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Save Our Seas Campaign

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WWF®

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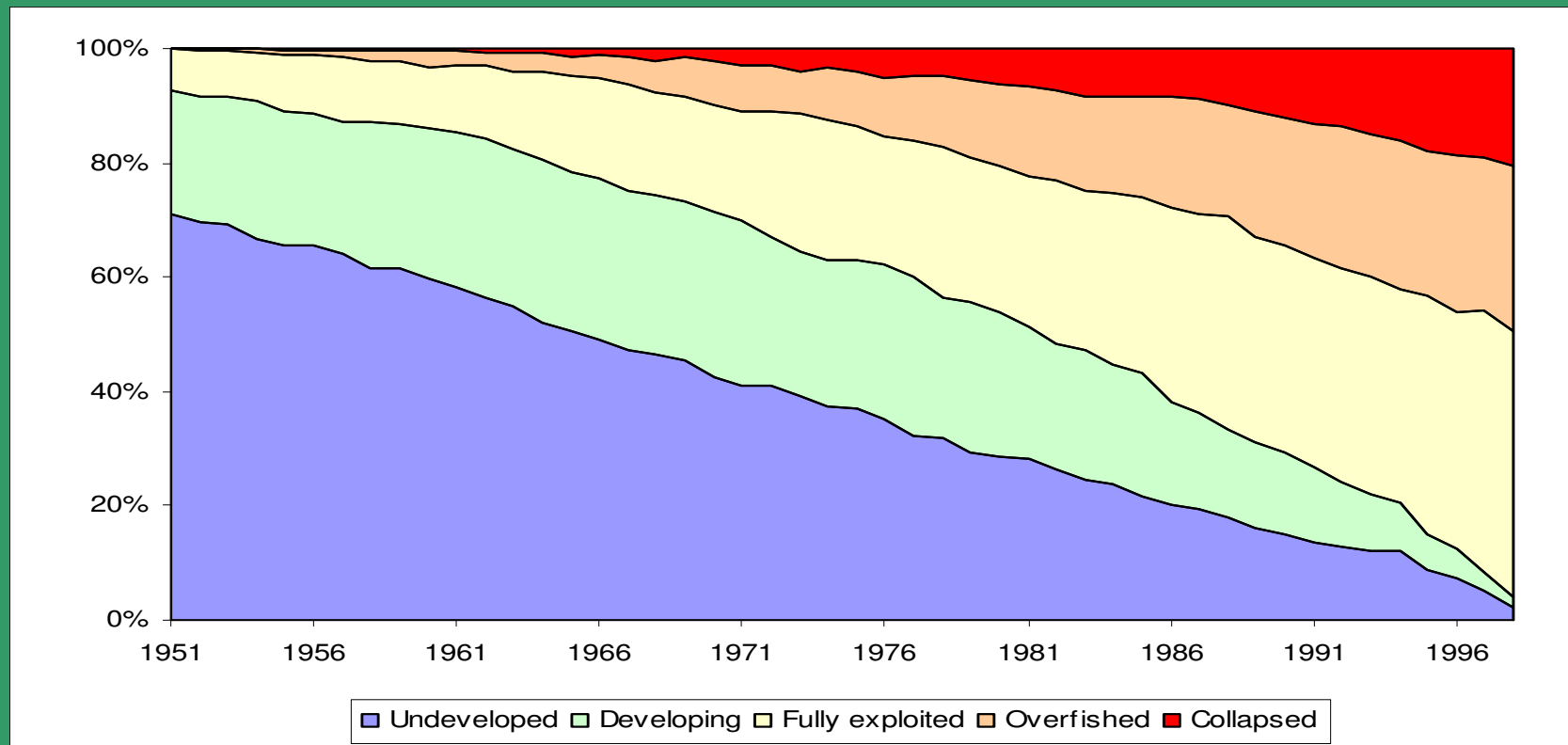
SOS Campaign

