

Achieving

HEALTHY OCEANS

through

GOVERNANCE

FINANCING

PARTNERSHIP

PROGRAM —

Session 4: Wed, 14.00-16.00

Session 5: Wed, 16.00-18.00

Session 6: Thur, 11.00-13.00

Global Oceans Action Summit
for Food Security and Blue Growth

23 – 24 April, 2014

Working Groups convened by the World Bank in partnership with 50in10, Conservation International, Environmental Defense Fund, The Nature Conservancy, Rare, National Fisheries Institute, the Government of Norway, the Prince's Trust International Sustainability Unit, and the World Wildlife Fund



THE WORLD BANK



ABOUT THIS PROGRAM

This document is intended to guide participants through the World Bank-organized working groups occurring Wednesday afternoon and Thursday morning. Each session will be broken into three distinct and interactive working groups, one each focusing on: governance, finance, and partnership. These working groups will focus on a set of guiding questions which moderators will use to bring discussions to action-oriented outcomes.

These three tracks of discussion will build upon the FAO-organized Working Groups which focus on the solutions and constraints surrounding the effective implementation of action plans. The joint conclusions and recommendations from all working groups will inform High Level Segment considerations and outcomes on Thursday 24 April.

BACKGROUND

To end poverty, achieve food security, and catalyze broad-based growth, countries and communities need strong ocean economies to realize a sustainable return from their natural assets. Urgent action is needed to restore healthy oceans to catalyze the blue economy. Together with our partners in the Global Partnership for Oceans and led by governments and communities, the World Bank Group has in recent years built a portfolio of ocean projects to address some of the most pressing ocean needs: supporting sustainable fisheries, protecting habitat and biodiversity, and reducing marine pollution.

From these efforts, three key themes have emerged which help structure approaches to restoring a healthy and productive ocean. Good governance, sustainable financing, and partnership are key for lasting collaborative action, guiding the nine working groups outlined in this document.

Revenues in the global economy of more than US\$190 billion annually come from seafood and some US\$161 billion annually is derived from marine and coastal tourism and products. Yet, there is an implementation deficit that continues to lead to degraded assets, lost revenues, and inequitable access to benefits from the ocean. To optimize the revenues and ensure benefit sharing, effective governance systems that support innovation while deterring illegal activity are critical for better stewardship of the ocean's natural capital. Mobilizing financing is also key to catalyzing action—particularly to capture positive externalities and to make up for imperfect information that sometimes leads to low consumer demand for domestic spending on oceans. Partnerships are essential to crowding in the expertise and funding necessary to close the implementation gap.

Though each working group is stand-alone, there is complementarity both within and across themes. Panelists represent leadership across sectors and regions, and collectively, bring enormous experience to the table for solving ocean issues.

WORKING GROUP STRUCTURE AND PROCESS

- Within each two-hour session there are three working groups with the themes governance, financing, and partnership
- Each Working Group will be conducted in a separate room
- Each Working Group will comprise one chair and 3–5 panelists
- The chair will introduce each session and introduce panelists
- The Working Groups emphasize exchanges of views and perspectives rather than formal presentations
- Approximately one-half of each Working Group will comprise chair and panelist interactions, the remaining time will be allocated for audience participation and discussion
- At the end of each Working Group, Chairs—working with rapporteurs—are responsible for generating key outcomes to be fed into the High Level Segment and the conference summary document
- Attendees can participate in any Working Group in each session; there is no need to stay within a theme for all three sessions.

While the overall aim of the Working Groups is to enhance the understanding and network of all participants, each is also expected to deliver discrete priority outcomes and issues of relevance that can be fed into the High Level Segment while also informing the ongoing global dialogue on improving ocean health.

Working Group structure, descriptions, guiding questions, and panelist biographies are provided on the following pages.

SCHEDULE

<i>Session 4</i> <i>Wednesday, 14.00–16.00</i>	<i>Session 5</i> <i>Wednesday, 16.00–18.00</i>	<i>Session 6</i> <i>Thursday, 11.00–13.00</i>
Governance		
Integrated Management of the Marine Environment	Creating the Conditions for Best Practice Community Management	From top-down to bottom-up—Transitioning to co-management of fisheries with government and industry
Financing		
Why invest in the ocean? Insights from private, public, and multilateral institutions	Financing the transition to sustainable blue economies—the potential for Blue Bonds	Banking on Sustainable Fisheries and Healthy Ecosystems
Partnership		
Are partnerships leading to better outcomes for people and the oceans? A perspective from governments	Generating shared value from the ocean—Diverse perspectives and lessons from effective cross-sector partnerships	Private Sector Partnerships for Sustainable Fisheries



SESSION 4
Wednesday, April 23
14.00 – 16.00

Session 4

Wednesday, April 23

14.00 – 16.00

GOVERNANCE

TITLE

Integrated Management of the Marine Environment

CHAIR

Terje Lind, Deputy Director-General, Ministry of Climate and Environment, Norway

PANELISTS

- Abou Bamba, UNEP Regional Coordinator, Abidjan Convention, Cote D'Ivoire
- Darius Campbell, Director, OSPAR
- Elizabeth Taylor Jay, Directora, Asuntos Marinos, Costeros y Recursos Acuáticos, Ministerio de Ambiente y Desarrollo Sostenible
- Per Schieve, Deputy Director-General, Ministry of Climate and Environment, Norway
- Leo de Vrees, Senior Advisor, Dutch Ministry of Infrastructure and the Environment

DESCRIPTION

This session explores models of Integrated Management of the Marine Environment (IMME) to understand how lessons learned and best practices can be applied to developing countries. Panelists include experts in IMME from countries and conventions with direct experiences.

