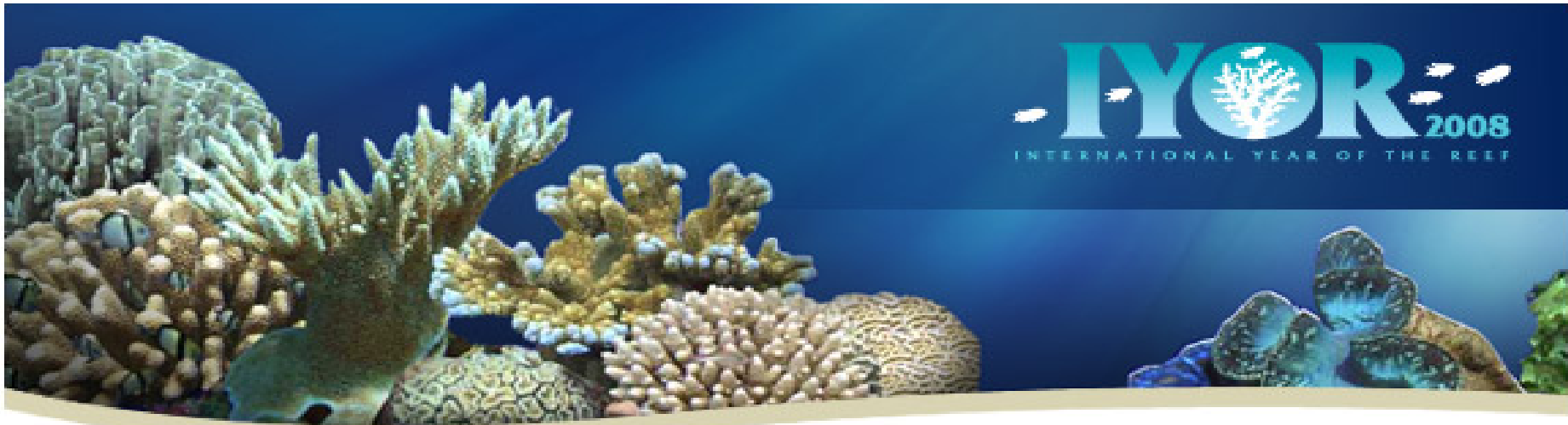


International Year of the Reef 2008

1. International & Caribbean (Karlyn Langjahr)
2. Pacific Year of the Reef (Jeff Kinch)
3. IYOR in Hawai'i (Emma Anders & Allen Tom)





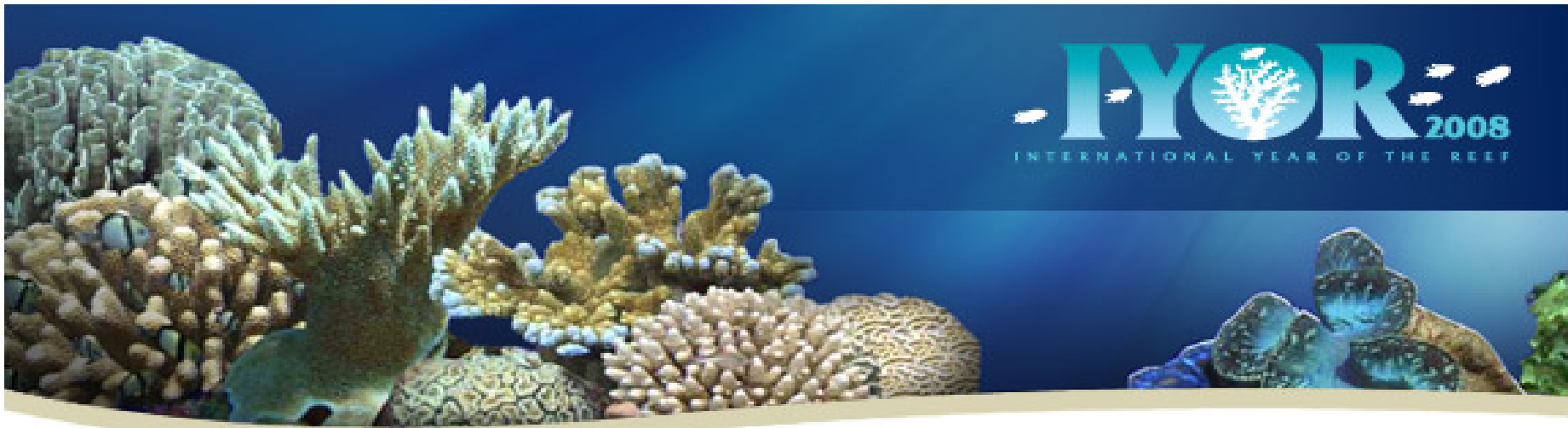
The First Year of the Reef: 1997

1997 was designated the “**International Year of the Reef**” by an informal group of people and organizations to:



“Raise global awareness of the value of coral reefs and the challenges they face”

