MANGROVE ACTION PROJECT
ANNUAL REVIEW 2012

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Executive Director’s Report

In 2012 the Mangrove Action Project celebrated its 20th anniversary – twenty years of defending and conserving the world’s precious mangrove forests and defending the rights of the millions of coastal people who depend on the mangroves for their lives and livelihood. So I would like to use this Annual Report as an opportunity to review some of the highlights of those twenty years, as well as reflect on MAP’s current work and our plans going forward. Lack of space compels me to focus on just three of MAP’s many programs – advocacy and activism, ecological mangrove restoration, and environmental education.

Advocacy and Activism for Mangroves and Mangrove Communities

Fearlessly confronting powerful forces that are destroying mangroves, MAP has allied itself with local champions of the mangroves in the developing world to save tens of thousands of hectares of mangrove forests from industrial shrimp farming and other destructive development:

- In 1994, when the World Bank offered the government of Cambodia a $100 million loan to subsidize shrimp farm development, MAP Executive Director Alfredo Quarto presented such convincing evidence to the Cambodian Minister of Fisheries that the Minister canceled the loan, saving thousands of hectares of Cambodian mangrove forest.

- From 1998 to 2000, MAP partnered with Tanzanian NGOs to oppose the development of 10,000 hectares of shrimp farms that would have decimated the irreplaceable mangrove wetlands of the Rufiji Delta in Tanzania. An intensive letter writing and public relations campaign mobilized sufficient world and Tanzanian opposition to halt the development.

- In 2007 the villagers of Jaring Halus in Sumatra were distressed by the destruction of their mangroves by illegal logging for charcoal. With MAP’s critical support, they secured from the Indonesian government the rights to manage 500 hectares of mangroves, protecting the mangroves in exchange for extracting a sustainable livelihood.
Restoring Mangrove Ecosystems – Community Based Ecological Mangrove Restoration

Most attempts to restore mangroves fail because they do not restore the hydrology – the flow of salt and fresh water - on which mangroves depend. MAP’s paradigm-changing Community-Based Ecological Mangrove Restoration (CBEMR) methodology teaches local people how to restore the underlying hydrology and allow the natural regeneration of fully biodiverse mangrove ecosystems. MAP has trained hundreds of villagers and NGO staff to implement CBEMR. Once restored, the mangroves will protect them against tsunamis and typhoons, and will provide sustainable livelihoods from fishing, crabbing, and ecotourism:

- In 2006, MAP trained villagers to restore their decimated mangroves at Tiwoho, in Sulawesi, Indonesia. Where a previous government replanting attempt had completely failed, 25 hectares of former shrimp ponds were successfully restored to mangroves, and 60 adjacent hectares were saved from die-off. This was a dramatic proof of CBEMR’s effectiveness.

- Since 2009, MAP’s Asia Coordinator Jim Enright has been empowering villagers in Trang Province, Thailand, to restore mangroves in the wastelands of abandoned shrimp ponds, whose creation had destroyed their mangroves and their artisanal fisheries. As the mangroves return, so will their livelihoods. In the village of Ban Lion, MAP has also helped them develop a successful homestay ecotourism enterprise.

- In 2011, Jim trained the first cadre of Salvadorans in CBEMR. They proceeded to restore 100 hectares of degraded mangroves, and the results so impressed the government of El Salvador that in 2012 it included the principles and methods of CBEMR in its National Environmental Plan and National Wetlands Restoration Plan. This is a ringing endorsement of CBEMR and bodes well for its eventual acceptance as a restoration “best practice.”
Marvelous Mangroves – Teaching the Next Generation of Mangrove Stewards

Our Marvelous Mangroves curriculum, developed by MAP Education Director Martin Keeley, uses hands-on learning to teach elementary school children about the ecology and conservation of mangroves. Martin has trained over 1,000 teachers, who in turn have trained many colleagues through “train the trainer” workshops. Collectively, they reach over 200,000 students in hundreds of schools in nine countries around the world:

- Introduced to Brazil between 2006 and 2009, the curriculum now is being taught in 5 Brazilian states, and the government of Brazil is in the process of incorporating Maravilhosos Manguezais into its national curriculum, where it will foster mangrove awareness and conservation in the future decision-makers of the world’s 5th most populous nation.

