

Protect
our Ocean in

**French
Polynesia!**



Paruru to tatou moama!!

pewtrusts.org/heritagemondialdesoceans-pf

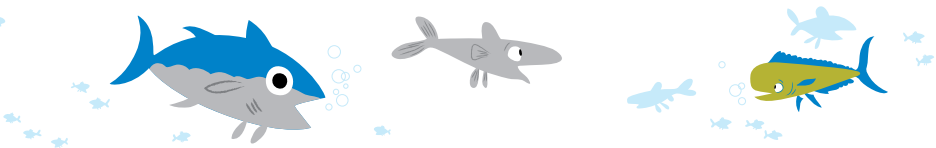
The world's oceans are in crisis. Nearly 90 per cent of global fish stocks are over or fully exploited. Only 3 per cent of ocean waters are protected. Marine scientists and international organizations agree that at least 30 per cent must be protected to preserve and protect the sea's special places and ensure healthy fish stocks.

Still, there are bright spots. French Polynesia in the South Pacific Ocean is one such place. Spanning an area equal to the land size of the European Union, the waters surrounding these islands are home to some of the world's healthiest and largest fish populations. Much of this is because industrial fishing here has been limited—less than half of French Polynesia's waters are fished. And the fishing that does take place is done only by Polynesians who do not use fishing nets that harm underwater habitats.

With 5 million square kilometers of ocean, French Polynesia has an opportunity to protect a vast area. Establishing marine protected areas before it is too late would help ensure the health of fish stocks throughout its territorial waters. These areas would foster a healthy marine environment for corals, whales, sharks, and turtles—species that are important to Polynesian culture and to ecotourism.

The Pew Charitable Trusts, through the Global Ocean Legacy project, is working with governments, fishermen, scientists, civic associations, and local communities around the world to help create large marine reserves for the long-term health of our oceans. In French Polynesia, Pew is joining with officials and the public in an effort to help implement the government's commitment to protect at least 20 per cent of Polynesian waters by 2020. By engaging a wide range of people, we hope to identify conservation approaches that have broad support and honor traditional Polynesian wisdom. One of these is the rahui—the age-old practice of restricting access to an area for conservation purposes.

French Polynesia's waters are a bright spot in our ocean. We invite you to celebrate this special place through Benjamin Bécue's illustrations. We hope these illustrations, created in collaboration with Pew's team in French Polynesia, will inspire readers of all ages to discover how marine protected areas can protect French Polynesia's unique waters for generations to come.





Worldwide, **4.7** million boats
take over **90** million tons of fish
from the ocean each year.

