



WWF

REPORT

JUNE

2012

The background of the cover is a photograph of a sandy beach with waves in the distance. In the foreground, there are several offerings made from coconuts and flowers, including a large coconut cup filled with flowers and a smaller one with a colorful flower arrangement.

CORAL TRIANGLE DAY 2012 REPORT



Network Report

Background

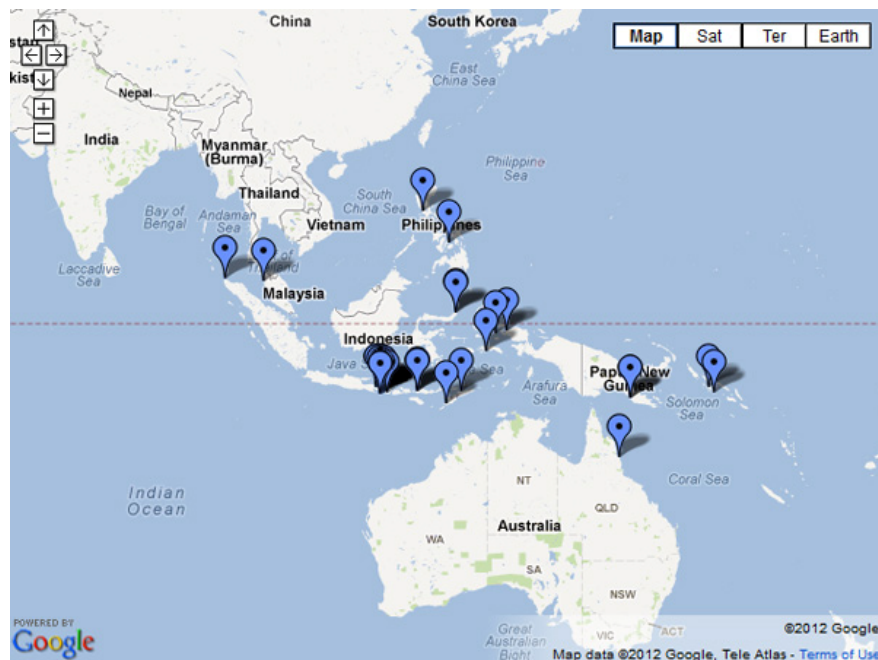
June 9 marked the first-ever Coral Triangle Day, organized by WWF and several partners. It was organized to:

- Create awareness on the Coral Triangle as a globally-significant eco-region—a modern-day icon of the natural world;
- Bring to light the importance of oceans in people's lives and the need to protect them;
- Highlight the conservation work being done by partners in the region to help protect the Coral Triangle; and
- Provide a tangible way for people to celebrate World Oceans Day.

The Coral Triangle Day is planned to be a yearly event in conjunction with World Oceans Day.

Outcomes

The first Coral Triangle Day was celebrated in a total of 7 countries, in approximately 40 locations by more than 30 organizations and establishments, participated by an estimated 10,000 people around the region.



Participating countries included: Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Timor Leste, and Australia—where one or several Coral Triangle Day activities took place on 9 June 2012.

Activities

Coral Triangle Day activities ranged from beach and underwater clean-ups (most of which kick-started on Coral Triangle Day and will continue for the rest of the year), whole-day bazaars, responsibly-caught seafood cooking exhibitions involving local chefs and celebrity chef Bobby Chinn, educational talks and exhibitions, children's activities such as face painting and art competitions, beach walks, and live musical performances among many others.



A picture slideshow of all these events can be viewed at: www.thecoraltriangle.com/day or www.panda.org/coraltriangle/day

Live Online Streaming

Activities particularly in Bali and Manado, Indonesia were streamed live online at the event's main website: www.thecoraltriangle.com/day supported by a local TV company called Pantai TV. Here's a link to their coverage in Kedonganan Village, Jimbaran Bay: <http://tiny.cc/fkimgw>

Everyone was also encouraged to post their own photos and videos on the website (more and more are starting to post photos and videos and expect this to continue for the rest of the month).

