



The Ocean Conference

WWF input into the

Partnership Dialogue Concept Papers

24 March 2017

Introduction

As an international NGO, WWF believes that working in partnership is fundamental to the delivery of our mission and long-term sustainability of our work. We engage both formally and informally with many ocean stakeholders including coastal communities, public sector, corporates, academia, donor agencies, intergovernmental and non-governmental organisations.

WWF is pleased to provide input into the drafting of the concept papers for the important partnership dialogues of the Ocean Conference. As member of all but one (IPWG1) of the IPWGs, we already gave significant input into the process developing the Background Note for the Preparatory Meeting, so we therefore focus our input at this time on five important aspects that we believe are main factors enabling a successful execution of the dialogues and achieve the strong outcomes and set examples for the urgent action that the oceans so need in order to support humanity and for us all to achieve SDG14 and related goals and targets.

These five aspects are:

- **Suggested key criteria for partnerships**
- **Guidelines for investors and policy makers**
- **Existing partnerships** we believe would very much contribute to the discussion and share lessons learned to inspire action by others and create a ‘Yes we can’ atmosphere
- **New partnerships** that are underway and that would also inspire action by others
- **Suggested key questions for the dialogues**

Instead of providing a document for each partnership dialogue, we provide one single document here, as our suggested partnerships and issues cover most if not all themes and could be placed in

any of them. Thus, we hope that this input is helpful to the drafters and can be well used across the themes as the concept papers are being developed, and as any specific partnerships to be highlighted are identified. We have nonetheless also endeavoured to identify the dialogues we believe best suited for the suggested partnerships.

We would also like to highlight WWF's *Principles for a Sustainable Blue Economy* to feed into this process. The Principles were created in 2015 through an extensive, global consultation process. They provide a clear definition of what sustainable development means in the oceans context and define the governance processes and key actions needed to ensure that development of the Blue Economy is sustainable. They are harmonized with the 2030 Agenda and other relevant international agreements and guidance documents.

Key elements for Partnership Dialogues

Criteria for partnerships to be highlighted

WWF would like to present some initial thinking around how potential partnerships targeted to underpin the delivery of SDG14 could be assessed against a consistent set of criteria in a framework based on WWF's Principles for a Sustainable Blue Economy. This draft framework is appended to this document (pp 7-10). WWF proposes that these criteria be recognized as a reasonable set of standards against which partnerships organized to advance the implementation of SDG 14 should be held accountable.

Guidelines for investors and policy makers

Strong commitment to sustainable investment and management protocols are fundamental to achieving the changes needed to deliver the SDG14 priorities and a vision for a sustainable Blue Economy. WWF's *Roadmap for the development of a Sustainable Blue Economy Protocol*¹ presents a step-by-step approach to help facilitate the development of guidelines and guardrails for investors and policy-makers who are considering investment and development options in the maritime sector. Being based on the WWF Principles for a Sustainable Blue Economy, it aims to support sustainable investment and development opportunities whilst minimizing risk, increasing benefit-sharing, and optimizing long-term returns.

Existing partnerships

Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF):

The CTI-CFF has six country member states (Indonesia, Philippines, Malaysia, Solomon Islands, Papua New Guinea, Timor-Leste) and development partners including the US and Australian Governments, the Asian Development Bank, the Global Environment Facility and NGOs WWF, The Nature

¹ <http://ocean.panda.org/>

Conservancy, Conservation International and the Coral Triangle Center. The partnership has been expanded to include universities and regional organisations across the Coral Triangle and Australia and platforms have been established to engage with the private sector, to empower women and strengthen local governments.

The CTI-CFF has a 2020 Regional Plan of Action with five goals: 1) Priority Seascapes Designated and Effectively Managed; 2) Ecosystem Approach to Fisheries Management (EAFM) and other Marine Resources Fully Applied; 3) Marine Protected Areas (MPAs) Established and Effectively Managed; 4) Climate Change Adaptation Measures Achieved; and 5) Threatened Species Status Improving

<http://www.coraltriangleinitiative.org/>

Suggested partnership dialogues: 2, 4

New partnerships

Building Resilience of the Land, People and Fiji's Ocean

The Great Sea Reef (GSR), locally known as the “Cakaulevu” is the southern hemisphere’s third longest continuous barrier reef system. Running over 200km in length from the northern most tip of the island of Vanua Levu to the outer most barrier reefs and the near-shore fringing reefs of the Yasawa Islands, the GSR is home to a high value coral reef biodiversity area. Four of the six major rivers of the country drain into the GSR. Two of the major, deltas, mangrove systems and much of the sea grasses important for turtles and fish nursery grounds.

