

Contents of Proposal to OAS/WHMSI
From Teyeliz, A.C. and Defenders of Wildlife

1. Technical and Financial Project Proposal Template
 - a. Logical Framework
 - b. Time Frame/Work Plan
2. Project Budget
3. Letter of Support from Angela Somma of NOAA
4. Letter of Support from Will Travers of the Species Survival Network
5. Defenders of Wildlife: Documentation of US tax exempt starts



Technical and Financial Project Proposal Template

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| <p>Name of the Organization: Teyeliz, A.C.</p> | <p>Type of Organization: Teyeliz is a not for profit civil association in Mexico.</p> |
| <p>Brief Description of the Organizations: Teyeliz A.C. and Defenders of Wildlife are collaborating on an unprecedented shark identification conference for law enforcement and fisheries management professionals. Teyeliz is a Mexican not for profit civil association whose mission is the conservation of Mexican biodiversity and the combat of illegal trade in wild species. Its partner, Defenders of Wildlife, is a US 501(c)(3) not for profit membership organization dedicated to the protection of all native animals and plants in their natural communities. Defenders' conservation vision is that diverse wildlife populations in North America are secure and thriving, sustained by a network of healthy lands and waters.</p> | |
| <p>Contact Person: For Teyeliz: María Elena Sánchez For Defenders: Alejandra Goyenechea</p> | <p>Address: Teyeliz: Ahuehuetes Sur 811, Bosques de las Lomas, México, D.F. 11700 Defenders: 1130 17th St NW, Washington, DC 20036 and Bosques de Cerezos 112, Bosques de las Lomas México, D.F. 11700</p> |
| <p>Telephone: For Teyeliz: Tel (52 55) 5251-6096 For Defenders: 202 772 0168</p> | <p>Email and Website: For Teyeliz: Teyeliz@gmail.com For Defenders: agoyenechea@defenders.org www.defenders.org</p> |
| <p>Project title: <i>Shark Identification Workshop for Law Enforcement</i></p> | |
| <p>Project Objective and Expected Outcomes: Management of shark fisheries has been compromised by the lack of identification of sharks at the species level making evaluation of the impact of fisheries on endangered and threatened sharks impossible. Teyeliz A.C. and Defenders of Wildlife will hold a shark identification training workshop for Latin American enforcement and CITES authorities in Brazil or Ecuador in summer of 2013. This will improve compliance with reporting on by catch to better inform species conservation and management and develop a chain of custody.</p> | |
| <p>Target Population: The workshop and other project products will directly benefit fishermen, CITES law enforcement officers from Latin America and fishery observers by providing training and resources that can be put to immediate use to the conservation of sharks. The pocket guides for shark identification will provide a direct benefit to fishermen and observers in many communities. The training and resources provided will also benefit shark conservation through better fishery management practices.</p> | |
| <p>Amount Requested in USD: \$20,000</p> | <p>Co-financing: \$25,000 received from the Marisla Foundation</p> |
| <p>Project Duration in Months: Six; February – July 2013</p> | <p>Country: Mexico and Brazil or Ecuador</p> |



Project Summary: An abstract of the proposal both in English and Spanish (300 words or less in each language) that should include geographic location, a brief description of the rationale, goal(s), objectives, specific project activities, target beneficiaries, and expected outputs.

Las poblaciones de tiburones se están desplomando debido a varias amenazas, incluyendo el comercio internacional, capturas incidentales y las capturas ilegales, no reguladas y no declaradas de tiburones. Los países latinoamericanos han demostrado liderazgo en la necesidad de adoptar medidas para regular el comercio internacional mediante la presentación de propuestas de inclusión de varias especies de tiburones en la CITES. Costa Rica ya incluyó el tiburón martillo en el Apéndice III. Las ejecuciones de las medidas que ya se han adoptado (OROP, CMS y otros) o las que se vayan a adoptar a nivel internacional, tales como la CITES, no son efectivas a menos que haya una identificación de la capturas de tiburones a nivel de la especie. Además, si las resoluciones adoptadas no son eficaces, y las autoridades no tienen la formación necesaria para ponerlas en práctica, no se cumple el propósito para el que fueron adoptados en los foros internacionales.

Teyeliz y Defenders of Wildlife se han asociado para abordar y actuar sobre las cuestiones antes mencionadas. Después de varias conversaciones con las autoridades de la CITES y pesca de América Latina, se ha identificado la necesidad de un taller de capacitación que abarcará los temas de la utilización de guías de identificación de tiburones y la necesidad de desarrollar una cadena de custodia para los tiburones para identificar los tiburones a nivel de la especie. Estas áreas son necesarias para la aplicación efectiva de los convenios internacionales como CITES para las especies marinas incluidas en sus Apéndices y otros instrumentos regionales. Hemos creado 4 guías de identificación de bolsillo para tiburones de bolsillo para las regiones de América Latina (Pacífico Norte, Pacífico Sur, Golfo de México y el Caribe y del Atlántico Sur) para ser utilizadas por los pescadores y autoridades de aplicación y ampliamente distribuida en América Latina. Crearemos un sitio web independiente para incluir guías de identificación de tiburones que recogerá todas las guías de tiburón y asistirá a las autoridades y se presentará en el taller de capacitación para las autoridades CITES de América Latina y de pesca para la aplicación efectiva de los convenios y desarrollar una cadena de custodia para tiburones.

