



WWF

FACTSHEET

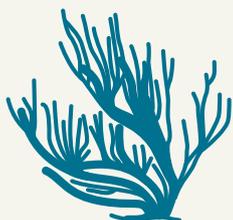
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## BIODIVERSITY: WWF-South Pacific

# Sustainable Coastal Resource Use Management Programme



**WWF IS A FOUNDING MEMBER OF THE FIJI LOCALLY MANAGED MARINE AREA NETWORK (FLMMA), RESPONSIBLE FOR THE ESTABLISHMENT OF OVER 200 COMMUNITY MARINE PROTECTED AREAS IN FIJI.**

### Rivers, land and sea

Fiji, like any other island nation in the region, faces challenges relating to food security, sustainable livelihoods, water quality and adaptation to climate change. Threats to island biodiversity have continued to increase with the inevitable development of Fiji and the continuing pressures placed on the marine environment and its resources. The growing commercial market value of marine resources is an additional strain resulting in overharvesting, as reported in most of Fiji's coastal communities.

The overall purpose of this programme is to implement responsible ecosystem based management approaches to achieve healthy, recovering and resilient marine ecosystems that provide improved food security, livelihoods and wellbeing for dependent communities

Ecosystem based management:

- Emphasises connectivity within and between systems, such as between land and sea;
- Focuses on the consequences of human actions within ecosystems;
- Encourages the protection and restoration of ecosystem structure; function and key processes; and
- Integrates biological, socioeconomic and governance perspectives.

This 'ridge to reef' approach ensures the protection of island biodiversity. This programme encourages communities to take ownership of their area's natural resources management.

## Protecting the Hidden Gem of the South Pacific - The Great Sea Reef

The Great Sea Reef, the southern hemisphere's third longest barrier reef system, faces the impacts of inappropriate fishing gear usage, overfishing practices and pollution from rivers through land-based activities such as sugar cane farming, inappropriate logging and dredging activities.

The Great Sea Reef has the highest percentages of species recorded in Fiji including 74% of known coral species.

The Great Sea Reef, locally known as Cakaulevu, is over 200 km long

The Sustainable Coastal Resource Use Management Programme and Inshore Fisheries Programme works with communities and conservation stakeholders to establish biologically significant and representative networks of marine protected areas.

### Acting together to conserve our resources

WWF's collaborative approach with other stakeholders has enabled our achievements to date which include:

- Through policy position papers and briefs WWF has enabled partners and stakeholders to take a more informed and strategic approach and position to discussions leading up to: the Convention on Biological Diversity's 10th Conference of Parties meeting in Nagoya 2010; the 17th Conference of the Parties (COP) to the UNFCCC in Durban 2011; Rio + 20 and; the green economy leading up to Brazil in 2012
- Identifying, strengthening and synchronising collaborative opportunities with regional policy agencies such as the Secretariat of the Pacific Regional Environment Programme, which has recognised ecosystem based management as one of its core priorities within its 2011- 2015 Strategic Plan
- Establishing the first two district level land care networks in Mali (Macuata) and in Sawaieke (Lomaiviti). The land care networks consist of community based ambassadors advocating for improved land use practices for their respective districts
- In partnership with the Fiji Locally Managed Marine Area network, WWF engaged in the inshore fisheries decree consultations, ensuring that marine managed areas are prioritised and ecologically representative. The programme also raised awareness of the contributions and importance of community based marine managed areas
- Undertaking business planning and training in Macuata in partnership with the National Center for Small Micro-Enterprise Development, with the participation of selected focal community marine managed area site representatives



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### Call to Action

The Sustainable Coastal Resource Use Management Programme works to ensure that communities are able to meet their livelihood and cultural aspirations.

But to continue delivering on our goals we need your support. Any contributions from you or your organisations towards protecting the hidden gem of the South Pacific - the Great Sea Reef is greatly welcomed and appreciated!



#### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.wwfpacific.org.fj](http://www.wwfpacific.org.fj)

#### For more information

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