What have we done in the MPA financing exchanges so far?

1

During the **workshops** in Saint Lucia, you worked together as a team and **identified** your current and potential **financing streams and mechanisms**.



2

Then you **prioritized** the current and potential **financing mechanisms** with the highest financial impact, likelihood of success and ease of implementation.

3

For the prioritized mechanisms, you identified **obstacles** and determined possible **solutions** for their implementation.

4

In the workshop in Grenada, you worked on your **fee system** or an **integrated business model**, and defined concrete **next steps.**

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What have we done in the MPA financing exchanges so far?







Sharing about **strategic communications** and **innovations** in support of sustainable **financing.**

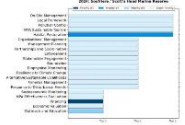
Understanding the **blue economy** and building **partnerships** in **Grenada.**



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Let’s look back at the financing analysis by each MPA

#6



Soufriere / Scott's Head Marine Reserve

Established: 1996

#5



Pitons Management Area

Established: 2004

#4



Soufriere Marine Management Area

Established: 1995

#3



Point Sable Environmental Protection Area

Established: 2007

#2



South Coast Marine Conservation Area

Established: 2010

#1



Tobago Cays Marine Park

Established: 1997



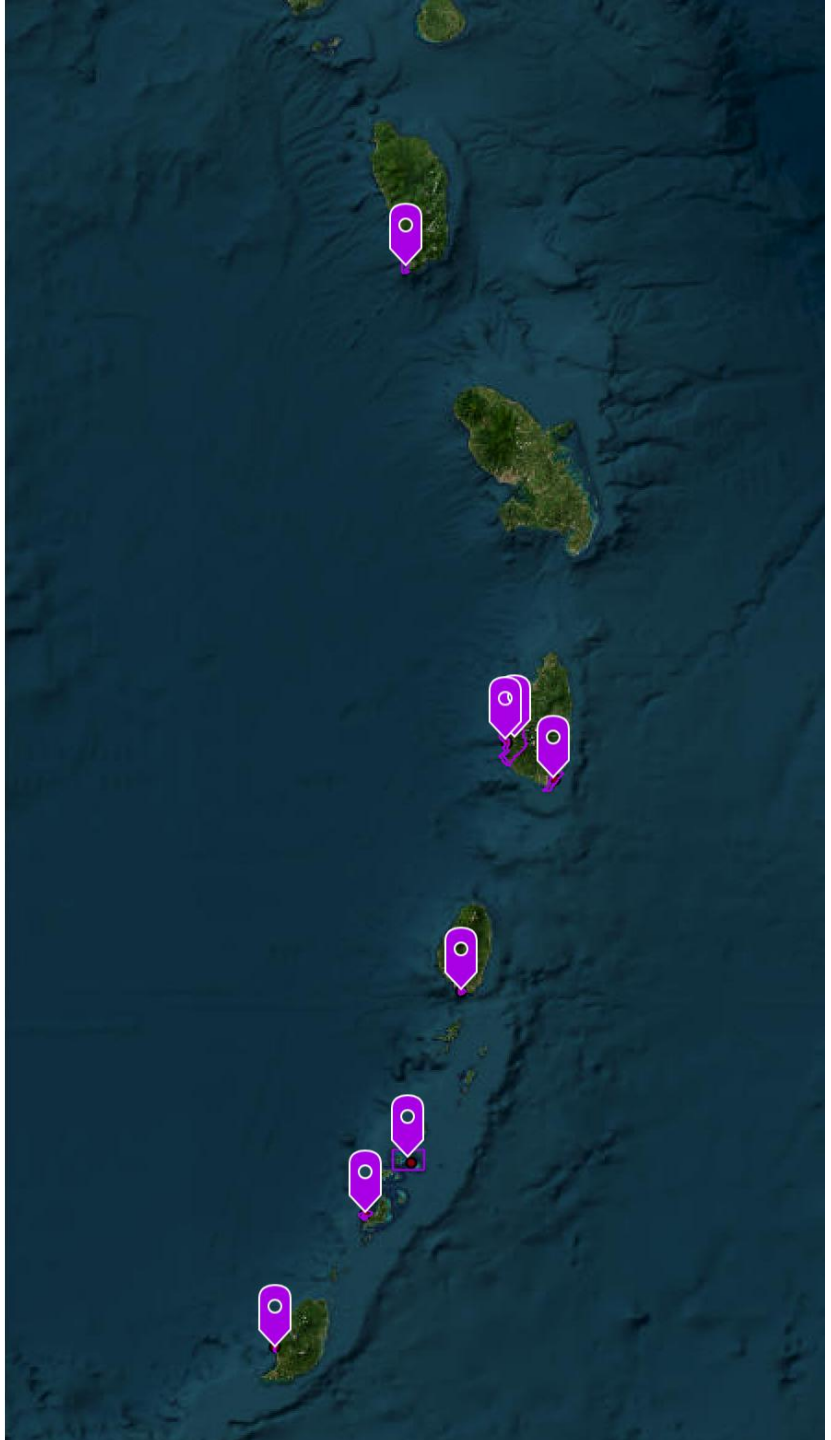
Sandy Island - Oyster Bed Marine Protected Area

