



OCEAN  
CONSERVATION  
COMMITMENT

# Ocean Conservation Commitments and the Niue & Ocean Wide Trust

A holistic approach to support Niue's climate resilience and ecological, economic, and cultural prosperity

There is no other place on Earth quite like Niue. Halfway between Fiji and the Cook Islands, Niue is renowned as one of the world's largest raised coral atolls and one of its smallest self-governing nations. Its marine territory of 321,018km<sup>2</sup> – an area 1,200 times the size of the island's landmass – contains pristine coral reefs and undersea mountains that host a diverse array of marine life. Niue's waters serve as a sanctuary for sharks, whales, dolphins, rays, and turtles and remain largely unexploited and pristine. The goal is to keep these waters that way for the benefit of all.

Niue has made progressive ocean conservation and sustainable development commitments over the last decade, culminating in 2021 and 2022 when the country ensured legal protections for its entire exclusive economic zone. This designation of the Nukutuluea Multiple-Use Marine Park and Moana Mahu Large-scale Marine Protected Area (MPA) was widely endorsed by Niue's government, people, and partners.

Appreciating the foundational importance of the ocean for its climate resilience, culture, livelihoods, and environment, Niue developed a groundbreaking financing mechanism called Ocean Conservation Commitments (OCCs). At a cost of NZ \$250 (US \$148), each OCC represents the cost of conservation, and leveraged associated benefits, across one square kilometre of the Moana Mahu MPA for a period of 20 years. Proceeds raised through OCC sponsorships will be managed by the Niue & Ocean Wide (NOW) Trust and used to fund a range of conservation, resilience, and sustainable development efforts that reinforce durable ocean conservation.

**With a Niue & Ocean Wide Trust capitalisation target of NZ \$32 million (US \$18 million), the Ocean Conservation Commitments will fund holistic support for Niue's climate resilience and ecological, economic, and cultural prosperity for the benefit of future generations.**

## What are OCCs?

OCC sponsors become direct contributors to Niue's marine conservation:

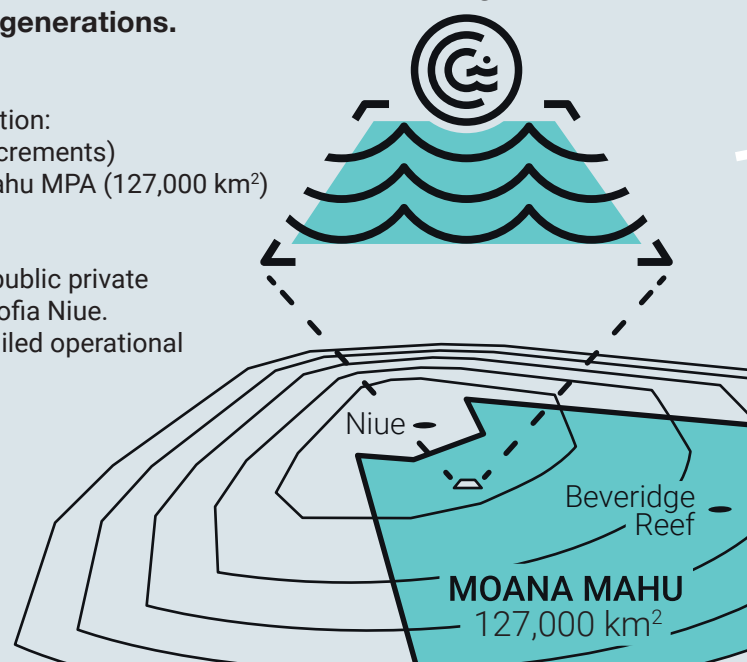
- An OCC is NZ \$250 (NZ \$12.50 / km<sup>2</sup> / year, available in 20-year increments)
- 127,000 OCCs are available, based on the size of Niue's Moana Mahu MPA (127,000 km<sup>2</sup>)