The equivalent of:
18 Pyramids

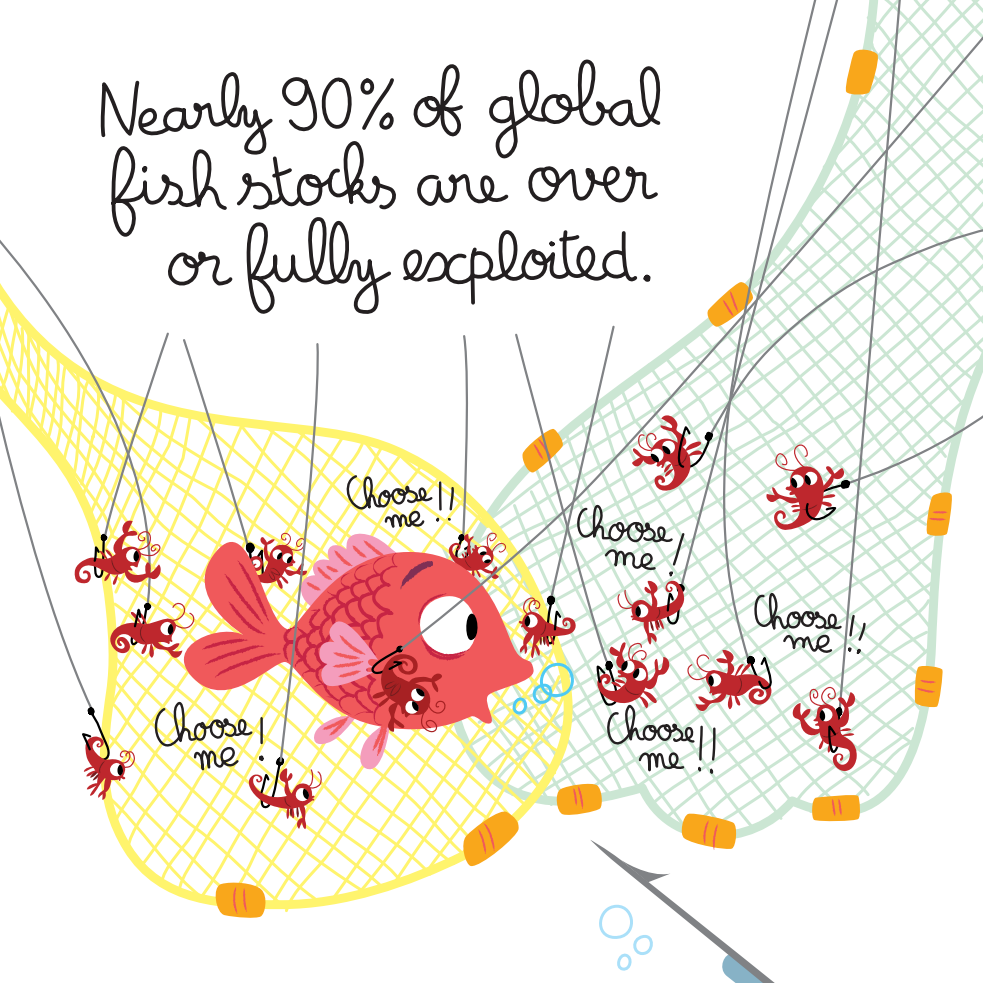


There is
a bit more.
Should I
leave it?

I am out
of here!

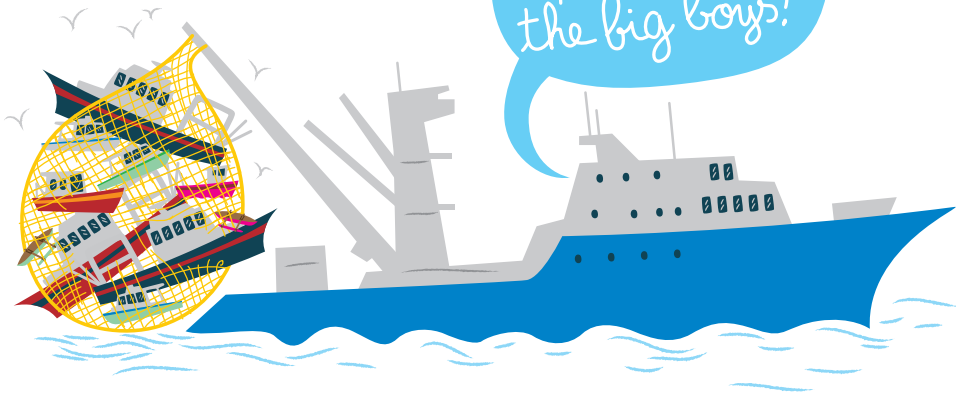


Nearly 90% of global fish stocks are over or fully exploited.