Established: 2010



Molinière-Beauséjour Marine Protected Area

Established: 2001



Sandy Island/Oyster Bed MPA, Grenada

Screening and prioritizing finance streams

The selected **finance streams** were refined into potential financing mechanisms and solutions for the MPA. The resulting options were **scored** on a scale of 0 to 4 for three criteria: ***financial impact, ease of implementation,*** and ***likelihood of success*** – where 0 represents the lowest impact, ease, or likelihood, and 4 the highest.

Type	Finance streams / mechanism	Financial impact	Ease of implementation	Likelihood of success	Total
Current	Moorings for cruisers	2	4	4	**10**
Potential	Donations from private donors	3	3	2	**8**
Potential	Research and monitoring	0	4	4	**8**
Potential	Revision of fees	2	2	4	**8**
Potential	Donations or compensation from marina	3	2	2	**7**

The scores and ranking of financing streams were indicative. For the remainder of the workshop the MPA focused on ***Moorings for cruisers***

*But funds raised will go to central government and not the MPA

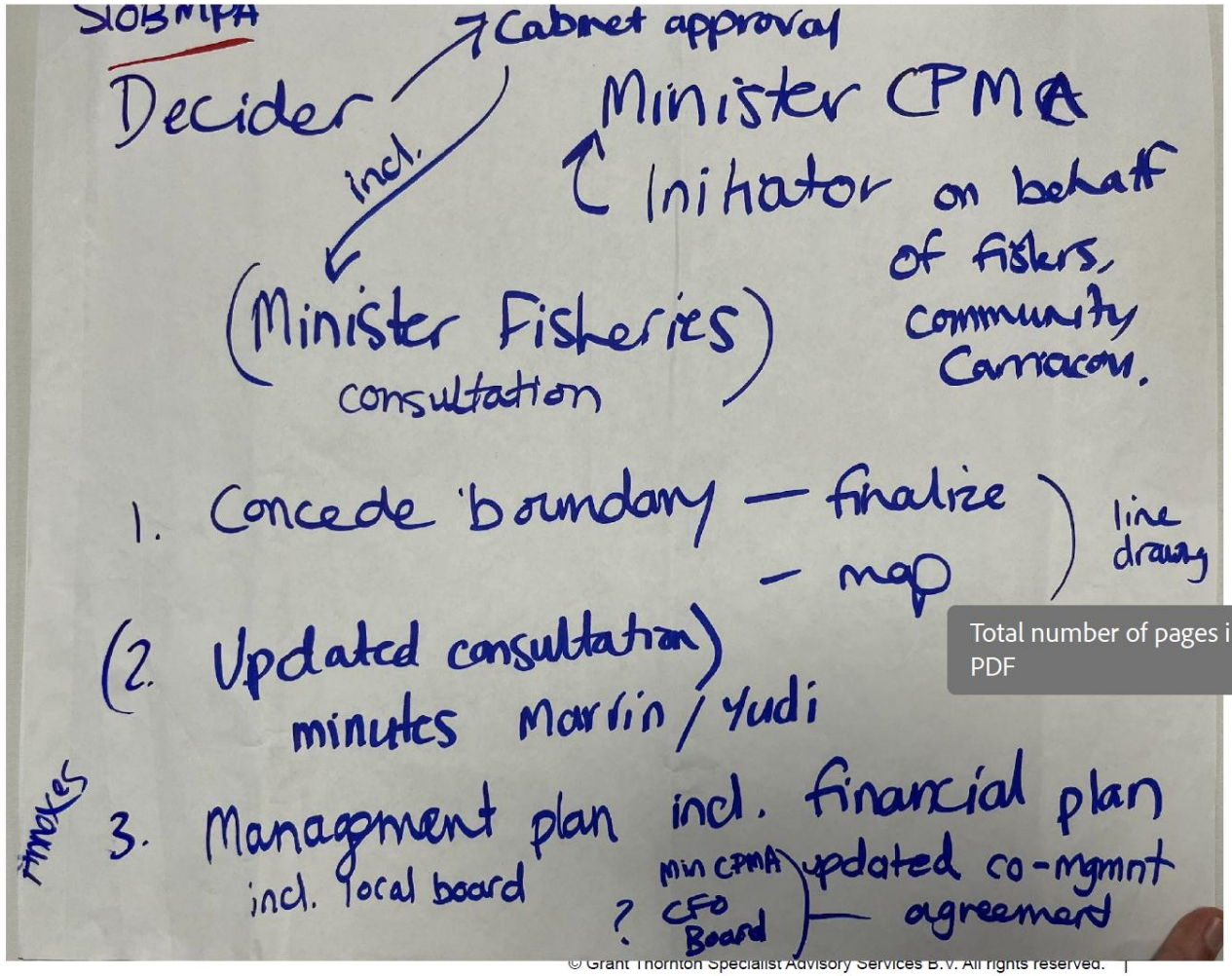
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ImpactHouse
by Grant Thornton Netherlands

Sandy Island/Oyster Bed Marine Protected Area (SIOBMPA)

In the workshop in Grenada, you focused on your **fee system** and **general elements** of MPA finance, including:

- Structural costs for effective management.
- Relevant processes to approve required legislations.
- key stakeholders to help you address obstacles.
- Relevant messages to the government as key target stakeholder.



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Next steps for Sandy Island/Oyster Bed Marine Protected Area (SIOBMPA)

- Design a **communications strategy and plan** with key messaging to:
  - Obtain **government** support for required legislation and budget allocation.
  - Build trust with **key stakeholders**.



- Establish projections of **financial needs** to effectively implement management objectives and strengthen case for **government support**.



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Tobago Cays Marine Park, SVG

Screening and prioritizing finance streams

The selected **finance streams** were refined into potential financing mechanisms and solutions for the MPA. The resulting options were **scored** on a scale of 0 to 4 for three criteria: ***financial impact, ease of implementation,*** and ***likelihood of success*** – where 0 represents the lowest impact, ease, or likelihood, and 4 the highest.

