Invest Into the Future of the Coral Triangle

Here’s our goal: a healthy, functional, vibrant Coral Triangle where businesses, wildlife and fishers can thrive. From seafood lovers to business leaders, none of us can afford to lose this challenge. This is why we need to work together—on climate adaptation strategies, more efficient and environment-friendly fishing methods, and policies that will help set aside some of the most productive and fragile parts of the Coral Triangle for generations to come.

Why we are here

panda.org/coraltriangle

To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

Dr Lida Pet Soede
Leader
WWF Coral Triangle Programme
Tel/Fax +62 361 730 185
email lpet@wallacea.wwf.or.id

Paolo Mangahas
Communications Manager
WWF Coral Triangle Programme
Tel/Fax +60 3 7803 3772
email pmangahas@wwf.org.my

The Coral Triangle

Nursery of the Seas

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

THE CORAL TRIANGLE – NURSERY OF THE SEAS

Designed to meet human needs and principles of coral reef resilience to withstand impacts from climate change

KIMBE BAY MARINE PROTECTED AREA
- World’s largest leatherback rookery
- JAMURSBI-MEDI NATIONAL PARK
- ARNAVON COMMUNITY MARINE CONSERVATION AREA
- World’s epicenter of nudibranch diversity
- 80% Rate of bycatch discard in the Indonesian shrimp trawl fishery
- 600+ coral species – highest diversity in the world
- 20,558 km Minimum distance travelled by a leatherback turtle from its nesting beach in Papua (Indonesia) to the west coast of USA
- Oldest fish Coelacanth
- Largest animal on Earth Blue whale

120+ million people are directly dependent on marine resources in the Coral Triangle

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?

There is a place in the Asia Pacific region whose extraordinary marine diversity feeds the world’s appetite for seafood, directly sustains more than 120 million people, and brings visitors from all over the world. Will you help us protect it?
Imagine a giant marine ecosystem that enshrines the world’s epicentre of marine diversity — an area whose extraordinary natural productivity and diversity sustains thousands of businesses, millions of people and countless species.

**A PLACE THE WORLD CAN’T DO WITHOUT**

Northwest of the world’s equator lies the Coral Triangle, an area the size of Europe, home to 26% of the world’s coral species, 37% of the world’s fish species, 35% of the world’s coral reef species, and over 50% of the world’s known marine turtle species.

For over 100 million people, the Coral Triangle is a source of food and livelihood. For the world at large, this region is the heart of a trade in marine resources, generating billions of dollars annually in trade, tourism and travel services.

And here’s the problem.

Fishing Fronts are taking a disproportionate toll on the region’s ecosystems, often through over-exploitation and destructive practices and practices that threaten the sustainability of their resources. Entering their 20th year, the Coral Triangle Initiative is one of the most ambitious marine conservation efforts in the world.

Every year, thousand of endangered turtles are caught in fishing gear, with the vast majority, if not all, traded for their meat, eggs or leather. Many are killed in a single operation, leading to a species facing extinction and severe decline in numbers. And even worse for their populations are ever increasing levels of fishing pressure, threatening their sustenance and the livelihood of local communities.

To keep the Coral Triangle alive for future generations of people and natural systems, WWF seeks to protect the Coral Triangle region, from its shores to its waters, and from the coast to the ocean where they forage.

**WWF STRATEGIES FOR CHANGE**

**MAKING THE CORAL TRIANGLE EVERYONE’S BUSINESS**

WWF has been pioneering innovation to do so for more than twenty years, collaborating with businesses, NGOs, governments and communities. Today, we are applying just this kind of collective, inspiring and engaging training, as with the Turtle Token program, engaging with thousands of stakeholders to ensure funding and effective governmental support for the Coral Triangle Initiative, and signing deals with some of the leading seafood exporters in the region to help these collaborations reach a much broader audience.

Our strategic mandate is to make the WWF Coral Triangle programme a reality, ensuring sustainable livelihoods, healthy oceans and vibrant communities.

**TINA**

To supply the growing global demand for seafood through sustainable sourcing and reducing fishing, we are looking at enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**BYCATCH**

In the Coral Triangle, WWF has partnered with businesses and fishing communities to confuse technologies that reduce impacts on non-targeted marine life, such as corals and juvenile fish, without allowing the over-exploitation that for so long has led to their near extinction. Local and partners are successfully introducing new fishing gear to Indonesia, the Philippines and Solomon to reduce bycatch of endangered species.

**TUNA**

We supply the growing global demand for tuna from sharks to sushi plates, with partnerships with businesses and governments to make seafood more sustainable. We are working on enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MARINE TURTLES**

WWF seeks to protect turtles in the Coral Triangle at every stage of their life cycle, from the beaches where they nest to the areas where they migrate. Key elements of this strategy include reducing turtle bycatch, promoting increased protection of reef fish and juvenile fish, reducing incidental turtle bycatch, and engaging consumers and businesses to reduce demand for turtle products.