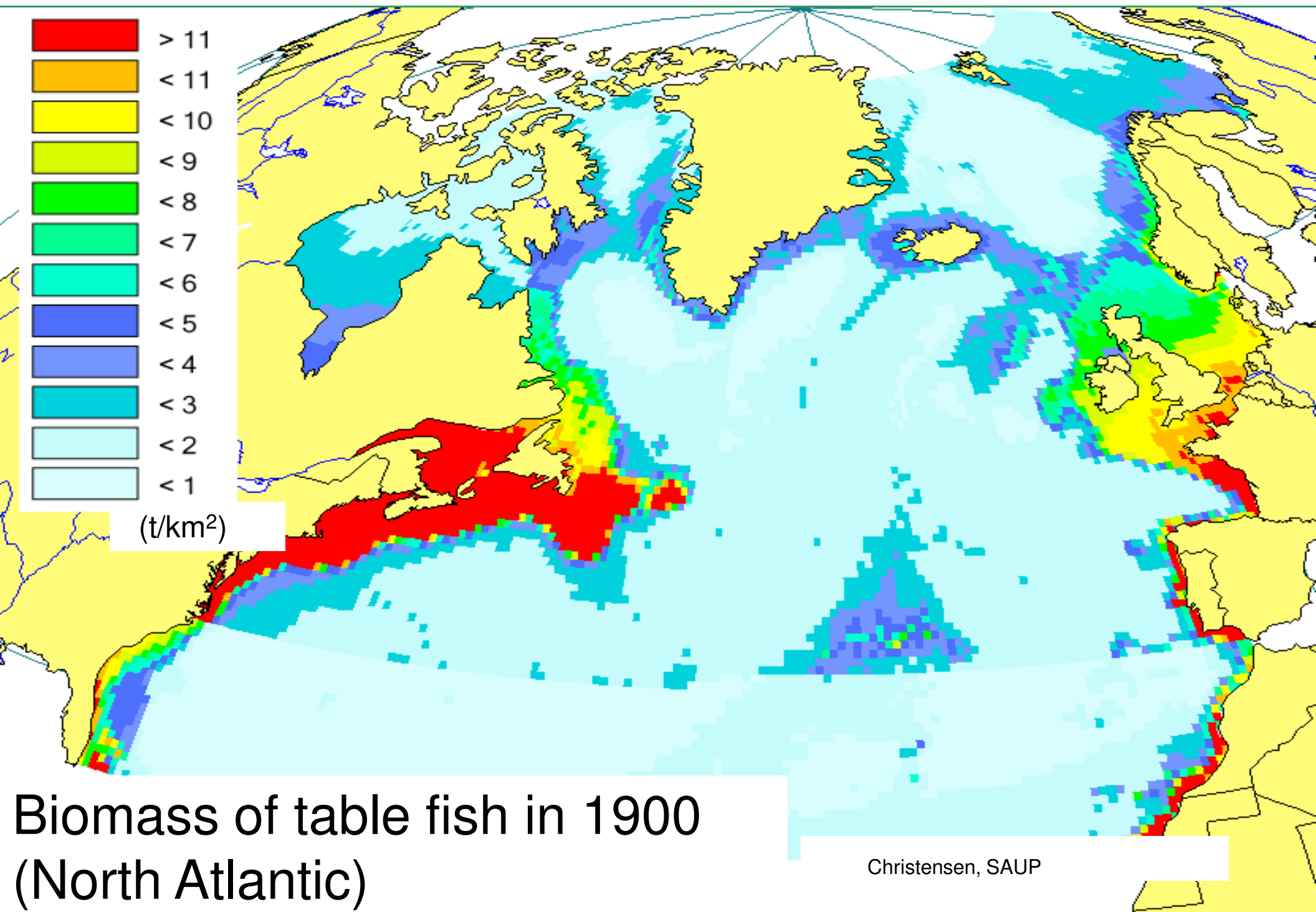
- Problem: Global fisheries are rapidly depleting
- Reasons: Pollution, Dredging, Reclamation, & Over fishing.
- Solutions: Reduce all negative factors.
- Create no-take zones in spawning and nursery areas to allow for replenishment of fish stocks.

