



Team Europe Initiative  
for Blue Economy and Job Creation

# Pwani Yetu

## Conservation and Sustainable Management of Coastal and Marine Regions of Mainland Tanzania

#GlobalGateway #TeamEurope #IKI

OCTOBER 2024

## Background

Tanzania's coastline forms part of the Somali Current Large Marine Ecosystem (SCLME); the latter extends from Comoro islands, northern tip of Madagascar up to the Horn of Africa. The coast stretches across some 1,424 km from the northern border with Kenya to the southern border with Mozambique. It is characterised by a wide diversity of biotopes (coral reefs, mangroves, seagrass beds, and beaches) as well as fish stocks. The people living there use a variety of its natural resources.

The coastal area is home to an estimated one quarter of the entire population of Tanzania and hosts 75% of industries. In most coastal districts, the main sources of income are agriculture, tourism, fisheries, and aquaculture, which also includes activities such as the farming of seaweed. Numerous coastal communities heavily rely on marine and coastal resources, along with the ecosystem services they offer. These marine ecosystems play a crucial role in bolstering the Tanzanian economy. Marine and coastal resources contribute to maintaining the livelihoods and income of local communities, particularly through small-scale artisanal fishing and various marine-related activities.

In the project regions of Tanga, Pwani, and Lindi, ecologically valuable resources such as mangroves, coral reefs and seagrass beds provide coastal protection as well as breeding grounds and refuges for many rare and endangered species. These include all five species of sea turtles found in the Western Indian Ocean (WIO) region. In addition, the project region provides habitats for up to 37 species of marine mammals, such as dugongs and dolphins, a range of migratory and non-migratory birds, and more than 380 fish species.



To ensure that mechanisms exist for effective, transboundary, participatory, and sustainable management of marine and coastal resources. This leads to the conservation of biodiversity in the two seascapes, Tanga and RUMAKI

The Pwani Yetu project is structured around four key outputs to strengthen coastal and marine conservation in Tanzania which are;

- **Output 1:** The conceptual, strategic, and institutional bases for the protection and sustainable use of marine and coastal resources in the focus regions have been recorded and revised; coordination between actors in the blue economy space is enhanced.
- **Output 2:** Conservation and sustainable management measures are piloted in and around selected marine and coastal protected areas in the focus regions.
- **Output 3:** Local communities have access to and develop income opportunities from sustainable use of coastal and marine ecosystems / resources.
- **Output 4:** Project experiences and accumulated knowledge on the protection and sustainable use of the marine and coastal region are disseminated at national, regional, and international levels. Related processes with relevant institutions are supported.



€4.55  
Million  
Total Budget

**Sector:** Marine Conservation and Fishery

**Lead Partner:** Gesellschaft für Internationale Zusammenarbeit (GIZ)

**Consortium Partners:** World Wide Fund for Nature (WWF) and  
Mwambao Coastal Community Network

**Political Partners:** Ministry of Livestock and Fisheries, Tanzania

**European Union contribution:** € 3,300,000

**BMUV financial contribution:** € 1,250,000

**Total Budget:** € 4,550,000

**Project Duration:** 09.2024 – 02.2027



## About the Pwani Yetu" Project



Pwani Yetu contributes to the Team Europe Initiative, "Blue Economy for Job Creation and Climate Change Adaptation" in Tanzania. Its primary goals are to strengthen the protection of coastal and marine biodiversity and to build climate resilience within coastal communities. Guided by a theory of change that emphasizes the importance of effective co-management in locally managed marine areas, Pwani Yetu focuses on enhancing planning and management capacities while ensuring benefits to local communities.

The project addresses capacity gaps in sustainable conservation and resource management and adopts a multi-level approach: at the macro level, it collaborates with national institutions to build capacity and develop tools for data-driven planning, management, monitoring, and decision-making in marine and coastal conservation. Also, Pwani yetu supports the establishment and coordination of multi-actor processes at both national and regional levels as well as promotes capacity development of different actors and helps to pro-mote data collection and knowledge management at the scientific level.



### Enhancing Ocean Governance

The Marine Parks and Reserves Unit (MPRU) will receive support in developing strategies, concepts, and instruments to strengthen governance of the planned transboundary conservation area between Kenya and Tanzania. This initiative aims to improve coordination and collaboration across national borders, fostering effective management of shared marine resources and enhancing conservation efforts. Through these efforts, MPRU will work towards establishing a framework that ensures sustainable use, biodiversity protection, and resilient ecosystems within the transboundary conservation area.