Shark populations are plummeting due to several threats including international trade, by-catch and illegal, unregulated and unreported shark captures. Latin American countries have shown leadership in the need to take action to regulate international trade by presenting proposals to list several shark species in CITES. Costa Rica already listed the hammerhead shark in Appendix III. Enforcement of measures either already adopted (RFMOs, CMS and others) or hopefully to be adopted at the international level such as CITES are not effective unless there is an identification of the shark catches at the species level. In addition, if the resolutions adopted are not effective, and authorities do not have the training needed to implement them, they will not serve the purpose for which they were adopted in international fora.

Teyeliz and Defenders of Wildlife have partnered to address the issues above. After several conversations with CITES and Fisheries authorities in Latin America, we have identified the need for a training workshop which will cover the topics of using shark identification guides and the need to develop a chain of custody for sharks for identification of sharks at the species level. These areas are necessary for the effective application of international conventions such as CITES for marine listed species and other regional instruments. We created four shark pocket identification guides for Latin American regions (Pacific North, Pacific South, Golf of Mexico and the Caribbean and Atlantic South) to be used by fishermen and enforcement authorities and widely distributed in Latin America. We will create an independent shark identification website which will collect all shark guides and assist authorities and we will present the workshop for training Latin American



authorities from CITES and fisheries for an effective implementation of conventions and develop a shark chain of custody.

2. Organization's Experience **Teyeliz A.C.** was founded in 1995. Teyeliz is a Mexican civil association whose mission is the conservation of Mexican biodiversity and the combat of illegal trade in wild species. Teyeliz and Defenders of Wildlife are partners in a multi-year campaign to stop the illegal trade in endangered wildlife in Mexico, especially parrots. Through advocacy and public outreach, Defenders and Teyeliz have helped to drastically increase the number of reports of illegal trafficking while the overall number of animals seized has dropped significantly. Founded in 1947, **Defenders of Wildlife** is a US-based NGO with field offices in nine states and Mexico. Defenders is a national, nonprofit membership organization dedicated to the protection of all native animals and plants in their natural communities. Defenders has a vision for conservation where diverse wildlife populations are secure and thriving, sustained by a healthy network of lands and waters. Defenders works to prevent species from becoming endangered, protect wildlife and the habitat on which it depends, and restore species whose very existence is threatened. Defenders supports and advances collaborative conservation to secure positive changes in both attitudes and practices. Defenders is active in efforts to secure CITES and Conservation of Migratory Species listings for more species of sharks.

3. Project Narrative Description (Maximum 10 pages): This section should include the content below in which the following questions should be addressed: what is proposed and what is its relevance (objectives and relevance), how the work will be done (methodology), what will be achieved, what outputs will be delivered, how the project success will be measured (monitoring and evaluation methodology). This should be developed in the format below:

3.1. Rationale: Describe the project's value to the conservation of the migratory species categories and habitats of greatest concern outlined in Section I of the Request for Proposals: why it is important that this project be implemented (e.g., which commonly recognized need is addressed by the proposal). Describe any overlap or complementarities with existing tools or projects developed by your organization or others. Describe how this proposal will fill existing gaps.

Participants in the first WHMSI Conference held in Chile in 2003 agreed that current threats to migratory wildlife can only be effectively addressed if the key stakeholders interested in their survival can work together as a strategic alliance, sharing information, experiences, problems, and solutions. WHMSI seeks to: i) build country capacity to conserve and manage migratory wildlife, ii) improve hemispheric communication on conservation issues of common interest, iii) strengthen the exchange of information needed for informed decision. In anticipation of financing the 4th tranche of capacity building grants, the WHMSI Marine Group of the WHMSI Steering Committee conducted a survey with WHMSI stakeholders in April-May 2012 within the context of conservation of migratory marine species of the Western Hemisphere and to assist in establishing priorities for this Request for Proposals. The results of the survey indicated that **sharks and rays** were among the migratory species of greatest concern.

The shark family (Chondrichthyes) includes species that are found all over the world, with management responsibility falling basically on all coastal countries, including Latin American countries. Many coastal and pelagic sharks are severely threatened both by incidental catches by fisheries targeting other species (bycatch) and by directed shark fisheries, which are driven in large part by the increasing demand for their fins, especially in Asian countries. Shark fins are the key ingredient in shark fin soup, a high-priced delicacy popular in many Asian countries and communities.



Sharks become bycatch when caught unintentionally by vessels targeting other species of fish such as tuna and swordfish among many others. Fishing methods that result in high shark bycatch and mortality include trawls, purse seines, gillnets, fixed bottom longlines, pelagic longlines and inshore artisanal fisheries. Coastal fisheries can catch large numbers of juveniles and pregnant females in some regions. High demand for sharks has also increased illegal, unreported or unregulated shark fisheries around the world.