Type	Finance streams / mechanism	Financial impact	Ease of implementation	Likelihood of success	Total
Current	Mooring fee	3	3	4	**10**
Current	Anchoring fee	4	4	4	**12**
Current	Entrance fee	3	4	4	**11**
Current	Licenses	2	3	3	**8**
Current	Island rental	2	4	3	**9**
Potential	Blue talks donation	3	4	4	**11**
Potential	Increase current fees	3	2	3	**8**
Potential	Signature events	3	3	3	**9**
Potential	Reef monitoring	2	2	2	**6**
Potential	Waste management (fee)	3	4	4	**11**

The scores and ranking of financing streams were indicative. For the remainder of the workshop the MPA focused on **Waste management & blue talk donations**

Next steps for Tobago Cays Marine Park (TCMP)

- Design a **communications strategy and plan** with key messaging to:
  - Secure support from and collaboration with **key stakeholders** (e.g., water taxis) for successful business model implementation.
  - Market the model among **key users** (e.g., yachties).
  - Obtain financial support from **donors**.



- Refine contents **Blue Talk** contents to obtain further support from **visitors** and stakeholders.



- Assess feasibility and adjust the proposed **business model components** of the waste management fee.



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South Coast Marine Conservation Area, SVG

Screening and prioritizing finance streams

The selected **finance streams** were refined into potential financing mechanisms and solutions for the MPA. The resulting options were **scored** on a scale of 0 to 4 for three criteria**: *financial impact, ease of implementation,*** and ***likelihood of success*** – where 0 represents the lowest impact, ease, or likelihood, and 4 the highest.

Type	Finance streams / mechanism	Financial impact	Ease of implementation	Likelihood of success	Total
Potential	Moorings/anchorage fee	4	2	4	**10**
Potential	Entrance fees	1	2	2	**5**
Potential	Research fees	1	2	4	**7**
Potential	Water quality certification	1	4	4	**9**
Potential	Crowd funding	2	3	2	**7**
Potential	Signature events	1	3	3	**7**
Potential	Filming fees	1	4	4	**9**
Potential	Vending licenses	1	4	4	**9**

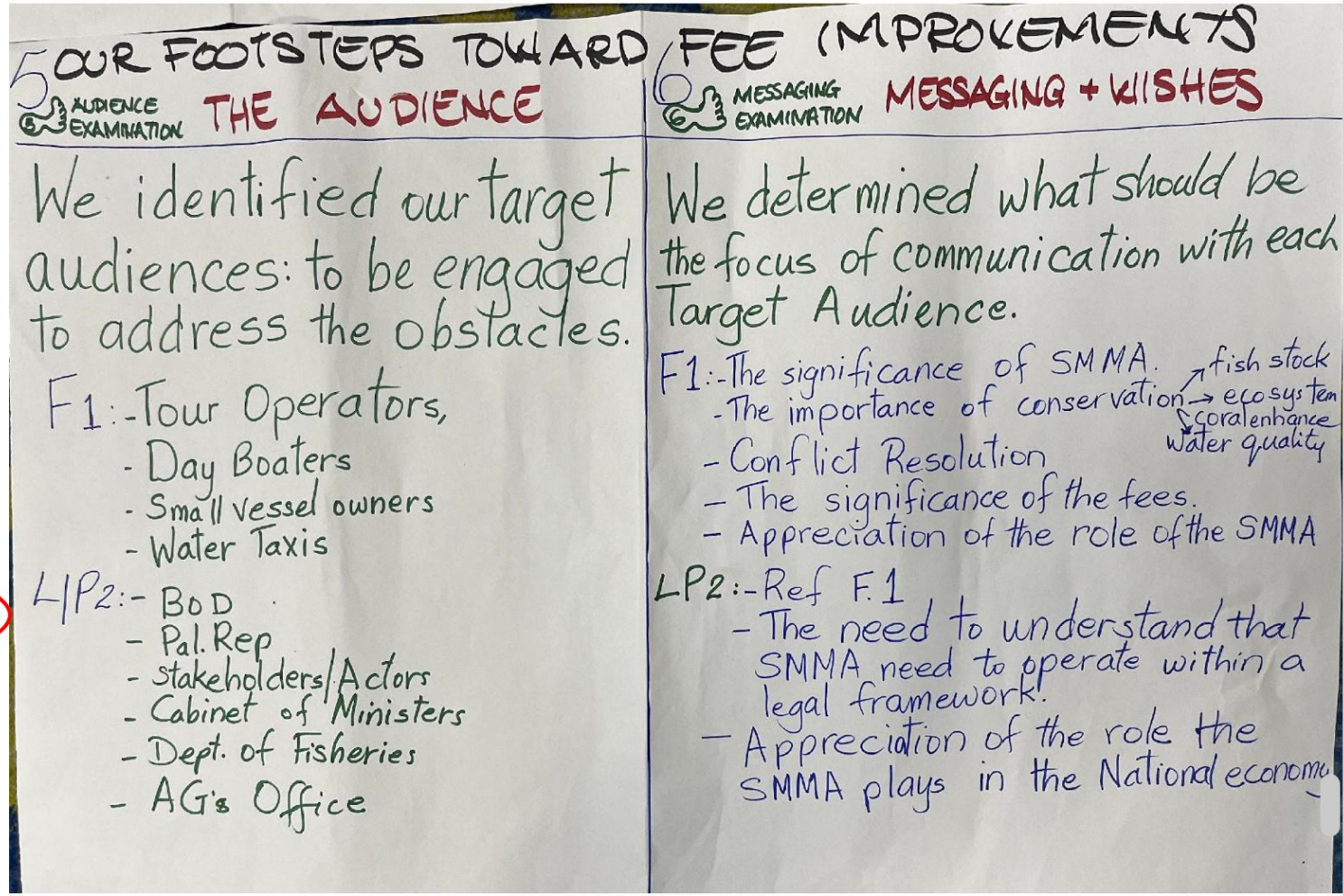
The scores and ranking of financing streams were indicative. For the remainder of the workshop the MPA focused on ***Mooring / anchorage fee*** and ***Entrance fees.***

