

## Blue Impact

The Pemba Channel is a stretch of deep water that shapes the landscape and daily life on northern Pemba. It forms part of the Blue Economy Corridor — a formally designated marine area developed with the Ministry of Blue Economy and co-managed with Blue Alliance. The Corridor brings conservation, fishing and local enterprise into the same system. Rather than operating separately, these efforts sit within one connected framework.

Alongside marine management, community initiatives are coordinated through the Kwanini Foundation, focusing on practical areas such as education, waste management and sustainable livelihoods. Small local businesses are supported through access to micro-loans. Lessons in Conservation introduces environmental education to primary school students, while community-led waste initiatives repurpose plastic into building materials for local use.

The sustainable fishing company Samaki Bluu operates within the same framework, working directly with small-scale fishers to support sustainable practices and strengthen income opportunities.

Tourism also forms part of this structure. Every guest stay includes an Impact Contribution directed through a community-run organisation, supporting initiatives aligned with long-term marine protection. All proceeds from the Underwater Room are directed in full to marine conservation within the Pemba Channel.