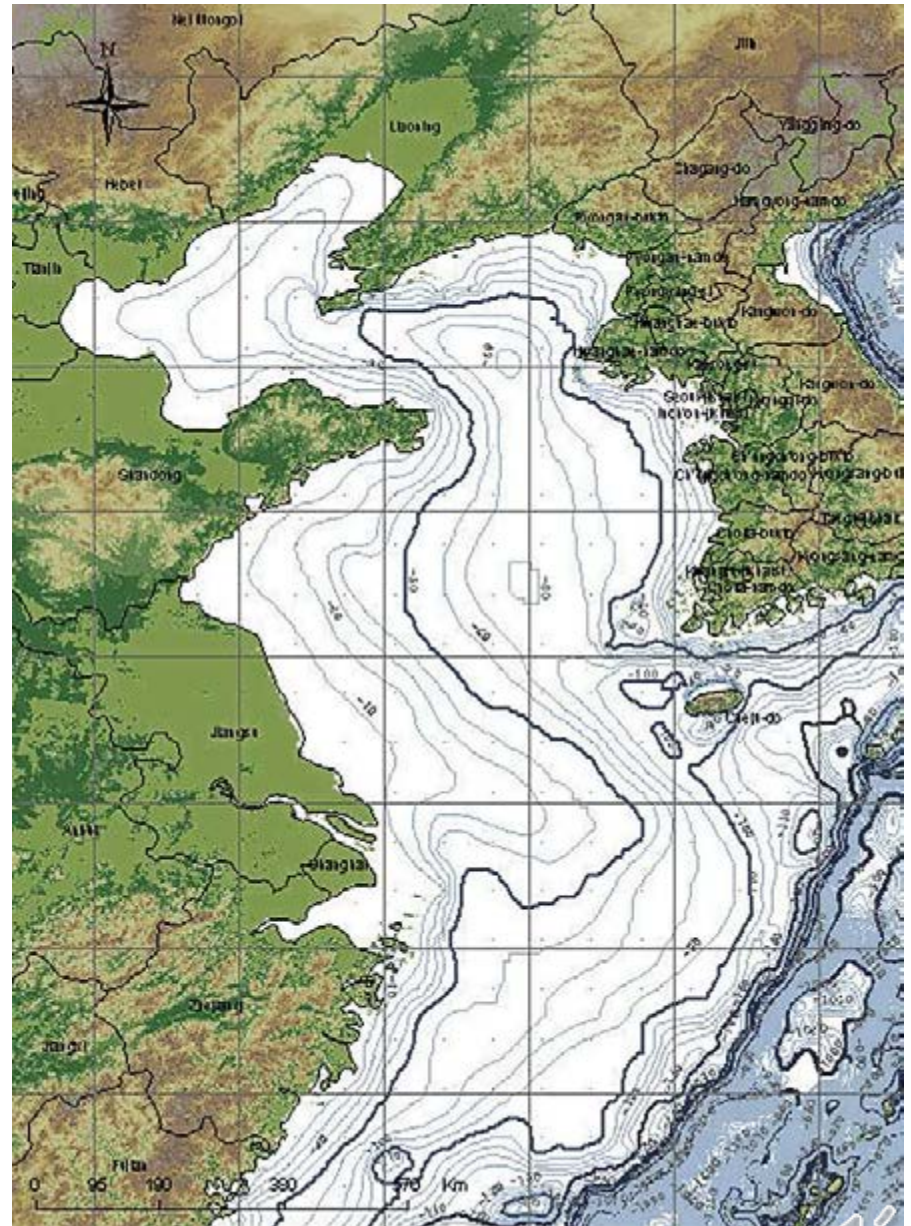




Shigeki YASUMURA  
WWF Japan  
Yellow Sea Ecoregion  
Support Project Leader  
14 November 2013



