



BLUE MARINE
FOUNDATION



AGAINST

LONG

MINING

AUGUST 2024



TOTAL EDITORIAL REACH: 672,600

"One-by-one tuna fisheries are a proud Maldivian tradition that can be traced back hundreds of years. Few places can demonstrate such extraordinary long-term sustainability. By rejecting more efficient and destructive fishing methods, the Maldives shows other countries a better route to balancing fishing income with ocean health and nature protection."

— Callum Roberts, Professor of Marine Conservation, University of Exeter.

Key mentions:

[Seafood Source](#)

[The Edition](#)

[Undercurrent News](#)



30,679

people signed the
Only One petition between
August 12nd- August 31st

177

International Scientists
signed the open letter

13

Alliance Members in the
Maldives Ocean Alliance

FROM AUG 1 – SEPT 16:

SOCIAL MEDIA IMPRESSIONS: 8,214,392



SOCIAL REACH OF THE
#AGAINSTLONGLINING HASHTAG ON X

TOTAL IMPRESSIONS: 6,145,975

Key collaborations: Miyaru, Maldives Ocean Alliance, Only One

Our Breaking News post had 91.4% views from non-followers, demonstrating that the #AgainstLonglining campaign reached new audiences.

"We commend the President's efforts to protect the livelihoods of fishers and the tourism industry, as well as our marine biodiversity. For several decades, the Maldives has proudly led marine megafauna conservation efforts, and we are very relieved to continue providing a safe haven for these species. However, we must stay vigilant against external pressures that seek to exploit our sustainably managed marine life, particularly as populations decline in other regions. We also urge the international community to recognize our sustainable one-by-one tuna fisheries by reducing import taxes, ensuring the long-term sustainability of our fisheries." - Shaha Hashim, from Maldives Resilient Reefs



PRESS

- [Seafood Source](#) (UMU: 144K) - Maldives pressured to stop longline fishing due to threats to marine biodiversity, tourism
- [Deeper Blue](#) (UMU: 68.8K) - Maldivian Government Decides Not To Continue Allowing Longline Fishing
- [Undercurrent News](#) (UMU: 59.9K) - Maldives backtracks on decision to allow tuna longlining...
- [Undercurrent News](#) (UMU: 65.5K) - Maldives plans tuna longline fishery reopening with stricter sustainability rules
- [Divernet](#) (UMU: 59.6K) - Maldives' longline plans put pro-shark reputation at risk
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- [Undercurrent News](#) (UMU: 65.5K) - Maldives plans tuna longline fishery reopening with stricter sustainability rules...
- [The Edition](#) (UMU: 50.1K) - 18 Environmental NGOs voice concerns about allowing longline fishing
- [Daily Nautica](#) (UMU: 19.8K) - Il governo delle Maldive decide di vietare il Longline Fishing
- [Daily Nautica](#) (UMU: 19.8K) - The Maldive government bans longline fishing
- [Sun.mv](#) (UMU: 56.2K) - PNC-dominant Parliament rejects emergency motion against longline fisheries
- [The Edition](#) (UMU: 50.1K) - Permission to allow longline fishing will harm Maldives pole and line fishing and tourism: Nasheed
- [The Edition](#) (UMU: 50.1K) - Export of sharks accidentally caught and killed in setline fishing to be permitted