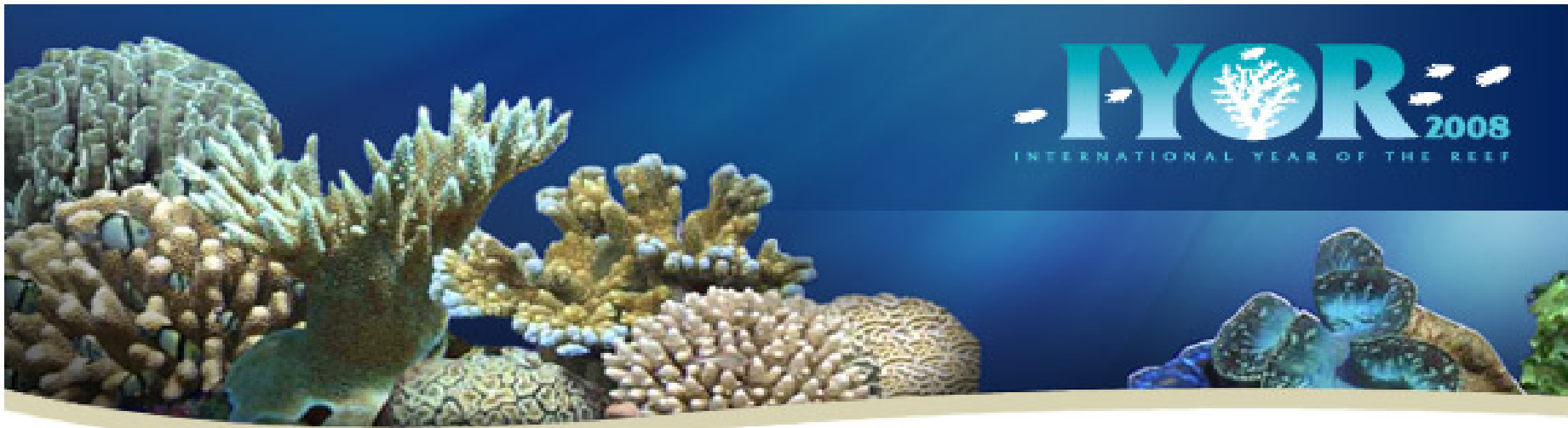
*Improving education & communication about coral reefs is often cited as most important way to approach coral reef conservation



International Year of the Reef 2008

“Recognizing that ten years later there **continues to be an urgent need** to increase awareness and understanding of coral reefs, and **to further conserve and manage valuable coral reef** and associated ecosystems, the International Coral Reef Initiative designated 2008 as the International Year of the Reef (IYOR 2008).”

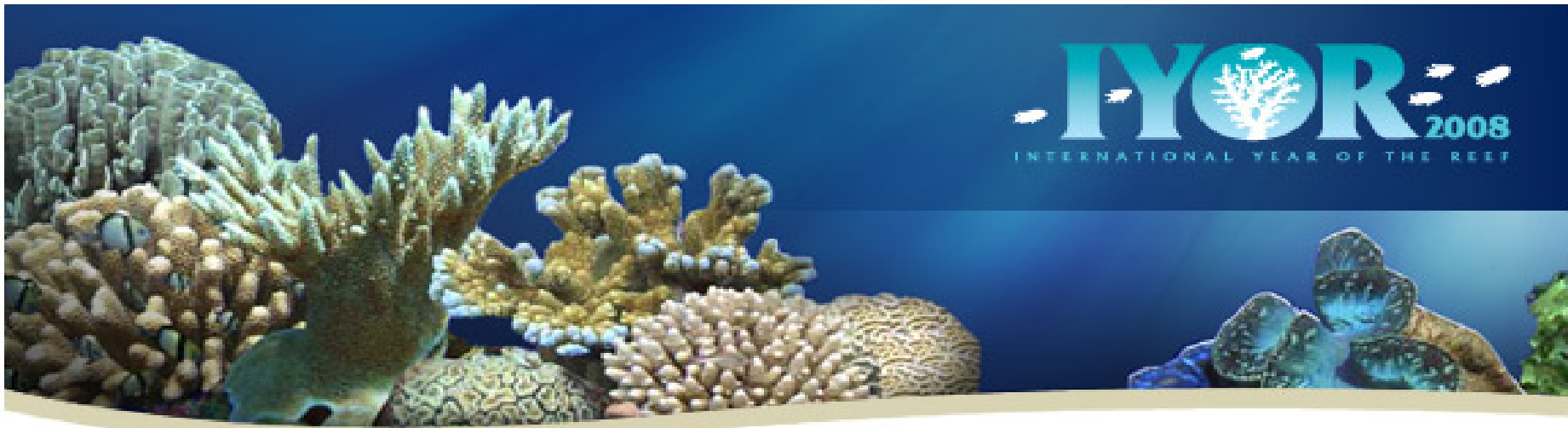
*-International Coral Reef Initiative (ICRI)
-October 2006*



IYOR 2008 Goals

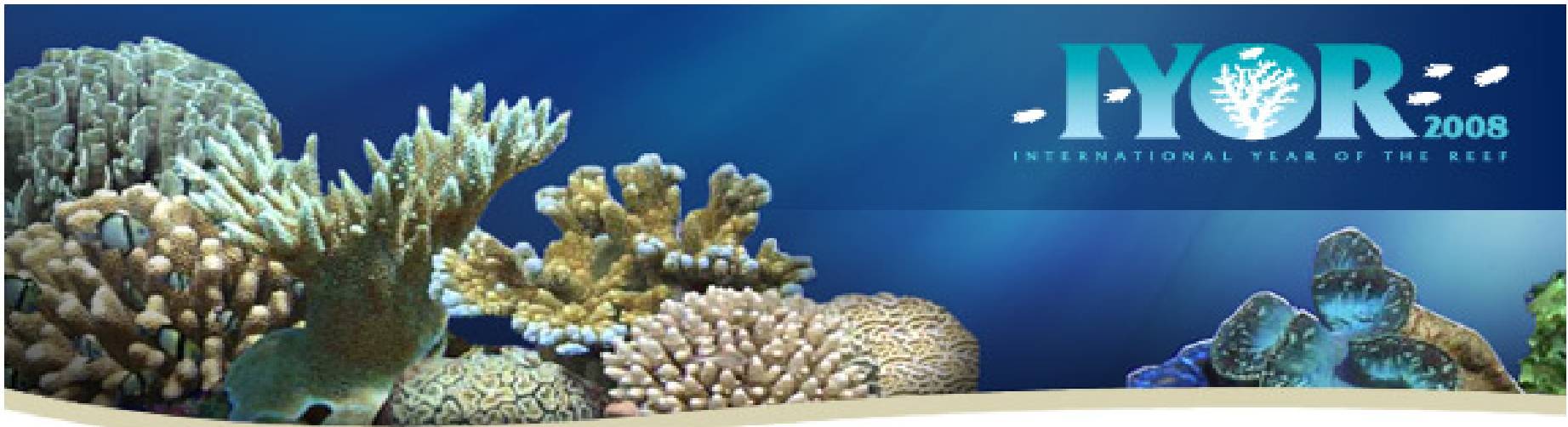
ICRI International Year of the Reef 2008 (IYOR 2008) will:

