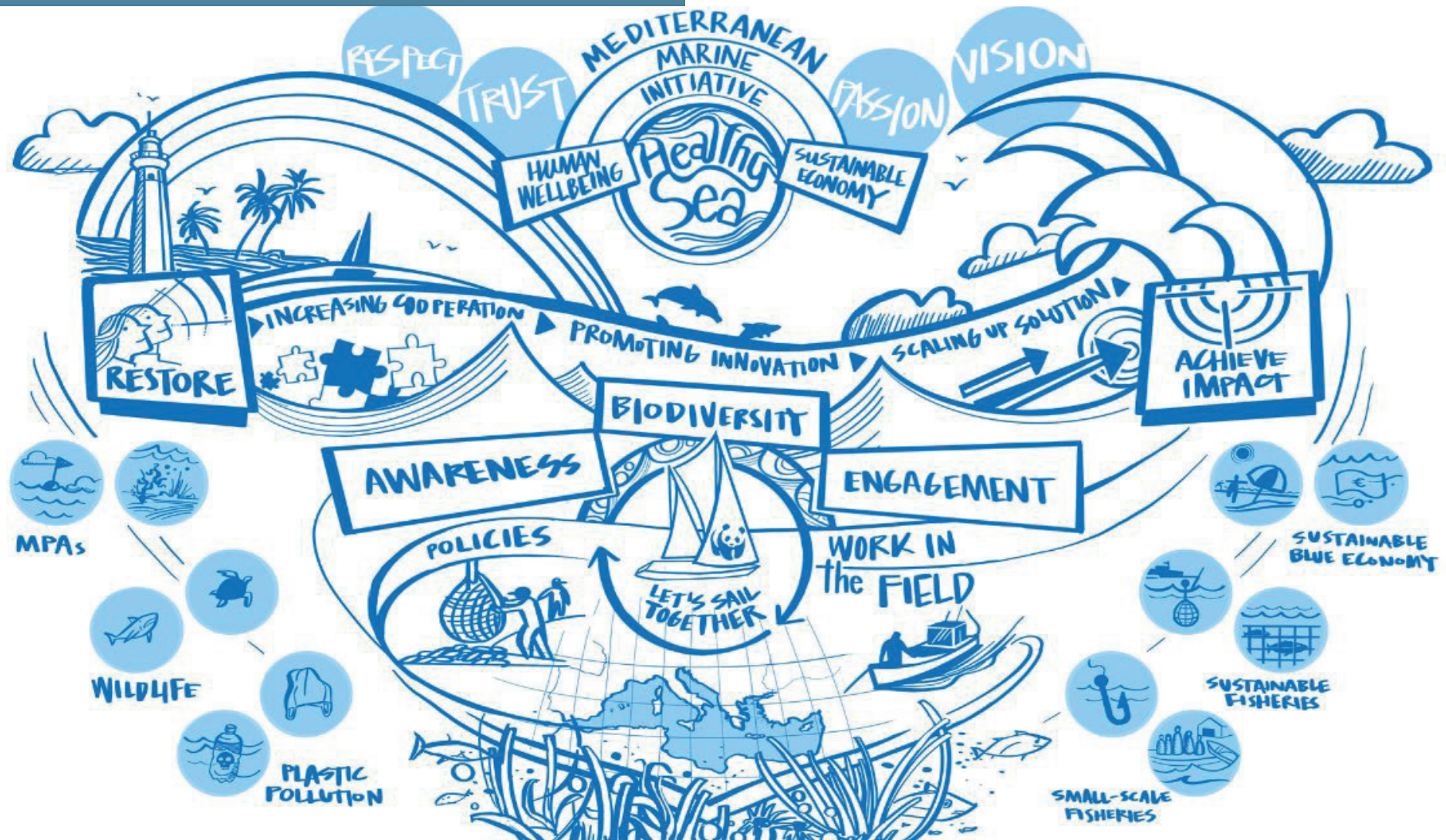




MEDITERRANEAN MARINE INITIATIVE

Press kit

ABOUT WWF MEDITERRANEAN



The Mediterranean is one of the most unique and threatened seas on Earth. The future of the Mediterranean depends on urgent, coordinated action, a unifying force. This is why we have brought together WWF offices and programmes across the region to work

collectively on a single unified platform. This is the Mediterranean Marine Initiative (MMI). Our common goal: to secure a sustainable future for the Mediterranean's wildlife and people.



