

An underwater photograph of a coral reef. The scene is dominated by large, branching, light-colored sponges with numerous small openings. Interspersed among these are numerous thin, vertical, reddish-orange coral structures. The background is a deep blue, suggesting a clear underwater environment. The lighting is soft, highlighting the textures of the marine life.

# Inspiring Innovation by Capitalizing on Creativity

Mike Osmond

Bycatch: It's a problem!



# “Smarter,” more selective fishing



Circle Hooks



TEDs



Pingers



# What's your innovative idea for reducing bycatch?

**\$30,000 Grand Prize**

Two \$10,000 Runner-Up Prizes

\$7,500 Special Tuna Bycatch Reduction Prize

\$7,500 Special Marine Mammal Bycatch Reduction Prize

**Entry deadline is August 31, 2014**

**Visit [smartgear.org](http://smartgear.org) for rules and guidelines**

# Judging Criteria

Effectively reduces bycatch

Innovative

Practical

Cost-effective

Maintains target catch

Conservation impact



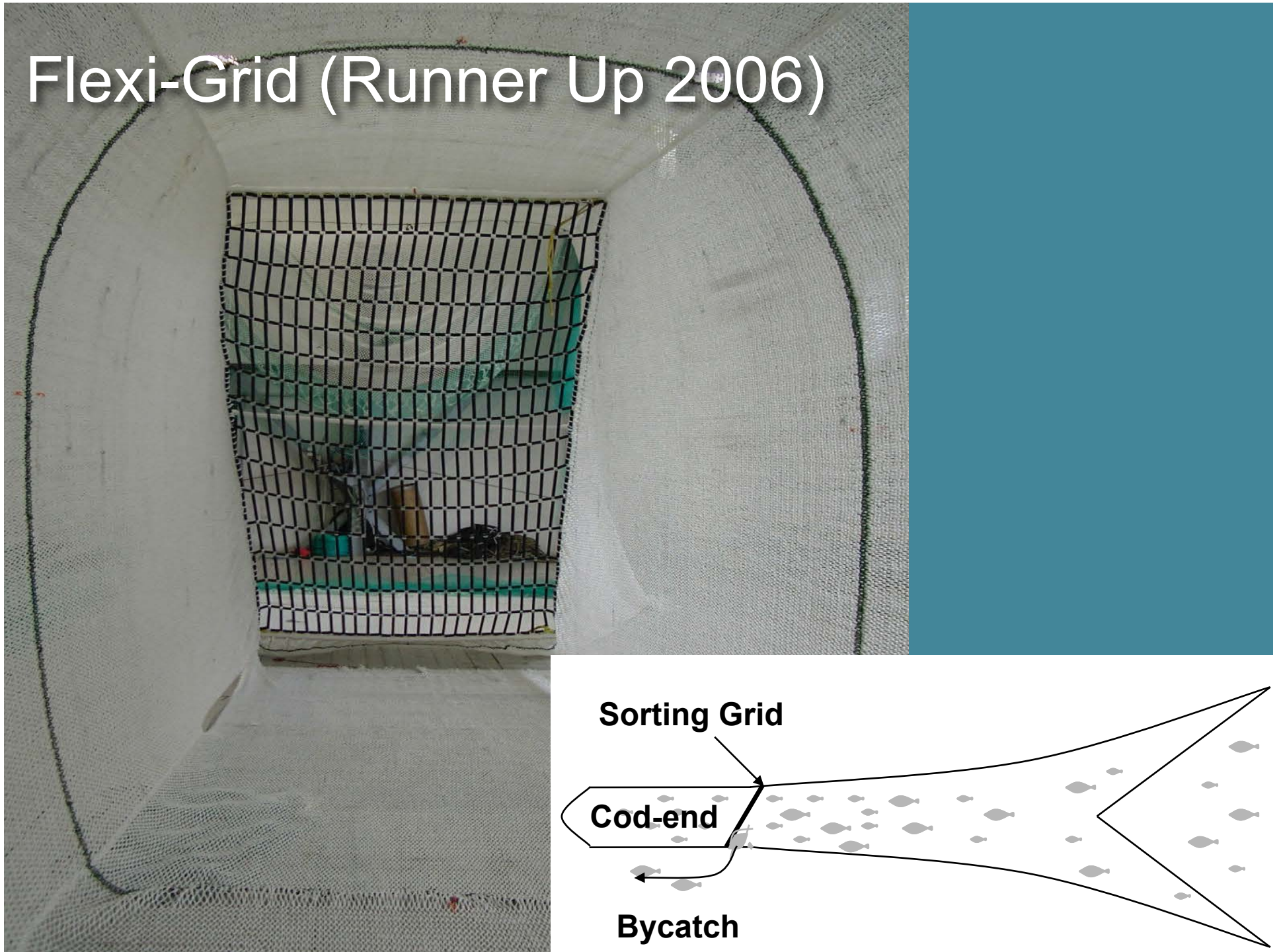
# Smart Gear Initiative

A large, yellowish fishing net is suspended by a crane on the deck of a ship. The net is held up by a horizontal metal bar and several vertical ropes. The background shows a clear blue sky and the ocean. The ship's deck and part of the crane are visible in the foreground.

