



# Revitalizing coastal fisheries

## Introduction

**Rare's coastal fisheries work transforms how we protect and manage the world's territorial seas.**



Photo: Alvaro "Catita" Santos Leal is a lifelong fisher from Vila de Pesquerio in Para Brazil. Photo Credit: Enrico Marone

## Our solution:

Community-led management of coastal fisheries and ecosystems.

## Our work:

Fish Forever, Rare's coastal fisheries program, revitalizes coastal marine habitats, such as coral reefs, mangroves, and seagrasses, protects biodiversity, and secures the livelihoods of fisher households and their communities. Together with partners and local leaders, we strengthen community-led fisheries management. We do this by using behavioral, social, and biological sciences, an area- and rights-based marine management approach, community engagement, data for decision-making, financial and market inclusion, blended finance, and enabling policies and regulations.

## Our impact:

The work benefits people, nature, and the climate — helping to ensure a more sustainable food supply, improve social equity, and achieve greater resilience to external impacts like climate change.

## Our impact statement:

By 2040, enable community-led conservation of 1,000,000 km<sup>2</sup> of coastal marine ecosystems and enhance the resilience of coastal communities in the face of a changing climate — empowering them to effectively and equitably co-manage their coastal and fisheries resources and protect critical marine habitat.

Photo top: Samira Jamu is a marine biologist born and raised in Ilha de Moçambique. Photo Credit: Esther Mbabazi

# Our approach

## Community-led fisheries management



The main objective [of our work] is to establish a network of marine protected areas managed by the [small-scale fishing] communities themselves. Involving the community is key to success for any conservation project. If the fisher acquires pride — for the fish, for the mangrove, for the seagrass and coral... he will respect [and take care of] them.”

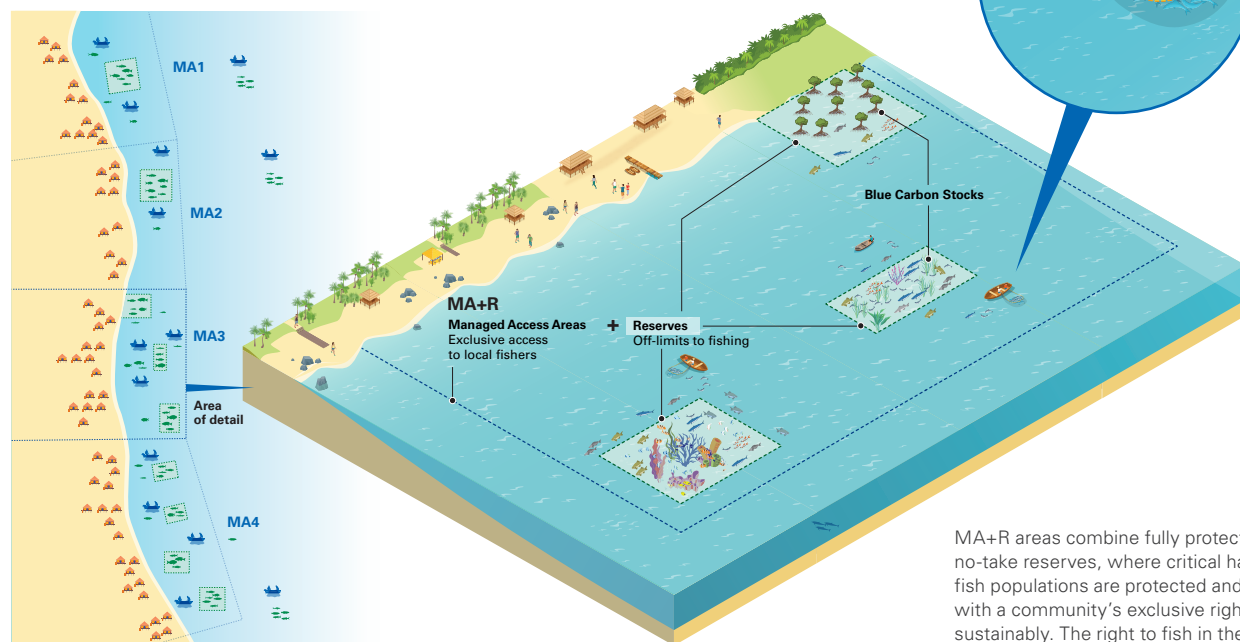
– **Cremildo Armando**  
Rare staff



## Our model

### A Network of Managed Access Areas with Reserves

Fish Forever uses a community-led, behavior-centered approach to the rights-based management of territorial waters. Our approach is anchored on a networked marine management system called Managed Access Areas with Reserves (MA+R), which combines fully protected areas with sustainable use zones, networked at the correct ecological and governance scale.



MA+R areas combine fully protected, no-take reserves, where critical habitats and fish populations are protected and can recover, with a community’s exclusive rights to fish sustainably. The right to fish in the managed access areas gives local fishers a powerful incentive for responsible and cooperative fishing behavior.

# Our scale strategy

Rare's strategy to deliver and scale our work is based on four pathways:



## Direct:

Build capacity of local implementing partners to establish community-led management of coastal resources.

## Supported:

Prepare and support others to build capacity of local implementers.

## Influenced:

Build demand and create enabling environment for others to adopt approaches.

## Ecosystem-led:

Collaboratively expand overall prioritization and funding for coastal fisheries protection and management.



These pathways help Rare deliver more efficiently without sacrificing effectiveness (i.e., Direct and Supported pathways). They also create the conditions for the widespread adoption of our approach and solution (i.e., Influenced and Ecosystem-led pathways) among the earth's most biodiverse and climate-vulnerable geographies.

Photo: La Ode Muhammad Ramadan, Government leader and community facilitator Southeast Sulawesi, Indonesia. Photo Credit: Jason Houston



## Why Rare

Rare's [coastal fisheries](#) program is a successful and scalable model that enables coastal communities to lead in the protection, management, and restoration of coastal habitats and fisheries. For over a decade, Rare has partnered with frontline communities, government officials, allied NGOs, and other stakeholders to pair effective protection of critical habitats with sustainable use by local fishers. The result is measurable improvement across an array of success measures — fish populations, habitat protection, local livelihoods, and community trust — which make communities more resilient to climate change. Rare's model is currently implemented in more than 2,000 coastal communities across eight nations: the Philippines, Indonesia, Mozambique, Brazil, Honduras, Guatemala, Palau, and the Federated States of Micronesia.

Additionally, Rare's experience and expertise in developing and deploying innovative finance initiatives is creating pathways to prosperity for community members within regenerative aquaculture and key fisheries value chains.