Objective 1
Improve the Natural Coastal Environment

Threat 1: Abundance of trash along the coast
Cause 1: Waste disposal along coastline of adjacent Buenos Aires municipality

Strategy 1: Involve the national government
Activity 1: Seek alliances
Outcome: Create support network of 4+ governmental and non-governmental alliances to oppose the waste disposal practices

Activity 2: Create a report on the applicable penalties to guide enforcement
Outcome: Implementation of exiting laws, including the Ley de Rompientes

Activity 3: Conduct a Surfonomics study
Outcome: Distribute results to support network and at least 100 members of the public.

Strategy 2: Public education and outreach
Activity 1: Create and maintain a Facebook page
Outcome: Generate 50,000 ‘likes’

Activity 2: Recruit a spokesperson to engage the media and communicate problem
Outcome: Generate a minimum of 5 featured media pieces exposing the issue

Strategy 3: Local beach cleanup campaigns
Activity 1: Solicit municipal support for beach cleanups
Outcome: Remove 50,000 pounds of waste from the Reserve annually

Activity 2: Include the local surfing community in beach cleanups
Outcome: Remove 4,000 pounds of waste from the Reserve annually

Outcome: Become part of national park registry to have greater protection against urban encroachment

Threat 1: Loss of native ‘Totorales’
Cause 1: Urbanization

Strategy 1: Convert the regional reserve into a national reserve
Activity 1: Submit a proposal to the proper authorities

Outcome: Become part of national park registry to have greater protection against urban encroachment
Objective 2
Maintain the Local Traditional Identity and Culture

Future Surfing Reserves

Huanchaco Peru World Surfing Reserve
Stewardship Plan Conceptual Model

Objective 2
Maintain the Local Traditional Identity and Culture

Causes:
1. Less long-term profitability due to overfishing
2. Traditional lifestyles replaced by modern lifestyles

Strategies:
1. Minimize over-fishing
2. Improve business practices for artisanal fishermen

Activities:
Activity 1: Seek alliances with groups working on overfishing issues.
Outcome: Create support network of 4+ governmental and non-governmental alliances to oppose overfishing.

Activity 2: Conduct natural resource trainings for local fishermen.
Outcome: Train 40+ local fishermen and increase their appreciation for the natural resources.

Activity 1: Conduct business administration workshops.
Outcome: Train 40+ local fisherman and increase their profits.

Activity 1: Create ‘Cultural Congress’ of Huanchaco.
Outcome: Educate 100 members of the community a year about the local fishing culture.

Activity 2: Include ‘Caballito de Totora’ surfing lessons at local surf schools.
Outcome: Give 30 local surfers the experience of riding a ‘caballito’ every year.

Activity 3: Sponsor field trips for fishermen to local cultural sites.
Outcome: Educate 40 local fishermen a year to increase appreciation for local heritage.