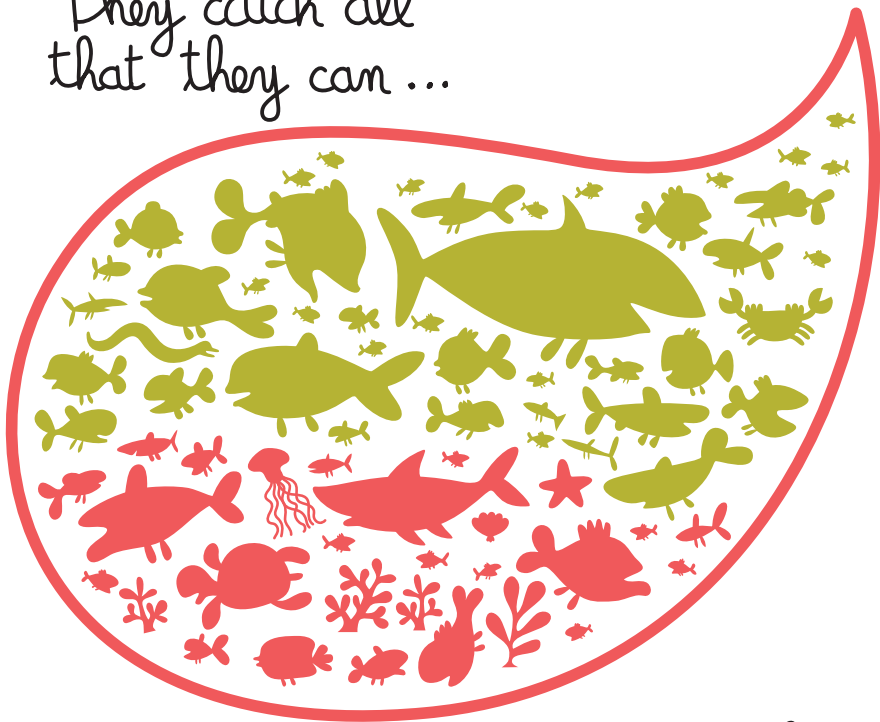


Industrial fishing can be very destructive. One very powerful vessel can catch as much fish as all the fishermen of French Polynesia combined.

You don't
play with
the big boys!



They catch all
that they can...

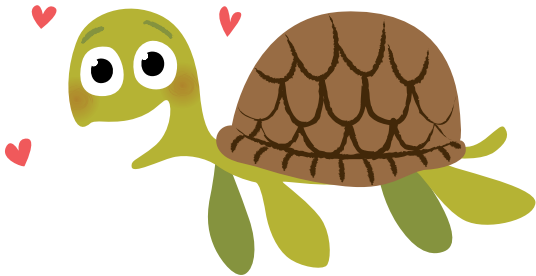
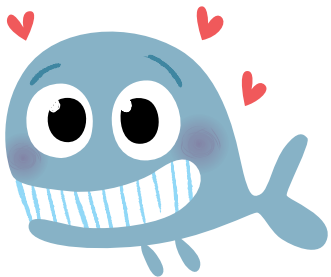


...and throw away what
they don't want—the bycatch.

As much as 40% of the catch worldwide is bycatch, and these fish are discarded alive or dead. Most fish are caught before they are old enough to reproduce.



Many marine species
are critically endangered,
including certain whales
and turtles.



But we do not talk enough about ...



TUNA

About what?

Tuna!!

Ah...

You're slow!!

What about me??

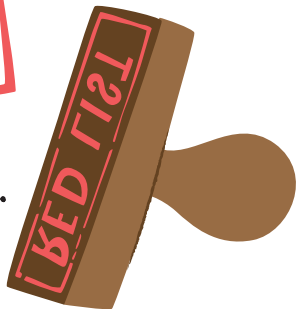
And yet, you are so good in sashimi!!

#1

In fact, the bluefin tuna is endangered and the International Union for Conservation of Nature has added it to

its **RED LIST**

of threatened species.



96% of Pacific
bluefin tuna
stocks have
disappeared.



Today, only
3% of the world's ocean
area is protected.



Hey, Honey,
don't wait for
me for dinner.
I'll be late.

Many fish no longer
have a quiet place
to breed.



If we do nothing, in **20** years
there will be far fewer fish
in the ocean.

Anybody here?

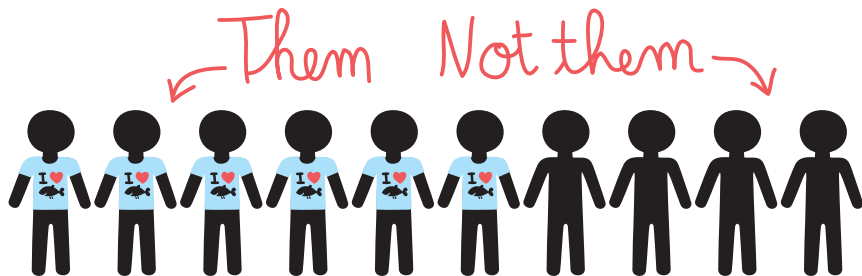


Please stop
joking!!!

... And some species
will survive only
as souvenirs...



This is serious, because more than **4.3** billion people, over half the world's population, eat fish.



10,000 people work in French Polynesia's maritime economy, including its fisheries.