- Between 2002 and 2011, the curriculum made significant inroads into Central America, with 230 teachers from Honduras and another 186 from Guatemala trained to bring the Manglares Maravillosos into their Pacific and Caribbean coastal communities. It is currently in process of being introduced into Belize.

- Starting in 2010, the curriculum has been introduced into the world’s most populous nation, China. In communities near the Zhanjiang Mangrove Nature Reserve, 96 teachers so far have learned to implement the curriculum, newly translated and adapted for China. Plans are underway for further dissemination in the Middle Kingdom.

Organizational Strengthening

Our twentieth anniversary was also an opportune time to pause and take stock of MAP as an organization and take decisive steps to strengthen MAP and chart a way forward. We added three dynamic new Board members, who bring fresh energy, knowledge, contacts, and ideas:
Roger de Freitus, the new Board Chair, is a British philanthropist who often works directly with local NGOs to develop their capacity to deal with a broad range of challenges. Roger is Vice President of the British conservation group Open Spaces Society, and is also a Board Advisor for the Global Nature Fund.

Betsy A. Beymner-Farris is a researcher and Assistant Professor of Sustainability Science at Furman University, where her research concentrates on political ecology, socio-ecological resilience, environmental justice, coastal and marine resource management and biodiversity conservation in Tanzania.

Richard Gilmore is the former Executive Director of Earthwatch Institute (Australia) and is now the CEO for Balibo House Trust, a charity working on economic empowerment in the new nation of Timor-Leste. He is also developing an enterprise for socially and ecologically responsible ecosystem protection using the emerging carbon and biodiversity markets.

In 2012, MAP also strengthened its human resources, with the addition of multi-talented new staff and consultants:

Lisa Pau, a labor rights attorney with a Masters of Law (L.L.M.) in Sustainable International Development, is MAP’s new Outreach and Volunteer Coordinator, based in Seattle. She builds strategic relationships and partnerships with the Seattle philanthropic and environmental communities and recruits and supports MAP’s growing cadre of volunteers.
• Ira Stollak, MAP’s development consultant, brings decades of experience in grant writing, strategic planning, project development, and NGO operational management. His contributions have included writing key grant proposals, the design of new projects and project implementation plans, and drafting new MAP marketing tools and documents.

• MAP-Asia added personnel to enable MAP staffers Jim and Ning Enright to expand their important CBEMR work in Trang, Thailand. This includes the addition of office support staff and a full-time Sustainable Livelihoods Coordinator.

• Dominic Wodehouse, from the UK, has been making important contributions to the development of Community-Based Mangrove Restoration as a volunteer and as adjunct staff. Dominic is currently a PhD candidate in Mangrove Conservation at the School of Natural Resources and Geography of Bangor University in Wales, UK.

Other organizational strengthening steps in 2012 included:

• To better connect MAP with potential supporters and to support our Question Your Shrimp Campaign, we began renting office space at the Community Alliance for Global Justice in the International District in Seattle. There we will be able to further build up our consortium of supportive groups and better situate our new volunteers.

• MAP had earlier in the year became a member of the Seattle Hub, where MAP has a part time presence, again allowing MAP to network and raise awareness among other Seattle NGOs and businesses that utilize this common meeting space.

• Lisa has recruited a cadre of talented university student interns who are doing formative research for the Question Your Shrimp Campaign and also developing a Google Adwords campaign to attract visitors to MAP’s websites.

• MAP joined Global Washington (GW) as a way to further our outreach and consortium building objectives. Global Washington is a broad-based membership association that promotes and supports the global development sector in the state of Washington, and is composed of non-profit organizations, foundations, businesses, government and academic
institutions. MAP's Executive Director Alfredo Quarto and Outreach Coordinator Lisa Pau have attended several GW events and are already reaping rewards through recruiting volunteers via the GW news bulletin.

- MAP contracted the services of consultant Pam Kahl who helped MAP re-tool its messaging and fund-raising to better communicate our values, accomplishments, and expertise to potential funders and supporters.

