

last chance to save a species



**don't
fail
our
whale**

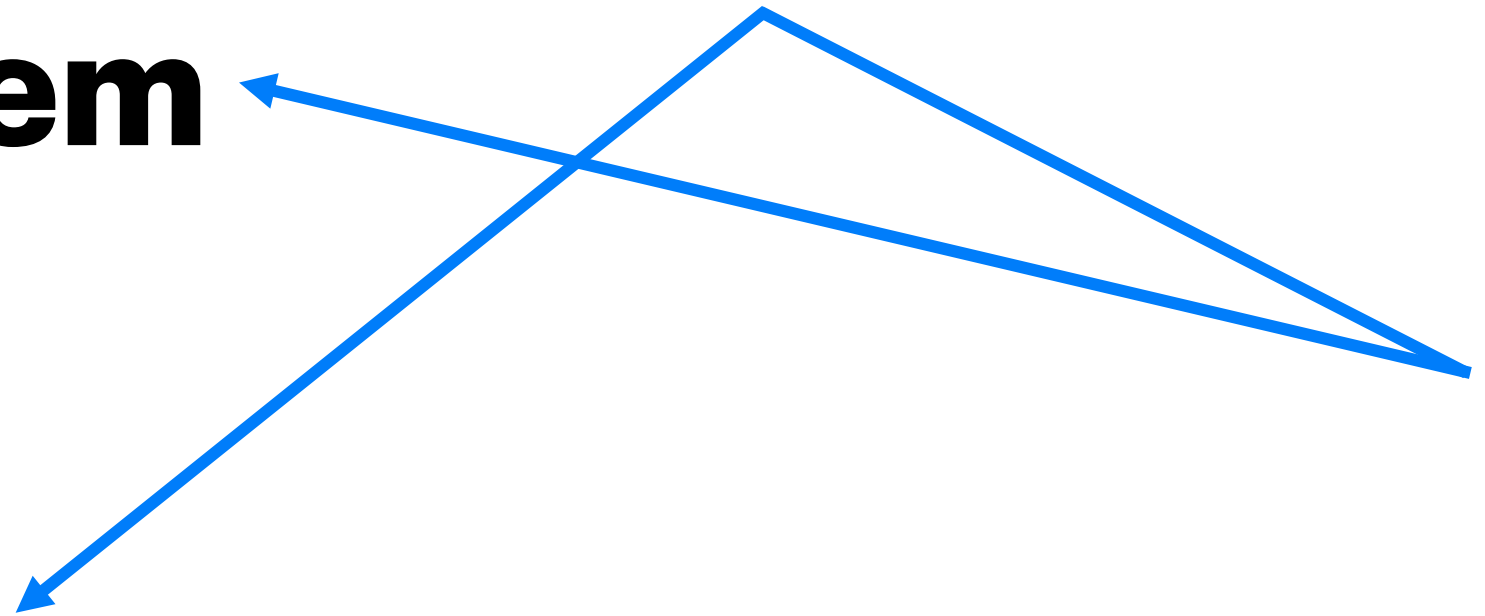
ifaw

With fewer than 350 individuals left, the North Atlantic right whale is **critically endangered**.