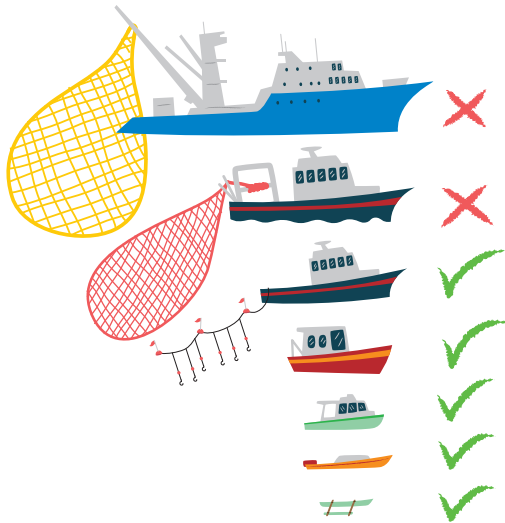
In addition, fish are an essential source of protein, making people

TALL, STRONG and SMART!!



With 5 million square kilometers of ocean, French Polynesia is one of the last havens for fish.



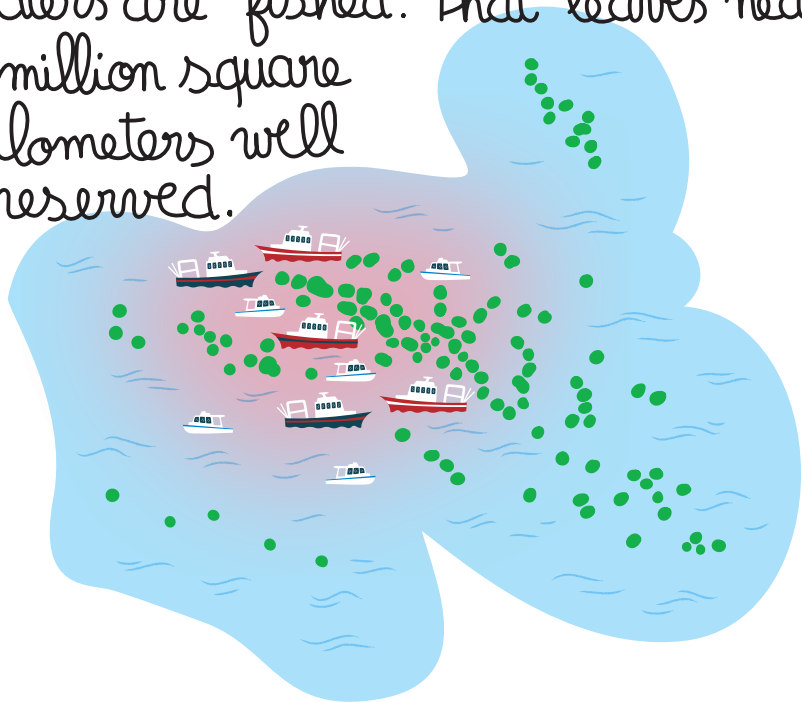


Fishing is restricted. Only Polynesians can fish, and destructive techniques are banned.

Thanks to these measures, French Polynesian fish stocks are still healthy.



Because industrial fishing has been limited, only 40% of French Polynesia's waters are fished. That leaves nearly 3 million square kilometers well preserved.



But international trade pressures are increasing; 1,600 foreign vessels fish at the edge of our exclusive economic zone.

Hey! Your place looks really cool!!



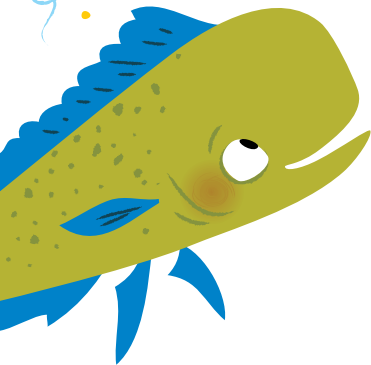
Today in French
Polynésie, only **0.05%**
of the ocean
area is legally
protected.



