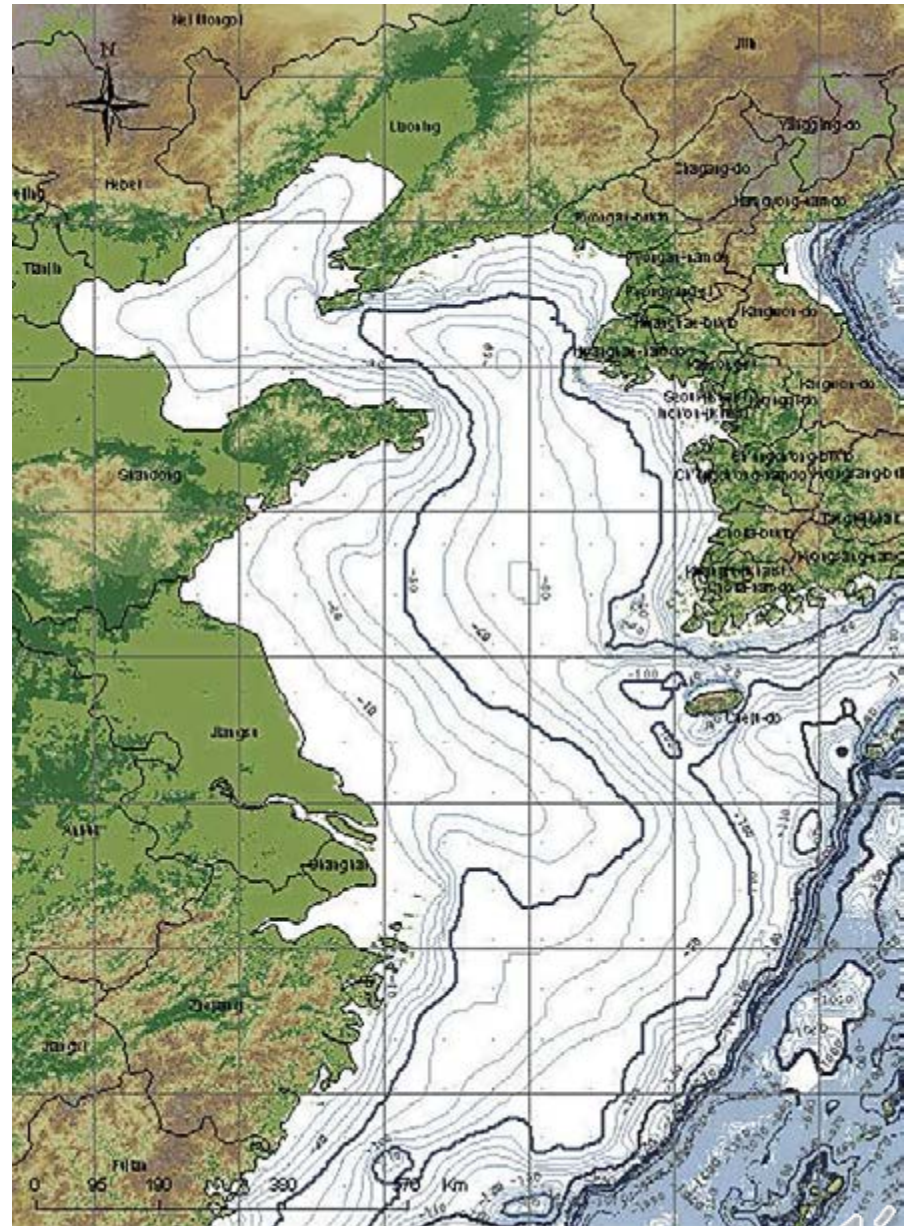




The Yellow Sea Ecoregion Support Project for its Marine Biodiversity Conservation

Shigeki YASUMURA
WWF Japan
Yellow Sea Ecoregion
Support Project Leader
14 November 2013



WWF IN SHORT

1961

WWF was
founded
In 1961

+100

WWF is in over
100 countries, on
5 continents



+5000

WWF has over
5,000 staff
worldwide

+5M

WWF has over
5 million supporters





Meta Goals

- 1. Conserve Biodiversity
- 2. Reduce Humanity's Global Footprint

TIMBER, PULP, AND PAPER



SUGAR



PALM OIL



SOY



WILD CAUGHT SEAFOOD



COTTON



AQUACULTURE



BEEF



DAIRY



BIOFUELS



OTHER TERRESTRIAL COMMODITIES



Consumers

Persuade 7B consumers?

