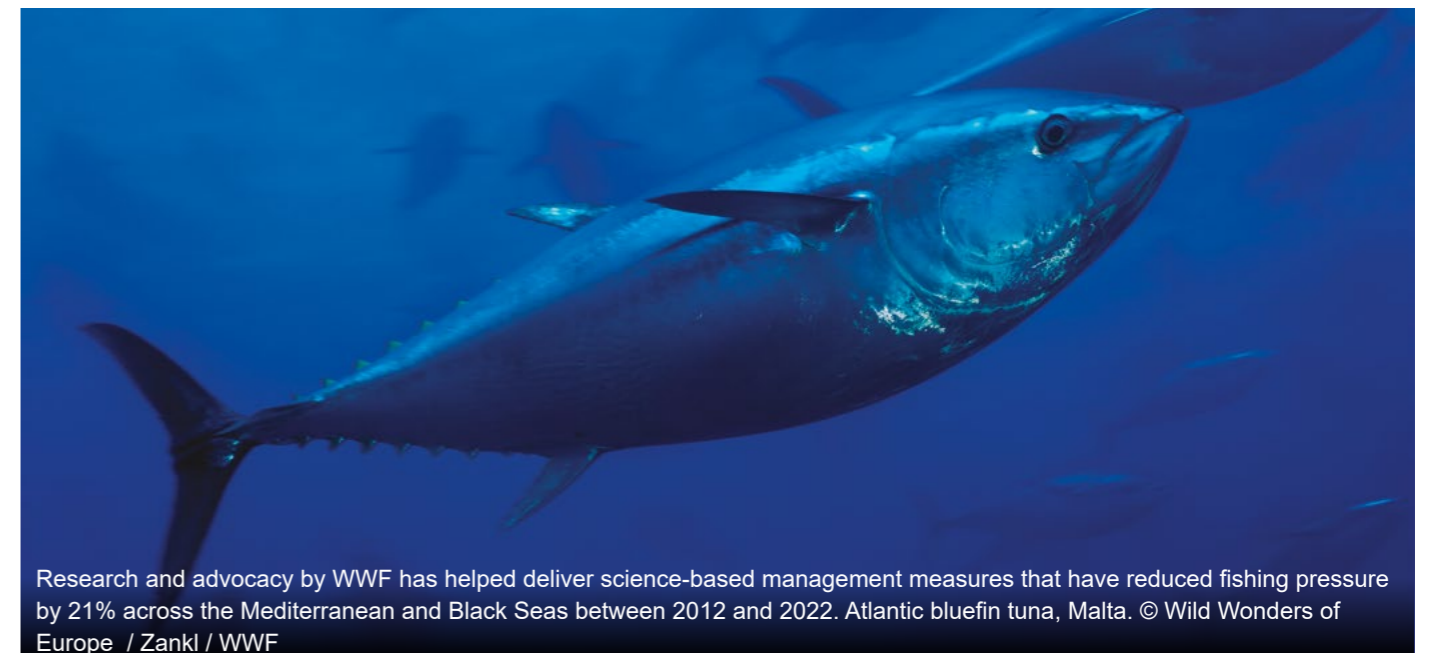
Julian Marcial (right) is leader of the Artisanal Fishers Association in Isla Escalante, Ecuador. WWF-Ecuador and the association have worked together on a rights-based management system that benefits both the ancestral fishing communities and the mangrove conservation. © Antonio Busiello / WWF-US

Europe: Progress on regional fisheries management

Research and advocacy by WWF has helped to deliver science-based management measures that have achieved a 21% reduction in fishing pressure across the Mediterranean and Black Seas between 2012 and 2022. Through coordinated advocacy at the national and regional level, WWF offices have played an important role in reducing the number of overfished stocks in the Mediterranean and Black Seas from 78% to 73%, with further progress expected in the years ahead.

Ecuador: Journey to sustainable fishing and aquaculture

Ecuador's Organic Law of Fishing and Aquaculture established a legal framework for sustainable aquaculture and fishing activities. Ecuador also launched three National Plans of Action for the conservation of tropical tunas, mahi mahi and titi shrimp, all with the purpose of guiding the sustainable management of those internationally traded resources. The government, fishermen's associations, academia and WWF have jointly developed the plans and carried out pilot projects to test co-management schemes for fisheries, bringing the country another step toward eliminating illegal, unreported and unregulated fishing.



Research and advocacy by WWF has helped deliver science-based management measures that have reduced fishing pressure by 21% across the Mediterranean and Black Seas between 2012 and 2022. Atlantic bluefin tuna, Malta. © Wild Wonders of Europe / Zankl / WWF

Japan: Curbing illegal seafood imports

In 2020, Japan adopted a ban on imports of illegal, unreported and unregulated (IUU) seafood. With no previous law regulating the import of seafood from IUU fisheries, an estimated 30% of Japan's imports came from illegal sources. The new legislation was informed by advice from WWF and modeled after regulations already in place in the EU and the US. Implementation of seafood import control laws by the world's three largest seafood importers – Japan, the US and the EU – represents important progress in global efforts to curb illegal fishing.



© Vincent Kneefel / WWF

TACKLING FISHERIES BYCATCH

Wherever there is fishing, there is the risk of bycatch – the incidental capture of non-target species such as seabirds, marine turtles and dolphins. A staggering amount of marine life is hauled up with the catch, and then discarded overboard dead or dying. Proven solutions do exist, such as modifying fishing gear so that fewer non-target species are caught or can escape. WWF aims to reduce bycatch by working with fisheries and helping develop and promote new technologies and gear for more efficient operations. Between 2017 and 2022, WWF offices helped secure 46 bycatch mitigation measures.