The effectiveness in the management of shark fisheries has been challenged by the lack of identification of sharks and fins at the species level and knowledge of developing a chain of custody. When shark captures are reported, they are not identified by species and this makes it very difficult to evaluate the impact of fisheries on endangered and threatened sharks and for the government to make recommendations on the management of sharks. The National Marine Fisheries Service has cited that it is necessary to identify sharks “to help improve the accuracy of reporting”. (The Consolidated Highly Migratory Species Fishery Management Plan (HMS FMP) and the associated final rule (71 FR 58058; October 2, 2006), implemented regulatory requirements for some HMS fishermen and dealers to attend a workshop prior to renewing or obtaining their HMS permit).

The conservation of sharks is a priority for Defenders of Wildlife which has worked on this issue for ten years. Shark populations for hammerheads are declining at a very fast rate – as much as 99% in Brazil and 99.9% in the Mediterranean - making them all but commercially extinct. They are severely threatened by the increasing demand of shark fins worldwide, but especially in Asian countries. Other groups have concentrated on the humane aspect of shark finning or the creation of protected areas or sanctuaries for sharks, but Defenders is committed to approach shark conservation at a different level by developing specific and practical ways to help fishermen identify endangered and threatened shark species and thus avoid catching them. Conservation of sharks is included in Defenders of Wildlife’s program plan with specific quantitative benchmarks at the 5, 10 and 25 year points. With Teyeliz, its primary partner for this project, and Humane Society International, Defenders has committed a team of experts from the legal, international and scientific departments to this work. Defenders has also partnered with other international environmental groups such as the Species Survival Network (SSN), of which we are a member, and Humane Society International. Alejandra Goyenechea, the international counsel for Defenders is the co-chair of the SSN Shark Working Group.

3.2. Baseline: Describe the current situation that the project intends to address as a point of reference to measure success upon project completion. Briefly provide quantitative and/or qualitative information on the existing conditions that support the need for the project.

Many shark species are imperiled due to two main reasons – the increasing international demand for shark fins and their accidental capture as bycatch in fisheries targeting other species. Shark fins are the key ingredient in shark fin soup, a high-priced delicacy popular in many Asian countries and communities. Sharks become bycatch when caught unintentionally by vessels targeting other species of fish such as tuna and swordfish. Fishing methods that result in high shark bycatch and mortality include trawls, purse seines, gillnets, fixed bottom longlines, pelagic longlines and inshore artisanal fisheries. Coastal fisheries can catch large numbers of pups, juveniles and pregnant females in some regions. High demand for sharks has also increased illegal, unreported or unregulated shark fisheries around the world. The species especially at risk are:



- Hammerhead sharks Genus *Sphyrna*: *Endangered*
- Oceanic Whitetip Shark *Carcharhinus longimanus*: *Vulnerable*
- Porbeagle *Lamna nasus*: *Vulnerable*
- Silky Shark *Carcharhinus falciformis*: *Near Threatened*
- Sandbar Shark *Carcharhinus plumbeus*: *Vulnerable*

Because there is no available baseline data other than numbers calculated through landings (and we maintain that the reported numbers are low), it is hard to assess the magnitude of the problem. Defenders works to protect different shark species through regional conventions, the International Commission for the Conservation of Atlantic Tunas (ICCAT) and the Inter American Tropical Tuna Commission (IATTC). The retention of Oceanic Whitetips is already prohibited by the IATTC and in ICCAT, and the Hammerhead is prohibited by ICCAT but absent reliable means to identify and report bycatch, the true extent of the problem is not known which complicates the effort to regulate fisheries management.

3.3. Project Goals and Purpose: Project goals must be clearly defined and directly relevant to the need(s) identified above. Project purpose must be measurable, realistic (attainable within the project's period of performance), and be directly relevant to the priority area identified (See Section I of the Request for Proposals).

The purpose of the workshop is improving the accuracy of shark catch data and the ability to correctly identify shark species and develop a shark chain of custody adaptable to each country in Latin America. As a result, fishermen and governmental authorities in Latin America can identify sharks and shark fins in order to implement measures at the species level for their conservation and management. One goal of the workshop is improved compliance with United Nations Food and Agriculture Organization, Regional Fisheries Management Organizations, CITES, Convention on Migratory Species and local regulations on shark fishing, bycatch, and trade. Another is encouraging correct and consistent use of a chain of custody. The chain of custody is extremely important for marine species and for the international trade. It identifies where the species come from, gives a species account (most of the sharks are only identify at the genus or family level), and tracks them through to their final destination. It is also important for the sustainability of the marine environment to have a clear understanding of the marine species proceedings and registers. To date, there are no defined registers and account of the exploitation of shark species, the habitat where they come from and the impacts of legal catch and bycatch on populations.

The workshop and other project products will directly benefit fishermen, law enforcement officers and CITES authorities from Latin America and fishery observers by providing training and resources that can be put to immediate use to the conservation of sharks. The pocket shark identification guides will provide a direct benefit to fishermen and observers in many communities. The training for developing a chain of custody for sharks and proper identification and resources provided will also benefit shark conservation through better fishery management practices.

3.4. Project Outputs and Indicators: Describe the quantitative and qualitative outputs that the project expects to deliver. Explain how you will monitor progress as well as the indicators that will be used to assess if the expected outputs are achieved.

