



STRATEGY

2015



WWF MEDITERRANEAN MARINE INITIATIVE STRATEGY 2015-2017

LEADING CHANGE FOR THE MEDITERRANEAN SEA



Murat Draman, a diving club owner in Turkey, believes that a more sustainable kind of tourism is possible and that if everyone does his or her part we will ensure a better future for the Med. “Divers are proud to have been on the front lines of this project since its first days...” adds Murat referring to his very efficient and long-lasting collaboration with WWF. In raising divers’ awareness on the importance of safeguarding the Mediterranean and creating Kaş-Kekova Marine Protected Area, Murat has been instrumental in the improved management of our precious and unique marine resources.



Puri Canals is the Chair of MedPAN, a network which brings together the managers of Mediterranean MPAs and supports them in their activities. “The MedPAN network and the WWF Mediterranean Marine Initiative are working together to strengthen synergies between MPA stakeholders. At local and national levels they support a network of members and partners by developing tools, spreading information and facilitating exchanges of experience”.



“By working together with government, NGOs, scientists, we fishermen have invented a new way to fish. We managed to find solutions that benefit everyone, from fishermen to consumers.” Luis Trias, sandeel fisherman, Catalonia, Spain.



“The Mediterranean is one of the most beautiful regions of this planet. And it’s also a difficult challenge – the presence of so many countries and cultures forces all stakeholders to think ‘out of the box’.” WWF International President, Yolanda Kakabadse.



FOREWORD

Across the world’s seas and oceans and around the coastlines WWF is working to protect and safeguard critical marine places so that their capacity to support people, their food, well being and livelihoods, is maintained. Healthy oceans benefit all of us.

The health of the Mediterranean Sea is critical to the well being of the 150 million people who live around its shores. An objective assessment of the current situation reveals that this globally critical sea is suffering serious decline—overfishing, pollution, coastal overdevelopment and critical habitat loss are impacting on the capacity of the Mediterranean’s diverse seas to support its various communities and economies. The Mediterranean Marine Initiative is

WWF’s determined plan for confronting and turning around this decline. Building on the considerable experience, expertise and relationships developed over decades of marine work, WWF will engage a network of partners in the task of securing the sustainability of the Mediterranean—fishing communities, tourism operators, public officials and their agencies, other NGOs and scientists and researchers as well as the broader public.

John Tanzer, Director, Global Marine Programme, WWF International

The Mediterranean is often associated with the term iconic and other accolades that reflect its rich history, cultural significance and unique environmental attributes. This is a region rich in a history of interaction between people and nature—a delicate balance we have lost and a balance we must spare no effort in bringing back.

The Mediterranean is a very special place for WWF, identified as a global priority hotspot. We are building on the experience and proven track record of our teams in many countries to create a concerted, coordinated effort bringing together all the WWF offices in the region. Our vision is to mobilize society,

engage stakeholders, help create the necessary conditions that will enable the much needed transformative changes in marine conservation. Only through maintaining the rich natural capital of this region can we hope for truly sustainable economies and healthy societies.

This initiative is an open invitation by WWF, a call to action for all those who care about the future of the Mediterranean Sea and the millions of livelihoods that depend on it. Join us and together let’s chart a different route for the Mediterranean, its wildlife and people.

Demetres Karavellas, Chair, WWF Mediterranean Initiative Shareholder Group

What is the only place in the world where three continents meet?

The Mediterranean, touches 46,000km of the beautiful coastline of Europe, Africa and the Middle East. One of the most populated regions on the globe, it is a melting pot of cultures, languages and people.

This complex region of breathtaking natural beauty and inestimably valuable cultural heritage encompasses 25 countries and territories from Europe, Africa and the Middle East.

This treasure trove contains a wealth of biodiversity, with some of the most fertile, beautiful land on the planet, blessed with a mild and temperate climate.