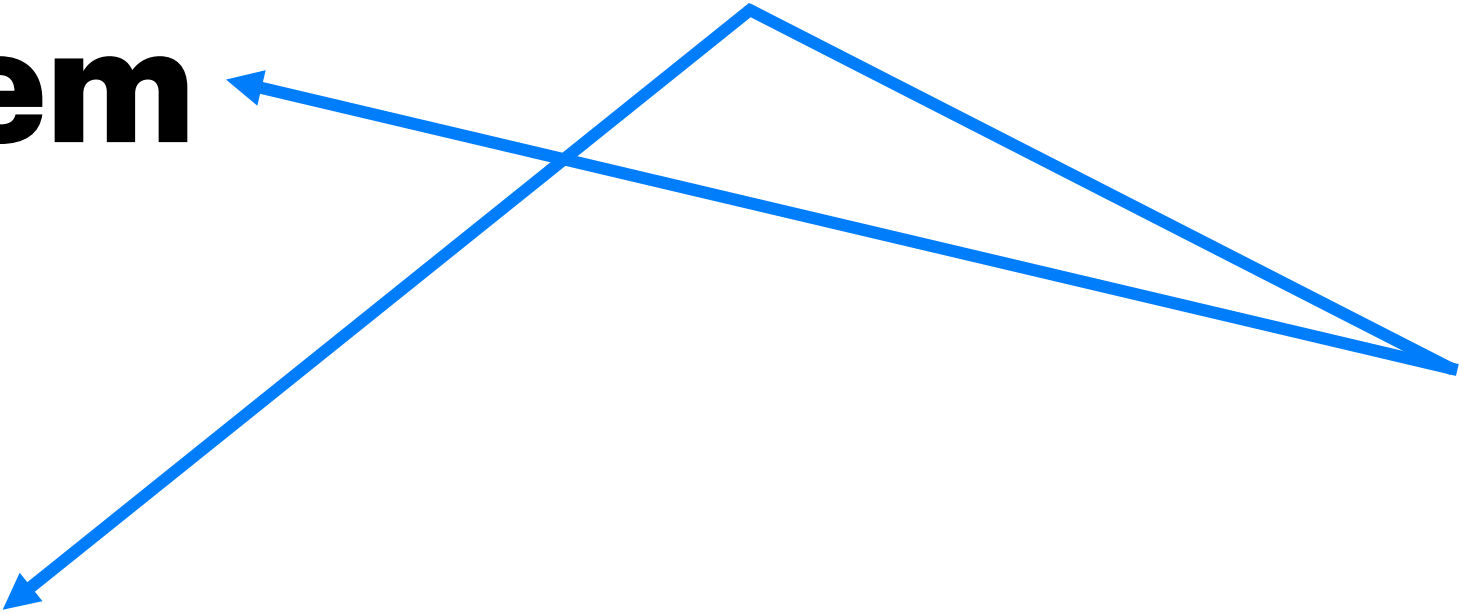
IFAW-led research revealed that between 2003 and 2018, 90% of known right whale deaths were caused by **entanglement** or **vessel strikes**

the problem for animals



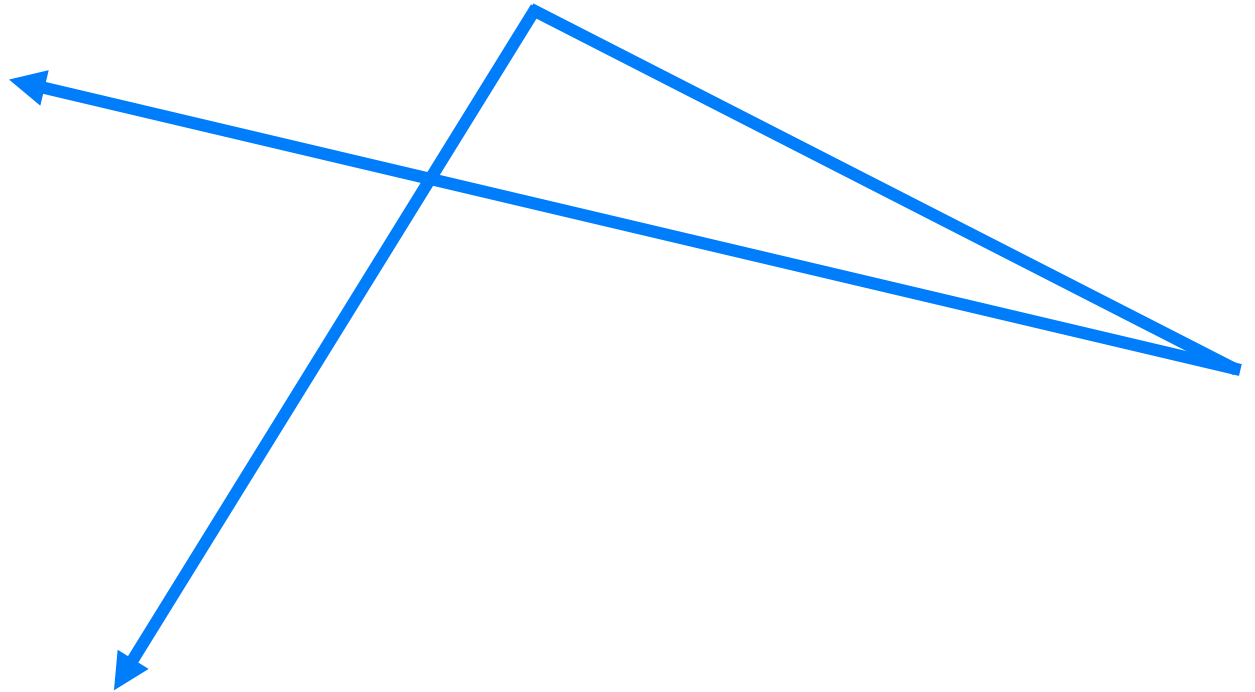
without immediate action, the
North Atlantic right whale will
go extinct in our lifetime