As a result of attending the workshop, officials charged with responsibility for law enforcement and fisheries management will learn the following essential skills:



- How to identify hammerhead shark fins (or other fins)
- How to use the regionally-specific shark ID guides
- Where to find additional shark identification information on the Internet
- What are the contacts to develop a personalized ID shark guide (by country, by region or by fishery)
- What are the several methods to start a chain of custody of shark products
- What chain of custody methodology is used in other countries
- Who are the contacts of other fishery authorities that are using chain of custody methods
- How to develop domestic regulations for chains of custody

The workshop will have six major presentations (see section 4.5). The projected number of participants in the workshop is 33. Each of these individuals will receive the following materials:

- Shark ID guides
- Documents with CITES information on chain of custody and other examples of chain of custody
- Documents of regulations for chains of custody in selected countries
- CDs with the presentations, documents and shark identification websites and guides

3.5. Project Activities and Methodology: Discuss all proposed project activities and describe the methodologies to be applied to implement the project. In this section the relation between project objectives and activities should be clear. Describe the innovative approach and technical methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output.

Our project has two components: the publication of **shark identification guides** and a **training in shark identification** for the specific needs of law enforcement and fisheries management officials in Latin America.

Defenders will create **four regional shark identification guides** (5,000 per region, 20,000 total) for Latin America that will include 70 of the most common commercially fished shark species caught in each region. These visual shark identification guidelines can be understood by anyone even illiterate persons. Small laminated guides that can be carried by any fisher on any kind of boat or vessel and that can be used by artisanal, commercial or industrial fishers of any fishery that targets sharks or captures them as bycatch in Latin America. In addition to their use at the shark identification workshop, the guides will be distributed in each region to fishermen by government authorities (CITES and Fisheries) as well as participating NGOs. While other guides exist, our shark identification guides will include shark species from the region, and are illustrated and therefore easy for fishermen to use even if they are illiterate. This is the process for creating the guides; note that two stages are already complete.

1. Public Records Collection and Review

One project researcher, working from Mexico City, will research internet websites including government sites, CITES, RFMOs, FAO and other information sources to assess the most captured species of shark for countries in the Latin America region. Based on this research, he will create lists of shark species for each of the four regional identification guides. He will also search for other shark identification guides, photographs, books and academic sources to help with shark illustrations. A second researcher, working from Washington, D.C. will also research internet webpages including government sites, industry, NGO and academic sites for shark identification guides that will be incorporated to the shark ID webpage. This stage is complete.



2. *Shark illustrations and design of guide*

The researcher in Mexico City will take the information gathered on the different shark species and will work with an illustrator to produce the most accurate picture of each species. He will also work with a designer to develop easily understandable shark identification guidelines and markers for each species. The designer will develop a guide format that will be easy to handle, read and find shark species needing to be identified. This stage is complete.

3. *Website*

Two researchers in Washington will gather the information on shark ID websites and will work along with a web designer from their organization to construct an independent shark ID website. They will write a description of the shark ID resources found in each website and translate it to Spanish, English and French. They will add on to the website each of the four regional shark ID guides which will be easily downloadable for anyone.

4. *Printing, shipping and distribution*

The printing of the guides will be done on laminated couche paper in Mexico City. Shipping to the CITES and fishery authorities of each country of the region will be done from Mexico City as well as by international messenger service. Distribution of the guides in each region to the fishers will be carried out by government authorities as well as participating NGOs.

Defenders of Wildlife will hold **shark and shark fin identification training workshops for Latin American enforcement authorities** in an accessible coastal city in Brazil in May, 2013. Brazil was selected as the site because of that country's commitment to protecting sharks. In fact, the Ministry of the Environment invited us to hold this workshop in Brazil. A site in Latin America is significant because Latin America is emerging as a very important regional bloc for the conservation of sharks. Latin American countries are advancing stronger protections and management measures at international fora. We want to show support for this commitment.

The main purpose of the workshop is to present several different shark identification guides to the Latin American law enforcement authorities which will show that shark fins *are* possible to identify despite some claims to the contrary. Regionally-specific shark fin identification guides are being produced by Defenders and will be available for the workshop. Furthermore, the workshop will be an important forum to present a system of chain of custody for shark fins as a means to manage a controlled extraction and export of the product.

Because of the high cost of bringing representatives from environmental and fishery agencies from each country, we will broadcast the workshop live via videoconference for other authorities and governmental representatives who will not be able to attend due to limited number of participants. In addition, we will record the workshop and make it available on the Internet after the event.