**MINING PROTECTED AREAS**

Well designed and appropriately managed, marine protected areas are essential to combat overfishing and climate change, and protect critical natural areas, including revenues collapse. WWF is working with local communities and governments to establish and implement marine protected areas that benefit businesses and communities. WWF’s program is to support networks of marine protected areas so that local communities benefit from these areas.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MAKING THE CORAL TRIANGLE EVERYONE’S BUSINESS**

WWF has been pioneering innovation to do so for more than twenty years, collaborating with businesses, NGOs, government agencies and communities. Today, we are applying just this kind of collective, inspiring and engaging training, as with the Turtle Token program, engaging with thousands of stakeholders to ensure funding and effective governmental support for the Coral Triangle Initiative, and signing deals with some of the leading seafood exporters in the region to help these collaborations reach a much broader audience.

Our strategic mandate is to make the WWF Coral Triangle programme a reality, ensuring sustainable livelihoods, healthy oceans and vibrant communities.

**TINA**

To supply the growing global demand for seafood through sustainable sourcing and reducing fishing, we are looking at enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**BYCATCH**

In the Coral Triangle, WWF has partnered with businesses and fishing communities to confuse technologies that reduce impacts on non-targeted marine life, such as corals and juvenile fish, without allowing the over-exploitation that for so long has led to their near extinction. Local and partners are successfully introducing new fishing gear to Indonesia, the Philippines and Solomon to reduce bycatch of endangered species.

**TUNA**

We supply the growing global demand for tuna from sharks to sushi plates, with partnerships with businesses and governments to make seafood more sustainable. We are working on enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MARINE TURTLES**

WWF seeks to protect turtles in the Coral Triangle at every stage of their life cycle, from the beaches where they nest to the areas where they migrate. Key elements of this strategy include reducing turtle bycatch, promoting increased protection of reef fish and juvenile fish, reducing incidental turtle bycatch, and engaging consumers and businesses to reduce demand for turtle products.

**MINING PROTECTED AREAS**

Well designed and appropriately managed, marine protected areas are essential to combat overfishing and climate change, and protect critical natural areas, including revenues collapse. WWF is working with local communities and governments to establish and implement marine protected areas that benefit businesses and communities. WWF’s program is to support networks of marine protected areas so that local communities benefit from these areas.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MAKING THE CORAL TRIANGLE EVERYONE’S BUSINESS**

WWF has been pioneering innovation to do so for more than twenty years, collaborating with businesses, NGOs, government agencies and communities. Today, we are applying just this kind of collective, inspiring and engaging training, as with the Turtle Token program, engaging with thousands of stakeholders to ensure funding and effective governmental support for the Coral Triangle Initiative, and signing deals with some of the leading seafood exporters in the region to help these collaborations reach a much broader audience.

Our strategic mandate is to make the WWF Coral Triangle programme a reality, ensuring sustainable livelihoods, healthy oceans and vibrant communities.

**TINA**

To supply the growing global demand for seafood through sustainable sourcing and reducing fishing, we are looking at enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**BYCATCH**

In the Coral Triangle, WWF has partnered with businesses and fishing communities to confuse technologies that reduce impacts on non-targeted marine life, such as corals and juvenile fish, without allowing the over-exploitation that for so long has led to their near extinction. Local and partners are successfully introducing new fishing gear to Indonesia, the Philippines and Solomon to reduce bycatch of endangered species.

**TUNA**

We supply the growing global demand for tuna from sharks to sushi plates, with partnerships with businesses and governments to make seafood more sustainable. We are working on enabling that will allow fisheries to benefit from the global trend towards increasing and sustainable fishing in the Coral Triangle. Part of this effort involves engaging illegal, unreported and unregulated fishing from the region, changing incentives for sustainable fishing, and promoting local, sustainable fisheries.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MARINE TURTLES**

WWF seeks to protect turtles in the Coral Triangle at every stage of their life cycle, from the beaches where they nest to the areas where they migrate. Key elements of this strategy include reducing turtle bycatch, promoting increased protection of reef fish and juvenile fish, reducing incidental turtle bycatch, and engaging consumers and businesses to reduce demand for turtle products.

**MINING PROTECTED AREAS**

Well designed and appropriately managed, marine protected areas are essential to combat overfishing and climate change, and protect critical natural areas, including revenues collapse. WWF is working with local communities and governments to establish and implement marine protected areas that benefit businesses and communities. WWF’s program is to support networks of marine protected areas so that local communities benefit from these areas.

**CLIMATE CHANGE**

Global climate change is one of the defining issues of our time, and its impacts are being felt everywhere in the Coral Triangle. Urgent action is needed to reduce the vulnerability of communities and ecosystems to these impacts. WWF is using its global experience to policy development and implementation to support investments that enhance resilience and sustainability of people and natural systems adequate for a changing climate.

**MAKING THE CORAL TRIANGLE EVERYONE’S BUSINESS**

WWF has been pioneering innovation to do so for more than twenty years, collaborating with businesses, NGOs, government agencies and communities. Today, we are applying just this kind of collective, inspiring and engaging training, as with the Turtle Token program, engaging with thousands of stakeholders to ensure funding and effective governmental support for the Coral Triangle Initiative, and signing deals with some of the leading seafood exporters in the region to help these collaborations reach a much broader audience.

Our strategic mandate is to make the WWF Coral Triangle programme a reality, ensuring sustainable livelihoods, healthy oceans and vibrant communities.