## 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



PALM OIL



WILD CAUGHT  
SEAFOOD



AQUACULTURE



SUGAR

SOY

COTTON

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







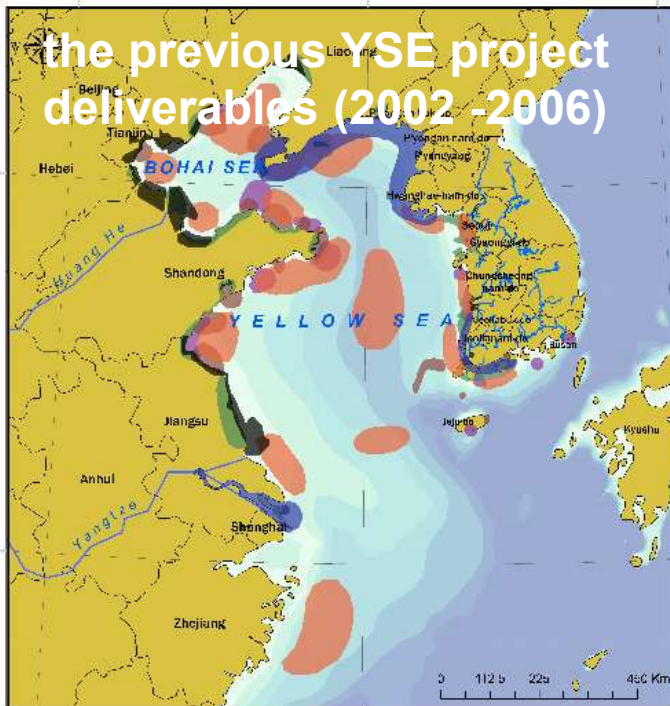
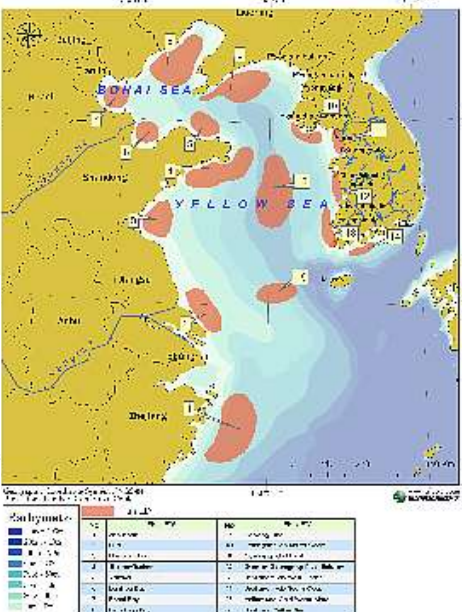
WWF KORDI  
Globally Significant Areas for Mammals in Yellow Sea Ecoregion  
(CHN and South Korea)  
Yellow Sea Ecoregion Planning Program



WWF KORDI  
Globally Significant Areas for Fish in Yellow Sea Ecoregion  
(CHN and South Korea)  
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WWF KORDI  
Globally Significant Areas for Fish in Yellow Sea Ecoregion  
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WWF KORDI  
Globally Significant Areas for Coastal Mammals in Yellow Sea Ecoregion  
(CHN and South Korea)  
Yellow Sea Ecoregion Planning Program