Supply Chain

About 300-500 companies control approx 70% of choice

Retailers
Buyers

Brands

Manufacturers
Investors

Traders

Processors

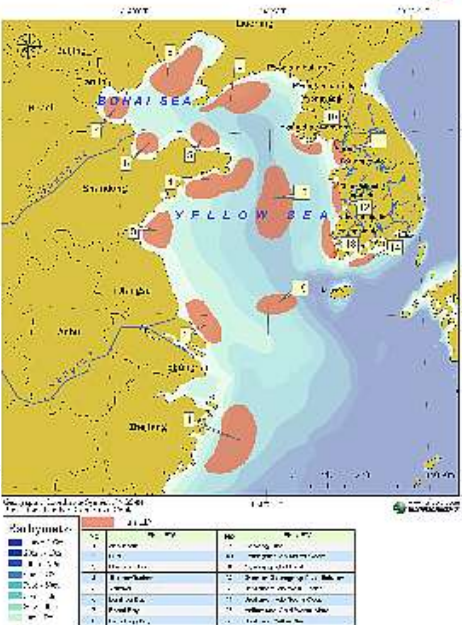
Greatest Point of Leverage

Primary Producers/extractors

Engage with 1.5B producers?

Reduce the threat



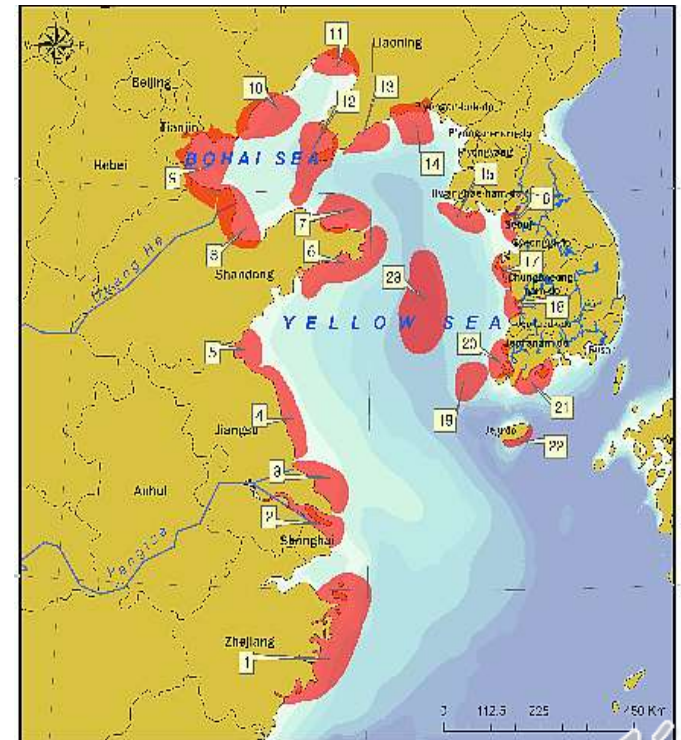


the previous YSE project deliverables (2002 -2006)