the problem for people



as right whales decline, New England communities will face **increasingly devastating fishing area closures**

the causes



entanglement,
vessel strikes,
climate change

entanglement

Whales face a maze of potentially **deadly lobster and crab fishing gear** as they swim, feed, and give birth.

85% of North Atlantic right whales show signs of being entangled at least once in their lifetime. Many die from their wounds and suffer stress from their injuries.



vessel strikes

With increasing boat traffic the threat of deadly vessel strikes in critical right whale habitats has grown exponentially.

These collisions cause **significant injury** and often lead to slow death for whales, as well as catastrophic damage to vessels **putting mariners at risk**.





Photo: © Florida Fish and Wildlife Conservation Commission

climate change

The warming waters of the Atlantic are forcing right whales further north in search of food, extending their migration and putting them at increased risk of entanglements and vessel strikes.

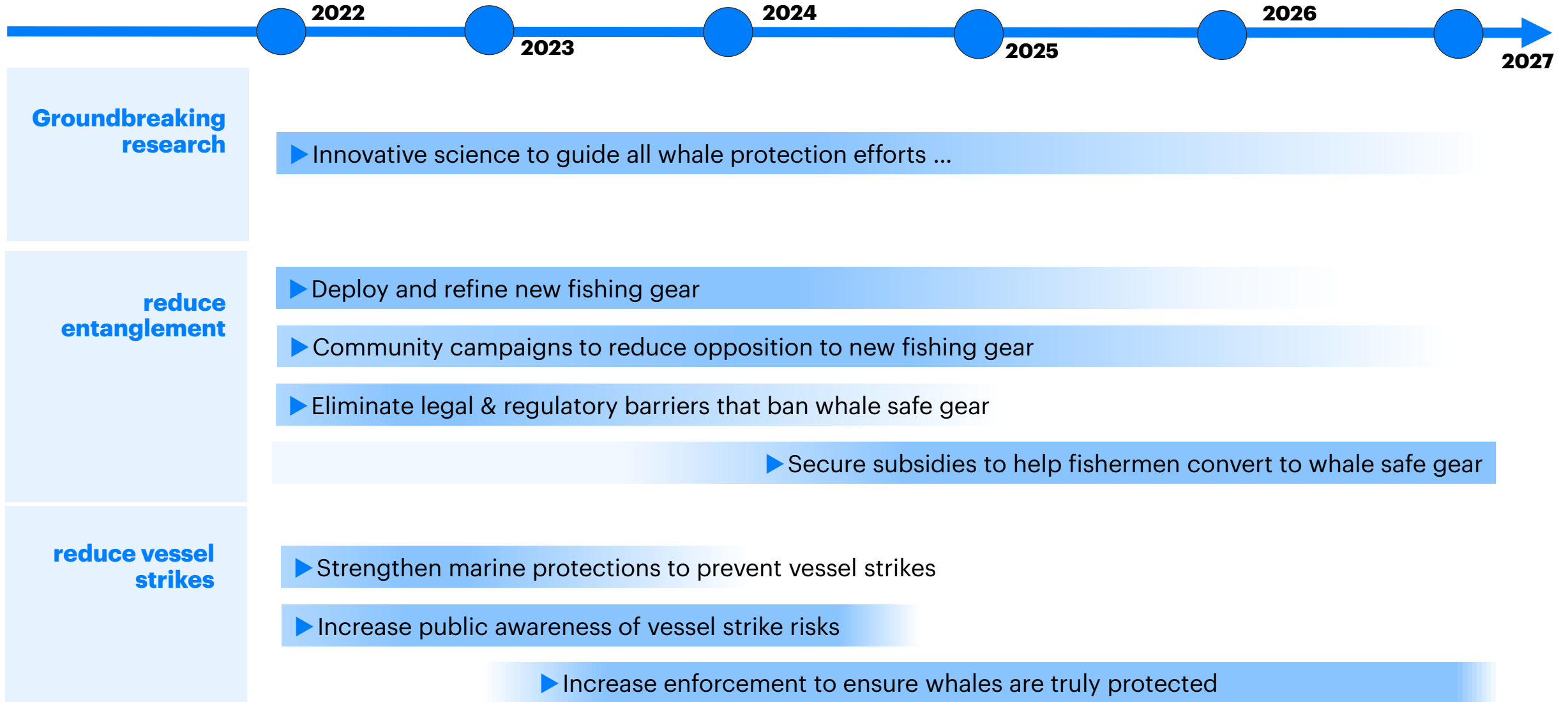
In 2017 alone there were **17 confirmed right whale deaths**. The presumed death toll since then is upwards of 50 right whales.

the solution

A blue line graph with two peaks. The first peak is higher than the second. Two blue arrows originate from the graph: one points from the first peak to the text 'the solution', and the other points from the second peak to the text 'eight steps to save right whales.'.