WWF KORDI  
Globally Significant Areas for Birds in Yellow Sea Ecoregion  
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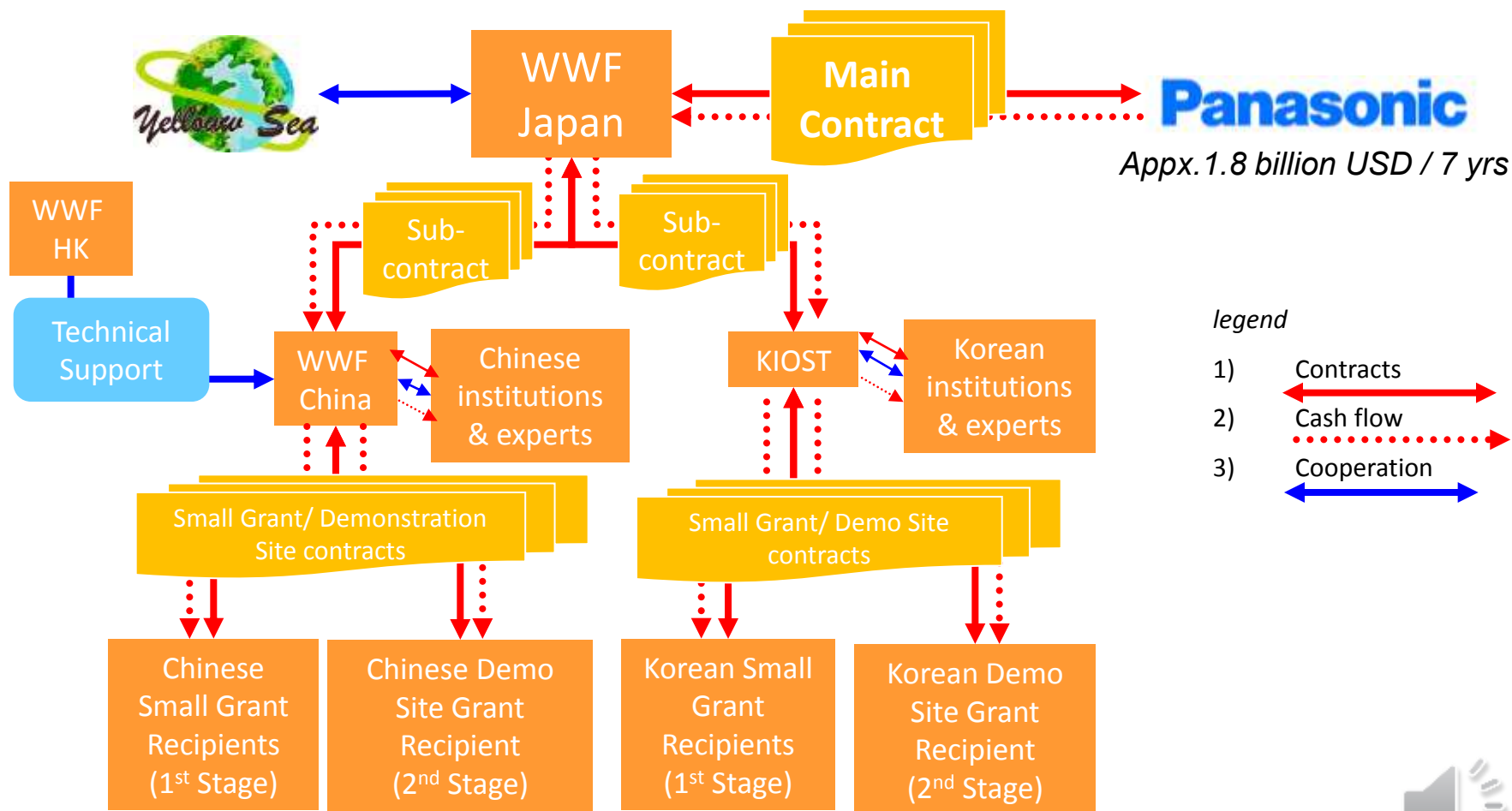


## Vision of the Yellow Sea Ecoregion Support Project (YSESP)

- 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)



