



GOVERNMENT OF NIUE

MEDIA RELEASE

FOR IMMEDIATE RELEASE

NIUE OCEAN CONSERVATION COMMITMENTS WIN FAST COMPANY'S 2024 WORLD CHANGING IDEAS AWARD FOR NATURE CATEGORY

Alofi, Niue – 14 May 2024 - The Ocean Conservation Commitment (OCC) entry has won the Nature Category of the Fast Company's 2024 World Changing Ideas Awards. The OCC is a pioneering initiative from Niue. The prestigious award recognizes the innovative approach of OCCs in safeguarding ocean ecosystems while addressing the financial challenges associated with conservation efforts.

The Premier of Niue, Hon. Dalton Tagelagi expressed his pride in the recognition, stating "Congratulations to the team. It is our very own concept, recognized worldwide. A few individuals initiated this journey in 2015, including the Honourable Billy Talagi, former Minister for Natural Resources, along with Josie Tamate, Coral Pasisi, and Brendon Pasisi. This journey led to the development of the Ocean Conservation Credits concept, later renamed as Ocean Conservation Commitments."



The OCCs were launched in September 2023 in New York City, which represent an innovative approach to marine conservation by allowing individuals worldwide to sponsor the protection of one square kilometre of ocean for up to 20 years. This innovative funding model provides a sustainable source of financing for the ongoing management and protection of Niue's vast marine territory.

The Niue Ocean Wide (NOW) Project is a Public-Private Partnership between the Government of Niue, and Tofia Niue, a local non-government organisation. The concept of the OCCs is attributed to the President of Tofia Niue, Coral Pasisi and her brother Brendon Pasisi, who manages the NOW Project. The Premier of Niue, Hon. Dalton Tagelagi is also the Chairperson of the Niue and Ocean Wide (NOW) Trust, a charitable Trust set up to manage the OCCs and conservation efforts. Hon Tagelagi has been instrumental in championing ocean protection efforts in the region alongside the Minister of Natural Resources, Hon. Mona AINU'u who is also one of the Trustees of the NOW Trust and has been a strong advocate of this initiative.

The success of OCCs would not have been possible without the collaboration of various stakeholders, including the government of Niue, nonprofit organization Tofia Niue and International partners such as Blue Nature Alliance - Conservation International. Together, they facilitated the initial sponsorship of 1,870 OCCs from sponsors across 21 countries.

The Government of Niue extends its gratitude for the recognition of the Fast Company's 2024 World Changing Ideas Award. This recognition underscores our commitment to ocean conservation and safeguarding our marine ecosystems for future generations.

END

For further information, please contact:

Shanta Viviani-Hekau, Fundraising and Communications Manager, Email: niueoceanwide.fcm@gmail.com
Anzee Mougavalu, GON Communications Officer, Email: NiueGovernment.Media@gov.nu