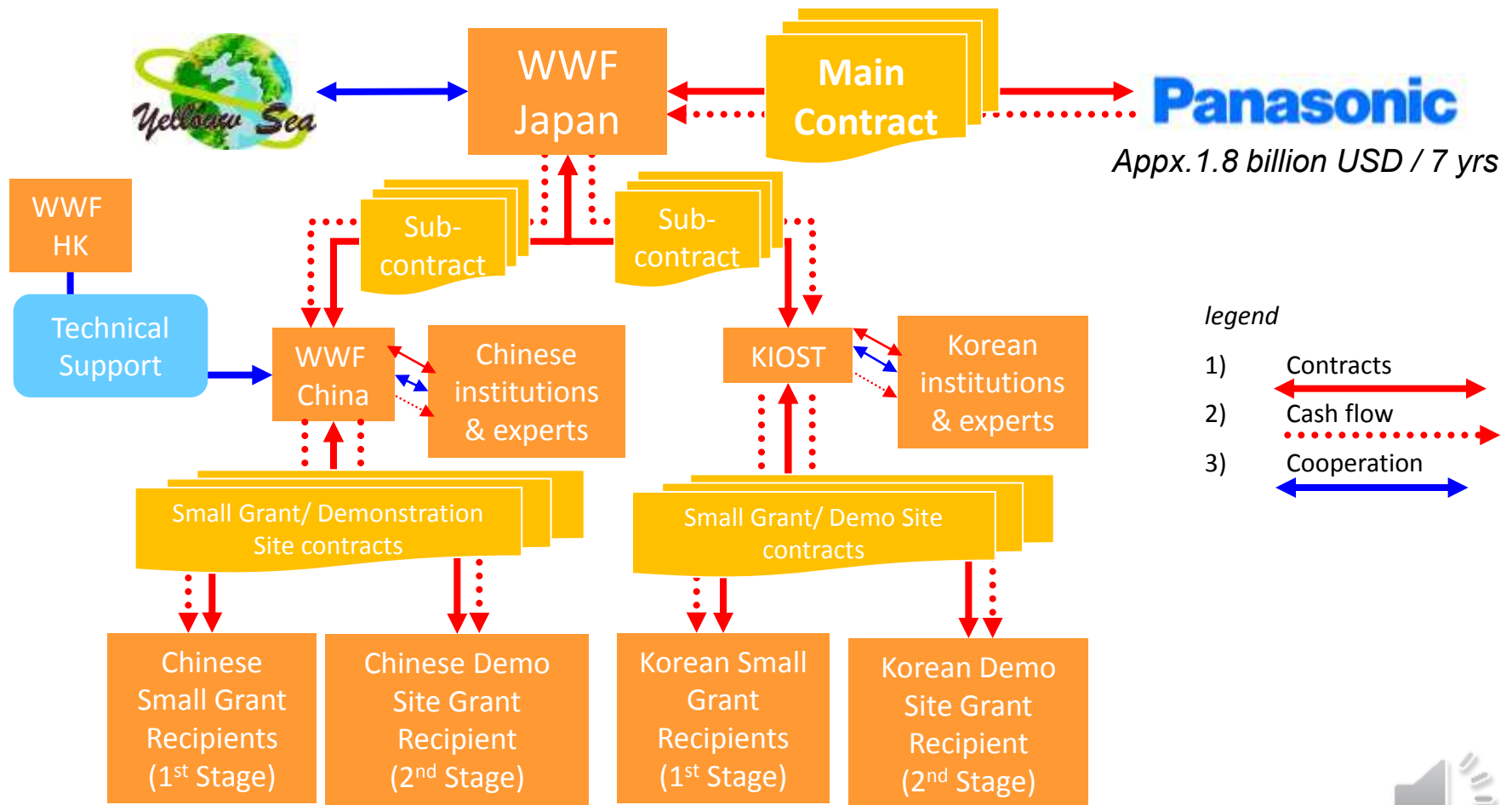


Vision of the Yellow Sea Ecoregion Support Project (YSESP)

- 1) Advancing conservation of
Yellow Sea Ecoregion's
23 Potential Priority Areas
- 2) Advanced biodiversity
conservation models
recognized internationally



Implementation scheme of the YSESP (2007-2014)

