

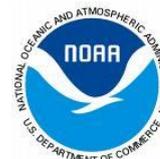


THE CORAL TRIANGLE INITIATIVE ON CORAL REEFS, FISHERIES AND FOOD SECURITY

REGIONAL EXCHANGE PROGRAM ACTIVITY REPORT ENHANCING PRIVATE SECTOR ENGAGEMENT TO SUSTAIN MARINE AND COASTAL RESOURCES JANUARY 18-21, 2010 (MANILA, PHILIPPINES)



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FISHERIES AND FOOD SECURITY**

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**ENHANCING PRIVATE SECTOR ENGAGEMENT TO
SUSTAIN MARINE AND COASTAL RESOURCES**

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**Prepared for the US Agency for International Development
by ARD, Inc. under Contract No. EPP-I-00-06-00008-00**

US CTI Support Program Document No. 03-USCTI-I0

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ACRONYMS

BFAR	Bureau of Fisheries and Aquatic Resources
BNI	Bank Negara Indonesia
CBRM	Community-based Resource Management
CI	Conservation International
CRM	Coastal Resource Management
CSR	Corporate Social Responsibility
CT6	CT Countries (Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands, and Timor-Leste)
CTI	Coral Triangle Initiative
CTSP	Coral Triangle Support Partnership (USAID/Asia)
DA	Department of Agriculture
DENR	Department of Environment and Natural Resources
DFA	Department of Foreign Affairs
ECOGO	Environmental Governance (USAID/Philippines project)
EAFM	Ecosystem Approach to Fisheries Management
EBFM	Ecosystem-based Fisheries Management
GDP	Gross Domestic Product
IEC	Information, education, and communication
IUU fishing	Illegal, unreported, unregulated fishing
JPU	Jaytasha Putrindo Utama
LGU	Local Government Unit
LMMA	Locally Managed Marine Area
LPG	Liquefied petroleum gas
M&E	Monitoring and Evaluation
MPA	Marine Protected Area
MSC	Marine Stewardship Council
NCC	National CTI Coordinating Committee
NFA	National Fisheries Authority
NGO	Non-governmental organization
NPOA	National Plan of Action
PADCC	Philippine Agricultural Development and Commercial Corporation
PAWB	Protected Areas and Wildlife Bureau
PI	Program Integrator (for USAID/Asia US CTI Support Program)

PNG	Papua New Guinea
PPP	Public-Private Partnerships
RDMA	Regional Development Mission for Asia
RPOA	Regional Plan of Action
SFP	Sustainable Fisheries Partnership
SME	Small and Medium Enterprises
SSME	Sulu Sulawesi Seas Marine Eco-region
TNC	The Nature Conservancy
USAID	United States Agency for International Development
US CTI	United States Support to the Coral Triangle Initiative
USG	United States Government
WWF	World Wildlife Fund for Nature

EXECUTIVE SUMMARY

On January 18-21, 2010 in Manila, Philippines, the Republic of the Philippines and World Wildlife Fund for Nature (WWF) hosted the first CTI Business Summit, and in collaboration with the U.S. Agency for International Development (USAID), expanded the event to include a Regional Exchange activity with delegates from the six Coral Triangle (CT6) countries (Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor-Leste) to promote and strengthen the engagement of the private sector in the Coral Triangle Initiative (CTI). The exchange enabled the CT6 delegates to participate in the CTI Business Summit and develop action steps to strengthen the involvement of private sector at the regional level as well as to help achieve the goals in their National Plans of Action (NPOAs).

Twenty-two people from the CT6, in addition to the CTI Secretariat, and an observer from Brunei, participated in the exchange to develop strategies to engage the private sector and chart a plan on how to establish public-private partnerships in their countries and to identify regional needs to strengthen private sector involvement in CTI.

The Regional Exchange consisted of three components:

- One day focused on the current efforts of CT6 private sector engagement and the presentation of private sector engagement opportunities and approaches that the CT6 can incorporate into their CTI activities,
- Two days focused of the CTI Business Summit with presentations, thematic discussions and accompanying side meetings with private sector representatives, and
- One day focused on the development of private sector engagement action plans that outline goals, objectives, and activities for each CT6 country team to address upon their return.

The CTI Business Summit brought together senior business leaders, international funding agencies, non-government organizations (NGOs), media and CT6 delegates to build the case for and stimulate green investment in public private partnerships that secure the sustainability and profitability of key sectors dependent on healthy marine resources. The Summit also provided a venue for public and private sector representatives to forge partnerships and commit to programs or initiatives that will positively impact on the CTI.

Regional Exchange participants assembled prior to the CTI Business Summit to share background information on their countries' current private sector engagement activities, and identified opportunities, barriers, and policies related to coastal and marine resources. Technical experts provided case studies and tools to develop sustainable conservation financing mechanisms, and showed how to specifically reach out to different sectors to achieve marine conservation goals and sustainable land development. A representative from WWF then outlined the CTI Business Summit agenda for the next two days to identify specific opportunities where the delegates would be able to interact with the private sector participants.

The Business Summit attracted more than 160 participants, with 50 percent representing private sector interests within the region. During the two-day event, the CT6 delegations participated in discussions on innovative public-private partnerships (PPPs) that have formed in the Coral Triangle in various sectors such as fisheries, tourism, energy, and water resources. The CT6 delegates held side meetings with representatives from the private sector to further explore PPP opportunities. Finally, the Summit culminated with the signing of four PPPs among some CT6 governments, NGOs and the private sector.

The exchange participants listed several highlights from the CTI Business Summit:

- the signing of the four PPPs
- the one-on-one side meetings with private sector representatives
- specific presentations that provided ideas and contacts for their follow-up private sector engagement activities

Following the two-day CTI Business Summit the CT6 delegates incorporated the experiences from the previous three days and initiated the development of private sector engagement action plans outlining next steps to springboard future engagement of the private sector in support of the CTI NPOAs.

Several specific objectives and action items were identified during the regional exchange. Each team agreed to conduct a briefing for their colleagues on the regional exchange using the overview PowerPoint presentation provided to them and to share their progress in engaging the private sector with the Regional Secretariat and CT6. Additional action items are provided below relating to private sector engagement:

Timor-Leste

- Follow up with private sector contacts made with companies such as Bali Seafood International and Bank Negara Indonesia (BNI). Bali Seafood International expressed an interest to meet with the delegates in Timor-Leste.
- Engage key agencies and private sectors in implementing the NPOA to build community awareness of marine and coastal resources issues and approaches, to generate incomes for the coastal communities, to create job opportunities and build capacity, and to help make food available for everyone.

Indonesia

- Review and reissue public-private partnership agreement(s) on coastal, marine and fisheries management to better support the CTI National Plan of Action
 - Develop an awareness campaign on promoting private sector engagement towards achieving the NPOA goals
- Convene a Public-Private Sector Forum
- Create three new public private-partnerships to support the CTI National Plan of Action.
 - Create an MOU or agreement between the public and private sector on coastal, marine and fisheries green investments
- Follow up on various connections made regarding possible partners for the Coral Center (a new national initiative) as well as contact Bank of Indonesia regarding their environmental guidelines used in lending policies

Malaysia

- Host business forum in 2011 and discuss possibility of it being a CTI activity
- Increase public-private partnership (PPP) programs using education, promotions and awareness through meetings, workshops, publications, promotions, media, websites and business dialogues
- Acquire knowledge tools and methodologies, models and best practices in managing issues related to sustainable marine environment and resources management
- Strengthen collaboration between public, private sector, partners and donors related to CTI
- Establish sustainable financing mechanism(s) such as trust funds for the implementation of CTI
- Hold follow-up meetings with Shangri La hotels to discuss possible PPP.

Papua New Guinea

- Create or improve three Public-Private Partnerships (PPPs) in 2010 (at least one in the energy sector and one in the SME sector)
- Establish new marine conservation fund to support and protect high value areas
- Convene a public-private sector forum in PNG
- Review existing agreements or arrangements with other government agencies, NGOs and private sector to incorporate private sector engagement in this action plan
- Develop awareness campaigns on private sector engagement to achieve goals of this action plan and the CTI as a whole
- Research forming a possible PPP with a restaurant such as Tony Chan's

Solomon Islands

- Identify the needs of public-private stakeholders to actively work together in resource management and utilization
- Facilitate the establishment of a Private-Public network
 - Conduct an "Environmental Forum" targeted towards public-private partnerships
 - Identify priority areas for CTI engagement with the private sectors
- Explore funding mechanisms that will help the Solomon Islands to implement activities and achieve the goals in the NPOA
- Create opportunities for communities to undertake sustainable livelihood projects
- Strengthen the capacity of training groups to deliver green principles
- Research forming a possible PPP with the Artisanal Fishermen's Association

Philippines

- Create ten PPPs
- Broaden awareness of the business perspective for the CTI agenda especially models being demonstrated in the region and globally
- Build capacity on how to stimulate, motivate, and sustain private sector engagement
- Convene public-private sector dialogues for negotiating and formalizing PPPs
- Formulate an effective investment communication plan
- Pilot new mechanisms and develop case studies of public-private partnerships demonstrating modalities of engagement and sustainability aspects
- Conduct a training needs assessment and develop appropriate training modules for enhancing private sector engagement

Possible Regional Priorities proposed by Participants

- Broaden awareness in the Coral Triangle region about the importance of private sector engagement
- Achieve consistency through coordination and sharing of common practices
- Create shared partnership(s) as beneficial to region that countries could not do alone

Following the Regional Exchange on *Enhancing Private Sector Engagement to Sustain and Maintain Marine and Coastal Resources*, the US CTI Support Program Integrator will follow up with the exchange program participants to review the status of development and implementation of their action plans and to determine what additional support might be needed.

I. INTRODUCTION

To promote and strengthen the engagement of the private sector in the Coral Triangle Initiative (CTI), the Republic of the Philippines and World Wildlife Fund for Nature (WWF) hosted the first CTI Business Summit, and in collaboration with the U.S. Agency for International Development (USAID), expanded the event to include a Regional Exchange activity with delegates from the six Coral Triangle (CT6) countries (Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor-Leste) in Manila, Philippines from January 18-21, 2010. The exchange enabled the CT6 delegates to participate in the CTI Business Summit and develop action steps to strengthen the involvement of private sector at the regional level as well as to help achieve the goals in their National Plans of Action (NPOAs).

The concept of a CTI Business Summit was included in the CTI Regional Roadmap and was approved at the Fourth Senior Officials Meeting (SOM4) in Malaysia. The Philippines National CTI Coordinating Committee (NCC) requested that USAID, through the US CTI Support Program, conduct a Regional Exchange as part of this event that was focused on *Enhancing the Role of Private Sector in Sustaining Marine and Coastal Resources*. These exchanges are part of the US CTI Support Program's approach to strengthen regional and national platforms to catalyze and sustain integrated marine and coastal management in the Coral Triangle. The regional exchanges provide a forum for CT6 governments, multi-country associations of agencies, organizations, and/or individuals for the purpose of sharing experiences, information, and best practices and developing common approaches, action plans, and policies for addressing regional challenges and issues.

Twenty-one people from the CT6, in addition to the CTI Secretariat, and an observer from Brunei, participated in the exchange to develop strategies to engage the private sector, to chart a plan on how to establish public-private partnerships in their countries and to identify regional needs to strengthen private sector involvement in CTI. The delegates included mid-level to senior representatives from various ministries that interact with the private sector, such as industry, commerce, or trade, and representatives of the NCCs. One delegation included representatives from the private sector as part of their team.



Private Sector Engagement Regional Exchange participants

OBJECTIVES AND EXPECTED OUTCOMES

This Regional Exchange activity was designed and conducted to achieve five primary objectives:

- Share current private sector activities among CT6 participants.
- Identify opportunities to support additional private sector engagement to support the implementation of their NPOAs.
- Review various private sector approaches and models that can be applied to sustain coastal resources.
- Network with private sector representatives at CTI Business Summit to identify potential PPPs that could be developed by the CT6.

- Develop a set of action steps to serve as a road map for increasing private sector involvement after the Exchange.

The outcomes of the exchange included the following:

- Recognition of the important role that the private sector can play to achieve the goals in the CTI regional and national plans of action
- Improved understanding of tools that can be used to engage the private sector
- Increased exposure to specific individuals working in the private sector through personal contacts and group discussions to provide follow up opportunities for engagement
- Development of tangible, concrete action items that will enable the NCCs to form specific partnerships with the private sector

II. SESSION PROCEEDINGS

Day I

SESSION I: ORIENTATION

Ms. Theresa Mundita Lim, Director of the Philippines Protected Areas and Wildlife Bureau /Department of Environment and Natural Resources, Government of the Philippines, welcomed everyone on behalf of Undersecretary Manuel Gerochi and commended the US CTI Support Program together with the Department of Agriculture and WWF for organizing this important activity. Director Lim felt that organizing a Regional Exchange Program around the CTI Business Summit provided an opportunity to enhance regional awareness of the great potential that the private sector can provide towards the conservation of marine and coastal resources. As challenges continue to rise, Director Lim called for the need to broaden networking among organizations concerned with fulfilling a sustainable marine region. She hoped the exchange will unite all sectors towards marine protection and mentioned knowledge-sharing as an integral part of better management of the CT as it showcases camaraderie among players in achieving a common goal.