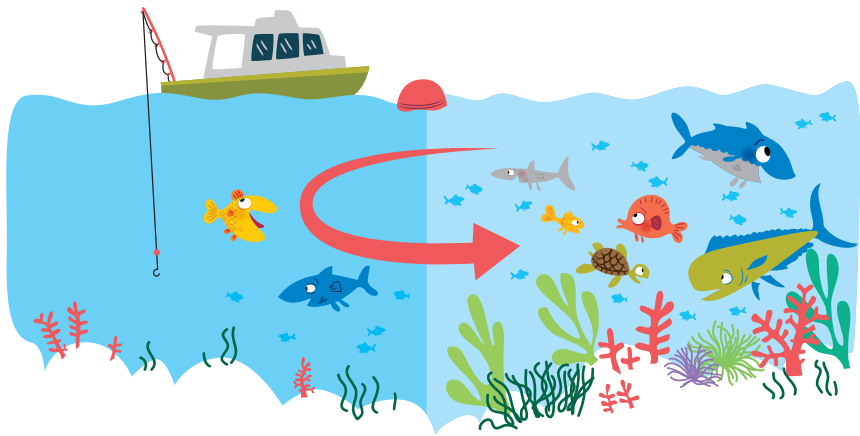
There is no
guarantee
we can protect this blue
paradise over the long term.

One way to preserve
our fish stocks is to create:

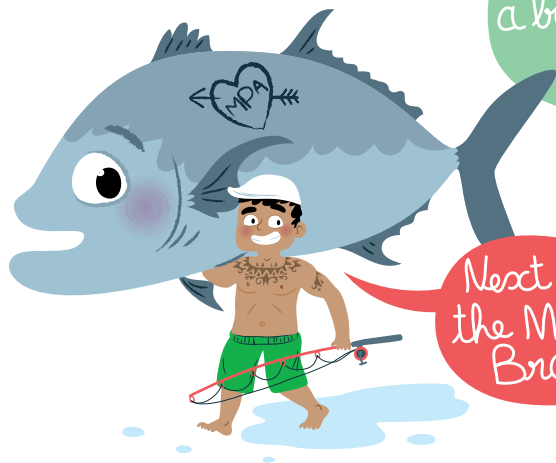
ee **Marine**
Protected
*** Areas!!**



The principle is simple:
Industrial fishing is banned
in specific areas, the fish there grow
and reproduce, and these nurseries
benefit surrounding waters.



In MPAs, the fish
live longer and
grow bigger.

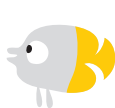
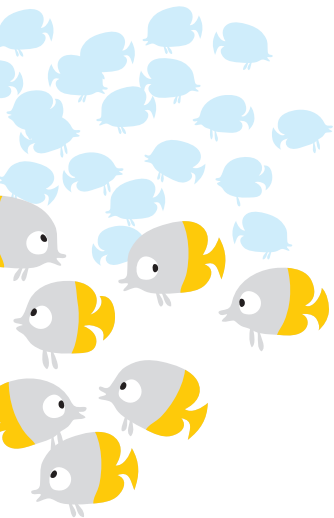


Wow! That's
a big fish! Where did
you catch it?

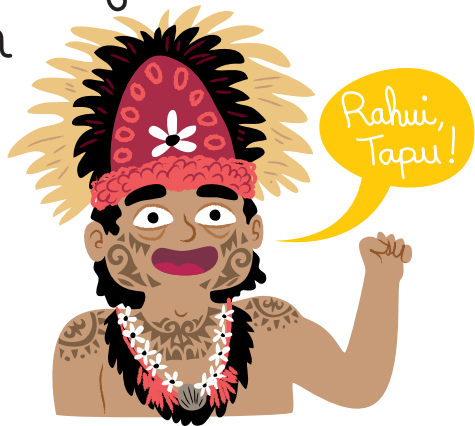


Next to
the MPA,
Bro!

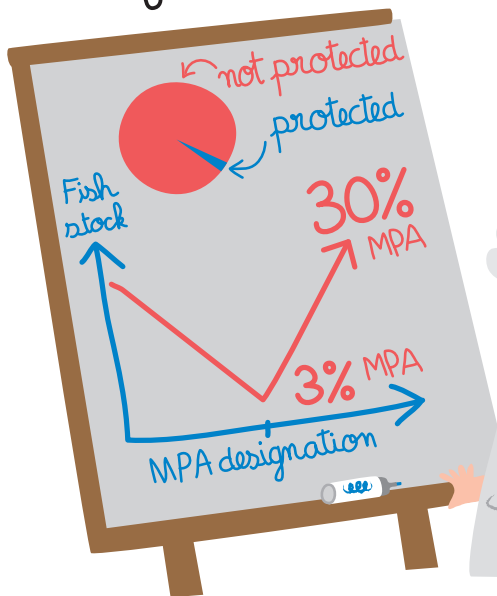
And in some places,
they have time to lay
20 times more eggs in
their lifetimes.