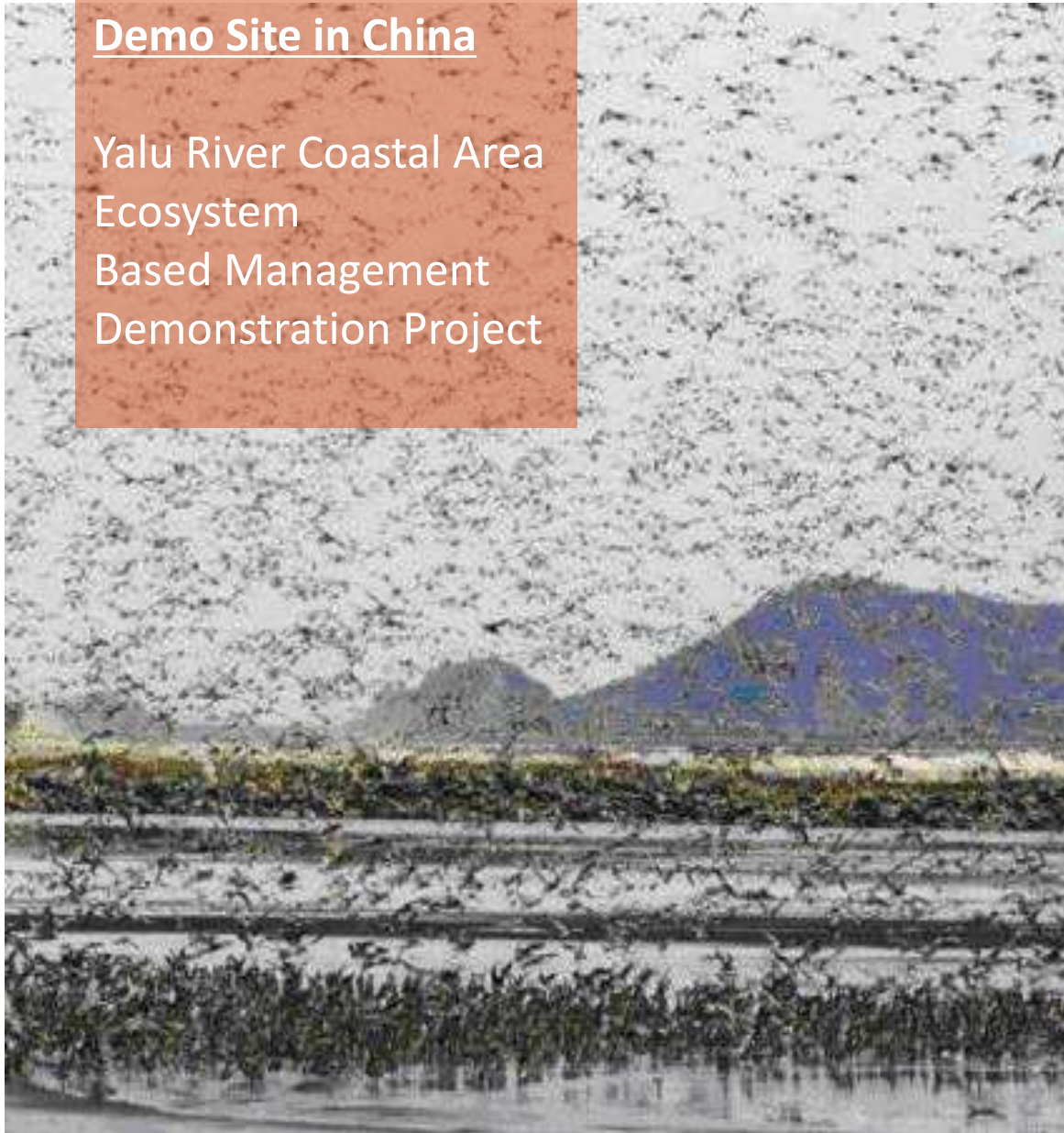


The YSESP Project Framework (2007-2014)



Demo Site in China

Yalu River Coastal Area
Ecosystem
Based Management
Demonstration Project



Marine Protected Area

Yalu River National Nature Reserve
(1997 gazetted), Liaoning Province

Project funding:

15,000,000 JPN yen
(provided by Panasonic) and,
Equivalent to 15,000,000 JPN yen
(LOFB)

Organizations associated with the project:

WWF

Panasonic Corporation

Liaoning Province Ocean and
Fishery Bureau (LOFB)

YSLME Project Management Office

Ocean and Fishery Office, Dandong
City

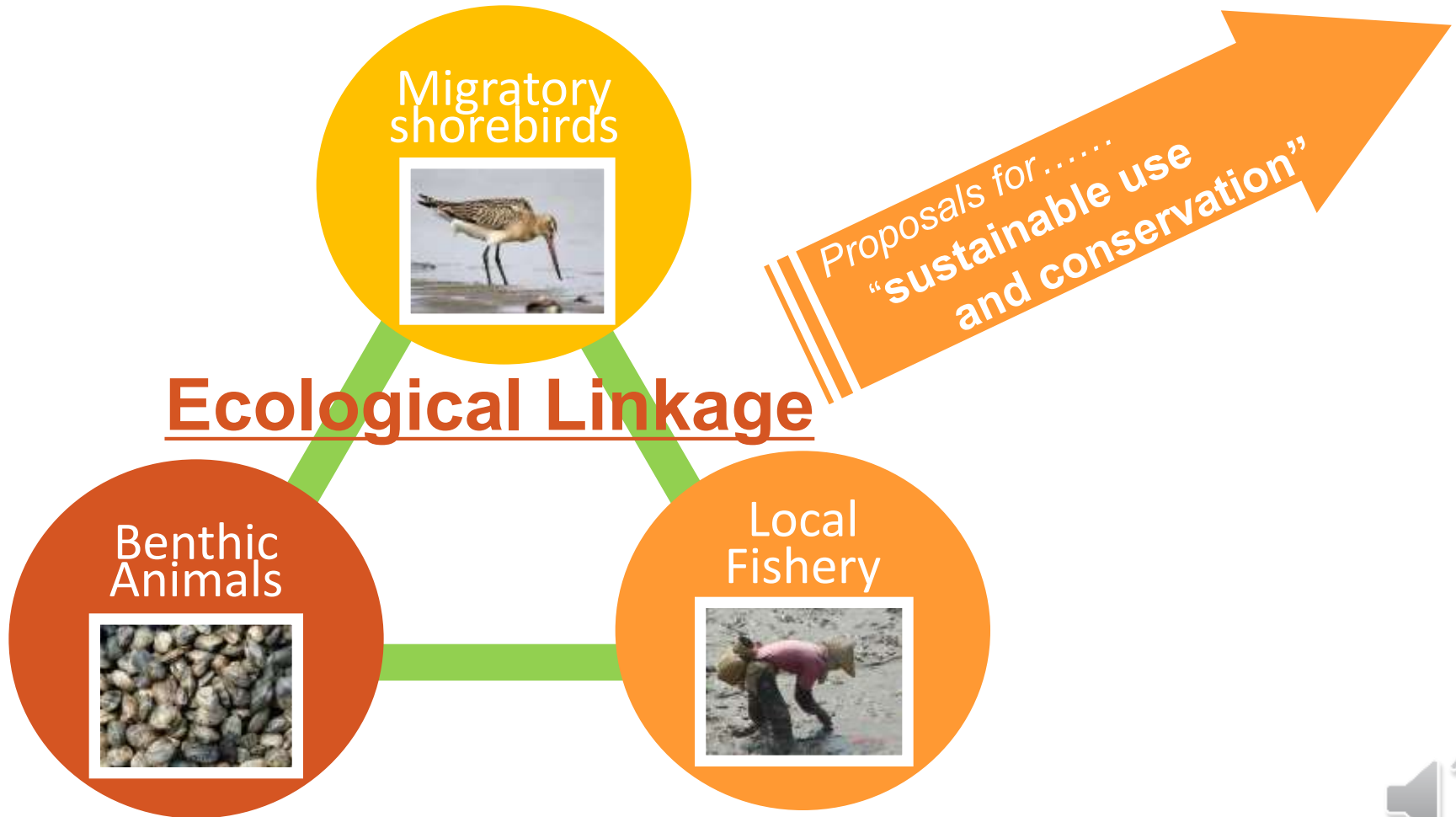
Liaoning Ocean and Fisheries
Science Research Institute

