

**COMMUNITY INITIATIVE OF NON-CONSUMPTIVE USE OF SEA TURTLES AS A RESULT OF LONG TERM CONSERVATION PROGRAM IN BRAZIL**

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Since 1990 TAMAR develops scientific research, environmental education and social inclusion activities to protect sea turtles in Ubatuba, north shore of São Paulo state, Brazil. As a result, more than 10,000 juvenile sea turtles, which were caught incidentally at artisanal fishing, were released to the ocean with the fishermen volunteering partnership. Among them, 643 sea turtles (636 *Chelonia mydas* and 7 *Eretmochelys imbricata*) were captured by artisanal fishermen from Almada Beach. Since 1992, besides continuous development of research and educational activities in Almada, TAMAR has supported local events, helped in the implantation of mussel cultivation and promoted annual meetings with the fishermen to present the results of the sea turtle conservation program, also to clarify questions and issues about environmental legislation. In 2011/2012, a research about the touristic potential of Almada Beach, with the goal to plan