

Locally led marine conservation

Putting communities at the heart of marine management



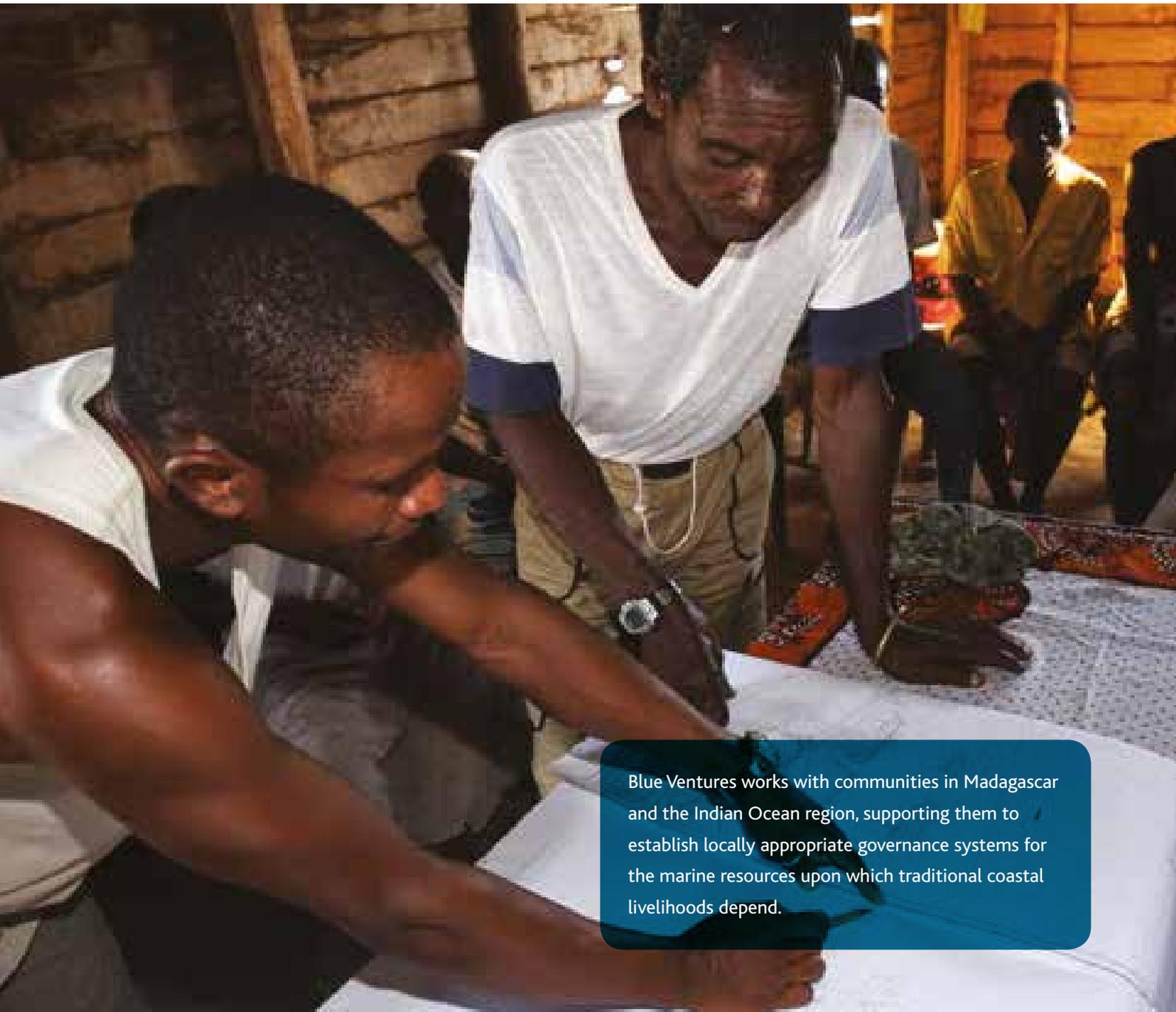
By communities, for communities

Experience from around the world shows that managing fisheries and marine resources works best when responsibility is placed in the hands of local communities. This is particularly true in low-income countries, where there is often limited capacity and infrastructure for fisheries management and conservation.

Locally Managed Marine Areas (LMMAs) are areas of ocean managed by coastal communities to help protect fisheries and safeguard marine biodiversity.

Found throughout the world's tropical and subtropical seas, and encompassing diverse approaches to management and governance, their sizes and contexts vary widely, but all share the common theme of placing local communities at the heart of management.

From as far afield as Fiji, Kenya and Costa Rica, LMMAs have proven highly effective in reducing local conflicts over fisheries, conserving marine biodiversity, and improving catches.