The reef has been part of the Fijian lifestyle for centuries, providing sustenance, protection and supports a diverse range of industries from fishing to tourism being the highest revenue earner for the past decade. The GSR is a test of the fine balance between development and resource management for Fiji.

The GSR faces numerous unprecedented challenges of the modern times. Rapid population growth, urban expansion, increasing demand for natural resources, frequent intense cyclones, tidal waves, flooding and landslides, ineffective policies and weak legislations are placing an enormous deal of pressure on this fragile ecosystem.

This will be partnership between WWF-Pacific, Fiji Government (Ministry of Economy, Forestry, Tourism, Fisheries, Agriculture, Environment, Foreign Affairs, Fijian Affairs), Private Sector (Fisheries, Tourism, Agriculture Industries) and Local Communities to:

1. Define the management approaches to manage the collective GSR system possibly using a jurisdictional REDD+ / landscape approach, climate change adaptation and landscape restoration approach.
2. Utilise available literature and working with relevant Government and existing frameworks to build land use policies and define implementation frameworks
3. Undertake a comprehensive carbon measuring and offset calculations for targeted sites within the four provinces covering the GSR.
4. Consult with national stakeholders to develop appropriate implementation benefiting industry partners, local communities and other partners.

5. Create one of the world's first adaptation and resilience programmes that brings together the land, people and ocean.
6. Ensure food security, whilst ensuring best practice fisheries and land management.
7. Build a bottom up approach through community engagement and participation whilst developing requisite land use and fisheries management policies.

Suggested partnership dialogues: 4, 5, 6

Northern Mozambique Channel Initiative:

The Northern Mozambique Channel initiative is a partnership among governments and civil society under the framework of the Nairobi Convention (UNEP Regional Seas). The initiative is working with governments, communities, partners (see below) and businesses to develop integrated solutions that will secure sustainable futures for communities and safeguard natural assets. Overall, the project will be executed through a "Partnerships Approach" within the framework of the Consortium for Conservation of Coastal and Marine Ecosystems in the Western Indian Ocean (WIO-C).

[http://wwf.panda.org/what we do/how we work/our global goals/oceans/solutions/northern mozambique channel initiative.cfm](http://wwf.panda.org/what_we_do/how_we_work/our_global_goals/oceans/solutions/northern_mozambique_channel_initiative.cfm)

This is a fundamentally holistic approach, targeting social, economic and environmental goals in a common framework.

It is envisioned that the partnership will be among governments, civil society (of which the NGOs are one constituency) and private sector, all with varied but potentially mutually supportive interests in the natural, social and economic capital assets and sustainability of the shared ocean region in the northern Mozambique Channel. The partnership is building awareness of the value of the sub-regional approach. The complexities of this innovative and 'out of the box' partnership approach challenges engagement by both state and non-state actors. Practically, the partnership is building up grassroots actions partly through re-alignment of existing projects and partly through fundraising.

Partners: WWF, Birdlife International, Blue Ventures, Conservation International (CI), Coastal Oceans Research and Development (CORDIO), the Eastern Africa Wildlife Society (EAWLS), Flora and Fauna International (FFI), the International Union for the Conservation of Nature (IUCN), Rare Conservation, the Nature Conservancy (TNC), the Wildlife Conservation Society (WCS), Wetlands International, the Western Indian Ocean Marine Sciences Association (WIOMSA) and the Nairobi Convention Secretariat.

Suggested partnership dialogues: 2, 4, (5, 6, 7)

The Global Mangrove Alliance

The Global Mangrove Alliance is a commitment from the international community to reverse the loss of critically important mangrove habitats worldwide. Its founding members, Conservation International, The Nature Conservancy and World Wildlife Fund, will build upon the diverse skills and

networks each organization brings to amplify existing efforts and drive increased attention to the critical role of mangroves in coastal systems. With an eye to catalyzing new investments, the Alliance aims to improve land use management and on-the-ground conservation, restoration and sustainable use of mangroves. The Alliance will work locally, regionally and globally to secure commitments from governments and the private sector to halt and reverse mangrove loss.

