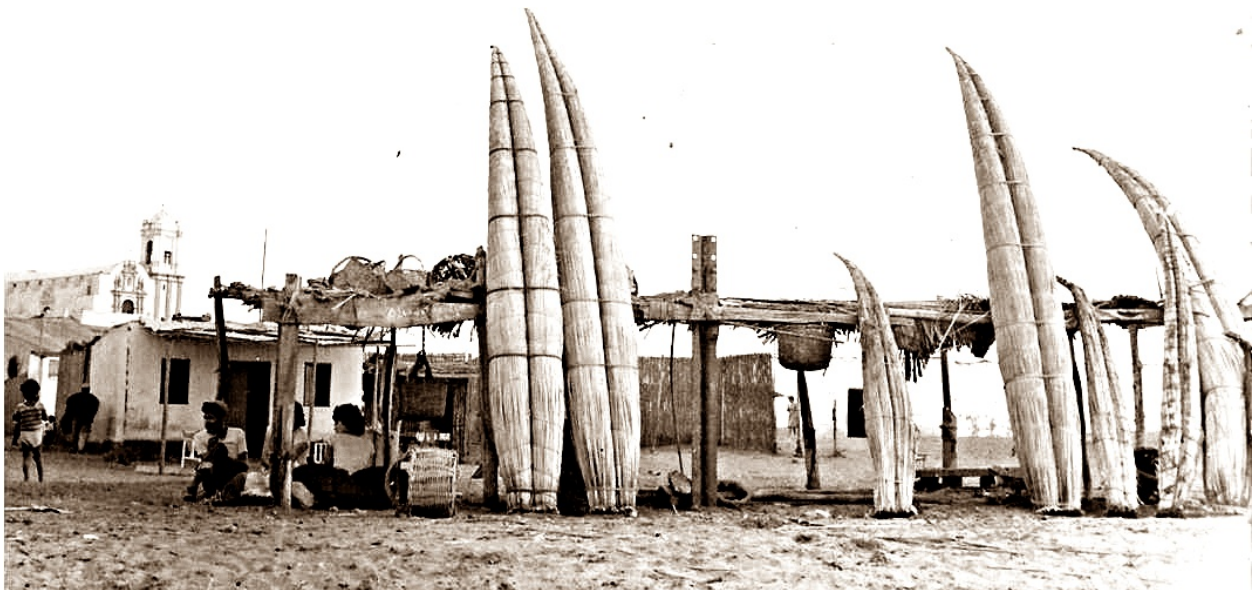




World Surfing Reserves

World Surfing Reserve Management Plan Huanchaco, Peru



Prepared by:

The Huanchaco World Surfing Reserve Local Stewardship Committee
& Save The Waves Coalition



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I. World Surfing Reserve Overview

Introduction:

On October 26, 2013 the community of Huanchaco was enshrined as the world's fifth World Surfing Reserve, and the first World Surfing Reserve in Latin America.

Huanchaco is well known as a surfing destination in Peru for its consistent, clean surf and ancient pre-Colombian history as a seafaring town. The strong ocean culture of Huanchaco is also credited with being the birthplace of Peru's "caballito de totora" – a one of humanity's earliest known surf crafts used to ply the waves for both work and for pleasure for over 3,500 years. Huanchaco is considered an 'ancient cradle of surf culture'.

In addition to formally recognizing Huanchaco for its outstanding wave quality, unique environmental characteristics, surfing heritage, and community support – the cornerstone of the World Surfing Reserve program is its emphasis on locally-led coastal conservation efforts.

Save The Waves Coalition works alongside each new World Surfing Reserve to develop a Reserve Stewardship Plan; a strategic plan for identifying the local World Surfing Reserve goals, primary threats to those goals, the root causes of those threats, and concrete steps for mitigating those threats.

The Reserve Stewardship Plan is co-developed by the Local Stewardship Council, which oversees the Reserve management. This group is comprised of local surfers, environmentalists, local government officials, and business leaders. Developing the Reserve Stewardship Plan together builds consensus on future conservation efforts that they can enact to protect their prestigious World Surfing Reserve.

The result is a clear conservation and management framework developed by the local community in partnership with Save The Waves Coalition to guide conservation and management of the reserve to meet its goals.

II. World Surfing Reserve Local Stewardship Council

WSR Vision and Objectives:

- Vision Statement
To be recognized worldwide for the consistency of the waves, the coastal environment, and our ancient culture, embodied in the use of the *Caballito de Totora*.

- Objectives of Stewardship Plan:
 - 1) Improve the natural coastal environment
 - 2) Maintain the traditional cultural identity

Local Stewardship Council and Officers:

The Local Stewardship Council oversees all management and stewardship activities for their World Surfing Reserve. This volunteer group of local leaders is comprised of surfers, environmentalists, business leaders, government officials, and community activists. The Local Stewardship Council co-developed the WSR Management Plan with Save The Waves Coalition and is responsible for enacting the strategies laid out in the plan.

