

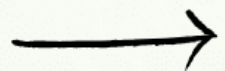


TARGET 3

W4B

Why is this Target important?

Well-governed, effectively managed, and representative protected areas and Other Effective Area-Based Conservation Measures (OECMs) serve as proven methods for safeguarding habitats, and species populations, and providing essential ecosystem services. Protected areas and OECMs come in diverse forms, including strictly protected areas as well as areas permitting sustainable use while ensuring the conservation of species, habitats, and ecosystem processes. These measures play a central role in biodiversity conservation strategies, operating at the local, national, and global levels. Beyond safeguarding habitats and species, protected areas and OECMs contribute to delivering multiple benefits to people, demonstrating their significance for both ecological conservation and human well-being.





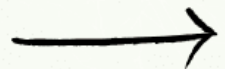
TARGET 3

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How is this Target significant for a gender-responsive implementation of the KM-GBF?

Case Study: Women are the 'unsung heroes' of conservation in the Pacific Region

Women are the 'unsung heroes' of conservation, acting as the keepers of local and Indigenous knowledge essential for successful conservation initiatives. Despite societal norms and traditional protocols that may sometimes marginalize them, women's impact on conservation outcomes is both undeniable and transformative. Their involvement in the planning, implementation, and management of natural resources is crucial for sustaining ecosystems and livelihoods.





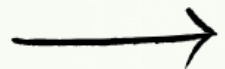
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Traditional weaving, Arnavon Islands, Solomon Islands, Photo: Lea Scherl

However, challenges remain on the path to gender equality in conservation. Persistent gender norms and cultural biases still obstruct women's full participation and leadership in environmental governance. Overcoming these systemic barriers requires a comprehensive approach that includes policy reforms, capacity-building initiatives, and community engagement efforts aimed at promoting gender equity and social justice.





TARGET 3

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The growing participation of women in decision-making processes within the conservation sector is a significant milestone in the journey towards gender equality and environmental sustainability. Through dedicated efforts to mainstream gender perspectives and empower women as leaders and changemakers, we can create a more inclusive and resilient future for both people and the planet.



Photo: Fish harvest at Nakodu village in Koro, Fiji. PC Stacy Jupiter

Source: Chand, R. (2024, March 7). Empowering Guardians: Women's Crucial Role in Conservation Efforts across the Pacific Islands – Insights from IUCN Oceania's Initiatives. *IUCN*. <https://iucn.org/blog/202403/empowering-guardians-womens-crucial-role-conservation-efforts-across-pacific-islands>



TARGET 3

W4B



What is Target 3?

Conserve 30% of Land,
Waters and Seas

Ensure and enable that **by 2030 at least 30 per cent of terrestrial, inland water, and of coastal and marine areas**, especially areas of particular importance for biodiversity and ecosystem functions and services, are **effectively conserved and managed** through **ecologically representative, well-connected and equitably governed systems** of protected areas and other effective area-based conservation measures, recognizing indigenous and traditional territories where applicable, and integrated into wider landscapes, seascapes and the ocean, while ensuring that any sustainable use, where appropriate in such areas, is fully consistent with conservation outcomes, recognizing and **respecting the rights of indigenous peoples and local communities**, including over **their traditional territories**.