The target of the Alliance is to increase the global area of mangrove habitat 20% over current extent by the year 2030. This target underpins and helps deliver an ambitious set of objectives, including by 2030:

- Increase coastal communities' resilience to impacts of climate and ocean change through \$10 billion of total investments. These investments will improve the effectiveness of mangrove ecosystem-based adaptation measures and ecosystem-based approaches to disaster risk reduction being implemented globally.
- Eliminate all mangrove-associated anthropogenic GHG emissions through the comprehensive protection, sustainable use and restoration of mangroves.
- Ensure the long-term continuity of mangrove associated biodiversity by halting human-induced mangrove habitat loss and helping local stakeholders to sustainably manage mangrove resources.
- Improve the well-being of an additional 10 million people dependent on coastal ecosystems, including the most vulnerable communities, through restoration and conservation of mangroves.

The Alliance will use its collective strengths and partnerships to address the barriers to large-scale mangrove conservation and restoration through:

- **Financing:** Develop novel and diverse valuation and financing mechanisms that help take mangrove ecosystem conservation and restoration to scale;
- **Improving Policy:** Work with governments to develop integrated management plans that address the multi-jurisdictional nature of mangrove conservation and restoration;
- **Building Capacity:** Increase technical capacity to integrate mangroves and their ecosystem services into national level mitigation, adaptation, disaster risk reduction and land-use strategies;
- **Proof of Concept:** Develop real-world examples of integrating mangroves into national-level carbon accounting frameworks and the UNFCCC framework;
- **Knowledge Sharing:** Build awareness among policymakers, financing institutions, NGOs and others of the multiple benefits and cost effectiveness of conserving and restoring mangroves for climate change adaptation, mitigation and human well-being.

Suggested partnership dialogues: 2, 4

Partnership between WWF-Pacific and Fiji Tuna Boat Owners Association

WWF working with the Tuna Industry in Fiji towards MSC Certification. This is building on WWF's past engagement with the Tuna Industry reinforcing genuine CSO-Private Sector Partnership towards sustainable fisheries in Fiji and the Pacific. Past engagement with the industry includes awareness and advocacy at national and regional level. This also includes addressing by-catch, IUU, strengthening support MCS, and supporting the industry's current MSC status

Future partnership will see WWF supporting the industry to expand scope of its certification and institutionalising by-catch policies and developing joint stakeholder platforms and move towards opportunities for establishing domestic and international sustainable supply chains.

Suggested partnership dialogues: 4, 5

Suggested key questions for the partnership dialogues

1. How will the commitments and actions of the partnerships be monitored and measured?
2. What are the most important interactions between environmental, social and economic assets and their stakeholders that must be addressed to achieve sustainable development (i.e. balanced growth of all three)?
3. How will the partnership be sustainably financed in the long term?
4. What are the lessons learned so far that others can learn from in order to either maximize impact in other areas or avoid mistakes made?

In addition to these questions, we suggest that the criteria for assessing partnerships presented in the appendix to this document provide a set of additional questions that could be adapted for the partnership dialogues.

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Appendix

Proposed Criteria and Checklist Tool for Evaluating Partnerships for SDG 14

Background

Partnerships — groups of organizational actors that join forces to create initiatives — are a crucial piece of the SDG implementation agenda and a special focus of the UN Ocean Conference in June 2017. However, partnerships organized to support the implementation of SDG 14 — “Conserve and sustainably use the oceans, seas and marine resources for sustainable development” — must also be held accountable to the highest standards of what a sustainable approach to ocean development means in practice.

The WWF “Principles for a Sustainable Blue Economy”² have been widely acknowledged as a clear and consensus-based framework that describes these standards. The Principles are fully in harmony with SDG 14 and its Targets, while also providing additional guidance on appropriate management processes and key actions that are needed in order to achieve this goal by 2030.

For ease of use, WWF has condensed these Principles into a set of ten criteria. These criteria can be used to assess partnerships aimed at addressing some aspect of SDG 14. WWF intends to apply these criteria with the aid of a checklist tool, which stakeholders in all sectors can use to evaluate how these partnerships have been designed and whether they are operating in harmony with the aims and values that are implied in SDG 14, but are made explicit in the Principles for a Sustainable Blue Economy.