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South Coast Marine Conservation Area (SCMCA)

In Grenada, you focused on the following aspects of a potential **permit for private mooring owners**:

- Relevant financial flows
- Value proposition and design of the mechanism
- Main obstacles
- Key message for the relevant target audiences



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Next steps for South Coast Marine Conservation Area (SCMCA)

- Design a **communications strategy and plan** with key messaging to:
  - Obtain support from **private mooring owners**.
  - Secure participation by **key allies (e.g., dive operators and marina)**.
  - Obtain broader support from **government**.



- Develop a **detailed message** and **supplementary materials** (e.g., articulated narrative, set of slides, insights from existing documentation, etc.) to obtain **stakeholder support** and **participation**.



- Establish projections of **financial needs** to effectively implement your management objectives and strengthen case for **government support**.



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Pointe Sable Environmental Protection Area (PSEPA)

Current mechanisms

1. Donor agencies – Grants
2. Visitor/Expats – Online donations
3. Beach events (mass crowds) – Fee
4. Concessionaires – License
5. Budgetary allocations

*New biosecurity concerns restrict tourism

- Pivot to access tourism enhancement funds?
- Focus on SLNT merchandising?

Prioritized mechanisms

Mechanism	Score
Integrated business model of Maria Island tours	9
Online donations through improved marketing	8
Adoption programs/campaigns	7
International research e.g. PhD/postdoc researchers - improved marketing of research opportunities	7

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Next steps for Pointe Sable Environmental Protection Area (PSEPA)

- Design a **communications strategy and plan** with key messaging to:
  - Build trust with **partner agencies** for successful business model implementation.
  - Position the business model with **local and international tourists**.
  - Obtain financial support from **donors**.
  - Obtain support from **government**.



- Refine **cost** and **revenue projections** of Maria Island Tours and/or other business models.



- Assess feasibility and adjust the proposed **business model components** of Maria Island tours.



*New biosecurity concerns restrict tourism

- ➢ Pivot to access tourism enhancement funds?
- ➢ Focus on SLNT merchandising?