## How are they managed?

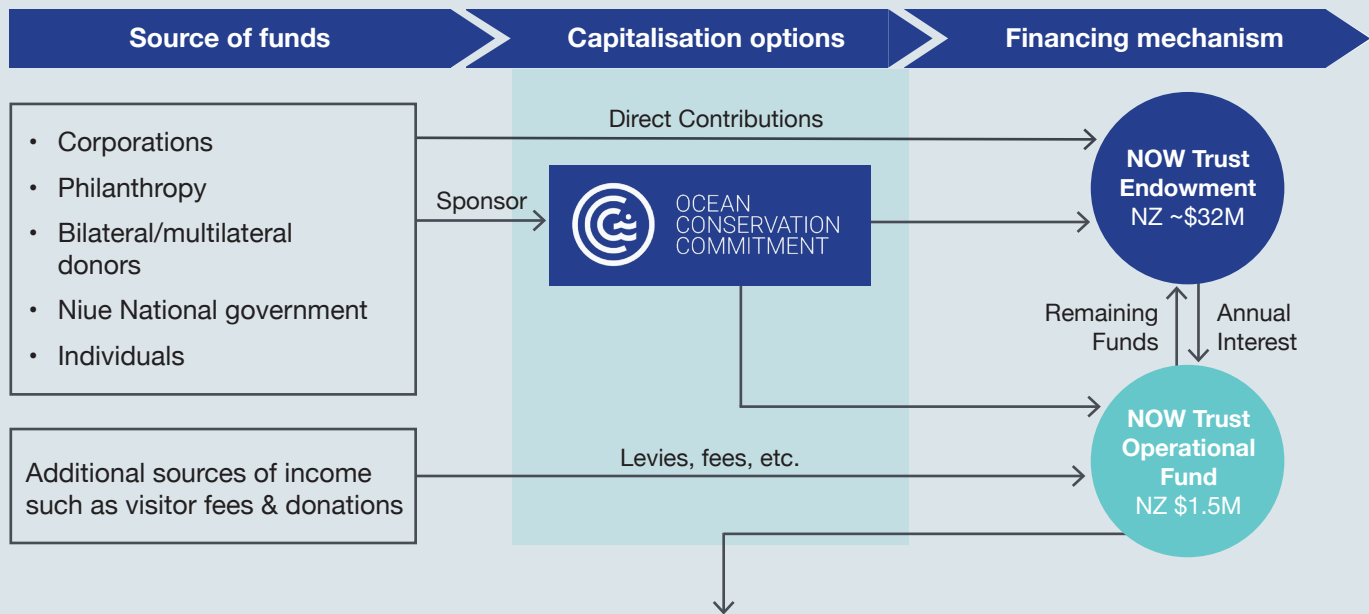
OCCs are managed by the NOW Trust, a trust established through a public private partnership between the Government of Niue and a local nonprofit, Tofia Niue. Allocation of funds will be governed by a Board of Trustees with detailed operational policies and procedures.

## Sponsor benefits:

- An Annual Report that showcases conservation and sustainable development outcomes
- Impact stories
- Monitoring, reporting, and verification materials



## Sustainable Financing Mechanism and Funding Flow for the NOW Trust



## Activity Areas Supported by OCC Sponsorship

### Incremental capability for conservation & development

Institutionalisation of NOW Partnership and operations of Niue Ocean Wide Trust:

- Build the NOW Trust executive team with staffing, dedicated office space, equipment, branding and communication
- Increase operations capacities of the NOW project team

### Enhanced enforcement & management capabilities

Enhanced community engagement and monitoring, compliance, and enforcement:

- Build control and surveillance capacities
- Implement monitoring and evaluation activities to assess reef health and fish stocks
- Implement and strengthen coastal management plans for 14 villages
- Fund education programs and scholarships for Niuean children and community members
- Promote and capture traditional knowledge and practices in park management

### Sustainability, resilience & risk reduction

Build a climate-resilient and sustainable blue economy to ensure long-term durability:

- Finance sustainable tourism and accreditation capabilities
- Provide sustainable business training through Niue's Chamber of Commerce
- Allocate grants to sustainable local businesses and fund risk reduction measures

## Become a Guardian of Niue Moana Mahu

Sponsorship of Ocean Conservation Commitments supports a paradigm shift in financing ocean conservation. Early sponsors will directly contribute to Niue's leadership in protecting their unique ecosystems in a rapidly changing climate. Our Vaka (a traditional Niue canoe) is about to set sail and we are excited to invite you to be a part of our journey!



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