

Next Steps: Communication

Different forms of Marine Conservation Agreements (MCAs) are used in many places around the world by different organizations under varying circumstances. However, MCA strategies are not well known, understood, accepted, or universally applied. An improved, collaborative approach among NGOs will serve to increase the potential application and effectiveness of MCAs, but outreach must be a major component of the collaboration. An MCA strategy communications plan is needed.

Communications Plan for MCA Strategy

- I. **Communications Goal**
 - a. Educate decision-makers and implementers.
 - b. Change perceptions of appropriate roles, possibilities, and “uses.”
 - c. Encourage and facilitate implementation.

- II. **Opportunities & Challenges**
 - a. Strategy is not widely known, understood, accepted, or applied.
 - b. Legal framework is often uncertain.
 - c. Funding is often not available for “acquisition” by NGOs or for long-term stewardship.
 - d. Relevant NGOs may not have expertise, staffing, or resources to engage directly in ocean and coastal conservation activities.

- III. **Audiences**
 - a. Ocean & Coastal Environmental NGOs
 - b. Ocean & Coastal Management Agencies
 - c. Ocean & Coastal Conservation Funders
 - d. Ocean & Coastal International Bodies
 - e. Ocean & Coastal Land & Resources Owners/Users (public and private)
 - f. Ocean & Coastal Communities
 - g. Ocean & Coastal Businesses
 - h. General public

IV. **Outcomes**

Priority	Audience	Outcomes	Timeframe
1	NGOs	Identify NGOs globally that are willing to consider MCAs as part of their ocean and coastal conservation strategy	Within 1 year
		10 NGOs will assess opportunities for MCAs where they work	Within 1 year
		2 new major MCA efforts will be undertaken	Within 2 years
2	Agencies	Relevant agencies will willingly cooperate with and authorize when necessary 2 new major MCA efforts	Within 2 years
3	Funders	Receive funding for MCA outreach effort	Within 6 mos.
		Receive funding for 2 new major MCA efforts	Within 1 year
4	Bodies	International bodies will formally and explicitly recognize MCAs as a legitimate and significant marine protected areas strategy	Within 1 year
		International bodies will designate existing spatially-explicit MCA projects as category I-IV Protected Areas	Within 3 years
5	Owners /Users	Relevant land and resource owners/users will willingly cooperate with and authorize when necessary 2 new major MCA efforts	Within 2 years
6	Communities	Relevant communities will willingly cooperate with, authorize when necessary, and support 2 new major	Within 2 years

A Private Sector Approach – Conservation Agreements in support of Marine Protection

June 16 – 19, 2008

		MCA efforts	
7	Businesses	Relevant businesses will willingly cooperate with and support 2 new major MCA efforts	Within 2 years
8	Public	The general public will understand that not all areas of the ocean and coast are publicly owned or protected and that private organization can, are, and should directly acquire or direct the protection of these areas	Within 5 years

V. Actions

No.	Due Date	Action	Audience	POC	Budget Needs
1	8/08	Develop and distribute MCA workshop publication	NGOs Agencies Funders Bodies	TNC/Udelhoven	\$10,000
2	8/08	Develop and launch a network of interested organizations and agencies	NGOs Agencies Funders	TNC/Udelhoven	\$5,000
3	10/08	Hold workshop at World Conservation Congress	NGOs	TNC/Udelhoven CCIF/Claussen CI/Rice	\$10,000
4	12/08	Update and advertise on-line toolkit	NGOs Agencies	TNC/Udelhoven CCIF/Claussen CI/Rice WWF/Cox	\$10,000
5	12/08	Produce toolkit manual and CD	NGOs	TNC/Udelhoven	\$5,000
6	12/08	Identify amenable partner NGOs and authorizing land/resource owners/agencies	NGOs Agencies Owners/Users	TNC/Udelhoven CCIF/Claussen	\$5,000
7	01/09	Develop MCA proposal for funding and project launch	NGOs Agencies Funders	TNC/Udelhoven CCIF/Claussen CI/Rice WWF/Cox	\$5,000
8	Spring/09	Hold at least one local practitioner's workshop	NGOs Agencies Communities	TNC/Udelhoven CCIF/Claussen CI/Rice WWF/Cox	\$20,000
9	Summer/09	Publish article in IUCN PARKS magazine – '09 Governance Issue	NGOs Agencies Funders Bodies	TNC/Udelhoven CCIF/Claussen CI/Rice WWW/Cox	\$5,000
10	Summer/09	Publish article in one-peer reviewed science journal	NGOs Agencies Bodies	TNC/Udelhoven	\$5,000
11	Summer/09	Get media publicity about one major MCA project	Funders Businesses Public	TNC/Udelhoven	\$5,000
12	12/09	Publish articles business newsletters/magazines (aquaculture, ecotourism)	Businesses	TNC/Udelhoven	\$2,500
13	12/09	Publish article in one lay-magazine	Public	TNC/Udelhoven	\$2,500
14	12/09	Complete country-level law & policy assessments	NGOs Agencies	TNC/Udelhoven	\$10,000
				TOTAL	\$100,000

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June 16 – 19, 2008

VI. Measures

Audience	Outcomes	Measure
NGOs	Identify NGOs globally that are willing to consider MCAs are part of their ocean and coastal conservation strategy	20 willing NGOs distributed throughout world are identified
	10 NGOs will assess opportunities for MCAs where they work	10 documented assessments are completed
	2 new major MCA efforts will be undertaken	2 new MCA projects are underway
Agencies	Relevant agencies are willing to cooperate with and authorize when necessary 2 new major MCA efforts	No agency roadblocks are encountered for 2 new MCA projects
Funders	Receive funding for MCA outreach effort	Funding received; outreach underway
	Receive funding for 2 new major MCA efforts	Funding received; new MCA projects underway
Bodies	International bodies will formally and explicitly recognize MCAs as a legitimate and significant marine protected areas strategy	International guidance and motions includes MCAs
	International bodies will designate existing spatially-explicit MCA projects as category I-IV Protected Areas	Existing MCAs recognized in MPA databases
Owners /Users	Relevant land and resource owners/users are willing to cooperate with and authorize when necessary 2 new major MCA efforts	No owner/user roadblocks are encountered for 2 new MCA projects
Communities	Relevant communities will willingly cooperate with, authorize when necessary, and support 2 new major MCA efforts	No community roadblocks are encountered for 2 new MCA projects
Businesses	Relevant businesses will willingly cooperate with and support 2 new major MCA efforts	No business roadblocks are encountered for 2 new MCA projects
Public	The general public will understand that not all areas of the ocean and coast are publicly owned or protected and that private organization can, are, and should directly acquire or direct the protection of these areas	Public funding for public-private ocean and coastal conservation efforts has increased.

VII. Key Messages

- a. Ocean and coastal waters provide ecosystem services that humans need to survive.
- b. Ocean and coastal waters are not all publicly owned or effectively conserved.
- c. Non-governmental conservation organizations can, should, and do acquire and direct rights and responsibilities over ocean and coastal ecosystem services for the benefit of the public.
- d. Private Marine Conservation Agreements are effective tools NGOs can use to:
 - Protect specific ecosystem services,
 - Create integrated systems of marine management in conjunction with government MPAs and laws, and
 - Change marine management paradigms by working closely with governments, communities, the private sector, and the public.