Going Forward

This organizational strengthening begun so earnestly in our 20th year will continue unabated. As environmental destruction and climate change continue, the need for our work is greater than ever, since mangroves have an essential role to play in preserving our planet and creating an environmentally just world. Intact mangrove ecosystems feed hundreds of millions of people, keep our waters clean for corals, shelter the largest wild population of Bengal tigers, protect coastal people from hurricanes and tsunamis, and, more importantly than ever- a hectare of mangroves can sequester up to five times more atmospheric carbon than a hectare of rainforest.

More than ever, we will also need to strengthen the support we receive from another critical part of the global MAP team: you, the reader. Please consider making a contribution to our work. A donation of $50 will enable us to restore or conserve enough mangroves to offset your carbon emissions for a month; $500, for an entire year. A gift of $250 will equip a teacher to reach 1,000 students with the Marvelous Mangroves curriculum; $25 will provide a Salvadoran Wetland Ranger with enough outboard fuel to patrol and protect his/her community’s mangroves for a month. With your help, we can make a difference!

For the mangroves!

Alberto Quarto, Executive Director
Highlights of MAP’s Work in 2012

The Government of El Salvador Endorses MAP’s Ecological Mangrove Restoration Methodology

El Salvador ranks #1 on the United Nations’ list of countries threatened by climate change. The country has lost 90% of its forests, and among its most threatened ecosystems are its mangroves. The progressive government of El Salvador is actively seeking ways to restore the devastated environment while empowering its people to responsibly steward their land. MAP has joined with the people of El Salvador in these efforts, and in July 2011, MAP introduced Community-Based Ecological Mangrove Restoration (CBEMR) to El Salvador. MAP CBEMR expert Jim Enright trained 26 Salvadorans to implement CBEMR to restore the country’s mangroves. The trainees included Wetland Rangers from the country’s mangrove communities, whose job it is to safeguard the mangroves from illegal logging and fishing.

Their new skills were soon put to the test. Under the direction of Salvadoran NGO Asociación Mangle, and with the technical support of MAP, the logistical support of US NGO EcoViva, and funding from the Fund for the Initiative of the Americas (FIAES), the new CBEMR practitioners proceeded to restore a 100-hectare tract of degraded mangroves known locally as El Llorón, in the Biosphere Reserve of Jiquilisco Bay. Though challenges remain, the work was a resounding success.

The Salvadoran government was so impressed that when in 2012 the Ministry of the Environment of El Salvador (MARN) issued its visionary National Environmental Plan and National Wetland Restoration Plan, both Plans included the principles and methods of CBEMR as the way forward to restore and conserve the country’s mangroves. This is a ringing endorsement of MAP’s work, and we are now actively planning with Asociación Mangle and EcoViva to continue this effort into 2013 and beyond, with the long-term goal of bringing CBEMR to all of Central America.
Marvelous Mangroves: MAP’s Mangrove Curriculum Continues to Spread Worldwide

MAP’s curriculum “Marvelous Mangroves” expands relentlessly around the world. In 2012 we continued its introduction in China, and added two new countries, Belize and Australia. Following standard ecology curriculum principles as well as principles of active learning, the guide provides teachers with 300 pages of information and hands-on activities covering subjects such as mangrove biology, bird migration, the properties of water, and things to do and find on a mangrove field trip. It concludes with what students can do to protect and preserve mangrove habitat in their own communities. In each of the nine countries where it has been adopted the guide has been translated and adapted to suit the local and regional flora and fauna and social conditions.

In 2012 MAP Education Director Martin Keeley trained 36 Chinese teachers in how to use the curriculum in the classroom with train-the-trainer workshops held in Gaoqiao, Guangdong Province, at the end of April. Earlier in the year the full curriculum had been adapted and translated into Mandarin Chinese, working with the Zhanjiang Mangrove National Nature Reserve (ZMNNR). A further workshop for over 40 teachers from 4 provinces was held in December in conjunction with the Chinese Mangrove Conservation Network CMCN in Xiamen, Fujian Province. One school in Zhanjiang, Jin Sha Wan School, immediately began implementing the curriculum in class and declared an annual “Marvelous Mangroves Day” at the end of May every year at the school and in the community.