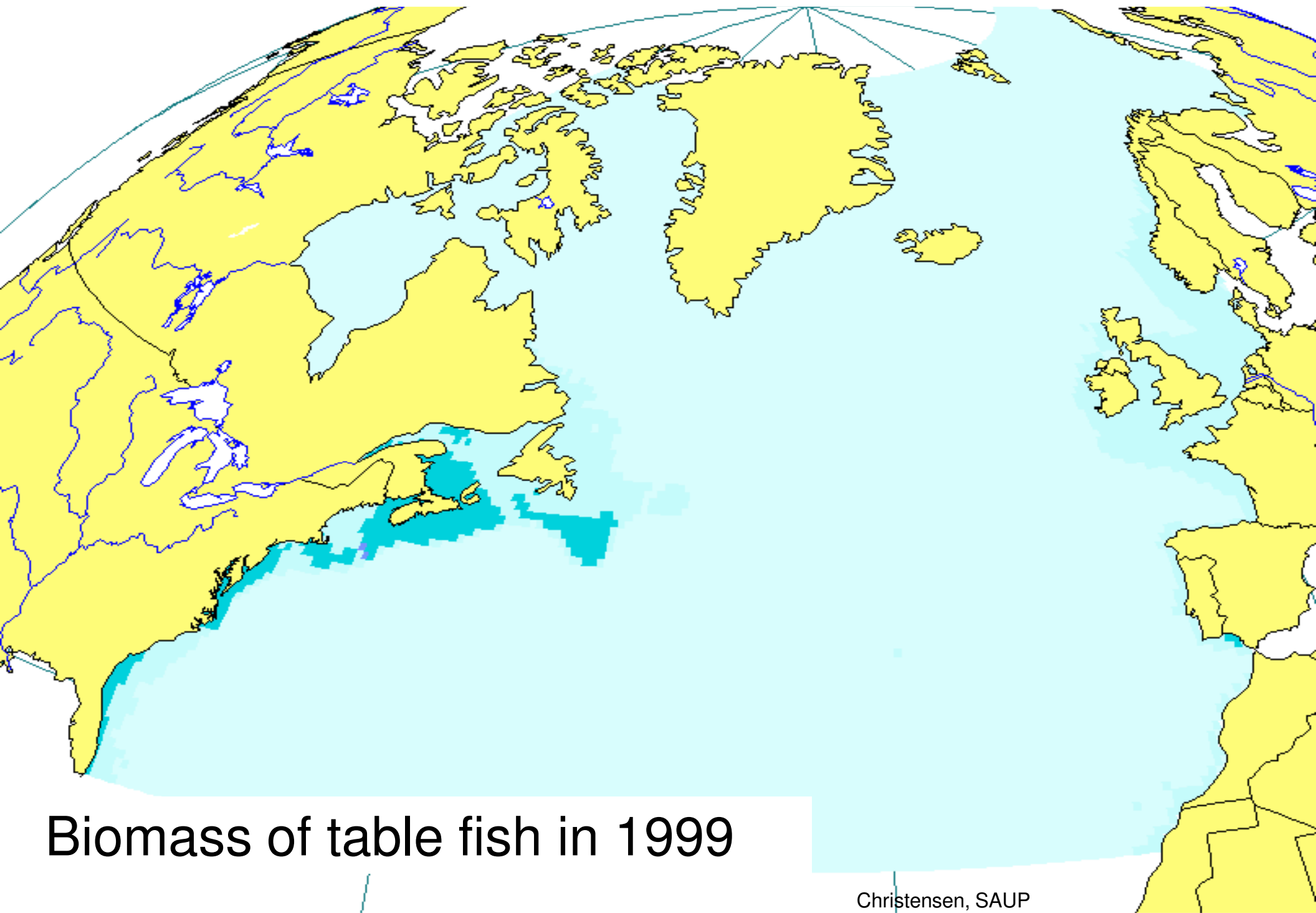


Global fisheries are in a major crisis, and the problem is growing rapidly

[survey of 1500 worldwide commercially fished species]







