



PROJECT SEAHORSE

advancing marine conservation

Partner with Project Seahorse to save seahorses and the seas

Project Seahorse is a leader in marine conservation, making discoveries and collaborating globally to take effective action for seahorses and their seas. We envision a world in which marine ecosystems are healthy and well-managed. Our vision embraces the need to reconcile conservation and human dependency on the ocean.

Project Seahorse seeks allies, partners and donors for our projects and our program. We are an award-winning team that achieves a huge amount, using innovation and strategy. We have a rich slate of projects ready to go as soon as resources allow. Your engagement and contributions could make all the difference. We would be delighted to explore ideas with you. This document offers some examples of where we are poised to leap forward once resources are available.

Our approach is best summarised as pragmatic idealism. We are evidence-based but quick to deploy new information, rather than aspiring to perfect knowledge. Our research is intimately linked to our practical conservation action in a tight feedback loop. We often take the view that “we know enough” and just plunge in to management and policy, explicitly highlighting our uncertainties and adapting as new knowledge becomes available (often through those same initiatives). We pride ourselves on being responsive, nimble and quick to grasp opportunities that are within our reach and scope. We collaborate with partners and communities, using seahorses to focus efforts on finding marine conservation solutions.

We offer opportunities to influence the fate of marine life by collaborating with our team of ocean optimists and marine advocates. Project Seahorse paints a very broad canvas intellectually and programmatically, from fundamental biology and protected area planning to fisheries management and United Nations policy. We are proud of having made measurable differences to wild species and spaces in all these domains. We feed our many outputs directly into community empowerment, management, and policy... and then ensure that our contributions are mobilised for action.

Project Seahorse has a specific goal of securing healthy populations of seahorses – and healthy seas – in the western Pacific and Indian Oceans, where the pressures are greatest. Our reach is, however, global and we are involved in scores of countries on six continents. We are putting great efforts into growing collegiate capacity in countries that are homes to seahorses, pipefishes and seadragons. This is done through mentorship, advice and collaboration. The more people who engage, the faster and farther our voyage to a healthier ocean.

We invite you to partner with us on our adventure and our successes. We are seriously effective, in large part thanks to our donors. Join us.



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Deploying national leaders to conserve seahorses and other marine life

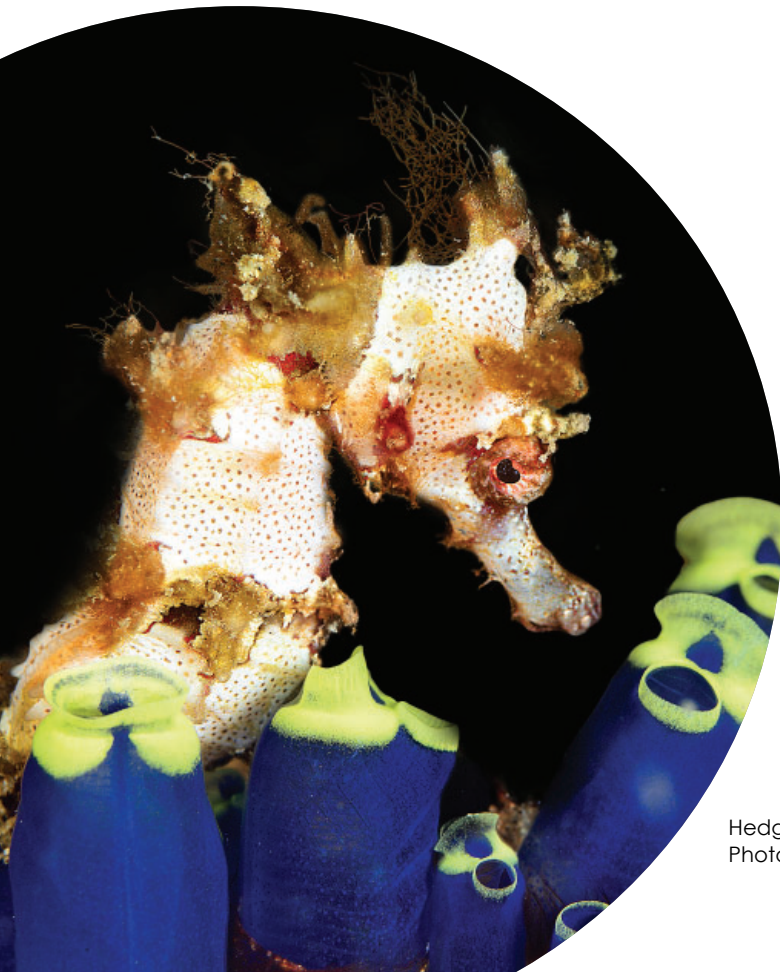
Your support could reshape how key countries address seahorse conservation. We are seeking funds to appoint and support national leaders for seahorse conservation in regions where seahorses are under greatest threat. We have identified a suite of countries where the problems of seahorses are particularly acute, yet amenable to progress. By getting it right for seahorses there, we will address many broader marine conservation issues.

Project Seahorse is eager to **hire national leaders for seahorse and marine conservation in China, India, Indonesia, Peru, Philippines, Portugal, South Africa, Thailand and Viet Nam.** We have chosen these countries, from four continents, for their strategic importance – as places where the problems are understood and we see the opportunities for progress. Needs and priorities differ across countries and we would be pleased to discuss which nation might

most interest you. In some countries, we have already identified a strong candidate for the job, people with proven track records in conservation success.

