Niue Ocean Wide (NOW) Trust

ARTICLE 6.8 | NON-MARKET APPROACH CASE STUDY

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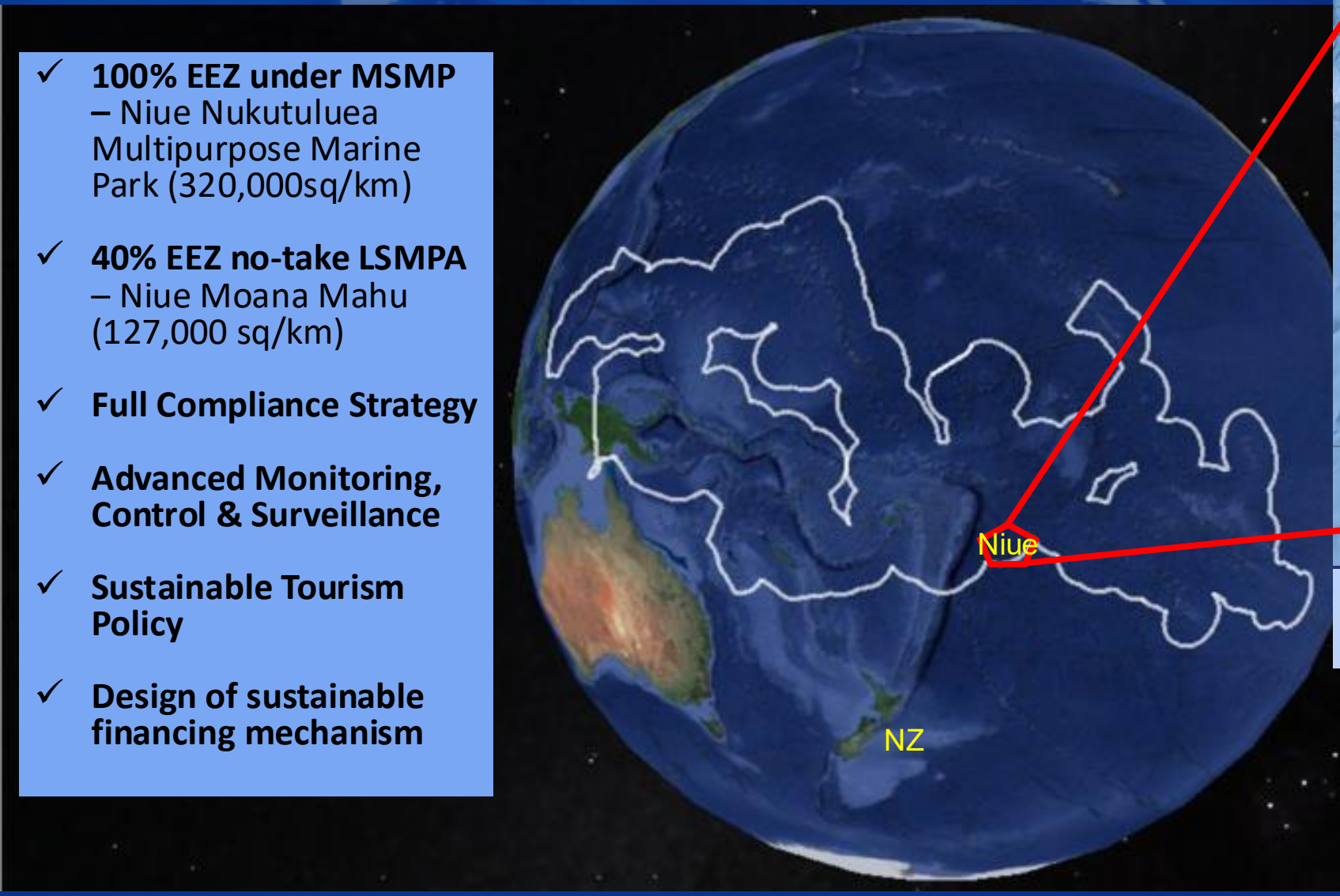
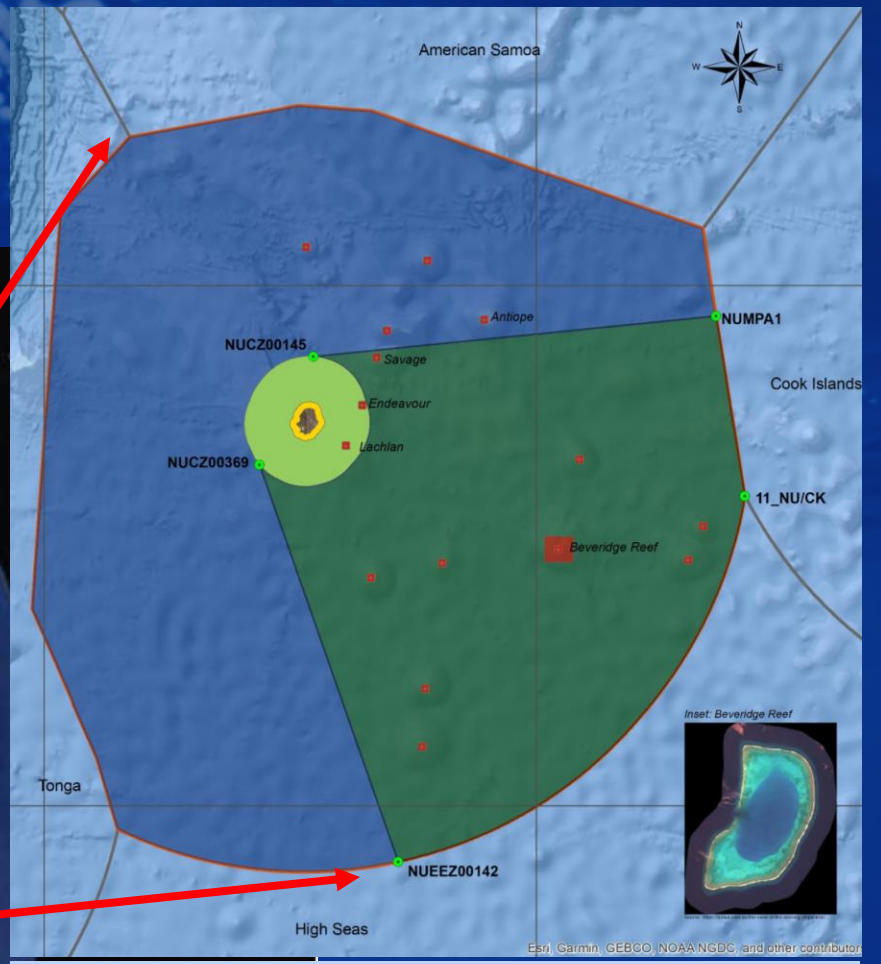
Earthshot Finalist 2026