This is the current working agenda for the workshop:

First Day

Morning:

- Review the Pew Environment Group's shark fin identification guide (facilitator: Maria Elena Sanchez)



- Present and review the new DOW and Humane Society International Latin America regional shark identification guides (facilitator: Juan Carlos Cantu)
- Review FAO fin identification guide (facilitator: Juan Carlos Cantu)
- Present shark and fin identification by DNA (expert in DNA shark fin identification))

Afternoon:

- Presentation of different types of chain of custody methods (Moderator: Alejandra Goyenechea; presenters: 2 experts in chain of custody of natural resources from different regions)
- Development of a chain of custody (Moderator: Maria Elena Sanchez)
- Discuss chain of custody methods, questions and practice (Moderators: Maria Elena Sanchez and 2 experts in chain of custody of natural resources)

Second Day

Morning:

- Administrative management of shark fisheries: presentation on their regulation and development of chain of custody:
 - Colombia
 - Ecuador
 - Brazil
 - Costa Rica

Afternoon:

- Next steps discussed (Moderators: Alejandra Goyenechea and Maria Elena Sanchez)
- Evaluation presented by Maria Elena Sanchez and Juan Carlos Cantu

4.6 Logical Framework: This document appears at the end of the narrative.

4.7 Time frame / work plan: This chart appears at the end of the narrative.

4.8 Monitoring and Evaluation: Describe the methodology to be used to monitor progress and evaluate the project's accomplishments and impact.

The desired immediate result is that fishermen and authorities from Latin America can identify sharks and shark fins. This will improve compliance with reporting on by catch which, in turn, informs species conservation and management. The workshop will be evaluated through a survey of the participants before and after the workshop to assess their gain in knowledge and effectiveness of the information presented. Follow-up communication with the participants on implementation of the tools discussed and highlighted at the workshop will help determine the success of the workshop towards achieving its objectives and identify future work that is needed to ensure a sustained effort towards improving shark data collection, monitoring, and sustainable management in the region.

We will monitor the relevant authorities to check if they have developed regulations to implement the best practices we will present including developing or refining regulations, implementing a chain of custody, using an appropriate chain of custody method, using the ID guides, and other indicators that our recommendations are being incorporated.



4.9 Team Composition and Task Assignment: Indicate the structure and composition of your team. List the name of staff, organization, area of expertise, position assigned, and task assigned.

Defenders has prepared and produced many workshops; our staff have participated in various workshops as observers, presenters and organizers. Alejandra Goyenechea, the director of Defenders' International Programs, will coordinate all aspects of the workshop. She and Juan Carlos Cantú, also from Defenders' International Program, will lead the workshop. Alejandra Goyenechea is the co-chair of the shark working group of the Species Survival Network (SSN). She has prepared training workshops for governmental authorities, academia and NGOs in Latin America for the conservation of amphibians and has participated in several training workshops while she headed the international department for the Mexican Environmental Enforcement Agency (PROFEPA). Juan Carlos Cantú has had several years of experience in the preparation of marine species workshops, especially with sea turtles and training workshops with PROFEPA. Juan Carlos has worked on the conservation of sharks since 2002 and has produced identification guides for sea turtles, parrots and birds from Latin America. Juan Carlos will oversee the creation of the shark identification guides.

4.10 CVs of Proposed Staff:
Alejandra Goyenechea - Project Co-Manager

Alejandra Goyenechea is a Mexican international environmental lawyer with experience in North American and Latin American wildlife policy. Alejandra will be in charge of managing the grant and coordinate the work from Washington, DC. She will verify that the objectives and goals are in compliance. She will contact and consult fisheries experts from Latin America and the Caribbean to verify lists and design of shark guides. She will verify the intermediary (to be completed after the first identification guide) and final reports for compliance of the grant. She will also help with the French translation of the guides and webpage.

At Defenders of Wildlife, Alejandra's primary focus is CITES and other international trade law issues, with an emphasis on Latin America. She has worked at several international institutions and organizations and has experience in wildlife policy and broader experience in other environmental areas. During her work with the Mexican government she represented the Environmental Enforcement Agency at the international level. She also has interned or worked at the Organization of American States, the UNEP North American office, and the Washington, DC law firm Baker Botts. Alejandra earned her law degree at the Instituto Tecnológico Autónomo de México, and came to Washington, DC in 2000 to complete a Masters degree, LL.M, in International Environmental Law, at the Washington College of Law at American University on a Fulbright scholarship. She speaks fluent English, Spanish and French.

Maria Elena Sanchez - Project Co-Manager

Maria Elena Sanchez is the President of the Mexican conservation civil association Teyeliz which she founded in 1995. Teyeliz specializes in research and analysis of illegal wildlife trafficking. She worked at the Mexican federal environmental protection agency where she developed the protocols for the inspection and surveillance at ports, airports and borders for wildlife including enforcing CITES regulations. She designed and conducted numerous training workshops to train wildlife inspectors responsible for enforcement of international trade regulations. In 2011, her radio show, *Supervivencia*, won a "Conservation of Nature" award from the Mexican government. *Supervivencia* was broadcast weekly from Mexico City on IMER, a national governmental radio station that reaches more than 200,000 people across the country. Maria Elena and Juan Carlos Cantu (see below) created the show with help from Defenders to educate Mexican citizens about threats to parrots, sea turtles, mangrove forests and other major conservation challenges in the



country. She received a BA in Biology at the Faculty of Science at the National Autonomous University of Mexico, specializing in wild birds and other vertebrates.

