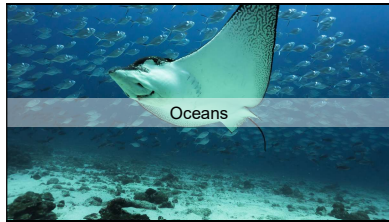


Slide 1

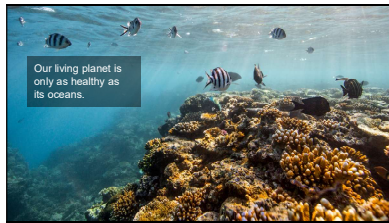


Slide 2



Oceans are one of WWF's six main areas of focus

Slide 3



These vast bodies of water cover more than two-thirds of Earth's surface and are home to some of our most spectacular and treasured life. Oceans regulate our climate, produce half the oxygen we breathe, fuel the water cycle that produces rain and freshwater, sustain the livelihoods of millions, and provide nourishment for nearly 3 billion people.

Slide 4



The world's oceans are a lifeline for people around the world, generating at least \$2.5 trillion worth of products and services each year. Fishing alone supports more than 260 million jobs. Only a healthy ocean can keep this economic engine running.

Slide 5



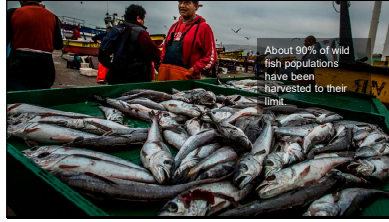
Today the ocean's reserves are overdrawn, threatening countless communities around the world with climate, economic, and food insecurities. Unsustainable development, fueled by human population growth, has weakened ocean ecosystems. Modern technology is accelerating the rate of change.

Slide 6



Our oceans have absorbed most of the planet's warming—over 90%—and a significant amount of our carbon pollution. Warmer oceans are driving stronger storms and bleaching coral reefs. As oceans absorb carbon dioxide, they become more acidic, threatening most shelled organisms, including small crustaceans fundamental to the marine food chain.

Slide 7



Seafood is the major source of protein for roughly a billion people. But according to the UN Food & Agriculture Organization, about 90% of assessed wild fish populations have been harvested to their limit and cannot handle the pressure that would come from adding more boats, nets, or poles. There are also regions with little enforcement of rules where the most destructive fishing practices continue to damage habitats and ecosystems, as well as the marine life that call them home.

Slide 8



Scientists estimate more than 2 million species live in ocean waters. And nine out of 10 haven't been fully identified. The Marine Living Planet Index recorded a 36% overall decline in the abundance of marine life between 1970 and 2012. Unsustainable fishing is the primary direct threat to marine population, followed by habitat changes, which can also include a loss of food sources.

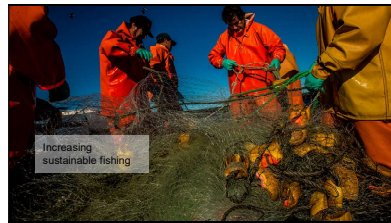
Slide 9



WWF is working collaboratively on the brightest conservation ideas that focus on building a more resilient ocean through sustainable fishing practices and protecting important regions, like the Arctic and threatened mangrove forests.

The problems we face go well beyond borders and so does our work. WWF is uniquely positioned to activate a global network of experts and activists to confront the world's most pressing ocean conservation challenges.

Slide 10



WWF is working with fishers, fishing companies and scientists around the globe to understand and meet sustainability standards. We then connect those sustainable seafood producers with partners in preferred markets, linking fishermen directly with major seafood buyers in retail, food service, and manufacturing who want to support sustainable fishing. This creates financial incentive to invest in long-term sustainability.

Slide 11



At the same time, we work to stop illegal, unreported, and unregulated fishing through a combination of governance, enforcement, technology, and engagement.

Slide 12



Mangrove forests protect coastlines and communities from sea level rise and intense storms, while also housing many nurseries of the sea where fish spawn. But we're losing them fast. WWF is a founding member of the Global Mangrove Alliance, working with organizations around the world toward the goal of expanding the extent of mangrove cover around the world 20% by the year 2030.

Slide 13



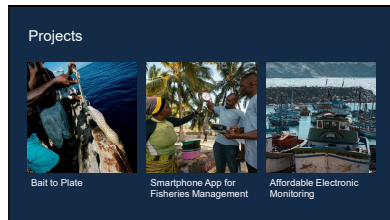
WWF has been on-the-ground for 25 years in the Arctic, collaborating with local communities and experts in science, policy, and planning. We work to strengthen Arctic-wide governance, advance climate-smart, sustainable development, and secure permanent protection for ecologically critical areas.

Slide 14



Oceans X Labs, a joint initiative of Conservation X Labs and WWF, is matching big ideas with the brightest minds in search of solutions to the global challenges of oceans conservation. Together we're building an online community for people to share ideas, collaborate, and invent technology that could help keep our oceans healthy.

Slide 15



WWF's oceans team is working on several projects to ensure healthy, resilient oceans. Those include:

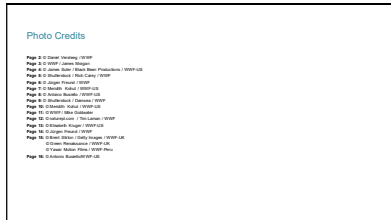
- Tracking seafood from bait to plate** - WWF works with leaders in the public and private sectors track seafood along every step of the supply chain
- Smartphone app for fisheries management** - WWF has developed a new smartphone app that helps fisherman self-report their catch data while at sea, making it easier and cheaper for fisheries managers, businesses, and governments to collect vital information about community fishing activities.
- Affordable electronic monitoring** - WWF is collaborating with the US government and a company called Flywire to develop a low cost electronic monitoring system that is able to collect high quality data at less than a tenth of the cost of existing systems used by the commercial fishing fleet.

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Visit the World Wildlife website to learn more.

Slide 17



Slide 18