The new proposed checklist also allows for subjective (but evidence-based) scoring, on a 0-10 scale, producing a total score on a 100-point scale (where 100 is a “perfect” partnership).

The Proposed Criteria

These are the ten criteria for effective partnership design and management that have been derived from the WWF Principles for a Sustainable Blue Economy.

1. Integration of social, economic, and environmental benefits

Is the partnership well designed for creating social and economic benefits for people, living now and in the future? And does it pursue those benefits in ways that minimize or eliminate negative environmental impacts (or preferably, produce environmental benefits)?

² See: <http://wwf.panda.org/?247477/Principles-for-a-Sustainable-Blue-Economy>

2. Committed to the protection and restoration of ecosystems

Does the constitution of the partnership — its membership and stated purpose — reflect an explicit commitment to the protection and restoration of marine and coastal ecosystems?

3. Well-informed by relevant scientific analysis and other data

Does the membership of the partnership include actors that are well informed on relevant social, economic, environmental issues, from an evidence-based perspective? Does its management process ensure that decisions are informed by this evidence-based approach?

4. Transparent and inclusive governance and management process

Is the partnership working (or intending to work) with relevant stakeholders and incorporating their input into its plans and programs? Is its decision-making process transparent?

5. Diverse, multi-sectorial membership that aligns with the partnership's purpose

Does the constitution and framing of the partnership reflect a diverse and systemic view of the Blue Economy, covering the relevant environmental, social and economic aspects of its focus area? Does the partnership include a range of organizations from different sectors that are relevant to its purpose?

6. Committed to best practices, including relevant standards and cleaner technologies

Is the partnership committed to modelling best practices that are relevant to its purposes and the aims of a Sustainable Blue Economy? Is the partnership committed to using the appropriate and relevant standards and guidelines (both voluntary and mandatory)? Will the work of the partnership result in the use of clean technologies, ultimately aiming toward net zero negative environmental impact and a circular economy?

7. Appropriately long-term time planning horizon and commitment

Does the planning horizon of the look out beyond current planning years to consider impacts on future generations? Is the intended work of the partnership in alignment with the aspiration to achieve the SDGs by 2030 (and certain Targets in earlier years)?

8. Includes Means of Implementation so that all key stakeholders are empowered to participate

Does the intent and the planning for this partnership include provisions to ensure that the program of work is adequately resourced overall, and that all participating organizations, including those that may not have access to the required resources and skills, are supported in obtaining them?

9. Organized with clear goals and targets

Does the partnership have a set of internally consistent goals and targets, aligned with SDG 14 and in harmony with the other SDGs, to guide it toward a Sustainable Blue Economy?

10. Committed to accountability, monitoring and transparent reporting

Are there monitoring and feedback systems in place to check whether the partnership is performing to expectations and achieving its goals and targets? Has the partnership made its goals, targets, monitoring data, and reports on performance and results available to the general public?

Assessment Scoring Guide

We propose a ten-point scale for assessment of these criteria because such a scale allows enough room for comparison and gradation. While scoring partnerships against the criteria described above is ultimately a subjective interpretation, the scoring guide provides enough direction to make the subjective judgment meaningful, when that judgment is based on evidence.

Each of the ten criteria is judged on 0-10 scale. The following indicates how the scoring should be applied.

0 = Nothing: The partnership gives no indication of even attempting to meet this criterion

2 = Weak: The partnership makes only a symbolic effort, e.g. uses some of the right words

5 = Okay: The partnership appears to be making a genuine effort, but has a long way to go

8 = Strong: The partnership meets this criterion in a convincing way

10 = Perfect: It is hard to imagine a better example

Visual scale:



Use of the Criteria and the Checklist

WWF proposes that these criteria be recognized as a reasonable set of standards against which partnerships organized to advance the implementation of SDG 14 should be held accountable.

WWF will be making a checklist tool, based on these criteria and the suggested scoring scale, available to stakeholders and attendees at the UN Ocean Conference, so that participating individuals and institutions may independently assess the quality and performance of the partnerships that are being proposed.

In this way, WWF intends to support the development of partnerships operating at the highest standards of excellence and better able to contribute to the urgent progress that is necessary if we are to achieve SDG 14 by 2030.