270 MILLION TOURISTS EACH YEAR

- 100 billion euros total value of maritime tourism
- 1,700,000 employees

150 MILLION PEOPLE

live along the Mediterranean shores

30% OF THE WORLD'S MERCHANT SHIPPING

is concentrated in the Mediterranean

10% OF ALL KNOWN SPECIES

in less than 1% of the world's oceans, the second highest percentage of endemic species in the world

1,500,000 TONNES OF FISH CAUGHT EACH YEAR

a total value of 4.6 billion euros



LEADING CHANGE

Over the next two years, the WWF Mediterranean Marine Initiative (MMI) will develop solutions, build alliances, and invigorate societies and economies across the Mediterranean region to conserve marine ecosystems that provide a wealth of resources. WWF's experienced staff, extensive history of work in the region, and robust network of allies position us well to lead the MMI to conservation success.

Specifically, we will work to:

- Create platforms to engage stakeholders who can influence marine policies and management decisions
- Influence reforms of key policies and governance, support their implementation processes, and engage the private sector to bring about enabling conditions for ecosystem-based resource management
- Establish innovative approaches and implement practical solutions for financing EBM fisheries, effective MPAs, flagship species conservation measures, and nature-based tourism
- Replicate and spread the solutions generated by the coastal and marine network of practitioners across the region and mainstream them into policies, management processes, and markets.

By 2017, the MMI will move the Mediterranean toward a scenario in which regional ecosystems support sustainable fisheries; marine managed areas like MPAs protect key biodiversity features; flagship species have adequate protection to recover; and major threats to the marine environment are actively diminished. All these elements will contribute to the well being of human communities, the health of wildlife, the sustainability of marine resources, and the strength of local green economies in the Mediterranean region.

OUR VISION By 2050, the Mediterranean has healthy marine and coastal ecosystems of “Good Environmental Status” that produce streams of benefits, maintain vibrant economies and which are recognized by the region’s communities as highly valuable for human wellbeing.



PROGRESSING TOWARDS THE VISION — STRATEGIC GOALS BY 2025

WWF has set two strategic goals for 2025 to support progress towards the MMI vision:

Goal 1

Mobilize the public and build political will

By 2025, the MMI will induce a transformational change in public perception of the value of marine and coastal environments; mobilize millions of people and key constituencies; and generate the political will and economic incentives to achieve ecosystem-based management of marine resources.

This goal involves building a series of platforms to mobilize people and constituencies to advocate for sustainable resource management. Such action will lead to the development of enabling conditions to achieve ecosystem-based management and sustainable business practices.

Goal 2

Develop, multiply, and mainstream innovative solutions for protecting biodiversity

By 2025, a network of coastal and marine areas, their communities, and economic actors will develop innovative methods of protecting biodiversity to secure benefits through blue/green economies. The MI will promote replication of these solutions and mainstream them into policies and economic practices.

This goal involves crafting field-based solutions to advance marine conservation in the Mediterranean, developing innovative approaches to conservation financing and sustainable development, and demonstrating the benefits of protecting and maintaining ecosystem services. Successful ventures and best practices on business engagement and effective resource management will be replicated across the region.



PROGRESSING TOWARDS THE VISION — SPECIFIC OBJECTIVES

The MMI's objectives integrate the expected outcomes and approaches of the network and establish clear milestones to 2017.

Each goal has two objectives.

Goal 1

Objective 1: By 2017, the MMI will put in place innovative approaches and practical solutions for biodiversity protection and financing as a way to encourage EBM fisheries, effective MPAs, flagship species conservation measures, and nature-based tourism, resulting in ecological, social, and economic benefits.

Objective 2: By 2017, The MMI will replicate and spread the solutions generated by the coastal and marine network of practitioners across the region (including CSOs, governments, private and public sectors, and communities) and mainstream them into policies, management processes, and markets.

For each specific objective, the MMI has set a series of key outcomes that can be monitored through progress indicators (see framework, page 8/9).

Goal 2

Objective 1: By 2017, the MMI will create platforms to engage the general public, CSOs, nature-dependent sectors and markets, and scientists who can influence marine policies and management decisions towards the protection of ecosystems and biodiversity, and the sustainable management of economic activities.

Objective 2: By 2017, the MMI will create enabling conditions to achieve effective ecosystem-based resource management by influencing reforms of key policies and governance, supporting implementation processes, and encouraging the private sector to adopt sustainable business practices.