Management Bureau of Yalu River
Wetland National Nature Reserve of
Dandong City



Ecosystem Based Management (EBM)

The Yalu River Coastal Area EBM Demonstration Project



Demo Site in Korea

Muan County Regional
Development Type
Coastal Area
Management Model
Project



Marine Protected Area

Muan Tidal Flat Wetland Protected Area(2001 gazetted), Jeon Nam Province

Project funding:

15,000,000 yen (provided by Panasonic Corporation)

Organizations associated with the project:

WWF

Panasonic Corporation

South Jeolla Province, Marine Resources Department, Marine Harbor Section

Muan County Marine Dept.

KIOST(Korean Research Institute)

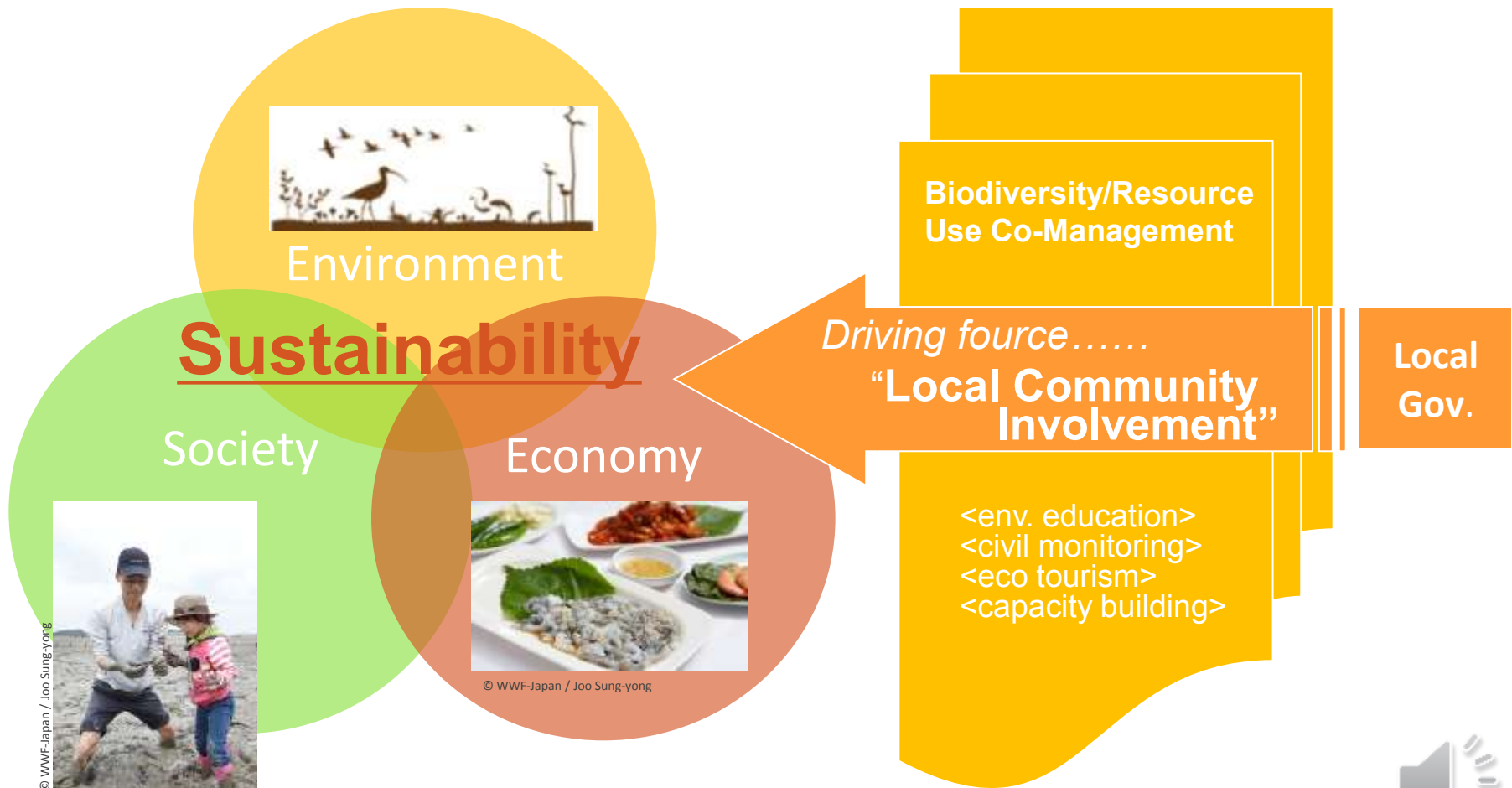
Eco Horizon Institute
(Korean environmental NGO)