A video compilation of events in Indonesia can also be viewed at: <https://vimeo.com/44520466>. This was done by our partner, Alam TV.

Championing Responsibly-Caught Seafood



Celebrity Chef Bobby Chinn lent his regional star power by gracing the Coral Triangle Day events in Bali, Indonesia and promoting WWF's Seafood Guides and the concept of sustainable seafood among local chefs and restaurants.

He visited a number of local restaurants along the strip of Kedonganan Village in Jimbaran Bay and demonstrated his cooking skills in well-known establishments such as Gado Gado Restaurant and Métis Restaurant by cooking delectable dishes made of responsibly-caught seafood.

Bobby Chinn has helped generate good media exposure not only for the Coral Triangle Day event but also for the concept of responsibly-caught seafood. WWF is now exploring ideas with Bobby Chinn to feature an episode on responsibly-caught seafood in his popular cooking show at the Asian Food Channel.

For more information on Bobby Chinn, you may check out his website:

<http://www.bobbychinn.com/>

Coral Triangle Day Around The Region

Indonesia

- Beach and Underwater Clean-Ups were held in the following sites in Bali, Indonesia. These clean-up efforts were kicked-off on the Coral Triangle Day and will continue for the rest of the year:



- Jimbaran
- Sanur
- Lovina
- Berawa
- Tejakula
- Amed
- Lembongan
- Badung

- Raja Ampat
- Several restaurants in Bali also celebrated the day by serving responsibly-sourced seafood.

These restaurants include:

- La Luciolla
- Metis
- Gado Gado
- Alila
- Desa Seni
- Semara
- Assorted restaurants in
Kedonganan Village, Jimbaran
Bay



- Many other individual events happened in and around Bali such as an educational open house on marine conservation by the Coral Triangle Centre in Sanur, a film festival on ocean-related films at Desa Seni, a whole-day bazaar, sunset beach festival and live musical concert in Kedonganan Village, a Jukung race in Tejakula, and coral reef and mangrove planting in Nusa Lembongan.



- Outside Bali, the Coral Triangle Day was also celebrated in the following areas:
 - In Paperu and Sirisori Islam Villages on Sapura Island, Ambon, Maluku, the day was celebrated via local community marine conservation educational talks, beach and river clean-ups, a collections of signature pledges for local conservation, and music performances with local villagers. This was organized by Hekaleka, a local youth group.
 - On Weh Island, Northern Sumatra, a sea carnival organized by the Wildlife Conservation Society marked the Coral Triangle Day, with fun beach activities such

as face painting, tattoo art, film screening on shark conservation, and musical performances by local artists. This was done in partnership with the Sabang Tourism Cultural Affairs, Fisheries and Marine Affairs, Department of Education, GAPAS student group, and local NGOs.

- In Poopoh Village, North Sulawesi, the Coral Triangle Day was celebrated with a beach clean-up, mangrove plantation, and environmental education sessions with fun activities for kids including coloring contests, a puppet show, and other special games. This was organized by the Wildlife Conservation Society, the local community and the local government.
- In Kupang (Savu Sea National Marine Park), East Nusa Tenggara, the Department of Fisheries of Muhammadiyah University and TNC held a beach clean-up and coloring contest for elementary school students at Paradiso Beach. This event was done in conjunction with the Department's Research Week.
- A series of beach clean-ups were conducted in Deer Village in Kofiau and Boo Islands MPA, and Harapan Jaya Village in Southeast Misool MPA, organized by local communities and TNC. There was also a screening of environmental films after.
- On Pede Beach, Labuan Bajo, in Flores, Komodo National Park, handicrafts made by local women from recycled plastic collected by school children were sold. There were prizes for kids that collect the most plastics and rubbish. They also had a local campaign to keep Pede Beach clean and the importance of the ocean in people's lives. This was organized by the Eco Flores Network and Platicman Institute.
- In Manado City, a whole day of environmental learning awaited children as the Wildlife Conservation Society and partners conducted a photo exhibition, a puppet show, and special games. This was organized in cooperation with the local government.
- Some of our private sector partners, apart from sponsoring the event in one form or another, also organized their own Coral Triangle Day event.
 - Anova for example held activities at their Data Collection Project site in Labuhan Lombok (from June 8 to 14), which include: information sharing on the sustainability effort and the benefit of Data Collection activities for the Indonesia Fishermen, provision of sustainable handline caught yellowfin tuna to partner restaurants on