Blue Ventures works with communities in Madagascar and the Indian Ocean region, supporting them to establish locally appropriate governance systems for the marine resources upon which traditional coastal livelihoods depend.

LMMAs in Madagascar

In just ten years, Blue Ventures has supported coastal communities in Madagascar and the Indian Ocean region to establish dynamic and locally appropriate fisheries management strategies and governance systems that improve fisheries sustainability and climate change resilience.

Madagascar's grassroots marine conservation movement has developed some of the world's largest LMMAs, and the Government of Madagascar recently committed to triple the extent of the country's marine protected areas, with a special emphasis on local management.

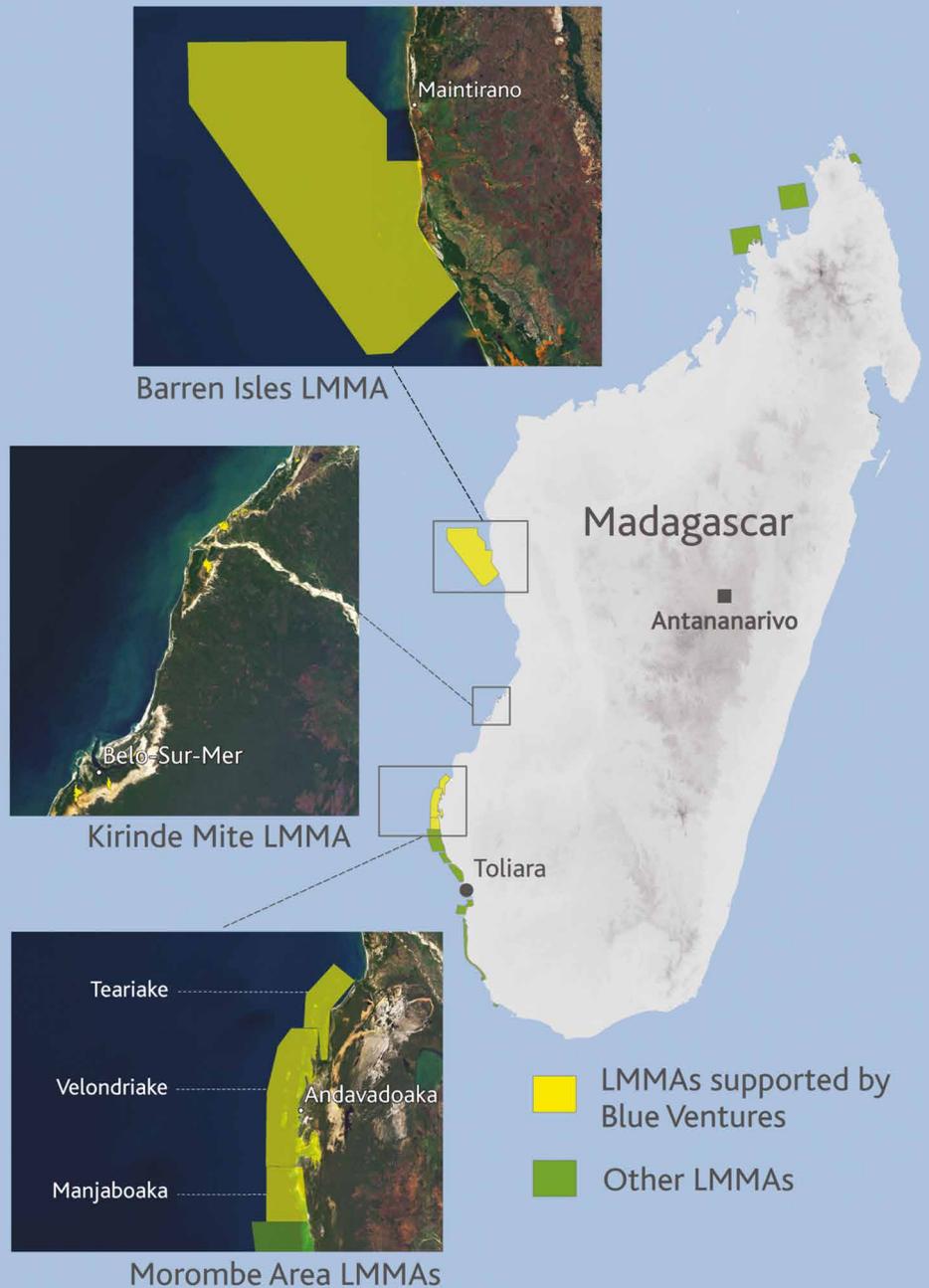
LMMAS IN MADAGASCAR

65 LMMAs in Madagascar; the majority focused on the vast coral reef and mangrove ecosystems of the country's west coast

LMMAs cover

>11,000km²

11% of Madagascar's continental shelf



Living with the sea

Our LMMA programme focuses on three zones along Madagascar's west coast where fishers have experienced severe declines in catches over recent decades.