Juan Carlos Cantú - Researcher, Mexico City

Researcher Juan Carlos Cantú is Director of Defenders of Wildlife's Mexico Program and a member of Mexico's Technical Working Group No. 4 on Shark Fisheries which developed the shark regulation NOM-029-PESC-206 which entered into force in 2007. The shark regulation forbids finning as well as the use of drift and surface nets, makes it mandatory to use circle hooks, identify catch to the species level and set it down on the log book, among many other conservation practices. He directed a series of 10 workshops with Mexican shark fishermen of the Pacific to instruct them on the new regulations and the use of circle hooks and safe release practices. He has worked in promoting the inclusion of shark species in CITES for nearly a decade. He has developed identification and safe release guides for parrots and birds and for sea turtles (<http://www.iacseaturtle.org/English/tortugas.asp>), in different formats for targeted audiences. Juan Carlos will serve as principal implementer for the project in Mexico City, provide research direction and day-to-day oversight for project researchers, illustrator and designer, printing of guides, and help in drafting project outputs. He will also help with the Spanish translation of the guides and webpage.

Rebecca Regnery - Researcher, Washington DC

Rebecca Regnery has a master's degree in international business and has worked on international policy for Humane Society International since 2001. She has worked on the conservation of sharks through many international and regional treaties like FAO, CITES, IATTC, ICCAT, among others. Rebecca will be in charge of the construction of the website including researching information on sites with shark ID guides, help with the site's design, drafting the information included on the site in English, etc. She will be in charge of disseminating and announcing the website to fishers and authorities through e-mail, newsletters, websites, internet discussion lists, fishery symposiums, at international trade and fishery meetings, etc. She will also assist in drafting project outputs.

Raziel Mendez – Independent illustrator/ designer

Raziel Mendez is a Mexican designer which has illustrated many of the materials produced by Defenders of Wildlife and other NGOs, especially its identification guides and posters (<http://www.pericosmexico.org/publicaciones.html>). His technique is superb in creating life like images of animals which look like photographs and his designs have proven so useful that the identification guides have been distributed and copied throughout Latin America.

5 Budget This document follows the narrative.



Organization of
American States



WHMSI

Annex 1: Document proving the legal existence of your Organization

For Teyeliz:

- Teyeliz Asociación Civil, constituida ante el Notario No. 7 del Distrito Federal, México el 28 de julio de 1995 bajo la escritura No. 43,439, libro 561, folio 5,949
- Registro Federal de Contribuyentes ante la Secretaría de Hacienda TEY950614SH6
- Presidente María Elena Sánchez Saldaña

For Defenders: IRS certification of nonprofit, tax exempt status is attached.



Section 4.6 - Logical Framework

| Narrative Summary | Performance Indicators | Means of Verification | Assumptions/Risks |
|--|---|---|---|
| <p>Goal Sharks are identified at the species level by shark identification guides and a developed chain of custody and by improved compliance with international conventions and development of effective management measures</p> | <p>Measurable reduction in accidental bycatch through improved recognition</p> <p>Improved compliance with CITES, UN, Regional Fisheries Management Organizations, CMS and local regulations</p> | <p>Monitor reports from agencies and other sources on catch and bycatch</p> <p>Promulgation of effective management measures</p> | |
| <p>Purpose Train CITES law enforcement and wildlife managers in shark identification to increase accurate reporting of catch and bycatch</p> | <p>Two day workshop in shark identification in the summer of 2013 with particular attention to chain of custody procedures</p> <p>Accurate reporting will inform standards and regulations for shark and fisheries management</p> | <p>Pre and post workshop testing to establish a baseline of knowledge and assess improvement</p> <p>Evaluation of workshop by participants</p> <p>Improved standards and regulations promulgated and enforced</p> | <p>Commitment of law enforcement and wildlife managers to greater enforcement and improved reporting</p> <p>Local and country political commitment to enforcement and improved reporting</p> <p>Obstruction from commercial interests opposed to enforcement and improved reporting</p> |
| <p>Outputs CITES law enforcement and wildlife managers demonstrate increase in discrete skills and knowledge areas including chain of custody procedures</p> | <p>Implementation of appropriate chain of custody procedures</p> | <p>Monitor appropriate agencies to verify implementation of chain of custody procedures</p> <p>Pre and post workshop testing to establish baseline knowledge levels and document gain through participation in the workshop</p> | <p>Selection of appropriate presenters and materials</p> <p>Selection of appropriate law enforcement/wildlife management staff to attend workshop</p> |
| <p>Activities</p> <p>Print and distribute 4 regionally-specific shark identification guides</p> <p>Prepare and produce two-day shark identification workshop in June 2013</p> | <p>\$ 4,000</p> <p>\$71,795</p> | <p>20,000 copies (5000 x 4 regions) printed and distributed before, during and after the workshop</p> <p>33 law enforcement/wildlife managers attend the workshop</p> | <p>Sufficient levels of funding as agencies cannot afford to subsidize staff participation</p> |



