



Creating a More
Seafood Secure Hawai'i
A Programmatic Strategy for
Conservation International Hawai'i
2014–2016

CONSERVATION
INTERNATIONAL



“Ho‘i i ke kai Momona”

Return to an Abundant Ocean

What We Do

The mission of Conservation International’s Hawai‘i program is to restore seafood security in Hawai‘i, by engaging communities and stakeholders to protect their critical natural capital, foster effective governance, and promote the sustainable production, distribution, and consumption of locally sourced, sustainable seafood. To meet this challenge, we develop strategic partnerships for, provide technical assistance to, conduct research on, and invest program funds in projects that strengthen the sustainable production, distribution, and consumption of seafood in Hawai‘i.

We develop, implement, and amplify solutions to create a more seafood secure Hawai‘i, drawing on interdisciplinary science, traditional knowledge and practice, policy expertise, and market-based approaches. Our services benefit a broad range of stakeholders, including local fishing communities, natural resource managers, sustainable food enterprises, and inter-generational fishing ‘ohana (families). We do this to create healthy ocean ecosystems and resilient coastal communities, ensuring sustainable local seafood for the cultural and economic wellbeing of Hawai‘i and its people.

Our Foundation

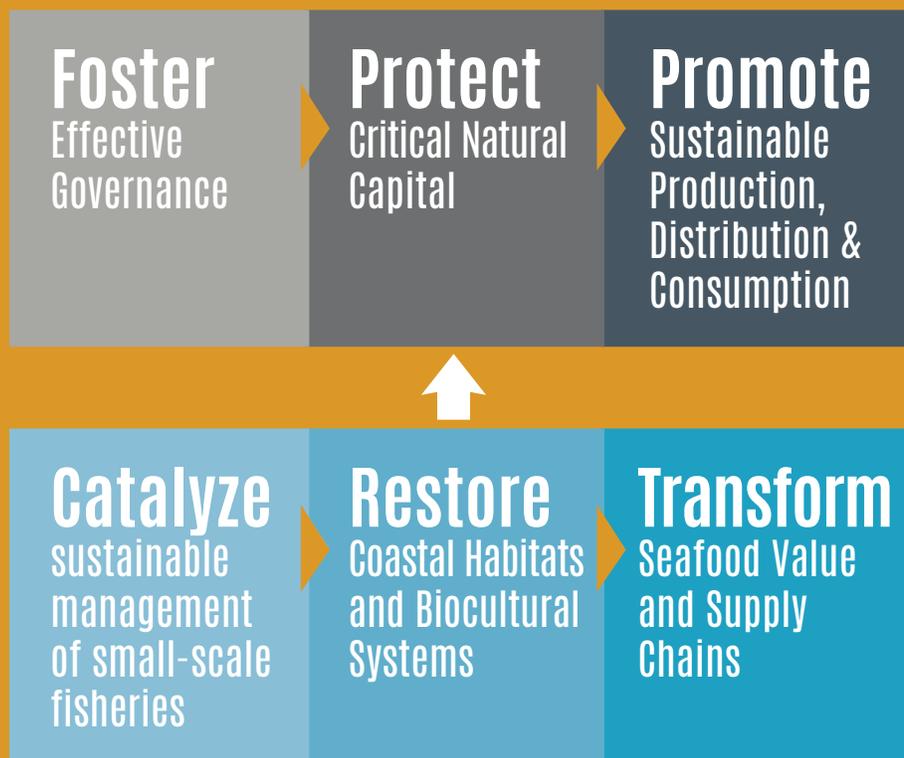
We draw from centuries of accumulated knowledge in Hawai‘i, basing our approaches on traditional fishing values, knowledge systems, and practices. We perpetuate and promote Native Hawaiian values, working collaboratively with communities and stakeholders in a participatory approach to revitalize pono (responsible) fishing values and practices, promote social equity and justice, and revitalize cultural connections to steward natural resources.

Our Program Areas

CI Hawai'i implements three program focal areas:

- (1) Sustainable Management of Small-Scale Fisheries**
- (2) Restoration of Coastal Habitats and Biocultural Systems**
- (3) Transforming Seafood Value and Supply Chains**

Through these program areas, we seek to protect natural capital, foster effective governance, and promote the sustainable production, distribution, and consumption of seafood. These actions together will enable a return to an abundant ocean (ho'i i ke kai momona), creating a more seafood secure Hawai'i for future generations.