Through the use of *Dina* – customary laws that are recognised by the government – many of our partner communities have designed effective rules that can be enforced locally to ban destructive fishing practices, protect endangered species and designate priority marine areas for protection.

To ensure the long-term financial sustainability of these LMMAs, we are working to develop a variety of mechanisms including marine ecotourism programmes, seafood supply chain incentive schemes, eco-certifications for sustainable fisheries, and payment for ecosystem services such as mangrove REDD+.



LMMAS SUPPORTED BY BLUE VENTURES

75+  communities /

40,000+ people working with BV on local marine conservation initiatives

5,857 km²



of ocean and marine habitat managed by communities working with BV



“ This [LMMA] model benefits not only biodiversity but also local communities, by ensuring their food security and empowering them to be crafters of their own future. ”

PRESIDENT HERY RAJAONARIMAMPINANINA OF MADAGASCAR

Recent successes

- Creation of the Barren Isles protected area; the largest LMMA in the Indian Ocean
- Creation of Velondriake; the first LMMA in Madagascar to embark on registration as a nationally-recognised protected area
- Expansion of the LMMA model to communities to the south and north of Velondriake, inspiring and guiding the creation of large-scale LMMAs around Madagascar
- Establishment of over 250 community-managed temporary fishing closures at sites around Madagascar, based on a model for community-based fisheries management first developed in Velondriake
- Development of the largest community-based monitoring programme for artisanal sea turtle and shark fisheries in the western Indian Ocean



Networking communities

The LMMA approach to coastal management is gaining momentum and popularity throughout Madagascar and the Indian Ocean region. Yet despite notable successes, many of these grassroots conservation initiatives are being developed in isolation, with limited communication or sharing of lessons learned between communities.

Our experience in Madagascar has shown that peer-to-peer learning is a highly effective tool for building local capacity and confidence for fisheries management. Since 2012, Madagascar's LMMAs have been united within an informal network known as MIHARI, established to provide a framework for community exchange and dialogue to share local experiences of community-based fisheries management and conservation. MIHARI's membership comprises 134 LMMA villages, organised into 65 discrete marine management associations and distributed across over 12 degrees of latitude, from both the Indian Ocean and Mozambique Channel coasts of Madagascar. Community leaders meet annually in a national LMMA forum convened and supported by NGO partners.

Blue Ventures is working to reinforce and develop the MIHARI network by developing new shared training and educational tools and resources, and establishing a coordinated system for monitoring LMMA effectiveness.

NETWORKING LMMA COMMUNITIES



LMMAs are also being developed in Kenya, Tanzania, Mozambique and beyond. As in Madagascar, it can be difficult for local communities to communicate between sites and especially across national borders. Following a series of regional and international LMMA workshops, we are working to facilitate community exchanges and partner NGO visits, hosting people from Kenya, Tanzania, Mozambique, Mauritius, Mexico and the Comoros.

LMMAs supported by Blue Ventures in Madagascar

Velondriake

In response to growing signs of overexploitation of fisheries in Andavadoaka, Blue Ventures' first field site in Madagascar, we worked with the local community to pilot and test temporary closures of octopus fishing grounds. These experimental fisheries closures boosted catches and fisher incomes, and inspired the creation of 'Velondriake' (meaning 'to live with the sea'), Madagascar's first LMMA, in 2006. Representatives from Andavadoaka and 24 surrounding villages put in place a management plan that includes permanent reserves, temporary octopus fishery closures, community-based aquaculture of seaweed and sea cucumbers, all regulated through a series of locally developed and enforced rules (*Dina*). Preliminary protected status was granted by the Government of Madagascar in 2010, and definitive protected status was successfully acquired in 2015.

Manjaboaka

Located just south of Velondriake and based in the village of Ambatomilo, Manjaboaka is an LMMA that is following in the footsteps of its northern neighbour. Since 2010, villages in the area have established temporary fishery closures and worked to reduce the use of destructive fishing techniques by passing local bylaws based on *Dina*.

Teariake

50km north of Velondriake around the town of Morombe, the Teariake LMMA was established to reduce destructive fishing and poaching by fishers moving between Morombe and Velondriake. The local management association adopted the name 'Teariake' (meaning 'to love the sea') and is implementing temporary fishery closures and educational outreach activities tailored to this urban setting.



“ I became a member of the Velondriake Association because this initiative is a way of nurturing all that is in the sea. If there were no fishery reserves, there would no longer be enough octopus, and no heritage for our children. ”

FELICIE, 44 YEARS OLD, MARRIED WITH FIVE CHILDREN





Belo sur Mer

We are working with Madagascar National Parks to establish a marine extension to the existing terrestrial Kirindy-Mitea national park near Belo sur Mer, 200 kilometres north of Velondriake.