Coral Triangle Day such as Semara Resort and La Luciolla, waste management campaign throughout the landing site, fisheries sustainability awareness program for school children in collaboration with the University of Mataram, NTB, and education of young children on the significance of the landing site cleaning program and the importance of the sea for their future, the activity was done in collaboration with Mitra Bahari of NTB.

- Sea Delight also offered a big sponsorship by donating responsibly-caught seafood for identified merchants in Bali as part of efforts to promote responsible consumption during Coral Triangle Day.
- There were numerous other sponsors and partners for the event who have all contributed in many forms.

A video compilation of events in Indonesia can viewed at: <https://vimeo.com/44520466>.

Malaysia

- The Coral Triangle Day took place a day earlier in Malaysia as Golden Sands Penang hosted a sustainable seafood awareness day for fellow hoteliers, traders, and guests.



Philippines



- In the Philippines, the Coral Triangle Day was celebrated in Hamilo Coast, Batangas as WWF-Philippines and Costa del Hamilo showed everyone the fruits of a successful resource management by showcasing an underwater photo documentation of Hamilo Coasts' vibrant corals, giant clams, and curious marine turtles.

- Various organizations in Lapu-Lapu City and the Philippines Coast Guard Auxiliary 202nd Squadron conducted an underwater clean-up. Various organizations, dive shops, resorts, government entities and city officials including coast guard divers attended the event. The event was supported by the US CTI Support Program.



Papua New Guinea



- Papua New Guinea joined the celebration on this day with a live performance on Ela Beach, Port Moresby, featuring “green” actors spreading messages on environmental conservation. WWF set up an exhibit booth during the day and spoke to attendees about their work.

- Bank South Pacific, in partnership with UPNG, Motupore Island Research Facility and the Department of Environment and Conservation, conducted a mangrove planting activity and clean-up mission in Gaba Gaba community.

Solomon Islands

- The Solomon Islands Government, supported by environmental NGOs and local businesses, organized a fun-filled and informative day. Activities started at 9am and included environment day speeches, cultural entertainment, kids’ arts and crafts, face painting, and quiz competitions. Information stalls were also



available to the public during the day. Following the day's activities, the Coral Triangle Initiative (CTI) website was also launched during a dinner program themed Blue Oceans Night.

- Local dive operator, Dive Gizo, also had 24 children and their parents travel by boat 25 minutes from Gizo town and Njari Island. They will have interactive talks and a beach clean-up.

Timor Leste

- The Coral Triangle Day was also celebrated in Timor Leste. A local group organized a beach morning walk to help raise awareness on the Coral Triangle and marine conservation. The walk started at Caz Bah at 6.30am and finished back at Beachside on return around 8.30am.

Australia

- Australia also joined its neighboring Coral Triangle countries with a Coral Triangle slideshow by award-winning photographer Jürgen Freund and producer Stella Chiu-Freund as they recounted their 18-month photographic expedition across the Coral Triangle visiting



bustling centres of marine product trade as well as some of the most remote and breathtaking habitats on earth. Safely back home in Cairns, the duo recollected an adventure like no other in a slideshow that presented the best images they accumulated during this epic journey. The slideshow was held at the James Cook University.

A photo slideshow of selected activities around the region can be viewed at:

www.thecoraltriangle.com/day or www.panda.org/coraltriangle/day

Marketing Collateral



A series of Coral Triangle Day marketing collateral were developed on the regional level and made downloadable on the event website: www.thecoraltriangle.com/day. These were extensively used locally by all partners and helped create a unified look and message for the event.