In October Mr. Keeley returned to Placencia, Belize, and carried out a week-long workshop with staff of MAP’s in-country partner, the Southern Environmental Association (SEA), together with other ecological and educational specialists. Work to adapt the curriculum to Belize is now completed and three new sections have been added to the basic curriculum – one on MAP’s Community-Based Ecological Mangrove Restoration (CBEMR) process, one on ecotourism and one on water quality testing. In 2013 Mr. Keeley will begin training Belizean educators in how to implement the adapted curriculum.
In the summer Mr. Keeley visited Australia with the goal of introducing Marvelous Mangroves “down under.” He was joined by a colleague, festival artist Evelyn Roth. Ms. Roth is the creator of the Nylon Zoo – a form of story theatre where children dress up in the costumes of animals - mangrove species, in our instance. They then role play the food chain - after they’ve learned to fly, hop, swim, whatever does their representative critter! Following this they go inside a large inflatable shark (it's 50 feet long and about 15 feet wide) where they listen to fables about mangrove wetlands from all over the world. Ms. Roth has already created a Nylon Zoo for Mr. Keeley’s original wetlands education program in British Columbia, Canada, as well as another version specifically for Marvelous Mangroves when it was first developed in the Cayman Islands. The mangrove critter costumes and inflatable shark were an instant hit with young students and are still used as a vital component of the curriculum in Cayman.

Mr.Keeley and Ms. Roth met with a group of education and ecology specialists in Bundaberg, Queensland, and an agreement was signed with MAP’s new partner in Australia, the Burnett Mary Regional Group (BMRG). BMRG is a community-based group who spearheads environmental education and ecologically sustainable community development in coastal Queensland, some 250 miles north of Brisbane, a region where much of Australia’s mangroves are found. BMRG’s is working closely with Mr. Keeley to coordinate the adaptation and implementation of the curriculum – including a magical Nylon Zoo adapted specifically for Queensland’s mangrove ecosystems. At the same time, major changes are being made to the regional and national education curricula, allowing the inclusion of the Marvelous Mangrove curriculum, following new strands as the adaptation progresses. This will be the second country that will include Marvelous Mangroves in its national curriculum (the other being Brazil).
MAP-Asia

**MAP-Asia Launches New Mangrove Restoration and Sustainable Livelihood Projects**

MAP-Asia is very pleased to announce our partnership in a new four-year project entitled "Mangrove Restoration and Reforestation in Asia, a Project for Knowledge Exchange and Action to Protect Climate Change, Forest and Biodiversity". This new project is led by the Global Nature Fund and is generously being funded by the Ministry of Economic Cooperation and Development (BMZ) and the Foundation Ursula Merz, both of Germany.

This regional mangrove restoration project involves four countries in Asia and five NGOs. Besides MAP-Asia in Thailand there are two partners from Sri Lanka: EMACE Foundation and the Nagenahiru Foundation. The Center for Research on New International Economic Order (CReNIEO) from India is working on mangrove restoration at Pulicat Lake in Tamil Nadu state. The Cambodian representative organization is the Fisheries Action Coalition Team (FACT). MAP looks forward to learning and networking with these four partners over the next four years as the project puts a strong emphasis on knowledge sharing which is facilitated through an annual exchange meeting.

MAP-Asia will be restoring 10 hectares of mangrove using Community-Based Ecological Mangrove Restoration (CBEMR) in coastal Trang Province, Thailand; building community capacity and awareness; undertaking a biodiversity study; and developing a conservation management plan, amongst other actions. MAP plans to restore the hydrology of abandoned shrimp ponds and other sites currently without sufficient tidal exchange and then allow nature do the seeding. As part of the project launch workshop in Krabi, Thailand in March, MAP-Asia was able to hold a three-day CBEMR training workshop for the partner organizations. This training will help partners to incorporate the best CBEMR practices into mangrove planting projects and use CBEMR at pilot demonstration sites. Building local capacity to prevent further destruction of mangroves will also be an important aspect of the project.
This CBEMR and sustainable livelihood work in Trang Province will soon be expanded through a new MAP project set for 2013, *Ecosystems Protecting Infrastructure and Communities* (EPIC), funded by the Government of Germany and led by the International Union for the Conservation of Nature (IUCN). EPIC seeks new evidence for the capacity of healthy and well-managed ecosystems to prevent or mitigate disasters from tsunamis and the extreme weather events provoked by climate change. Mangroves’ ability to protect coastal communities was dramatically highlighted by the 2004 tsunami—where mangroves had earlier been destroyed, the loss of life was much greater. Through EPIC, MAP will restore abandoned shrimp ponds and former rice paddies to mangroves using CBEMR.