THE MEDITERRANEAN MARINE INITIATIVE



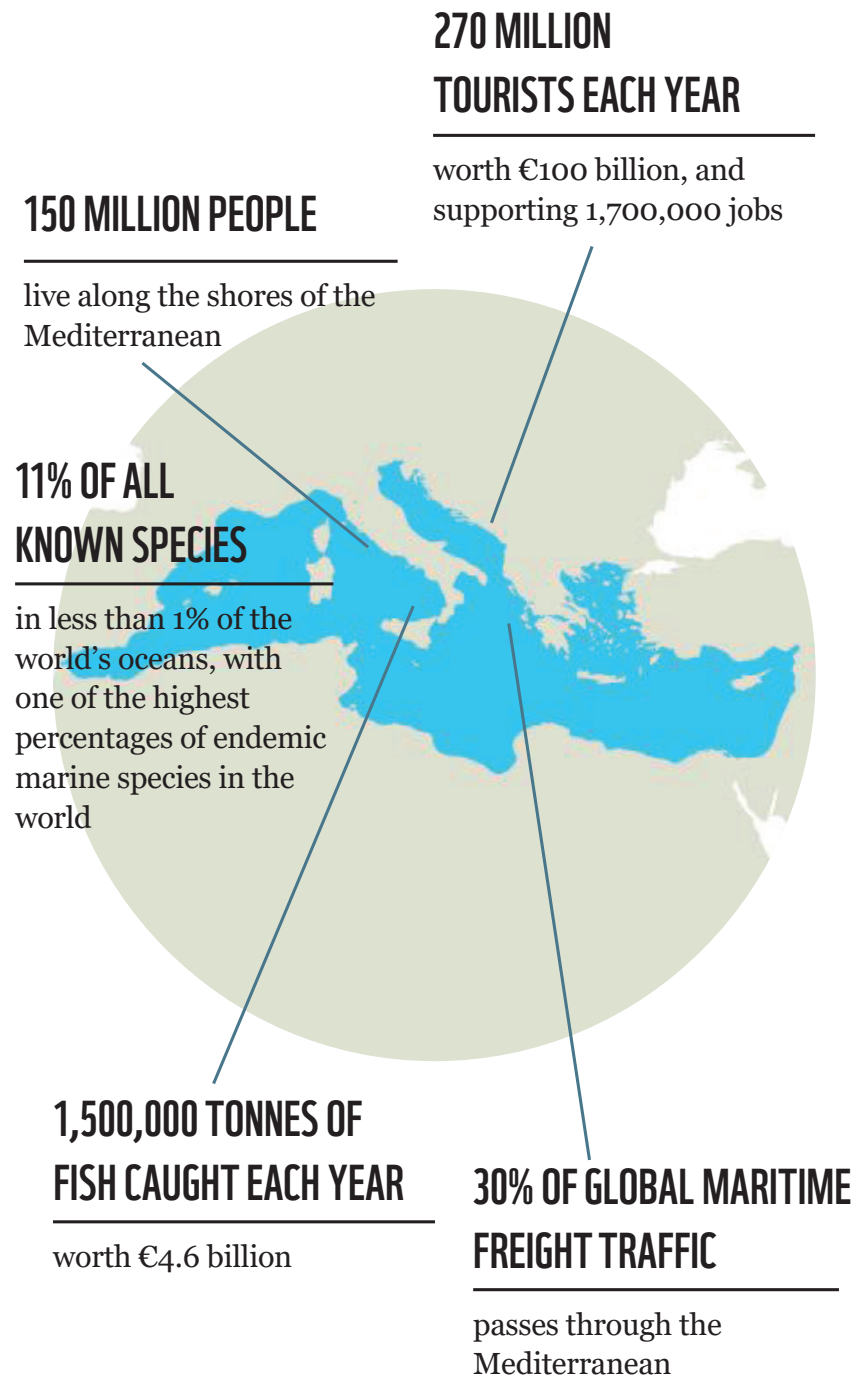
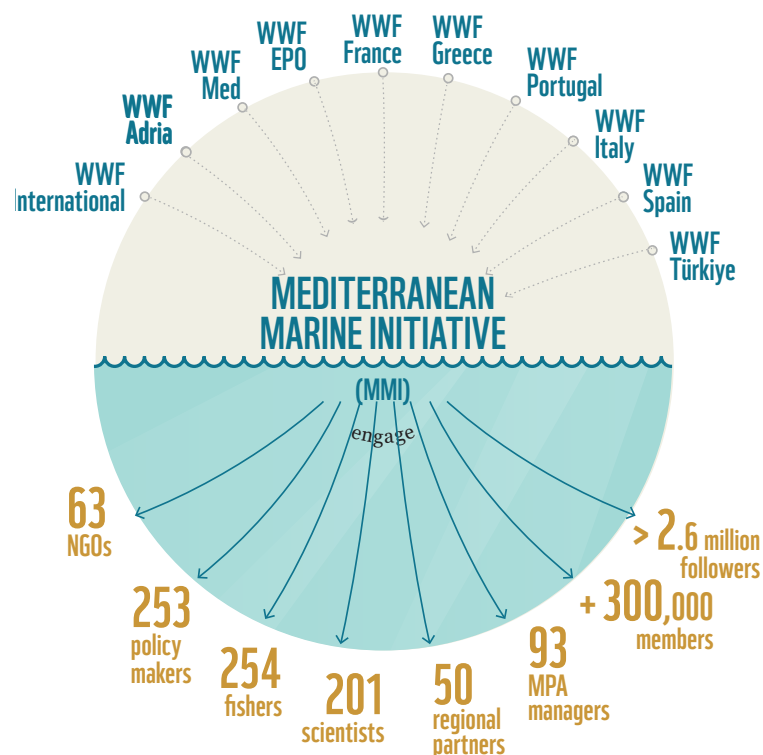
The MMI, a crucial component of WWF's global conservation network, includes WWF partners working across 16 countries over 3 continents, in a synchronized effort to restore marine biodiversity, protect ecosystems, and support coastal communities. We are a