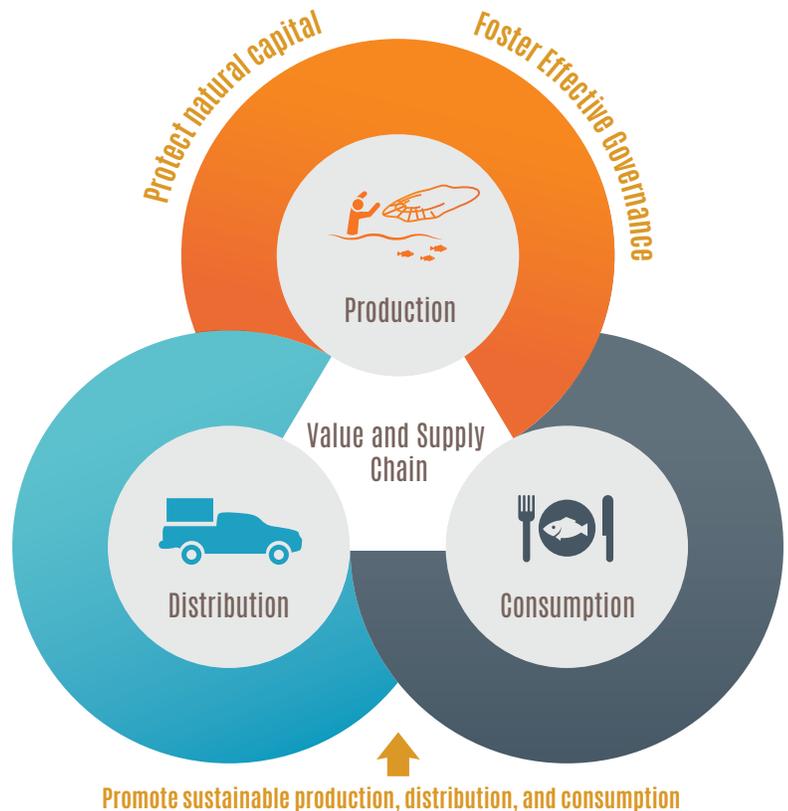


Fisheries, Communities, and Seafood Security

The coastal environments we work in are cultural seascapes, where people and ocean ecosystems are highly linked and interdependent. We seek to create positive social and environmental outcomes in these seascapes, for both communities and the resources they depend on, increasing the resilience of these systems and enabling in the long-term a return to an abundant ocean (ho'i i ke kai momona). CI Hawai'i uses a seafood systems approach as a framework to increase seafood security in Hawai'i. Seafood systems consist of production, distribution, and consumption processes, and our program areas seek to identify unique opportunities and interventions in seafood supply chains to engage a diversity of values and key stakeholders to create a more seafood secure Hawai'i.

CI Hawai'i works to increase the productive capacity of nearshore fishery ecosystems to enable fishers to produce seafood for local communities. We work on multiple fronts to protect natural capital by restoring coastal habitats and biocultural fishpond and agricultural systems, reducing threats to fisheries ecosystems and increasing their productive capacity.

Strategies



We also work to foster effective governance of small-scale fisheries, by providing technical support to local communities, resource managers, and fishers to establish and maintain sustainable practices to ensure that nearshore fishery ecosystems will provide food security to local communities in the Hawaiian Islands, as they have for centuries.

CI Hawai'i promotes sustainable production, distribution, and consumption of seafood by transforming seafood value and supply chains through innovative market-based solutions, community food distribution systems, and strategic policy engagement and reform. Our long-term vision is to enable a sustainable seafood supply chain, increasing the sustainable consumption and use of local seafood to support healthy and resilient communities.

Foster Effective Governance: Catalyze Sustainable Management of Small-Scale Fisheries

Small-scale fisheries are an integral part of our coastal communities and island heritage, providing important food provisioning and cultural services to our island residents. However, these fisheries have declined due to a confluence of factors including loss of traditional values and practices, habitat degradation, shifting economies, new technologies, invasive species, and overharvesting. These impacts have reduced the resiliency and productive capacity of fisheries ecosystems, the economic viability of local fishing economies, and the cultural services provided by fisheries.