- **Strengthen awareness** about the ecological, economic, social and cultural **value of coral reefs** and associated ecosystems
- **Improve understanding** of the critical **threats** to coral reefs and generate both practical and innovative solutions to reduce these threats
- **Generate urgent action** at all levels to develop and implement effective management strategies for conservation and sustainable use of these ecosystems.



IYOR 2008 Overview

- **75 focal points from countries and organizations**
- **150+ (to date) articles in local & national newspapers published around the world, and in newsletters and magazines**
- **200+ events listed on the IYOR on-line event calendar articles**
- **National launches and declarations; organization of symposiums, workshop, and exhibits**
- **Production of educational materials (stickers, posters, calendars, comic books, etc.) in several languages**

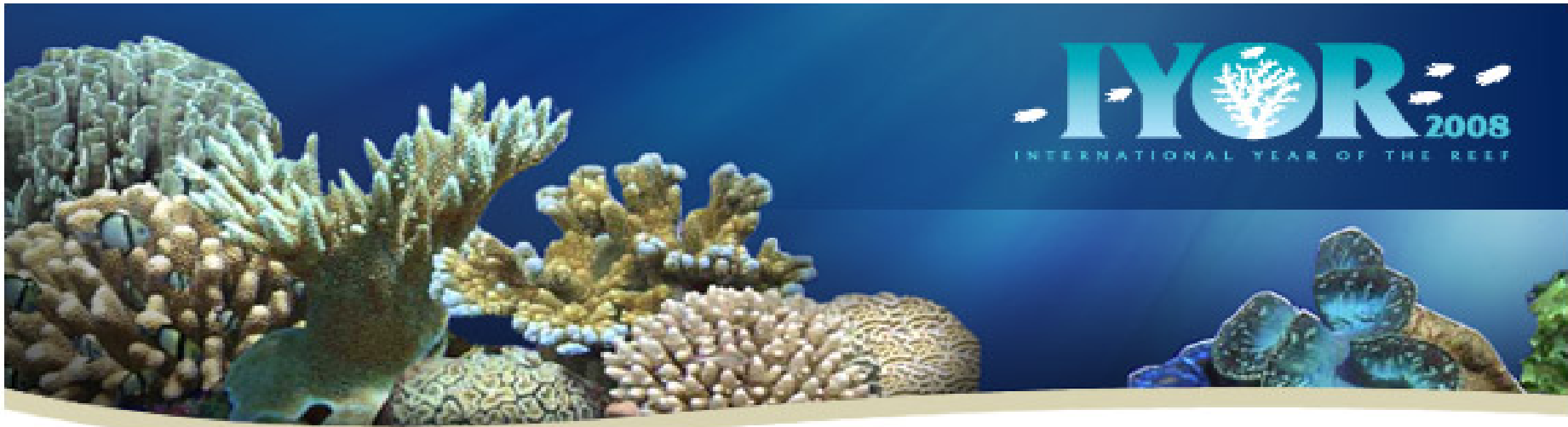


National launches and Celebrations

In more than 18 countries

Bahamas, Barbados, Belize, Brazil, CNMI, Fiji, France, Germany, Guam, Hawai'i, Indonesia, Japan, Malaysia, Pacific, Palau, Solomon Islands, Turks and Caicos Islands





Global Media Coverage

In more than 20 countries, with celebrities like Jean-Michel Cousteau joining the cause.

