

Economic tools and solutions for conservation

Using incentives and engaging the private sector

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Agenda

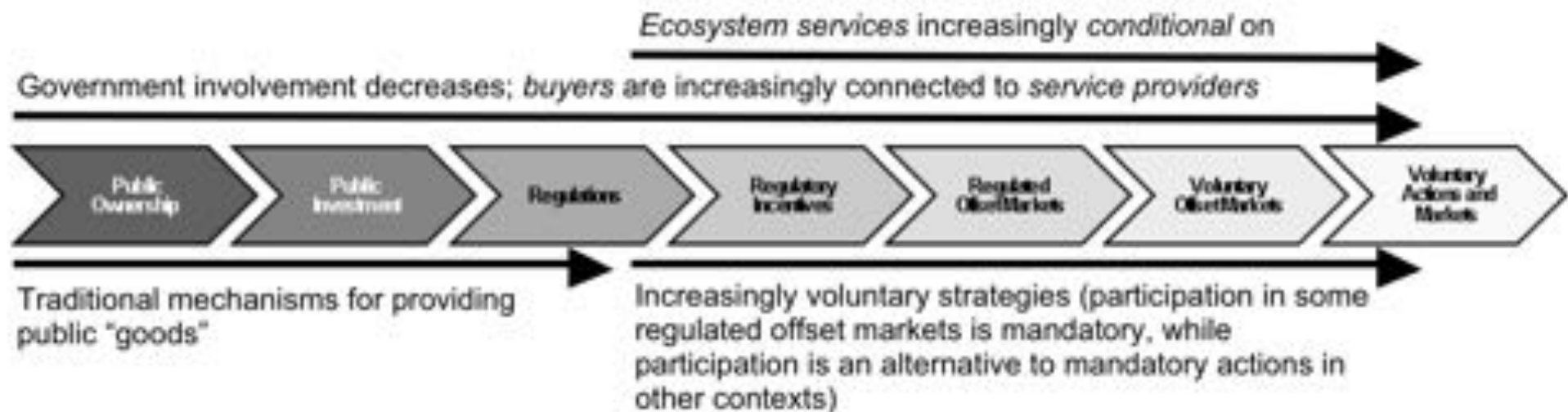
- A bit about me
 - Using incentives – linking conservation, business and social objectives
 - Making the business case for conservation
 - How can CSR support conservation?
 - Integrating dugongs and seagrass into CSR policies – preparing for the next steps
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Using incentives – linking conservation, business and social objectives

Project indicators

- Number and uptake of incentive mechanisms (ie. market-based, social, cultural, religious) and management tools linking sustainable fishing practices and adoption of best practice
 - Use of gill nets (beach seines), fixed fish traps and other damaging methods) by fishermen (which result in incidental dugong mortality) reduced
 - Total area of seagrass (key areas for dugongs) under improved conservation management
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The spectrum of strategies for conserving and managing “public goods”



Using incentives – linking conservation, business and social objectives

- Incentive

“a thing that motivates or encourages someone to do something”

“a payment or concession to stimulate greater output or investment”

- Market-based, social, cultural, religious
 - What is needed?
 - Good understanding of:
 - the context – environment, social, economic, cultural
 - dependencies, impacts and opportunities
 - barriers to change – why?
 - Offer needs to provide a convincing case to change
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Empowering Fishing Communities to Adopt Sustainable Fisheries



SeaNet supports and empowers local fishing communities in its target areas through training, capacity building and mentoring activities. As of October 2017, it has conducted nine capacity building workshops for 14 fishing groups and thereby provided new knowledge and skills to 223 fishermen and women in the Southeast Maluku and Merauke Districts.

SeaNet has mentored local fishing communities in sustainable mud crab fisheries to reduce impact on mangrove ecosystems and introduced better fishing gear production techniques to shrimp fishers to reduce bycatch of juvenile fish stocks. It has also trained local fishing communities to develop better gillnet fishing gear to improve the quality of fish catch thereby increasing market value while reducing bycatch of endangered, threatened and protected species.

