

20 YEARS OF

WILDCOAST COSTASALVAJE



Looking back over the past 20 years, our greatest success is the conservation of 31 million acres of globally important coastlines, islands, coral reefs, mangrove lagoons, wetlands and ocean ecosystems in partnership with governments and local communities.

– Serge Dedina, Ph.D. – Executive Director

In defense of Cabo Pulmo National Park, one of the world's most successful marine reserves, WILDCOAST helps stop the "Cabo Cortés" mega-development project.



2000



2000



2002

Serge Dedina and Wallace J. Nichols co-found WILDCOAST to preserve coastal and marine ecosystems and wildlife in California and Mexico.

2004



WILDCOAST halts the development of dozens of destructive Escalera Nautica marina projects slated for the pristine shores of the Baja Peninsula.

WILDCOAST launches the "Don't Eat Sea Turtle" campaign in Mexico, reaching 100 million people and curtails the illegal trade of sea turtle meat and eggs.



2005

Laguna San Ignacio, the world's last undeveloped gray whale breeding lagoon, is permanently protected by WILDCOAST and the Laguna San Ignacio Conservation Alliance. Since then more than 260 miles and 450,000 acres of its shoreline and mangroves have been protected.



2008

COSTASALVAJE, WILDCOAST's Mexico division, is established.

2012

WILDCOAST helps establish California's 545,280-acre marine protected area network and has since engaged more than 10,000 students in its conservation.



2010

2013



WILDCOAST initiates its mangrove conservation program in Mexico which, to date, has helped preserve more than 8,454 acres of mangroves preventing an estimated four million tons of carbon from being released into the atmosphere.

2016



WILDCOAST protects the 9.3-mile Morro Ayuta beach in Oaxaca, where more than five million olive ridley sea turtles have nested since 2018.

2016

Rock band Linkin Park and WILDCOAST carry out a campaign to raise awareness about mangrove conservation as a natural climate solution, reaching 50+ million people worldwide.



WILDCOAST successfully sponsors California legislation to strengthen enforcement against poaching in the state's marine protected areas.

2017



WILDCOAST achieves the protection of 51,936 acres and 38 miles of wilderness coastline on the Valle de los Cirios Pacific Coast in central Baja.

2019

The Keeling Curve Prize is awarded to WILDCOAST for cutting-edge work in blue carbon ecosystem conservation and restoration in Mexico.



WILDCOAST helps secure the legal protection in Mexico for two Pacific Ocean hard coral species.

WILDCOAST is featured on "60 Minutes" for efforts to tackle the tsunami of plastic pollution and sewage at the U.S.-Mexico border and begins the installation of a trash boom to help stop ocean-bound plastic waste.



2019

WILDCOAST plants 120,000 mangrove seedlings in Laguna San Ignacio and launches the restoration of 42 acres of salt marsh and seagrass habitat in California.



2020

WILDCOAST installs its third RADAR in California to monitor poaching in 12,956 acres of the state's marine protected areas.

2020

In Huatulco and Isla Espiritu Santo National Parks in Mexico, WILDCOAST installs 20 mooring buoys to protect coral reefs against anchoring vessels.



2020

In collaboration with the Center of Climate Change Impacts and Adaptation at Scripps Institution of Oceanography, WILDCOAST launches Southern California's first regional blue carbon study.



2020

Little did I know when I launched WILDCOAST that we would become a leader in developing natural climate solutions, especially in the area of mangrove and wetland protection and restoration. And thanks to our generous supporters, we can continue our globally important work.
- Serge Dedina, Ph.D. - Executive Director