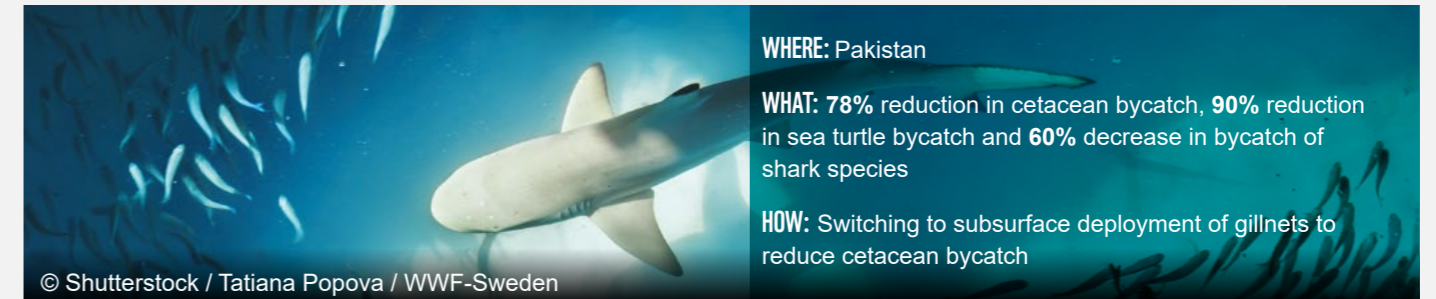


WHERE: India

WHAT: 30% reduction of bycatch in Kerala

HOW: Fisheries regulations applied to shrimp trawl and fish trawl nets to exclude juvenile fish and non-target species

© WWF-Malaysia / Mazidi Abd Ghani



WHERE: Pakistan

WHAT: 78% reduction in cetacean bycatch, 90% reduction in sea turtle bycatch and 60% decrease in bycatch of shark species

HOW: Switching to subsurface deployment of gillnets to reduce cetacean bycatch

© Shutterstock / Tatiana Popova / WWF-Sweden



WHERE: Indonesia

WHAT: 60.7% reduction of sea turtle bycatch at Paloh MPA in 2021

HOW: Supporting implementation of green-light stick LED technology at gill-net fishery by local stakeholders

© Placebo365 / iStock Unreleased / Getty Images

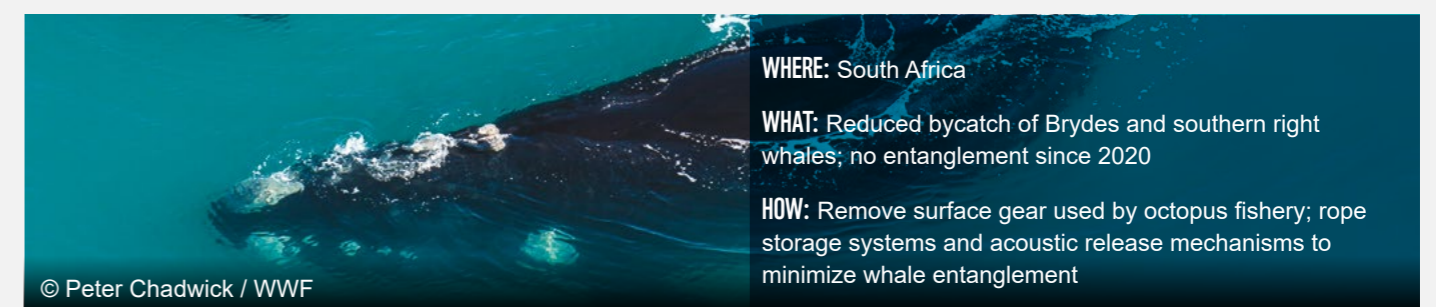


WHERE: New Zealand

WHAT: Protection for Maui and Hector dolphin

HOW: 1.3 million hectares subject to trawl closures and restrictions; 3.27 millions hectares are closed to set netting

naturepl.com / Richard Robinson / WWF



WHERE: South Africa

WHAT: Reduced bycatch of Brydes and southern right whales; no entanglement since 2020

HOW: Remove surface gear used by octopus fishery; rope storage systems and acoustic release mechanisms to minimize whale entanglement

© Peter Chadwick / WWF

PROGRESS ON TUNA FISHERIES

Regional fisheries management and policy processes present opportunities to achieve conservation outcomes across multiple countries and to better manage migratory fish species across national boundaries. WWF offices work together to influence regional fisheries management processes, most notably regional fisheries management organizations (RFMOs) responsible for managing tuna species.



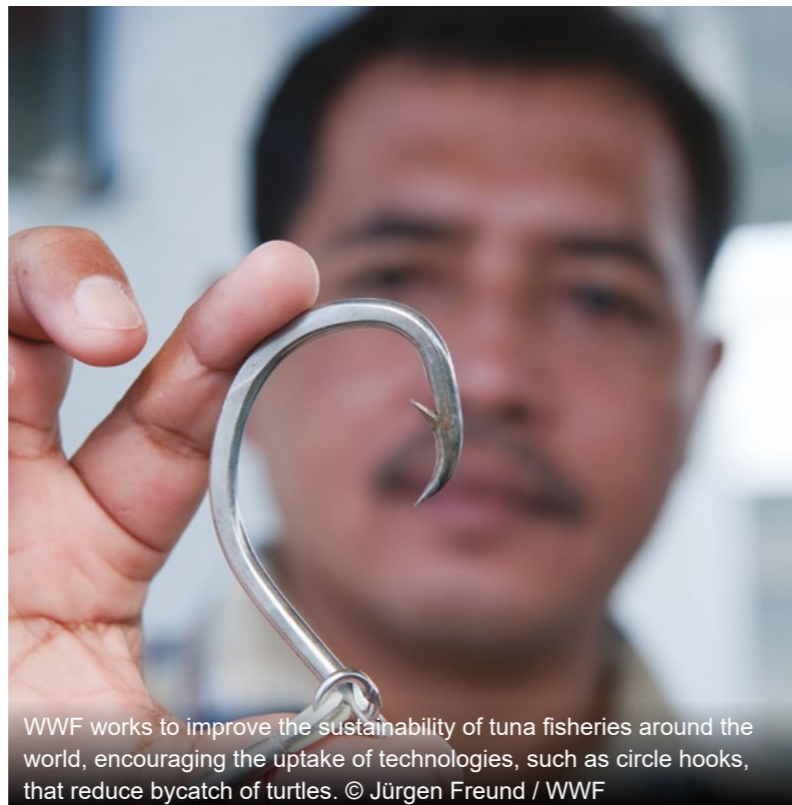
Atlantic bluefin tuna © Wild Wonders of Europe /Zankl / WWF