dedicated team of over 80 passionate people in the region, and our collaborative efforts extend to partnerships with government departments, international development agencies, companies, scientists, and community groups.

The Mediterranean touches 46,000km of the coastline of Europe, Africa and the Middle East. A complex region of breathtaking natural beauty and priceless cultural heritage, it encompasses 25 countries and territories.

The Mediterranean Sea is a biodiversity hotspot, covering <1% of the global marine area but home to 11% of all known marine species, with 20% of these unique to the region. The Mediterranean faces significant and increasing challenges, including overfishing and bycatch, pollution, and the effects of climate change—rising sea temperatures and sea-level rise, harming corals and spreading invasive species. Increasing human activity and pressure from tourism also strain delicate ecosystems, while geopolitical tensions and migration issues add complexity to the region's already fragile balance.

Addressing these challenges while maintaining the sea's strategic importance requires coordinated international efforts to ensure the sustainability of the Mediterranean Sea for future generations.



OUR SUCCESSES



Saving the bluefin tuna from the brink of extinction

Today the population has made an exceptional recovery with an overall biomass increase of almost 400%.

From blue growth to sustainable blue economy

WWF and partners demonstrated that marine ecosystems generate a staggering annual economic value of US\$450 billion.



Award-winning solutions for small-scale fisheries

Today we work in 10 countries with 21 pilot projects, coming together with fishers to demonstrate the sustainability potential of small-scale fisheries.



Reversing the tide of plastic

A recent EU report shows marine litter has already declined by nearly one-third since 2015-16. We demonstrate that many solutions already exist, and detail them in our roadmap to reduce pollution in the Mediterranean Sea by 2030.