CNN.com

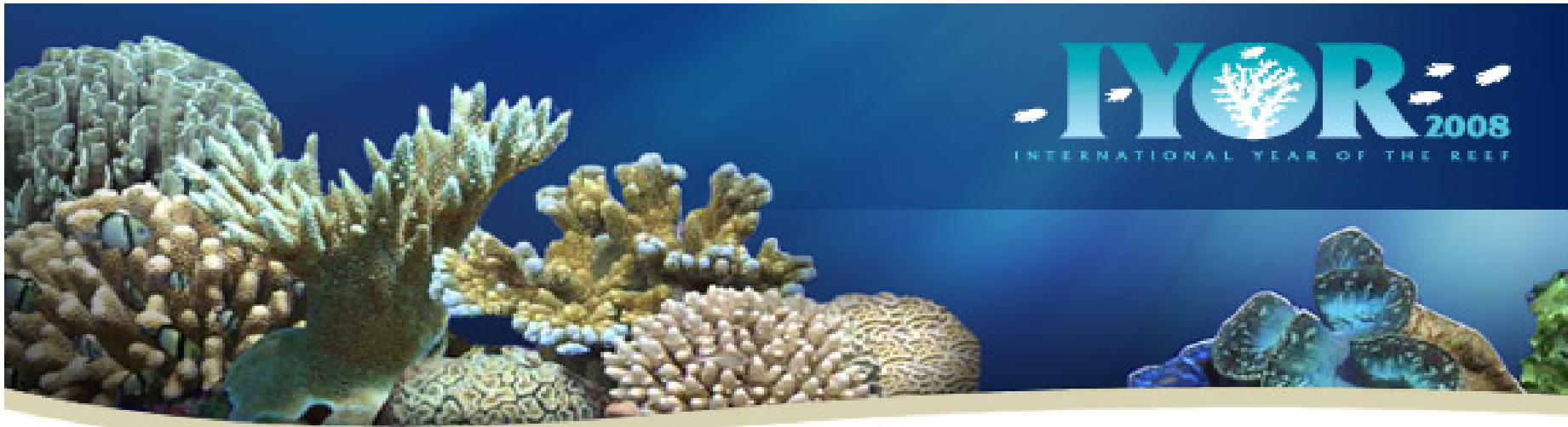
**USA
TODAY**

**Discovery
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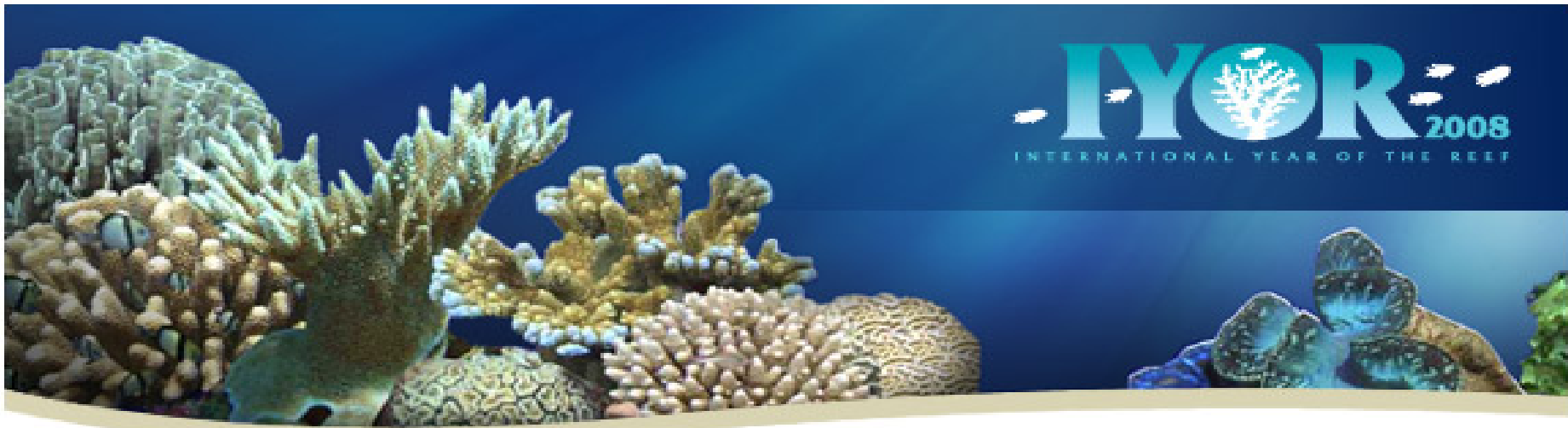
Management Actions

East Africa: Editing, printing and dissemination of the Regional Coral Reef Action Strategy for East Africa

