

# STEERING A PARTNERSHIP THROUGH STORMY SEAS

Baja Marine Initiative, Mexico

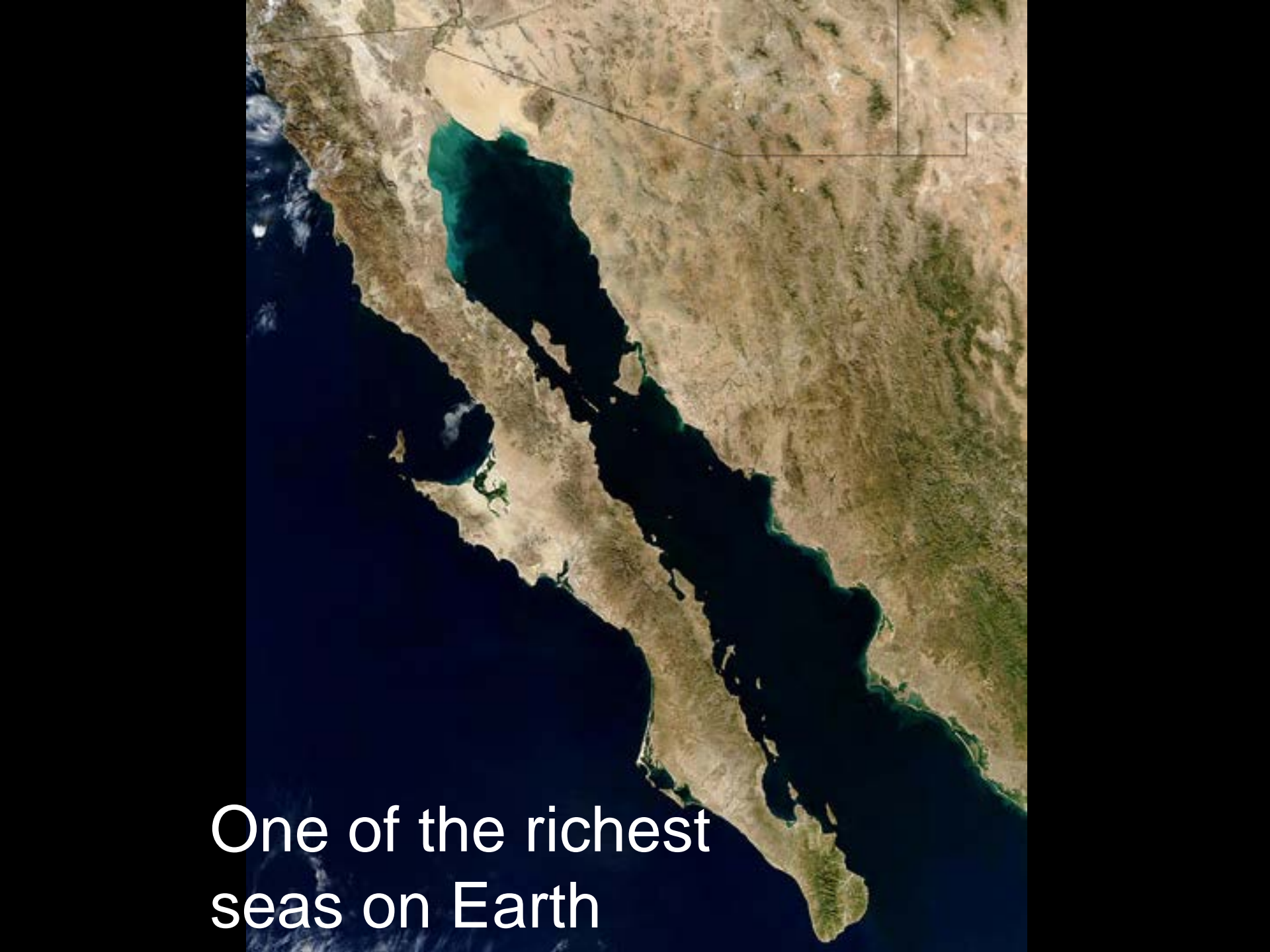


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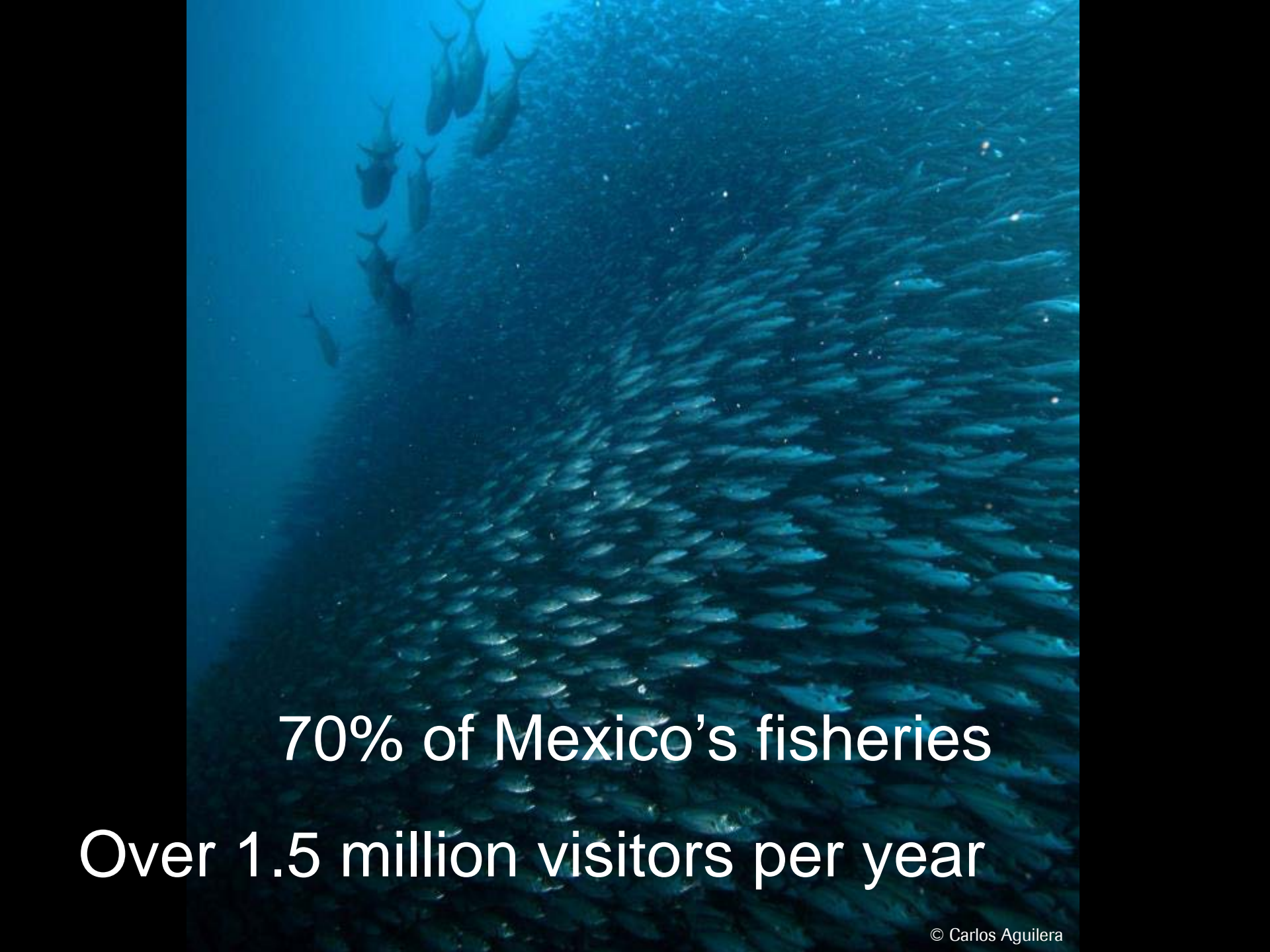
Marine Aggregation 2014

ExpPract 3: Stepping Off the Deep End: Strategies to Build a Successful Project.

Wednesday, February 12, 2014, 10:30 a.m.

A satellite image of the Red Sea region, showing the sea in a dark teal color, surrounded by brown and tan landmasses. The sea is elongated and narrow, with several smaller bodies of water branching off. The surrounding land is mostly arid and hilly. The text "One of the richest seas on Earth" is overlaid in white at the bottom left.

One of the richest seas on Earth



70% of Mexico's fisheries

Over 1.5 million visitors per year



Overharvest putting  
livelihoods and economy at risk



The loss of 1 hectare of mangroves =  
\$37,500 USD of fisheries revenue loss/year



Only 7% of the region is protected and less than **0.5%** is a no-take area

TNC and FMCN joined forces to  
accelerate the pace and scope of  
conservation in the region

**2012**  
**4.5 Million Hectares**



**2021**  
**10 Million Hectares**



# WE EMBARKED ON A JOURNEY

To maintain and increase the marine vitality in the Gulf of California and Mexico's Northern Pacific, so it continues to provide nature's benefits including food, water, livelihoods and income to the region's inhabitants





**OFF WE WENT ON A GREAT ADVENTURE**



**AND THEN A STORM STARTED BREWING**



**OUR SHARED VISION IS BIGGER  
THAN OUR DIFFERENCES**