

### S-28: Introducing the World Cetacean Alliance

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The World Cetacean Alliance (WCA) is a new global Partnership of scientists, non-profit organisations, whale watching tour operators and the general public, all working together to protect whales, dolphins and porpoises (cetaceans). This short presentation will highlight ways in which science is already playing a key role in the work of the WCA and will describe our need for further collaboration with current research projects in order to achieve practical conservation action where it is most needed. The World Cetacean Alliance connects its Partners both nationally and internationally. This local-to-global approach enables the Partnership to deliver coordinated and practical strategies on the ground whilst representing the views of its Partners on the international stage. Through cooperation, the Partners of the World Cetacean Alliance aim to conserve and protect cetaceans and their habitats in the world's oceans, seas and rivers, to ensure their continued health and survival. The WCA believes that local communities hold the key to protecting cetaceans and their habitats, supported by grass-roots organisations, knowledgeable individuals, and ecotourism experts (our Partners).