Atlantic bluefin tuna on the path to recovery

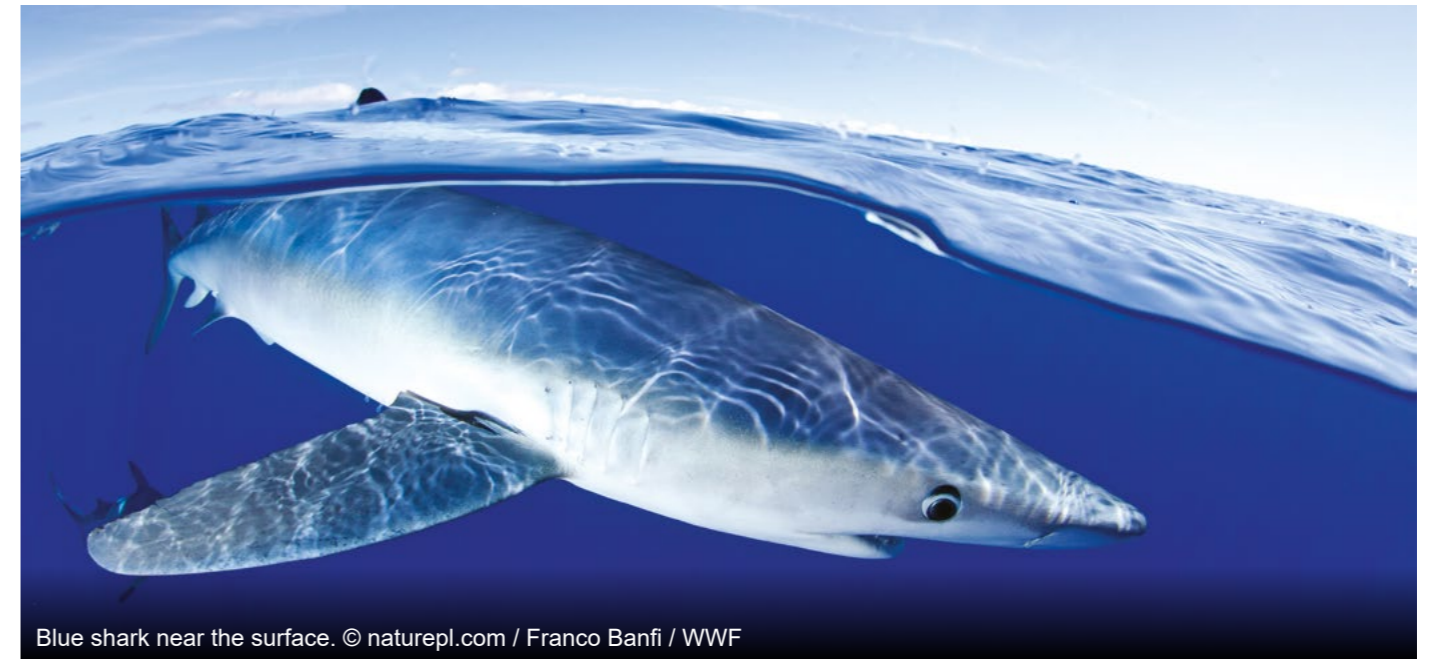
Over the past 15 years, Atlantic bluefin tuna populations in the Eastern Atlantic and Mediterranean have made a significant recovery following successful advocacy by WWF and partners for science-based management. In 2020, the International Commission for the Conservation of Atlantic Tunas (ICCAT) adopted a multi-annual management plan, which finally led to the adoption in 2022 of a harvest strategy to manage both the East and West Atlantic stocks based on pre-agreed actions, including the increase or decrease of catch limits in line with the status of the stocks, thus relieving management decisions from short-term political pressure.

Improved management of tuna fisheries

The Indian Ocean Tuna Commission (IOTC) has adopted catch limits per country for yellowfin tuna, total allowable catches for skipjack and bigeye tuna and a ban on the use of large driftnets (>2.5 km). It also adopted a management procedure for bigeye tuna and a climate change resolution. Since 2015, the Western and Central Pacific Fisheries Commission (WCPFC) has progressed improvements in the management of Pacific bluefin tuna, which had reached a low of 2.6% of its historic population and has now recovered to 10.2% and continues to improve. In 2021, the Inter-American Tropical Tuna Commission (IATTC) adopted a multiannual conservation measure for tropical tunas in the Eastern Pacific. The measure includes additional fishery closure days for certain vessels to manage pressure on bigeye tuna, while continuing the 72 day full closure for purse seine vessels, the temporal closure west of the Galapagos and bigeye catch limits for longline vessels.



WWF works to improve the sustainability of tuna fisheries around the world, encouraging the uptake of technologies, such as circle hooks, that reduce bycatch of turtles. © Jürgen Freund / WWF



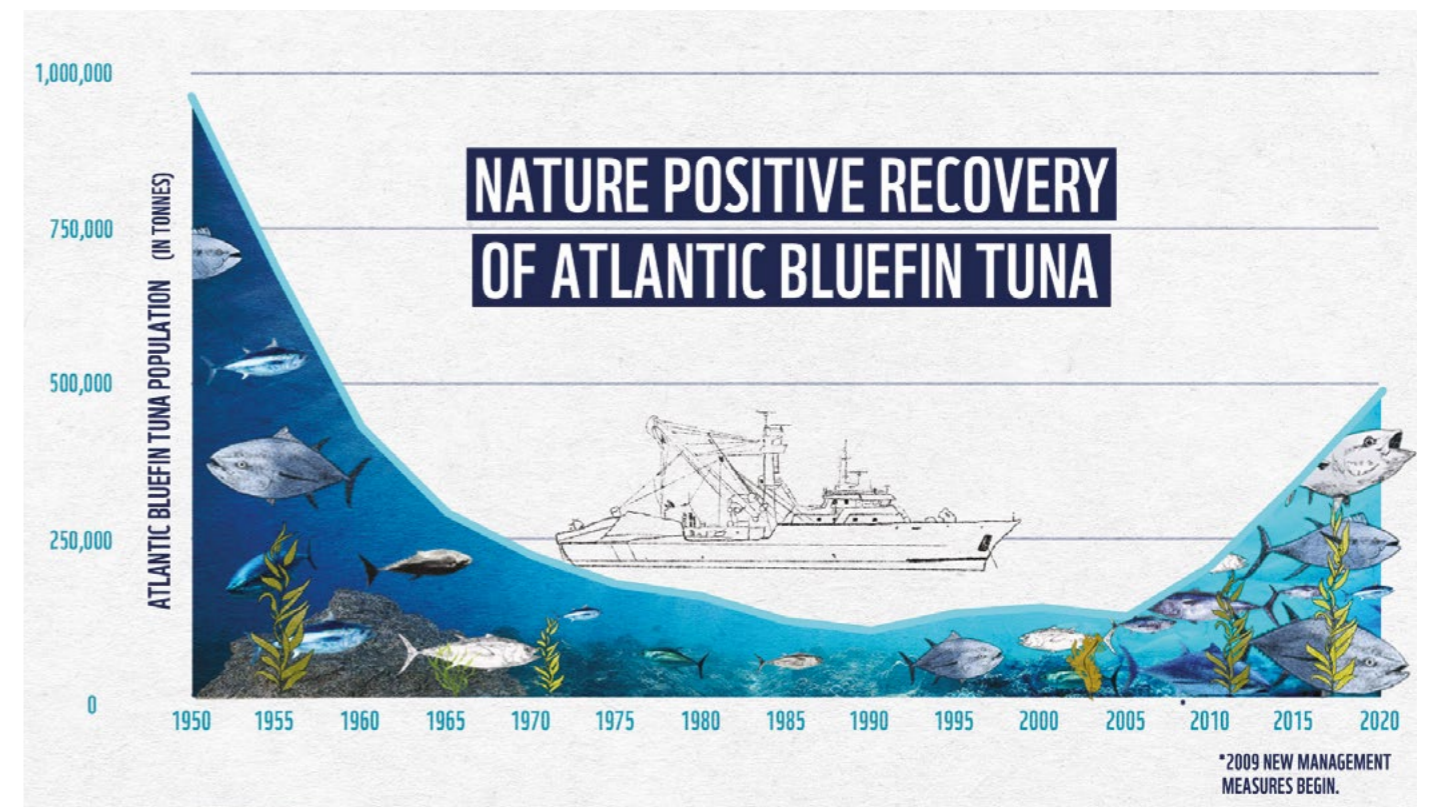
Blue shark near the surface. © naturepl.com / Franco Banfi / WWF

