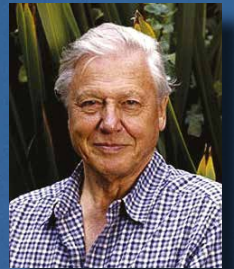


Making marine conservation make sense

Blue Ventures today and tomorrow

“ A model for everyone working to conserve the natural life-support systems of our troubled planet. ”

SIR DAVID ATTENBOROUGH



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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.



500 million

people worldwide
depend on
small-scale fisheries



>1 billion

people worldwide
rely on fish as a
source of protein



90%

of global fish stocks
are either overfished
or fully fished

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The conservation commitment conundrum

Marine conservation efforts often fail when short-term costs are perceived to outweigh future benefits, which may be uncertain. All too often, forgoing fishing in protected areas represents a severe economic sacrifice for coastal communities, and the promised 'spill-over' benefits of marine protection can be slow to accrue. As a result, conservation goals are often at loggerheads with local needs, disenfranchising traditional resource users.

Reconciling the interests of the conservation and fishing sectors requires new approaches that overcome the opportunity costs of surrendering fishing in a protected area, in timeframes that work for communities. Our models work by demonstrating that sustainable fisheries management can yield meaningful economic benefits for communities and seafood buyers, in realistic timescales. Only by making this connection can marine conservation be sustained and scaled beyond its current limited scope.

Making marine conservation make sense

Time and again marine conservation efforts break down because they fail to resonate with the needs of coastal communities. Such failure is avoidable, since coastal populations have the greatest long-term interest in conservation success. Blue Ventures is committed to tackling this conundrum by developing conservation models that work for people, showing that effective marine conservation is in everyone's interest.

We work from the grassroots, placing responsibility for fisheries management in the hands of local communities. This is particularly necessary in low-income countries, where there is often limited central capacity and infrastructure for marine management.

Our models play a critical role in rebuilding coastal fisheries, providing effective and replicable approaches for reversing marine biodiversity loss, improving food security and building socio-ecological resilience to climate change.



Our 2020 vision

By demonstrating that effective marine conservation is in everyone's interest, we are striving for impact at scale.

We aim to reach at least three million people across the world's tropical coastal regions by 2020.

“ Our story started over a decade ago, surveying coral reefs in the Mozambique channel. Vezo communities in southern Madagascar were concerned about the decline of their fisheries, so we supported one village to experiment with closing off a small section of their octopus gleaning area for a few months, to see whether this might boost productivity.

When the closure was re-opened, communities experienced a huge increase in octopus landings and fisher incomes. As news of this remarkable fishery boom spread, neighbouring communities started copying this approach. Crucially, this sparked interest in more ambitious coastal management efforts, leading to the creation of the country's first Locally Managed Marine Area (LMMA) governed by a small network of fishing villages.

Since then, this temporary fishery closure model has gone viral along thousands of kilometres of Madagascar's coastline, spawning a grassroots marine conservation revolution with 64 more LMMAs established to date. Today, 11% of the island's seabed is managed by communities, for communities.

Our work is about much more than octopus. These experiences have guided our journey searching for new approaches to demonstrate that marine conservation can be in everyone's interest, and that taking less from our ocean can give us much much more. ”

75+ communities /
40,000+ people working directly with BV on local marine conservation initiatives