eight steps to **save right whales.**

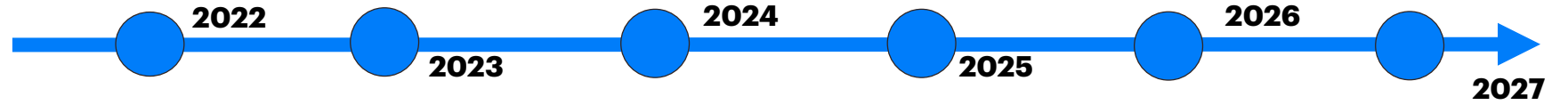
eight steps to save right whales



**groundbreaking
research**



**to guide all
whale protection
efforts**



▶ 2023 east coast research cruise

▶ The unique offshore capabilities of the R/V *Song of the Whale* will allow us to fill critical research 'gaps' with the information governments need before they can significantly strengthen right whale protections through speed restrictions and other actions. IFAW's research will include tracking the migration route of mother-calf pairs, measuring their health, monitoring human activities (vessels) and documenting acoustic/noise impacts.

▶ Testing new methods to predict whale movements in time to alert mariners

▶ IFAW has supported initial research in Cape Cod bay and will continue to help research a promising new approach which could ultimately use satellites to predict whale locations by tracking their food sources.

▶ Saving whales through innovative sedation

▶ IFAW developed the specialized equipment and protocols to sedate entangled whales, and is the only organization in the world authorized to do this. Our approach can dramatically increase the safety and success rate for rescuing entangled whales before they die from stress and injuries.