Improving Livelihoods for Local Women

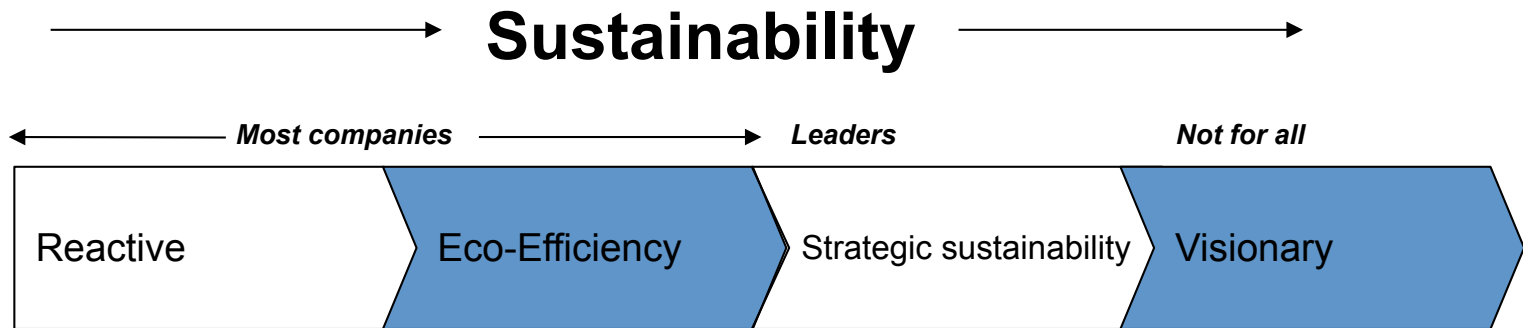


SeaNet has paved the way for the introduction of new sustainable income sources for fishing communities in its target sites and has increased income by 80% for women who participate in its fisheries post-harvest livelihood project by increasing the market value of low-value fish stocks, opening new markets for fish products in larger cities across Indonesia.

Making the business case for conservation

- Private sector engagement
 - Risk/opportunity
 - Return
 - Bottom line
 - Reputation
 - Responsibility
 - Need a good understanding of:
 - the context – environment, social, economic, supply chains etc
 - dependencies, impacts and opportunities
 - barriers to change – what sort of company are they?
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What sort of company are they?



•Objective

Regulatory compliance

Resource management

Competitive Advantage

Leadership - Set the agenda

•Activities

- **Compliance focus to avoid liabilities**
- **Ad hoc eco-efficiency projects**
- **Environmental risk the responsibility of the operations manager only**

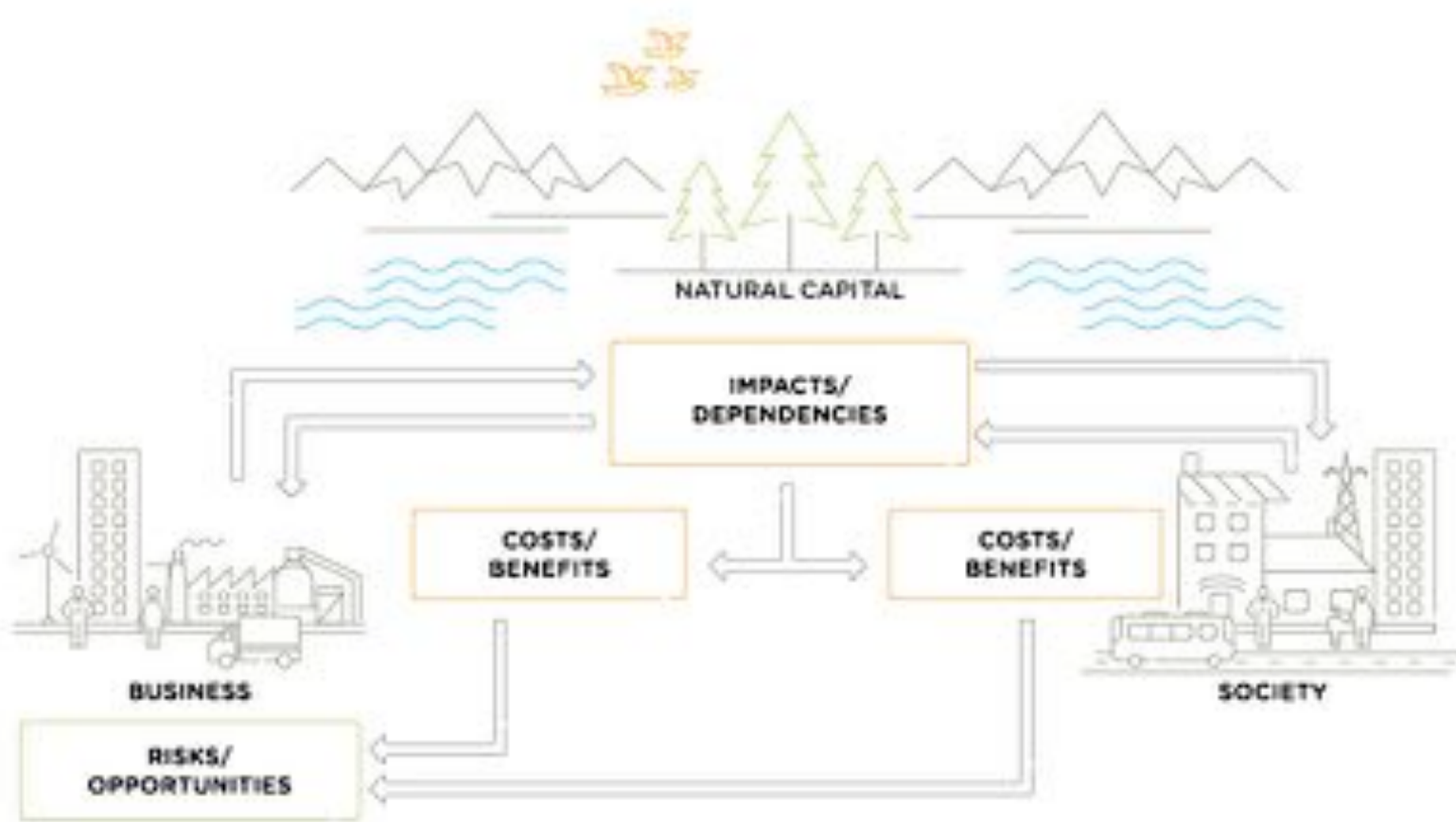
- **Systematic approach to eco-efficiency projects (EMS)**
- **Technological best practice**
- **Benchmarking & continuous improvement**
- **Staff training**

