

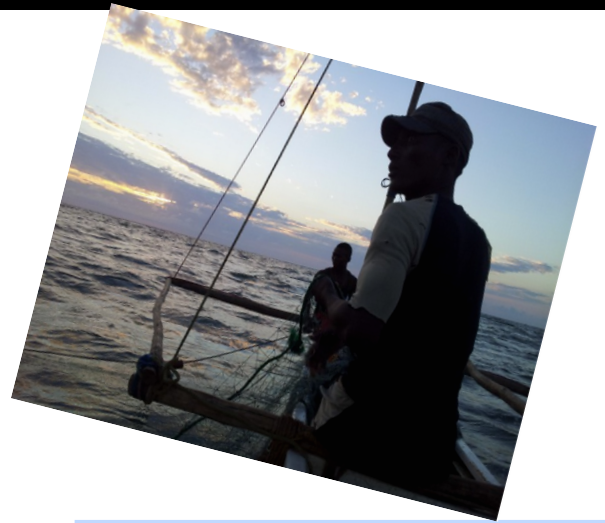


Fight from the Coastlines Front Line

By: Liria Nair

Blue Ventures Transforms Africa's Coastline

The continent of Africa has an extensive coastline and its oceans are rich in resources. Approximately two thirds of African countries have access to the sea, however many Africans do not have access to the vast resources. Fisheries have seen a decrease in catch and growing coastal populations are increasing the economic footprint along the coast, with seaside cities spreading more than 4% a year. The **African Union** has called for the fight against overfishing and increased navy patrol of the ocean. This issue needs drastic attention and action to ensure protection of Africa's ocean resources. **Blue Ventures**, an NGO originating from Madagascar has begun implementing solutions for conserving Africa's oceans. Now that the **solutions** have been implemented, they require global **support**.

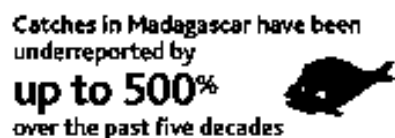
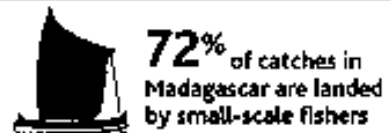
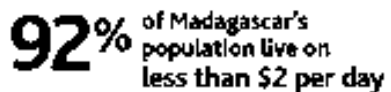
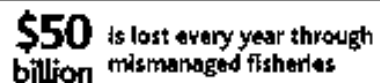
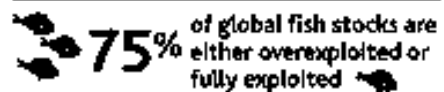


“We are redefining conservation by pioneering and scaling market-based solutions that work for local communities”

-Lalao Aigrette, Senior Biologist for Blue Ventures

A Conservation Marvel

Blue Ventures is a marine conservation organization pioneering the way in ocean conservation and preservation of Africa's oceans through its **sustainability centered conservation model**, bridging the boundary between science and policy-making. Originating from the work of Dr. Alasdair Harris, this model has been replicated by many different groups, including communities, non-governmental organizations and businesses. They have received **international praise** from conservation scientists and have been further accredited by the International Union for the Conservation of Nature. Using a **proven** collaborative approach, Blue Ventures has developed sustainable aquaculture and eco-tourism businesses, with particular focus on community-led fisheries. Their models guide Madagascar's national fisheries policy and thus have created the **largest locally managed marine protected area** in the Indian Ocean. Adopting this strategy in all coastal zones in Africa can empower local fishers, while diminishing concerns such as overfishing and poverty. **Invest** in Blue Ventures today and join the fight from the coastlines front line.



References:

The Economist. A Sea of Riches (2012). <http://www.economist.com/node/21547867> (accessed November 25th 2014)

Blue Ventures: Beyond Conservation. <http://www.blueventures.org/> (accessed November 25th 2014)

African Progress Panel (2013) http://www.africanprogresspanel.org/wp-content/uploads/2014/06/Illegal_Fishing_Day_4.jpg (accessed November 27th 2014)