Director Lim expressed hope that the participants will acquire first-hand knowledge from regional experts on local-level improvements to coastal and marine management. She said that activities like this help regional players get updated and stay current on the global, national and local developments for improvement and adaptation of better management measures and action programs. Director Lim ended with a reminder that citizens stand to benefit from the actions formulated from this initiative, and she hoped that all the lessons to be learned during both the exchange program and the business summit will bring the best to the CT region.

Ms. Charlie MacPherson, facilitator and coordinator for the Regional Exchange, thanked all the participants for their enthusiastic response to the invitation. The leaders from each delegation introduced their teams, followed by members of the CTI Regional Secretariat, US CTI Support Program Integrator, USAID, partners and guests (see Annex 2 for a complete list of participants). Ms. MacPherson then outlined the overall agenda, highlighted the objectives, and reviewed the course notebooks.

Mr. Peter Collier, Chief of Party of the US CTI Support Program Integrator, summarized the US CTI Support Program's role in the Regional Exchange Program, noting that the CTI Business Summit was proposed and included in the CTI Roadmap during the SOM4 meeting in Malaysia, where participants confirmed the Philippines would host the Business Summit in collaboration with WWF. The US CTI Support Program agreed to support participation of the CT6, and in addition to include a day before the summit to strategize towards engaging the private sector, and a day after to review and conduct action planning to strengthen private sector engagement in their countries and regionally.

SESSION 2: PERSPECTIVES FROM CT6 DELEGATES

Using a common template, each CT6 delegation prepared and presented a profile of its team members, country statistics, governance structure, major types of private sector activities, opportunities for private sector engagement, types of mechanisms used to engage private sector, NPOA Priorities, and expectations for the Business Summit. Each country profile is briefly summarized below with a more detailed description included in Annex 3.

INDONESIA

Mr. Rofi Alhanif, Head of the Sub-Division for Conservation and Utilization of Conservation, Ministry of Marine Affairs and Fisheries, presented the Indonesia profile. Indonesia is the largest island state in the world with an estimated 17,408 islands. The government has committed to set aside 20 million coastal and marine hectares for protection by 2020, with 13.5 million hectares already gazetted. Twenty-four percent of Indonesia's gross domestic product (GDP) is based on marine-related industries. Indonesia is governed by a presidential system with elections every five years. The legislature has multiple parties. Private sector authorities include the chamber of commerce and the investment board.



Twenty-four percent of Indonesia's GDP comes from marine-related industries.

Potential and current private sector involvement includes fisheries product processing and marketing, and empowerment of small islands that lead to marine ecotourism, marine conservation, marine biotechnology, renewable energy, and exploration of sunken/shipwreck treasures. There is a need to estimate Indonesia's total marine resource value, including oil and gas, etc. Examples of current public-private partnerships in MPA management include Bunaken National Park with tourism activities of 50,000 guests per year. The national park does not rely on the limited government budget. Komodo National Park is a combined marine and terrestrial park, established in 1990 and declared as a World Heritage Site targets conservation of Komodo dragons. This park is managed as a joint venture by PT Pulti Naga Komodo, TNC and Jaytasha Putrindo Utama (JPU) and Alam KulKul Resorts.

Proposed private sector engagement strategies include the establishment of the Coral Center, a new initiative, to integrate information and education about coral reefs and tourism activities, and to encourage best practices for coral reef management in Indonesia and other countries. The management unit for the coral center is comprised of government, business partners, international partners and scientific institutions.

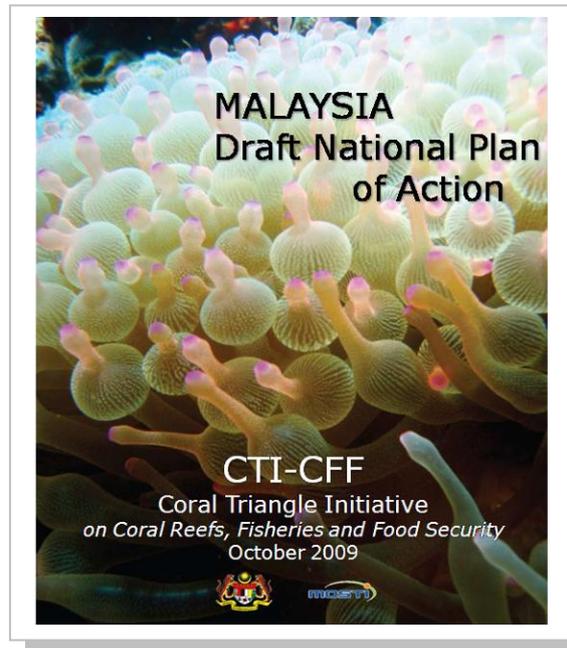
Ms. Rochimi Widjajanti shared information from the Ministry of Industries related to projects that use the byproducts from fish processing to make goods such as fish leather and leather products. This is an example of how to improve the value added for the fish skins from the fish fillet industries. She presented a sample product of fish "leather" appliquéd on a hand bag. She stated that they are currently conducting research to identify additional values from other fish and marine products.

MALAYSIA

Dr. Nor Aieni Haji Moktar, Undersecretary, National Oceanography Directorate, Ministry of Science, Technology and Innovation, introduced the Malaysia team members and presented its country profile. Malaysia has a population of 25 million with CTI-affected areas in the Sulu-Sulawesi Marine Eco-region and Sabah province. It is a federation with a mixed population of ethnic Malays, Chinese, Indians and assorted indigenous groups, therefore making it a very multi-racial country. The Constitutional Monarchy governs with a parliamentary system. The composition of the different population groups and the high population growth is proving to be a challenge in resource management.

Dr. Moktar said that one of the major private sector activities in Malaysia included the PETRONAS artificial reef which enhances marine habitat from abandoned oil rigs. They look forward to adding more private sector activities following the information gained at the business summit and Regional Exchange. In resource management, Malaysia partners with WWF, Sea Resources Management, Turtle Island Parks, Sipadan Wildlife Department, Langkayan with a Public operator, and Gayana Eco-Resort Marine Ecology Research Centre. Malaysia engages with the private sector through public-private partnerships, in-kind services, trainings in aquaculture and eco-tourism, and donations.

Malaysia is in the process of finalizing their NPOA which encompasses different sectors. They believe they expand their plans for international cooperation and coordination. Their NPOA priorities include (1) designating priority seascapes with investment plans completed and sequenced; (2) improving income, livelihoods and food security in an increasingly significant number of coastal communities across the region through a new sustainable coastal fisheries and poverty reduction initiative (COASTTFISH); (3) establishing a fully functional region-wide Coral Triangle MPA System (CTMPAS); (4) developing and implementing a region-wide early action plan for climate change adaptation in the near-shore marine and coastal environment and small island ecosystems; and (5) improving the status of sharks, sea turtles, seabirds, marine mammals, corals, seagrass, mangroves and other identified threatened species.



There are opportunities for the private sector engagement in the live fish trade, marine turtle hatcheries, and fisheries by-catch. In addition, Malaysia sees opportunities for public-private community targets in the areas of mangrove ecosystem study and resource management, and renewable energy projects where the community takes part in green energy (wave, solar and wind). They currently have a joint project with Indonesia and the Philippines to establish experimental farms to culture high-value seaweed species.

PAPUA NEW GUINEA (PNG)

Mr. Leban Gisawa, Manager for Inshore Fisheries, National Fisheries Authority (NFA), introduced the country team members and showed a map of PNG outlining the no-fishing zones with different resource use classifications. Country facts include a population of 6.4 million of which 40 percent are dependent on the coast. It is also culturally diverse with more than 800 languages. The PNG government structure is a parliamentary system with an independent judiciary system.



More than 800 languages are spoken in Papua New Guinea.

There are several different private sector authorities. The mechanisms used to engage private sector include memoranda of agreement (MOA), in-kind services, training, donations, workshops, funding, awareness and education,

consultancy services and community organizing. The businesses thriving in PNG are lobster harvesting and live fish trade. PNG does not license fish activities on the subsistence level as it is up to the coastal communities to do that.

The PNG NPOA is not finalized so priority public-private (PP) targets have not been established. However, there are some specific PP targets that have been pursued at the agency level such as incorporating EAFM concepts into existing management plans by TNC/NFA that commenced in 2009. This year the NFA is working with the private sector on policy/standards for product certification, equity, and product traceability for the aquarium fishery in PNG.

To increase private sector engagement in PNG more information is needed on new approaches that are based on practical experiences from within CT6 or elsewhere. PNG hopes to promote partnerships as part of the comprehensive management process. In addition, there needs to be increased awareness and education to the private sector on the priorities of the CTI RPOA and NPOAs including the sustainable benefits brought about as result of implementing the CTI activities that can support their operation/business in the long term.

From the CTI Business Summit and Regional Exchange, PNG hopes to develop specific standards for certification and trade within the Coral Triangle, with clear responsibilities for implementing and monitoring any standards established under new agreements; to establish a CTI forum for industry players and partners to meet, review and consolidate standards on a regular basis that can continue to promote responsible and sustainable trade of fish and fishery products within the CT region; and finally to learn from business practitioners.

PHILIPPINES

Mr. Oscar Orcine, Executive Director, Office of the Undersecretary for Special and Ocean Concerns, Department of Foreign Affairs (DFA), introduced the country team comprised of representatives from DFA, Bureau of Fisheries and Agriculture (BFAR), Protected Areas and Wildlife Bureau of Dept of Environment and Natural Resources (PAWB-DENR). He then presented the country profile noting the Philippines has a coastline of 33,900 kilometers and its entire population of 93 million people live within 100 kilometers of the coast. Their government structure is presidential with judicial and legislative bodies. There are several private sector authorities and the National Economic Development Authority (NEDA) is responsible for long-term economic development which is also very much engaged in their National Coral Triangle Initiative.

The major private sector activities include the fisheries sector, which represented approximately \$23 billion in revenue for 2005, with coastal and ocean fishing activities as top earners. The Philippines view sustainable management of marine and fish resources from the comprehensive point of view interlinking terrestrial to marine areas. Other sectors include agriculture and forestry; electric, gas and water utilities; and tourism. Current partners under CTI include business and industry sectors, NGOs (WWF, CI) and private colleges and universities.

The Philippines has identified 5 goals, 9 targets, and 60 priority Actions for its NPOA. Private sector engagement is included in several of their targets such as to design and implement programs to contribute to the COASTFISH initiatives; to establish appropriate economic instruments for



The Philippines has a total coastline of more than 33,900 kilometers.

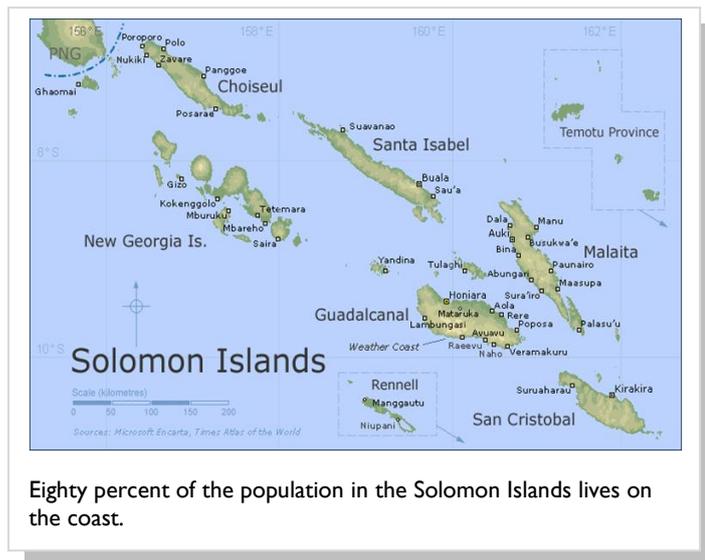
regulatory and revenue-generating objectives for MPA management including environmental users' fee system; and to engage the private sector to improve disaster risk management and develop economic incentives for using climate friendly technologies.

To increase the level of private sector engagement in its CTI activities, the Philippines will review its policies concerning private sector engagement; build capacity on how to stimulate, motivate, and sustain private sector engagement, and identify examples of public-private partnerships that demonstrate modalities of engagement and sustainability.

The Philippines hopes to achieve an endorsement of the use of circle hooks by the National Fisheries and Aquatic Resources Management Council during the CTI Business Summit.

SOLOMON ISLANDS

Mr. Ben Buga, Chief Fisheries Officer, Marketing and Business Development, Ministry of Fisheries and Marine Resources, presented the country profile for the Solomon Islands. The Solomon Islands has a population of more than 600,000 with 80 percent of the people living on the coast. The government is structured in a two-tier system with the national government headed by the Prime Minister with ministers, and the provincial government system with the Premiere and his Provincial Ministers. Mr. Martin Hoasihere presented the private sector involvement citing policy objectives set by the Ministry of Commerce-Industrial Development Division/Business Development Division Association of Industries.