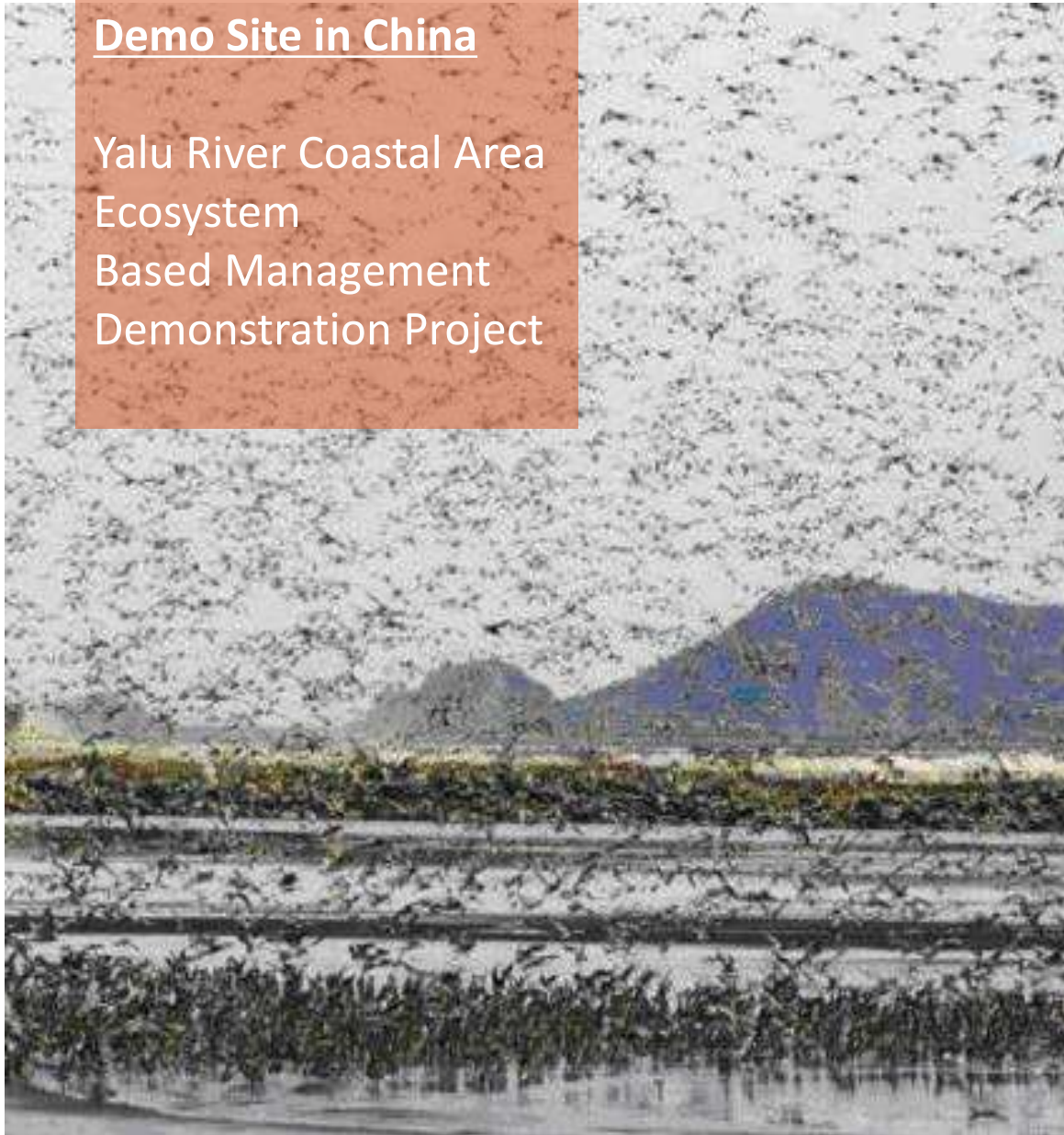


## The YSESP Project Framework (2007-2014)



## 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

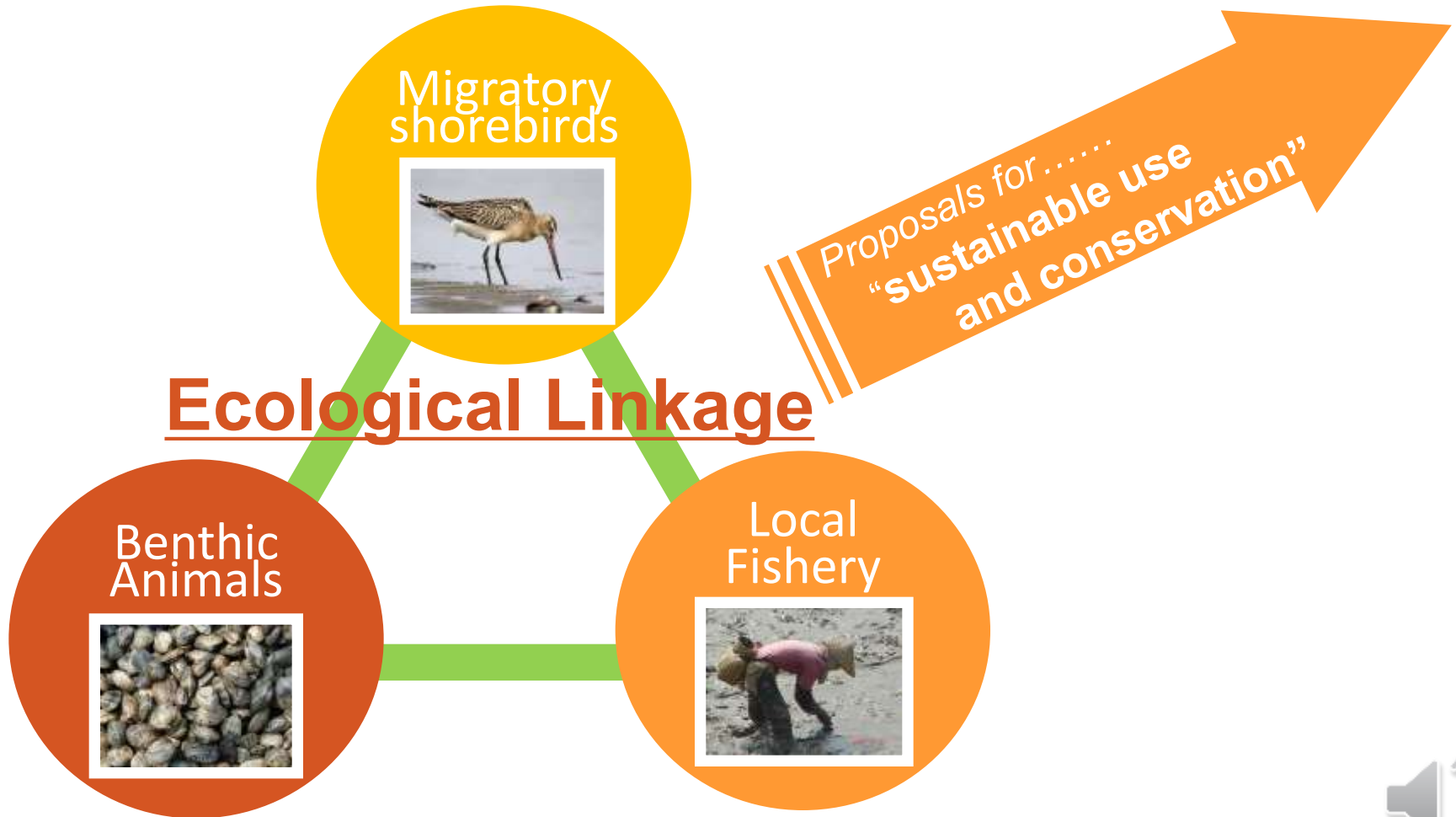
Management Bureau of Yalu River  
Wetland National Nature Reserve of  
Dandong City