GUIDING QUESTIONS

- How are the experiences presented here applicable to both developed and developing contexts?
- Are UK, Norway, and OSPAR convention examples appropriate to the developing world?
- How can the lessons learned be applied to the development context?
- How much does IMME cost and is it cost-relevant for developing countries?

Speakers



CHAIR: Terje Lind, Deputy Director General, Ministry of Climate and Environment, Norway

Mr. Lind is Deputy Director-General at the Ministry of Climate and Environment in Oslo, Norway and has worked since January at the Department for Marine Management and Pollution Control. He focuses on integrated marine management, marine spatial planning, environmental impact assessment, the Oil for Development programme and other international and development cooperation matters. Prior to 2014, Mr. Lind was attached to the staff unit of the Director-General of the Department for Regional Planning and was Head of the Section for Environmental Impact Assessment since 1999.



Abou Bamba, Regional Coordinator United Nations Environment Programme, Abidjan Convention Secretariat

Abou Bamba has been the Regional Coordinator of the UNEP-Administered Convention for Cooperation in the Protection, Management and Development of the Marine and Coastal Environment of the Atlantic Coast of West, Central and Southern African Region (Abidjan Convention, 1981) since 2010. From 2003 to 2010, he served as Africa Region Coordinator at the Secretariat of the Ramsar Convention on Wetlands, Gland, Switzerland.



Darius Campbell, Director, OSPAR

Darius Campbell is the Executive Secretary for the OSPAR Commission, which is an intergovernmental organisation aiming to protect and conserve the North East Atlantic and its resources. OSPAR's Contracting Parties include those members of the European Union with a coast opening onto (or a river system emptying into) the North East Atlantic. Before taking up his post in November 2012, Darius was working for the UK's Department for Environment Food and Rural Affairs as a Deputy Director.



Elizabeth Taylor Jay, Director of Marine, Coastal and Aquatic Affairs of the Ministry of the Environment of Colombia

Ms. Taylor was appointed to her present post in July 2012. Before that, she worked for 17 years with the Corporation for the Sustainable Development of the Archipelago of San Andres, Old Providence, and Santa Catalina (CORALINA), the autonomous environmental authority for the San Andres Archipelago in the Western Caribbean. Before becoming Executive Director of CORALINA, she served as Chief of the Environmental Management Department and Coordinator of CORALINA's Old Providence office.



Per Schieve, Deputy Director-General, Ministry for Climate and Environment, Norway

Mr. Schive is responsible for Marine Environmental Protection issues. He has been instrumental in the preparation of the integrated marine management plans for Norwegian Sea Areas (the Barents Sea—Lofoten area (2006 and 2011), the Norwegian Sea (2009) and the North Sea (2013). He has also been engaged in international marine cooperation within the London Convention, OSPAR Convention, Arctic Council and North Sea Conferences.



Leo de Vrees, Senior Advisor, Dutch Ministry of Infrastructure and the Environment

Mr. de Vrees presently works as a senior advisor at Rijkswaterstaat, an agency of the Dutch Ministry of Infrastructure and the Environment. He is a member of the team developing a revised policy for the North Sea in which marine spatial planning is a large component. In the period from March 2010 to February 2014 he worked for the marine unit of DG Environment of the European Commission. At DG ENV he worked on the implementation of the Marine Strategy Framework Directive and especially the descriptors on hydrographic changes, marine litter, and underwater noise.

Session 4

Wednesday, April 23

14.00 – 16.00

FINANCING

TITLE

Why invest in the ocean? Insights from private, public, and multilateral institutions

CHAIR

Lisa Svensson, Ambassador for Oceans, Seas and Fresh Water, Sweden

PANELISTS

- Leah Bunce-Karrer, Senior Environmental Specialist, International Water, Global Environment Facility (GEF)
- Sloans Chimatiro, Senior Advisory for Fisheries, NEPAD
- Barry Gold, Director of Marine Program, Moore Foundation
- Juergen Voegelé, Director, Agriculture and Environmental Services (AES), World Bank

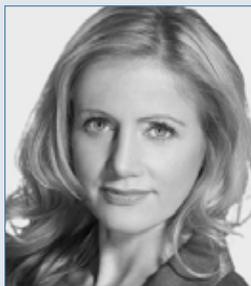
DESCRIPTION

This session will explore different approaches and rationales for ocean investment. Representatives from public and private institutions will share insights from their experiences, and describe how they have made investments that have worked (and haven't worked), offering lessons for other potential investors and recipients.

GUIDING QUESTIONS

- Why and how do governments and aid agencies invest in the ocean?
- Why and how do foundations invest in the ocean?
- How can different organizations work within lending frameworks to achieve maximum returns?
- What does it take to motivate investors toward emerging sectors?

Speakers



CHAIR: Lisa Emelia Svensson, Ambassador for Oceans, Seas and Fresh Water, Sweden

Dr. Svensson, a diplomat by training, is currently Sweden's Ambassador for Oceans, Seas and Fresh Water, providing advice and expert guidance to the Minister for the Environment on the action needed to move forward on Sweden's international ocean and water agenda. Prior posts include Ambassador for Corporate Social Responsibility, where she was involved with the private sector on how to incorporate environmental and social values in business models for enhancing competitiveness and economic growth.



