

the Coral Triangle newsletter

Updates from WWF's Coral Triangle programme

January 2010

Programme highlights

Coral Triangle Business Summit Makes Waves, Yields Commitments

From 19 to 20 January, more than 160 individuals from business, non-profit and government backgrounds gathered at the Coral Triangle Initiative Business Summit in Manila to carve a new "green" course to protect the Coral Triangle, the world's centre of marine biodiversity.



© WWF

The Summit, co-organised by the WWF Coral Triangle programme with the Government of the Philippines was highly successful, with more than 50% of participants coming from business and industry in the region. At the closure of the event, business representatives from seafood, travel and tourism sectors drafted a set of industry statements outlining a shared intention to reduce the impact of their businesses in the 'nursery of the seas'.

In the seafood sector, fishing operators and buyers agreed to a number of measures including ensuring that fish are not sourced from illegal, unregulated and unreported (IUU) operations, implementing catch and trade documentation schemes to ensure traceability, using third-party certification schemes such as MSC to promote sustainability, reducing bycatch through adopting bycatch-appropriate technology and techniques, and the promotion of low-carbon fish production methods and trade practices.

The Summit was organized by the Philippine Department of Agriculture and the Philippine Department of the Environment and Natural Resources in collaboration with WWF and with the support of USAID and corporate sponsors.

► Summit photos, speaker presentations and much more available on the CTI Business Summit website and on Connect

In the news

EU Bans Uncertified Philippine tuna

Dr Jose Ingles, the WWF Coral Triangle programme's Tuna Strategy Leader discusses the impacts of a new EU regulation that only allows seafood that is not illegally caught, unreported and unregulated.

► Full story: Malaya Business Insight

Governments, Consumers, Vital to Sustainable Seafood Efforts

Despite their success in informing the public on overfishing, the ongoing usefulness of consumer-focused seafood campaigns is challenged by unclear and unreliable sourcing.

► Source: Jacquet J., *et al.* 2010. Conserving wild fish in a sea of market-based efforts. *Oryx* 44(1):45-56.

WWF's vision for the Coral Triangle is to protect its unique wildlife, conserve its natural resources, and create sustainable economic opportunities for the people and communities of the region. Our work addresses tuna, live reef fish, turtles, bycatch, protected areas and climate change.

► more at panda.org/coraltriangle



Source: Coral Geographic (Veron *et al.*, unpublished data)

Lens on the Coral Triangle



Photos by award-winning photographer Jürgen Freund were showcased at the Summit venue, allowing participants to witness the extraordinary diversity of the Coral Triangle through a set of dozens of photos taken by Jürgen with his wife Stella Chiu-Freund as they journey across the region with the WWF Coral Triangle photo expedition. The photos were auctioned (both at the Summit venue and online), with proceeds to be used towards the production of a Coral Triangle photo book that will make the case for conserving this natural treasure.

► [Check out the photo expedition blog!](#)

Less bycatch through 'smart' hooks in the Coral Triangle

Who would have thought that a slight design change in fishing hooks could save thousands of endangered marine turtles in the Coral Triangle? According to a review by WWF, this is precisely what has happened thanks to a new programme aimed at reducing bycatch in longline tuna fisheries.

In Indonesia, the programme to introduce circle hooks in longline fleets and train fishermen in marine turtle recovery methods has reduced the number of turtles caught by up to 80%. The new circle hooks are much less likely to be swallowed by turtles than traditional J-shaped hooks, which cause suffocation or internal bleeding when swallowed. Last year, the programme saw more than 40,000 new circle hooks distributed to equip roughly 40 longline vessels for an entire year in Indonesia. Gusti Putu Suwindra, Operational Manager for Bali-based tuna brokers Sari Segara Utama, said the company's fishing boats were catching far fewer marine turtles since the company moved to circle hooks.

During the WWF-led Coral Triangle Initiative Business Summit in January, leaders from the seafood sector made commitments to reduce their bycatch, while President Gloria Macapagal-Arroyo announced the national adoption of circle hooks.