**Kayak Eco-Tourism at Phra Thong Island, Thailand**

MAP has been working on the island of Phra Thong on the Andaman coast of Thailand since 2008. The island has diverse and abundant marine resources, including mangrove and seagrass. MAP has promoted their protection through sustainable management and the development of alternative livelihoods for local people. To support this work, MAP-Asia was very pleased to receive new funding from the Pacific Asia Tourism Association (PATA) Foundation. MAP’s project “Coastal Community Resource Centre Development and Nature Guide Training for Koh Phra Thong Lions and Tha Pae Yoi Villages Ecotourism Groups” was selected as one of the three winners of the 2012 PATA Foundation grant program. The funds supported the training of local community members to be eco-guides for kayak ecotourism in the mangroves, develop an island eco-guide for visitors, and provide solar power for the Coastal Community Resource Center (CCRC) in Ban Lion Village.

The CCRC also functions as a visitor center; a base for the sea-turtle research and conservation of MAP’s partner, the Italian NGO Naucrates; has displays promoting environmental awareness of Phra Island’s ecosystems for community members and visitors; and serves as a base for the sea grass ecosystem conservation research work of MAP advisor Dr. Barry Bendell. The Center also provides space to market natural tie-dye handicraft from the women’s cooperative started with MAP support following the 2004 tsunami.

*The many activities at the Coastal Community Resource Center in Ban Lion Village*
In September 2012, 5 adults and 15 youth from the village of Tae Pae Yoi, both boys and girls, received an intensive 2-day training in kayak eco-tourism, led by facilitators from MAP-Asia, John Gray’s Sea Canoe, and Andaman Discoveries. They learned kayak operation, safety, and navigation, and then had ample time to practice their new skills navigating through the local mangroves.

Leaders and community members of Ta Pae Yoi are now actively planning how to move forward with the eco-tourism program, which will involve tourists doing homestays at the two bungalows already ready for use (with plans for four more). Activities planned include kayak tours, fishing trips, cooking lessons, bicycle touring, bird watching and traditional dancing. This homestay program will enable the villagers to derive sustainable livelihoods from their mangroves, while providing an opportunity for the villagers to learn more about their own environment.

Trainer John Gray noted, “We’ve done something that will change the world for these guys, especially the teenagers. We have changed the way they see the ocean and the way they see themselves. They will find delight in teaching, not just for the financial benefits, but also for the pure joy in teaching.”

MAP-Asia Disseminates CBEMR at Important Regional Workshops

Regional networking with other Asian environmental and conservation organizations is a critical part of MAP-Asia’s work. Jim Enright attended a “Regional Workshop on Incentives to Catalyzing Sustainable Management and Restoration of Mangroves in Asia and the Pacific” in October, held in the coastal city of Beihai, in Guangxi Province, China. Jim presented on “MAP’s Experience Using Ecological Mangrove Restoration: Re-establishing a more biodiverse and resilient coastal ecosystem with community participation.” His presentation was well-received and for many participants the CBEMR methodology was very new, as most mangrove restoration projects in China involve the use of plantations and afforestation on mudflats. These methods often fail, so this was a prime opportunity for Jim to spread the word about CEMR, MAP’s unique methodology for naturally restoring robust mangrove ecosystems.
The workshop was also an opportunity for Jim to meet representatives from the Zhanjiang Mangrove National Nature Reserve (ZMNNR) of Guangdong Province and China Mangrove Conservation Network (CMCN) based at Xiamen University, Fujian. MAP’s Education Director, Martin Keeley, is now in the process of working with ZMNNR to have the Marvelous Mangrove Curriculum introduced into the school system in an area of the reserve and gave a training workshop for CMCN at Xiamen in December 2012 (see page 8, above).

