



FISHERIES MANAGEMENT

World Wildlife Fund Marine Protected Areas Initiative

CLIENT SITUATION

World Wildlife Fund (WWF), the world's largest environmental organization, has devoted considerable resources in pursuit of global improvement of the world's oceans. The use of Marine Protected Areas is growing as a viable means for managing ocean resources and WWF is working to ensure its continued consideration and use in appropriate circumstances around the world. However, recent events have led to an initiative by certain organizations to curtail the use of MPAs at the federal and state levels in the United States.

ECOLOGIX ROLE

EcoLogix, with its extensive fisheries expertise on staff and extensive network of relationships among ocean resource related organizations, has been retained by WWF to assist with their marine resource protection initiatives in the United States. In particular, EcoLogix efforts are focused on MPA-related legislative initiatives as well as identifying and pursuing partnering opportunities with other ocean organizations.

ACTION TAKEN

As part of this effort EcoLogix is:

- * Representing WWF's interests in MPA discussions occurring at the coastal state government level
- * Building unprecedented partnerships between local & regional resource users and conservation groups
- * Crafting legislative initiatives to address use of MPAs as a resource management tool
- * Developing a common agenda for WWF and other national ocean resource organizations

RESULTS ACHIEVED

Following a successful legislative effort to prevent passage of unfavorable MPA-related legislation, EcoLogix engaged in several months of negotiation which recently concluded with the development of state level legislation to address the use of marine protected areas as a fisheries management tool. This model legislation will be pursued in other coastal states around the country. In addition, WWF is entering into other partnership initiatives with other organizations as a result of the efforts of EcoLogix.