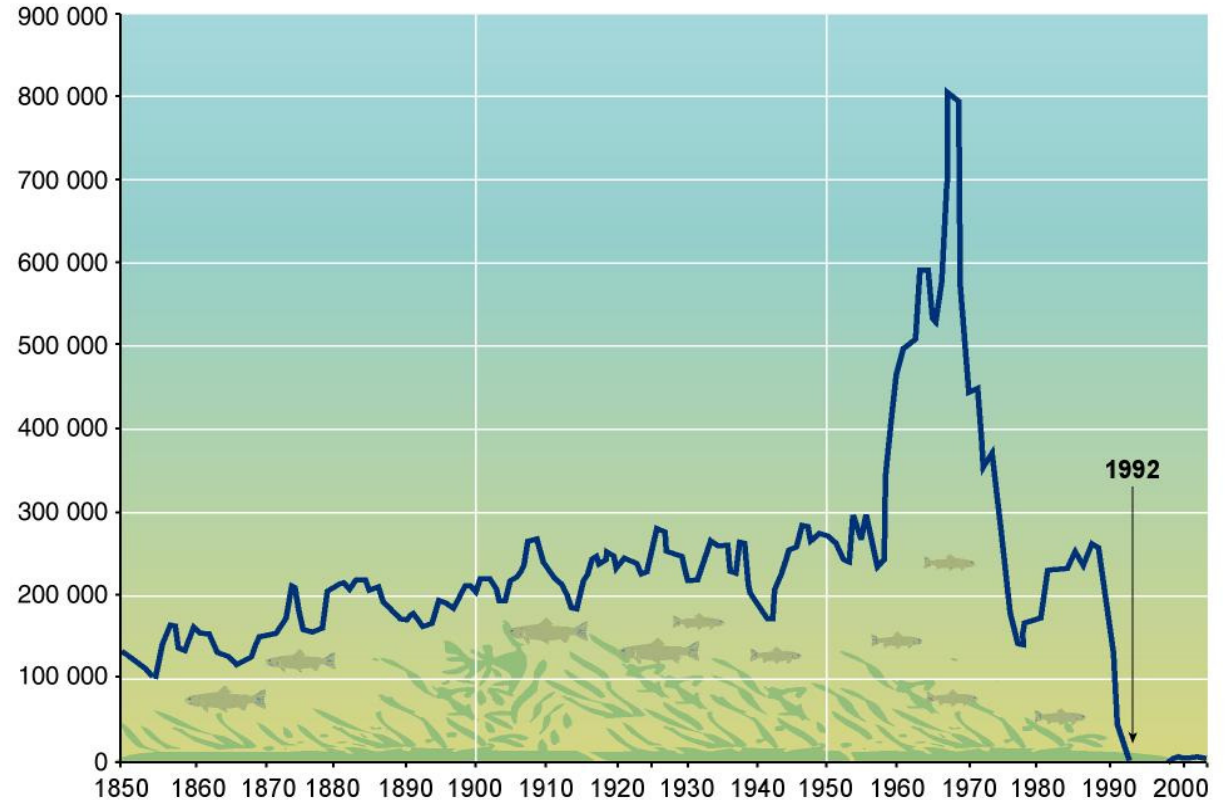
Biomass of table fish in 1999

Christensen, SAUP



- The Atlantic **cod** stocks off the east coast of **Newfoundland** collapsed in 1992, forcing the closure of the fishery
- Depleted stocks may not recover even if harvesting is significantly reduced or eliminated entirely