CI Hawai'i seeks to enable and implement collaborative management approaches for small-scale fisheries, working with partners to increase capacity and create the enabling conditions for effective fisheries governance. Our team has technical experience in fisheries management and policy, expertise in traditional knowledge and practice, and strategic relationships with key stakeholders, including the fishing community. We possess a wealth of practical knowledge as well as the experience necessary to develop innovative solutions for collaborative management of small-scale fisheries.



Objectives: What we are working to accomplish

- Increased capacity of the State of Hawai'i's Department of Land and Natural Resources in nearshore fisheries enforcement, leading to better compliance
- Increased capacity of communities to successfully develop and implement site-based stewardship programs to enhance seafood security
- Innovative policy solutions and a model of practice for small-scale fisheries co-management developed and implemented
- A culture of pono fishing is revitalized, perpetuating Native Hawaiian values, knowledge, and practice in fisheries management

Strategies: Our way of getting there

- Working with the State of Hawai'i's Department of Land and Natural Resources, we are developing and implementing innovative conservation enforcement models to increase compliance with fisheries regulations
- By providing technical assistance to community-based fisheries planning and implementation initiatives, we are increasing the capacity of communities to engage in site-based stewardship
- Through our work with state resource managers, fishing communities, and other partners, we are developing partnerships and problem-solving initiatives to develop, prototype, and implement a model of practice and policy approaches for nearshore fisheries management
- By coordinating a state-wide seafood security assessment for Hawai'i, we are raising awareness among coastal stakeholders and the general public of the valuable role that nearshore fisheries play in our economy, communities, and culture

Protect Critical Natural Capital: Restore Coastal Habitats and Biocultural Systems

Coastal habitats are tightly linked to nearshore fisheries ecosystems, but changes in land use and increased coastal development have increased sedimentation, nutrients, and other pollutants from watersheds. Biocultural systems – such as traditional Hawaiian fishponds (loko i‘a) and riparian agricultural systems (lo‘i) – once provided a source of sustainably harvested food for island populations, and maintained healthy land-sea connections with benefits for coastal fisheries. However, these systems have declined due to shifting economies, degradation of habitats, and loss of traditional knowledge. Healthy coastal habitats and restored watersheds provide many benefits to island communities, including important cultural, educational and heritage perpetuation opportunities, pollution mitigation functions (by sequestering sediment and nutrients) and food provisioning services.

CI Hawai‘i is developing and implementing innovative ridge-to-reef (mauka-to-makai) solutions to protect natural capital and restore and revitalize coastal systems. Our team has technical expertise in land-sea connections, traditional Hawaiian fishpond management, coastal ecosystem services, as well as partnerships with key watershed restoration initiatives and coastal stakeholders. Our expertise and experience uniquely positions our program with the capability to develop and deliver enduring solutions to coastal restoration challenges, working together with key organizations and stakeholders to create innovative and culturally appropriate futures for restoration.

Objectives: What we are working to accomplish

- Increased prevalence of traditional mauka-to-makai (ridge-to-reef) practices in current land and sea management practices, increasing stakeholder buy-in and revitalizing cultural practices for land and sea stewardship in the short-term, and increasing the productive capacity of fisheries ecosystems in the long-term
- Restored biocultural assets and infrastructure, with increases in ecosystem services provided by these systems to adjacent fisheries habitats, and coastal resiliency to local and global stressors
- Sustainable business models for fishponds and biocultural agriculture systems developed, creating sustainable financing mechanisms that incentivize widespread restoration initiatives

Strategies: Our way of getting there

- By providing technical assistance to communities, organizations, land managers, and coastal stakeholders, we aid practitioners in developing and implementing effective and enduring coastal habitat restoration projects, including erosion and nutrient reduction measures, invasive species control, and restoration of freshwater flows
- Working with coastal landowners, land trusts, public lands managers, and stakeholders, we are developing sustainable business and operational models to spur restoration activities and create sources of sustainable financing
- Drawing from our expertise in science and traditional practice, we are developing innovative monitoring and evaluation methods to assess the contribution of coastal restoration activities and biocultural infrastructure and capital assets to ecosystem services and resiliency of ridge-to-reef systems to local and global stressors
- By providing technical expertise and assistance to fishpond practitioners, aquaculture programs, and natural resource managers, we are removing policy and practice barriers to fishpond restoration, increasing restoration and seafood production from fishponds