Reducing impacts on non-target species

The WCPFC adopted a revised shark conservation and management measure that includes a ban on shark lines and wire leaders, which will reduce shark bycatch and incentives for shark finning. The WCPFC and IOTC adopted conservation and management measures for mobulid rays using a precautionary approach. The WCPFC adopted improved measures to mitigate the impact of fishing for highly migratory fish stocks on seabirds and a new conservation measure to address marine pollution that impacts target and non-target species.

Transparency, traceability and enforcement

Over the past six years, RFMOs have adopted a series of measures to enhance transparency and reduce IUU fishing. ICCAT implemented stronger requirements to deter reflagging of vessels and better monitoring of transshipment. The General Fisheries Commission for the Mediterranean (GFCM) has prepared the way for a future vessel monitoring system and electronic logbook and the WCPFC established an improved safety and security measure for the fisheries observers that provide the eyes at sea for fisheries enforcement, which has led to better data and accountability in the Western and Central Pacific tuna fisheries.



Atlantic bluefin tuna populations in the Eastern Atlantic and Mediterranean are on the path to recovery following successful advocacy by WWF and partners for science-based management.



Fisherman with spiny lobster, East End, Cayos Cochinos, Honduras. © Antonio Busiello / WWF-US

FISHERY IMPROVEMENT PARTNERSHIPS

For more than two decades, WWF has worked to build partnerships with the fishing industry and influence seafood markets and supply chains. WWF has led innovative approaches to engagement with the fishing industry and seafood markets – including fishery improvement projects, certification and business coalitions – and has built a reputation as an influential actor in the seafood sustainability arena.

Fishery Improvement Projects (FIPs) provide a structured framework for WWF offices to engage with fishery stakeholders to improve fishing practices and fishery management,

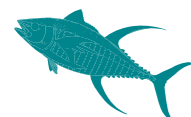
with Marine Stewardship Council (MSC) certification and market access as common incentives for participation by industry partners.

Over the past six years, WWF offices have supported 44 FIPs, ranging from local artisanal fisheries to large-scale commercial fisheries. These FIPs aim to achieve healthy fish stocks, minimize the environmental impacts of fishing on other species and habitats, and ensure effective fishery management systems.

Progress toward sustainability



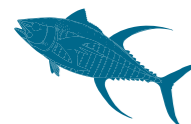
The **Nicaragua spiny lobster** fishery underwent significant improvements between 2012 and 2022. The percentage of performance indicators scoring at least 80 out of 100 increased from 37% to 75%, which paved the way for its entry into full MSC assessment in September 2022. The management plan for the spiny lobster fishery in the Nicaraguan Caribbean includes guidelines for managing the species, such as a regulatory body, stock assessment methodology, fishing quota calculation and fishing guidelines.



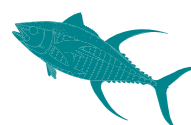
The **Eastern Pacific Ocean yellowfin tuna** purse seine FIP in Ecuador (TUNACONS) achieved MSC certification in 2020. The FIP started its journey toward sustainability in 2016, increasing over time its percentage of performance indicators scoring at least 80 out of 100 from 50% to 68%. The FIP was financed by the WW-Italy Bolton partnership and locally implemented by WWF-Ecuador.



The **Bahamas spiny lobster** FIP started in 2009 and has since adopted a harvest control rule, completed lobster trap fishery bycatch studies and a stock assessment, and established a data collection and management system. The percentage of performance indicators scoring at least 80 out of 100 increased from 21% to 82%. In 2018, the fishery was certified by the MSC.



The **Viet Nam yellowfin tuna** FIP is making progress toward its goal of achieving MSC certification. The FIP – launched in 2014 by WWF-Vietnam, VinaTuna (which coordinates the engagement of 20 domestic processors) and other partners – has increased its percentage of performance indicators scoring at least 80 out of 100, from 18% to 71%. The FIP uses a “pay per pound” financing mechanism and has objectives around traceability and social responsibility, as well as comprehensive measures to protect sharks.



The **Philippines tuna handline partnership** achieved MSC certification for the yellowfin tuna fishery after a 10-year journey. The fishery comprises 500 artisanal fishing boats that use traditional handline fishing gear, which supports around 2,000 fishers in the Occidental Mindoro Strait and Gulf of Lagonov. Despite being affected by four major typhoons in 2020, the fishery managed to obtain certification in 2021. The WWF-Philippines yellowfin tuna FIP brought multiple stakeholders together to identify and deliver improvements on the fishery's performance.

Working with industry to influence regional fisheries management

Our most successful industry partnerships support fisheries and seafood businesses to move toward more sustainable practices in their own operations, while exercising their influence externally to secure improved fisheries management measures. WWF has successfully used this approach to influence fisheries management decisions, including the adoption of science-based catch limits for overfished tuna species.

For example, WWF-Japan helped to secure improved fisheries management for skipjack tuna in the Western and Central Pacific Ocean by: partnering with a large Japanese fishing company to improve their fishing practices and obtain MSC certification; promoting MSC-certified seafood in Japan; and working with 18 Japanese seafood companies and other partners to secure the adoption of a regional harvest strategy for skipjack tuna by the WCPFC in December 2022.



