



PROMOTING OCEAN CONSERVATION

Oceans are the birthplace and the basis of all life on Earth – and they are critically endangered. The unprecedented sea level rise and water warming caused by climate change are among the impacts indicated by a recent United Nations report. By the end of the century more seas in the world may be warmer and more acid – with implications for marine life, Earth’s climate and the food security of billions of people.

It is necessary to act in order to prevent warnings from the scientific community from becoming true. We must protect at least 30% of the oceans in the world so that we may assure food production and leisure maintenance and expansion, climate stability and healthy ecosystems. Mobilizing people, companies and governments for planning, management and monitoring actions toward the protection and sustainable use of coast and ecosystems is essential for us to achieve this goal.

SURFING AND OCEAN CONSERVATION

Surfing is much more than just a sport. It is a lifestyle and a benefit provided for free by nature which contributes for health and the quality of life of people and communities.

There are at least 30 million surfers in the world. In Brazil, the number of surfers ranges from 5 to 7 million, and surfing is considered the 2nd most practiced sport. Those are people passionate about this sport and dependent on healthy beaches and oceans. Therefore, surfing communities are among the greatest ocean advocates and protect the places they love. Economists estimate that each surf break with good waves generates up to US\$ 18 million every year for local economies, creating hundreds of jobs and supporting thousands of people.

Guarda do Embaú, Itamambuca and Fernando de Noronha are examples out of hundreds of places in Brazil where there occurs the perfect union between high-quality waves for surfing and coast and marine ecosystems rich in biodiversity and relevant for local economies. On the other hand, many of the best surf breaks are currently in areas where coral reefs, forests and sandbanks are critically endangered, whether by urban expansion, predatory fishing, pollution or by climate change.



**Between 5
and 7 million
surfers in
Brazil**



**3 out of 7 people
depend on sea
food as their main
source of protein**



**2nd most
practiced sport
in Brazil**



**44% of the world
population lives
150 kilometers
from the ocean**

THE SOLUTION: SURFING AS AN AGENT OF CHANGE OF THE COASTAL ZONE

Considering the potential of surfing as an agent for the conservation and economic development of the Brazilian coast, **CI-Brazil and Instituto APRENDER Ecologia** joined forces in the **Surf Ecosystems Brazil** partnership in order to promote marine conservation, mobilizing surfing communities in Brazil. That partnership combines CI-Brazil's expertise in the creation of protected marine areas and Instituto APRENDER Ecologia's experience with combining sport and conservation, protecting iconic waves and ecosystems. Together, we present a proposal for a national programme aiming to create surfing reserves. Those areas are defined by local communities, nationally acknowledged and intended for the valuation and conservation of surfing ecosystems. So while surfers protect the places they love, which many people economically depend on, we promote the conservation of oceans with the support of the local society.

Brazilian Surf Reserves Program has the goal of creating Surfing Reserves in order to protect emblematic waves and contribute for the conservation and sustainable development of the Brazilian coast, through the engagement of the target community in the protection and sustainable use of coast and marine ecosystems linked to the surfing culture.

The World Surf League - WSL has already provided match funding for the Brazilian Surf Reserves Program, increasing the impact and visibility of the program.

OUR GOALS

- Create and implement a network of Surfing Reserves in the Brazilian coast, creating a Surfing Reserve every year.
- Foster the protagonism of the surfing community in the conservation and management of marine and coast ecosystems.
- Promote an innovative management model focused on the sustainability of surfing ecosystems for the current and future generations.
- Strengthen the implementation of public policies and instruments of protection and management of the coast zone.

OUR PLAN

- Form an administrative structure with an executive department, a technical scientific technical board, a strategic board and local management collectives.
- Create a fund as a mechanism for the creation and support for the management of surfing reserves.
- Define criteria for the recognition of surfing reserves, including wave quality, culture and history of surfing, importance for the conservation of biodiversity, socioeconomic characteristics and community engagement.
- Structure processes and procedures for the operationalization of the program.

MAKE THE DIFFERENCE

CI-Brazil and Instituto APRENDER Ecologia believe that every one – individuals, corporations, governments – is responsible not only for embracing the environment and socially responsible practices but also for investing on the conservation of ecosystems that are essential for the human well-being. We are seeking a seminal investment for the structuration and release of Brazilian Surf Reserves Program. With your help, we will be able to protect and promote the sustainable use of nature, ensure food, leisure, climate stability and healthy ecosystems for the wellbeing of every one. So we are seeking for a support of US\$ 268,000 for three years of project in order to implement the first three Reserves.

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Conservation International Brazil (CI-Brazil) is a non-profit Brazilian organization created in 1990 and it acts in order to ensure a healthy planet that is productive for every one. Our goal is to protect the most essential things nature provides us: food, water, our means of subsistence and climate stability.



Instituto APRENDER Ecologia is a civil association that is ecological, pacifist, educational, sportive, cultural and scientific in nature. It was founded in 2000 and it is headquartered in Florianópolis, Santa Catarina, Brazil. We work in networks of cooperation and we are aligned to the SDGs and the Ocean Decade. Our organization is pioneering in the work of joining surfing and conservation of protected areas.

LEARN MORE



CONTATO

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