Fiji: Creating a plan of action for coral reef management

Bahamas: Development of a Marine Best Practices Certification

Belize: Finalizing the National Coral Reef Monitoring Plan

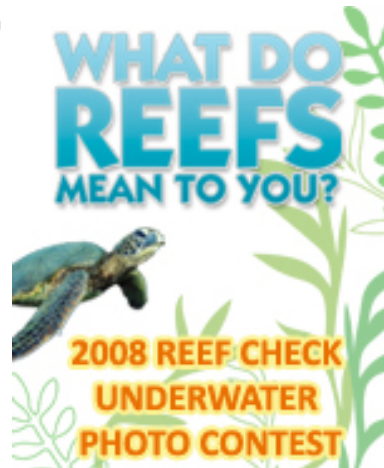


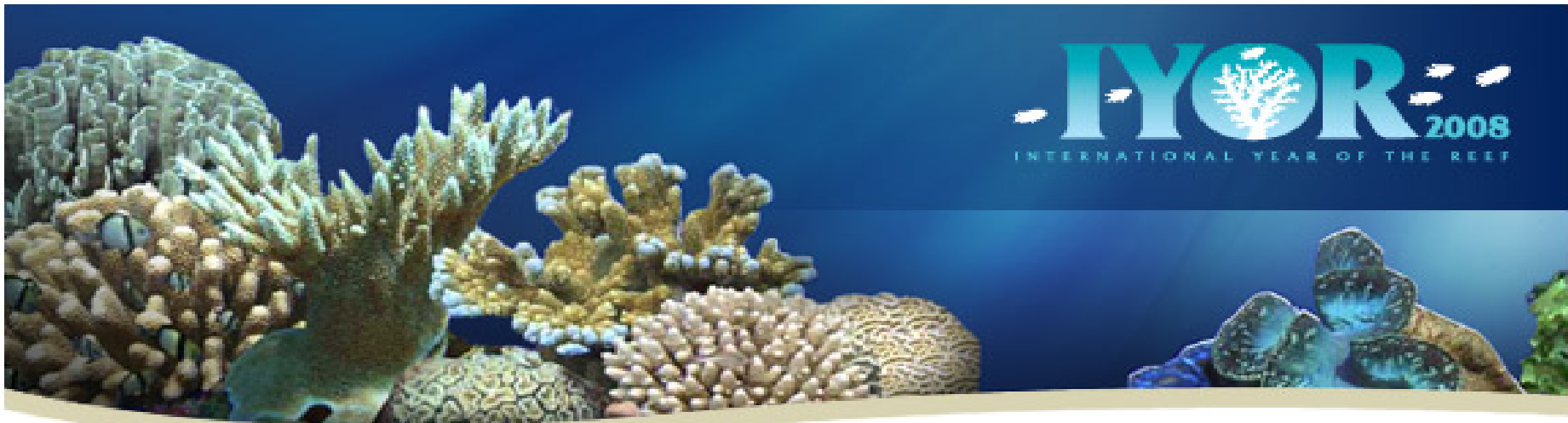
Examples of International Efforts

- Community Outreach Events
- Partnering with Related Events (World Ocean Day, International Coastal Clean-up, ICRS)
- Music, Art & More!



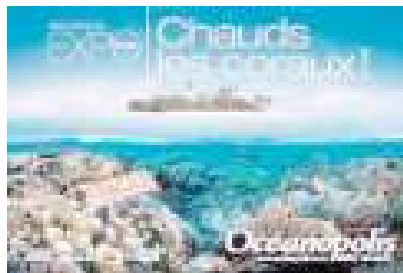
©Ministry of the Environment, Japan

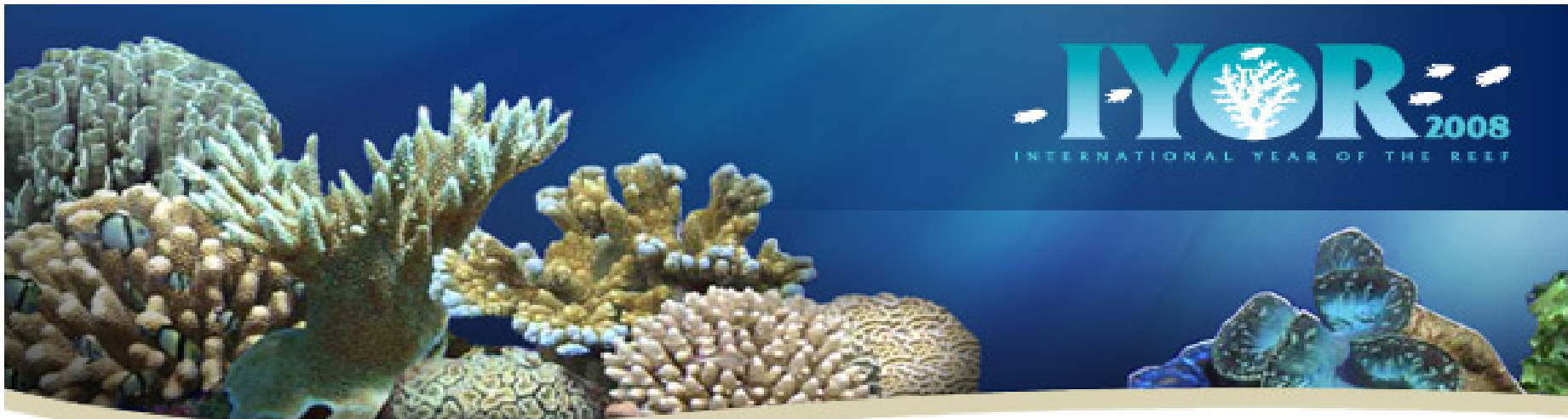




Europe:

- **Berlin, Germany** IYOR Exhibit at the Museum für Naturkunde
- **Brest, France** Year-long exhibit about coral reefs at Oceanopolis
- **Italia** SOTTACQUA (Italian diving magazine) organized a photo contest

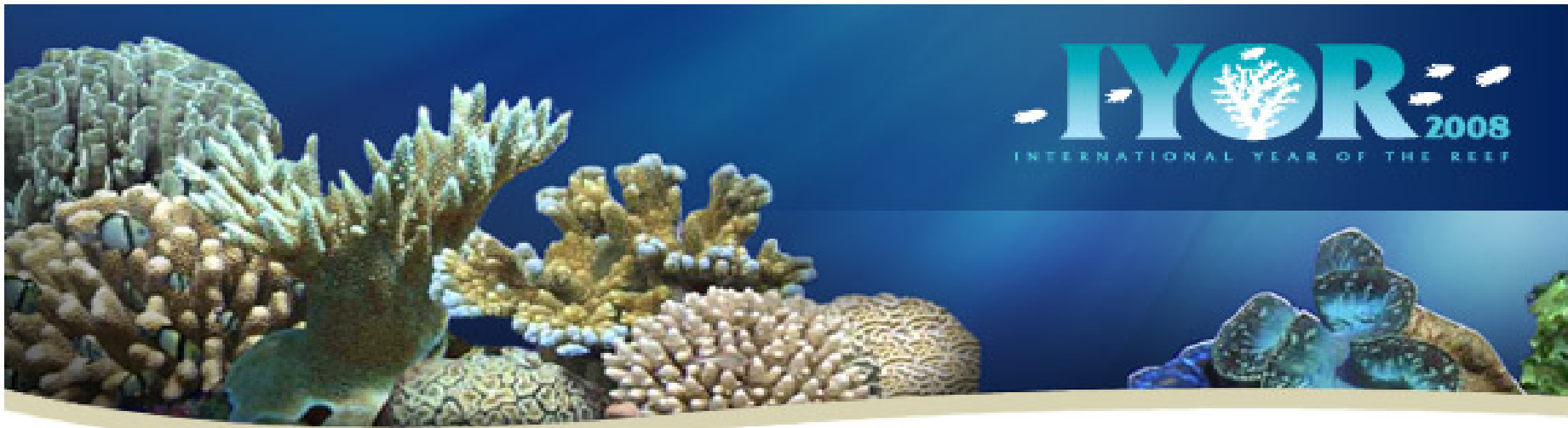




Asia & SE Asia:

- **Mannar, India** Fishermen involvement in awareness raising & children ecosystem camp
- **Philippines** Dive Show
- **Thailand** National Children Day
- **Japan** Exhibit at the Toyota Auto Salon

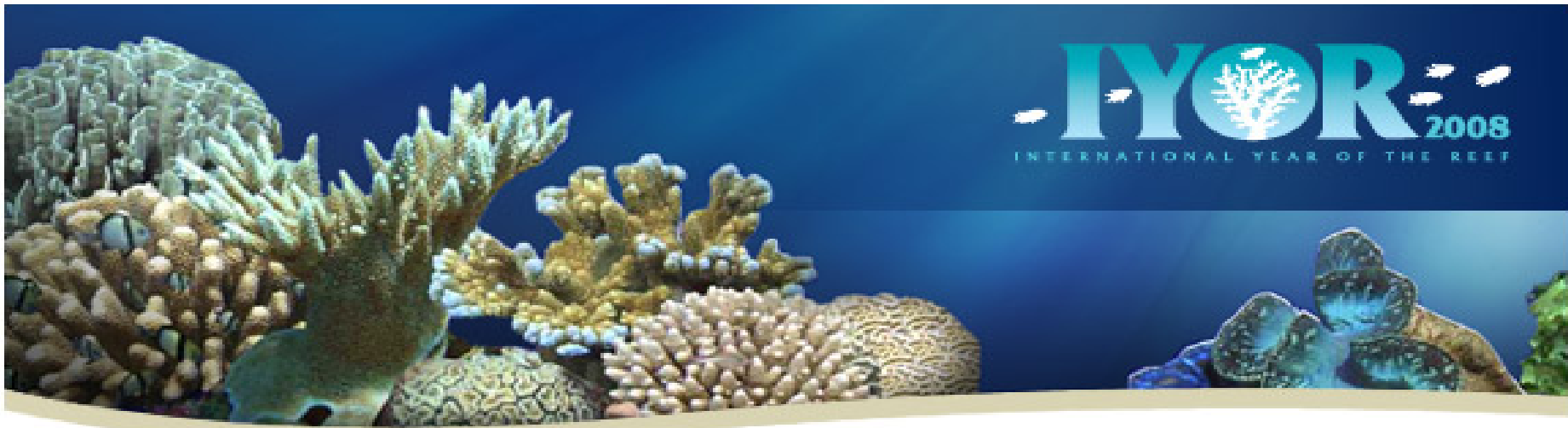




Africa & the Middle East:

- **Dubai** EDA booth at the Dive Middle East Exhibition (DMEX), March 11 - 15, 2008,
- **Djibouti & Saudi Arabia** PERSGA is raising awareness to IYOR to several governmental officials and to the diving industry sector
- **Zanzibar** Monitoring and community involvements

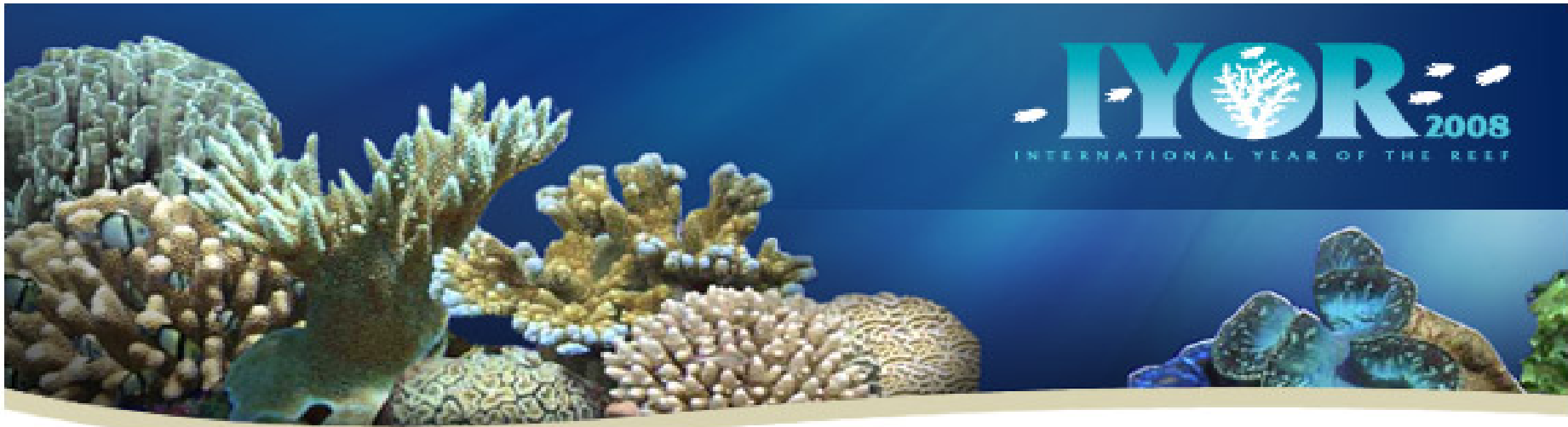




The Americas & the Caribbean:

- **Costa Rica** Marine artist Carlos Hiller paints a coral reef mural
- **Jamaica** Student hands-on marine education
- **Brazil** Environmental Education Reef Check



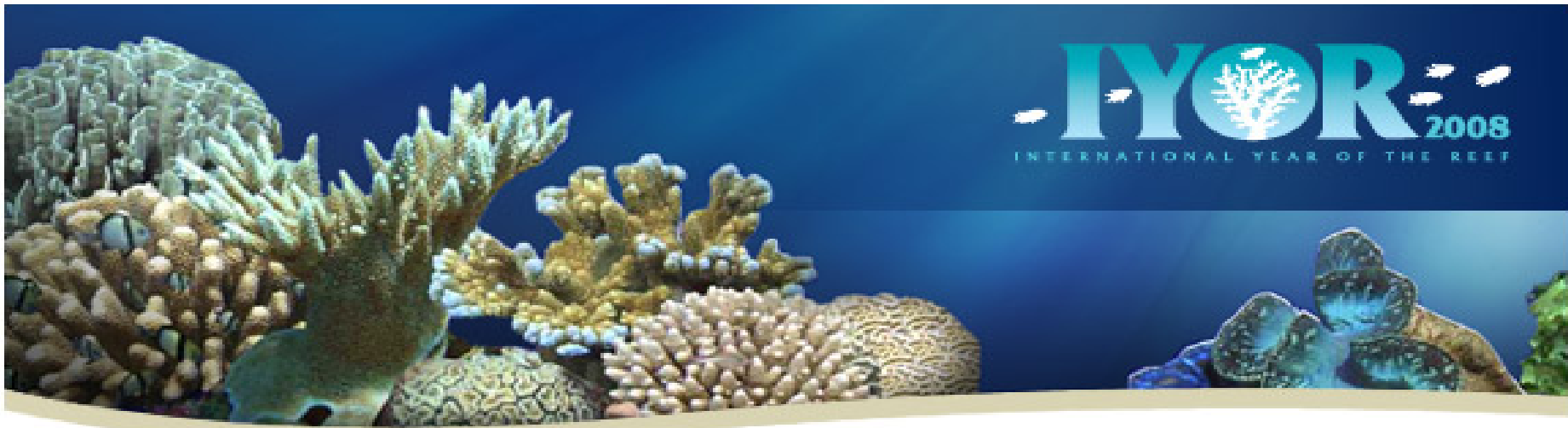


Puerto Rico

- **Conversatorio sobre Arrecifes de Coral – August 28th**
A panel of experts discussing coral reef conservation and management issues, including global warming and economic aspects. The Conversatorio is interactive and open to the public.
- **Joint efforts to reduce shell & sand collection by visitors**
- **Beach clean-ups and more**

Aileen T. Velazco Dominguez

Dept. of Natural Environmental Resources
avelazco@drna.gobierno.pr



USVI Efforts

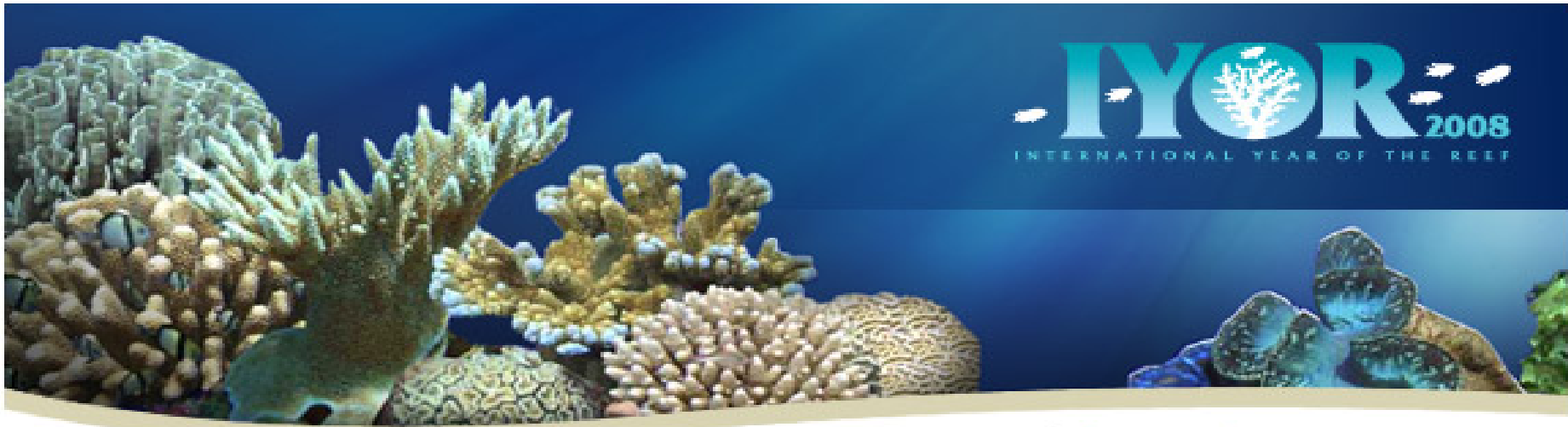
- Free monthly snorkel clinics at various local beaches
- Free Family IYOR Movie Night Series (every other month)
- Special community events (family-friendly)
 - “Dive Into IYOR” underwater clean-up
 - World Ocean Day
 - International Coastal Clean-up event
 - Kid’s & Family Beach Activity Days