In the Philippines, fisherman Darwin Bordeos uses an on-board transponder provided by WWF to record his yellowfin tuna catch, supporting improved traceability and fisheries management. © Alo Lantin / WWF-Philippines



Spinner dolphins in the Red Sea off Egypt. © Alexis Rosenfeld



The resident whale shark population in the waters surrounding Mafia Island, Tanzania, has doubled over the past 10 years as a result of WWF's work with communities and the government of Tanzania. © Vincent Kneefel / WWF

MARINE SPECIES

Species conservation has been a central element of WWF's mission since the organization was established in 1961. Over the past six years, WWF offices have helped to secure 98 species conservation measures for turtles, sharks, rays and marine mammals.

Tanzania: Mafia Island whale shark population doubles

Mafia Island Marine Park was established in 1995, in response to local concerns about illegal fishing. The marine park protects 82,200 hectares of estuarine, mangrove and coral reef ecosystems. Managed in partnership with local communities, the marine park provides a safe haven for a resident whale shark population, a drawcard for dive tourism. Over the past 10 years, WWF-Tanzania has worked successfully with park managers and communities to double the resident whale shark population from around 100 individuals in 2012 to 215 individuals in 2022.

Malaysia and Indonesia: Tackling threats to marine turtles

In Malaysia, community awareness-raising and regular, integrated land and sea enforcement operations at key wildlife poaching hotspots have significantly reduced turtle nest poaching. In Tun Mustapha Park, for example, the turtle nest poaching rate for 11 beaches was 15% in 2022, down from 29% in 2019. In Melaka, poaching was reduced to 3.9% in the 2021 season from 10.9% the previous year. The number of green sea turtle nests successfully incubated in Terengganu, Malaysia, increased tenfold between 2003 and 2021, from 100 to 1050 nests. In Indonesia, WWF successfully reduced poaching of sea turtle nests by 78% in Buru Island MPA and 67% in Paloh MPA, together with a 29% reduction in leatherback turtle utilization at Kei Kecil Island MPA.

Poland: Grey seal recovery

WWF-Poland has been actively involved in protecting the Baltic grey seal population through scientific research, advocacy, dialogue with fishermen, exploring alternative fishing gear, and patrolling beaches. Their efforts have contributed between 2017 and 2022 to a 40% increase in the grey seal population within Poland's marine territory. Building on this success, WWF-Poland works to protect marine mammals and seabirds from key threats, which includes transporting wounded animals for rehabilitation, looking for solutions to minimize interactions with fisheries, collecting scientific data and educating the public.



The number of green sea turtle nests successfully incubated in Terengganu, Malaysia, increased tenfold between 2003 and 2021, from 100 to 1050 nests. © Jürgen Freund / WWF



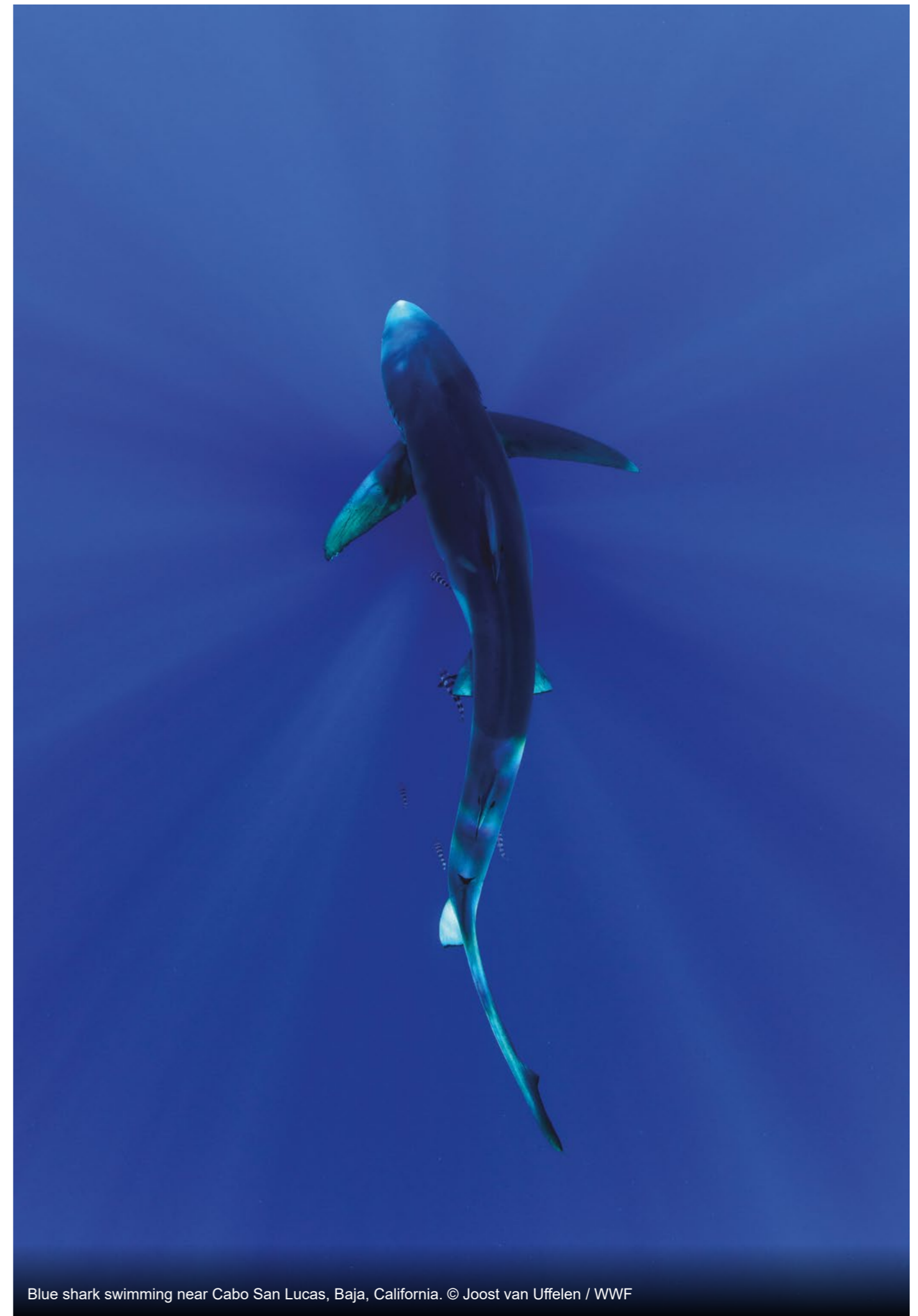
Manta rays at Palau coral reefs. © Simon Lorenz / WWF-HK

Atlantic Ocean: Mako shark rebuilding plan

Following advocacy by WWF, the International Commission for the Conservation of Atlantic Tunas adopted a comprehensive rebuilding program in 2021 to save the endangered shortfin mako shark in the North Atlantic. This is the first time a shark or ray species has had a rebuilding program adopted by a regional fisheries management organization for tuna. The program prohibits the retention, transshipment or trading of any dead or live shortfin mako shark caught in the North Atlantic for two years, and live sharks must be released back into the water following best-practices handling procedures. A similar management framework was adopted for shortfin mako in the South Atlantic in 2022, aiming at reducing mortality by 53%.