1. International Smart Gear Competition.

2. Advance winning ideas toward ultimate goal of commercial adoption.

# Flexi-Grid (Runner Up 2006)



# Yamazaki Double-Weighted Branchline (Grand Prize 2011)







# Turtle Lights for Gillnets (Runner Up 2011)

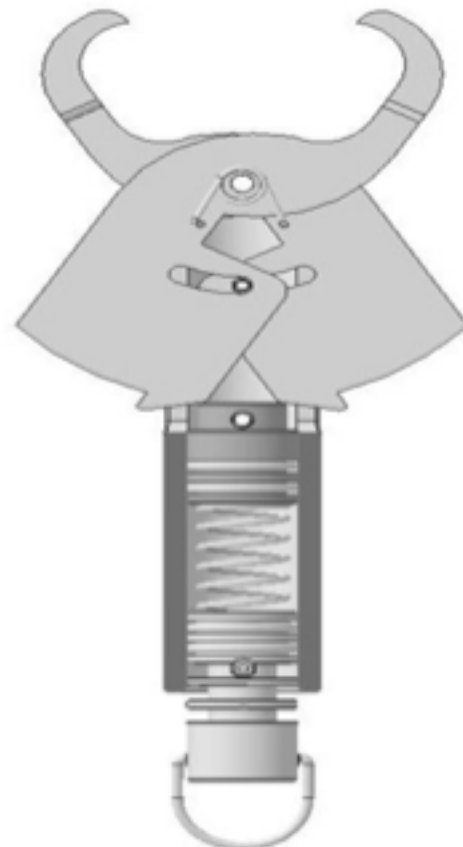
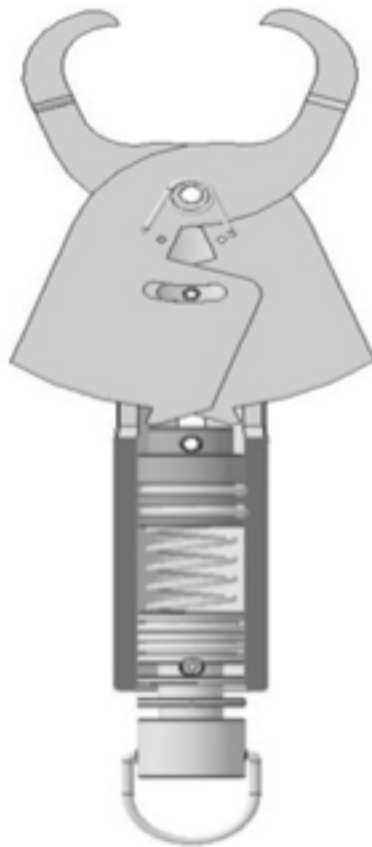
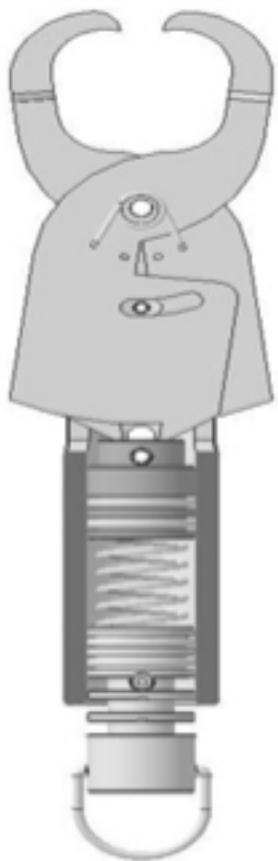
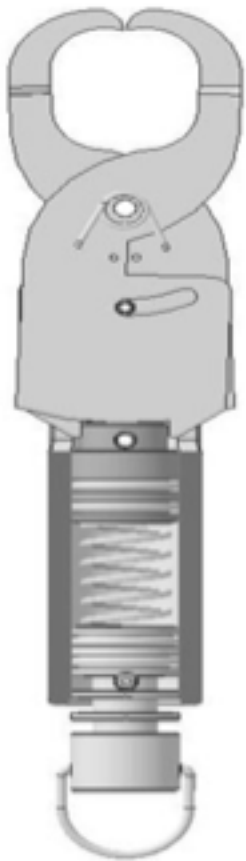






# The Seaqualizer (Runner Up 2011)











# WWF's Next Steps

- Continue to work at advancing winning ideas both in the U.S. and in other countries to address bycatch problems on a local and global basis.
- Utilize the strength of WWF global network and program partners to promote the adoption of winning ideas by both commercial and recreational fisheries.
- Identify new and innovative strategies to address additional bycatch issues. eg. sharks on longlines



**SMART**  
THE INTERNATIONAL



**GEAR**  
COMPETITION

Thank you to our partners  
providing funding for the  
current competition





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