### Development of Management Plans

Management plans will be reviewed or newly developed for 614,000 hectares of existing or new marine conservation areas (e.g. Marine Reserve, Marine Protected Area, Other Effective Area-Based Conservation Measures, Locally Managed Marine Areas, Collaborative Fisheries Management Areas and Ramsar, etc.). These plans include strategies for sustainable resource use, conservation practices, and protection measures aimed at preserving biodiversity and marine ecosystems. The plans are tailored to ensure the long-term health of these areas while allowing for sustainable community engagement and usage.



### Income opportunities for the local population are developed through sustainable use of coastal and marine ecosystems

The project supports business models that promote conservation and sustainable use of marine and coastal ecosystems, upgrading selected fish markets and landing sites. By developing eco-friendly practices and building conservation skills, it creates income opportunities for local communities, balancing economic growth with environmental protection to preserve marine biodiversity for future generations.



### Project experiences and knowledge are documented and disseminated

The project systematically documents lessons learned, successful strategies, and community engagement outcomes throughout its implementation. This knowledge is then shared at local, national, and international levels to inform future conservation projects, promote best practices, and support broader policy development for sustainable coastal and marine resource management.

## Consortium Implementers

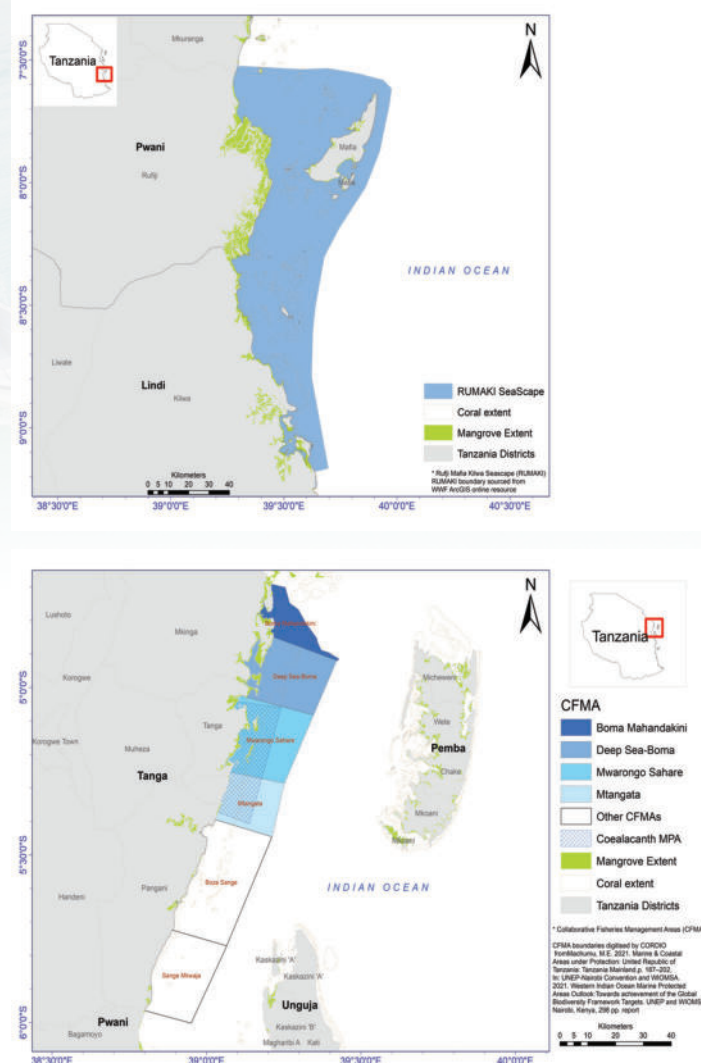
Implemented by



**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Ralf Senzel - Project Manager  
Gesellschaft für Internationale Zusammenarbeit (GIZ)  
Isimani Cluster, P.O.Box 1519, HSE 04, Isimani Street,  
Upanga Dar es Salaam, Tanzania.  
Email: [ralf.senzel@giz.de](mailto:ralf.senzel@giz.de)  
Website: [www.giz.de](http://www.giz.de)



Photos: ©MIMP/Bernard Ngatunga  
© European Union, 2022

Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders. All images © European Union, unless otherwise stated.

Luxembourg: Publications Office of the European Union, 2022

Print ISBN 978-92-76-47472-2 doi:10.2775/36756 NA-01-22-089-EN-C  
PDF ISBN 978-92-76-47449-4 doi:10.2775/080188 NA-01-22-089-EN-N