

WWF Baltic Ecoregion Action Programme

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WWF Baltic Ecoregion Programme

- Ambitious, broadscale and integrated programme aiming at restoration and conservation of the full range of biodiversity of the Baltic Sea
- Catchment perspective
- **Marine** - fishing, shipping and MPAs
- **Land** - eutrophication and toxics
- **Freshwater**





Vision

WWF Baltic Ecoregion Programme

A sea in which the full diversity of life and the richness and well being of human cultures are celebrated and secured for future generations.

A region where people thrive in harmony with nature, where flourishing economies rhyme with abundant wildlife and a clean sea.



Major Threats

- Unsustainable Fishing
- Eutrophication
- Toxics
- 15% of the world's maritime transports and fast growing oil exports from Russia
- Climate change





What is Ecoregion conservation

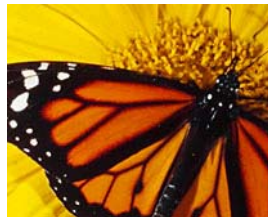


- Vision to conserve the full range of biodiversity of the ecoregion
- Looks at the large scale
- Addresses root causes
- Considers all socio-economic and geopolitical dimensions
- Stakeholder engagement
- Creates strategic partnerships
- Platform for linking policy and field work



Marine Protected Areas

A network of ecologically representative and valuable marine and coastal protected areas covering at least 10% of the Baltic Sea is established and well managed in the Baltic Sea by 2010.





Maritime transports

Maritime transports are ecologically sustainable with a minimised impact on the marine environment by 2015.





Sustainable fisheries

To secure sustainable management and exploitation of all Baltic Sea Fish stocks by 2015.





Eutrophication

Eutrophication does not threaten biodiversity and the ecological functions in the Baltic Sea by 2020.





Fresh water

Additional 25,000 ha of additional high priority freshwater and coastal ecosystems are protected and the ecological structures and functions of river basins are prioritised in planning and management in all Baltic countries by 2015.





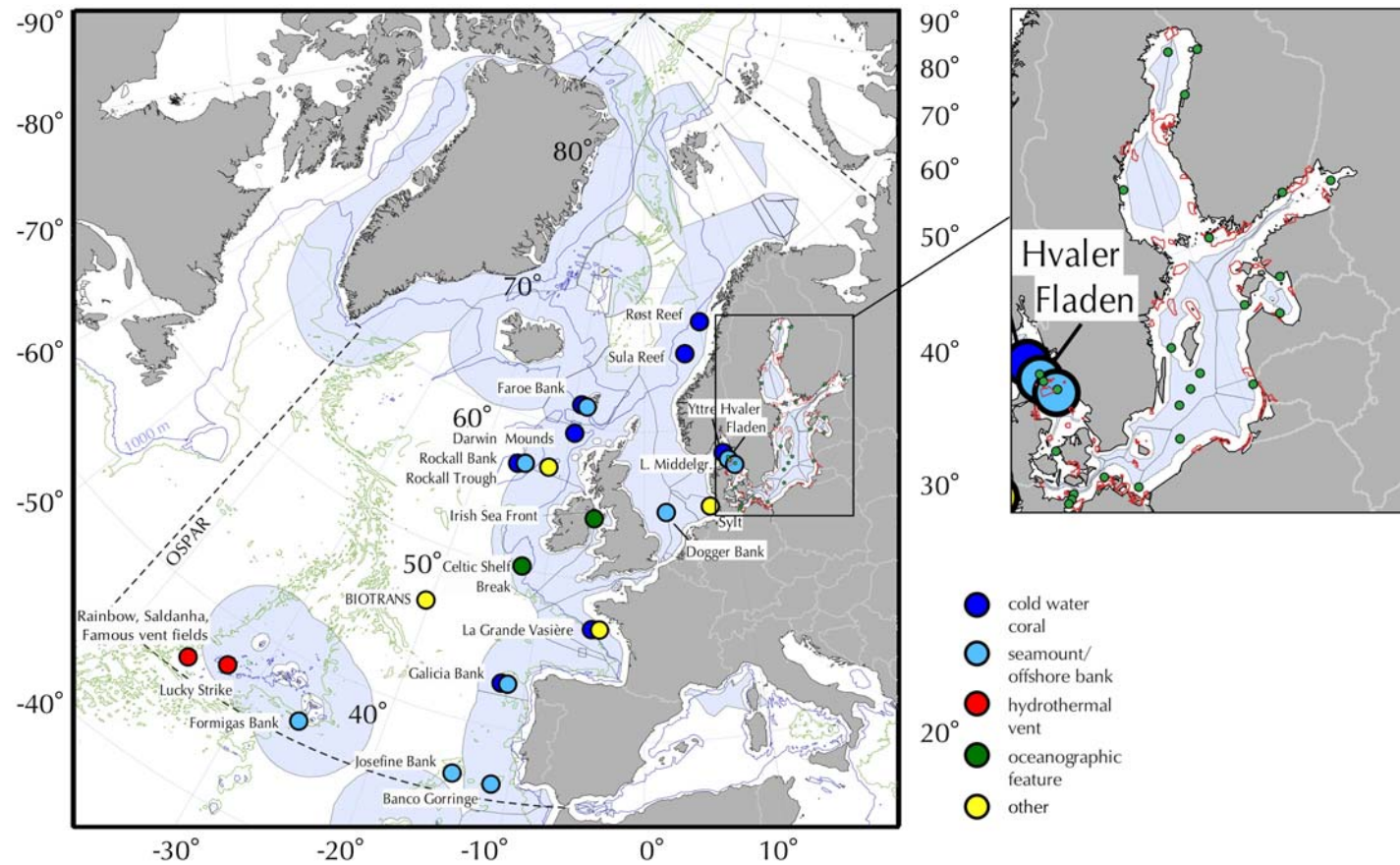
Toxics

By 2007, eliminate or reduce at least 15 of the most hazardous substances, primarily focusing on persistent organic pollutants (POPs) and endocrine disrupting chemicals (EDCs), aiming at zero release to the Baltic Marine Environment.



Marine Protected Area =

“An area designated to protect **marine** ecosystems, processes, habitats and species including the essentials of marine biodiversity...” (WWF)



MPA - situation today (globally)

- ~0,5% protected as MPAs
- 0,01% no-take zones
- Very few offshore areas
- Management???





How do we get there?

Integration

Transnational Target Working Groups

in strategic partnerships with other stakeholders

with the WWF European, Global and Ecoregion Programmes

Go Big!

Communication!

Mobilization/Education!





The role of the Baltic Programme

Identify problems

Provide real solutions in a complex reality = Ecosystem Based Management Applied

Empower and mobilize necessary pressure on decision makers and thereby generate full scale implementation





GoBig!



Pool our resources, create synergies and invest our capacity where we can deliver conservation on a scale that matters

Embrace the complexity of the issues - deliver real solutions in a complex reality = EBM applied

Use our solutions from the field as 'evidence' in policy processes = full scale implementation





The Programme must deliver



- Baltic Sea related conservation issues MUCH HIGHER on the agenda in the region as a result of Baltic Team activities
- Full scale conservation on the ground (and in the water!)
 - Implementation beyond pilot- and modelprojects
- New policy and law, delivered and implemented
- Innovative conservation- and policy models exported to other regions
- The Global Leadership in the uphill battle against environmental destructioun comes from the Baltic region – the cradle of environmental protection
- Hope