Local residents' organization



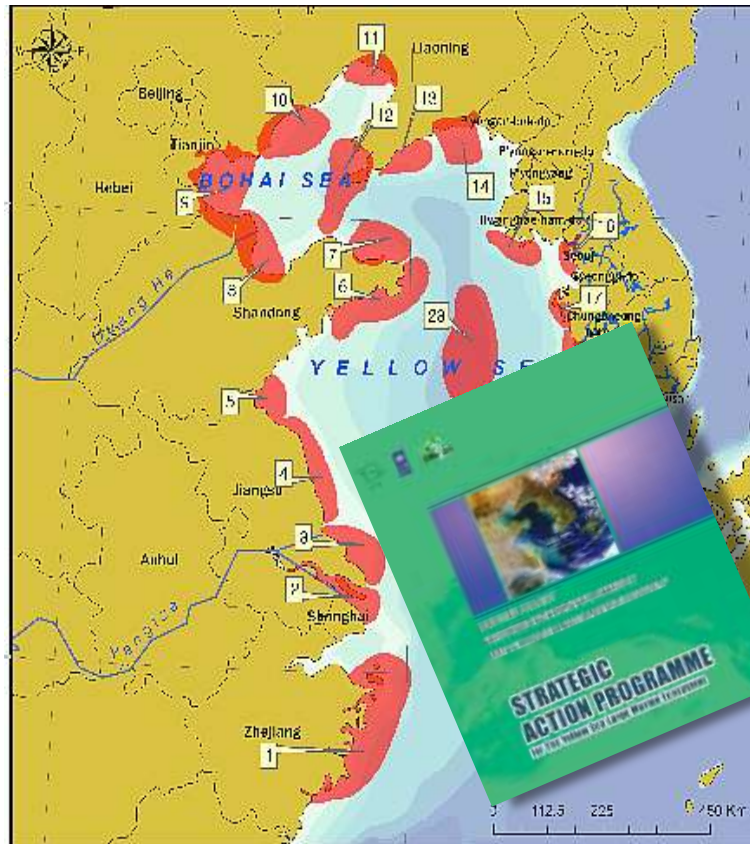
Community Based Management (CBM)

Muan County Regional Development Type Coastal Area Management Model Project



The YSESP Challenge :

Magnification of CBM/EBM Models for Effective MPA management



Bring wide range of recognition to Demo Sites as models of effective MPA management

CBD-COP10 Aichi Targets 11 (2010)