Eighty percent of the population in the Solomon Islands lives on the coast.

The major industries include logging, fishing, mining, and agriculture. Private sector activities include manufacturing and processing of fish/timber/soap and the services industries such as tourism, transport and telecommunication. The CTI unit is newly established and is planning to engage the private sector such as the Artisanal Fishermen's Association of the Solomon Islands relating to fisheries management and marine conservation programs.

There are public-private partnership activities through NGO facilitation of engagements with private sector, implementation of ecotourism and rural livelihood grants, and rendering of in-kind services or sweat equity. They have various training programs with the private sector to conduct business courses for the public and for fishermen and fishing communities. They are also coordinating with Solomon Host, a hospitality program to enhance development programs in tourism. He mentioned that the government strategy for private sector involvement is to ease restrictions allowing the private sector to develop their programs and to increase knowledge and trading skills.

The Solomon Islands NPOA is still in draft form. Because of the cross-cutting nature of their NPOA, the actions are divided into four themes which form the basis for program design and integration. These themes include 1) Support and implementation of community based resource management, 2) Development of policy, legislation, partnerships and other strategies and guidance, 3) Data and information management for coordination and decision making, and 4) Education and awareness.

During the Regional Exchange the Solomon Islands hope they can learn new approaches from other countries for engaging the private sector, and can use the action planning steps to solicit additional input from their ministries to help develop /fine tune the private sector engagement action plan.

TIMOR-LESTE

Mr. Aleixo Leonito Amaral, National Focal Point, National Directorate of Fisheries and Aquaculture, Ministry of Agriculture and Fisheries, presented the Timor-Leste profile. He introduced the country team members, and enumerated the basic facts about the country. Timor-Leste has a population of just over 1 million people and a coastline that spans 7,300 kilometers. The major private sector activities include seaweed harvesting, traditional weaving and handicrafts. He showed a map of Timor-Leste that highlighted national parks suitable for fisheries and tourism, and possible areas for integration in the MPA network. Activities are currently under negotiation with the government in terms of business establishments. Timor-Leste uses several mechanisms to engage the private sector such as joint ventures with investors and the government, in-kind services/contributions, short and long-term capacity building training.



Traditional weaving and handicrafts are sources of private sector activities in Timor-Leste.

Timor-Leste's NPOA is guided by an ecosystem approach to fisheries management (EAFM), marine protected area (MPA) management and climate change adaptation. NPOA priorities include reaching public-private targets (some under negotiations), and to increase production and improved quality of seaweed and salt. There are also various opportunities in tourism and industries such as sandalwood and coffee, and fisheries (tuna fishing, sea cucumber and seaweeds).

There is a strong need to increase private sector engagement in Timor-Leste and the participants hope to identify private investors at the CTI Business Summit who will help the country develop their identified strategies for fishery and marine management.

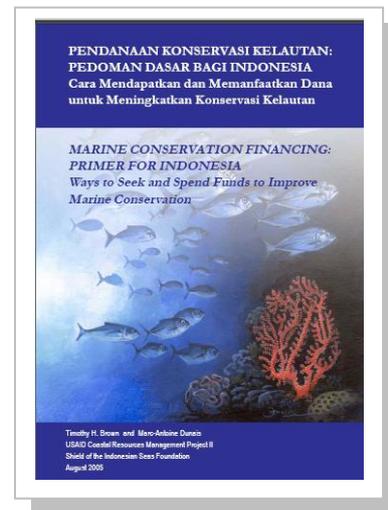
SESSION 3: MOVING TOWARDS WIN-WIN-WIN (ENVIRONMENT-ECONOMY-COMMUNITIES) SCENARIOS UNDER THE CTI

Overview of Sustainable Financing Mechanisms

Dr. Stacey Tighe, US CTI Support Program

Dr. Tighe presented an overview of conservation financing mechanisms. Private sector engagement in conservation and integrated natural resource management is a worthy objective for many reasons since the private sector is also a stakeholder in the region. However, as corporations are often called on to support conservation and management activities, Dr. Tighe provided as background an overview of the various types of mechanisms for conservation financing, including mechanisms that engage the private sector. The material is summarized in a document produced by a USAID-supported coastal management project in Indonesia. (The document is available in English and Indonesian languages on the USCTI portal with the materials from this Regional Exchange).

Dr. Tighe reviewed the characteristics of seven funding mechanisms including those oriented to donors, organizations donating for public relations or conscience purposes, government funds, market-based funds, businesses (both government-sanctioned and private funds), and environmental funds. She presented a general strategic approach that organizations can use to determine which mechanism or mechanisms might be appropriate for their situation in terms of complexity, funding potential and time frame (long or short-term sustainability).



Dr. Tighe asked the participants to review the mechanisms and learn the strengths, weaknesses, applications and examples of the different approaches and see which one/s can be suitably applied to their national contexts. She also shared several website links for more information about conservation finance.

Using Market-Based Approaches to Manage Marine Resources: Lessons Learned

Ms. Purbasari Surjadi, Sustainable Fisheries Partnership

Ms. Surjadi is the Chief Operating Officer of the Sustainable Fisheries Partnership (SFP), a global NGO that aims to sustain fisheries using market-based approaches. She presented a market-based approach that can be used as a tool to leverage improvement in fisheries sustainability, since it is in the interest of private sector to sustain its capital base. Her presentation focused on the Indonesian blue swimming crab.

Ms. Surjadi stated that partnerships improve access to information that ultimately guide responsible seafood sourcing and enhance the ability of seafood companies to respond to environmental considerations. She said there are two ways to build private sector’s capacity to make a difference. One is using Fish Source and Metrics—a database of important fisheries, profiled on the request of several buyers to show locations of fisheries stocks, to gauge their sustainability. Metrics is a tool designed specifically for companies like McDonalds and Wal-Mart to determine sustainability of the fish that they sell in their stores. The other tool is the Fishery Improvement Partnership, which is an alliance of buyers, suppliers and producers that work together creating supply-chain analyses, and fishery profiles on Fish Source and that implement the Marine Stewardship Council (MSC) pre-assessment, a tool that guides sustainability.



SFP’s case study of the Indonesian Blue Swimming Crab started with Wal-Mart’s global announcement that all their seafood products sold would be MSC-certified, which started a trend in MSC certification for big suppliers, such as Philips Seafood. This requirement prompted Philips to request assistance from SFP to qualify them as a supplier. SFP began mapping which countries are actually producing the blue swimming crab and found them to be in the Philippines, Indonesia and China, among others. A supply-chain analysis was then created.

The biggest sustainability issue suppliers face now is that the crabs are getting smaller and smaller, which raise the questions of overfishing and stock depletion. One difficulty of data gathering to conduct a stock assessment started with the fact that in Indonesia, the Blue Swimming Crab is not

even identified as a separate species in the reporting of landing. Most of the data came from the importer's side and not from the government.

The 2009 MSC pre-assessment was funded partly by the private sector which was considered a good sign that an Indonesian company is willing to contribute to sustainability. The result of the pre-assessment, however, showed that the fishery practice wouldn't pass the MSC certification. In order to meet MSC certification, the Indonesia government and the private sector will have to work together on regulations and reporting. FSP is seeking funds from donors such as the World Bank to implement the recommendations from the MSC pre-assessment. Crab producers, however, were motivated to independently give one percent of their revenues to a "Crab Fund", which was created to improve sustainable harvesting practices.

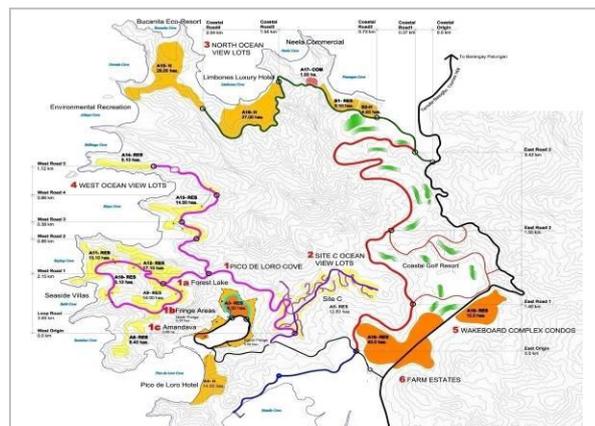
Ms. Surjadi discussed the many tasks ahead to get their certification for the blue crabs such as identification of current and future fisheries priorities, the mapping of key fisheries areas, the development of a local producers' association and the identification of local producers with strong commitment to sustainability.

Sustainable Land Use Development: SM Land Experience

Mr. Josefino Lucas, President of Costa del Hamilo, Inc. and SM Land Executive Vice President

Mr. Lucas shared the experiences of SM Land which owns sizeable property in southern Luzon, Philippines. The majority of the property is coastal and includes thirteen bays. The Hamilo Coast case study presents an example of sustainable leisure development in Nasugbu, Batangas, Philippines.

Mr. Lucas showed photographs of the property on the Hamilo Coast where although no local communities reside on the coastline, the area is subjected to illegal fishing activities leading to the deterioration of marine life. The company believes in making a large positive impact on the community and moved toward not making the project a purely private endeavor, but also improving the economic conditions of the communities. Moreover, SM Land reviewed the land capabilities and decided not to introduce interventions that compromise the ecosystem. To do this, they partnered with WWF-Philippines, the SM Foundation, local community organizations and local government units.



Only 1,800 out of the total 5,800 hectares at Costa del Hamilo will be developed.

SM Land conducted a series of activities such as development planning, land-use mapping, geologic mapping, marine habitat mapping, and watershed mapping to understand the characteristics of the property. The resulting land-use plan included a net area of less than 20 percent to be developed, with a large portion of the property remaining pristine. Sustainable design was incorporated into the whole process such as recycling, natural light and ventilation. A portion of the development is now completed such as the beach and country club with some condo units. SM Foundation traditionally supports corporate social responsibility (CSR) projects such as medical clinics and vegetable farming. He said they don't do it just for the public relations aspect but for the impact on the communities. SM Land is aware that they cannot continue to develop businesses in the Philippines without considering benefits to local people. SM hires local people for their operations as well as helps to build capacity to improve local skills such as farming techniques.

SM implemented sustainability programs together with WWF to host community awareness seminars, create task forces for certain initiatives, and establish working cooperatives both for women and fisherfolks, youth and other sectors in Nasugbu. They also conducted coastline and terrestrial studies and work actively for coastal marine protection through joint actions with Bantay Dagat, a Filipino term for designated fishermen volunteers working against illegal fishers. For conservation activities they conduct regular mangrove reforestation, turtle conservation, assisted to establish three marine protected areas, and conduct upland tree-planting. They also provide private forest security, augmenting government presence, and work with local officials in apprehending some of these people.

SM Land sees itself focusing on several new areas such as central vermiculture, conducting continuous research and implementation of renewable energy, and providing continuous empowerment of community participation.

PANEL DISCUSSION

Following the three presentations the speakers answered questions from the participants.

Q: What was the driver for Wal-Mart to declare MSC certification from all its seafood suppliers?

A: Ms. Surjadi. This is a frequently asked question. “Who started the idea about MSC” and the answer is that we don’t know. There seems to be a whole global movement to go sustainable. Europe is better known to push for sustainability, and I think Wal-Mart in the United States learned of this from their counterparts in Europe. The driving force is that really there are not enough fish, they actually have to do something regarding sustainability. The only tool for wild catch is MSC. In the US, McDonalds triggered this initiative. They came to Conservation International seeking help, saying that they are not going to sell fish fillet without considering the issue of sustainability because there’s not enough fish. McDonalds got the CEOs from their seven suppliers to sit with us, saying “we’ve got to only sell fish that’s sustainably harvested”. McDonalds came in 2002 and that’s when this whole demand started.

Q: Who is the MSC?

A: Ms. Surjadi. MSC stands for the Marine Stewardship Council. It is an NGO based in London, established by WWF 20 years ago working with UNILEVER which used to be the largest seafood company in the world. WWF and Unilever developed the MSC, the logo, training and accreditation. It then became independent and gave trainings to accreditors around the world who could then issue certificates. MSC certification and the related training is a very expensive process. Singapore, Australia and Thailand are the only places in Asia for certification. Local producers in Indonesia asked us whether once certified by MSC, they can then raise the price of their products. We have to actually respond with a negative as Wal-Mart buys cheaply according to volume. We tell them that the European market commands better prices and this is where we help them. We have this relationship with Marks & Spencer and Tesco in Europe, so we go to this market. The bottom line should be for suppliers to be able to say that they are not going to the US market for example because of the low prices. If the awareness is not so high, then we can’t push the market.

Q: Is this the first project SM Land has undertaken for sustainable land use? What are your drivers, incentives to do this?

A: Mr. Lucas. For land development, yes, it’s the first for the group. There are other initiatives in the programs in the malls such as ensuring community’s livelihood by assisting them with knowledge on local produce and sustainable farming. For Hamilo Coast, the main driver is the thinking that it is really necessary. The principals understand that the property is delicate in the sense that owning a large tract of land will draw a lot of attention, and because of the unique geophysical properties of

the land. This is not to say that we are not experiencing problems such as getting contractors to follow certain environmental practices. You have to make people see that change is for the better, and then it becomes an incentive for them to continue doing it.

