



BROCHURE

WWF SPP0

2011

A Vibrant Living Pacific

Not many people know about the world's third longest barrier reef, an area of global significance, recognized for its intrinsic ecological value in sustaining biodiversity and communities in the South Pacific. Will you be part of the effort to help protect it?

WWF South Pacific with its ninety network offices around the globe, five of which are in the Pacific region, collectively work together to promote biodiversity conservation and reduce the impact of people on the natural environment.

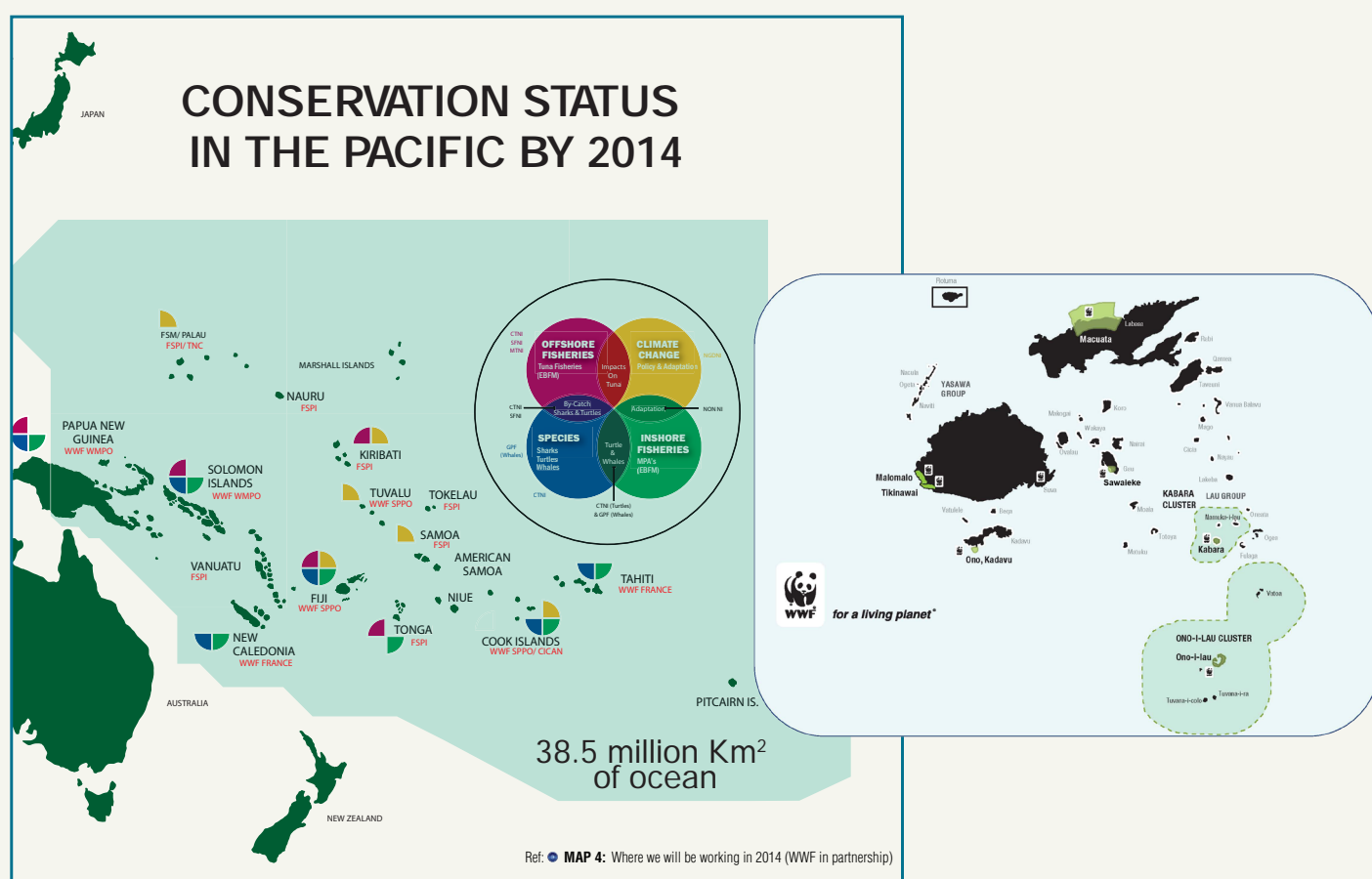
WWF South Pacific's key mission is to ensure **“The richness and resilience of our Pacific island ecosystems are managed and conserved in harmony with the aspirations and sustainable development needs of our people”.**

Driven by a multicultural locally based team, with an array of expertise and skill WWF South Pacific strives to enhance and achieve programme goals through awareness, research, field based activities, policy, advocacy and local capacity building.