- **Public corporate commitment to sustainability**
- **Sustainability fully integrated into policies & plans**
- **Employee participation**
- **Operational & personal Sustainability KPIs**
- **Product stewardship**

- **Sustainability vision determines corporate structure & strategy**
- **Sustainable products & services**
- **New markets**
- **Promote Sustainability**

Making the business case for conservation

- dependencies, impacts and opportunities



How can CSR support conservation?

2011, WWF and Coles formed a partnership to improve the sustainability of the company's seafood supply

2015: Coles aims to have no high ecological risk products in their seafood supply chain by 2015. That means all Coles seafood will be Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certified, or in a formal programme to meet MSC/ASC standards, or have low or medium ecological risk by 2015. Coles plans to transform all medium ecological risk products by 2020.

To transform products, Coles supports the development of fisheries improvement projects and encourages a number of products into the MSC and ASC certification process

How can CSR support conservation?

JOHN WEST

We've all come together,
so we have healthy oceans forever.



JOHN WEST



sustainability. Now, more than ever, you can be sure when you choose John West MSC certified tuna you are making a choice that will help ensure we have healthy oceans forever.

How can CSR support conservation?

The Serena Beach Resort & Spa has been working for over 20 years to help protect turtles and has released over 40,000 hatchlings into the sea.....

The Serena Beach Resort & Spa (SBRS) initiated a Turtle Conservation Project back in 1993. This initiative was the establishment of a turtle nest protection programme, where turtle eggs around thebeaches are protected and hatched. Furthermore, insecure nest sites found in these marine habitats are brought to SBRS for protection and hatching.

Nest losses due to tidal flooding, predators and human activities are the primary threats to nesting success of sea turtles around SBRS and other marine habitats found in Mombasa. In order to protect the turtle eggs from these threats, hatching cages made of wood and encased with a light-gauge mesh are placed on the beach lawn of the SBRS property. This facility is monitored 24 hours per day by the hotel in order to protect the eggs, detect early hatching and for appropriate maintenance of the cages.

....SBRS has dimmed the lighting on the beach to allow the hatchlings to be oriented towards the Indian Ocean - a choice that will help ensure we have healthy oceans forever.