Meaningful and enduring outcomes for seahorse and ocean conservation need to come from within countries of critical conservation importance. Most direct conservation action is created at the national or local level, and is best generated by people with ecological, linguistic and cultural ties to the country. Indeed, we have always worked through in-country collaborations and partnerships, to great effect.

Project Seahorse is already wonderfully anchored in key countries where seahorses are threatened by human activities. We have worked hard to generate strong research, foster management and policy responses, and identify leaders. We are, however, limited by the lack of full-time presence in most countries. We need dedicated national experts to push seahorses and oceans on the country's conservation agenda. While it is commonly feasible to find project funds for conservation activities, it is generally very difficult to obtain costs for leadership salaries, especially for long-term staffing.

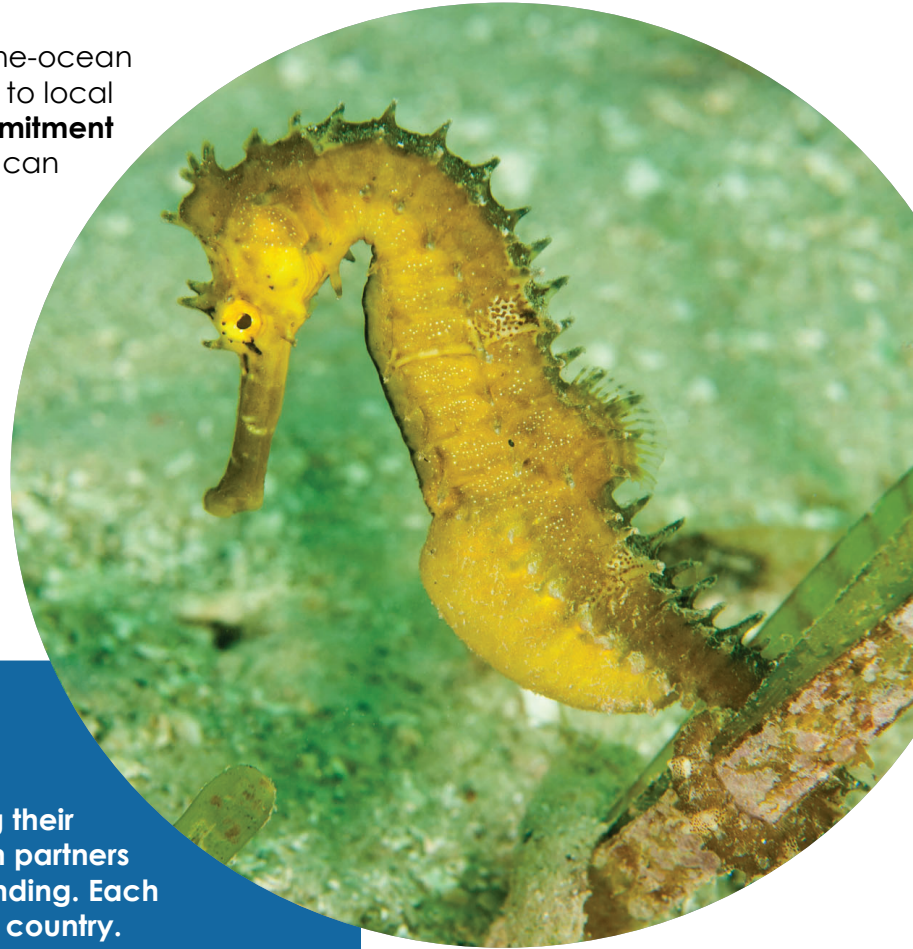


Hedgehog seahorse (*Hippocampus spinosissimus*).
Photo by Luc Eeckhout / Guylian Seahorses of the World



Blue shading shows where seahorses are found. Source: Riley Pollom / Project Seahorse.

The opportunity is to advance effective in-the-ocean conservation that is durable and responsive to local needs. **National staff have a long-term commitment to the country and its marine heritage.** They can work effectively with government agencies, colleagues and compatriots on legislation, policy and action relating to conservation of biodiversity. They are also best placed to help national authorities build in-country capacity to meet regional and global obligations. Further, national staff can act as catalysts for national marine conservation activities, by building networks among key stakeholders with a shared mission toward a sustainable ocean future.



Thorny seahorse (*Hippocampus histrix*). Photo by Jean-Claude Vanderwal / Guylian Seahorses of the World

Project Seahorse will hire staff who can develop their own stable program in a country. If we can secure their salaries, national leaders can focus on developing their active conservation initiatives, linking with partners as well as growing a team with project funding. Each leader will be embedded full-time in their country.

Budget items

- National expert salary and benefits
- Research
- Outreach and networking
- Communication costs including videos and infographics
- Operations



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*institutional overheads to be applied on top, as appropriate

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Our vision is a world in which marine ecosystems are healthy and well-managed

This vision embraces the need to reconcile conservation and human dependency on the ocean.

Our mission statement has three elements:

1. Project Seahorse is an interdisciplinary and international organization committed to conservation and sustainable use of the world's coastal marine ecosystems.
2. We engage in connected research and management at scales ranging from community initiatives to international accords.
3. Collaborating with partners and communities, we use seahorses to focus our efforts in finding marine conservation solutions.



A schematic diagram of the many layers at which we engage in marine conservation research, management and policy. Project Seahorse has made research contributions and achieved measurable impacts in life history and ecology, marine protected areas, subsistence fisheries management, community development, national law, international trade, global policy, and public outreach. Together, these initiatives advance marine conservation.



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