



International Year of the Reef 2008



February 28, 2007

U.S. IYOR 2008 Mini Summit

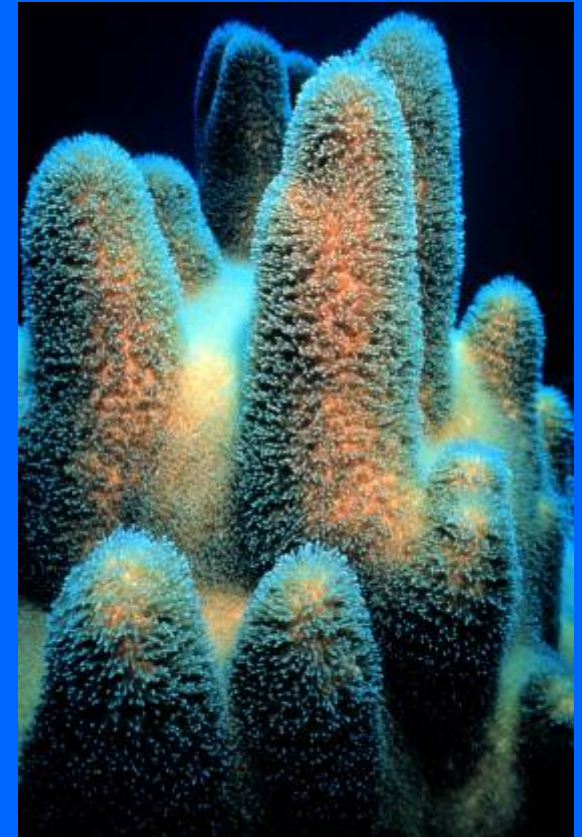
U.S. Coral Reef Task Force 17th Biannual Meeting

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Overview

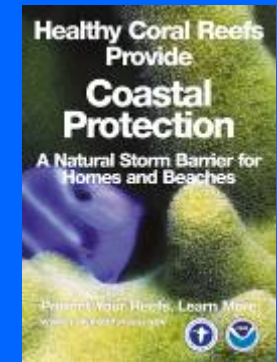
- Context: why coral reefs?
- Overview of the 1997 IYOR
- Momentum for a 2008 IYOR
- Opportunities for your involvement





Why care? Reefs are Valuable

- Reefs provide food, income and jobs:
 - \$ 17 billion in U.S. **tourism** annually (45 million tourists/yr)
 - The commercial value of **U.S. fisheries** from coral over \$245 million
 - **½ billion people (60 nations)** depend on coral reefs globally for food, income, jobs, coastal protection, medicines and cosmetics)
 - **Reef services worth \$375 billion worldwide** (\$100K-600K per sq km)
- Reefs provide valuable products and services
 - **Medicines:** Increasing focus on coral reef species
 - **Storm protection:** 1,000 U.S. communities depend on healthy reefs for protection from storms and erosion
 - Decline of coral reefs in SE Asia has been identified as a key factor resulting in catastrophic **tsunami damage**.





Why Care? Loss of Coral Reefs

- **Increasing reef decline:** 25% lost; 35% are threatened; only 30% at low risk of destruction
- **Major causes of reef loss:**
 - Over-fishing
 - Land-based pollution
 - Climate change and ocean acidification
 - Vessel groundings
 - Coastal development
 - U.S. imports
- **Degradation of many U.S. reefs:**
 - South Atlantic
 - Caribbean
 - Western Pacific





Historical Context: Coral Reef Conservation

- 1994 International Coral Reef Initiative (ICRI) established
- 1997 International Year of the Reef
- 1998 U.S. Coral Reef Task Force (USCRTF) established by Executive Order 13089
- 2000 Coral Reef Conservation Act (CRCA) passes
U.S. National Action Plan created
- 2001 NOAA Coral Reef Conservation Program established
- 2002 U.S. National Action Strategy created
- 2003 CRTF Local Action Strategies launched
- 2006 CRCA up for reauthorization





Overview: 1997 IYOR

- Primary goal: To raise global awareness of the value of coral reefs and the challenges they face
- Prompted by the scientific community
- Supported by governments and organizations around world
- Intended to promote and pursue the goals of the International Coral Reef Initiative (ICRI)





Organization of IYOR 1997

- Like ICRI – informal group of people and organizations decided to declare IYOR
- All volunteer activities
- Minimal funding from US and others
- NOAA played a critical role
- Many organizations involved used their websites to promote IYOR
- Coral list also used extensively to communicate