► Download President Arroyo's speech [here](#)

The month ahead

Singapore Seafood Guide Launch

- **25 Feb:** Press gathering to announce the launch of the WWF Singapore Seafood Guide
- **27 Feb (4pm):** Singapore Seafood Guide Presentation & screening of [The End of the Line](#) at the Sinema Academy of Motion Pictures Ltd, Singapore.
► More at www.wwf.sg

Consultant profile

Marc-Antoine Dunais

Marc-Antoine (or just 'M-A' for expediency's sake) has provided communications support for the Coral Triangle programme since September 2008. Indulging in his admiration for marine turtles and love of writing, he first worked as a media manager for a turtle conservation organization in Greece, before moving to Indonesia in 2004 in search of new adventures in conservation.



© M-A Dunais

Over the years, he has consulted in fields ranging from communications to trust fund development for donor agencies, conservation NGOs, government agencies and the private sector in Indonesia and the region. Most of M-A's work is currently dedicated to WWF, and more recently the Coral Triangle programme where he helps to produce publications, manage the Coral Triangle web-section, promote the Freund's WWF photo blog, coordinate the recruitment of Climate Witnesses, and (starting this month!) publishing this Coral Triangle newsletter.

Through his newly-established company Catalyze communications, M-A looks forward to helping deliver the CTNI's strategic objectives through effective engagement with consumers and the private sector.

Coral Triangle Blog

► follow the photo expedition!

blogs.panda.org/coral_triangle

CEO corner

Carter Roberts, CEO, WWF-US

Three, two, one....on cue we all fell back, held our BC valves high and sank into the deepening blue of Raja Ampat. A 44-minute dive, maximum depth 73 feet. Started deep like textbook and rose up against the side of the small rise in the ocean that funnels schools of yellow fin barracuda, jacks and snappers, and feeds a glittering array of hard corals, with currents that carried us mere feet above a garden every colour of the rainbow, surrounded by pinnacles of rock, the calls of sulphur-crested cockatoo, rainbow lorikeets, and the occasional white-bellied sea eagle and fantastical creatures like Wilson's bird of paradise. Superlatives abound: 2.3 billion acres, 73% of coral species, over half the coral fish species of the world, and main source of protein for 120 million people.



© Carter Roberts

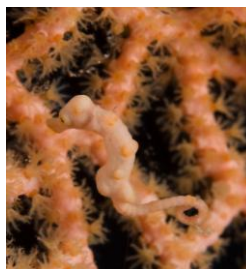
I came here with friends, members of my board, and WWF Coral Triangle programme leader Lida Pet Soede, WWF-Indonesia Conservation Director Klaas Jan Teule, and Ove Hoegh-Guldberg the world's leading researcher on coral reefs and climate change. Ove joined me in Copenhagen to tell the delegates at the climate change convention of the horrors of acidification. When CO₂ meets H₂O, it creates carbonic acid and raises the Ph levels of the ocean and melts the basic building blocks of corals – calcite and aragonite. When CO₂ concentrations reach 400 parts per million, big chunks of the world's reefs disappear, at 450 parts per million they start to persist only in spots like the Coral Triangle, and at 500 parts per million they pretty much disappear from the Earth.

Turns out those reefs most likely to survive are healthy ones. So while we need to reduce deadly green house gas emissions at home, we also urgently need to conserve these reefs and the Coral Triangle through those core strategies of the WWF Coral Triangle programme: marine protected areas, fisheries management, tuna management, and sustainable finance mechanisms and science to guide our actions.

We're all part of the Coral Triangle team, whether we work in the region or influence the markets that pressure this magnificent place. We all have an opportunity to conserve this place, to feed the people of this region, to ensure its biodiversity persists, and to guarantee I can bring my family and return to dive Mellissa's Garden and all other legendary gardens of the ocean. Can't wait.