Q: Regarding buy-in of local leadership, how does it work? What's the timeframe and process?

A: Mr. Lucas: There is no time frame. There is the pull and push of the local context. They have different agendas over there. One step forward, two steps backward. Local leaders do not have 100 percent control of their supporters. Political situation is something you have to negotiate. You don't stop, you just move forward.

Q: How did the partnership come about? Did WWF approach you?

A: Mr. Lucas. Some sort of crossing of paths somewhere, there was a commonality of interest.
A: Mr. Tan (President, World Wildlife Fund-Philippines). Vince Perez, now the chairman of WWF-Philippines, is also the chair of SM Land. Hearing about what SM Lands is doing though is very surprising as they greatly understated their environmental practices.

Q: What advice do you have to engage private sector in ecotourism? In getting some of the developers to do the right thing?

A: Mr. Lucas. It is difficult to respond to that as the lines are blurred. Many projects are labeled as ecotourism projects, but if you look deeply it's all just a marketing spin. You have to go down to the grassroots and see if you are able improve livelihood or income and offer a substitute to what they are doing. It is best to have a clear understanding of what the community needs and how the clients can adhere to managing the resource or property properly.

Q: How do you market it, do you think it's a selling point to your clients?

A: Mr. Lucas. Some of them are not actually buying it. Eventually everybody realizes that the benefits are long-lasting. We have to educate the buyers. It's like buying a sustainable building product, you're not actually aware of the benefits until you start using it.

Q: Listening to Mr. Lucas, I feel like it (MSC-certified seafood) is a very niche market. But then, I also see that they are not required to buy only 100 percent certified product, as opposed to the Wal-Mart case where it's a case of not being able to trade if you don't have the certificate. What is the role of government regulation here, how viable is certification?

A: Ms. Surjadi. For the case of Wal-Mart, asking for MSC certification may have economic value as the other markets are already imposing that or following that route. We know for sure that for the European market, 80 percent are MSC-certified. If you want to trade in the European market, you really have to get that certification. We are not promoting MSC-certification as the only one, but it's the only one available for wild-caught fisheries that is widely accepted. It's the market dictating, and it's the consumer driving that demand for sustainability.

A: Dr. Tighe. Academia is running as fast as they can for another tool that will work because of the realization from scientists that they can't study certain fish stocks anymore because they're simply gone! MSC is the only thing for now, but it won't be for long.

Q: What if we institutionalize regulations instead of relying on markets for best practices?

A: Mr. Tan. I'd like to give you some info about certification. Customers do not feel that they should be paying for a certified product. They tried it with the Forest Stewardship Council. To think that customers will pay more is not necessarily the right thing. Will fishermen earn more? No, not in the

long run, but if you manage well, you will end up increasing your volume. MSC does not have a major presence in Asia. They don't have the funding to do that. This means this is an opportunity for the Coral Triangle. Do we want a label? MSC is appropriate for commercial fishing. So if your fishing is not commercial, this may not be the formula.

A: Dr. Tighe. ANOVA is training local small scale fishers on improved handling of tuna to help them get a higher value from the same fish, and as a first step towards identifying a supply-chain for MSC certification.

A: Ms. Surjadi. It's true. MSC is appropriate for a large-scale fishery looking at environmental damage. To apply the same tool for the swimming crab where it has no environmental damage is actually not suitable. What then is the tool available? It is a big challenge. Some of the big buyers out there understand these challenges, as long as we have a roadmap for sustainability, buyers appreciate that and the market acknowledges that.

A: Mr. Tan. One of the major tuna operators asked me, "Why are we doing MSC? It's so expensive!" What MSC realizes is that when they come to Asia, we are looking for a bargain.

A: Dr. Tighe. There are opportunities to create new mechanisms, new partnerships that require an incredible number of pilots for CTI. The challenge is we don't have time, so we just have to consider the precautionary principle. Government may have to step in with precautionary regulations or controls. Time is not on our side.

SESSION 4: OUTLINE PROCESS TO DEVELOP PRIVATE SECTOR ENGAGEMENT ACTION PLANS AND SETTING THE STAGE FOR THE CTI BUSINESS SUMMIT

ACTION PLANNING PROCESS

Ms. MacPherson presented the process for the Action Planning session on Day 4. She said the purpose of the private sector engagement action plans is to start developing a road map for how the CT6 want to increase the involvement of the private sector in their CTI activities. Much of the information to be included in the workbook will be generated from their country profiles, the panel discussions, and the Business Summit. She stressed that they won't be able to complete the workbook but should use it as a template for continuing the process once they return home.

The workbook is organized in sections:

- Section 0. Team Profile and Background
- Section 1. Goals and Objectives
- Section 2. Partners to Be Involved
- Section 3: Workplan and Schedule
- Section 4. Indicators to Measure Success
- Appendices

STRATEGIES TO INCREASE PRIVATE SECTOR ENGAGEMENT

Awards

Ms. MacPherson stressed that when engaging the private sector there has to be clear benefits for them to participate. Messaging is a key factor and the countries should identify mechanisms that have co-benefits. For example businesses like to be recognized for doing the right thing. One way to do this is through awards. Those awards create media attention and generate a positive feedback loop.

Participants highlighted examples that they currently use to engage the private sector through “green awards”. The Indonesia delegation talked about a particular coastal award they give to an individual or group of people doing coastal resource management. The Philippines shared the case of the Philippines Wetlands Conservation Award where a local brewery company named San Miguel Corporation and the Ford Foundation along with national government, give awards to local government units (LGUs) for sustainable wetlands use. Another category of award is given to NGOs for innovative/wise use of wetlands. The private sector provides the plaque and gets brand visibility at the event. PNG has no such award. Solomon Island revealed that they have an activity that involves every private citizen all the way to their President to participate in trash cleanups. In Malaysia, the media organizes an event where the main speaker is an environmental leader. SFP presents the seafood sector alliance award annually which is a very prestigious award within the industry. The award is given to the individual within the corporation that pushes for the sustainability.

Matching Industry Activities with Local Government Needs

Ms. Abbie Trinidad of Conservation International (CI) presented an example of how to identify co-benefits between the private and public sector. In the case of the Verde Island passage, CI conducted an activity under the Philippine CTI project called Quickscan. Quickscan is an industry locator that outlines the private sector activities in an area. CI asked the question of whether the private sector is the problem or can be part of the solution. With the industry locators, they were able to locate businesses from small industries such as piggeries to big industries like oil and gas, shipping, navigation all located in one critical biodiversity location. After the survey, they conducted an industry seminar where they learned that some of these industries are actually already mitigating their impacts through projects like replacements of buoys in marine passages. CI realized that it's only a matter of matching up local government needs with what industries are already doing. CI will then formalize these links between private entities and local government using the number of MOA developed as an indicator.

Setting the Stage for the CTI Business Summit

Dr. Lida Pet-Soede, WWF Coral Triangle Program

Dr. Pet-Soede presented the two-day agenda for the CTI Business Summit. She briefly described the sessions, and outlined what to expect from them, and showed how the CT6 delegation can actively participate in the various activities. The first day will provide the context for sustainable businesses. She said the main objective of the first day is to learn “how you can be part of the solution”.

The first group of speakers on Day 1 will provide the green context. She said the second group of speakers will describe the incentives to business for sustainable investments. She told the group that the Chief Executive Officer of the International Seafood Sustainability Foundation, an organization that is combining the efforts of the eight biggest tuna buyers in the world towards sustainability, will be there. The second day has three breakout sessions, one each on fisheries, aquatic resources, and the tourism and energy sector.

Dr. Pet-Soede instructed the group to join their preferred group and to have side meetings. She suggested that the delegates make full use of the market networking event. She hoped the delegates will start relationships that will be useful for follow-up in their countries. She invited everyone to also notice the photo exhibition and auction, and consider if their CT6 governments would like to do something similar.

As an incentive to meet as many private sector representatives as possible at the Business Summit, Ms. MacPherson declared that there would be a prize for the most business cards collected by the country teams.

DAY 2

THE CORAL TRIANGLE INITIATIVE BUSINESS SUMMIT

OPENING CEREMONIES

The two-day CTI Business Summit opened with a film on the Coral Triangle and WWF's engagements to manage the area and work with partners. Afterwards, Mr. Vince Perez, CTI Business Summit Chair, delivered a welcome address to the group. Dr. Lida Pet-Soede, Head of WWF Coral Triangle Program, gave a presentation on issues, risks and solutions to the sustainability of the Coral Triangle.

The President of the Philippines, President Gloria Macapagal Arroyo, officially opened the photo-exhibit outside the conference room hall, and then proceeded to deliver the Keynote Statement. In her speech, President Arroyo discussed the Philippine government's commitment to the management of the Coral Triangle citing legislative advances that protect Philippine fisheries and coastal resources. She also mentioned the desire to work with all stakeholders and her pride in having her country host the first ever Business Summit on the Coral Triangle. President Arroyo announced in the opening session that the Philippines is mainstreaming the use of circle hooks which builds upon a longstanding program with USAID, NOAA and WWF to expand their use.

PANEL DISCUSSION: THE POTENTIAL REWARDS OF GREEN INVESTMENT IN A CLIMATE OF ECONOMIC CHALLENGES AND RECOVERY

The session focused on green investments, providing a compelling reason for investors to address business threats, including environment-related pressures by going green. The session was comprised of three presentations from the business sector. Mr. Andrew Thomas, Managing Director of Ogilvy Public Relations Worldwide, talked about the current business climate including market trends, emerging needs, interests and behaviors of consumers. The second speaker, Mr. Jim Ayala, Senior Managing Director of Ayala Corporation, gave a talk on how to harness business for social and environmental impact. The last speaker for this panel discussion, Mr. Garry Kingshott, Chief Executive Adviser of Cebu Pacific Air, a Filipino airline company, gave a case study using his company's experience of successfully supporting environmental goals for sustainable investment. Their full presentations can be found on the CTI Business Summit website: <http://www.ctibusinesssummit.net/downloads>

DISCUSSION

Q: How can your respective companies assist small businesses/SMEs? To what extent do you involve the local people?

A: Ayala Corporation. An example is the solar power project in a coastal village. In terms of livelihood, consider the very essentials (and what they can afford) to their needs such as sanitation, information, water, etc. What we are seeing is to combine new technologies and access to things like microfinance, sanitation systems on a profitable basis, or rather than LPG, use agri-based briquettes. Once they have these basic services, they can start to learn healthcare systems, info technology.

A: Cebu Pacific. We're very much about generating tourism traffic; tourism becomes a huge source of employment. The economic stimulus for tourists will help particular communities; we lower the

cost of travel; we've grown our business by growing the number of passengers we have; CP has made air travel more affordable to more Filipinos and foreigners

A: Ogilvy. There is access to information and ideas that was not possible before. SMEs can now do some things that multinational corporations can't do.

Q: *Impressive presentation, what must be the challenges for Ayala Corporation?*

A: Ayala Corporation: incredibly difficult challenge; requires working with stakeholders. The first challenge is that there is fundamentally different way of doing things. Embrace it, and look at sustainability as fundamentally an innovation. By fighting for it, you can make some profit. Ultimately, it will pay off.

Q: *The Private sector is often leading in climate change adaptation and mitigation. Where do you get the science information needed to develop your business strategy?*

A: Ayala Corporation. The global reporting initiative is a standard way of reporting sustainability. We prioritize certain things and we work with NGOs like WWF. There's a lot of innovation from social entrepreneurs, who've figured out innovative solutions. So it's a good way to work with them.

A: Ogilvy. You can find out where the innovation is within your organization, from the competition among the industry, and collaborating with other people in the company/industry

Q: *I love to dive and believe in ecotourism as a sustainable industry. With the growing network of Cebu Pacific would you consider studying the routes of Manado, Kota Kinabalu, and other places in the Coral Triangle where ecotourism can benefit?*

A: Cebu Pacific. We've purchased 14 new aircrafts and plan for another 25 to arrive this year. Bali is on the list for a possible route since there is no direct flight now. The new aircrafts will be deployed regionally.

Q: *How can Cebu Pacific contribute to the 25 percent carbon reduction promised by President Arroyo in Copenhagen?*

A: Cebu Pacific. Initiatives of Cebu Pacific are driven by economics and not *directly* to reduce carbon emissions. The 2-year Carbon Program of Cebu Pacific has reduced fuel usage by 9 percent. To burn less fuel aircrafts are flown slower and higher; landings and take-offs are stabilized; aircrafts are washed every day and polished every 3 months to reduce drag; major training programs with pilots are conducted; and constant fine-tuning of the aircraft aerodynamics are done. Reducing fuel by 20-25 percent will require a turbo fan which is a new generation engine technology.