Karlyn Langjahr

DPNR- CZM St. Croix East End Marine Park

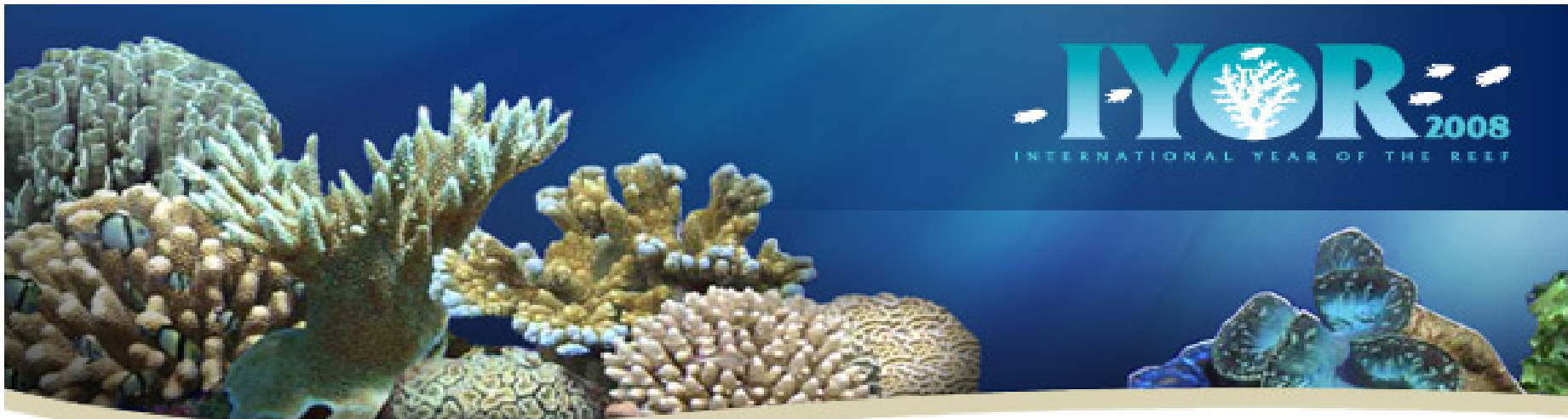
karlyn.langjahr@dprn.gov.vi



St. Croix Reef Jam

- Beach benefit show with activity corner, underwater photography contests, more
- 1,000+ attendees at Rainbow Beach raising over \$7,000 for local coral education efforts
- To become annual event on St. Croix and spread to St. Thomas
- Reef Jam education campaign!

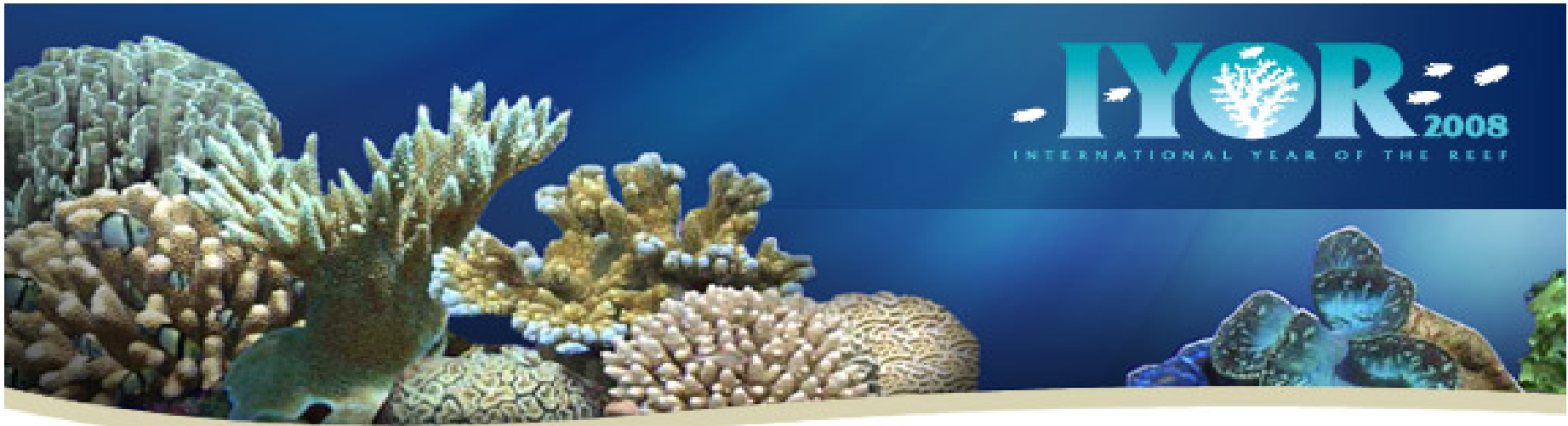




USVI Highlights (to date)

- 180 viewers at 4 Free Family IYOR Movie Nights
- 1,000+ attendees of St. Croix Reef Jam
- 125 participants at 4 IYOR special events
- 155 youth & adult participants at 4 snorkel clinics
- Our own logo →





www.IYOR.org

- An **online calendar** of events around the world.
- **Educational Materials section** compiles materials related to Coral Reef Education in several languages
- Information about **countries/organizations** involved in IYOR
- **Press center**
- www.youtube.com/iyor2008
- Image gallery (soon to come)

Contact: **Francis Staub** iyor@iyor.org