TO ACHIEVE THE 2025 GOALS AND PROGRESS TOWARDS THE 2050 VISION THE MMI ADOPTS DIVERSE APPROACHES IN THESE AREAS:



1 *Raising Awareness, mobilizing people*

We reach out to and engage wider Mediterranean audiences, from school children to fishers, to become advocates for the conservation of marine biodiversity and the benefits that it generates. We mobilize stakeholders and constituencies to exert pressure on policy makers, markets and businesses to adopt sustainable practices. WWF works to support constituencies to influence policy and market decisions in relation to marine resource allocation and use.



2 *Advocacy*

In alliance with key stakeholders, the MMI contributes to robust and well-organized legal, regulatory, and policy frameworks. We work to ensure that adequate and participatory systems are in place for the management of marine legal, regulatory and policy frameworks. WWF works closely with Mediterranean governments, European nations, the EU, regional institutions and the private and NGO sectors to achieve conservation goals. At the core of the MMI is the determination to bring about a desired change in political willingness.



3 *Field*

We develop and implement field-based solutions for the sustainable management and use of the marine environment. We work alongside fishers, local tourism operators and resource managers to craft local solutions to global issues and to overcome the challenge of the sustainable use of resources. We are committed to building capacity, promoting dialogue and facilitating stakeholder engagement in decision-making processes.



4 *Science*

We develop science to provide solid and compelling arguments for the conservation of marine and coastal ecosystems and biodiversity and to inform governance and policy processes. Through existing and new partnerships with universities, research institutions, and other science-based organizations, such as IUCN and GFCM, we focus on strengthening our commitment to producing scientific evidence and promoting science-based planning and management that can deliver concrete conservation outcomes.



5 *Sustainable finance*

We develop innovative financing mechanisms to decrease the dependence of marine conservation on public funding and foster blue/green economies in the Mediterranean region. The MMI will demonstrate not only how economic benefits can be gained from natural resources but also how productive oceans contribute to the economic growth of coastal communities and nature-dependent sectors.



6 *Seafood/market*

We contribute to increasing the awareness of consumers, the corporate sector and institutions as to how sustainable seafood can make a difference in reducing both poverty and negative impacts on biodiversity. We address gaps in laws and we establish guidelines supporting the legal, sustainable and responsible production of seafood. We inform consumers so they can make healthy and sustainable choices regarding fish consumption. We engage retailers and seafood service sectors to develop sustainable and certified products, promoting a sustainable future for humans and fish.

MMI Conservation Priorities by 2020

MEDITERRANEAN FISHERIES ARE SUSTAINABLE OR RECOVERING

WWF will work with key institutions to develop the first two management plans in the Mediterranean for shared stocks in the Adriatic Sea and in the Gulf of Lions. We continue to promote a co-management approach to improve fisheries governance and promote sustainable small-scale fisheries. We also aim to certify at least 10 fisheries to ensure sustainable fishing and seafood products.

IMPROVE MARINE PROTECTED AREAS MANAGEMENT

MPA coverage is still at 4.5% and WWF works with Mediterranean governments to establish new MPAs in priority places towards the 10% target. We support managers in 15 MPAs to achieve effective management. Our focus continues to be on capacity building, MPA financing, sustainable tourism and fisheries management.

RECOVERY OF THE BLUE FIN TUNA

WWF is working with the International Commission for the Conservation of Atlantic Tunas (ICCAT) for a new and robust stock assessment of bluefin tuna in 2016 and to advocate for a science-based and fair allocation of quotas beyond 2016. We will also ensure that the first bluefin tuna fishery is certified and that this species is sustainably fished and traceable on seafood markets.

BLUE GROWTH

There is an ever growing need to better manage maritime space, especially to promote sustainable development and secure the protection of key habitats. WWF will engage in multi-sector dialogue to promote marine spatial planning, to establish new high-sea MPAs, and to prevent further exploration of oil and gas in the region.

PROMOTE INNOVATION

WWF strives to find innovative ideas to scale-up conservation in the Mediterranean. This entails new partnerships, biodiversity financing solutions, engaging with key industries (tourism, maritime traffic) and developing targeted campaigns to mobilize people and constituencies.