Crab and shrimp in the area's extensive mangrove forests are major traditional fisheries. Three temporary mangrove reserves were created in 2011 around the villages of Belo sur Mer and Antanimanimbo by the local association 'Be Andriaky' (meaning 'to grow up with the sea'). Since then, this model has expanded to seven other villages and been replicated over 25 times.

The Barren Isles

The Barren Isles archipelago is one of the few remaining strongholds of thriving marine biodiversity in the western Indian Ocean. The productive coral reefs and diverse coastal ecosystem support the livelihoods of more than 4,000 traditional fishers. Many of these fishers migrate to the Barren Isles seasonally, covering up to 1,000 km in outrigger pirogues, in response to declining fisheries. Pressures on the archipelago have proliferated in recent years, including unsustainable and destructive fishing, conflict between small-scale and industrial fishers, and mineral resource exploration. Responding to these challenges, Blue Ventures and Madagascar's Ministry of Environment are working together to help local coastal communities create an LMMA around the Barren Isles. In 2014, the Government of Madagascar granted a two-year preliminary protected status, making the Barren Isles the country's largest protected area.



We rebuild tropical fisheries with coastal communities

Blue Ventures works with coastal communities to develop transformative approaches for catalysing and sustaining locally led marine conservation.

We work in places where the ocean is vital to local cultures and economies, and are committed to protecting marine biodiversity in ways that benefit coastal people. Our conservation models are designed to demonstrate that effective management improves food security and makes economic sense.

Over the past decade, our innovations have guided national fisheries policy and been replicated by communities, NGOs, businesses, donors and government agencies along thousands of kilometres of coastline. So far our work has impacted the lives of more than 150,000 coastal people.

Working holistically

Blue Ventures recognises that improving fisheries management alone is not enough to overcome the numerous and interrelated drivers of marine environmental degradation.

Our programmes in Madagascar encompass locally led marine conservation, sustainable fisheries management, community-based aquaculture and ecotourism businesses, educational scholarships and reproductive health services.

This integrated approach addresses the interconnected challenges of poor health, unmet family planning needs, environmental degradation and food insecurity in a holistic way. It enables communities to manage their resources sustainably, both now and for the future.



Communities first

Above all, we listen to community needs, responding in a sensitive and pragmatic way for lasting benefits.



Passion & belief

Our mission is urgent and critical, we believe that our models work, and we are determined to get the job done.



Valued people & effective teams

We work in diverse and inclusive teams where all members have a voice and influence. We are effective because our work is integrated across teams and projects.



Innovation & courage

We are resourceful and creative. We are prepared to take risks and challenge broken paradigms.



Openness & humility

We are an open source social enterprise. We work in a transparent and collaborative way to pass on what we learn to others who share our vision and passion.



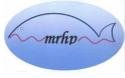
Grounded in evidence

We have high standards and are not afraid to be self-critical. If we see that something doesn't work, we change tack until we're on the right course.

blue ventures

beyond conservation

IN PARTNERSHIP WITH



For further information or to discuss partnership opportunities please contact:



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Winner, Buckminster Fuller Challenge, 2011
 For work to protect marine resources and improve the livelihoods of poor coastal communities in Madagascar.



Observer Ethical Awards, runner-up 2010.
 Blue Ventures was commended for creating the Indian Ocean's first replicable blueprint for community-centred marine and coastal conservation planning.



Condé Nast Traveler Environmental Award, 2009
 For two decades, Condé Nast Traveler has been honouring environmental visionaries around the world who have found innovative solutions to seemingly intractable problems.



Responsible Tourism Awards 2004: highly commended for "Best in a Marine Environment"



Responsible Tourism Awards 2006: highly commended for "Best Volunteering Organisation"



Responsible Tourism Awards 2007: highly commended for "Best in a Marine Environment"



Responsible Tourism Awards 2008: highly commended for "Best Volunteering Organisation"



Responsible Tourism Awards 2009: highly commended for "Best in a marine environment"



Responsible Tourism Awards 2010: Winner for "Best volunteering organisation"



Ashoka & National Geographic Geotourism Challenge 2008: finalist



Changemakers & National Geographic Geotourism Challenge 2010: finalist



United Nations SEED Award 2005: winner, "Madagascar's first experimental community-run MPA"



Entering Young Brits 2005 & 2006: highly commended, "Social and Environment"



United Nations Development Programme Equator Prize 2006: the Village of Andavadoaka, winner (in partnership)



Skala Ecotourism Awards 2006: Winner, "General Countryside"