Changing the paradigm of seafood production and consumption

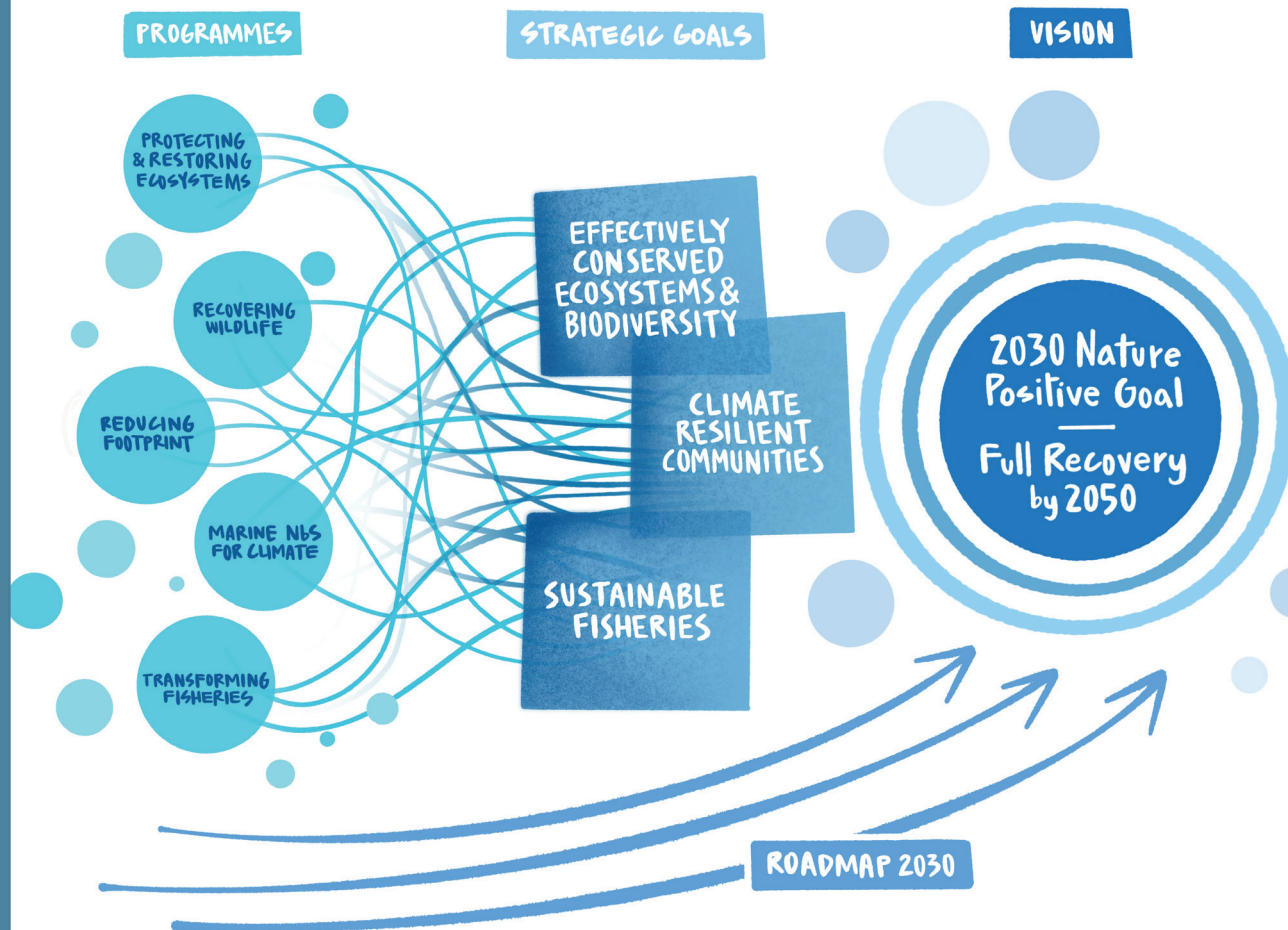
Through campaigning and events around the region we've spread the message about sustainable seafood to more than 30 million people.



Protecting key biodiversity areas

We have played a key role in increasing designated MPAs from 4 to almost 10% and in the management of key areas like the Pelagos Sanctuary for cetaceans..

OUR VISION & STRATEGY



MMI's 2025–2030 Strategy is a catalyst for achieving the 2030 Global Conservation targets, transforming the Mediterranean into a thriving haven for people and nature. To support this vision, we will:

- promote the establishment of marine protected areas covering at least 30% of the Mediterranean
- ensure the recovery of all *Posidonia oceanica* meadows and key marine species
- ensure the climate resilience of coastal communities
- reduce major impacts such as plastic
- work to strengthen the resilience of the Mediterranean Sea to climate change
- ensure that 100% of assessed fish stocks are sustainably managed
- support a blue economy based on nature.

We will deliver our impact through five focused programmes:

1. protecting ecosystems
2. recovering wildlife
3. scaling marine nature-based solutions
4. transforming fisheries
5. reducing ecological footprints.

Built on over a decade of success, MMI empowers local communities, drives policy change, and scales-up action where it matters most.



READ OUR LATEST NEWS



MEDIA CONTACT

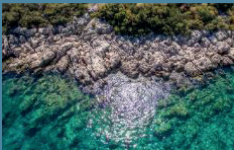
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Ambitious roadmap to reduce pollution in the Mediterranean Sea



New WWF study highlights urgent need to protect Mediterranean Seagrass meadows from anchoring damage



Our sea can't wait any longer



Strengthening women's role in the Mediterranean fishing industry

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Working to sustain the natural world for the benefit of people and wildlife.

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