



CORAL TRIANGLE INITIATIVE

ON CORAL REEFS, FISHERIES AND FOOD SECURITY

**Annex-10
Decision Document on:
Coral Triangle Day**

8th CTI-CFF Senior Officials Meeting (SOM8)

**22-24 November 2012
Kuala Lumpur, Malaysia**

**Adopted 23rd November 2012
by the Governments of Indonesia, Malaysia, Papua New Guinea, the Philippines,
Solomon Islands, and Timor-Leste**

Session #6
Day 2, 23 November 2012
Coral Triangle Day

Background:

June 9, 2012 marked the first-ever Coral Triangle Day, a regional event jointly organized by the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI CFF) member countries, development partners and stakeholders. This regional interpretation of World Oceans Day was initiated to: raise awareness on the Coral Triangle as a globally-significant eco-region—a modern-day icon of the natural world; bring to light the importance of oceans in people’s lives and the need to protect them; highlight the conservation work being done by the governments, partners, and a diverse group of stakeholders in the region to help protect the Coral Triangle; and mobilize millions of supporters for the Coral Triangle.

The Coral Triangle Day is envisioned to be annual event simultaneously celebrated by all Coral Triangle counties.

Decision:

Based on the presentations made by Indonesia and the discussions held on the session on “Other Matters” under Session 8 at the 8th Senior Official Meeting (SOM8), the Senior Officials take the following decision:

“The Meeting endorsed 9th of June as the Coral Triangle Day”

Attachment: (See next page)

Attachment -1: Concept Note Coral Triangle Day

Rationale:

The Coral Triangle Day presents a strong opportunity to bring Coral Triangle issues to mainstream audiences, particularly the youth. It is a platform for people around the region to come together and celebrate, in a physical and tangible way, their shared marine resources and highlight the importance of protecting them to for the future's food security and livelihood. This regional event serves as a springboard for bringing important regional issues to the limelight—providing opportunities for thematic focus each year (e.g., sustainable seafood, responsible tourism, marine turtles, MPAs, etc.).

The Coral Triangle Day serves to fulfill a vital communications objective of the CTI-CFF, which is to raise the profile of this region as the heart of the oceans.

Outcomes of the first Coral Triangle Day

The first Coral Triangle Day was celebrated in a total of 7 countries, in approximately 40 locations by more than 30 organizations and establishments, participated by an estimated 10,000 people around the region.

Participating countries included: Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Timor Leste, and Australia—where one or several Coral Triangle Day activities took place on 9 June 2012.

Activities

Coral Triangle Day activities ranged from beach and underwater clean-ups (most of which kick-started on Coral Triangle Day and will continue for the rest of the year), whole-day bazaars, a charity dinner for the benefit of marine turtle conservation, responsibly-caught seafood cooking exhibitions involving local chefs and celebrity chef, educational talks and exhibitions, children's activities such as face painting and art competitions, beach walks, and live musical performances among many others.

Multiplicity Effect

The Coral Triangle Day has the potential to grow as big and viral as Earth Hour through its "open-sourced" concept, which means everyone can do something to celebrate this day and share their activities through photos or videos online.