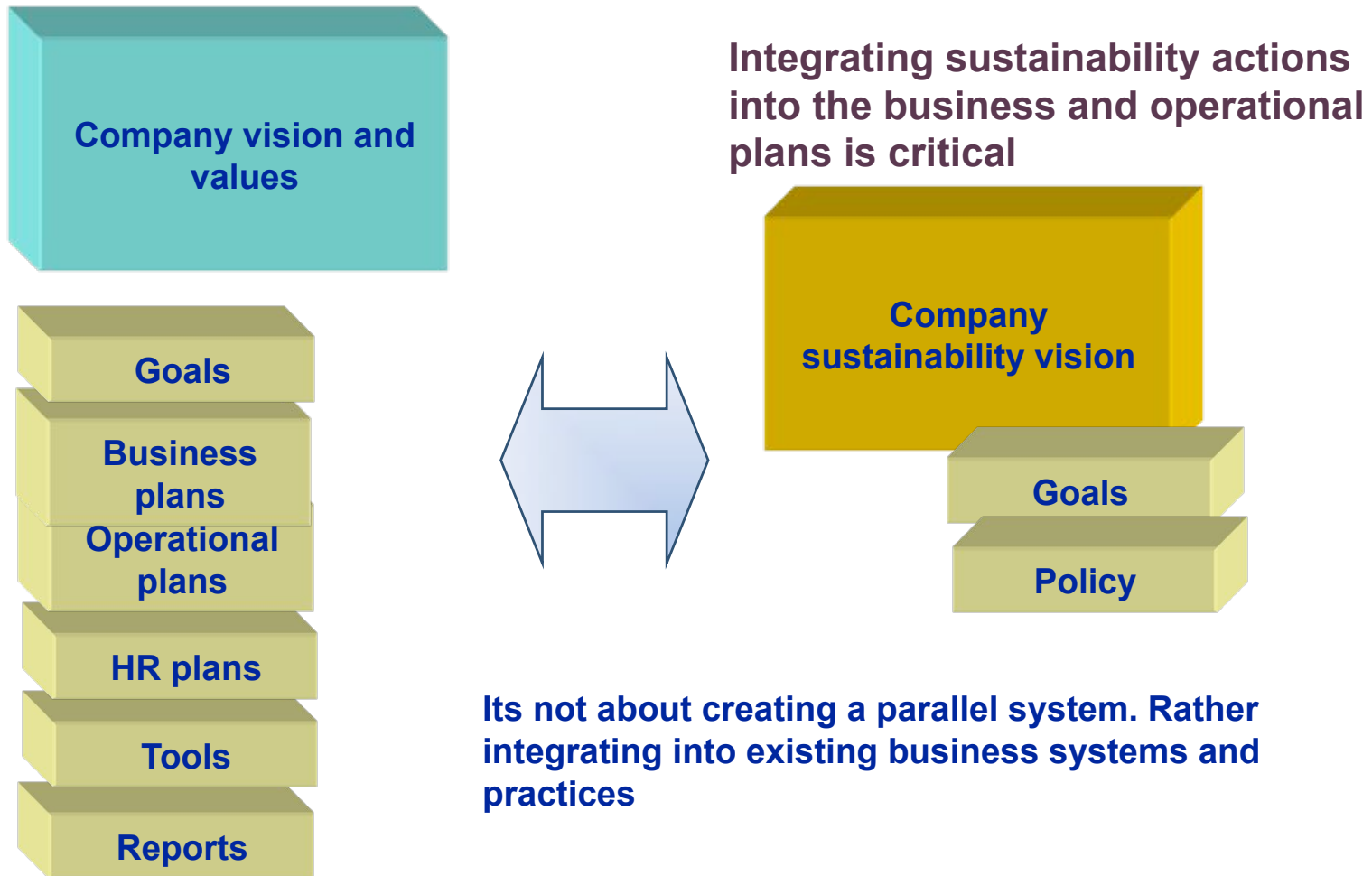
SBRS is assisting in the fight against sea turtle poaching by creating awareness and incentives to the local fishermen for the reporting and protection of sea turtles and their nests.

<http://www.greenhotelier.org/our-themes/community-communication-engagement/serena-hotels-turtle-conservation-programme/>

How can CSR support conservation?

- Investment onground supporting community activities and conservation work
 - Seafood supply chain – sustainability commitments, fisheries improvement projects, MSC
 - Blue Carbon – investing in the carbon credits from mangrove and seagrass restoration or avoided loss
 - Changing internal processes – eg environmental management
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Integrating dugongs and seagrass into CSR policies – preparing for the next steps



Integrating dugongs and seagrass into CSR policies – preparing for the next steps

- **Jan/Feb** - Map the supply chain of the users of seagrass ecosystems products and services
 - **Feb** - Review and provide information and recommendations on existing CSR/sustainability standards that can be used by the Project
 - **Feb/Mar** - Guide the Partners to obtain sector specific information for integrating seagrass, dugongs and other seagrass related marine species into CSR policies of companies – Identify potential options. Leverage - Look for synergies, global companies with business in Project countries, hotel chains
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Integrating dugongs and seagrass into CSR policies – preparing for the next steps

- **Mar** - Support and guide Partners on choosing one company per Project country to work with them on seagrass and dugong-related CSR policies
 - **Mar** - With support from the Partners, develop CSR guidelines for 3 companies from 3 different business sectors dependent on/benefiting from seagrasses and impacting/ benefiting from dugongs in each of the countries
 - **Mar/Apr** – Develop a presentation session on the developed CSR guidelines, including defining its target audience and carry out the presentation with support from the Project Partners
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Discussion

- What is working and what isn't?
 - What could you do to strengthen the incentives work?
 - What are the key lessons you have learned?
 - How do you ensure sustainability of incentives/
economic solutions for conservation?
 - What are the indicators of success?
 - What is the role of business?– **presentation by EnerGaia**
 - Where are the various private sector companies on the sustainability scale in your country? Which sector is most progressive?
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