

Project Update: August 2012

Blue Ventures has continued to successfully raise awareness on marine turtle conservation to traditional Vezo fishing communities along the southwest coast of Madagascar. A programme of festivals and social marketing encourages cultural pride and heritage with the message: '*Fano Lany, Vezo Manegny*'- "If turtles run out, the Vezo will regret." Originally introduced to five villages in the Velondriake LMMA in 2010, this grant has allowed expansion 400 miles up the west coast, hosting plays, songs, films, radio shows, and distributing campaign materials in the villages surrounding Belo-Sur-Mer and the town of Maintirano.

In addition, the first season of monitoring nesting turtle populations on four of the Barren Isles (a 100 km chain of coral islands off the west coast of Madagascar) has been completed. Trained community members monitored and protected nests found – 27 in total – and will recommence monitoring at the end of this year when nesting season starts again.