Section 4.7 Time frame/work plan

| Work Plan for Shark Identification Workshop | | | | | | | | | | | | | | | | | | |
|--|--|--------------------------------------|-----------|---|-------------|--------------|---|--------|---|--------------|----|----|----|-----------------------|---|-------|-------|-------|
| Activity | Output | Months (1 = Dec 2012, 12 = Nov 2013) | | | | | | | | | | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | | | | |
| | | Responsible | Indicator | | WHMSI Funds | Co-Financing | | Budget | | Total (US\$) | | | | | | | | |
| 1.1. Develop four regionally specific shark-identification guides | | | | | | | | | | | | | | | | | | |
| 1.1.1 | Records collection and review | x | x | | | | | | | | | | | Teyeliz/Defenders | Content established | 4500 | 0 | 4500 |
| 1.1.2. | Illustration and design | x | | | | | | | | | | | | Teyeliz/Defenders | Artwork and design completed | | | |
| 1.1.3 | Website design | x | x | x | | | | | | | | | | Teyeliz/Defenders | Website goes live | | | |
| 1.1.4 | Printing, shipping and distribution* | x | x | x | x | | | | | | | | | Teyeliz/Defenders | 5,000 copies each of 4 regional guides printed and distribution begun | | | |
| 1.2. Plan and implement shark identification workshop for law enforcement | | | | | | | | | | | | | | | | | | |
| 1.2.1 | Content planning and materials preparation | x | x | x | x | x | | | | | | | | Teyeliz/Defenders | Agenda established | 15500 | 55795 | 71295 |
| 1.2.2 | Presenter identification and recruitment | x | x | | | | | | | | | | | Teyeliz/Defenders | Presenters committed | | | |
| 1.2.3 | Selection of participants by agencies | x | x | | | | | | | | | | | Teyeliz/Defenders | Participants committed | | | |
| 1.2.4 | Workshop (2 days) including at least 6 presentations and live transmission over the Internet | | | | | | x | x | | | | | | Teyeliz/Defenders/HSI | Workshop conducted | | | |
| 1.3 Post event review and monitoring for implementation Period begins July 1, 2012 (post grant period) and extends indefinitely | | | | | | | | | | | | | | | | | | |
| Responsible party is Goyenechea (Defenders) | | | | | | | | | | | | | | | | | | |
| Total: 20000 55795 75795 | | | | | | | | | | | | | | | | | | |

*OAS funds to be applied to printing and distribution only.

SECTION 5. BUDGET

Teyeliz and Defenders of Wildlife
Shark Identification Workshop for Law Enforcement

| Expense | Proposed Allocation of Grants | | | Other sources | Detail |
|---------------------------------------|-------------------------------|--------------------|------------------|------------------|--|
| | Current Projected Cost | Marisia Foundation | OAS | | |
| Defenders personnel | \$ 30,795 | | \$ - | \$ 30,795 | Percentages of two key Defenders staff members' time for planning and producing the workshop and post-event evaluation and followup.* Also supervisory time at 5% of FT.** |
| Travel | \$ 30,000 | \$ 25,000 | \$ 5,000 | \$ - | For 33 participants, 4 presenters, 1 facilitator, 2 interpreters. Average airfare estimated at \$750US. |
| Meeting rooms | \$ 1,000 | | \$ 1,000 | | Conference and breakout rooms (hotel to be identified) |
| Hotel | \$ 3,000 | | \$ 3,000 | | For 33 participants, 4 presenters, 1 facilitator, 2 interpreters. Based on a two night stay at the rate of \$150/double room. |
| Meals | \$ 4,000 | | \$ 4,000 | \$ - | 40 people - three meals and snacks for two days |
| Interpreters | \$ 1,000 | | \$ 1,000 | \$ - | English and French interpreters |
| Materials (printing and distribution) | \$ 4,500 | | \$ 4,500 | | Printing and distribution of 20,000 shark guides |
| Website design | \$ 500 | | \$ 500 | \$ - | Site specific to the contents of the workshop |
| Internet broadcasting/recording | \$ 1,000 | | \$ 1,000 | \$ - | Live transmission costs and costs of distributing a recording of the workshop |
| TOTAL EXPENSE | \$ 75,795 | \$ 25,000 | \$ 20,000 | \$ 30,795 | |

| Income | Amount | Status |
|-----------------------------|------------------|----------|
| Marisia Foundation | \$ 25,000 | received |
| OAS | \$ 20,000 | pending |
| Defenders and other sources | \$ 19,795 | |
| NGOs*** | \$ 1,000 | pending |
| Major gifts | \$ 10,000 | pending |
| TOTAL INCOME | \$ 75,795 | |

*International Counsel (Goyenechea) and International Program Specialist (Cantu)

** Executive Vice President and VP for Legal Affairs

*** Defenders has requested support from other NGOs which have expressed an interest in funding part of the workshop. Several commitments are pending or tentative. Due to the economy, it is likely that such contributions will be modest.



UNITED STATES DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
NATIONAL MARINE FISHERIES SERVICE
Silver Spring, Maryland 20910

November 5, 2012

Richard Huber
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 792
Washington, D.C. 20006

Luisa Neira
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 794-C
Washington, D.C. 20006

Dear Mr. Huber and Ms. Neira,

I write to endorse the project proposed by Defenders of Wildlife and Teyeliz, A.C. to hold a shark and shark fin identification training workshop for Latin American enforcement authorities in Brazil or Ecuador in the summer of 2013.

Because sharks are highly-migratory, their conservation can only be achieved by working collaboratively with other nations. One of the critical deficiencies in shark conservation and management has been the inability of nations to identify sharks at the species level and the lack of data reporting on shark catches. This is in part due to the difficulty in identifying sharks to the species level. The collection of accurate and complete species-specific data is necessary to implement effective shark conservation and management measures and ensure compliance with measures to manage shark fisheries and trade in shark products.