PANEL DISCUSSION: Incentives for Green and Sustainable Investment

The session presented the various incentive schemes created to encourage transformations and support new sustainable investments and growth. The presentation started with Secretary Arthur C. Yap, Philippine Department of Agriculture, who discussed the various government incentives including regulatory and policy platforms that encourage sustainable fisheries and coastal resource management. Dr. David McCauley, Principal Climate Change Specialist of ADB discussed financial grants and investment options that the Bank has been engaged with for CTI management and protection. Ms. Susan Jackson, President of International Seafood Sustainability Foundation shared a success story on how existing environmental support and sustainable investments can be replicated or scaled up.

PLENARY SESSION: Empowering Communities towards Sustainability

The session examined existing program support by NGOs and communities showing how awareness and community empowerment help ensure sustainability. Mr. Blane Olson, Managing Director of ClearSmoke Technologies and ANOVA Alliance of Companies shared a case study of involvement of communities in Tanzania and the harvesting of the Nile Perch from Lake Victoria. His presentation focused on the key lesson of a business partnering with WWF to make sure that communities work with their common goal of sustainably harvesting the Nile Perch to ensure that the company's business continues. Mr. Rodolfo B. Santos Jr., member of the Board of Trustees of VSO Bahaginan, discussed the contribution of a volunteer organization to community-based coastal resource management in the Visayas Region of the Philippines.

DISCUSSION

Q: How do you see the relationship between industry and NGOs?

A: ANOVA. We need the fish. We can't do without it, so we partner with WWF so they work with communities that in the end will help us deliver the goal of ensuring fish for our business.

SYNTHESIS OF DAY I OF THE CTI BUSINESS SUMMIT

Mr. Lory Tan, CEO and Vice-Chairman of the Board of Trustees, WWF-Philippines, provided a summary of the previous day's events, before outlining the key tasks and session format for the day's activities.

Current Issues and Needs

- Strengthen the interaction among environment advocates, government, businesses, and consumers
- Mobilize resources including regional government and finance incentives
- Develop sustainable business processes
- Address the effects of climate change on the Coral Triangle
- Comply with sustainable fisheries management programs

Opportunities

- Consumers are becoming environmentally-conscious and businesses are responding to market trends and needs. There is a noted trend of consumers' preference to buy from companies with sustainable programs.
- Innovative and sustainable CSR programs are developing. These programs take into consideration biodiversity, conservation, and an ecosystem approach.
- There is greater access to green technologies for sustainable fishing, aviation practices, and property development.
- Stakeholder engagement and relations between government, businesses and communities are improving. CTI provides a good framework for public-private sector partnerships.

Recommendations

- Stakeholders should pursue public-private sector partnerships (PPPs) in the Coral Triangle to ensure sustainability of marine resources.
- The government should establish and enforce a framework for sustainable and green investments.
- Businesses should employ best practices and sustainable methods.
- Communities / NGOs should actively participate and encourage conservation efforts and programs.

- Success stories should be documented and disseminated for replication within the Coral Triangle.
- Participants should explore more closely the role of volunteerism, community empowerment, and good environmental practices.

DAY 3

THE CORAL TRIANGLE INITIATIVE BUSINESS SUMMIT (CONTINUED)

OVERVIEW

Mr. Lory Tan outlined the objectives of the break-out sessions:

- Clearly identify the state of affairs/development realities and issues facing each sector in relation to the Coral Triangle ,
- Develop specific recommendations by which these impediments and challenges may be addressed,
- Identify opportunities for public-private sector partnerships; and
- Finalize a sector communiqué/statement of ambition related to the Coral Triangle.

PARALLEL SECTORAL BREAK OUT SESSIONS

Each group discussed issues and concerns specific to their respective sectors. The feasibility of possible programs and partnerships were discussed and good practices and existing programs were shared. The breakout sessions focused on fisheries (wild catch); aquatic resources; and energy, travel and tourism. The presentations can be found on the CTI Business Summit website, and the statements prepared from the fisheries and aquatic resources breakout sessions are included in Annex 4.

NETWORKING MARKETPLACE

The Marketplace provided an opportunity for participants to network and seek out various private sector representatives to advance discussions on possible PPPs that could be formed. The CT6 participants made several connections with representatives from the tourism and fisheries sector. These leads were then incorporated into their action planning workbooks on Day 4.

CTI Briefing for CT6 Delegates

During the open period of the Networking Marketplace, Mr. Eko Rudianto, Secretary for the CTI Regional Secretariat, held an informal briefing session on the Coral Triangle Initiative for the CT6 participants who were new to the CTI or who were interested in learning more on the regional scope of the CTI's activities. The briefing included background on the process that created the CTI, the content of the Regional Plan of Action signed by the six country leaders in May 2009, the organizational structure of the CTI, key progress to date on national and regional planning, and ended with a review of the "Road map" or schedule of major CTI events for 2010 and 2011. The briefing provided new participants a better understanding of their role and how the Regional Exchange and Business Summit fit into the context of the CTI strategy. It provided an opportunity for the attendees to ask questions and to become acquainted with the Regional Secretariat. The session was considered very useful and will likely become a standard side event in the first day of the future Regional Exchanges or other CTI events.

CLOSING SESSION

Signing of Public-Private Partnerships

Kesaia Tabunakawai, Director of WWF-Fiji, facilitated the closing ceremony which culminated in the signing of the four following PPPs:

1. Wooriranch Korea and Luen Thai on sourcing Tuna from Luen Thai for the Korean market, and using circle hooks for these tuna products.
2. Wooriranch Korea, and the Philippine Agricultural Development and Commercial Corporation (PADCC). Wooriranch will provide technical expertise and machinery in the establishment of tuna production; comply with good fishing practices and sustainable methods using FFC's circle hook technology; and promote fisheries investment opportunities in the Philippines to its members and networks in Korea. PADCC will identify and endorse the project to potential Philippine partners which can ensure the delivery of 200 metric tons of sashimi grade tuna; provide Wooriranch with necessary support and assistance such as mobilizing stakeholders for the objects of the partnership to ensure the success of the project; and ensure compliance with good fishing practices and sustainable methods.
3. Wooriranch Korea and PAMPANO, a Filipino organization of marginal fisherfolk and their families. Both parties agreed to closely exchange information and technology in tuna production and shipment, including the integration of use of circle-hook technology, to comply with good fishing practices and sustainable fishing methods.
4. A Letter of Intent to join WWF's Seafood Savers Program signed by three companies:
 - a. Bali Seafood International Co. for their tuna, grouper and snapper products from Lesser Sunda seascape of Indonesia.
 - b. Sea Delights Co. for their tuna, grouper and snapper products in East Java and Central Sulawesi of Indonesia
 - c. Pulau Mas Co. for their live reef fish trade in all their fish suppliers in Indonesia.

In addition, companies with exemplary green initiatives were recognized and given certificates. Government delegations from the CT6 countries were also acknowledged and given certificates.

Summary of Key Issues from the Summit

Mr. Tan then summarized key issues from the two-day Summit. Major opportunities for partnerships among the private sector include:

- Fishing companies and technology providers in marine protected areas (MPAs)
- Traders and processors adopting and practicing green technology
- Hotels and surrounding communities including local government, for tourism
- Energy industries that engage communities, local government and organizations especially those located in the Coral Triangle

The measures to build on and encourage public-private partnerships include the creation of more innovative CSR programs in the Coral Triangle and continued formal dialogues among fishing companies and other private organizations, national and local governments, communities and NGOs.

Mr. Tan provided two recommendations to address sectoral challenges:

- 1) Work with governments of the CT6 countries, civil society and resource owners to ensure the sustainability of marine resources. This can be done by creating enabling policy, developing incentive schemes and programs, attracting new investments, training and building capacity, assessing and monitoring, and translating outcomes of business investments and private CSR programs to benefits for the communities that rely on marine resources.
- 2) Continue to communicate and network among key stakeholders and advocates about the Coral Triangle Initiative. This can be done through tapping into traditional media and communication channels, social media (i.e., internet, website, SMS), build on the results of the CTI Business Summit to pursue green investments in the CTI, and follow-through activities and feedback.

Closing Remarks

Secretary Eleazar Quinto, Philippine Department of Environment and Natural Resources, pronounced that the CTI Business Summit successfully attained its objectives as networks grew in number and distance based on the participants here. The support from the business sector for the sustainable management of the Coral Triangle was overwhelming, which is not just helping the planet, but also paving the way for solid and sustainable economic development. The signing of the private-public partnership agreements is a symbol of the common desire to protect the Coral Triangle. Finally, he said the conduct of the CTI Business Summit is the Philippines' contribution to the 2010 Year of Biodiversity.



CT6 delegates receive certificates of appreciation at the CTI Business Summit.

DAY 4

SESSION 6: REFLECTIONS ON CTI BUSINESS SUMMIT AND TOOLS TO INCREASE PRIVATE SECTOR ENGAGEMENT

HIGHLIGHTS FROM CTI BUSINESS SUMMIT

Participants were asked to provide their feedback from the CTI Business Summit. Their comments generally fell into 3 categories: Signing of the PPPs, One-On-One Meetings with Private Sector Representatives, and Presentations.

Signing of the PPPs

Many participants appreciated the PPPs that were signed at the end of the Summit, although some could not fully understand the exact content of the agreements. One participant highlighted the regional nature of one of the PPPs with a Thai fishing venture, a Philippine NGO, and a Korean

market. Malaysia expressed the hope to recreate a similar model in 2011, as a cooperating member of the CT6. Ms. MacPherson then posted the text of the signed PPPs, showing the similar thread of sharing of information, technology and cooperative actions. It was emphasized that while the PPPs were signed during the Business Summit, there had been many months of discussion to get to this point.

One-On-One Meetings with Private Sector Representatives

The highlight for many participants was being able to hold meetings with various private sector representatives. For example, Timor-Leste met with representatives from Bali Seafood and PNI and set up follow-up meetings back in Timor-Leste. Indonesia representatives made several connections, particularly for their new Coral Center project. They learned of opportunities with the Bank of Indonesia's (BNI) strong environmental guidelines on their lending policies and will follow up once back in Indonesia.

Presentations

The presentations were useful but some had difficulty following them and felt that they would need to be translated for them to share back in their country. The SM Land presentation provided ideas for Malaysia to take back home to increase private sector engagement and use promote green technologies and practices.

THE PRIVATE SECTOR IN THE PHILIPPINES: FOUR MODELS OF ENGAGEMENT

Mr. Lory Tan, CEO and Vice-Chairman of the Board of Trustees, WWF Philippines

Mr. Tan discussed engagement as not being a new concept. He stressed that engagement entails knowing, investigating, and having a certain level of trust, very much like in a personal relationship. He also said that engagement requires a lot of maintenance. Corporate engagement is a process that doesn't happen overnight. It happens because of trust from the point of view of mutual benefit.

The traditional model of philanthropy is now being revamped. There are several examples of corporations working to green their businesses. He cited examples such as the traditional jeepneys (a Philippine mode of transport) which used to run on diesel engines which have now been replaced with LPG as a cleaner fuel, while at the same time providing advertising space for creative public relations. He shared the example of a company's decision to use reusable bags, and how the company was engaged to do so, purely by just broaching the idea to the owner.

Mr. Tan disclosed that some companies act not just for economic benefits, but once there is a personal willingness to improve their products.

Questions:

Q: In your experience, which is the better tactic to entice private sector, is it the promise of greater impact on marketing for the company or CSR?

A: For some traditional companies, CSR is the way to go. For some, integration of your project proposal into the nature of the company is the way to go. The Yuchengo insurance company for example, told us to send a proposal focused on "insurance". So we actually sat with actuaries, and found how changing climate scenarios are affecting the insurance industry. Houses got flooded and they couldn't claim insurance. Face it, companies are driven by profit and there's nothing wrong with that. Find common points of confluence. Take out boundaries (government, private, NGO) and bring people together.

SESSION 7: ACTION PLANNING

FRAMEWORK FOR THE PRIVATE SECTOR ENGAGEMENT ACTION PLAN

The participants reconvened in country teams to start addressing the questions in the action planning workbook. Ms. MacPherson provided examples of how to proceed from goals, to objectives, to activities, and to tasks. There is a hierarchy that proceeds from the broad to the specific. Each succeeding level should provide more information on how the statements will be achieved. For example, goals are broad statements and in this case participants were asked to write the goal of the private sector engagement action plan. Most of the CT6 teams developed similar goals, such as “to enhance private sector engagement for sustainable green investment on coastal, marine and fisheries business activities, and to support the achievement of the <Country> CTI National Plan of Action” or “to stimulate green investment in public private partnerships that secure the sustainability and profitability of key sectors dependent on healthy marine resources.”



From this point, most CT6 teams reflected on their Draft NPOAs and the new information introduced during the Summit and Exchange to propose other partners, targets, mechanisms or activities that could be the products of a private sector engagement action plan. Each of the teams made quite a bit of progress on their action planning workbooks and provided new information that was gained from the CTI Business Summit as well as through presentations. A summary of the draft work book elements from the six CT teams is provided below.

Sample Goals, Objectives, and Activities

Goal

Enhance private sector engagement to sustain marine and coastal resources.