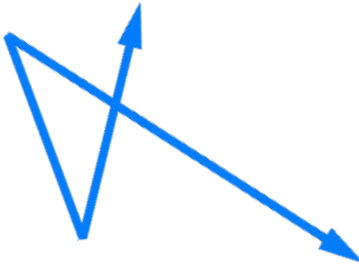
▶ Documenting every right whale necropsy

▶ Accurate information about the death of every North Atlantic right whale is absolutely essential to agencies and scientists worldwide. IFAW maintains and shares this vital research database as a global resource.

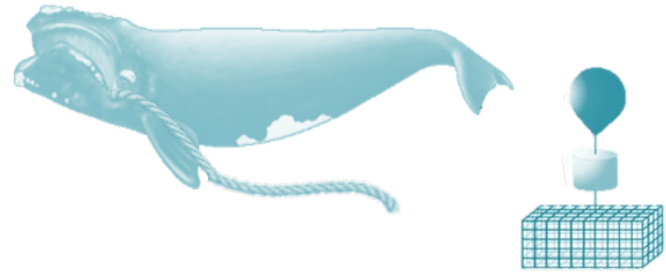
▶ Additional research to save whales

▶ Future needs cannot be predicted, but IFAW stands ready to respond where needed.

reduce entanglement



by providing innovative fishing gear



▶ Deploy and refine new lobster and crab fishing gear

- ▶ We've helped develop new fishing gear. Now we must continue working with pioneering fishermen as they begin commercial use. They are in the best position to show other fishermen that "whale safe" gear is effective, reliable and ready for widespread use.

▶ Community campaigns to build support for new fishing gear

- ▶ Community based campaigns are a critical part of overcoming misunderstandings or opposition to new fishing gear and building the "unlikely alliance" of industry and community groups needed to:
 - ▶ Persuade state and local politicians to support the conversion to "whale safe" fishing gear.
 - ▶ Work closely with government agencies to encourage use of "whale safe" gear in key areas.

▶ Eliminate legal and regulatory barriers that ban "whale safe" gear

- ▶ Before deploying "whale safe" gear, we need to streamline the system for monitoring gear locations to prevent conflict with other fisheries.
- ▶ Key federal and state regulations must also be changed to legalize whale safe fishing gear.

▶ Secure funding to help fishermen convert to "whale safe" gear

- ▶ Fishermen cannot afford the full cost of converting to "whale safe" gear. That's why our coalition will campaign for significant* government funding. This is the only way to ultimately prevent devastating fisheries closures, or the loss of an entire whale species in our lifetime.

*IFAW helped secure government funding of \$1.5M in 2020 ; \$16.9M in 2021 and \$22M in 2022 for overall whale protection, but increased funding dedicated solely to gear purchases will be needed in the coming years.

**reduce
vessel
strikes**



**slow down
vessels of all
sizes**



▶ Strengthen marine protections to prevent vessel strikes

- ▶ We need to expand protected areas to include the entire migratory route of right whales.
- ▶ Mandatory speed limits* must also be added in critical areas.