## 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)

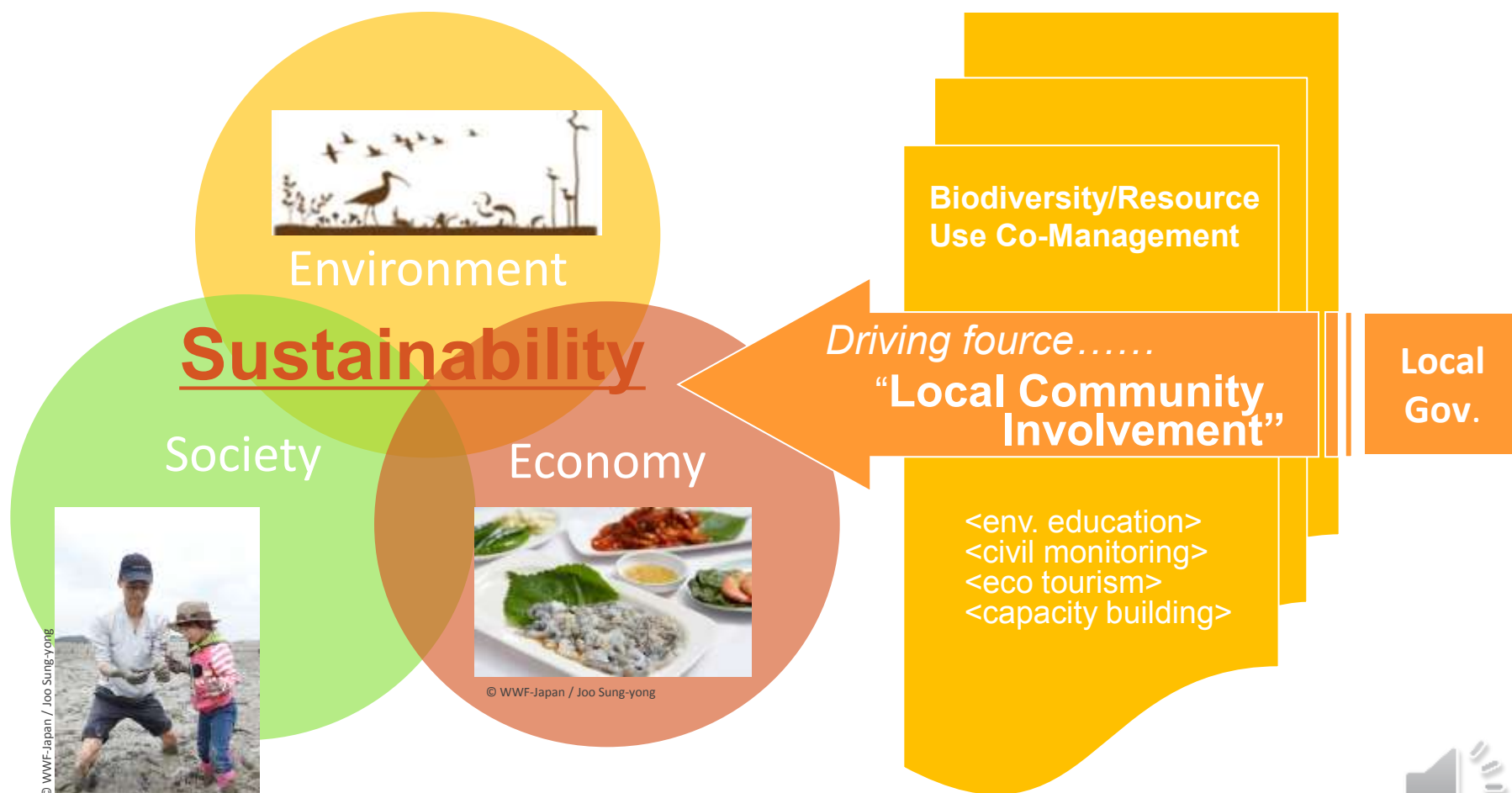
Eco Horizon Institute  
(Korean environmental NGO)