Monitoring marine turtles, Ayatan, Turkey. © WWF Turkey / Yorgo Kayadelen



BUILDING A NETWORK OF STRATEGIC PARTNERSHIPS

A strong network of trusted partnerships at local, national, regional, and international levels is necessary to bring about transformational change in marine conservation. Building on existing strategic partnerships that WWF has developed in the region, the MMI uses the capacity and resources of a wide range of people to address the most challenging and complex issues that have slowed down—if not obstructed—marine conservation in the Mediterranean for decades.

WWF is a catalyst for new partnerships with CSOs and NGOs (at regional and national level), regional organizations (UNEP-MAP, IUCN), governments (both within and outside the EU) and public and private donors. These partnerships are essential to ensuring that the Mediterranean conservation community has the political support to deliver a new, more sustainable approach to resource management and biodiversity protection. In addition, these partnerships will enable WWF to mobilize stakeholders, influence policies and create the governance structure needed to change the “business as usual” scenario for the Mediterranean environment.

The MMI invests in innovative public-private and corporate partnerships, both within and outside the WWF network, developing and maintaining open and transparent dialogue with investors, partners, and donors to ensure that they find added value in working with WWF and that they understand the full potential of investing in the natural capital of the Mediterranean.



MMI CONSERVATION FRAMEWORK

VISION: By 2050, the Mediterranean has healthy marine and coastal ecosystems of “Good Environmental Status” that produce streams of benefits, maintain vibrant economies and are recognized by the region’s communities as highly valuable for human wellbeing.

STRATEGIC GOAL 1	SPECIFIC OBJECTIVES	PRIORITIES	OUTCOMES BY FY2017	OUTCOMES BY FY2020
MOBILIZE THE PUBLIC, BUILD POLITICAL WILL By 2025, the Mediterranean Marine Initiative has induced a transformational change in the public perception of the value of the marine and coastal environment, mobilized millions of people and key constituencies, and generated the political will and economic incentives to achieve ecosystem-based management of marine resources.	By 2017, the MMI creates platforms to engage people, CSOs, marine resource actors, markets, and scientists who can influence marine policies and management decisions towards the protection of ecosystems and biodiversity and the sustainable management of economic activities.	By 2020, coastal fisheries and shared stocks are managed sustainably, with a co-management approach;	The wider public is mobilized and takes action in support of marine conservation through targeted communication campaigns.	GFCM delivers on ecosystem-based management of shared stocks through regional management plans and other technical measures and provides a framework for national fisheries policies.
	By 2017, the MMI brings about enabling conditions to achieve effective ecosystem-based resource management by influencing reforms of key policies and governance, supporting implementation processes, and engaging the private sector in adopting sustainable business practices.	Leading EU fisheries / aquaculture sector supply chain actors have ensured 50% of their products are fully traceable to legal and transparent fishing activities and 30% of seafood traded in Europe is certified under MSC/ASC or an equivalent eco-label.	A science to action platform is established (with MedPAN) to bridge the gap between science, policy and management .	ICCAT further adopts science-based management measures for the blue fin tuna and strengthens management measures for swordfish.
		By 2020, bluefin tuna fisheries are sustainable (MSY), traceable and MSC (Marine Stewardship Council) certified;	Fishers and MPA platforms engage with key governments (and CSOs) to influence the development and implementation of fisheries policies and guidelines.	The identified values of the EBSAs in the NW Med and Adriatic are protected through the application of relevant conservation tools. EBSA values pressures and stresses are assessed and recommendations are taken into account to MSP processes
		By 2020, critical places are protected through Marine Spatial Planning, including no-go areas for oil and gas extraction.	Reformed CFP delivers on an ecosystem approach to fisheries through regionalized management plans	At least 8 retailers source their fish products from Mediterranean FIPS /MSC- certified fisheries.

