



## 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.



[projectseahorse.org](http://projectseahorse.org) [info@projectseahorse.org](mailto:info@projectseahorse.org) [@projectseahorse](https://twitter.com/projectseahorse)



## Investigating wildlife trade through field surveys

We would hugely value your support to carry out the fisheries and trade research that is so critically important for achieving sustainable exploitation for seahorses, as for all wildlife. As the pioneer in research on seahorse capture and use – and the engine behind the first global export regulations for marine fishes – Project Seahorse knows what has to be done and how to do it. We are the world experts in field surveys and data gathering on all aspects of seahorse exploitation. We just need the core resources to put people in the field and behind the computers.

Thanks to our early work, 182 member countries of the United Nations Convention on International Trade in Endangered Species are required to limit their exports of seahorses to sustainable levels.

**In tackling this challenge, they must ensure that exploitation does not harm wild populations, that all specimens are legally sourced and that live animals are traded humanely.**

Because most countries are operating with little to no knowledge of their seahorse fisheries and trades, they rely on our independent research to inform their management and policy decisions. Our fisheries and trade surveys also allow us to challenge formal CITES records, exploring them and exposing their inconsistencies. In this, we are again setting precedent for marine fishes.

**Project Seahorse field surveys of seahorse fisheries and trade have served as the backbone of global seahorse conservation management and policy,**

providing data and estimates that have withstood heavy peer review and policy scrutiny. Project Seahorse has a long history with fisheries and trade research, dating from about 1994, and works in close collaboration with TRAFFIC, the wildlife trade organization. We conduct gold standard investigations that have been deployed in myriad management and policy circumstances...and have long been appreciated for our reliability and integrity.

**Our fisheries and trade surveys – in 32 key countries on six continents** – have taken the necessarily labour-intensive approach of visiting fishers and traders along a country's coastline to extract front line narrative and quantitative







In-country researcher, Myrtle Arias, interviewing fisher in Talibon, Philippines. Photo by Angie Nellas / ZSL Philippines



Local fishers create a seahorse conservation society in Qingdao, China. Photo by Xiong Zhang / Project Seahorse

information. We embark on field surveys (with full ethics approval) as if they were detective stories, following all leads and extracting all available information as we visit fishing ports, landing sites, dockside cafes, seafood dealers, local markets, government offices and so much more. We distill the information we find into analyses and briefings, which interpret findings in management terms, proposing remedial action to address the under-regulated exploitation and trade. Working closely with local partners, we return this information to countries with advice on options for improvement, such as spatial planning, export restrictions and/or fisheries monitoring.

Project Seahorse urgently needs to embark on new fisheries and trade surveys in a key set of countries, some of which we last surveyed twenty years ago. We are particularly concerned about nations where there is large volume of illegal and/or unregulated trade in seahorses. These countries suffer from a dearth of capacity and lack information to implement the global requirements for sustainable, legal and monitored trade. Our field research underpins our management advice and policy briefings, guidance that feed directly into CITES support for member countries.

Our first priorities are Cambodia, China, Indonesia, Malaysia, Mexico, and Peru as we can explain. We are, however, eager to survey many other nations, too, expanding and/or updating our knowledge, so can often respond to your priorities. For each country, we need funds to carry out three to six months of field surveys and approximately six to twelve months of data extraction and analysis, writing and knowledge transfer. The scale and scope of research varies by the size of country and complexity of its fisheries and trades... and can also be adjusted to fit a range of budgets.

#### Budget items

- Salary (six to twelve months) for in-country staff to conduct field surveys, process data, analyse results and transfer knowledge domestically
- Salary support for Project Seahorse research biologist to support logistics, analysis and writing
- Salary support for Project Seahorse program manager to oversee project, transfer knowledge globally and advance policy change
- Travel costs for field surveys, collaborative visits and knowledge transfer
- Communication costs including videos and infographics



# PROJECT SEAHORSE

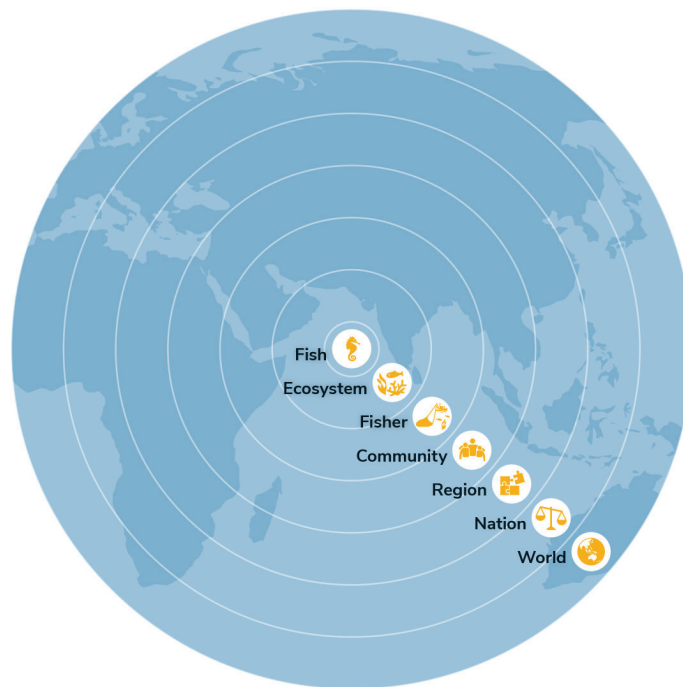
advancing marine conservation

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.



[projectseahorse.org](http://projectseahorse.org) [info@projectseahorse.org](mailto:info@projectseahorse.org) [@projectseahorse](https://twitter.com/projectseahorse)