Objectives

- Create 3 PPPs in 2010
- Establish marine conservation fund

Activities

- Debrief colleagues from regional exchange
- Review NPOAs and identify opportunities for private sector engagement
- Convene Public-private sector forum (identify participants)
- Review existing agreements
- Develop awareness campaign on private sector engaging to achieve goals

CTI Private Sector Engagement Planning Notes: Indonesia

Private Sector Regional Exchange Team

- Mr. Narmoko Prasmadji, Legal Advisor to the Minister of Marine Affairs and Fisheries and Executive Secretary of the NCC
- Ms. Rochmi Widjajanti, Head of Industrial Technology Development Policy, Industrial R&D Agency, Ministry of Industry
- Mr. Rofi Alhanif, Directorate for Conservation and Marine National Park, MMAF

Major Types of Private Sector Activity in Country

Indonesia’s economy has many sectors, including oil and gas; fisheries, marine transportation,

tourism; and other less relevant sectors in manufacturing, textiles and garment-making, automotive, agriculture (rubber, team, palm oil). Potential private sector engagement could also include marine conservation activities, use of small islands resources, biotechnology, renewable energy, and sunken/ship wreck treasures.

Current Private Sector Mechanisms Used for Engagement

Current mechanisms include foreign Investment; Joint Ventures; Contract of Production Sharing (Oil and gas exploration); Partnership of State-owned Company with Small and Medium Enterprises; BOT (Built Operation and Transfer); Donations (CSR); and Capacity Building activities.

Objectives for CTI Private Sector Engagement

- Review and reissue public-private partnership agreement on coastal, marine and fisheries management to better support the CTI National Plan of Action.
- Create 3 new public private-partnerships to support the CTI National Plan of Action.

Partners to Be Involved

Partners included six national ministries (Industry; Trade; Marine Affairs and Fisheries; Forestry; Tourism; and Home Affairs), the Indonesia Chamber of Commerce; Private Sector enterprises particularly from Oil and Gas, Marine Transportation, Marine Tourism, and Fisheries; NGOs; and naturally the CTI National Coordinating Committee.

Activities Proposed to Initiate Private Sector Engagement in the CTI

- Convene a Public-Private Sector Forum to review existing agreement(s);
- Develop an Awareness Campaign on Private Sector Engagements towards achieving the NPOA goals and
- Create an MoU or agreement between the Public and Private Sector on coastal, marine and fisheries green investments.

Private Sector Engagement Opportunities from NPOA Existing Targets

- NPOA Target: Establishment of Indonesia's Coral Center. The potential private sector partners might include zoo associations, sea world organizations.
- NPOA Target: Establishment of a new Marine Protected Area in Anambas Sea. Potential Private Partners include the relevant offshore energy companies (Pertamina, Shell, and British Petroleum).
- NPOA Target: Development of an integrated seaweed processing industry, including monitoring of the seaweed processing industry, developing and preserving value-added sea weed products and meeting customer quality standard requirements. Potential private sector partners include the industries using seaweed as raw material or additives (e.g.; cosmetics and food industries).
- NPOA Target: Research on Tuna skin tanning and its product derivation. Tuna skin is the waste of tuna fillet industry. Potential private sector engagement includes local NGOs that produce handicrafts.
- Other NPOA targets possibly benefiting from private sector engagement include funding support/investments; transfer of technology, knowledge and skill; market penetration; compliance of product quality standards; capacity building; improved value-added to products; improved environmental quality; and assistance to small and medium enterprises (SME).

CTI Private Sector Engagement Planning Notes: Malaysia

Private Sector Regional Exchange Team

- Prof. Dr. Nor Aieni Binti Haji Mokhtar, National Oceanography Directorate, Ministry of Science, Technology and Innovation (MOSTI)

- Ms. Raja Saadiah Binti Raja Shariff; MOSTI
- Mr. Chitdrakantan Subramaniam, MOSTI
- Mr. Gulamsarwar Jan Mohammad; National Fisheries Agency

Major Types of Private Sector Activity in Country

Malaysia's economy has many sectors, including some that are already working to support sustainability in the marine sector such as oil and gas companies (PETRONAS) that are using artificial reefs to enhance abandoned drill rigs; tourism enterprises (Crystal Quest, SIMCA, Sipadan Water Village) that are working independently or with the parks system such as in Turtle Islands Parks, Sipadan, Langkayan sites; an award-winning ecotourism enterprise (Gavana Eco-Resort) that is linked to a marine ecological research center; and utilities companies that are helping to conserve mangroves in Kota Marudu.

Current Private Sector Mechanisms Used for Engagement

Current mechanisms include public/private partnerships; in-kind services; training in aquaculture, eco-tourism, and marine park management; donations; matching grants; venture capital; and trust funds.

Objectives for CTI Private Sector Engagement

- To increase public-private partnership (PPP) programs using education, promotions and awareness through meetings, workshops, publications, promotions, media and websites and business dialogue.
- To acquire knowledge tools and methodologies, models and best practices in managing issues related to sustainable marine environment and resources management.
- To strengthen collaboration between public, private sector, partners and donors of the CTI.
- To establish sustainable financing mechanism(s) such as trust funds for the implementation of CTI.

Partners to Be Involved

Partners included the Fisheries Department, Port Authorities and Centers or universities from the national government; the airlines and Tourism operators association; PETRONAS/Shell, property developers and transportation companies from the private enterprises; Agro Bank and HSBC from the finance sector; media; NGOs; the family of CTI partners; and naturally the CTI National Coordinating Committee. Roles for each of these partners is described, from financial support to providing information or services, to implementing awareness or other activities that lead to conservation and the CTI goals.

Private Sector Engagement Opportunities from NPOA Existing Targets

- NPOA Goal 1 (Seascapes), Target 1: Action 4: Jointly develop investment plans with seascape partners for all identified Priority Seascapes (including the existing SSME seascape)
- NPOA Goal 2 (Seascapes), Target 2: Action 9: Raise internal and external funds to implement the CTI NPOA and Sulu Sulawesi Marine Eco-region programs, including from international conservation NGO. This would include working with natural resources agencies and private sector actors.
- NPOA Goal 2 (EAFM), Target 2: Action 10: Implement public education and awareness initiatives focusing on sustainable fisheries, aquaculture, living aquatic resources exploitation and trade. This would include marine resources use and trade among the public and the active stakeholders with collaboration between the government, universities and private sector actors.

In addition, a general work plan with tasks, output and outcome indicators (i.e., number or percent of CTI activities that are fully, total budget allocated to CTI projects) and schedules for the next 12 months was developed.

CTI Private Sector Engagement Planning Notes: Papua New Guinea

Private Sector Regional Exchange Team

Mr. Leban Gisawa, Onshore Manager, National Fisheries Authority
Mr. Leka Pitoi, Provincial Support Coordinator, National Fisheries Authority
Ms. Cathrine Kila, Chairlady, Madang Fisheries Cooperatives
Mr. Tony Chan, Golden Bowl Restaurant

Major Types of Private Sector Activity in Country

PNG's economy is based on natural resources, with a CTI focus on fishing (tuna fishing and processing; beche-de-mer processing and export; live reef food fish harvesting and export; prawns trawling, processing and export; lobster harvesting and export; and restaurants. Of course the energy sector is a new and growing sector that is generating both demands and benefits in PNG.

Current Private Sector Mechanisms Used for Engagement

Current mechanisms for private sector engagement include Memorandum of Understanding/Agreements, licenses, and enacted legislation or fiscal reforms for generating financing.

Objectives for CTI Private Sector Engagement

- Create or improve three Public-Private Partnerships (PPPs) in 2010; at least one in the energy sector and one in the SME sector..
- Establish new marine conservation fund to support high value areas

Activities Proposed to Initiate Private Sector Engagement in the CTI

- Convene a public-private sector forum in PNG
- Review existing agreements or arrangements with other government agencies, NGOs and private sector to incorporate private sector engagement in this action plan
- Develop awareness campaigns on private sector engagement to achieve goals of this action plan and the CTI as a whole

Partners to Be Involved

The PNG Fishing Industry Association, the PNG Tourism Association, Individual provincial fishing cooperatives societies and SMEs, PNG Dive Association, respected conservation NGOs, PNG Chamber of Mines & Petroleum, PNG Business Council, and the PNG Manufacturers Council.

CTI Private Sector Engagement Planning Notes: Philippines

Private Sector Regional Exchange Team

- Mr. Oscar G. Orcine: Department of Foreign Affairs (Team Leader)
- Ms. Esmeralda Paz D. Manalang: Department of Agriculture, Bureau of Fisheries and Aquatic Resources
- Ms. Marlynn M. Mendoza: Department of Environment and Natural Resources, Protected Area and Wildlife Bureau
- Mr. Carlo C. Custodio: Department of Environment and Natural Resources, Protected Area and Wildlife Bureau

Major Types of Private Sector Activity in Country

The Philippines' economy has many sectors, with emphasis on fisheries (tuna, prawn, crab, seaweed, mariculture), nature-based and eco tourism, food processing and services, marine transportation, energy, mining and forestry.

Current Private Sector Mechanisms Used for Engagement

- Joint ventures (example: tourism and hotel operators), Build-Operate-Transfer or lease agreements (example: port contractors, road networks, market builders/operators); permits and licenses or MoU/MoAs (example: food processors, accredited fish exporters); and contracts (example: boat builders, fish farms owners, cage fabricators, feed suppliers, fish net supplier, buoy supplier).

Objectives for CTI Private Sector Engagement

- Create ten PPPs
- Broaden awareness on business perspective on the CTI agenda especially models being demonstrated in the region and globally; and
- Build capacity on how to stimulate, motivate, and sustain private sector engagement.

Activities Proposed to Initiate Private Sector Engagement in the CTI

- Convene public-private sector dialogues, and negotiating and formalizing PPPs;
- Formulate an effective investment communication plan;
- Conduct case studies of public-private partnerships demonstrating modalities of engagement and sustainability aspects; and
- Conduct a training needs assessment and develop appropriate training modules.

Partners to Be Involved

Several potential partners and their particular roles were proposed. These included universities and private sector to conduct research, national ministries and related expert or partner organizations to develop policies and develop then implement management or investment plans; governmental agencies, projects and NGOs to adopt approaches, build capacity and facilitate stakeholder involvement; and enforcement agencies and persons to ensure compliance.

CTI Private Sector Engagement Planning Notes: Solomon Islands

Private Sector Regional Exchange Team

Mr. Ben Buga, Marketing, Ministry of Fisheries and Marine Resources
 Mr. Martin Hoasihere, Ministry of Commerce, Industry, Trade and Immigration
 Mr. Gregory Auta'a, Ministry of Culture and Tourism
 Mrs. Delvene Boso, World Fish Center-Solomon Islands

Major Types of Private Sector Activity in Country

Solomon Islands' economy has several sectors, most based on natural resources. These include, logging and timber processing; tuna fishing and processing; hospitality (hotels and restaurants, coastal tourism), coastal reef fisheries, agriculture (copra, cocoa, palm oil, kava), and other small enterprises related to handicrafts, and ornamental fish/aquarium trades.

Current Private Sector Mechanisms Used for Engagement

Current mechanisms for private sector engagement include public-private partnerships, in-kind support, foreign assistance aid/grants and governmental grants.

Objectives for CTI Private Sector Engagement

- Identify the needs of public-private stakeholders to actively work together in resource management and utilization
- Facilitate the establishment of a Private-Public network
- Explore funding mechanisms that will help the Solomon Islands to implement activities and achieve the goals in the NPOA
- Create opportunities for communities to undertake sustainable livelihood projects

Activities Proposed to Initiate Private Sector Engagement in the CTI

- Conduct an “Environmental Forum” targeted towards public-private partnerships
- Identify priority areas for CTI engagement with the private sectors
- Strengthen the capacity of training groups to deliver green principles

Partners to Be Involved

Partners included the ten governmental ministries, national and international NGOs; local media groups; tourism operators; community-based organizations; training institutions and renewable energy groups. Roles for each of these partners are described, from managing, facilitating or implementing the activities, to provide training or raising awareness.

Private Sector Engagement Opportunities from NPOA Existing Targets

- Capacity building and institutional strengthening
- Implementing integrated community-based resource management (CBRM) in first and second phase provinces
- Developing support networks for information sharing and capacity building
- Developing supplementary livelihoods

CTI Private Sector Engagement Planning Notes: Timor-Leste

Private Sector Regional Exchange Team

Mr. Aleixo Leonito Amaral, National Focal Point for CTI, Ministry of Agriculture and Fisheries
Mr. Anibal Martins, Chief of Export and Import, Ministry of Tourism, Commerce and Industry
Mr. Abilio da Fonseca, Ministry of Economy and Development

Major Types of Private Sector Activity in Country

Timor-Leste’s economy is dependent primarily on natural resources, including new oil and gas sector, coffee, fisheries and tourism sectors,

Current Private Sector Partners and Mechanisms Used for Engagement

Current mechanisms for private sector engagement are primarily from the government’s Commerce and Trade unit.