A number of these were also translated into local languages.



Online Resonance

The event website generated the following statistics:

- More than 1,000 people viewed the live streaming
- Most visited pages on www.thecoraltriangle.com/day were:
 - Map of events
 - Download page for event collateral
 - Photo gallery
- 4,222 web visits on www.thecoraltriangle.com, 41% of which came from the event webpage

Media Coverage

The Coral Triangle Day generated extensive media coverage. Here are some of the preliminary media exposure generated for the event:

Pre-event coverage

<http://www.thejakartapost.com/bali-daily/2012-06-07/kedonganan-host-coral-triangle-beach-festival.html#.T9BG4vnnvEkY.twitter>

<http://www.destinasian.com/countries/east-southeast-asia/indonesia/coral-triangle-day/>

<http://wildsingaporenews.blogspot.com/2012/05/wwf-and-partners-celebrate-coral.html>

<http://www.thejakartapost.com/news/2012/06/08/a-day-devoted-saving-rich-waters-archipelago.html>

http://www.asiaviews.org/index.php/images/stories/magazine/Magazine_Juli-Agust/index.php?option=com_content&view=article&id=36868:wwf-partners-to-observe-inaugural-coral-triangle-day&catid=27:environment&Itemid=44

<http://www.earth-advocates.org/news-feeds/44-environmental-news-from-around-the-world/15-wwf>

<http://www.newsxs.com/en/go/7910642/60/>

<http://greentemple.in/details/wwf-wwf-and-partners-celebrate-coral-triangle-day-on-june-9>

<http://inagist.com/all/202746824749092864/>

<http://everybithelps.com/2012/05/16/wwf-wwf-and-partners-celebrate-coral-triangle-day-on-june-9-wwf-and-its-partners-are-celebrating-the-first-ever-coral-http://co69bm5ats/>

<http://www.twylah.com/WWF/tweets/202746824749092864>

http://wildsingaporenews.blogspot.com/2012_05_17_archive.html

http://www.ioseaturtles.org/messageboard_detail.php?id=200

http://ptrc.npust.edu.tw/m1_01_modify.asp?ID=763

<http://www.envinews.eu/article/307284/>

<http://newsongreen.org/wwf-and-partners-celebrate-coral-triangle-day-on-june-9/>

<http://humanitariannews.org/20120516/wwf-partners-celebrate-coral-triangle-day-june-9>

Bobby Chinn

http://wwf.panda.org/wwf_news/?204930/Celebrity-Chef-Bobby-Chinn-celebrates-Coral-Triangle-Day-on-June-9-with-responsibly-caught-seafood

<http://www.thejakartapost.com/bali-daily/2012-05-31/bobby-chinn-celebrates-coral-triangle-day.html>

<http://www.borneobulletin.com.bn/weekend/news/may26w3.htm>

<http://www.envinews.eu/article/322116/en>

<http://www.earth-advocates.org/news-feeds/44-environmental-news-from-around-the-world/15-wwf>

<http://www.destinasian.com/countries/east-southeast-asia/indonesia/bali/interview-with-celebrity-chef-and-restaurateur-bobby-chinn/>

Australia

http://www.cairns.com.au/article/2012/06/08/223065_local-news.html

Malaysia

http://www.tv3.com.my/beritatv3/berita_terkini/Sambutan_Hari_Coral_Triangle_Pada_9_Jun.html

<http://cnews.cari.com.my/news.php?id=222531>

Indonesia

[9 Juni sebagai Coral Thangle Day](#)

[KKP Kampanye Penyelamatan Karang](#)

[Aray D'Sky Ajak Masyarakat Mencintai Lingkungan](#)

[Selamatkan Terumbu Karang, KKP Kerja Sama dengan NGO Lingkungan](#)

[Coral Triangle Day: Satu Hari Sadari Pentingnya Ekosistem Laut](#)