Global: International trade in sharks and rays

In 2022, the 19th Conference of Parties to the Convention on International Trade in Endangered Species (CITES) marked a key milestone for international shark and ray conservation, with new resolutions ensuring that 90% of all shark and ray species can now only be traded if their stocks are not endangered compared to around 20% prior to the conference. Fifty-four species of requiem sharks, six species of hammerhead sharks and 37 species of guitarfish have been included in the treaty's Appendix II.



Blue shark swimming near Cabo San Lucas, Baja, California. © Joost van Uffelen / WWF



Jellyfish swims beneath a slick of plastic debris in the Indian Ocean near Sri Lanka. © naturepl.com / Alex Mustard / WWF

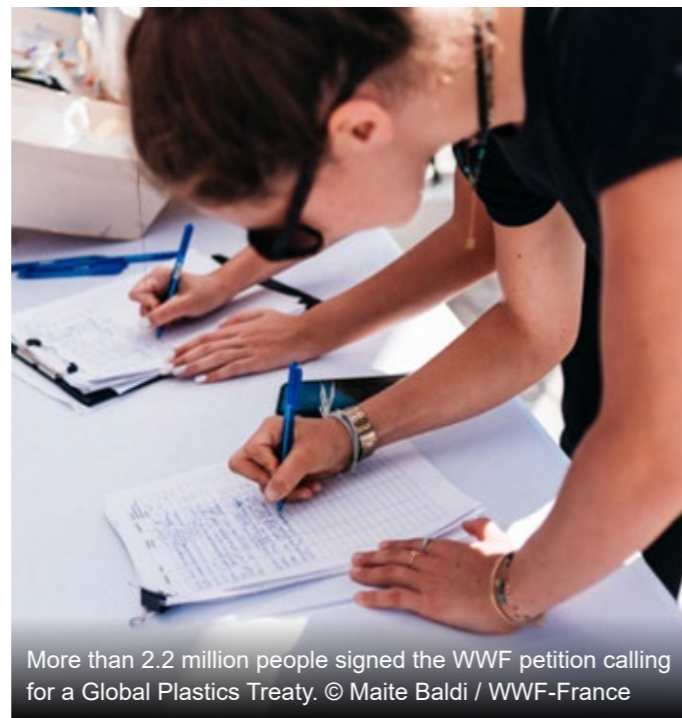
MARINE POLLUTION

The health, resilience and productivity of marine and coastal ecosystems is increasingly affected by pollution, including land-based nutrient, pesticide and plastic pollution. The public and political prominence of plastic pollution has rapidly increased in recent years, presenting opportunities for coordinated action from the local to international level.

The No Plastics in Nature Initiative, co-led by the Oceans Practice and Markets Practice, seeks to address plastic pollution using three complementary strategies: securing a robust global plastics treaty, driving improvements in municipal waste management, and working with the private sector to directly reduce plastic pollution. In addition, a number of WWF offices are working to address nutrient and pesticide pollution in priority seascapes.

Global: Building momentum for a plastics treaty

WWF identified plastic pollution as a shared network priority and has leveraged the power of our brand around efforts to secure a legally binding global treaty to end plastic pollution. Following a four-year campaign by WWF and partners, the UN Environment Assembly unanimously resolved in March 2022 to negotiate a legally binding plastics treaty. More than 2.2 million people signed the petition and more than 140 leading businesses backed the call.



More than 2.2 million people signed the WWF petition calling for a Global Plastics Treaty. © Maite Baldi / WWF-France

United States: Working with business

WWF-US launched ReSource: Plastic to work with member companies to maximize, measure, and multiply their impact on solving the plastic pollution crisis. Over 180 organizations, representing 6.9 million tons of plastics, are now reporting their plastic usage through the ReSource: Plastic Footprint Tracker tool. Resource: Plastic's "Transparent 2022" report found members had reduced small plastics, such as utensils and straws, 1,500 metric tons since 2020, and increased their use of recycled content from 8% in 2020 to 10.2% in 2021.

China: Plastic pollution action plan

In 2021, China unveiled a five-year action plan to reduce plastic pollution. Informed by WWF research, the plan details measures to cut the production and use of plastics, develop alternatives for plastics, and substantially reduce the amount of plastic waste in landfills and environmental leakage through 2025.

Baltic: Source to sea

Human activities, especially agriculture, cause nutrient runoff that severely disrupts the Baltic Sea. It harms marine life and human well-being, as excess nutrients can trigger harmful algae blooms and oxygen depletion. Marine 'dead zones' without oxygen cover an area twice the size of Denmark. To reduce land-based pollution by advocating for a source-to-sea approach, WWF succeeded in pushing for clear nutrient input ceilings in the 2021 Baltic Sea Action Plan. The plan aims to restore good ecological status by 2030, and was adopted by all parties to the Convention of the Protection of the Marine Environment of the Baltic Sea. WWF also collaborates with farmers to keep nutrients and water on land, use fertilizers more efficiently, and reduce runoff.



Hawaiian monk seal caught in fishing tackle off Kure Atoll, Pacific Ocean © naturepl.com / Michael Pitts / WWF



President of the UN Environment Assembly, Mr Espen Barth Eide, receives a WWF petition signed by over 2 million people, calling for a legally binding international treaty to end plastic pollution. More than 120 companies and over 1,000 civil society organizations also backed calls for a treaty. © Markus Winkler / WWF-Germany

GOVERNANCE AND POLICY

Oceans Practice members are active participants in policy processes at the global, regional and national level. Over the past six years, WWF offices helped to secure over 300 policy and management measures for marine habitats, species and fisheries, including the case studies presented in this report.