▶ Increase public awareness of vessel strike risks

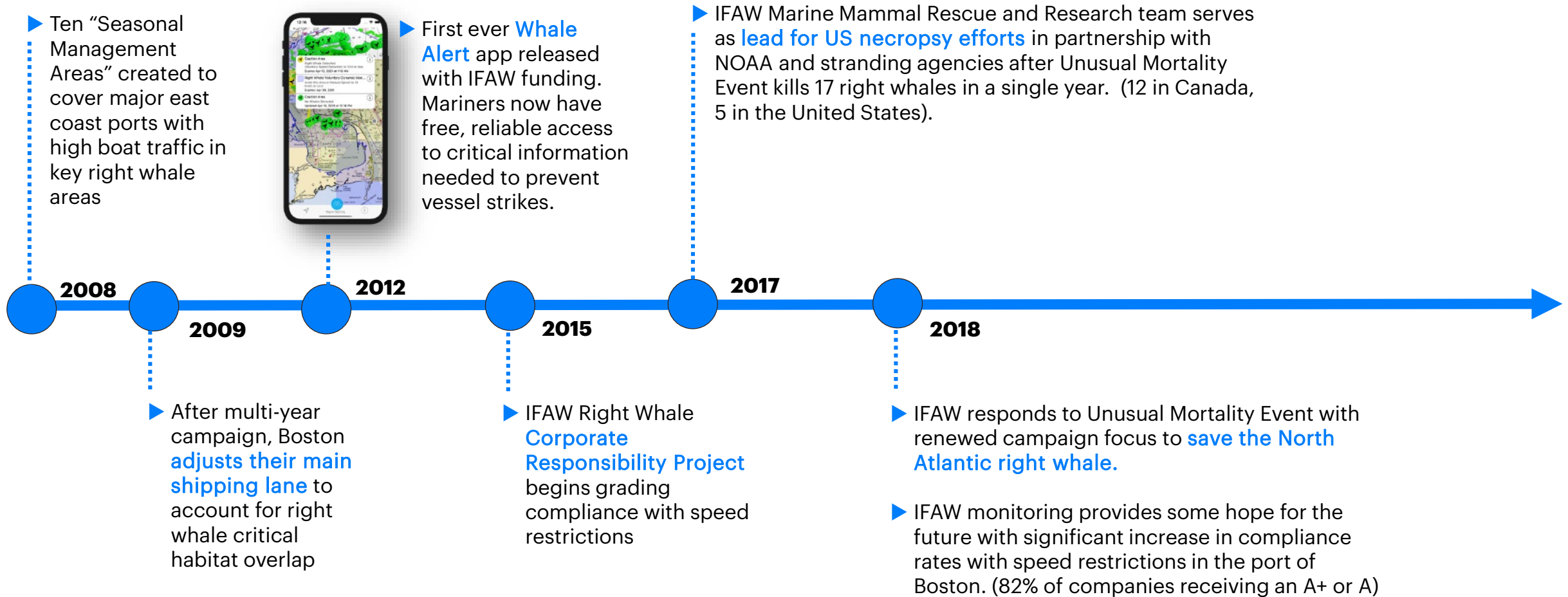
- ▶ A comprehensive east coast campaign will be launched to ensure all recreational boaters (not just large ship captains) understand the importance of regulations which protect both whales and people who could be killed if their vessel strikes one of these critically endangered animals.
- ▶ IFAW must also continue to expand and promote the “Whale Alert” app, an essential tool which ensures recreational boaters and ship captains are alerted when whales are in the area. Whale Alert serves as a “citizen science” tool for gathering data and increasing support for whale protection.

▶ Increase enforcement to ensure whales are truly protected

- ▶ By working with local and federal officials we will ensure marine agencies have the funding and public support they need to strictly enforce protections when right whales are in the area.

* A 10% reduction in vessel speed results in a 50% reduction in vessel strike risk.

A proven history of practical solutions

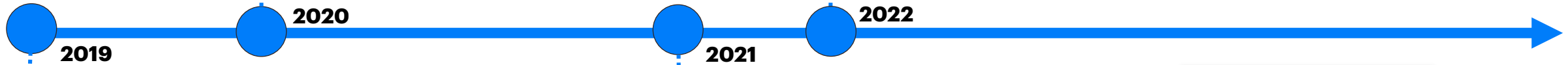


A proven history of practical solutions



- ▶ IFAW helps ensure the North Atlantic right whale is recognized as **critically endangered** by the IUCN Red List of Threatened Species
- ▶ IFAW begins testing consumer driven campaigns for seafood caught using alternative fishing gear
- ▶ Population **estimates drop to 336**, the lowest population value in 20 years