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Soufriere Marine Management Area (SMMA)

Current mechanisms

1. Day boater's user fee
2. Divers – dive fees
3. Divers – Tank filling charge
4. Yachters – Mooring fees
5. Donors – Grants
6. Private Donors – Donations
   Including Blue Talks

Prioritized mechanisms

Mechanism	Score
Dive fees	8
Mooring fees for yachties	7
Grants	7
Fines	7

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Next steps for Soufriere Marine Management Area (SMMA)

- Design a **communications strategy and plan** with key messaging to:
  - Obtain **government** support for approval of required legislation.
  - Build trust with **key stakeholders (e.g., tour operators)** for fee collection.
  - Promote support from **locals** to SMMA's work.



- Refine the design of **fee collection system** with further stakeholder support.



- Establish projections of **financial needs** to effectively implement your management objectives and obtain further **stakeholder support.**



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Blue Talks Revenue Estimates SMMA

SMMA:

- Jade Mountain Resort
  - Rate: USD 2,000+ per night
  - Capacity: +/- 50 rooms
- Sugar Beach
  - Rate: USD 1,500+ per night
  - Capacity: +/- 30 villas .
  - Other: PADI facilities available
- Ladera resort
  - Rate: USD 1,500+ per night
  - Capacity: +/- 50 lodges

→ Estimated target audience: Assuming a 50%-100% occupancy of 2 adults per unit (that stay 1 week): **6,800 – 13,600 adult visitors**

→ Estimated revenue: Assuming that around 10%-20% of the target audience attends a Blue Talk, from which 90% donates (as a couple) with an average USD 200 per donation: **USD 60,000- 240,000**

Soufriere / Scott's Head Marine Reserve (SSMR)

Current mechanisms

1. Visitors (divers) user fee – online fee payment
2. Visitors (divers) user fee – monthly
3. Visitors (passengers on bus tours) user fee
4. Visitors (passengers on hotel-organized tours) user fee
5. Visitors (passengers on private tours) user fee
6. Dive operators mooring fees
7. Corporations event sponsorship (e.g., SSMR day)
8. Government support in kind, staff
9. International donor grant's

? Friend-raising/Blue Talks

Prioritized mechanisms

Mechanism	Score
Dive operator user and mooring fees	9
Hotel operator user and tour fees	8
SSMR Day	7
Dive fees	7

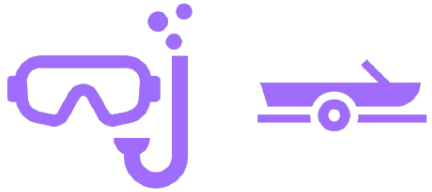
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Next steps for Soufriere / Scott's Head Marine Reserve (SSMR)

- Consolidate a **communications strategy and plan** to:
  - Create trust among **stakeholders.**
  - Build SSMR brand for **locals** and **tourists**.
  - Obtain support from the **government**.



- Develop a **simplified fee structure** for mooring and diving with additional technical advice and stakeholder input.



- Establish projections of **financial needs** to effectively implement your management objectives and strengthen case for stakeholder support.



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Blue Talks Revenue Estimates SSMR

SSMR:

- Jungle Bay
  - Rate: USD 800 per night
  - Capacity: 50 rooms
- Coulibri Ridge
  - Rate: USD 1,200 per night
  - Capacity: 14 units

→ Estimated target audience: Assuming a 50%-100% occupancy of 2 adults per unit (that stay 1 week): **3,300 – 6,600**

→ Estimated revenue: Assuming that around 10%-20% of the target audience attends a Blue Talk, from which 90% donates (as a couple) with an average USD 200 per donation: **USD 30,000 – 120,000**

Close to the MPA, there are also multiple villas and Airbnbs. However, these are difficult to target due to challenging locations and difficulty in grouping them for a Blue Talk. Alternatively SSMR could target similar eco resorts in Dominca, especially if they do tours that include the MPA.