Leah Bunce Karrer, Senior Environmental Specialist, Global Environment Facility (GEF) International Waters Team

Dr. Karrer is the Senior Environmental Specialist with the Global Environment Facility International Waters Team, which is the largest public funder of global ocean initiatives in the world. Previously, she served as Deputy to the Chief Economist at the U.S. National Oceanic and Atmospheric Administration, directed Conservation International's Marine Science Program, and founded and directed the IUCN Global Socioeconomic Monitoring Initiative for Coral Reef Managers.



Sloans Chimatiro, Senior Advisor for Fisheries, NEPAD

Dr. Chimatiro has been Senior Fisheries Advisor at the New Partnership for Africa's Development (NEPAD) Agency since 2006. Dr. Chimatiro was previously Director of Fisheries in Malawi, and has more than 20 years' experience in fisheries research and management. He has also managed a number of regional and continental development programmes for fisheries.



Barry D. Gold, Director of Marine Program, Gordon and Betty Moore Foundation

Dr. Gold is program director for marine conservation at the Gordon and Betty Moore Foundation where he leads efforts to ensure healthy and productive oceans through approaches that integrate human use with conservation. He is developing a new strategy that uses markets, governance, and capital flows to align economic incentives with conservation outcomes. Before joining the Moore Foundation, he worked at the David and Lucile Packard Foundation, where he led efforts to protect and restore ecological systems.



Juergen Voegele, Director, Agriculture and Environmental Services (AES), World Bank

Juergen Voegele, Ph. D., was appointed Director of the Agriculture and Environmental Services Department (AES) of the World Bank on October 1, 2012, prior to which he was Director for Agriculture and Rural Development. He leads the department in pioneering a landscape approach to sustainable development and the alignment of agriculture and environmental practices. He provides leadership to the Bank's activities across sustainable landscapes and oceanscapes, agriculture and environmental economic policy, and risk management and markets.

Session 4

Wednesday, April 23

14.00 – 16.00

PARTNERSHIP

TITLE

Are partnerships leading to better outcomes for people and the oceans? A perspective from governments

CHAIR

Lynn Scarlett, Managing Director of Public Policy, The Nature Conservancy (TNC)

PANELISTS

- H.E. Angus Friday, Ambassador to the US and the OAS, Grenada
- Ove Hoegh-Guldberg, Director, Global Change Institute, University of Queensland
- H.E. Rolph Payet, Environment Minister, Seychelles
- H.E. Caleb Tyndale Okauchi Otto, Ambassador of Palau to the United Nations

DESCRIPTION

Partnerships are widely accepted as effective means of achieving common objectives, leveraging and pooling resources and expertise, reducing conflict, and facilitating better integration of conservation and development objectives. What are the success factors that lead to transformative action through partnership? This session presents insights from governments actively engaged in partnerships in their regions and globally, with the private sector and civil society to advance an agenda for people and oceans. The session will discuss partnerships between governments and the private sector (Caribbean Challenge Initiative), among governments (e.g., the Coral Triangle Initiative, Micronesia Challenge), between governments and financial institutions (Seychelles debt swap), as well as partnerships for knowledge-sharing (e.g. communities of practice), and enhancing leadership (e.g. Global Island Partnership) – all critical elements for generating long term outcomes for people and nature from global to local levels.

GUIDING QUESTIONS

- What are the key achievements, value adding and success factors that effective partnerships bring?
- How do we generate the political momentum and leadership and governance arrangements, bring about innovative public-private financial tools, and leverage knowledge and leadership for transformative action?
- How do partnerships accelerate change? Is there a set of key elements/enabling conditions necessary to achieve long term outcomes?
- How can successful models be effectively scaled up and replicated in different geographies and socio-economic and environment settings? What are the mechanisms in place to facilitate such a process?

Speakers



CHAIR: Lynn Scarlett, Managing Director of Public Policy, The Nature Conservancy (TNC)

Dr. Scarlett currently serves as Managing Director of Public Policy at The Nature Conservancy where she oversees worldwide government relations and public policy efforts. Lynn joined the Conservancy in 2013, bringing deep experience in environmental and conservation policy, both in and outside government. She served two terms in the U.S. Interior Department under President George W. Bush, first as Assistant Secretary for Policy, Management and Budget and then as Deputy Secretary and Chief Operating Officer.



H.E. Angus Friday, Ambassador to the US and the OAS, Grenada

Dr. Friday is Grenada's Ambassador to the United States and the Organization of American States. Prior to this he was the Oceans Representative and a Senior International Climate Policy Specialist at the World Bank. Previously, he served as Grenada's Ambassador to the United Nations. His work focuses on Transformational Development in the Green Economy, the Blue Economy and the Knowledge Economy.



Ove Hoegh Guldberg, Director, Global Change Institute, University of Queensland; Professor of Marine Science

Dr. Hoegh-Guldberg is Professor of Marine Science and Director of the Global Change Institute at The University of Queensland. He is also an Australian Research Council Laureate Fellow (2014–18). Best known for his work on climate change and coral reefs (over 250 publications), Ove has also held positions with the University of Sydney, Stanford and UCLA and has worked with a wide range of partners including NOAA, Greenpeace, Rio Tinto, Catlin Insurance Group, and WWF.