Animal of the month

At 2.4 cm, pygmy seahorses are tiny indeed. Found on gorgonian corals of the genus Muricella, they have evolved to look like their host with tubercles and a truncated snout matching the colour and shape of the polyps of the gorgonian.



© Jürgen FREUND / WWF-Canon

Staff departure

Angela Lim has been with the CTNI since the start as communications officer, especially focusing on the live reef fish trade, and tourism and climate work. Her work evolved into providing more communications support to the entire programme in the second year and was responsible for the professional look and delivery of this monthly newsletter.

Angela also was of critical importance to the various events that WWF was involved with, supporting all logistics and travel needs of WWF delegations, lending a hand for media briefings, partnership support, formal statement development, and further—and importantly—keeping a great and positive atmosphere in the team under sometimes great levels of stress.



© Angela Lim

The CTNI team will miss you dearly, Angela, but we are assured that in your position as Senior Communications Officer for the SSME (Sulu-Sulawesi Marine Ecoregion) Programme at WWF-Malaysia, you will continue to carry the Coral Triangle flag, and be a much needed support in helping us profile the great work that WWF-Malaysia is doing with communities, industry and government, while also continuing to bring the important issues around conservation and marine resource management in Malaysia to the awareness of Coral Triangle players.

Thank you so much for your valuable contribution to the CTNI.

Recent publications

Green business in the Coral Triangle

The WWF Coral Triangle programme has just released two new market trends briefings focusing on the case for sustainable seafood and tourism in the Coral Triangle. The **Doing “Green” Business in the Coral Triangle** reports outline the market opportunities for businesses operating in the Coral Triangle to make their practices more sustainable.



Drawing from recent research, these briefings explain:

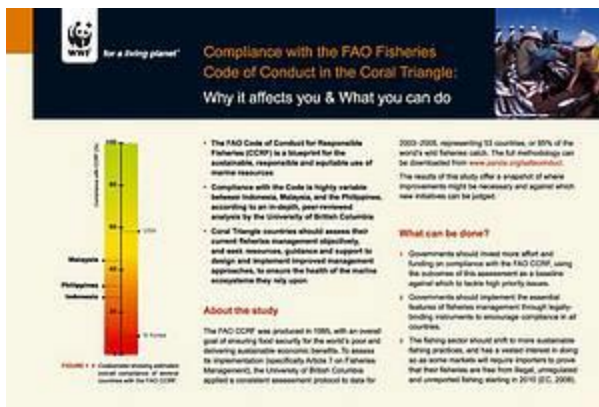
- the imperative for business leaders in the seafood and tourism sector to shift to “green”
- the opportunities for businesses to go “green” in the Coral Triangle, and the rewards that will accrue from doing so
- sources of funding to make the transition towards sustainability
- ways by which WWF can help businesses become “green”

► Download the briefings:

<http://www.panda.org/coraltriangle/briefings>

Compliance with the FAO Fisheries Code of Conduct in the Coral Triangle

The WWF/University of British Columbia Fisheries Centre report [Safe Conduct? Twelve years fishing under the UN Code](#) assesses the implementation of the FAO Code of Conduct for Responsible Fishing. Based on this analysis, the WWF Coral Triangle programme produced the factsheet [Compliance with the FAO Fisheries Code of Conduct in the CT: Why it affects you and what you can do](#) focusing on the performance of three Coral Triangle countries assessed in the UBC study: Indonesia, Malaysia and the Philippines.



“End of the Line” screening in Singapore: round 2!

In the run up to the launch of the Singapore Seafood guide in February, WWF-Singapore presented a second public screening of “The End of the Line” on Sunday 13th December 2009 at Sinema Old School. The film screening had a great response, with all seats snapped up fast.



Based on the book by journalist Charles Clover, the film depicts the dramatic decline in the world’s fish stocks, and aims to stimulate political will and consumer action for a sustainable fishing industry.

source: endoftheline.com

► More at www.wwf.sg

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