President: Fernando Bazán Pinillos
 Vice President: Juan Carlos Ferrer Calderón
 Treasurer: Alfredo Gamero Jacobs
 Secretary: Bernardo Alva Pérez
 Director: Saara Velander-Ccora
 Director: Fernando Rodríguez Taboada
 Director: Javier Fernandez Urbina
 Director: Alonso Venegas Espejo
 Honorary Member and Ambassador: Felipe Pomar Rospigliosi
 External Representative: Carlos Antonio Ferrer

III. WSR Management Plan

The WSR Management Plan is comprised of a Stewardship Plan, Public Outreach Plan, Financing Plan, and Governance Plan. Together, these individual plans will be used to guide the ongoing management and stewardship of the World Surfing Reserve. The tables represent the key activities to be carried out by the Local Stewardship Council and it’s partners to achieve a well-managed and effective World Surfing Reserve.

WSR Stewardship Plan:

These actions will be carried out to provide ongoing stewardship of the Huanchaco World Surfing Reserve. These activities are organized to support the two stated objectives of the Huanchaco World Surfing Reserve:

- 1) Improve the natural coastal environment
- 2) Maintain the local traditional identity and culture

Objective #1: Improve the natural coastal environment

Threat 1: Abundance of trash in ocean and on beaches			
Root Cause 1: Waste disposal along coastline of adjacent Buenos Aires municipality			
Strategy 1: Involve the national government			
Activity	Outcome	Lead	Date
1.1.1.1.1 Seek alliances	Create support network of 4+ governmental and NGO alliances to oppose waste disposal practices	Local Stewardship Council – Lead: Fernando Ganoza	
1.1.1.1.2 Create a report on	Implement existing laws, including the Ley	Local Stewardship Council – Lead: Fernando	

applicable penalties to guide enforcement	de Rompientes	Ganoza	
1.1.1.1.3 Conduct a Surfonomics study	Distribute the study results to network of governmental and nongovernmental allies, and at least 100 members of the public.	Save the Waves Coalition – Lead: Nick Mucha	
Strategy 2: Public education and outreach			
Activity	Outcome	Lead	Date
1.1.1.2.1 Create and maintain a Facebook page	Generate 5,000 ‘likes’	Municipality of Huanchaco – Lead: Elias Rodrich	
1.1.1.2.2 Recruit a spokesperson to engage the media and communicate problem	Generate a minimum of 5 featured media pieces exposing the issue.	Local Stewardship Council – Lead: Bernardo Alva	
Strategy 3: Local beach cleanup campaigns			
Activity	Outcome	Lead	Date
1.1.1.3.1 Solicit municipal support for beach cleanups	Remove 50,000 lbs of waste from the Reserve annually.	Municipality of Huanchaco – Lead: Fernando Ganoza	
1.1.1.3.2 Include the local surfing community in beach cleanups	Remove 4,000 lbs of waste from the Reserve annually.	Surfing League – Lead: Fernando Rodriguez	

Objective #1: Improve the natural coastal environment

Threat 2: Loss of native ‘totoraes’			
Root Cause 1: Urbanization			
Strategy 1: Convert the regional reserve into a national reserve			
Activity	Outcome	Lead	Date
1.2.1.1.1 Submit a proposal to the proper authorities.	Become part of national park registry to have greater protection against urban encroachment	Municipality of Huanchaco – Lead: Bernarno Alva	

Objective 2: Maintain the local traditional identity and culture

Threat 1: Less local artisanal fishermen			
Root Cause 1: Less long-term profitability due to overfishing			
Strategy 1: Minimize overfishing			
Activity	Outcome	Lead	Date
2.1.1.1.1 Seek alliances with groups working on	Create network of 4+ governmental and non-governmental	Local Stewardship Council – Lead: Fernando Ganoza	

overfishing issues.	alliances to oppose overfishing		
2.1.1.1.2 Conduct natural resource trainings for local fishermen	Train 40+ local fishermen and increase their appreciation for natural resources.	Local Stewardship Council – Lead: Fernando Ganoza	
Strategy 2: Improve local business practices for artisanal fishermen			
Activity	Outcome	Lead	Date
2.1.1.2.1 Conduct business administration workshops	Train 40+ local fishermen and increase their profits.	Local Stewardship Council – Lead: Fernando Ganoza	

Objective 2: Maintain the local traditional identity and culture

Threat 1: Less local artisanal fishermen			
Root Cause 2: Traditional lifestyles replaced by modern lifestyles			
Strategy 1: Educate the community about traditional values and lifestyle.			
Activity	Outcome	Lead	Date
2.1.2.1.1 Create ‘Cultural Congress’ of Huanchaco	Educate 100 members of the community a year about the local fishing culture.	Regional Government of La Libertad – Lead: Bernardo Alva	
2.1.2.1.2 Include ‘Caballitos de Totorá’ surfing lessons in local surfing schools	Give 30 local surfers the experience of surfing a ‘Caballito’ every year.	Surfing League – Lead: Fernando Rodríguez	
2.1.2.1.3 Sponsor field trips for fishermen to local cultural spots	Educate 40 local fishermen a year to increase appreciation for local heritage.	Regional Government of La Libertad	