H.E. Caleb Tyndale Okauchi Otto, Ambassador of Palau to the United Nations

Dr. Otto has been Ambassador and Permanent Representative of Palau to the United Nations since March 2013 and Vice-Chair of the Global Island Partnership Steering Committee since February 2014. Prior to becoming Ambassador, Dr. Otto was the Interim Executive Director of the Palau Conservation Society (PCS) where he was also chairman of the Board for 6 years. Ambassador Otto represented Palau in the World Health Assembly from 1995–2003 and was Palau's negotiator in the Framework Convention on Tobacco Control (FCTC) for which he received the WHO Director General Award in 2003.



H.E. Rolph Payet, Minister of Environment, Ministry of Environment and Energy (Seychelles)

Dr. Payet, FRGS, is an international policy expert and researcher on environment and island issues, and was the first President and Vice-Chancellor of the University of Seychelles. In March 2012, he was appointed as Minister of Environment and Energy. Dr. Payet had a 17-year career in the civil service, eventually serving as Principal Secretary for Environment from 2003–2007. He was Seychelles' chief negotiator for the Montreal Protocol, the Basel Convention, and the UNFCCC, and has been instrumental in addressing Small Island Developing States issues.



SESSION 5
Wednesday, April 23
16.00 – 18.00

Session 5

Wednesday, April 23

16.00 – 18.00

GOVERNANCE

TITLE

Creating the Conditions for Best Practice Community Management

CHAIR

Rachel Allen, Senior Adviser on Climate Change to the Minister of Water, Land Environment and Climate Change, Jamaica

PANELISTS

- Dale Galvin, Chief Operating Officer, Rare
- Steve Hall, Director General, World Fish
- Michele Kuruc, Vice President for Marine Conservation, WWFUS
- Patricia Majluf, Founder and Director, Center for Environmental Sustainability (CSA), Cayetano Heredia University (UPCH), Peru
- Suseno Sukoyono, Director General, Agency for Marine and Fisheries Human Resources Development, Ministry of Marine Affairs and Fisheries, Indonesia

DESCRIPTION

This session will look into and compare successful examples of coastal community management from different global regions. It will focus on the approach, timeline, cost and factors that ensure success. Various factors that can undermine community management, such as IUU fishing, will be examined as well as approaches for combatting this threat. Balancing food security needs and trade pressure will be a key focus of discussion.

QUESTIONS

- Why is it important to empower communities?
- What role can foundations, civil society organizations, and others play in capacity building?
- How do countries balance exports for income with food security needs?
- Who is recognizing the value of community managed marine ecosystems and what benefits can communities expect from outside attention?
- Where can funding be found for such endeavors and which groups can provide technical assistance?

Speakers



CHAIR: Rachel Allen, Senior Adviser on Climate Change to the Minister of Water, Land Environment and Climate Change, Jamaica

Dr. Allen has over 20 years of experience working on environmental and climate change issues and has worked on numerous projects for the Government and private sector in Jamaica. For the past four years, Ms. Allen has traversed the Caribbean and the outer Pedro Bank of Jamaica collecting data on coral reefs and fishermen for her Doctoral thesis (Climate Change Impacts on Coastal Communities on the Pedro Bank, Jamaica).



Dale Galvin, Chief Operating Officer, Rare

Dr. Galvin oversees all institutional programs and operations at Rare which is a conservation organization working closely with communities around the world to tackle environmental problems with locally led solutions. Dale's leadership has helped Rare grow from a budget of \$3 million ten years ago to \$25 million today. With over 20 years of management experience, ranging from CFO of PA Consulting Group North America, to founding and managing a hybrid print-Internet media company, Dale has leveraged his business background to institute sound programmatic and financial strategies, systems and procedures at Rare.



Steve Hall, Director General, WorldFish

Stephen Hall is the Director General of WorldFish, an international research institute devoted to reducing hunger and poverty by improving fisheries and aquaculture. Recognized as a scientific thought-leader, Stephen has produced more than 80 scientific publications on fisheries and ecosystems. His recent work focuses on the pivotal role of fisheries and aquaculture in creating a food secure future. His awards and recognitions include: a Pew Fellowship in Marine Conservation (2004) and the Australian Public Service Medal for Leadership of AIMS (2005).



Michele Kuruc, Vice-President for Marine Conservation, WWFUS

Michele Kuruc joined WWFUS as Vice-President for Marine Conservation in January 2013. Prior to moving back to the United States, she worked with the United Nations Food and Agriculture Organization in Rome, specializing in enforcement technologies and operations, and advising on dealing with illegal fishing globally. She has also had extensive service in the judicial and executive branches of the U.S. government, having worked as a lawyer for many years at the National Oceanic and Atmospheric Administration, the Justice Department and the Tenth Circuit Court of Appeals.



Patricia Majluf, Founder and Director, Center for Environmental Sustainability (CSA), Cayetano Heredia University (UPCH), Peru

Dr. Majluf, Peruvian, is the Founder and current Director of the Center for Environmental Sustainability (CSA) of the Cayetano Heredia University (UPCH) in Lima, Peru. Since 1982, she has directed the longest running private conservation and research program in coastal Peru, assessing the impacts of El Niño and fisheries on marine wildlife populations. From 1996 she has almost singly led marine conservation efforts in Peru.



Suseno Sukoyono, Director General, Agency for Marine and Fisheries Human Resources Development, Ministry of Marine Affairs and Fisheries, Indonesia

Suseno Sukoyono is a senior marine resource management specialist with over 25 years of experience in the programming, planning and implementation, monitoring and evaluation of marine and fisheries projects in various parts of Indonesia. Since February 2013 he has served as director-general of the Agency for Marine and Fisheries at the Ministry of Marine Affairs and Fisheries in Indonesia. Previously, he was director of fisheries resources management and an adviser to the minister of marine affairs, and from 2005 to 2007 he was acting inspector general.