This principle is not new.
Conservation of natural
resources is firmly rooted
in Polynesian
culture.



According to scientists, at least **30%** of the world's ocean must be protected to ensure sustainable fish stocks.



Oh boy!
With 3%
protected, there's
much to do!



In addition to benefits for fisheries, **MPA**s can bring international recognition for French Polynesia.



Preserving biodiversity
also promotes development
of ecotourism

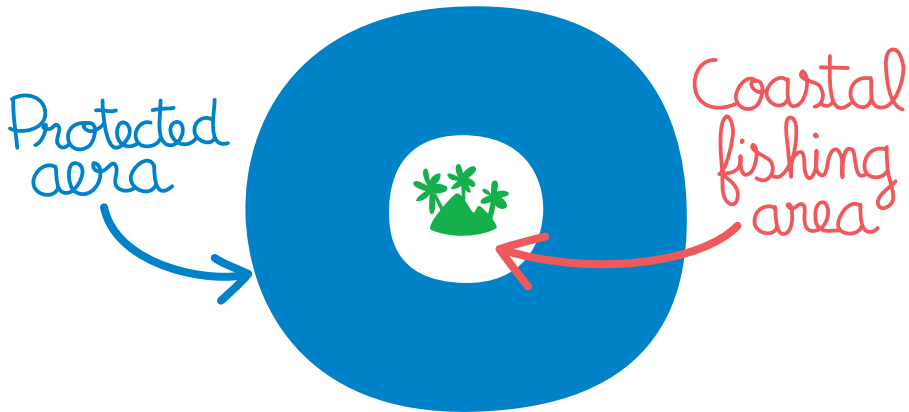


and that's good for our economy!

Creating MPAs is a long process that requires the participation of all concerned to achieve a workable solution.



Different kinds of zones are possible. Some MPAs are shaped like rings around an island to allow local fishing close to shore while protecting fish stocks beyond the coastal fishing zone.



Fishermen are the primary beneficiaries of MPAs and should be fully involved in

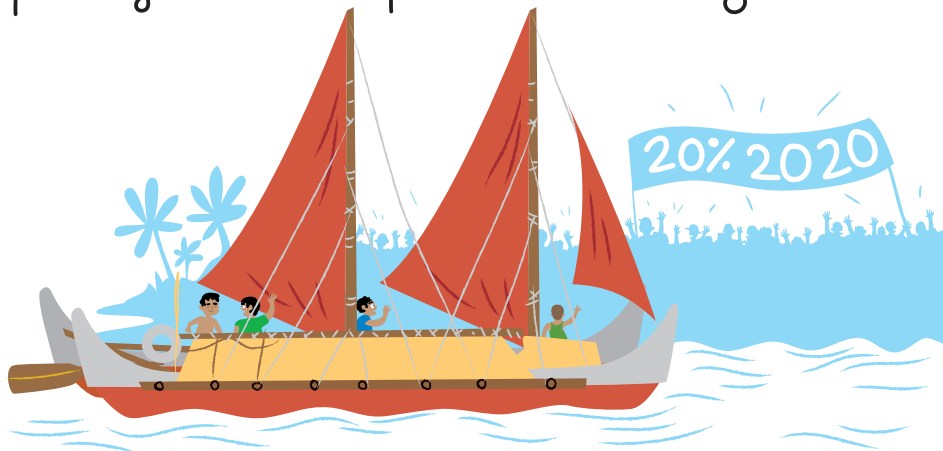
setting out these areas.



In November 2013,
French Polynesia's government
pledged to protect at least
20% of its territorial waters.



In June 2014, during the visit by the traditional canoe Hokule'a and its crew, more than **50 Polynesian associations** pledged to help meet this objective.



Achieving this goal could allow French Polynesia to create one of the largest networks of MPAs in the world.



But the decision to establish
MPAs cannot be made
without the advice and
support of the people:
You!!



Who??
Me??