The proposed workshop will improve the identification and reporting of sharks with a proper development and understanding of chains of custody. This will help to improve data collection and assist efforts to implement regional and international shark measures. Most importantly, the workshop and materials will help provide countries in the Western Hemisphere the training and tools they need to better manage sharks.

Thank you very much for your consideration of this grant proposal. I hope that you will support and fund this project.

Sincerely,

Angela Somma
Chief, Endangered Species Division
National Marine Fisheries Service





"Working within CITES for the protection and conservation of species in international trade"

November 5, 2012

Richard Huber
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 792
Washington, D.C. 20006

Luisa Neira
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 794-C
Washington, D.C. 20006

Dear Mr. Huber and Ms. Neira,

The Species Survival Network (SSN) would like to endorse the project proposal submitted by Defenders of Wildlife to create shark identification materials and hold shark identification workshops for the Latin American region. SSN is an international coalition of over eighty non-governmental organizations (NGOs) committed to the promotion, enhancement, and strict enforcement of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

These will provide important tools to CITES and fishing authorities as well as fishermen in the area for ensuring that shark catches and trade are sustainable. The training and resources will benefit shark and marine conservation in the region through building capacity for fishery management and chain of custody for trade in shark products.

The effectiveness of shark fisheries and trade management has been challenged by difficulties in identifying sharks and shark fins at the species level and the consequent difficulties in establishing a chain of custody.

Shark species are facing declines due to increasing demand for their meat as a source of protein and the high demand for shark fins for use in shark fin soup which is considered a delicacy. Member countries of CITES have cited difficulties in identifying sharks and shark fins by species as one of the problems in controlling fishing and trade of sharks and shark products.

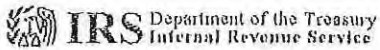
SSN endorses this project which we believe will provide countries with the resources that are necessary in order to effectively and sustainably manage shark fisheries and trade.

Sincerely,

A handwritten signature in black ink that reads "Will Travers".

Will Travers, President
Species Survival Network

Email: info@ssn.org website: www.ssn.org



CINCINNATI OH 45999-0038

In reply refer to: 0248323016
Jan. 17, 2008 LTR 4168C E0
53-0183181 000000 00 000
00012312
BODC: TE

DEFENDERS OF WILDLIFE
1130 17TH ST NW
WASHINGTON DC 20036-4604997



018331

Employer Identification Number: 53-0183181
Person to Contact: Yvette Davis
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Jan. 07, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in June 1948, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I



SISTEMA NACIONAL DE ÁREAS DE CONSERVACIÓN
DIRECCION EJECUTIVA
AUTORIDAD ADMINISTRATIVA CITES
COSTA RICA



06 de noviembre, 2012
SINAC-DE-VS-035

Richard Huber
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 792
Washington, D.C. 20006

Ccp. Luisa Neira
Department of Sustainable Development
Organization of American States
1889 F. St., N.W., Suite 794-C
Washington, D.C. 20006

Estimado Sr. Huber :

El SINAC es un ente gubernamental que tiene la función de establecer las medidas para la conservación, administración y el buen manejo de la flora y fauna silvestre de Costa Rica, lo cual también incluye la promoción de programas de investigación, educación y de rescate de la vida silvestre.

Costa Rica como país comprometido con la conservación de la biodiversidad, fue precursor de la inclusión de la especie de tiburón martillo, *Sphyrna lewini*, en el Apéndice III de la Convención CITES, para lo cual a trabajado en conjunto con varias organizaciones, entre ellas esta Defenders of Wildlife, la cual esta en capacidad de buscar fondos para realizar un taller de capacitación sobre la identificación de especies de tiburones, sus aletas y modelos de cadenas de custodia, que estará dirigido a las autoridades administrativas y de aplicación de la ley de los países de América Latina.

Sin duda un taller de capacitación con esta temática, será de gran utilidad para las autoridades de Costa Rica, ya que el tema planteado se alinea con nuestros objetivos y necesidades de capacitación para los funcionarios estatales encargados del control y protección ambiental, pesca, policía y aduanas. Mejorando el cumplimiento de la presentación de informes sobre capturas y pesca incidental así como asegurar el origen legal de los productos de tiburón que entrarán a los mercados nacionales e internacionales

Lo anterior, por cuanto el manejo de las pesquerías de tiburón en Costa Rica, se ha visto comprometido por la falta de identificación de cada una de las especies capturadas, lo que hace que la evaluación del impacto de las pesquerías sobre tiburones en peligro o amenazados sea imposible..



SISTEMA NACIONAL DE ÁREAS DE CONSERVACION
DIRECCION EJECUTIVA
AUTORIDAD ADMINISTRATIVA CITES
COSTA RICA



Esperando que la presente sirva para los fines del interesado, reciba un cordial saludo,

Atentamente

Jose Joaquín Calvo Domingo
Punto Focal
Convención CITES



JJCD/CorrespondenciaEnviada2012*12.06.2012

C: Rafael Gutierrez, Director Ejecutivo SINAC
Archivo