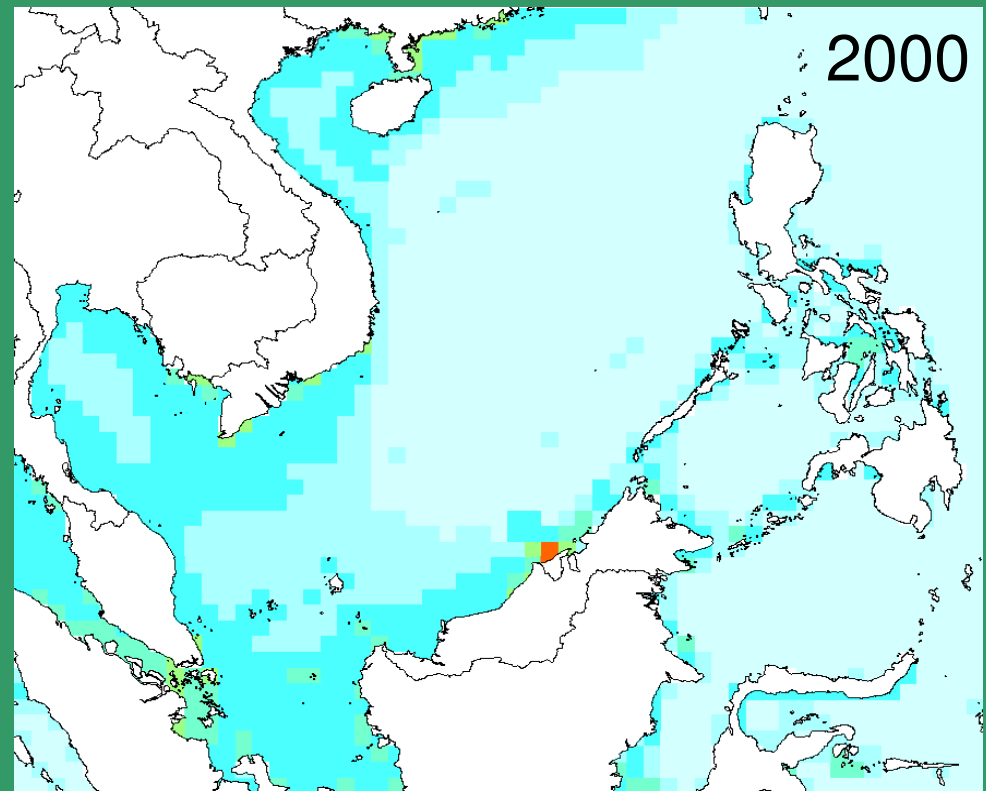
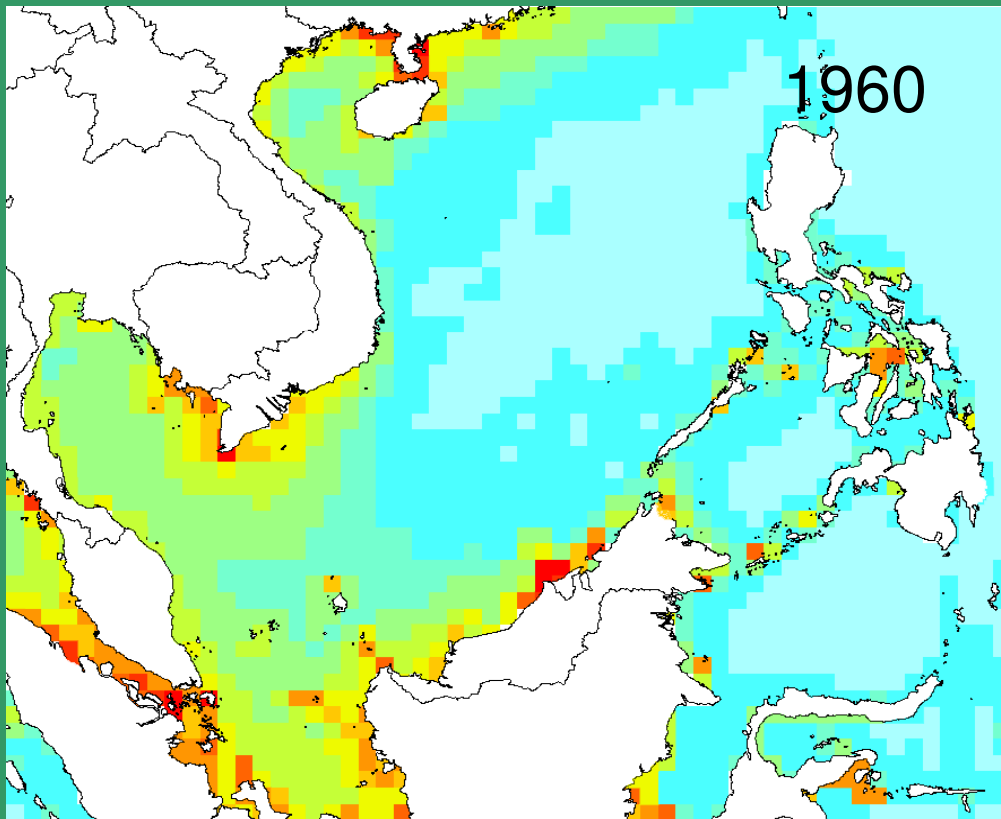
Fish landings in tons



Source: Millennium Ecosystem Assessment



S.E. Asian Waters: similar story



2007/10/18

Christensen *et al.* (in press)

10g fish....





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SOS Campaign

Who do we need to educate?

Fishermen

Consumers

Government Officials.

Students





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Students: We decided on a multi-media approach involving the widest range of students.

The campaign was Ocean's 10 featuring 10 threatened marine species in Hong Kong waters.





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Ocean's 10





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Ocean's 10







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Ocean's 10

We involved other NGO's to broaden the audience appeal and to get young people to design the message and the medium for those messages.





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Educating for Sustainable Development

The combination of Schools and NGO's is potent. We are simply trying to change human behaviour. Let's do it together.