1997 IYOR Website

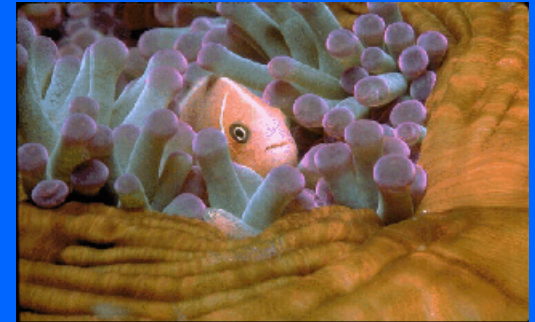
- Centralized information clearinghouse (website) hosted by Coral Reef Alliance with:
 - **Calendar** of international coral reef events
 - **Reporter resources:** 52 weekly story ideas from around the world
 - **Behavioral Tips:** “Things You Can Do to Protect Coral Reefs
 - Links to **participating organizations**
 - **Downloadable information resources:**
 - Global statements of concern for reefs
 - Links to major scientific reports
 - Information on ‘hot issues’





Example 1997 IYOR Activities

- General examples of IYOR activities:
 - reef clean ups,
 - the creation of coral reef guides,
 - coral reef workshops for teachers,
 - photo competitions, etc.
- Reef Check 97: A one day, rapid survey of basic coral reef health parameters by non-scientist diver groups.
- Mooring system improvement program in Kenya.
- International Year of the Reef Dive Festival in Bonaire.
- Children's Poster Competition, example themes:
 - "Coral reefs are important because...,“
 - "What the Reef Does For Us; and What We Can Do For It."
- Coral Reef Masterpieces Photography Exhibition.





1997 Pacific Year of the Coral Reef

- Theme: “Coral Reefs – Their Health, Our Future”
- Organized as a regional IYOR campaign by SPREP
- Developed by member countries; implemented through 17 National Campaigns.
 - Television and radio shows;
 - Public mural projects;
 - Monitoring and research workshops;
 - Logo, art, essay, and
 - Underwater photo competitions;
 - Battle of the Bands (coral reef theme song);
 - Coral reef stamps.





IYOR 1997: The Numbers

- 1400 signed IYOR 1997 pledge at 1996 ISRS
- Over 225 organizations in 50 countries and territories
- Over 700 articles in papers and magazines
- Hundreds of scientific surveys/monitoring
- ReefCheck: 100 scientists and 750 rec divers surveying 300 reefs in 30 countries
- New Marine Protected Areas (3 in Mexico alone, bringing 50% of Quintana Roo under protection)



IYOR 1997: Lessons Learned

- Successes:

- Increased visibility and traction for reef conservation
- Decentralized approach: Allowed organizations around the world to participate, host IYOR events
- Centralized information: Synergized global efforts, coordinated info distribution and dissemination
- Connection to research community and their agenda(s)

- Challenges:

- Demonstrated need for a coordinating entity (supported by time, \$\$, and global coalition)
- International support and momentum built throughout 1997 (rather than established at outset)



Value of a 10-yr Anniversary of IYOR

- **Anniversary:** Good opportunity to focus resources on coral reef **PR/activities**
- **Resolutions passed** to move forward with 2008 IYOR:
 - ICRI: Nov 2005 Decision (recurring Day of the Reef)
 - U.S. Coral Reef Task Force (CRTF): Nov. 2005, May 2006, Oct 2006 Resolutions
 - ITMEMS: Oct. 2006 Support
 - ICRI: Oct. 2006 Resolution (endorsement)
- **Ongoing discussions** by ad hoc group





ITMEMS IYOR Recommendations

- A second International Year of the Reef (IYOR) be held in 2008, building on the history and lessons of the 1997 IYOR
- IYOR 2008 is a **call to action to strengthen commitment** at all levels to reverse coral reef decline and sustain the benefits of coral reef ecosystems
- The IYOR should help establish partnerships and initiatives that result in **longer-term improvements in management capacity and community engagement** at all levels
- Development of communication, education and awareness strategies to **engage local communities and increase social, economic and political benefits** as part of local solutions for global problems



ITMEMS IYOR Recommendations (con't)