- ▶ MA lobstermen **granted first permit** to test new “whale safe” gear in closed fishing areas.
- ▶ IFAW hosts fly-in week to encourage productive meetings between pioneering fishermen and policymakers in Washington D.C.
- ▶ The **Right Whale Coexistence Act of 2022** is introduced in Congress
- ▶ **\$21 Million** allocated for right whale conservation and research from federal appropriations

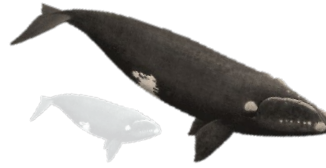


- ▶ IFAW **publishes research** finding that between 2003 and 2018, nearly 90% of all right whale deaths that could be definitively determined were caused by entanglement and vessel-induced trauma
- ▶ IFAW begins increased collaboration with fishing industry, scientists, legislators, and technology manufacturers to pursue, test, and perfect **“whale safe” fishing gear**
- ▶ **SAVE North Atlantic right whale act** introduced

- ▶ The **Last of the Right Whales**, an IFAW-supported documentary raising awareness of the need to save right whales from extinction, is released to critical acclaim.
- ▶ IFAW and others successfully campaign for **\$16.9 Million** federal allocation for right whale conservation and research.



Campaign Team



Advisors

- Sharon Livermore, Director Marine Conservation
- Danielle Kessler, Country Director US
- Patrick Ramage, Sr. Director Outreach & Collaboration
- Brian Sharp, Director MMRR
- Sarah Sharp, Animal Rescue Veterinarian
- Pat Zaat, Country Director, Canada

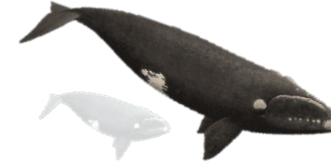
Support Staff

- Sheryl Fink, Campaigns Director – Canada Wildlife
- Rodger Correa, Director, US Communications
- Amy Masching, Global Projects Officer
- Ramon Sola, Administrative Assistant
- *(Open, posted)*, Marine Comms Manager

Implementers & Core Campaign Staff

- Kathleen Collins, Marine Campaigns Manager
- Katie Seaberg, Right Whale Campaign Assistant
- Emma Kindley, Right Whale Campaign Intern
- Jessie Hazlett, Right Whale Campaign Intern
- *(Open, to be posted soon)*, Northeast Campaigner
- *(Open, to be posted soon)*, Southeast Campaigner

Partners & Collaborators



Contractors

- Dr. Michael Moore, scientific advisor, renowned north Atlantic right whale expert expert
- Melanie Hudson, strategic advisor
- Lori Caron, MA lobstermen representative, founder of Pioneers for Thoughtful Coexistence
- Tai Ginsberg & Associates, Strategic Advisors federal and state policy
- Scott White, Retired Coast Guard