Local residents' organization



# Community Based Management (CBM)

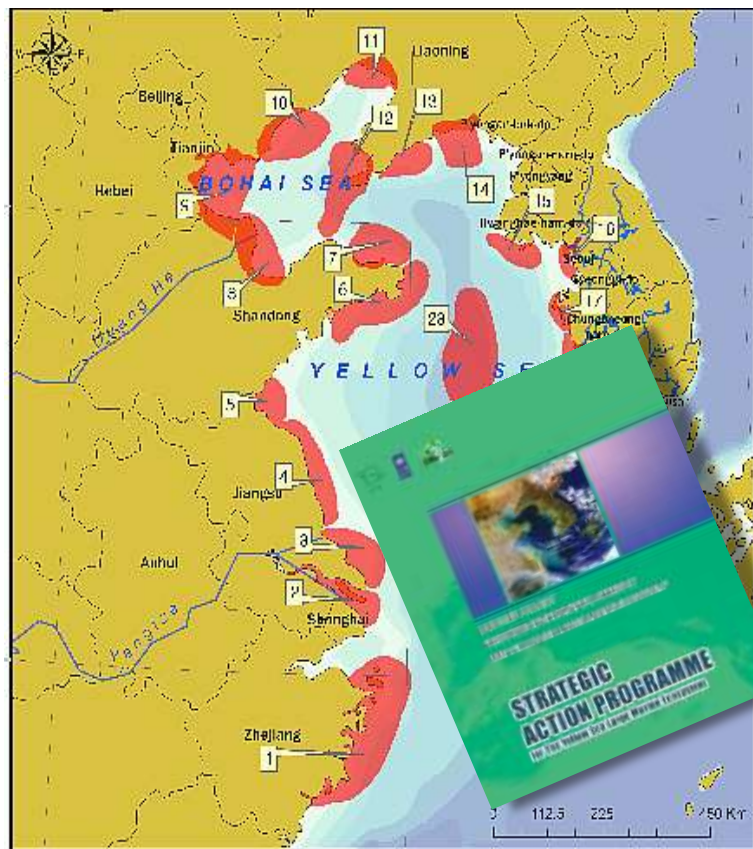
Muan County Regional Development Type Coastal Area Management Model Project