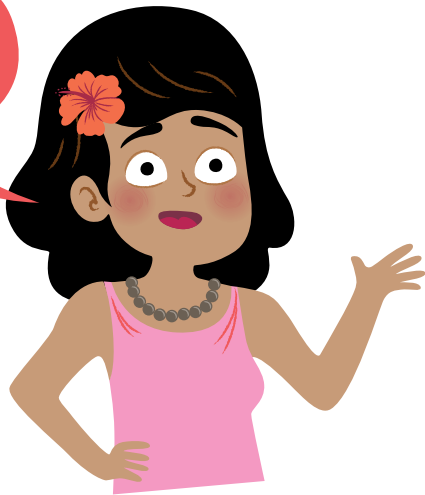
Yes, you!!



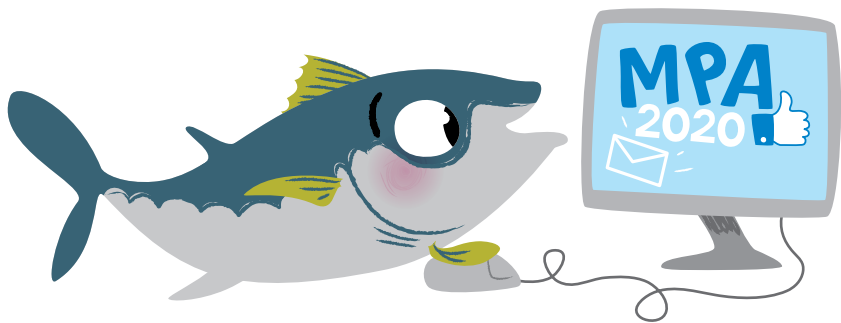
So if
you want
to continue to
enjoy local fish and
healthy ecosystems
with your children and
grandchildren...

Get involved. You can help fulfill this goal!

But what can I do?



How? Help raise awareness.
Talk to your family, friends
at school and work, and send
this cartoon book to everyone
you know.



20% MPA's by 2020

Yes we can!

Let's go!

For further information, please visit:

globaloceanlegacy.org



THE PEW CHARITABLE TRUSTS

Illustrations: Benjamin Bécue

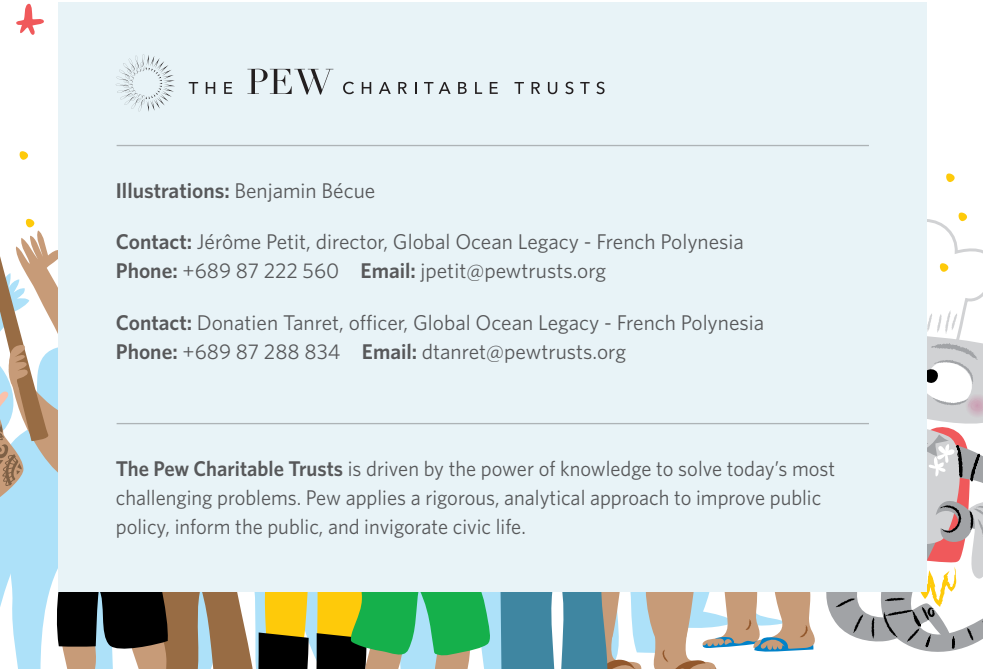
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The Pew Charitable Trusts is driven by the power of knowledge to solve today's most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public, and invigorate civic life.



Together,
let's help create
a network of large

Marine Protected Areas in French Polynesia



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