[Coral Triangle Day, Bangun Kesadaran Pelestarian Terumbu Karang](#)

[6 Negara Suarakan Hari Perlindungan Terumbu Karang](#)

[A day devoted to saving the rich waters of archipelago](#)

Philippines

<http://runningenthusiast.net/2012/06/10/happy-coral-triangle-day>

<http://running.ph/buzz/wwf.html>

Partners and Sponsors

AETHIC Skincare	Garuda
Alam TV	Golden Sands Penang (Shangri-La)
Alila	Gusto
Anova Asia	Hamilo Coast
Aroma Spa Retreat	Hard Rock Café & Hotel Bali
Aston	Hekaleka
Atlantis Dive Center	Hello Bali
Bali Equestrian Center	IALF Bali
Bali Hotel Association	James Cook University
Bali Provincial Government	Jet Set Marine
Baliforkids.com	Jungkung Dive Amed
Bank Bukopin	Karma
Bank South Pacific	Komunitas Jurnalis Sorong Peduli Lingkungan
Best Western Resort Kuta	La Gazette de Bali
Blue Corner Dive	La Luciola
Bombastic Plastix	Lembongan Dive Center
Bondalem Bahari Prawara	Level7 Consulting
Buddha Wear	Lines Magazine
Capoeira Zungu Bali	LMMA Management
Coca Cola	Lotus
Coral Triangle Centre	Luna2
Coral Triangle Initiative for Coral Reefs, Fisheries and Food Security	Marine Security Providers
Cubana	Masyarakat Jemeluk
Department of Environment and Conservation (DEC)	Métis
Department of Fisheries, Muhammadiyah University	Min. of Marine Affairs and Fisheries, Indonesia
Desa Seni	Miocene
Deus	Motupore Island Research Facility
Dewi Nusantara	Now Magazine
District Government of Badung Indonesia	Ocean Recovery
Dive Center Reef Seen Bali	Olop Arpipi
Dive Gizo	Oz Radio Bali
Dive Mag	Pecalang Laut
Divine Diving	Philippine Coast Guard Auxiliary
Drifter	Plasticman Institute
Eco Flores	Potato Head
Eco Dive	Prana Dewi
El Aleph	Pro Motion Events
Emimusic	Pulau Mas
Gado Gado	Quick Silver
Gahawisri (Indonesian Marine Tourism Organization)	Ray D' Sky
Gaia Oasis	Reef Check

Reef Seen Aquatics
Rob Petoom Salon
Rotary Club of Bali, Lovina
Sammia Design
Sea Delight
Sea Gypsy
Semara
Seri Villas
Seven Seas
Solomon Islands Government
Sundari Spa
Surfer Girl
TCEC Serangan
The Bale / Menjangan
The Beat
The Breezes Bali Resort
The Faculty of Medicine, Udayana Uni, Bali
The Hamsa Resort
The Minyak
The Nature Conservancy
The Turtle Guard
The Yak
TV Pantai
UPNG
US CTI Support Program
V-Design
Villa Frangipani
Waffle
Waka Shorea
Way Art
Wildlife Conservation Society
W-Hotel
World Diving
Yayasan Terumbu Karang Badung

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Hekaleka
Jurgen & Stella Freund
Mar Guidote / US CTI
Mark Schreffler / WWF
Paolo Mangahas / WWF
Reef Check Indonesia
Rizya Ardiwijaya / TNC
Tingo Leve / WWF
WWF-Indonesia
WWF-Philippines

The Coral Triangle in numbers

US\$ 1 Billion

Annual tuna trade from Indonesia, Papua New Guinea, Philippines, Solomon Islands, and Fiji

+120 Million

People directly dependent on the Coral Triangle's marine natural resources

6M+ Square KM

Total area of the Coral Triangle

37%

of known reef fish species

76%

of known coral reef species on the planet

6 of 7

of the world's marine turtle species

US\$ 810 Million

Annual regional trade in live reef food fish in Asia-Pacific



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.panda.org/coraltriangle