

INTRODUCTION TO THE SHARK TRUST



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WHO ARE WE?

The Shark Trust is the leading UK-based shark conservation charity. We work globally to safeguard the future of sharks and rays through positive change.

From an office in Plymouth, the Trust engages with a global network of scientists, policymakers, conservation professionals, businesses and supporters.

WHY SHARKS MATTER

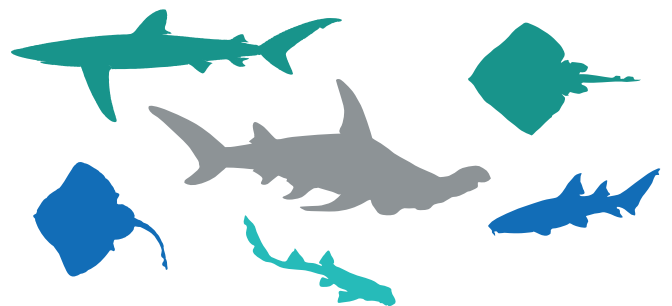
By protecting sharks and rays we can help restore ocean health.

Many shark species are top predators that play **vital roles** in **ocean ecosystems**. The presence of sharks and rays provides economic security for many communities.

And having evolved over **400 million** years, they're a **hugely diverse** and important group that deserves our attention.

71%

The global abundance of oceanic sharks and rays has declined 71% over the last 50 years, primarily due to overfishing.



“ The Shark Trust's work in protecting sharks is at the cutting edge of conservation... the only hope we have of securing the future of sharks in our seas.

Steve Backshall, BBC Wildlife Presenter

WHAT DO WE DO?

The Shark Trust has a 25-year track record of successful coordination and delivery of science-based shark conservation.

We've demonstrated an ability to work collaboratively. And act as a trusted partner and contributor to key wildlife protection and management initiatives. We identify effective solutions and drive pragmatic change.

Our work revolves around three key themes:

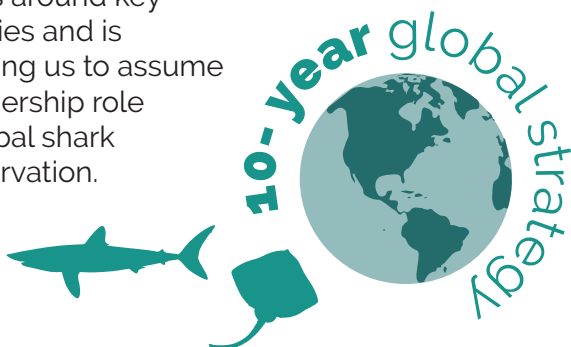
1	POLICY – Advocating for change in policy and management
2	STAKEHOLDER ENGAGEMENT – Promoting change in industry and business practices
3	PUBLIC ENGAGEMENT AND CITIZEN SCIENCE – Driving change in public attitudes and actions

We work closely with the UK Government and the EU Commission on shark and ray management and fisheries issues as part of an international coalition.



In 2015, we were one of six global NGO's behind a **new 10-year global strategy** for sharks and rays.

This strategy is now galvanising international efforts around key priorities and is enabling us to assume a leadership role in global shark conservation.



CURRENT CHALLENGES FOR SHARK CONSERVATION

OVERFISHING



The primary challenge in shark conservation is ending overfishing - addressing unsustainable and unmanaged fisheries. And the supply chains that drive the global consumption of shark products. This includes the Asian market for fins but it also importantly, includes international demand for meat, liver oil and cartilage products.

We're working actively to reform fisheries. Both domestically and on the high-seas. Pushing for sustainable management and science-based catch limits.

ACCESS TO DATA



Conservation planning and effective action requires access to data to assess the status of different species in different locations. The IUCN Red List is the global gold standard, but by 2021 10% of shark and ray species were still classified as Data Deficient. In fisheries a large number of "Data Limited Species" mean that quotas and catch limits are difficult to assess.

We work with field scientists, the fishing industry and the public to drive the collection of quality data to fill data gaps and support science-based decision-making.

POSITIVE PERCEPTION



A positive perception of sharks in the public realm is vital to maintain support for conservation. Inconsistent and conflicting messaging can create confusion and disengagement. Positive stories of shark diversity, of continual discovery and of people with sharks in their world, inspire the change we desire.

We support and advise public aquariums, museums, coastal visitor centres and schools to encourage delivery of accurate, relevant and consistent positive messages about sharks and shark conservation.

These challenges can all be met by building a network that can deliver strategic and coordinated action.

ACTIVATING CHANGE



25
YEARS

25 YEARS OF PROGRESS FOR SHARKS AND RAYS

Established in 1997. We've grown from our UK base to become a **leading global influence** in shark and ray conservation.

We now work at local, national and international levels to safeguard the future of sharks through **positive change**.

Committed to collaboration and joined-up working, since 1997 we've been instrumental in achieving **key milestones** in shark conservation.



PROTECTING VULNERABLE SPECIES BY

- ▶ Securing wildlife protection for highly vulnerable sharks and rays in UK waters.
- ▶ Working with the Convention for Migratory Species (CMS) and Convention on International Trade in Endangered Species (CITES) to secure international wildlife protection and trade agreements for numerous vulnerable species.



LEADING FUTURE CONSERVATION ACTION BY

- ▶ Actively leading on the development of a regional conservation strategy for angel sharks in Eastern Atlantic and Mediterranean.
- ▶ Collaborating in the development of the Global Sharks and Rays Initiative (GSRI) 10-year strategy (2015-2025).
- ▶ Working in partnership to establish the Shark League for the Atlantic and Mediterranean, an effective advocacy body for high-seas shark fisheries management



TRANSFORMING SHARK FISHERIES BY

- ▶ Ensuring adoption of the EU Community Plan of Action for sharks in 2009.
- ▶ Advocating for the closure of target fisheries for the most vulnerable species.
- ▶ Securing catch limits (TACs) for key commercial species in EU waters.
- ▶ Facilitating species-specific landings for all skates and rays commercially fished in EU waters.
- ▶ Overseeing improvements in domestic protection in the Mediterranean.
- ▶ Advocating for management measures implemented through high-seas decision-making fora (RFMO's).
- ▶ Working as an observer to four high-seas bodies.



ENDING THE FINNING OF SHARKS BY

- ▶ Securing the first EU finning regulation in 2003.
- ▶ Successfully advocating for the 2013 adoption by the EU of fins naturally attached (FNA) as best practice.
- ▶ Effectively promoting the EU's position as FNA champion in global high-seas management.