Session 5

Wednesday, April 23

16.00 – 18.00

FINANCING

TITLE

Financing the transition to sustainable blue economies – the potential for Blue Bonds

CHAIR

Justin Mundy, Director, International Sustainability Unit, Prince Charles' Charities

PANELISTS

- Larry Band, Independent Consultant, Blue Bonds
- Michael Bennett, Head of Derivatives and Structured Finance, World Bank
- Christopher Flensburg, Head of Sustainable Products, SEB Group
- Peter Wheeler, Executive Vice President, TNC Europe

SESSION DESCRIPTION

Green Bonds raise funds from fixed income investors to support projects that seek to mitigate climate change or help affected people adapt to it. Following this example, and given the well-articulated return on investment that projects associated with marine ecosystem recovery present, this panel will discuss the potential for “Blue Bonds” to do for the ocean what Green Bonds do for the environment and climate.

QUESTIONS

- What are Blue Bonds?
- How can the lessons learned from green bonds be applied to developing something similar for oceans?
- How can a pipeline of eligible projects be created?
- What project criteria might be required?
- How could Blue Bonds create additional demand for projects and supply of low-cost credit?
- What are the foreseen benefits and risks of Blue Bonds?

Speakers



CHAIR: Justin Mundy, Director, International Sustainability Unit, Prince Charles' Charities

Justin Mundy has 30 years of experience working on climate change, environment and energy issues and has done so within the public, multilateral and private sectors. He is currently Director of The Prince's Charities' International Sustainability Unit (ISU) which has been set up to reflect His Royal Highness The Prince of Wales' vision and aims in the area of sustainable development. Within the private sector he was a Managing Director of Climate Change Capital, was a Director of Aon carbon and was a founder of ForestRe. In the public sector he was an Adviser to the UK Government on Russia, Energy and Climate issues and was the principal architect of the Clean Energy Investment Framework under the Gleneagles' G8 Action plan.

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Larry Band, Independent Consultant, Blue Bonds

Larry Band works as a consultant to non-profit organizations, on finance and market-related issues in environmental policy, and to impact investors. Most of his work has focused on fisheries, agriculture and land use issues. His non-profit clients include the Environmental Defense Fund, The Nature Conservancy, The David & Lucille Packard Foundation and Linden Trust for Conservation. In addition to his consulting work, Larry serves as Senior Advisor and Board Member to the California Fisheries Fund, a revolving loan fund that invests in the fishing industry on the West Coast



Michael Bennett, Head of Derivatives and Structured Finance, Capital Markets Department, World Bank

Michael Bennett is the Head of Derivatives and Structured Finance in the Capital Markets Department of the World Bank. He has spent fourteen years with the World Bank, splitting his time between the World Bank's Paris office and its Washington, DC headquarters, with a primary focus on new product development, including working on the creation of the World Bank's "green bond" program.



Christopher Flensburg, Head of Sustainable Products and Product Development, SEB

Having joined SEB in 2003, Christopher is currently Head of Sustainable Products and Product Development. As a pioneer in Green Bonds, he has developed concepts and mechanisms enabling mainstream investors to address climate investments in their portfolios. As one of the few market participants, SEB is able to engage mainstream investors in green investments through its cooperation with the World Bank and the IFC.



Peter Wheeler, Executive Vice President, The Nature Conservancy (TNC)

Peter Wheeler joined The Nature Conservancy (TNC) as an Executive Vice President in September 2013. Until Dec 2010, he was Head of Wholesale Banking, EMEA and Americas for Standard Chartered. Previously, Peter spent 15 years with Goldman Sachs, initially in New York, and then, Hong Kong, where he established the firm's Investment Banking business for Asia outside of Japan. He became a partner of the firm in 1994. Peter is Chairman of IPValue, a leading business services company that partners with major global companies with deep research commitments to manage their intellectual property commercialization activity.

Session 5

Wednesday, April 23

16.00 – 18.00

PARTNERSHIP

TITLE

Generating shared value from the ocean: diverse perspectives and lessons from effective cross-sector partnerships

CHAIR

Gerald Miles, Vice President, Global Development, Rare

PANELISTS

- Miguel Jorge, Managing Director, 50in10
- Mike Kraft, Vice President, **Corporate Social Responsibility and Fisheries Management, Bumble Bee Foods, LLC**
- Fatou Mboob, Executive Director, TRY Oyster Women's Association, The Gambia
- Lida Pet-Soede, Senior Representative, WWF Global Marine Program

DESCRIPTION

Real collaboration across sectors is different from mere alignment of efforts or coordination. It requires a more intentional commitment to coordinated and collaborative work between parties with different cultures and perspectives. Cross sector partnership may even require transcending historically antagonistic relationships to share risks and investment of time and money in new and different work. These and other challenges must be overcome to attain the mutual benefits from true cross-sector partnerships. The panelists—each from a different sector of society—will share their experiences of how and why they were able to transcend these challenges.

GUIDING QUESTIONS

- What drove these individuals and their respective organizations to reach beyond their comfort zone?
- How did they establish successful cross-sector partnerships?
- What has driven private companies to partner with NGOs or governments?
- How have community-based organizations and NGOs been able to convince central governments to share responsibility for resource management?
- What does a government get from partnering with NGOs or other civil society groups?
- What is more challenging: partnering with a fellow sector member, or across sectors?
- What have been the challenges and results?
- When are cross-sector partnerships necessary?
- What lessons can we draw from these experiences to replicate success in other parts of the world?