WWF South Pacific advocates and practices the Ecosystem Based Management approach in its conservation work, ensuring issues are not addressed in isolation but as part of a bigger array of interactions within an ecosystem, including humans.

WWF South Pacific is one of the pioneers in advocating this approach in the Pacific. It undertook this process on a large scale in a concerted attempt to protect what many consider the worlds third longest barrier reef, the Great Sea Reef (*Cakaulevu*), located in Fiji.

WWF South Pacific continues to work towards protecting the Pacific's biodiversity and placing emphasis on reducing the human footprint on nature.



80% of all coral reef fish species in Fiji is believed to be found in the GSR



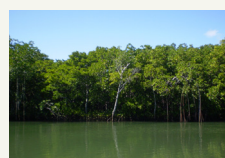
12 species listed on the IUCN Red List of threatened species are still found in viable populations within the GSR



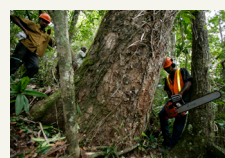
Major feeding ground for trans-migratory Pacific sea turtles



\$\$\$ the value of commercial inshore fisheries annually extracted from the GSR



Unique features such as mangroves islands fringed with coral reefs within the GSR are threatened by climate change induced sea level rise



Unmitigated sediment loading from poor land management threatens the future viability of the GSR

Pacific Environment- Shared Ocean, Shared Responsibility

WWF has been active in the South Pacific for over twenty years and has actively worked towards fostering strategic, community sensitive and long lasting equitable partnerships.

Collaborating with Pacific Island NGO's, government agencies and communities is an integral factor in WWF South Pacific's success.

WWF South Pacific has further embarked on a new era of partnerships with corporate entities to begin a new movement through corporate sustainable practices and the green economy approach to sustain development in Fiji and the wider South Pacific.

The six programmes that drives WWF's effort in the South Pacific are

COASTAL & INSHORE FISHERIES

The world's third longest barrier reef system - the Great Sea Reef - is in Fiji. WWF South Pacific works with communities and national partners using the ecosystem based management approach towards protecting this wealth of biodiversity.



MARINE SPECIES

Six out of the seven species of the world's turtles are found in the Pacific Ocean. WWF South Pacific works towards protecting this cultural icon and other exploited marine species.



OFFSHORE FISHERIES

The Western and Central Pacific Ocean is considered the last frontier for tuna fisheries that include albacore, skipjack, bigeye and yellowfin tuna. WWF South Pacific works towards ensuring the sustainability of Pacific Tuna.



Sustainable Livelihoods

Food Security

Water Quality & Access

Greener Pacific Economies

All these WWF South Pacific programmes consider the ecosystem based management in their approach to conservation, and collectively as a strategy contribute to enabling

CLIMATE CHANGE ADAPTATION

Pacific Islands are frontline communities to the effects of climate change. WWF South Pacific works with local resource managers, users and communities to build resilience for biodiversity protection and increase adaptation investment in the Pacific.



BETTER SUGAR DEAL

One in four people in Fiji rely on the sugar industry for their livelihoods. WWF South Pacific is working to improve yield, livelihoods and business to reduce the sugar industry's footprint on biodiversity.



TOURISM ENERGY EFFICIENCY INITIATIVE

WWF South Pacific is embarking on a targeted energy efficiency carbon-saving programme to reduce greenhouse gas emissions, and provide new funds for local climate change adaptation actions with prospects for the greater Pacific island region.



Our Pacific Challenge

The Southwest Pacific is one of WWF's 35 priority places globally. It is part of the world's most diverse coral reefs being home to the Coral Triangle, Great Barrier Reef, New Caledonia Barrier Reef and the Great Sea Reef - the three longest barrier reef systems in the world.

It is part of the richest places on earth for rare endemic plants, animals and higher level families and genus endemisms found no where else in the world.

The rich areas for marine diversity and fisheries and unique formations such as the barrier reef systems are now under increasing threat on various fronts such as overharvesting, poor management, climate change and many more.

The challenge to overcome and mitigate these threats is a hard one but collectively if we work together on adaptation, sustainable fishing, protected areas, carbon-friendly initiatives and enabling policies, this will heighten opportunities for greener sustainable island economies and more likely leave behind a viable Pacific for the coming generations.

**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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