

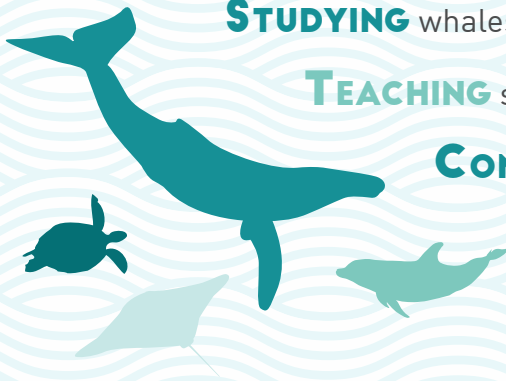


We are a community-driven research and education project.

Our education and conservation work revolves around our marine mammal discoveries.

Four years in, our host communities are on the brink of embracing a lasting ethos of marine conservation.

WE ARE FOR THE FIRST TIME...



STUDYING whales and dolphins in the extended Zihuatanejo/Ixtapa area

TEACHING safe whale watching practices to fishermen and guides

CONNECTING 1,200+ kids in 12 schools with their marine environment

GROWING ecotourism in the region

FOSTERING marine conservation within municipal government, local businesses and the community

IN 2017 WE WILL:

STUDY

Humpback whale composition, distribution and behavior in the field

300 hours on-water data collection

Conduct population counts, **identify** whale flukes, **record** vocalizations, **document** mother/calf pairs, behaviours and movement patterns

4TH of 5 year humpback whale, dolphin, ray and turtle study



Study how whales, dolphins and boats interact in the busy Zihuatanejo Bay

GOAL Data will be help scientists to understand whale migration patterns determine where to focus our safe boating education and marine mammal protection efforts

EXCHANGE

Ideas and best practices via a Barra to Baja Fishermen's Exchange

Connect Baja fishermen and community leaders in Cabo Pulmo, La Paz, Punta Abreojos and Laguna San Ignacio with 14 thought leaders and influencers from Guerrero

GOAL Improve marine resource management and protection by creating long-term plan and partnerships with dedicated local marine conservation group.

EDUCATE

Youth and the general public



Mexican and US high school students will match whale flukes in our catalogs with other regions



Local high school students research, collect data and help develop a dolphin fin catalog

At least 1200 Elementary and secondary students will receive marine biodiversity presentations

After-school biology activities every week at the village library **Weekly public events in winter** to boost awareness about threats to marine wildlife

GOAL Teach students at all levels about the region's charismatic marine megafauna

TRAIN



Boat operators at Safe Whale and Dolphin Watch and Responsible Guide Workshops

Deliver workshops and training programs for boat operators, fishermen, tourism business owners, residents and visitors of the area

GOAL Promote conservation and develop local capacity to support responsible ecotourism

OUTCOMES BY 2019

WE WILL...

- Have **5 years** of robust field data on a **75-mile** stretch of coastline surrounding Petatlan and Zihuatanejo

Site Fidelity and Migration Patterns
Behavior & Distribution
Potentially Sensitive Areas

- Have **baseline data on dolphin species** present in the area, along with their distribution and resident status

- Train a minimum of **75 regional guides** to become informed, responsible marine wildlife tour guides

- Promote an **ethos of responsible marine stewardship** among local residents of all ages. **The community will be working together** to establish and maintain sustainable, responsible fishing and ecotourism practices reducing garbage and commercial fishing

- Become a **SEMARNAT/DVGS** -acknowledged marine mammal site

- Have a **worldwide reputation as a unique, diverse marine wildlife hotspot**



- Promote **optimal boat operation around marine mammals**. Banners, stickers and handout materials will be in evidence throughout the study region



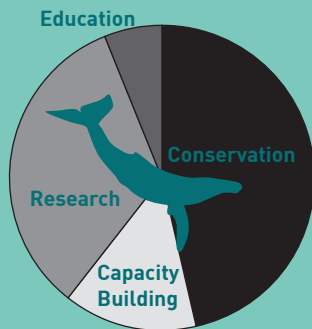
- Enhance a **sense of responsibility and connection** with the local ocean in children



- **Mentor fishermen turned ecotour guides** and work with ecotour community leaders from Baja, Banderas Bay, Baja, Oaxaca, and the US, to **protect marine mammals and other marine fauna in order to bring it back to health and preserve it for future generations**

We will share our data with Mexican and worldwide scientific communities through conferences, papers and correspondence, filling an information gap on humpback whale and other marine mammal abundance and distribution in the state of Guerrero.

WHALES OF GUERRERO RESEARCH PROJECT FY 2017-2019 BUDGET



- Field team (8 people)
- Visiting scientists and educators
- Field supplies and equipment
- Conferences, meetings and symposiums
- Communications
- Guide training
- Educational outreach materials
- Kid's workshops and school programs
- Public education and outreach
- Barra to Baja Expedition

PROJECT SUPPORTED BY: GRANTS & RESEARCH CONTRACTS (2014-2016):

SEMARNAT/DFWS Wildlife Without Borders; National Geographic; Marisla Foundation; Idea Wild; Norcross Foundation; American Cetacean Society San Francisco Bay Area Chapter Research; NOAA

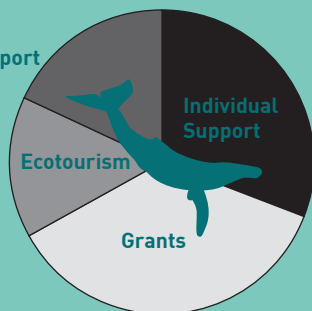
COMMUNITY SUPPORT:

6 regional fishing and tourism coops, Dept. Ecology, Dept. Environment, Dept. Tourism, Capitania del Puerto, 12 regional schools, Guerrero Mncpl Regicuria de Turismo y participacion social; Oficina de Convenciones y Visitantes de Ixtapa Zihuatanejo; Asociacion de Hoteles de Ixtapa Zihuatanejo; Instituto Municipal de Ecologia; UNAM; NOAA; Guia Zanka; Dive Zihua; Casita Ecovegana; Ecotianguis; LOOT; La Raiz de la Tierra; Playa Viva

INDIVIDUAL SUPPORTER REVENUE STREAMS:

Humpback whale adoption program; Tax-deductible donations; Citizen science research expeditions; merchandise sales

Community In-Kind Support



HELP US KEEP THIS WHALE OF A PROJECT AFLOAT!

- ✓ Adopt a Whale (www.oceanicsociety.org/adopt/adopt-a-whale)
- ✓ Make a tax-deductible donation (www.whalesinmexico.com/donate.htm)
- ✓ Hop aboard on a research expedition with our team (www.oceanicsociety.org/projects/guerrero-whales)
- ✓ Sign up for our newsletter, follow us on Facebook and Instagram ([/whalesinmexico](https://www.facebook.com/whalesinmexico); [@whalesofguerrero](https://www.instagram.com/whalesofguerrero))
- ✓ Share our project with a friend

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