STRATEGIC GOAL 2	SPECIFIC OBJECTIVES	PRIORITIES	OUTCOMES BY FY2017	OUTCOMES BY FY2020
CREATE SOLUTIONS, PROMOTE INNOVATION AND MULTIPLICATION By 2025, a network of coastal and marine areas, their communities, and economic actors has generated innovative solutions for protecting biodiversity features to secure benefits through blue/green economies. These solutions are multiplied by the MI and mainstreamed into policies and economic practices.	By 2017, innovative approaches and practical solutions for biodiversity protection and financing are in place to achieve EBM fisheries, effective MPAs, flagship species conservation measures, and nature-based tourism, resulting in ecological, social, and economic benefits.	By 2020, coastal fisheries and shared stocks are managed sustainably, with a co-management approach.	At least 5 new fisheries adopt co-management towards sustainable management.	Three regional management plans are adopted for shared stocks (in the Adriatic Sea, Strait of Sicily and Gulf of Lions) with the involvement of stakeholders.
	By 2017, The MMI has replicated and spread the solutions generated by the coastal and marine network of practitioners (including CSOs, governments, private and public sectors, and communities) across the region and mainstreamed them into policies, management processes, and markets.	By 2020, bluefin tuna sustainably managed (MSY), traceable and MSC (Marine Stewardship Council) certified.	5 MPAs are effectively managed and demonstrating triple bottom line benefits.	Bluefin tuna fisheries are sustainable and at least 1 certified through MSC.
		By 2020, securing critical places through Marine Spatial Planning, including no-go areas for oil and gas extraction.	The Pelagos Sanctuary operating effectively and new high sea MPA established.	At least 20 new fisheries managed through co-management ; 50% of these are MSC certified or through FIPs.
			ASC-based Med aquaculture standards are developed and adopted by 1st farm.	At least 10 fisheries are under FIPs, reached MSC standards or certification.
			At least 2 fisheries are under FIPs, reached MSC standards or certification.	WWF contributed to advance MPA coverage to 10% in the region and 10 MPAs are effectively managed and demonstrate triple bottom line benefits.
				ASC-based Mediterranean aquaculture standards are developed and adopted by at least 1 farm.

ENGAGEMENT

The MMI mobilizes stakeholders, interest groups and the public to become advocates for conservation of marine ecosystems, marine biodiversity, and the benefits that they generate.

CAPACITY

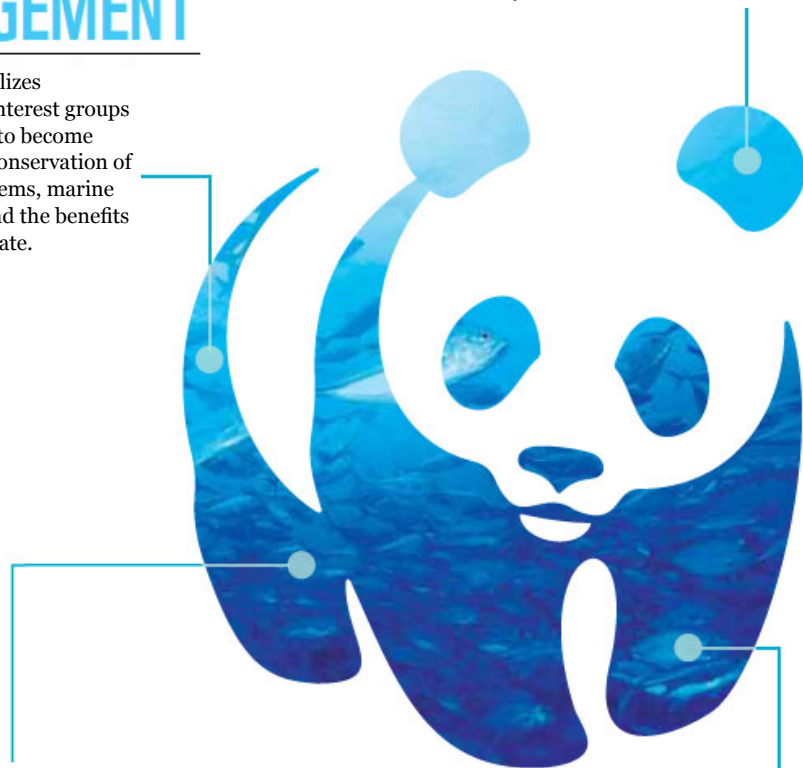
The MMI works to enhance the capacity of key stakeholders, to help them actively engage in issues surrounding the sustainability of marine ecosystems, biodiversity, and ecosystem services.

FINANCING

The MMI develops sustainable financing alternatives to decrease the dependence of marine conservation on public funding and demonstrate the benefits of blue/green economies.

POLICY

In alliance with key stakeholders, the MMI contributes to robust and well-organized legal, regulatory, and policy frameworks.



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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.

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