In October, Ning Enright, MAP’s Thailand Field Project Manager, attended a three-day event called the “Livelihood Network Camp 2012- Learning by Doing” held at Araku in Andhra Pradesh, India. Over 140 participants from 21 countries participated, where they shared experience and knowledge and innovative solutions to the challenges of deriving sustainable livelihoods. Ning participated in the “Access to Markets” workgroup, which visited a tribal organic mango and coffee growing enterprise to help them find the most appropriate way to add value and product differentiation in order to access global markets. Ning also presented a poster on MAP’s CBEMR method and shared our approach with others also working on mangrove restoration.

Building Local Capacity in Cambodia: Participatory Management of Coastal Resources (PMCR)

Since 2003, MAP has been working with the Cambodian NGO Participatory Management of Coastal Resources (PMCR), building their capacity to restore and sustainably manage coastal/mangrove resources. The McKnight Foundation provided to MAP the funding to support a study trip to Vietnam by key PMCR staff, to experience first-hand a successful Southeast Asian model of community-based sustainable resource management. They were hosted by the Vietnamese organization Centre for Marinelife Conservation and Community Development (MCD), whose work empowers local Vietnamese villagers to manage and draw sustainable livelihoods from the Nha Trang Marine Protected Area (MPA).

The sustainable community enterprises include the Ecolife Café, which produces income through a restaurant which serves meals to guests and locals and hosts community events; a Community-Based Eco-Tourism (CBET) enterprise that includes homestay, handicrafts, cooking lessons with homestay hosts, and a reef/aquaculture tour; and sustainable lobster aquaculture and oyster farming, which generates income to support community Rangers who patrol the Marine Protected Area against illegal fishing.

The PMCR and MCD staff shared their experiences, challenges, and lessons learned, and the PMCR staff took away key lessons: homestay and handicrafts activities can be applied to PMCR’s working area in Koh Kong, and the handicrafts must be well-designed; more ecological lifestyles – like the example of the Ecolife Café- are needed in Koh Kong to reduce the impact of overpopulation on
coastal resources; village “Green and Clean” efforts strengthen ecotourism by making communities cleaner and more attractive to tourists; and Cambodia’s recent efforts towards decentralization and community empowerment will provide good support for similar MPAs in Cambodia.

MAP’s capacity building work with PMCR will continue in 2013, supported by renewed funding from the McKnight Foundation.

**MAP’s Children’s Art Calendar**

Monica Gutierrez-Quarto, MAP’s artist-in-residence, organizes MAP’s annual Children’s Art Calendar Contest. This colorful calendar features the original artwork of schoolchildren from mangrove communities around the world. Primary school children are invited to participate in the contest, and the selected winners are published in the calendar, which is distributed worldwide to raise awareness of mangrove forests and to encourage the creative voices of children living in mangrove areas, the very children who will grow up to be the stewards of their mangrove ecosystems. Since its inception in 2002, thousands of students have entered the competition and MAP has published the work of over 100 young artists from 36 nations. 2012 saw the creation of the 2013 calendar, MAP’s 12th edition. The 2013 calendar features the work of children from India, Ecuador, Vietnam, Indonesia, Kenya, Thailand, Belize, Singapore, Philippines, Cambodia, and the USA.

The calendar can be purchased on the MAP website at: [http://mangroveactionproject.org/get-involved/store/2013%20calendar](http://mangroveactionproject.org/get-involved/store/2013%20calendar)
Advocacy and Networking

MAP’s Question Your Shrimp Consumer/Markets Campaign

Tropical shrimp farming is responsible for much of the destruction of the world’s mangroves. It is equally devastating to the millions of people who depend on the mangroves for their livelihoods. MAP’s Question Your Shrimp consumer awareness campaign seeks to significantly reduce consumer demand for this destructive and unsustainable product. Multi-media publicity guided by formative research is changing consumer awareness and behavior, and working relationships with restaurants and food retailers is educating them and helping them change their purchasing policies to secure sources of sustainable shrimp.