Speakers



CHAIR: Gerald Miles, Vice President, Global Development, Rare

Gerald trained as an environmental scientist and has been working in conservation and development policy over the past 30 years within the private sector, governments and the United Nations. He is currently Vice President for Global Development at Rare, a conservation organization with its signature Pride campaign which builds grassroots support for environmental protection by training local conservation leaders to move the hearts and minds of communities for meaningful change. He comes to Rare from his role as The Nature Conservancy's (TNC) regional director for external affairs and policy – Asia.



Miguel Jorge, Managing Director, 50in10

Miguel Angel Jorge is the Managing Director of 50in10, a multi-sector collaboration launched with the 10-year goal of bringing the world's fisheries under sustainable management, while increasing social and economic benefits to fishing communities. As managing director of 50in10, Miguel works to expand the network of stakeholders supporting its goals, create and disseminate tools for cross-sector collaboration, attracting private capital to fisheries, and sharing knowledge about successful transitions to sustainability. Previously, he worked as the Director of the National Geographic Society's Ocean Initiative and as Director of WWF-International's Marine Program.



Mike Kraft, Vice President, Corporate Social Responsibility and Fisheries Management, Bumble Bee Foods, LLC

Mike Kraft is the Vice President Corporate Social Responsibility and Fisheries Management at Bumble Bee Foods, LLC. Mike joined Bumble Bee in 2009 after spending 5 years with The Clorox Company. In his last role there, he co-led the development of Clorox's sustainability strategy and drove the strategy across business units and functions. He previously worked in a broad variety of marketing and finance roles at Clorox, Naturize BioSciences LLC, and 24 Hour Fitness USA. Before entering the private sector, Mike served eleven years in the U.S. Marine Corps as a Harrier jet pilot and aviation safety analyst.



Fatou Janha Mboob, Executive Director, TRY Oyster Women's Association, The Gambia

Fatou Janha Mboob is the Executive Director of the TRY Oyster Women's Association. A graduate in home economics and agriculture and former agricultural extension worker, she is committed to improving the lives of women oyster harvesters in the Gambia. Since 2007, her passion and drive has seen the TRY Oyster Women's Association grow from a single community to encompass over 500 female oyster harvesters from 15 communities across the Banjul area.



Lida Pet-Soede, Senior Representative, WWF Global Marine Program

Dr. Pet-Soede is a conservation and fisheries management professional with policy, technical and management skills. She is a strong and effective motivator for innovation and systems change. She has extensive experience in the Asia Pacific region in developing collaborative networks, motivated teams and strategic partnerships (government, private sector, academia, and NGOs). She conducted her PhD research in Indonesia, supervised more than 100 students over the years, many of which have jobs in conservation and fisheries management and she co-authored more than 50 papers and publications.



SESSION 6
Thursday, April 24
11.00 – 13.00

Session 6

Thursday, April 24

11.00 – 13.00

GOVERNANCE

TITLE

From top-down to bottom-up: transitioning to co-management of fisheries with government and industry

CHAIR

Thomas V. Grasso, Senior Advisor, Oceans Program, Environmental Defense Fund (EDF)

PANELISTS

- Catherine B. Demesa, Executive Director, Network for Sustainable Livelihoods Catalysts, Philippines
- Wes Erickson, Fourth Generation Commercial Fisherman, British Columbia
- Raul Garcia, Director of Fisheries, WWF Spain
- Momo Kochen, Science and Program Director, Masyarakat dan perikanan, Indonesia (Fishing and Living, Indonesia)
- Sunoto, Advisor to the Minister of Marine Affairs and Fisheries, Republic of Indonesia

DESCRIPTION

Fishery management can be successful when effective co-management is put in place: fishermen are afforded secure tenure, in exchange for which, they assume greater management responsibility for meeting ecological and other performance standards. Government retains responsibility for how fishing is conducted, ensuring fishing limits and habitat protections are adhered to. This working group brings together real world examples of improved fishery management with perspectives covering policy reform and fishing practice at local and regional levels.

GUIDING QUESTIONS

- How do countries, regions or local fisheries make the transition from top-down management to co-management?
- What do successful systems look like?
- What lessons can be learned from others' experience in making the transition?

Speakers



CHAIR: Thomas V. Grasso, Senior Advisor, Oceans Program, Environmental Defense Fund (EDF)

Tom Grasso, EDF's senior advisor on ocean conservation, has over 20 years experience designing and implementing conservation and sustainable development programs in the Europe, Africa, southeast Asia and north America. He leads EDF's international oceans strategy development aimed at improving the environmental, social and economic performance of global fisheries. Prior to joining EDF, he work as Director of Marine Conservation Policy and Managing Director of Fisheries program from 1999-2007.



Catherine B. Demesa, Executive Director, Network for Sustainable Livelihoods Catalysts, Philippines

Catherine is the founder and managing director of Network of Sustainable Livelihoods Catalysts Inc, a non-profit organization working with fisher communities and assisting local government units in her hometown in Southern, Luzon Philippines. She is also one of the Rare's pride alumni from the first Philippines cohort and is now the lead of a prototype site setting up a TURF-Reserve in the Philippines.