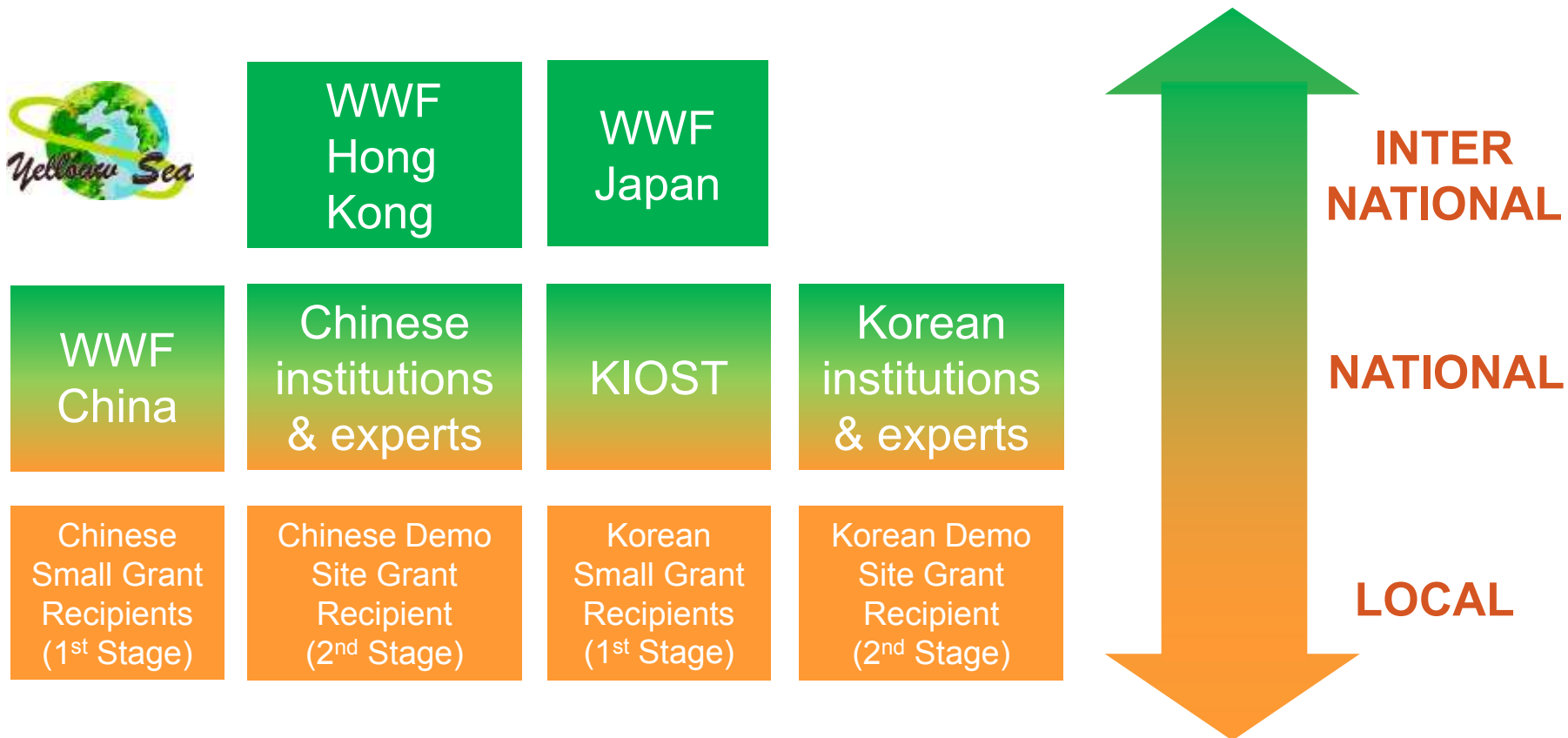
By 2020, at least 10 per cent of coastal and marine areas are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider seascape.

IUCN WCC, Resolution 28 (2012)

Encourages governments along the EAAF to achieve effective management, to develop international and national action plans by 2014 focusing on agreeing on the key sites for endangered birds before 2020, of at least 10% of the intertidal zone as sustainably managed protected areas.