Objectives for CTI Private Sector Engagement

- To engage key agencies and private sectors in implementing the NPOA,
- To build communities’ awareness of marine and coastal resources issues and approaches,
- To generate incomes for the coastal communities,
- To create job opportunities and build capacity, and
- To help make food available for everyone.

Activities Proposed to Initiate Private Sector Engagement in the CTI

Activities proposed for initial engagement of the private sector towards these objectives are structured around three primary CTI Goals and include both output and outcome indicators (included) and specific tasks (included in work book).

- Ecosystem Approach on Fisheries Management, beginning with defining a framework and conducting a rapid assessment on existing resources. Output indicators include “Capacity of the fishermen is enhanced”, and outcome indicators include “The fishermen’s income is achieved.”
- Marine Protected Areas, including identifying target areas for protection and developing technical working groups. Output indicators include “MPA is established”, and Outcome indicators include “Biological diversity is protected”.

- Climate Change (Adaptation), including conducting vulnerability assessments and preparing tools and equipment for adaptation, conducting education and public awareness and defining alternative energy options. Output indicators include “Education and Public Awareness is conducted”, and Outcome indicators include “Mitigation and adaptation programs are implemented.”

Partners to Be Involved

Partners included five national ministries to coordinate activities, develop policy, manage licensing and define good practices; and the private sector (oil and gas, tourism) to conduct environmental impact assessments, implement good practices and train employees.

SESSION 8: NEXT STEPS AND CLOSING

Summary of Action Planning Session

Each country team shared excerpts from their workbooks and said they would continue to develop their action plans with their colleagues..

While the action plans are country-specific participants also identified regional CTI needs for private sector engagement:

- To broaden awareness in the Coral Triangle Region about the private sector
- To conduct a regional stock assessment to define the priorities.
- To achieve consistency through coordination and sharing of common practices
- To create shared partnership

Participants said that there is a need to liaise with the Regional Secretariat regarding the scope and scale of the next proposed Business Forum (Malaysia suggested the term business showcase), especially the suggestion to include a Financial Forum. There is also the need to define the level of regional participation. It was agreed that the CTI roadmap needs to be articulated, and Malaysia indicated the need to finalize the concept first at the country level before expanding discussions regionally. It was also suggested that the next business forum would be an excellent opportunity for each CT6 country to unveil new PPPs that have been developed over the next year. There was agreement to highlight creativity in implementing green business concepts.

One participant suggested that country representatives for the regional exchanges need to be identified early and that nominations for points of contact should be communicated to the Regional Secretariat. It was deemed crucial to nominate the appropriate coordinator and suggested that the US CTI Program Integrator assist in nominating and retaining sectoral representatives for continuity.

Mr. Collier emphasized the need to coordinate with the CTI Regional Secretariat during the planning workshop in April. There was a strong recommendation to clarify and define the mechanisms for the Activity and the regional priorities during the April meeting. He said the US CTI Support Program is committed to following up this process and will work together with the CT6 over the next year since the activity is a perfect milestone marker to gauge achievement of objectives. The draft private sector engagement action plans should be able to guide the US CTI Support Program to provide appropriate support to CT6 countries. Mr. Collier reminded everyone to also try to access existing US government resources in each country. In Timor-Leste for example, the US Ambassador is very keen to support private sector engagement and might be able to leverage other players there including USAID. He encouraged questions and ideas to be sent to the US CTI Support Program.

Each team was provided with a flash drive that included a summary PowerPoint presentation of the Regional Exchange to brief their colleagues upon their return, speaker presentations, electronic copies of documents, and the templates for the action planning workbook.

The meeting ended with the announcement of the business card activity winner: Malaysia with 29 cards!

III. ANNEXES

A1. AGENDA: Enhancing private sector engagement to sustain and maintain marine and coastal resources

Day 1: January 18, 2010, Makati B Conference Room		Shangri La Hotel
9:00-9:30	Session 1: Orientation <ul style="list-style-type: none"> Welcome Introductions and objectives of Regional Exchange 	Ms. Mundita Lim, <i>Director, PAWB, DENR, Government of the Philippines</i> Ms. Charlie MacPherson, <i>US CTI Support Program</i>
9:30-12:00	Session 2: Perspectives from CT6 <ul style="list-style-type: none"> Profiles of current private sector involvement in CT6 countries related to coastal and marine resources Discussion of existing opportunities and challenges in public-private sector partnerships for coastal and marine resources management 	CT6 countries (15 min/each) Facilitated discussion
12:00-1:00	Lunch	
	Session 3: Moving towards Win-Win-Win (Environment-Economy-Communities) Scenarios under the CTI	
1:00-1:25	<ul style="list-style-type: none"> Overview of conservation sustainable financing mechanisms 	Dr. Stacey Tighe, <i>US CTI Support Program</i>
1:25-1:50	<ul style="list-style-type: none"> Using market-based approaches to manage marine resources: Lessons Learned 	Ms. Sari Surjadi, <i>Sustainable Fisheries Partnership</i>
1:50-2:15	<ul style="list-style-type: none"> Sustainable Land Use Development: SM Land Experience 	Mr. Josefino C. Lucas, <i>President of Costa del Hamilo Inc. and SM Land Executive Vice President</i>
2:15-3:00	<ul style="list-style-type: none"> Panel Discussion 	Facilitated discussion
3:00-3:30	Break	
3:30-4:30	<ul style="list-style-type: none"> Outline of process for developing and implementing private sector engagement action plans and integration with CTI NPOAs 	Ms. Charlie MacPherson, <i>US CTI Support Program</i>
4:30-5:00	<ul style="list-style-type: none"> Setting the Stage for the CTI Business Summit 	Dr. Lida Pet-Soede, <i>WWF CT Program</i>

Day 2: January 19, 2010, Shangri La Ballroom		Shangri La Hotel
All Day	Session 4: CTI Business Summit <i>Opening Ceremonies</i> Keynote Statement: H.E. Philippine President Gloria Macapagal-Arroyo <i>Plenary Sessions</i> Session 1: The CT and the Desire for a Sustainable World: Issues, Risks, and Solutions Session 2: The Potential Rewards of Green Investment in a Climate of Economic Challenges and Recovery Session 3: Incentives for Green and Sustainable Investment Session 4: Partnering with Empowered Communities Towards Sustainability	
	Welcome Dinner for CTI Business Summit	
Day 3: January 20, 2010, Shangri La Ballroom		Shangri La Hotel
All Day	Session 5: CTI Business Summit <i>Breakout Sessions; Networking and Discussions on Commitments or Partnerships</i> Group 1: Fisheries Group 2: Travel and Tourism, Other sectors (Energy, Processing, Finance) Group 3: Aquatic Resources <i>Closing Ceremonies</i>	
	Dinner on your own	
Day 4: January 21, 2010, Manila A Conference Room		Shangri La Hotel
	Session 6: Reflections on CTI Business Summit and Tools to Increase Private Sector Engagement	
8:30-9:30	Reflections from CTI Business Summit	Facilitated discussion
9:30-10:15	The Private Sector in Environment : Four Models of Engagement from the Philippines	Mr. Lory Tan, <i>CEO and Vice-Chairman of the Board of Trustees, WWF-Philippines</i>
10:15-10:30	Break	
10:30-12:00	Session 7: Prepare Action Planning Steps Country teams prepare draft Private Sector Engagement Planning Steps that includes the following: <ul style="list-style-type: none"> • Assessment of current private sector partners [from Day 1] • Types of current partnerships [from Day 1] • Goals and objectives • Partners to be engaged • Activities and schedule • Indicators to measure success 	
12:00-12:45	Lunch	

12:45-2:00	Session 8: Prepare Action Steps (continued) Country teams finalize draft action planning steps and provide to team	
2:00	Adjourn	

A2: LIST OF PARTICIPANTS AND RESOURCE PERSONS

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A3. COUNTRY PROFILES OF PRIVATE SECTOR ENGAGEMENT

A3.1 INDONESIA

Country Team Profile

- Alhanif, Rofi, Head, Sub-Division for Conservation and Utilization of Conservation Ministry of Marine Affairs and Fisheries
- Widjajanti, Rochmi, Head, Industrial Technology Development Division Ministry of Industry

National Context

- Indonesia's archipelago: 95,000 km of coastline ± 17,408 islands
- Stretches over 3 equatorial time zones
- Marine waters cover 75 percent of the national area (~ 5.8 million km²), with third largest EEZ in the world (2.7 million km²)
- Fourth largest population in the world (~230 million people)
- Less than 80 percent of coastal population engages in marine resource-dependent activities
- 24 percent of Indonesia's GDP comes from marine industries which serves as direct employment for less than 16 million people
- Around 66 percent of Indonesia's animal-based protein consumption comes from fish, including for non-coastal populations (FAO, 2000)
- 60-95 percent of population lives within 100 km of the coast (WRI, 2001)
- Coastal poverty, lack of education, population growth continues

Government Structure

- Presidential system, elected every 5 years
- Legislature : Multi-parties, People Representative Board and Provincial and District People representative Boards, elected 5 years period
- Private Sector authorities: National Coordinating Board of Investment (BKPM), Ministry of Industry, Ministry of Trade, Chamber of Commerce (Kadin)

Major Private Sector Activities (Legal Support)

- Law No. 27/2007 on Management of Coastal Zones and Small Islands
- Law No. 31/2004 (renewed with Law No. 45/2009) on Fisheries
- Government Regulation No. 60/2007 on Conservation of Fishery Resources
- Ministerial Decree No. PER 17/MEN/2009 on Conservation on Coastal, Marine and Small Islands areas
- Ministerial Decree No. PER 20/MEN/2008 on Small Islands and Utilization
- Regulation No. 25/2007 on Capital Investment
- Regulation No. 40/2007 on Company Limited
- Presidential Instruction No. 3/2006 on Climate Investment Improvement Package

Current Private Sector Partners under CTI

- Fisheries
- Capture fisheries, aquaculture, sea food processing, sea food product marketing
- Small islands resource-based utilization
- Marine Eco-tourism
- Marine conservation
- Marine Biotechnology
- Soft coral, algae, etc
- Renewable energy

- Deep sea water, waves, current, wind, bio-energy
- Sunken/ship wreck treasures

Types of Mechanisms Used to Engage Private Sector

Examples: Joint Ventures for the management of Bunaken National Park and Komodo National Park

A3.2 MALAYSIA

Country Team Profile

- Prof. Dr. Nor Aieni Binti Haji Mokhtar, National Oceanography Directorate, Ministry of Science, Technology and Innovation (MOSTI)
- Raja Saadiah Binti Raja Shariff, National Oceanography Directorate, Ministry of Science, Technology and Innovation (MOSTI)
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- Gulamsarwar Jan Mohammad, Jabatan Perikanan Malaysia
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- Prof. Dr. Azhar Bin Hussin, Institute of Ocean and Earth Sciences (IOES), Universiti Malaya (UM)*
- First Admiral Ahmad Puzi Bin Ab Kahar, Malaysian Maritime Enforcement Agency (MMEA)*
- Dr. Norasma Dacho, Sabah Fisheries*
- Dr. Jamili Rias, Sabah Parks*
- Ziauddin Abdul Latif, Coastal Division, Department of Irrigation & Drainage, Malaysia*
- Ken Kassim, WWF-Sabah*

**attended CTI Business Summit only*

National Context

- Population: 26 million, with 60 percent of population lives within a 3-km radius of the coast
- 13 States
- CTI: Sulu and Sulawesi (Celebes) Seas Sabah State in East Malaysia Number of Provinces
- Malaysia is a federation with a mixed population of ethnic Malays (50.4 percent), Chinese (24 percent), Indians (8 percent), and assorted indigenous groups (11 percent), as well as a large number of migrant workers from other countries in the region.
- Multi-racial country

Government Structure

- Constitutional Monarchy
- Parliamentary system
- Federal and State and Local Government

Major Private Sector Activities and Current Private Sector Partners under CTI

- PETRONAS: Artificial Reef for enhancing marine habitat from abandoned oil rigs
- NCC: WWF, Sea Resources Management Sipadan
- Turtle Island Parks: Crystal Quest Sipadan Bhd since 1998
- Sipadan : SIMCA with Wildlife Department
- Langkayan: Public operator

- Mabul: Sipadan Water Village
- Gayana Eco-Resort: Marine Ecology Research Centre (MERC) which won Most Innovative Tourist Award 2008/2009 by Tourism Malaysia 14 Jan 2010, conservation of giant clams; www.newsabahtimes.com.my/nstweb/fullstory/35224
- Kota Marudu Mangrove Conservation: Sabah Electricity Sdn Bhd (SESB)

Types of Mechanisms Used to Engage Private Sector

- Public/Private partnerships
- In-kind services
- Training: Aquaculture, Eco-Tourism, Marine Park Rangers
- Donations

NPOA Guidelines

- Equitable benefit
- Ecosystem approach
- Conservation of biological diversity
- Beneficiary pays/polluter pays
- International cooperation and coordination
- Integrated approach
- Informed decision making
- Right to develop
- Respect for culture and indigenous heritage
- Public participation
- Sustainable development