5,857 km²
equivalent to
820,000
football pitches



of ocean and marine habitat
managed by communities
working with BV

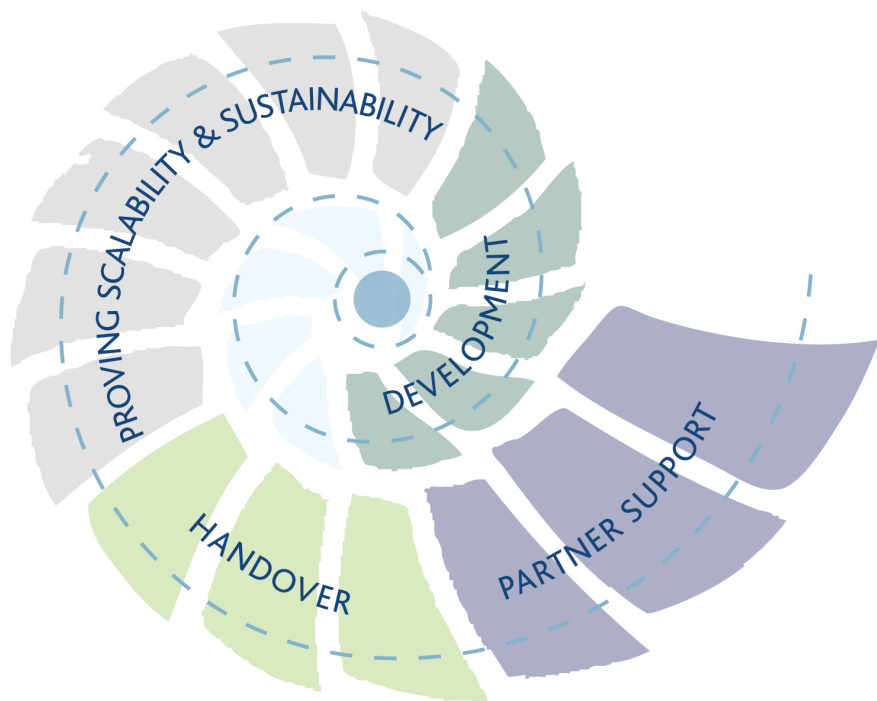
Fostering innovation

Our strategy is to develop, scale and drive the adoption of high-impact models for marine conservation.

We have a proven track record of innovating transformative approaches for catalysing and sustaining local leadership in marine management. Our organisational culture is naturally dynamic and entrepreneurial, listening and responding to the needs of our partner communities, and reaching across the silos that typically constrain conservation practice.

As our programmes evolve, they move through a development lifecycle focused on constant improvement and learning based on feedback from our partner communities. We liken this strategy to the expanding spiralled chambers of a *Nautilus* shell, with programmes growing in scale through successive phases just as the *Nautilus* expands towards the shell's opening.

Nautilus shell illustration
© Blue Ventures



We currently manage a diverse portfolio of models at different stages of development across five core conservation programmes. These programmes are: temporary fishery closures, payment for mangrove ecosystem services, aquaculture enterprises, community-based reproductive health service delivery, and ecotourism businesses.

“ Blue Ventures is uniquely positioned to drive innovation in the marine conservation sector. We have demonstrated that the right incentives can mobilise rather than alienate coastal communities, giving us new tools to scale and sustain marine conservation efforts. ”

DR ALASDAIR HARRIS
EXECUTIVE DIRECTOR
BLUE VENTURES

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250+ 

community-led temporary fishery
closures held in Madagascar to date

65 Locally Managed Marine Areas
(LMMAs) in Madagascar

LMMAs cover

>11,000km²

11% of Madagascar's
continental shelf

200+

participants
involved in
community
exchanges and
partner NGO visits
including from Mozambique
and the Comoros



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Achieving impact

We're always learning. At every stage, from incubation to replication, we monitor and evaluate the impact and sustainability of our work in order to refine our models, and ensure cost effectiveness and scalability.

We've created the largest locally managed marine protected areas in the Indian Ocean, proven new models for community-led fisheries management, built sustainable aquaculture businesses, and developed effective approaches for integrating community health services with marine conservation. Our award-winning ecotourism social enterprise provides year-round sustainability and match funding to enhance the impact and stability of our field programmes.

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

Supporting partners

Once we've developed a model that works, we help communities share their experiences and support adoption by others. We develop toolkits that enable partners to replicate our models, and disseminate what we learn through our networks.

From organising temporary fishery closures to build local support for conservation through to integrating reproductive health services with such initiatives, we provide technical advice and training to communities and partners, to drive adoption of these models for catalysing local leadership in marine management.

We work with businesses, universities, governments and like-minded organisations worldwide to build networks of thought leaders in marine conservation. By facilitating exchanges between fishing communities, we nurture grassroots marine conservation movements at national and regional scales.

Supporting our pathway to scale

Our efforts to refine and drive adoption of these conservation catalyst models are growing exponentially, with over 100 staff positioned to support development and replication of our models worldwide. However, we're currently seeking to build our core capacity in three key areas:

- **Programme development** to sustain our innovative models in the early stages of research and development
- **Monitoring and evaluation** to measure and demonstrate the impact of our models
- **Outreach** to drive and support the adoption of our models among partners; our **ultimate pathway to scale**

We're looking for new strategic partners to support this growth. By investing in our work to help us achieve our fullest potential, strategic partners play a crucial role in driving progress towards our vision: reaching at least three million people across the world's tropical coastal regions by 2020.



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.



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For further information or to discuss
partnership opportunities please contact:



Dr Alasdair Harris
Executive Director

al@blueventures.org

Blue Ventures, 39-41 North Road, London, N7 9DP, United Kingdom
Tel: +44 (0)207 697 8598
Web: www.blueventures.org
Registered Charity #1098893

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