In 2012 MAP made significant strides in strengthening the Campaign. MAP staff and volunteers tabled and gave public presentations at several events in Seattle, Edmonds and Mt. Vernon. At the Chefs Collaborative event, Farmers, Fishers and Chefs, six new restaurants signed MAP’s Pledge to not serve or sell tropical imported shrimp, as well as an important Seattle food retailer, Madison Market, which has tens of thousands of customers.

MAP has improved the Campaign with the addition of formative research utilizing the Designing for Behavior Change Framework, a proven methodology for achieving behavior change. MAP’s new Outreach Coordinator, Lisa Pau, has recruited a cadre of university student interns, who will interview restaurant owners and chefs who serve shrimp, to understand their perspective so we can better enlist them in this effort. Other interns are assembling a list of suppliers of sustainably produced shrimp, such as wild-caught shrimp from Alaska and the Gulf of Mexico, to help restaurants and retailers fulfill their Pledge and secure reliable supplies of more eco-friendly and environmentally just products.
Advocating Globally for Mangroves and Mangrove Communities

MAP is one of the lead organizations involved in the global alliance “Conscientious Objectors” opposing “greenwashing” attempts to certify unsustainably-produced farmed shrimp. “Greenwashing” refers to attempts to disguise environmentally and socially destructive products or policies as being environmentally friendly and just. This CO Alliance has members from Asia, Latin America, Africa, the USA and Europe, and is lobbying key global organizations to dissuade them from endorsing this fault-ridden certification scheme, which does not fairly represent the affected local communities or the coastal environment in their plans, and that will not slow down the destructive expansion of the shrimp farming industry.

In a protest last April in Brussels, Alfredo Quarto, MAP’s Executive Director, handed an open letter from this global alliance working against shrimp certification to the World Wildlife Fund (WFF) at a press conference WWF had called to highlight their Aquaculture Stewardship Council. The protest was aimed at highlighting the destruction of mangroves and coastal zones and the ruin of traditional livelihoods and cultures because of destructive shrimp farming practices in the Global South. Three hundred organizations in Latin America, Asia and Africa signed on, as well as 30 in the United States and Europe. The letter is stamped with logos from a host of organizations, including MAP, Nijera Kori, Red Manglar, Food and Water Watch and the Stockholm Society for Nature Conservation.

“WWF has spent four years and at least $2 million to develop standards without involving the stakeholders or resource users. The standards will perpetuate an unsustainable and destructive system of aquaculture,” Alfredo Quarto stated. “WWF is greenwashing an environmentally damaging and corrupt industry through certification of this luxury product,” said Luciana Queiroz of Redmanglar, representing a network of 254 organizations in 10 Latin American countries. Alfredo continues to advocate and lobby diligently

Executive Director Alfredo Quarto protests shrimp “greenwashing” in Brussels
with MAP’s global allies to fight this attempt to disguise as “green” the permitting of shrimp farming practices that continue to destroy mangroves and deprive coastal villagers of their traditional food sources, while enriching a handful of multinational corporations and wealthy investors.

*Other Advocacy and Networking Work*

In 2012, Alfredo initiated a letter writing campaign via MAP's e-newsletter and website to pressure the governments of Brazil, the Bahamas and Kenya to halt developments that threaten critical mangrove areas in these respective nations. MAP was able to spotlight important issues that hopefully have placed these governments on notice that "the whole world is watching!"

At the Mangroves for the Future (MFF) Symposium in India, Alfredo advocated before senior scientists and environmental NGOs from around the world for MAP’s Community-Based Ecological Mangrove Restoration (CBEMR) methodology. He talked about the current failed approaches to mangrove restoration – such as mono-culture plantations in neat un-natural rows and attempts to plant mangroves where they do not naturally belong, such as in mudflats - and the reasons for these costly failures, while making the case for CBEMR as a way to ensure successful, cost-effective and more biodiverse restoration. In addition, a formal paper on CBEMR authored by Alfredo and the MAP staff was presented to the Symposium and published in the Symposium proceedings where it will be accessible to mangrove ecologists and activists from around the world working for mangrove restoration and conservation.
### SUMMARY OF FINANCIAL ACTIVITIES - 2012

#### OPERATING REVENUE 2012

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#### OPERATING EXPENSES 2012

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