November 2026

Key milestones and value of Niue's commitment

- ✓ **100% EEZ under MSMP** – Niue Nukutuluea Multipurpose Marine Park (320,000sq/km)
- ✓ **40% EEZ no-take LSMPA** – Niue Moana Mahu (127,000 sq/km)
- ✓ **Full Compliance Strategy**
- ✓ **Advanced Monitoring, Control & Surveillance**
- ✓ **Sustainable Tourism Policy**
- ✓ **Design of sustainable financing mechanism**





2nd largest no-take LSMPA as % of EEZ in the world

Holistic value dimensions of Niue's protected ocean, supporting global, regional and country level sustainability targets

Niue's Ocean Wide Value Drivers



Ecological

Convention on biological diversity (CBD)

- 68 Threatened species
- 6 Unique bioregions
- Rich seamounts
- Biodiversity
- Ecosystem health
- Key species
- Addressing pollution including plastics



Climate Change

UNFCCC & Paris agreement

- Adaptation and resilience
- loss and damage
- Climate justice,
- Mitigation



Socioeconomic

Sustainable development goals (SDGs)[1]

- Fishing
- Sustainable tourism
- Food security
- Local conservation
- Cultural integrity



Scale

Protect at least 30% of the ocean by 2030 (30X30)

- 100% Area under sustainable management
- 40% EEZ No-take
- Adjacent area use
- Duration of protection



Governance

Illegal, unreported, and unregulated fishing (IUU)

