



Secretariat of the
Pacific Regional
Environment
Programme



Engaging Pacific People for Coral Reef Conservation

2008 Pacific Year of the Reef

Jeff Kinch, Caroline Vieux, Sereima Savu





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2008 Pacific Year of the Reef

- Builds on awareness generated through the 1997 Pacific Year of the Reef.
- The current campaign aligns itself with the International Year of the Reef and focuses on encouraging people residing in Pacific Island Countries and Territories to take action to conserve, manage and reverse degradation of their coral reefs ecosystems, whilst building both community and ecological resilience.



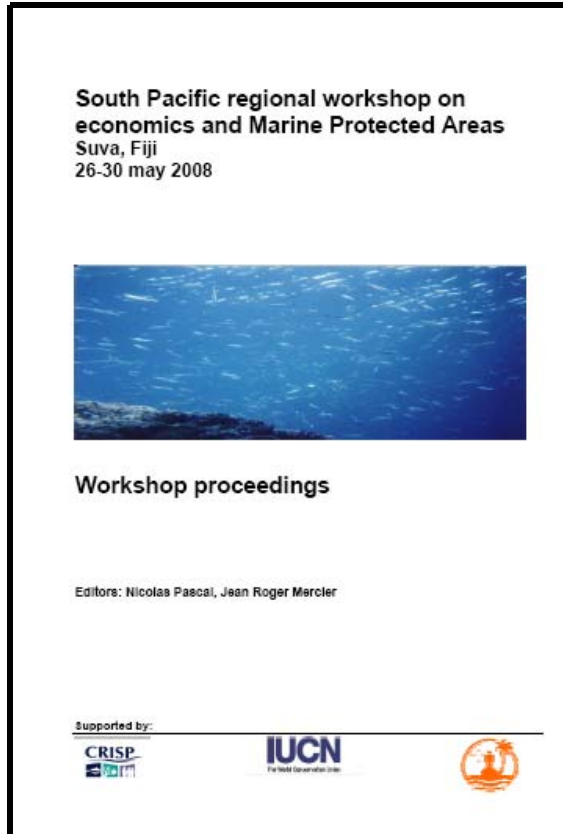


Audiences:

- Policy makers: developing and applying economic tools and new governance models to improve management of coral reefs.
- Coral reef managers: providing in-country assistance and developing socio-economic monitoring guidelines.
- Youth: creating awareness and encouraging behavioural changes and action through school competitions.
- Media and general public: translating science to usable forms through media.



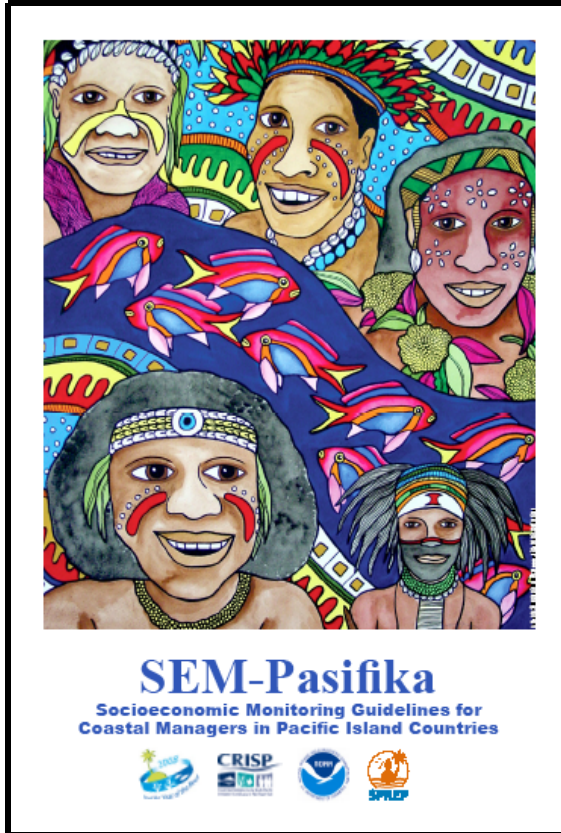
Activities: Advocacy among policy makers



- Using economic tools in coral reef management: Workshop held in May 08 in Fiji to agree on methods and pilot sites.
- Developing new governance models: Establishment of GIS inter-operable system for government departments in Vanuatu; inter-department workshop to be held on project management and leadership in November 08.



