



Coral Triangle Day Frequently Asked Questions

1. What is the Coral Triangle?

The Coral Triangle is one of the three great ecological complexes on the planet, together with the Congo Basin and the Amazon Rainforest. It is a vast ocean expanse that geographically spreads across six countries in Southeast Asia and the Pacific: Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, and Timor Leste (CT6 countries).

2. Why is the Coral Triangle important?

The Coral Triangle is *the nursery of the seas*, which provides spawning grounds and migratory routes for commercially-valuable open ocean species such as tuna. This center of marine life hosts 76% of the world's coral species and 37% of the world's reef fish species and shelters thousands of whales, dolphins, rays, sharks and 6 of the world's 7 species of marine turtles.

It is an underwater treasure trove that directly sustains the lives of more than 120 million people who heavily depend on marine resources for food and income.

3. What are the threats to the Coral Triangle?

Coastal development, destructive fishing, overfishing, unsustainable tourism and climate change are taking a heavy toll and, if left unchecked, will cause the collapse of this world's most remarkable coral reef ecosystem.

4. What is the Coral Triangle Day?

The Coral Triangle Day is envisioned to be an annual, open-sourced event that brings together individuals, organizations, and establishments on one special day of the year to shed light on ocean conservation and the numerous ways to protect and conserve the Coral Triangle.

The event will be celebrated in several beaches around the Coral Triangle region through numerous activities including but not limited to: beach clean-ups; sustainable seafood dinners and exhibitions; bazaars; and beach parties, among others—all carrying the message of ocean conservation under the overall banner of the Coral Triangle Day.

5. **When is the Coral Triangle Day?**

The first Coral Triangle Day is on **9 June 2012** in conjunction with World Oceans Day.

6. **What is the goal of the Coral Triangle Day?**

The goal of the Coral Triangle Day is to position the Coral Triangle as a globally-significant ecoregion—a modern day icon of the natural world so that millions of people learn more about its significance to their everyday lives and are empowered to take specific actions to help conserve and protect this natural treasure.

7. **What is the theme or main message of the Coral Triangle Day?**

The theme or main message of the Coral Triangle Day is: **Shared Waters, Shared Solutions: Coming Together as One for the World's Centre of Marine Life—The Coral Triangle.**

The confluence of seas in this region that flawlessly sew and hem one country to another is what forms the panoramic tapestry of diverse cultures and traditions in the Coral Triangle. This theme will highlight the common lifeblood that binds the Coral Triangle countries together into one spectacular region and espouse a spirit of camaraderie among people to collectively protect and conserve this shared treasure.

Note that a creative theme is also currently being developed.

8. **Who can organize a Coral Triangle Day?**

The Coral Triangle Day is intended to be an open-sourced event where any individual, organization, or establishment can organize anything they want in relation to the Coral Triangle in particular, and ocean conservation in general.

Examples of events or activities on this day are: beach clean-ups; sustainable seafood dinners and exhibitions; bazaars; fashion shows; ocean film festivals; beach parties; and many more.

9. **How can I get regional exposure for my own Coral Triangle Day activity?**

All activities happening around the region on this day will be prominently featured via online video streaming at www.thecoraltriangle.com, supplemented by regional publicity and social media.

Instructions to upload your event videos will be available at www.thecoraltriangle.com in due time.

10. Are there any event branding guidelines and templates anyone can use?

Yes. The Coral Triangle Day logos and basic event collaterals can be downloaded at www.thecoraltriangle.com in due time.

11. Can other countries outside the Coral Triangle participate in the Coral Triangle Day?

Yes. Though the Coral Triangle geographically encompasses six countries in Asia-Pacific, its valuable marine resources are utilized and enjoyed by people from all over the world. Much of our seafood for example comes from the Coral Triangle and are exported to markets including Hong Kong, Singapore, the United States, Japan, and numerous European countries.

Everyone has a large stake in protecting the Coral Triangle.

12. Is the Coral Triangle Day an exclusive WWF event?

No. The Coral Triangle Day is not exclusive to WWF and can be organized by any organization that wants to help increase awareness on the Coral Triangle.

13. Can the Coral Triangle Day be used for any ocean conservation fundraising purposes?

Yes. The Coral Triangle Day can be used by any organization to help raise funds for any ocean conservation program. All funds raised does not need to go to WWF and can be channeled to any other organization working on marine conservation issues.