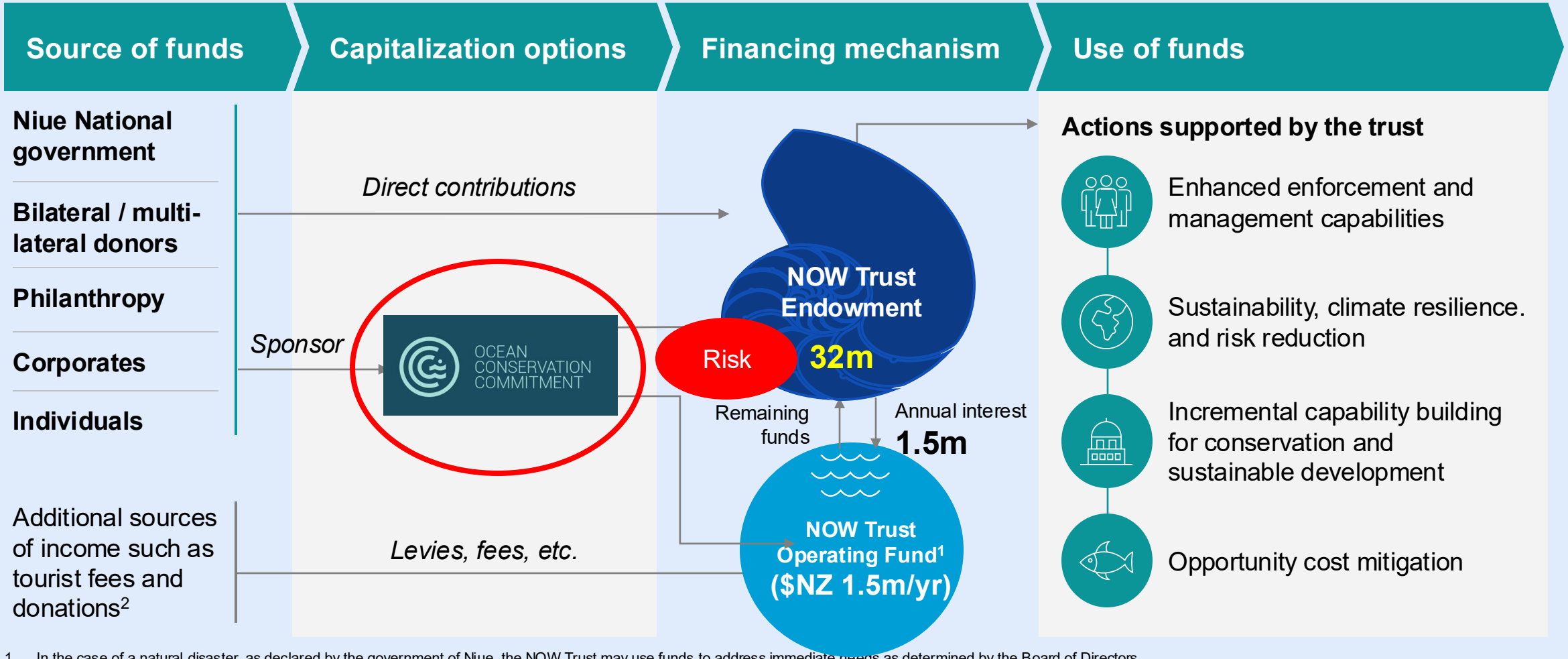
- Monitoring, control, and surveillance capability
- Legal framework and compliance
- Baselining research for marine metrics

1. Specifically, SDGs 8, 12, 13, 14, & 17

NOW Trust – Sustainable Financing

'The Game Changer'

Funding flow



1. In the case of a natural disaster, as declared by the government of Niue, the NOW Trust may use funds to address immediate needs as determined by the Board of Directors
2. To be ramped up over a longer timeframe due to the effects of the COVID-19 pandemic

What are Ocean Conservation Commitments (OCCs) and what do they cost?



Annual price of OCCs directly represents cost, and value added of conservation actions for 1 km^2 of Niue's protected ocean space per year

Annual price: NZ$12.50/km^2

Tenure: 20 years

Total price: **NZ $250.00/km^2**

Total price multiplies annual price over 20-year increment

Number available for sale: **127,000** OCCs

Based on size of Niue's Moana Mahu MPA (127,000 km^2)

12.50 x 20 = $250

127,000 x 250 = **NOW Trust Endowment 32m**

OCC enables sponsers to become "care-holders" and direct contributors to Niue's ocean protection

Meet the NOW Trustees, PAT, and Secretariat



Dalton Tagelagi (Hon)
Chair NOW Trustee

Hon. Tagelagi is Niue's first Prime Minister following the title change on 31 August 2024. In leadership since 2020, he has held key portfolios such as Foreign Affairs, Climate Change, and other Commercial Agencies. A Legislative Assembly member since 2008, he represents Alofi South. He launched the "Niue Ko Kaina" initiative to boost economic and cultural revitalization and chairs several national trusts, including the Niue Ocean Wide (NOW) Trust. A passionate sportsman, he has represented Niue internationally. His vision centers on global growth for Niue while preserving its heritage and strengthening community values.



Coral Pasisi
Vice-Chair NOW Trustee

Coral has over 25 years of experience in sustainable development, climate change, climate finance, and ocean conservation in the Pacific. She has served in senior roles at the Green Climate Fund, PIFS, and SPREP and is currently the Director of Climate Change at SPC. She is an Earth Scientist and Development Planner, and strongly advocates for traditional knowledge and practice as a daughter of Niue. Her most important role in life, is being a mother to Bailey and Reign Pasisi.