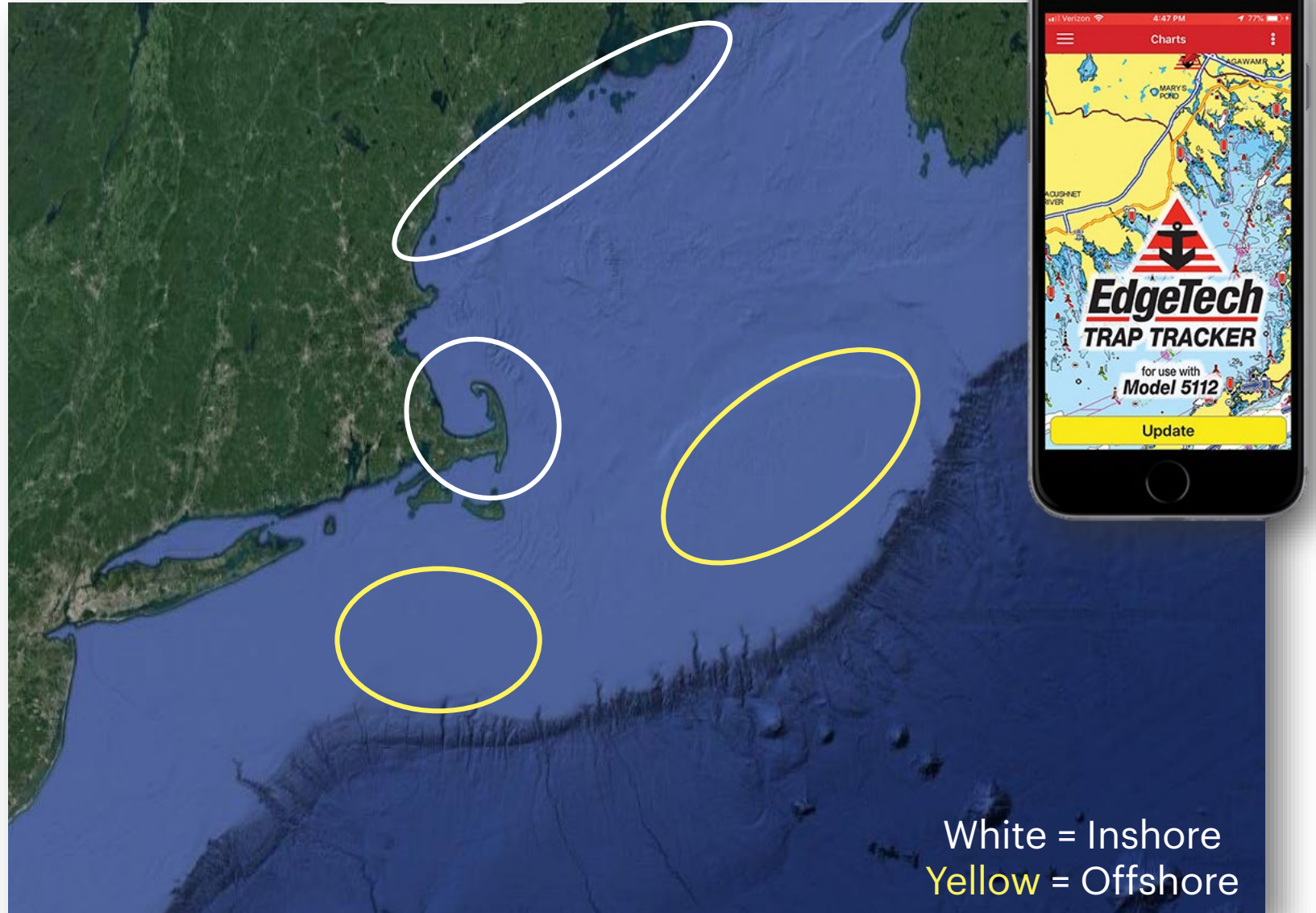
Key Collaborators

- Woods Hole Oceanographic Institute
- NOAA Northeast Fisheries Science Center
- US Coast Guard
- Canadian Whale Institute
- Conserve.iO
- Stellwagen National Marine Sanctuary
- Various NGOs (CCS, CLF, NRDC, WDC, Oceana etc.)

field testing on-demand gear

Collaborators

- Participating fishers
- IFAW
- Conservation Law Foundation
- Whale & Dolphin Conservation
- NOAA Fisheries
- WHOI
- EdgeTech
- SMELTS
- Ropeless Systems
- Sub Sea Sonics
- WHOI Spool



12 offshore vessels and 25 inshore vessels in the 2022 trial season

your support saves lives

- ▶ Groundbreaking research to guide whale protection efforts
- ▶ Reduce entanglements by providing innovative fishing gear
- ▶ Reduce vessel strikes by slowing down vessels of all sizes



Project budget: \$1 million annually



Photo: © NEAQ/Taken under a Scientific Research Permit
issued by the National Marine Fisheries Service/NOAA.

To discuss IFAW's work and how you can help, please contact:

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