## 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

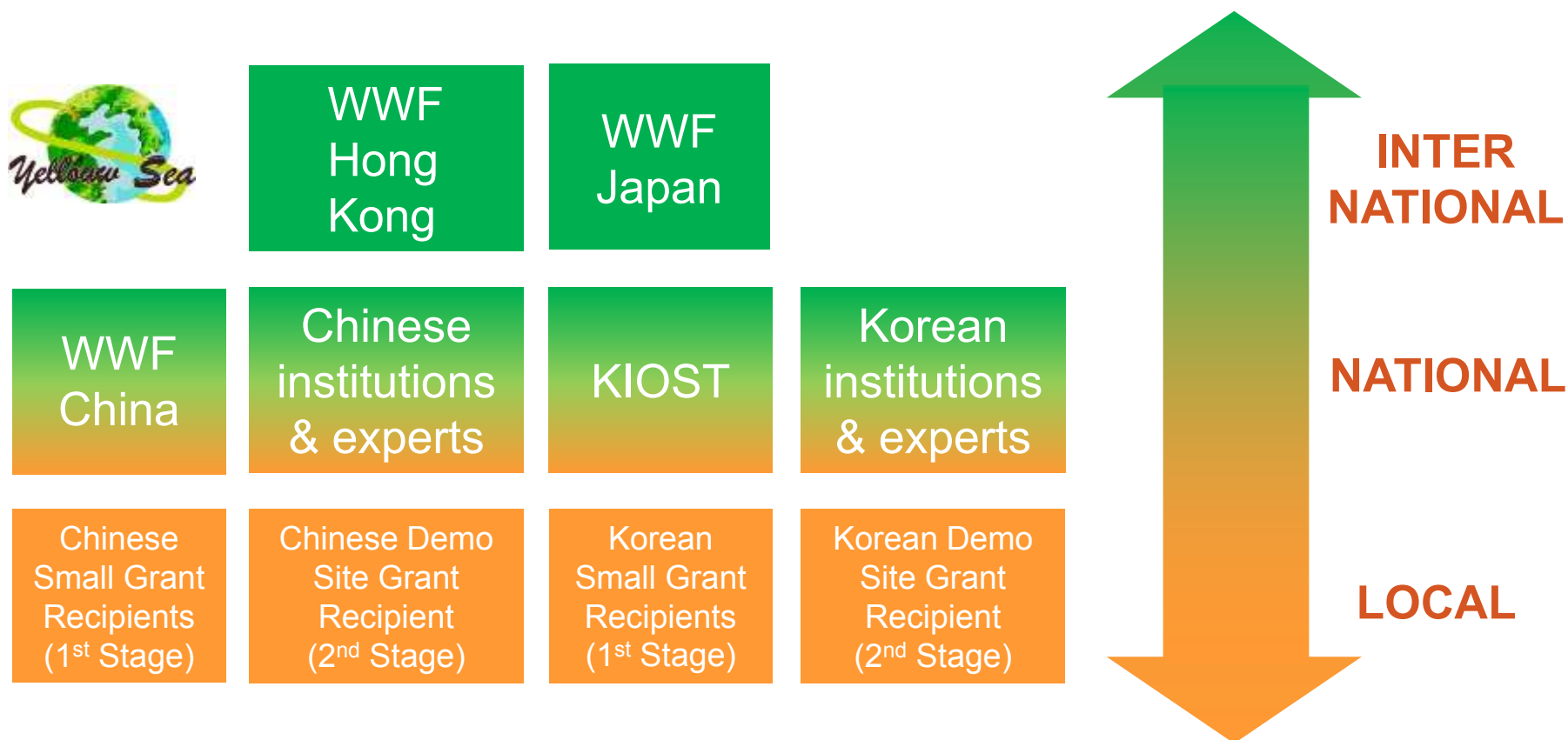
#### CBD-COP10 Aichi Targets 11 (2010)

*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)