Wes Erikson, Fourth Generation Commercial Fisherman, British Columbia

Wes Erikson is an active fourth generation commercial fisherman. He has fished for halibut, herring, salmon, rockfish, lingcod, skate and sablefish using longline, troll, and gill net along the entire British Columbia coastline. Wes has been involved in the fisheries advisory process for over 20 years and has recently been a halibut representative on the Commercial Industry Caucus (CIC) implementing the pilot integrated groundfish strategy.



Raul Garcia, Director of Fisheries, WWF Spain

After studying Marine Science (specialized in marine environment) in University of Vigo he joined WWF Spain in 2002 as Fisheries Officer where he develops a wide range of responsibilities at national, EU and international level. He vice-chairs the EU Long Distant Waters Advisory Committee and represents it at European Fisheries Control Agency Advisory Board. He is well engaged in EU Fisheries policy and Bluefin and other tuna conservation. Currently Raúl is leading an ambitious WWF project to work with fishermen on sustainability through participatory and co-management schemes across Spain.



Momo Kochen, Science and Program Director, Masyarakat dan perikanan, Indonesia (Fishing and Living, Indonesia)

Masyarakat dan perikanan Indonesia is a small, newly formed foundation which strives towards the improvement of Indonesian fisheries through the development of fisheries sustainability initiatives and the implementation of social community development programs. Initiatives currently being implemented and supported by MDPI include work on a national level tuna fisheries improvement program an the development of a network of co-management initiatives. As Science and Program director of MDPI, Momo is responsible for the overall management of the organizations various projects and activities.



Sunoto, Advisor to the Minister of Marine Affairs and Fisheries, Republic of Indonesia

Dr. Sunoto has held the position of Advisor to the Minister of Marine Affairs and Fisheries in Indonesia since 2011 where he has worked since 1999. He has held the roles of Senior expert, Secretary of Human Resources Development, Director of the Education Center, Director of the Fisheries Business development, and Direct of Institutional Development of Government, Private Sector, and Community. Prior to working in the Ministry of Marine Affairs and Fisheries, Dr. Sunoto was Assistant Deputy of Community Development in the Ministry of Environment.

Session 6

Thursday, April 24

11.00 – 13.00

FINANCING

TITLE

Banking on sustainable fisheries and healthy ecosystems

CHAIR

Charles Goddard, Editorial Director, Asia Pacific, The Economist Intelligence Unit

PANELISTS

- Aldin Hilbrands, Senior Manager of Product Integrity at the Corporate Center with Royal Ahold
- Ayana Elizabeth Johnson, Executive Director, Waitt Institute
- Trip O'Shea, Vice President, EKO Asset Management
- Walter Reid, Conservation and Science Program, David and Lucile Packard Foundation
- Thomas Ursem, Head of Corporate Social Responsibility, Rabobank International

DESCRIPTION

This session will showcase how philanthropy, private sector, multilateral, and civil society engagement create enabling conditions for coastal communities to fully participate in the marine reform process. The focus will be on how multi-stakeholder approaches work and why companies are willing to invest in supporting improved sustainability efforts. Panelists include philanthropic leaders, global retailers and seafood companies, a financial entities working with communities.

GUIDING QUESTIONS

- What can help motivate investment from private sector and philanthropies in ocean health?
- What sources of capital are needed to achieve success?
- What are the opportunities and barriers to making private capital available?
- How can we accelerate the rate of replication and adoption of effective practices?
- What could multi-lateral donors and UN agencies do to support enabling conditions that attract private sector funding?

Speakers



CHAIR: Charles Goddard, Editorial Director, Asia Pacific, The Economist Intelligence Unit

Charles Goddard leads the Economist Intelligence Unit's editorial services in Asia-Pacific, including Corporate Network, a peer group for senior decision-makers of global businesses operating in the region. A journalist by background, he has worked across a range of publications and services at the Economist Intelligence Unit, including as author of the China Market Atlas series and director of its research divisions. He is a frequent traveller and speaker, interacting regularly with senior business and government leaders across Asia.



Aldin Hilbrands, Senior Manager of Product Integrity at the Corporate Center with Royal Ahold

Since 2006, Aldin has worked for Royal Ahold, an international food retail company present in Europe and the USA. His corporate responsibilities include the development and enforcement of Ahold group policies in the fields of product safety and seafood sustainability. Prior to Royal Ahold, he was employed by Société Générale de Surveillance (SGS) responsible for directing several certification programs in the field of food safety, aquaculture and fisheries such as GlobalGAP Aquaculture, Marine Stewardship Council (MSC) and the Marine Aquarium Council (MAC).



Ayana Elizabeth Johnson, Executive Director, Waitt Institute

As a marine biologist and Executive Director of the Waitt Institute, Dr. Johnson travels the world on a mission to collect, create, actualize, and amplify the best ideas in ocean conservation. Currently, she is leading the Barbuda Blue Halo Initiative, a novel collaboration with the people of Barbuda to zone the island's waters and overhaul their fisheries management strategy. She is developing a model for this community-driven approach, and leading the Waitt Institute in replicating similar comprehensive ocean management initiatives around the Caribbean and the world.



Trip O'Shea, Vice President, EKO Asset Management

Trip is a Vice President at EKO Asset Management Partners in New York City. His role with EKO is focused on sustainable fisheries finance and investments in environmental services. Prior to EKO, Trip was an Investment Banking Associate in the Global Power and Utilities Group at Barclays Capital in New York, where he worked on financings and M&A, primarily in the renewable energy space. Earlier in his career, Trip spent over 5 years living and working in Central America, where he founded his own consulting practice specializing in mission-based business development, and was a conservation finance associate with The Nature Conservancy in Guatemala.