In the global policy arena, long-term advocacy by WWF and partners helped secure the following policy outcomes over the past six years:

- adoption of the World Trade Organization Fisheries Subsidies Agreement, following decades of advocacy;
- finalization of a High Seas Treaty, including provisions on marine protected areas and impact assessment;
- adoption of robust ocean-related targets in the Kunming-Montreal Global Biodiversity Framework;
- a UN Environment Assembly resolution to negotiate a legally binding treaty to end plastic pollution;
- CITES listings for marine species, including 90% of internationally traded shark and ray species;
- UNFCCC decisions highlighting the need for urgent and integrated action on oceans and climate change;
- widespread adoption of the Sustainable Blue Economy Finance Principles by leading financial institutions;
- increasing support from governments and businesses for a global moratorium on deep seabed mining.

Protecting the high seas

For over two decades, WWF contributed to international efforts to establish a framework for conserving marine life in areas beyond national jurisdiction. This ambition reached a key milestone in March 2023 when UN members reached agreement on a High Seas Treaty. The treaty will come into effect once it has been ratified by 60 countries. WWF is committed to promoting timely ratification and implementation of the treaty, including advancing science-based proposals for ecologically representative networks of high seas marine protected areas.

Tackling fisheries subsidies

The adoption of the WTO Fisheries Subsidies Agreement in 2022, following decades of advocacy by WWF, presents an important opportunity to address harmful fisheries subsidies. The agreement is intended to reform and redirect some of the estimated US\$22 billion in annual subsidies that drive overfishing and destructive fishing practices. WWF is committed to supporting timely ratification and effective implementation of the agreement, as well as further negotiation to address outstanding issues, as a key strategy for addressing global fisheries overcapacity.

A new conservation agenda

The UN Global Biodiversity Framework, adopted in December 2022, represents a historic commitment to halt and reverse the loss of nature. WWF played an active and influential role in its development, including ocean-related elements of the framework. By 2030, countries have committed to protect 30% of the ocean; restore 30% of degraded coastal and marine areas; ensure sustainable use of wild species; halve nutrient and pesticide pollution; work toward elimination of plastic pollution; mobilize \$200 billion per year for conservation; redirect \$500 billion of harmful subsidies; and, mainstream biodiversity into decision-making across government and business.



Coral Fishes, Semporna Priority Conservation Area and the Tun Mustapha Park. © Eric Madeja / WWF-Malaysia



© Martina Lippuner / WWF-Africa

SUSTAINABLE BLUE ECONOMY

The ocean economy is estimated at US\$24 trillion in total assets, but only a healthy ocean can provide such value. Years of unsustainable development powered by mainstream finance, especially in already fragmented and damaged coastal areas, have led to a biodiversity crisis in our ocean, creating risks for both society and business.

Global: Influencing international finance

The WWF Blue Futures Initiative aims to see mainstream finance directed in ways that foster the restoration, protection and sustainable management of ocean and coastal resources. WWF led an innovative public-private sector partnership to develop the Sustainable Blue Economy Finance Principles. Guided by these principles, 10 multilateral development banks have committed US\$19.7 billion since 2018 for activities to advance a sustainable blue economy.

In 2019, WWF and the principles' founding partners worked with the UN Environment Programme Finance Initiative (UNEP FI) to develop the Sustainable Blue Economy Finance Initiative. Over 80 financial institutions representing US\$11 trillion in assets under management have now become members; 44 of these are full signatories to the principles, including the World Bank, European Investment Bank (EIB), Asian Development Bank and European Bank for Reconstruction and Development, as well as private sector finance institutions.

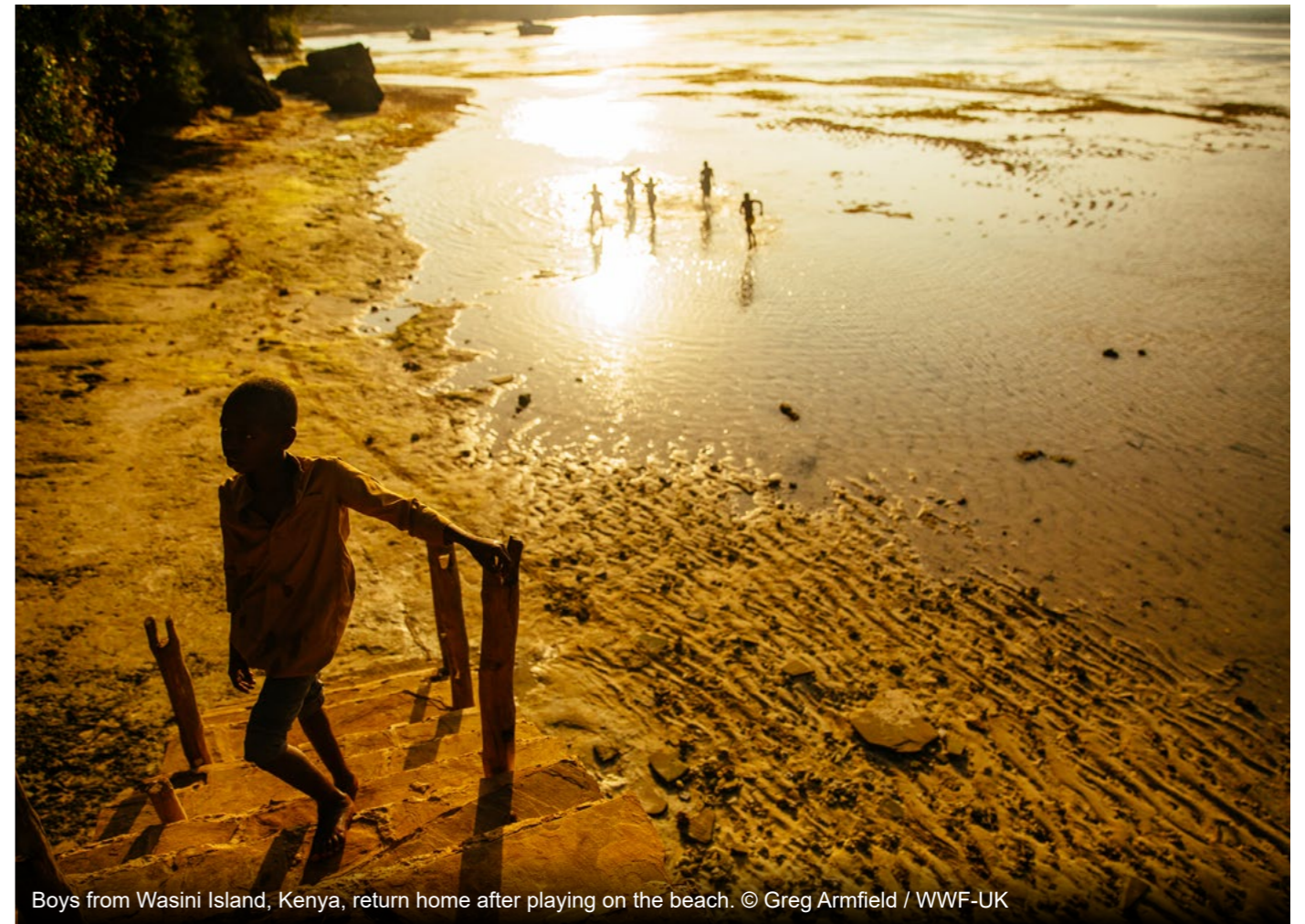
<p>\$20 BILLION committed by multilateral development banks to advance a sustainable blue economy</p>	<p>80+ international finance institution members of the Sustainable Blue Economy Finance Initiative</p>	<p>\$11 TRILLION in assets under management by members of the Sustainable Blue Economy Finance Initiative</p>
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Investment guidance for key maritime sectors