Promote Sustainable Production, Distribution and Consumption of Sustainable Local Seafood: Transform Seafood Value and Supply Chains

Seafood provides an important source of protein, essential fatty acids, and micro-nutrients, contributing to nutritional wellbeing. Seafood also carries important cultural roles in communities, often with deep spiritual meaning that is perpetuated through a variety of practices. In Hawai'i, despite consistently high levels of seafood consumption (three times the U.S. average), most consumers have little access to locally harvested fish. Hawai'i's food system is highly dependent on imports: 80% to 90% of food consumed in Hawai'i is imported, and 63% of all commercially sold seafood is imported. Further, a lack of transparency means consumers often don't know where their seafood comes from, or if it comes from a sustainable fishery.

CI Hawai'i is innovating market-based approaches to transform seafood value and supply chains to promote sustainable production, distribution, and consumption of seafood. Working with the seafood industry, managers, and other stakeholders, we are developing and implementing market-based approaches to increase the value of locally sourced seafood while creating incentives for seafood producers to protect natural capital. In the long-term, we seek to catalyze new investments in fisheries sustainability, create novel distribution and market systems that increase access to local seafood, and shift consumer preferences toward sustainably sourced local species, amplifying the effects of our approach throughout the seafood supply system.

Objectives: What we are working to accomplish

- Sustainable production promoted through market-based incentives for producers to fish sustainably, while increasing the value, profitability, and livelihoods associated with seafood
- Increased food production in traditional Hawaiian fishponds (loko i'a), supported by production models, markets, and distribution systems for fishpond seafood products, increasing physical and economic access to local seafood and enhancing cultural ecosystem services
- Enhanced resilience of local seafood supply systems through a network of participating producers, distributors, and retailers, working together to promote healthy, local seafood
- Increased consumption of local seafood, with shifts in consumer demand toward sustainably harvested, local fisheries products through education, awareness, and cultural engagement
- Novel investment and financing opportunities that protect natural capital are explored and developed, creating new markets and incentives to support sustainable seafood initiatives

Strategies: Our way of getting there

- By conducting a comprehensive assessment of current value and supply chains for small-scale fisheries, we are identifying key intervention points to create incentives for producers to decrease the environmental impact of fishing while increasing the value and supply of seafood
- By incubating a first-of-its-kind Community Supported Fisheries business, we are creating incentives for sustainable producers, a novel seafood distribution system, and increase consumer access to, and demand for, sustainable seafood

- Through strategic collaborations with funding organizations, aquaculture experts and fishpond practitioners, we will develop and pilot production, policy, and business models to ensure viable production approaches, markets for fishpond products, and sustainable financing for fishponds
- By developing and prototyping a fisheries improvement project for small-scale fisheries, we are engaging seafood producers and distributors in strategic partnerships to create new markets and distribution systems, and promote the responsible consumption of local, sustainable seafood
- By creating partnerships and developing novel investment and financing opportunities, we are catalyzing new investments in sustainable fisheries, aquaculture, and sustainable seafood enterprises
- By working with local governments and fishermen, we are helping to develop better management frameworks and performance metrics, and deploy innovative approaches to increase traceability

Evaluating Success: Assessing the Impact of our Work

CI Hawai'i evaluates the impact and effectiveness of its programs using a results chain approach, which has been developed by conservation practitioners to help programs define the specific impacts they seek to create and define the assumptions in their theory of change to bring those results to reality. Results chains describe a project's theory of change by linking together strategies, interim outcomes, threat reductions, and results. Our Monitoring and Evaluation Plan contains more detailed information on the threats and challenges that we address, the specific strategies that we are undertaking to reduce these threats, and the short and long-term metrics we are using to measure our impact and outcomes.





Conservation International Hawai'i
7192 Kalaniana'ole Hwy., Ste G-230
Honolulu, HI 96825

www.conservation.org/hawaii
hawaii@conservation.org

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