

Find out more at our **CBD COP '10 Side Event**

Date: **Thursday, 28th October 2010**

Time: **1.15 - 2.45pm**

Venue: **Room 136, 3rd Floor; Building 1**

Lunch will be provided

The Pacific Ocean 2020 Challenge

The Pacific Ocean 2020 Challenge calls on all countries on the Pacific Ocean rim and the Pacific Islands to commit to the sustainable management of the world's largest natural asset – the Pacific Ocean. Four major threats to the ocean have been identified – pollution, habitat destruction, overfishing and overexploitation, and climate change - that affect both Pacific Rim and Pacific Island nations. The commonality of the issues highlights the need for coordinated and Pacific-wide solutions. Only by working together can

Pacific Island and Pacific Rim countries address these threats and achieve the vision of the Pacific Ocean 2020 Challenge.

The Challenge utilises a trans-boundary approach that brings together Pacific Island and Rim governments, development partners, NGOs and communities committed to building on existing Pacific Ocean management and conservation efforts to develop a comprehensive governance framework to sustainably manage the Pacific Ocean.

Our Vision:

A Pacific Ocean that is healthy and bountiful, sustaining the livelihoods and cultures of the Pacific people and contributing significantly to the health and economic vitality of the world.

Our Mission:

A Sustainable and Healthy Pacific Ocean by 2020

What are the initiative's goals?

Develop and implement a strategic framework for joint policy, investment and conservation actions by key stakeholders, including Governments, scientific agencies, development agencies, private sector and civil society to address the environmental threats to the Pacific Ocean in a coordinated and cohesive manner. This will require the following:

- a. A new Pacific Ocean-wide platform that includes all countries that share the ocean;
- b. Commitments and actions that deal with the threats to the ocean by all stakeholders at regional, national and local level.

The importance of the initiative in the Pacific

The best scientific research indicates that the health of the Pacific Ocean will decline dramatically due to key threats including pollution, habitat destruction, overfishing – exploitation and climate change. The impact on the sustainability of the Pacific Ocean's resources and ecosystems and the future livelihood of its communities will be devastating if these threats continue unabated. IUCN has responded to this crisis by convening the Pacific Ocean 2020 Challenge in partnership with Pacific Ocean Countries and development partners to focus global attention, build new partnerships, and generate the necessary commitments to address the threats to the Pacific Ocean and ensure its sustainability in the medium and long term.

Enhancing Pacific Ocean-wide Partnerships

Recently, there have been a number of major regional initiatives which have increased the scale of conservation activities throughout the Pacific Ocean with positive impacts. These are commendable steps but will, however, require further support and commitment from Pacific countries if we are to make a profound change in improving the health of the Pacific Ocean. Limitations of scale also restrict or confine positive impacts of such initiatives to within EEZs of individual or a few countries/territories. The Pacific Ocean 2020 Challenge, with its trans-boundary approach, will take the coordination of efforts and integration of approaches to new scales. The Challenge combines scientific research

with economic valuation and governance reviews to produce comprehensive strategic actions towards fulfilling its mission. Ultimately, it is hoped that a Pacific Ocean Commission-like platform will be formed that builds on existing regional policies, thus providing a roadmap for achieving the Pacific Ocean 2020 Challenge mission.



Our Partners



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Taking on the Challenge

There are several ways in which people can take part in the Pacific Ocean 2020 Challenge – from lobbying local politicians, to making small personal changes in how we live:

High Level Commitments and Actions: Clear and concrete commitments and actions to harness and prevent further human-induced threats to the Pacific Ocean at all levels from Governments across and bordering the Pacific Ocean.

States, Cities, and Institutions: Develop and implement policies and actions that address the threats to the Pacific Ocean.

Private Sector: Corporate- and industry-wide policies and actions to control/reduce carbon emissions, pollution and energy use.

Communities: Practical actions to manage and sustain their ocean shores and reefs.

Individuals: Commitments on activities that will contribute to practical and effective actions, and galvanise networks.

With determination and commitment, we *can* cultivate an ocean of hope towards **a sustainable and healthy Pacific Ocean by 2020!**