- IYOR should **build synergies with major events** already planned for 2008, by seeking active linkages and partnerships with those events, and **work with local partners to broaden the impact of their initiatives** to reach new constituencies for conservation
- Special efforts must be made to **collaborate with the private sector** to engage in and continue best business practices, and support awareness among their customers, as part of their partnership with IYOR
- The **urgent start of coordination, fundraising and promotion** for IYOR as sufficient planning and resources will be critical for its success



ICRI Meeting: 2008 IYOR Designation

- International Coral Reef Initiative (ICRI) General Meeting: October 22-23, 2006 – Cozumel, Mexico
- Resolution to designate 2008 as the International Year of the Reef presented to ICRI members
 - 2008 IYOR designated by ICRI
- Working session with participants





USCRTF 2008 IYOR Decision Item

16th USCRTF meeting: October 24-28, 2006, USVI

The U.S. Coral Reef Task Force:

- Reaffirms its support and endorsement of the 2008 International Year of the Reef.
- Encourages its members to **actively participate** in the IYOR Working Group through their **designated POC**, and to consider in detail the role of their agency or jurisdiction in IYOR.





USCRTF 2008 IYOR Decision Item (con't)

- Encourages its members to support IYOR through financial contributions, staff time, and/or content development for coral reef related events, announcements, products and initiatives for 2008.
- Requests that its members report on their initial levels of support for IYOR prior to the Spring 2007 CRTF meeting.
- Requests that the Working Group present their IYOR plan of action prior to the Spring 2007 CRTF meeting.



2008 International Year of the Reef

- Vision: the 2008 IYOR will:
 - Consist of a **year-long campaign** of events and initiatives hosted by governments and non-governmental organizations **around the world**.
 - Be modeled after IYOR 1997 and other successful international years:
 - **International and regional coordination**
 - **Centralized website** with customizable information, tools and actions for international dissemination
 - **International calendar of events**
 - **“Ownership” for IYOR should be global** – all invited to participate, from communities upward
 - Place strong emphasis on **promoting conservation action** and **strengthening long-term constituencies** for coral reef conservation



Key Events Taking Place in 2008

- U.S. and Mexico to serve as co-chairs of ICRI Secretariat – 2007 to 2009
- 10th Anniversary of the establishment of GCRMN, Reef Check network, and the U.S. Coral Reef Task Force
- International Coral Reef Symposium (ICRS) – July 2008
- Release of Global and U.S. ‘State of Reef’ reports
- Opening of Smithsonian Oceans Hall with Coral Reef Exhibit (30M visitors/yr) – Spring 2008
- Dive Into Earth Day (April 2008), World Ocean Day (June 8, 2008), International Coastal Cleanup (Sept)
- Capitol Hill Oceans Week (June 2008)
- *Others?*



Example New Ideas for 2008:

- Plan for multiple languages from start
- Use new technologies to promote IYOR
 - Web-Video, podcasts, Google Earth, blogs
- Better use of radio/TV for public relations
- Use celebrities/corporations to help
- Coral reef summit with high level decision makers? (linked to ICRS?)
- Baseline behavioral/socioeconomic surveys



Additional Key Needs

- “Buy-in” and excitement by ICRI members
- Brainstorming to plan activities
- Self-financing of plans
- Good communication of plans
- Implementation of activities



IYOR 2008: Possibilities for Involvement

- **Marketing and outreach support:**
 - Spread the word about IYOR to ensure wide involvement
 - Targeted outreach to specific sectors not currently engaged
 - Content development and review of IYOR central information resources (website, FAQs, downloadable info, etc.)
- **Financial support:**
 - Support for IYOR “centralized services” (website, materials, etc)
 - Support for individual events and/or initiatives
 - Fundraising assistance
- **Collaborative planning:**
 - Involvement in cross-organization planning through USCRTF IYOR working groups (described in detail in Part II of Summit)
 - Creation of regional or issue-specific collaborative action groups



IYOR 2008: Possibilities for Involvement

- **Implementation:**

- Content development for IYOR website, centralized materials
- Content development for events, announcements and products to be launched in 2008
- Hosting events with IYOR outreach/education, research findings, management needs, new funding initiatives, etc.
- Contributions of staff time for any of the above

- **Evaluation:**

- Assistance developing international, US or regional performance metrics (develop standard form for IYOR website?)
- Tracking and sharing success of specific undertakings
- Participation in post-IYOR assessment and next steps



2008 International Year of the Reef
Thank You!