Activities: Supporting coral reef managers



- The development of a business plan for sustainable financing of MPA networks in French Polynesia.
- Collaboration in the development of the SEM Pasifika socio-economic monitoring guidelines with NOAA (including assisting with 2 trainings in PNG and Micronesia) - funds are available for community assistance in 20 sites in 09.



Activities: Engaging youth



- Attendance of youths at the Pacific Future Environment Leaders Forum March 08.
- Competitions to raise awareness; these include the ongoing 'challengecoralreef' regional competition (for 13-18 years old), and the now completed 'Legends of the Reef' competition (for 6-12 years old).



Competitions: 'challengecoralreef'

- **Phase 1:** Provision of information and activity workbooks, submission of actions plans by groups, and selecting successful action plans for funding in Phase 2.
- **Phase 2:** 11 groups from Cook Islands, Fiji, Kiribati, New Caledonia, Samoa, Solomon Islands, Vanuatu, and Wallis and Futuna progressed to this phase.

Phase 3: Distribution of DVD detailing group action plans and their implementation.



Phase 2: Summary of actions

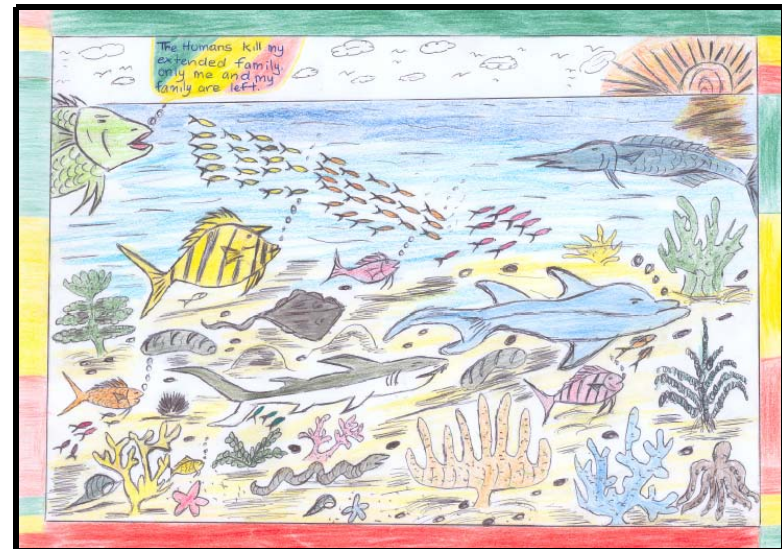
- Coastal clean ups in all Phase 2 participating countries.
- Reef monitoring activities in Fiji and Vanuatu.
- Introducing boat speed limits in Fiji.
- Promoting sustainable fishing methods in Fiji and the Solomon Islands.
- Removal of crown of thorns starfish in the Solomon Islands.
- Mangrove and coral planting/restoration in the Solomon Islands and Vanuatu.



Competitions: Legends of the Reef



- More than 320 entries were received.
- Winning entries are displayed on the SPREP website and local media.





Activities: Media and general public

- Translating science to usable forms:
 - Publicising technical outputs of campaign partners eg. CRISP's Pacific Coral Reef Atlas'.
 - Monthly press releases in local media.
 - Quarterly campaign newsletter.
 - Webpage with news of regional and national activities and resources.
 - School visits and talks.



What's left: PYOR 08

- Continue in-country assistance.
- Assist in the launching of the SEM Pasifika Socio-economic Manual.
- Complete the 'challengecoralreef' competition and distribute DVD.
- Continue support for regional networks and conferences (e.g. LMMA).
- Disseminate campaign results and lessons learnt.
- Continue with education and communication strategy.



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And now for next year's theme