Walter Reid, Director, Conservation and Science Program, David and Lucile Packard Foundation

Dr. Reid is Director of the Conservation and Science Program at the David and Lucile Packard Foundation. Previously, during 2005-2006, he was a Professor with the Woods Institute at Stanford University. Dr. Reid was responsible for the creation of the Millennium Ecosystem Assessment, which he directed from 1998 to 2005. From 1992 to 1998, Dr. Reid was Vice President of the World Resources Institute in Washington D.C. From 1988 to 1992 he was a Senior Associate at WRI.



Thomas Ursem, Head of Corporate Social Responsibility, Rabobank International

Thomas Ursem joined Rabobank in 2008 as head of Corporate Social Responsibility at Rabobank International. He and his team are responsible for strategy and objective setting within Rabobank International and for the translation of Rabobank Group policy into daily business. Working with a team of sustainability experts Thomas is responsible for the coordination of the CSR activities worldwide and realizing this ambition. Prior to Rabobank, Thomas worked as a sustainability advisor at Deloitte & Touche and KPMG Sustainability.

Session 6

Thursday, April 24

11.00 – 13.00

PARTNERSHIP

TITLE

Private sector partnerships for sustainable fisheries

CHAIR

John Connelly, President, National Fisheries Institute

PANELISTS

- Bobby Eduardo, Chairman and CEO, RGE Agridev Corporation
- Susan Jackson, President, International Seafood Sustainability Foundation (ISSF)
- Alejandro Robles, President and CEO, Noroeste Sustentable (NOS)
- Andrew Kaelin, Managing Director, AIS Aqua Foods

DESCRIPTION

This session will highlight how developing nation companies have successfully driven change in sustainable managed fisheries. The focus of the session will be how collaborative efforts, led by industry, have generated improvements in fisheries management, economic development, and political reforms. Speakers will include the experiences of a global organization that has driven changes in industry and government management of tunas, the perspective of a local NGO helping transform a fishery in Mexico, and the experiences of a business leader in organizing his country's crab industry and gaining reforms in Philippines' fisheries laws. The session will also highlight the essential role The World Bank can play in sponsoring initial project funding, before private sector investments fund the initiatives.

GUIDING QUESTIONS

- How do industry-led initiatives stimulate change in the water, in local communities, and in governments?
- Are industry-led initiatives effective, in each of the three target areas?
- What is the value and what are the risks associated with industry-led partnership?
- Have the investments made by The World Bank generated sufficient private sector and other funding of economic development and sustainability initiatives?
- What advantages do locally-led initiatives create in ensuring long-term success of development initiatives?
- What lessons can other developing nation fisheries draw from the experiences of industry-led programs?

Speakers



CHAIR: John Connelly, President, National Fisheries Institute

John Connelly is President of the National Fisheries Institute, America's leading trade association advocating for the full seafood supply chain. He serves on the Board of the International Coalition of Fisheries Associations, the International Seafood Sustainability Foundation, and ALLFISH Board, a public-private partnership with the World Bank. He has served on the Department of Commerce's Marine Fisheries Advisory Committee and completed a seven year term on the Marine Stewardship Council Board of Trustees.

Image not currently available

Bobby Eduardo, Chairman and CEO, RGE Agridev Corporation

Bobby Eduardo has served as Entrepreneur and Chief Executive Officer of RGE Agridev Corporation for the last 15 years which is a major player in the Philippines Blue Swimming Crab Industry. RGE Agridev leads the industry in establishing and implementing a sustainable program for Blue Swimming Crab. Mr. Eduardo was the founding chairman and President of the Philippine Association of Crab Producers, Inc. and is now treasurer and on the board of trustees. He is also a member of the Executive Committee of the US Crab Council. Previously he was Director and Treasurer of the Philippine Coconut Oil Producers Association.



Susan Jackson, President, International Seafood Sustainability Foundation

Susan Jackson is President of ISSF, a global partnership among scientists, tuna processors and environmental non-profits to undertake science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reducing bycatch and promoting a healthy marine ecosystem. Prior to joining ISSF, Jackson was the Vice President for Government/Industry Relations and Seafood Sourcing for Del Monte Foods, where her responsibilities included government relations at the Federal, State and Local levels, and acting as Del Monte's representative to trade and industry associations.



Alejandro Robles, President and CEO, Noroeste Sustentable (NOS)

Since 2004, Alejandro Robles has been the President and Co-founder of Noroeste Sustentable (NOS). For the last 30 years Mr. Robles has been a practitioner of sustainability and conservation of coastal marine ecosystems. As founder of NOS, a Mexican civil society organization dedicated to advance sustainability in northwest Mexico, Mr. Robles works to build effective networks of collaboration among key public, private, civil society and stakeholders in order to achieve sustainable coastal communities.



Andrew Kaelin, Managing Director, AIS Aqua Foods

AIS Aqua Foods, Inc (AIS Aqua) has been in the seafood industry since 1983 when founder and Managing Director, Andrew Kaelin, began large scale shrimp farming in Central America. Since 1989, Andrew Kaelin has been working in China, where he advised the World Bank on the first line/lantern cultivation of Scallops in China in the 1990's. Currently AIS Aqua is developing country projects for ALLFISH (World Bank) and the International Coalition of Fisheries Associations (ICFA) with projects on Lake Victoria, in East Africa, Mexico, Peru, Morocco, and Indonesia.



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