

Adopt-a-Seagrass-Meadow

a people's conservation program



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“Adopt-a-Seagrass-Meadow” is a seagrass conservation program that aims to raise the charisma of the seagrass habitat and to create awareness towards increasing menaces to this coastal ecosystem.

In Portugal, the seagrass habitat is very poorly known and often ignored by the public, governmental entities and even fellow scientists. The idea behind the program is to create a network of people that will surveille all the seagrass meadows present along the Portuguese coast.

“Adoptive parents” need to “apply for adoption” and are obliged to monitor twice a year the “adopted” patch, to organize seagrass awareness activities at least twice a year, to keep informed about coastal activities and write to the official entities whenever they detect any activity endangering their patch, to work in fundraising their own program and finally, to keep the project homepage updated with their pro seagrass conservation activities.



“Adoptive Parents” visit their meadow

The program started in February 2010, and is having great success. Fourteen meadows have already been “adopted”. Some of these had more than one “adoption candidate”, and so we had to create “Adoption Consortiuns” for some of these meadows. One of the greatest joys of the program was that we were able to reach a large range of people, from our scientific peers that embrace thoroughly the program, to the scuba diving centers, NGOs, secondary schools, Fisherman Association, Scouts, etc.



Volunteers wear the program's shirts

The media also embraced the idea. Many newspaper articles and blog posts were released, while TV and Radio shows talked about the program. Everyone seems eager to help stop the destruction of this habitat. This program shows that civil society is ready to share with scientists the work for marine conservation and that is up to us to contribute for these actions.



Newspapers increased the outreach potential



A

Adopted Meadows

Sebas, our mascot

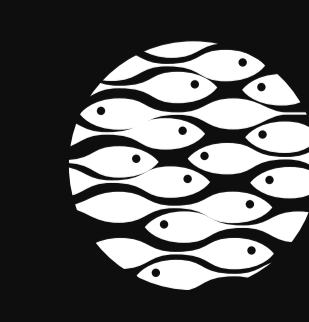
Program Merchandising



Online resources and community

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