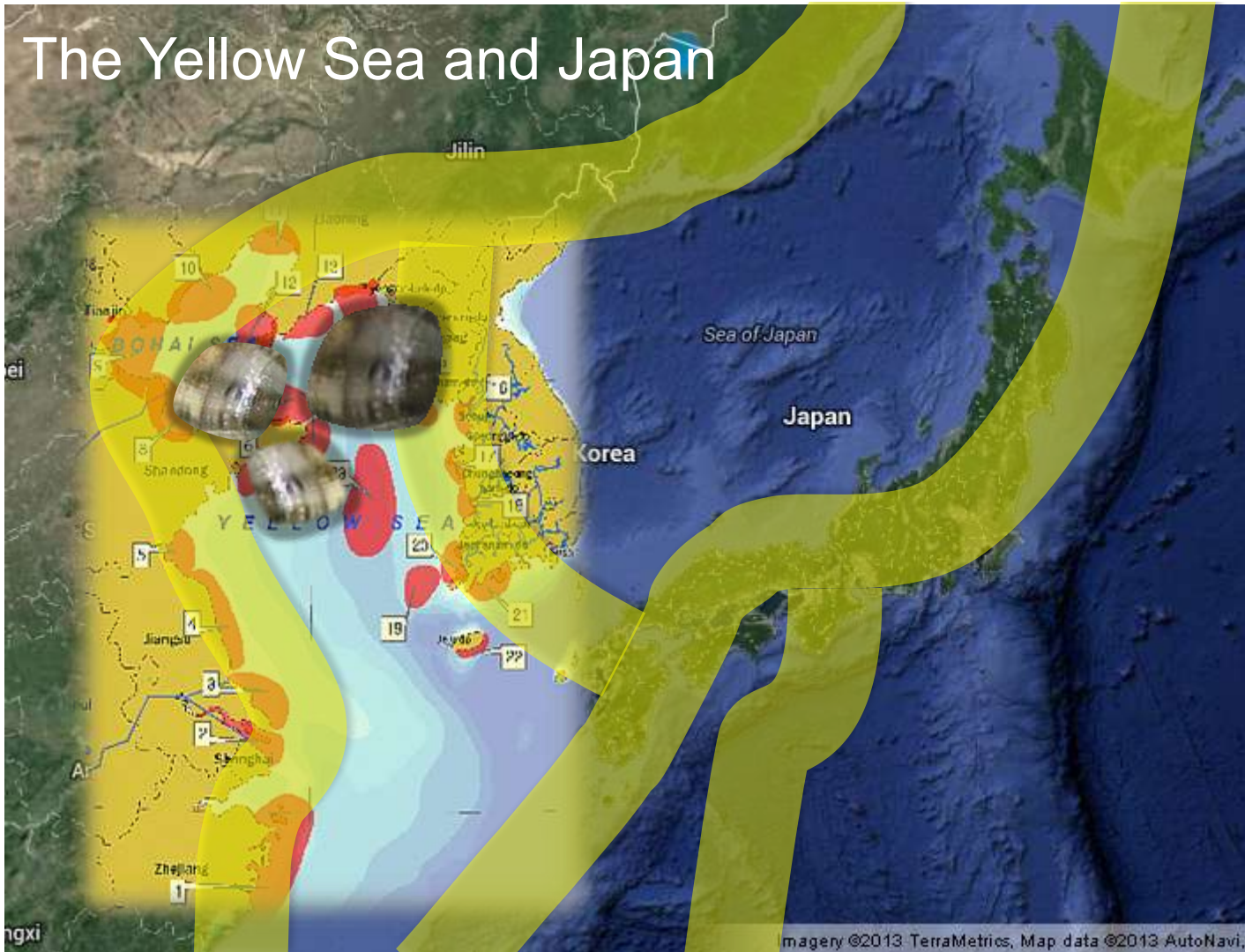


Implementation scheme of the YSESP

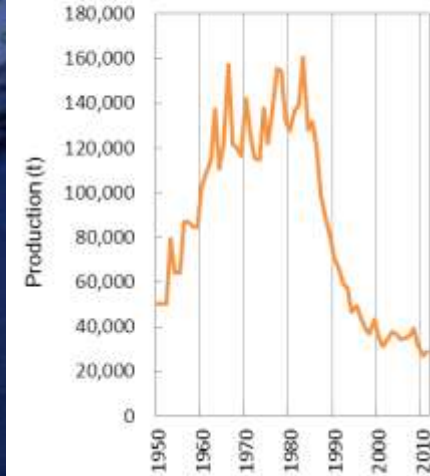


Advanced Biodiversity Conservation Models

The Yellow Sea and Japan

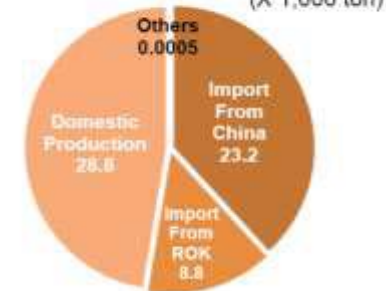


Manila Clam Production in JPN



Source: FISHSSTAT+, Trade Statistics of Japan

FY2011 Manila Clam Production and Import in Japan (X 1,000 ton)





Thank you

- www.panda.org