WWF subsequently led the development of granular guidance for eight major maritime sectors on behalf of UNEP FI to enable the principles to be translated into the policies and decisions of financial institutions. WWF has since worked with DWS, the largest asset management company in Europe, to translate this guidance into a blue equity fund. WWF also worked with UNEP FI to develop reports on harmful extractives – deep sea mining and oil and gas – which align with WWF's priorities. As a result, the EIB adopted a “no deep seabed mining” investment policy.

Commitments to a sustainable blue economy

WWF has informed the work of the High Level Ocean Panel for Sustainable Ocean Economy by contributing to an influential blue finance paper and supporting the Ocean Action 100 coalition. We have worked with a number of governments to support the development of blue economy strategies, including for Canada, Belize and the emirate of Umm Al Quwain.



Boys from Wasini Island, Kenya, return home after playing on the beach. © Greg Armfield / WWF-UK



Volunteer turtle monitors Melea Rakavu and Adi Fulori Lagilagi (left, right) document and take GPS coordinates of the turtle nests. Once hunted and consumed, turtles are now an emblem of community-based conservation success. Araua Island, Fiji.
© WWF-Pacific / Orlando Mathew Turner

DATA SOURCES

The information presented in this report was collated from several sources, most notably (a) the WWF Oceans Practice impact survey, (b) the WWF Coastal Communities Initiative monitoring and evaluation platform, (c) a desktop analysis of financing commitments by multilateral development banks commissioned by the WWF Blue Futures Initiative, and (d) various internal reports and web stories.

To better understand the collective impact of the 60 offices and 550 marine conservation practitioners that make up the Oceans Practice, and to inform a practice strategy review, Oceans Practice focal points were invited to complete an impact survey between November 2022 and February 2023.

Offices were asked to report their impact over six years, starting in 2017, shortly after the establishment of the Oceans Practice, through to 2022. The survey consisted of easy-to-answer questions based on the WWF Global Targets, and responses were validated through multiple rounds of feedback with respondents, as well as regional and species leads. More than 80% of relevant offices responded to the survey.

FUNDING SUPPORT

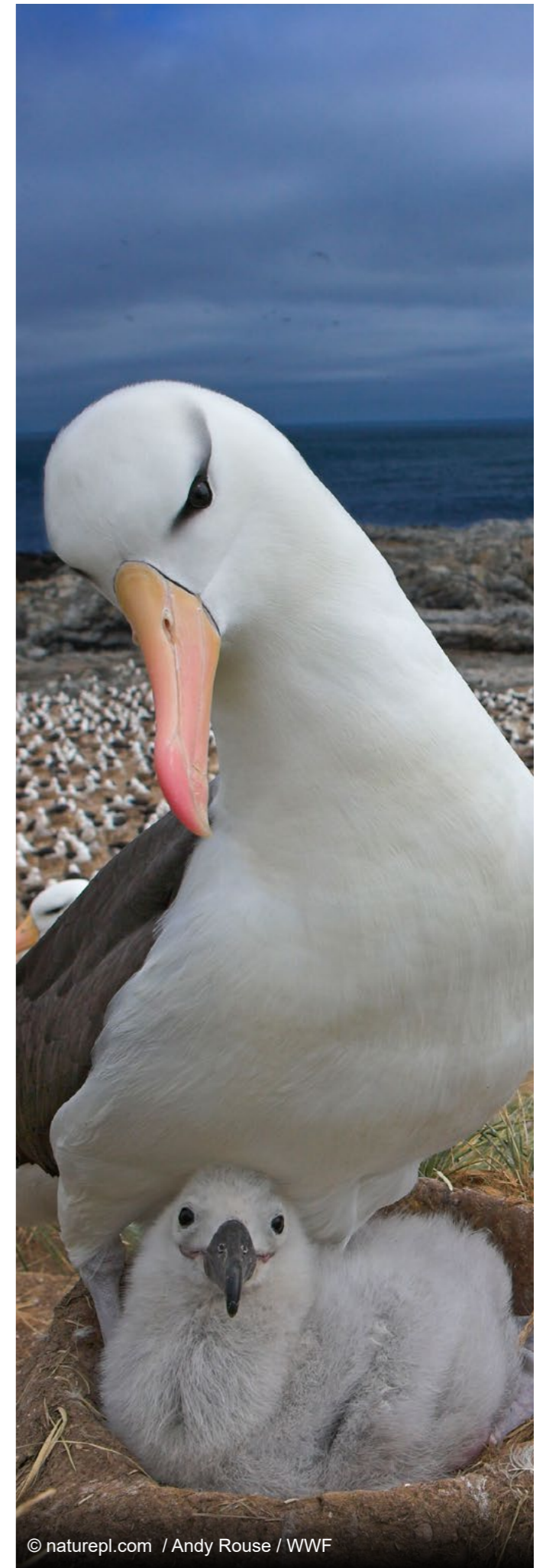
The achievements presented in this report would not have been possible without the support of our funders. From 2017 to 2022, WWF was entrusted with more than US\$ 200 million to advance marine conservation around the globe.

This support principally originated from public sector partners (59%), trusts and foundations (19%) and corporate partners (15%). We were also grateful for the contributions made by WWF national offices to help drive innovation, program and policy delivery in this period (3%).

To every partner, funder and supporter who contributed to the conservation successes presented in this report, thank you for your commitment to healthy and resilient oceans, supporting nature and people. We are enormously grateful for your support.



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