Mona Ainu'u (Hon)
NOW Trustee

The Hon. Ainu'u has served as Niue's Minister of Natural Resources since 2017 and is currently in her third term. She represents the Tuapa Village Constituency and holds portfolios in Agriculture, Forestry & Fisheries, Meteorological Services, and Environment. She also serves as Associate Minister for Climate Change, Ocean, BCN, Justice, and Tourism. Her legislative roles include Vice-Chairperson of the Public Accounts and Bills Committees. Regionally, she is a Pacific Climate Change Champion for Gender & Social Inclusion, advocating for sustainable development and environmental resilience across the Pacific.



Avi Rubin
NOW Trustee

Avraham Rubin (Avi) is a dedicated business man known for hospitality, accommodation , commercial fishing and fish processing. Since 2006, he has contributed significantly to the tourism industry and community. To date holding roles such as president of NCOC (Niue Chamber of Commerce) , chair for TNL (Telecom Niue limited) and vice president for Tofia Niue. Beyond his professional work he is involved in traditional canoe fishing, he is also passionate about creating a better life on the island for all.



Gaylene Tasmania
NOW Trustee

Devoting over 30 years to serving the Niue Government, Gaylene began her career with the Department of Agriculture, Forestry, and Fisheries, steadily rising to the position of Deputy Director. Gaylene's dedication and expertise led her to become the Director of Community Affairs, and later, in 2014, the Director General of Social Services. Currently serving as the Deputy Secretary of Government, Gaylene continues to play a pivotal role in shaping Niue's future. Her passion for public service and her enduring contributions to the community are a testament to her remarkable career.



Etaena Poihega
NOW Trustee

Etaena Poihega , is from the village of Makefu, is Chairperson Council, deeply connected and actively involved in the Makefu Climate Justice advocacy Project, champions sustainability and gender equality, motivated by a desire to create a better future for the next generation , Ena represents the Village Councils in the NOW Trust, driving transformative change , fostering inclusive opportunities and championing sustainability initiatives that uplift and inspire the community. "Pete he uka e gahua kua lali ki ai, kia uku aki e ulu, ha ko e mena to puna e motu".

NOW PROJECT ADVISORY TEAM



Coral Pasisi
President, Tofia Niue

Avi Rubin
Vice President, Tofia Niue

Dr. Josie Tamate
Advosor to Minister of Natural Resounces

Catherine Etuata Papani
CEO, Niue Chamber of Commerce

Poi Okesene
Director, Department Agriculture Forestry & Fisheries



Doreen Siataga
Financial Secretary, Government of Niue

Micah Fuhiniu Viviani
Director, Niue Tourism

Lagaiki Niu Lavini
PAT Member

Richard Siataga
GIS Expert, Department of Justice Lands & Survey

NOW PROJECT TEAM



Brendon Pasisi
Director & Project Manager

Carmen Fuhiniu
Finance & Administration Manager

JinNam Hopotoa
Communications & Technical Officer

Shanta Hekau
Communications Manager & Local Grants Support Officer

Shiloh Pasisi
Data, Monitoring & Reporting Manager

Inez Faitala
Data, Monitoring, Reporting & Mentoring Advisor



2023-2026 IMPACT

Earthshot Finalist 2026

$14,018,815 funding secured

39,694 OCCs Sponsored

32 global and regional events attended

44% Capitalization

3x Global Awards/Nominations recognising the OCC

NOW Trust Deed Registered

3 Parametric Risk Insurance products for Niue

16 training events on climate resilience and risk reduction

♀ 81 females ♂ 73 males

7 Local staff in place. **1** new staff under current recruitment

Interim NOW Secretariat established

3x Scientific surveys conducted (2016 and 2023) with reporting

3 youth-focused STEM and marine conservation learning activities delivered

100% EEZ under sustainable managemei

40% (127,000km2) no-take area

100% RMACs* established

50% marine management plans for conservatic granted. **50%** under development

Biodiversity protected

10% increase in coral cover (2023)

60% increase in fish biomass (2023)

45% increase in top predators (2023)

10 Satellite shark tags deployed

7+ Years of shark monitoring data

$560,000 for Conservation and resilient sustainable development grants

28% senior youth completed PADI dive training

6 fully funded Education scholarships granted

Local NGO's supported in:

- Traditional Knowledge and Practice; and
- Marine Education Conservation Activities

First Regional knowledge exchange tour for RMACs* & stakeholders

Niue OCEAN WIDE NOW TRUST FUND










FAKAAUE LAHI
MAHAKI
THANK YOU
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