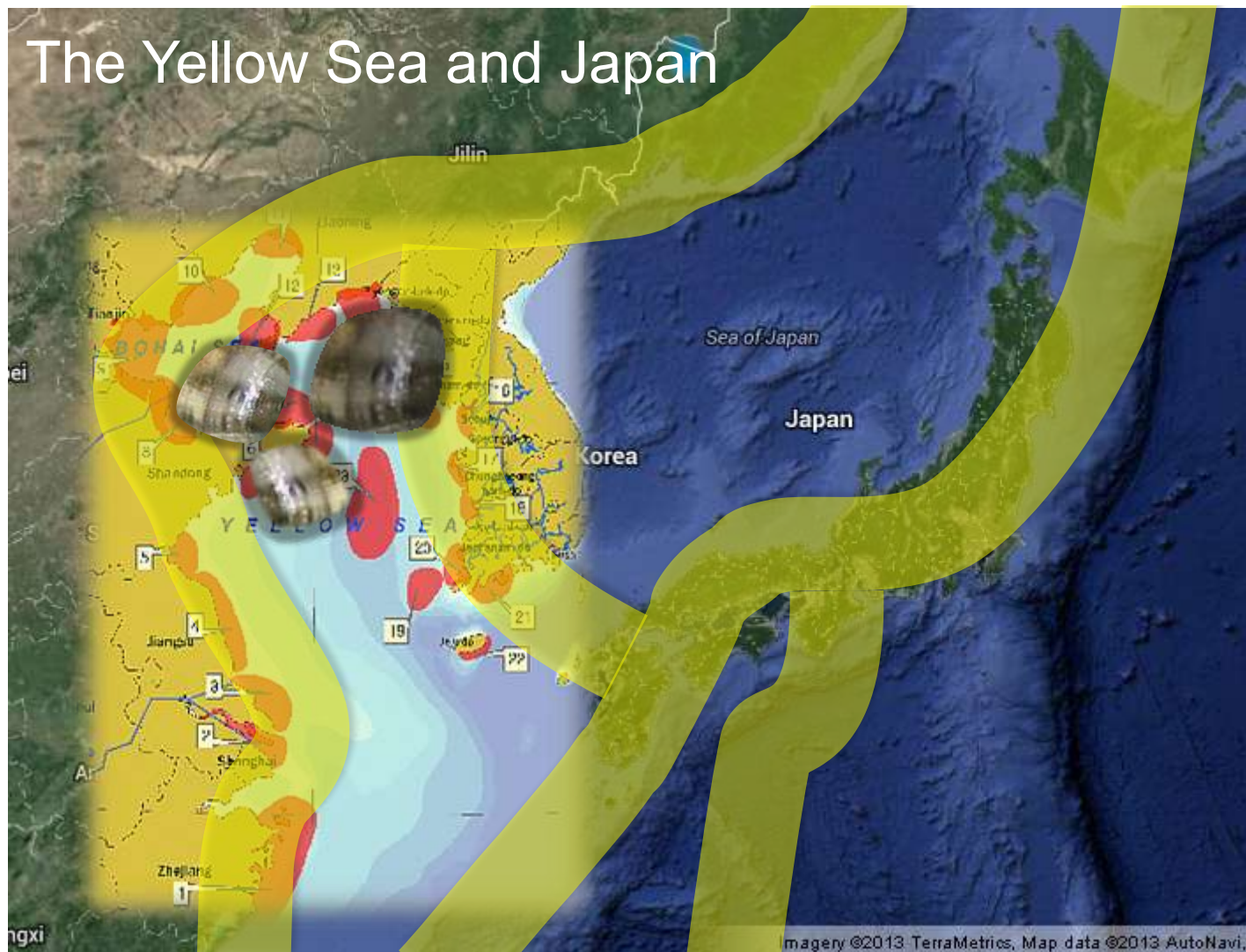
*Encourages governments along the EAAF to achieve effective management, to develop international and national action plans by 2014 focusing on agreeing on the key sites for endangered birds before 2020, of at least 10% of the intertidal zone as sustainably managed protected areas.*

## Implementation scheme of the YSESP

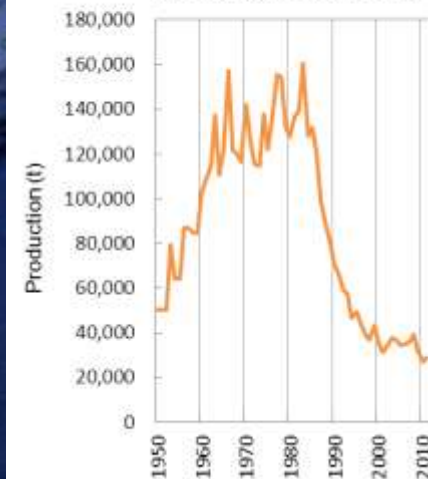


Advanced Biodiversity Conservation Models

## The Yellow Sea and Japan

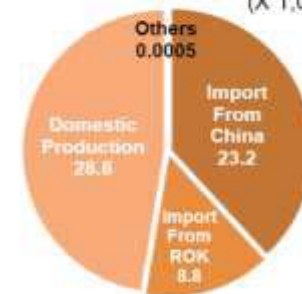


**Manila Clam Production in JPN**



Source: FISHSTAT+, Trade Statistics of Japan

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







# Thank you

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- [www.panda.org](http://www.panda.org)