NPOA Priorities

- Priority Seascapes Designated and effectively managed (SSME) for 3 designated areas
- Ecosystem approach to management of fisheries (EAFM) and other marine resources fully applied
- Marine Protected Areas (MPAs) Established And Effectively Managed
- Climate Change Adaptation Measures Achieved
- Threatened Species Status Improving

Public-Private Targets

- Mangrove Ecosystem Study and Resource Management for Seafood and Sustainable Ecotourism for coastal communities, Kota Marudu, Sabah
 - Legal, institutional AND Fisheries Co-Management
 - Eco-Tourism Development and Management Plans
- Transfer of technology for pilot coastal renewable energy such as wave, solar and wind. Joint-Venture by Exquisite Borneo Villas Sdn Bhd, MOSTI and Sabah State will propose to GEF Climate strategy grant

Needs to Increase Private Sector Engagement

- Jointly develop proposals and investment plans with partners for all identified seascapes
- Engagement with relevant external funding institution
- Information and assessment of funding needs and funding implementation through strategic financial planning and review
- Mobilizing funding to link directly to national CTI actions
- Collaborate development of the funding architecture as necessary to distribute funds in support of regional and national actions

- SSME initiative: A pilot projects with Indonesia and Philippines to establish experimental farms for the culture of high value seaweed species, and share improved quality seed stocks for seaweed farms
- Specific immediate requirements:
 - For Sipadan:*
 - Proposed detailed management plan and sustainable business plan
 - Resource Inventory
 - Divers operation management procedures/manuals
 - Effective governance
 - Staff recruitment for next 5 years (1 Park manager, 1 marine ecologist , 5 enforcement rangers, 3 research assistants)
 - For Tun Mustapha Park (Including Banggi Island):*
 - An independent detailed study for best option for gazetting the park (partial or whole area) . Detailed proposed zoning plan, resource inventory, socio-economic survey
 - Staff recruitment for next 5 years(1 park manger, 2 assistant Park manager, 1 community relation officer, 10 Park Rangers)

A3.3 PAPUA NEW GUINEA

Country Team Profile

- Leban Gisawa, National Fisheries Authority
- Leka Pitoi, National Fisheries Authority
- Tony Chan, Golden Bowl Restaurant*
- Kenny Chan, Golden Bowl Restaurant*
- Catherine Kila, Madang Fisheries Cooperatives Society

**attended CTI Business Summit only*

National Context

- PNG is located in Western Pacific between 141° and 156° east and 2° and 12° south.
- Population of 6.4 million
 - 40 percent live along and adjacent to the coast
 - 20 provinces (15 maritime) possibly 2 more added
 - Approximately 1, 200 districts (it could more or less)
 - Culturally highly diverse with over 800 languages
- Total land area of 462, 243 sq. km
- Comprises four large islands and 600 smaller islands
- Coastline 17, 500km in length
- Deltaic floodplains and inshore lagoon complexes account 4, 250km
- Islands and atolls contribute 5, 440 km while;
- Some 4, 180 km of the coastline occurs around systems of marshes.
- The EEZ is 2.4 million sq. km and PNG also recognises 12-mile “territorial water” under National Seas Act (Ch. 361).

Government Structure

- Leader Type: Westminster System of Government. Head of the State GG representing the Queen of England and the head of the government is the Prime Minister
- Legislature: Parliamentary system with three arms of government including legislature, judiciary, and executive
- Judicial: Independent judiciary system headed by Chief Justice (Supreme, National, District, and Village Court levels)
- Private Sector Authorities: Different industry associations representing the interest of individual licensed operators based on resource type, work with the government to develop and manage

fisheries and marine resources. In addition to fishing, the country's unique marine environment and unmatched biodiversity presents numerous opportunities for nature based eco-tourism as well as responsibly managed commercial tourism providing diving, surfing and game fishing activities for overseas visitors.

Major Private Sector Activities

- Conservation
- Maintaining biological diversity within key corridors
- Exporting
- Value adding (quality promotion, size restriction)
- Product handling & Storage standards

Current Private Sector Partners under CTI

- Private Sector Partners
 - TNC
 - WWF
 - CI
 - Local NGOs (local NGOs, CBOs)
 - Industry
 - Cooperative societies/Associations
- Government Agencies
 - DEC
 - NFA
 - OCCES
 - DPLLGA
 - DFA
 - DPM/NEC

Types of Mechanisms Used to Engage Private Sector

- Working arrangement (MOA)
- In-kind services
- Training
- Donations
- Workshops
- Funding
- Awareness & Education
- Consultancy services (from partners)
- Community organizing

Public-Private Targets

NPOA is not finalized so priority Public-Private (PP) targets cannot be seen. However, there are some specific PP targets have been pursued at agency level such like incorporating EAF concepts into existing management plans by TNC/NFA commenced in 2009. A second phase this year (2010)

NFA working with private sector on policy/standards on product certification, equity, and product traceability for aquarium fishery in PNG

Needs for Private Sector Engagement

- New concepts (based on practical experiences) and ideas from within CT6 or elsewhere to strengthen these engagement
- Increased awareness and education on the priorities of CTI RPOA and in country NPOA including the sustainable benefits brought about as result of implementing the CTI initiatives that can support their operation/business in the long term

Hopes for CTI Business Summit

- Mobilize CT6 to establish CTI specific standards for certification and trade among CT6 and also promote value adding
- To be clear who will be responsible to implement/undertake certification and monitoring of the standards established under the concept
- Establish a CTI forum for industry players and partners to meet and review and consolidate standards on regular basis to continue to promote responsible and sustainable trade of fish and fishery products within CT region
- Establish avenue to bring government, partners and industry together in promoting CTI certified fish and fishery products including management and conservation

A3.4 PHILIPPINES

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- Carlo Custodio, Protected Areas and Wildlife Bureau
- Marlynn Mendoza, Protected Areas and Wildlife Bureau

National Context

- Population of 88.57 Million based on census August 2007
- 92.23 Million based on projection for 2009
- Length of coastline: 33,900 kms
- Percent of population within 100 km of the coast : 100 per cent
- Number of Provinces: 80
- Cultural Factors : indigenous peoples

Government Structure

- Leader Type: President
- Legislature : bicameral legislature; a 24-seat Senate and a House of Representatives with 200 elected representatives and up to 50 more appointed by the president. The term of office is six years, and senators cannot serve more than two consecutive terms.
- Judicial: Four main levels of courts and several special courts:
- Local Level: metropolitan trial courts, municipal trial courts, and municipal circuit trial courts. 2. Regional trial courts,
- National : the Intermediate Appellate Court, also called the court of appeals.
- The Supreme Court, at the apex of the judicial system, consists of a chief justice and fourteen associate justices
- Private Sector Authorities
 - Securities and Exchange Commission
 - Philippine Cooperative Development Authority
 - Department of Trade and Industry
 - National Economic and Development Authority

Major Private Sector Activities

- Fisheries Sector
 - Total revenue earned by the fishing sector in 2005 was estimated at Php11.6 billion or 0.23B US\$. The top revenue generators were:
 - Ocean and coastal fishing with revenue of Php8.4 billion (73.0percent)
 - Inland fishing including operation of fish farms and nurseries with revenue of Php1.9 billion (16.2percent)
 - Prawn culture (B063) with earnings of P0.8 billion (6.6percent)

- **Agriculture & Forestry Sector**
 - Total revenue earned in 2005 by all agriculture and forestry establishments was estimated at Php51.2 billion or 1.02B US\$ in yr 2005.
 - The top grossers were:
 - Growing of crops except vegetables, roots and tuber crops, horticultural specialties and nursery products captured the biggest share (55.1 percent) with revenue amounting to Php28.2 billion
 - Hog farming came second with Php 10.8 billion (21.2 percent)
 - Chicken broiler production including operation of chicken hatcheries placed third with revenue of Php6.9 billion (13.5 percent)

- **Electricity, Gas & Water Sector**
 - The total value of output generated by all electricity, gas and water supply establishments amounted to Php482.3 billion (~ 9.6B US\$) in 2005. The values of output by industry were:
 - Electricity generation, collection and distribution establishments with the highest output value of Php451.0 billion or ~ 9.02B USD (93.4 percent).
 - Water collection, purification and distribution through a system of mains with Php24.9 billion or 0.50 B US\$ (5.2 percent).
 - Steam and hot water supply plants with Php 6.3 billion or 0.13B US\$ (1.3 percent)

Current Private Sector Partners under CTI

- Business and Industry sectors
- Non-government Organizations
- Private colleges and universities

Types of Mechanisms Used to Engage Private Sector

- Public- Private Partnerships
- In-kind services
- Training
- Donations and grants through companies CSR program
- Grant assistance provided or administered by non-government organizations

NPOA Priorities and Public-Private Targets

- 5 Goals, 9 Targets, 60 priority actions. Examples:
 - On Fisheries: Design and implement programs contributing to the COASTFISH initiatives
 - On MPAs: Establish appropriate economic instruments for regulatory and revenue generating objectives including environmental users' fee system
 - On Climate Change: Engage the private sector in improving disaster risk management and develop economic incentives for using climate-friendly technologies.

Needs to Increase Private Sector Engagement

- Review of policies concerning private sector engagement
- Capacity building on how to stimulate, motivate, and sustain private sector engagement
- Case studies of public-private partnerships demonstrating modalities of engagement and sustainability aspects

Hopes for CTI Business Summit

- Endorsement of the use of circle hooks by the National Fisheries and Aquatic Resources Management Council

A3.5 SOLOMON ISLANDS

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- Mr. Ben Buga, Ministry of Fisheries & Marine Resources
- Mr. Martin Hoasihere, Ministry of Commerce, Industry, Labour, and Immigration
- Mr. Gregory Auta'a, Ministry of Culture & Tourism
- Mrs. Delvene Boso, WorldFish Center

National Context

- Population: Approx: 600,000 plus
- 80 percent of people live on the coast
- Number of Provinces: 9
- 50 Constituencies.
- Cultural Factors: Land & Marine tenure system is customary owned with government recognition

Government Structure

- Leader Type: GG, PM, National government: PM, Ministers,
- Provincial Government: Premier, Prov. Ministers,
- Legislature : Acts enacted by Parliament, Ordinances enacted by provincial government.
- Judicial System: Court of Appeal, High court, Magistrate court, Local court (chief).
- Private Sector Authorities: Ministry of Commerce- Industrial Development Div/ Business Dev. Div.

Major Private Sector Activities

- Logging
- Fishing
- Mining
- Agriculture (copra/Cocoa/Palm oil)
- Private sector activities:
 - Manufacturing & Processing (fish/timber/soap etc)
 - Services business (Tourism, Transport & Telecommunication)

Current Private Sector Partners under CTI

- CTI unit newly established, still to engage private sector partnership
- Artisanal Fishermen's Association of the Solomon Island

Types of Mechanisms Used to Engage Private Sector

- Public/Private partnerships
- NGO facilitation of engagements with private sectors
- Government grants eg. Eco-tourism grants, Rural livelihood grants
- In-kind services: Sweat equity
- Training: SBEC, MASE, Solomon Host training programs

NPOA Priorities

- Theme 1: Support and implementation of community based resource management
 - Prepare integrated CBRM approaches for staggered national implementation
- Theme 2: Development of policy, legislation, partnerships and other strategies and guidance
 - Establish coordination mechanisms (within and between government and other stakeholders)
- Theme 3: Data and information management for coordination and decision making

- Collate available information and establish data management systems
- Theme 4: Education and awareness
 - Design appropriate awareness materials and strategy to support CBRM (incl. ecosystem approaches, climate change)

Public-Private Targets

None yet

Needs to Increase Private Sector Engagement

- Ease restrictions for accessing funds, to enable private sectors to acquire funds easily
- Training needs (skills training development, financial management skills)

Hopes for CTI Business Summit

- To learn from other countries on how to engage private sector. e.g. Tourism, CBRM models and its financing. etc.
- Hope to attend session 7 and 8, to prepare action plans.
- Specific target: Upon return, every participating Ministries and NGO's to develop/fine tune the action plan

A3.6 TIMOR-LESTE

Country Team Profile

- Aleixo Leonito Amaral, CTI National Focal Point
- Anibal Martins, Tourism, Trade & Industry
- Abilio da Fonseca, Environment

National Context

- Population: less than 1 million
- Length of coastline: 7300 km
- 30 percent of the total population lives on the coast
- Number of Provinces: 4 regions
- Number of Districts: 13 Districts

Government Structure

- Leader Type: Semi-Presidential
- Legislature : State Constitution, Decree Law, Regulations and Ministerial Diploma
- Judicial: Supreme Court & District Tribunal
- Private Sector Authorities: Industry and Trade Union

Major Private Sector Activities

- Seaweed
- Traditional weaving (Tais)
- Handicrafts

Types of Mechanisms Used to Engage Private Sector

- Public/Private partnerships: Joint venture
- In-kind services : Gov Timor-Leste In-kind contribution
- Training: ToT (Short & long-term capacity building)
- Donations: Development partners

NPOA Priorities/Guidelines

- Ecosystem Approach of Fisheries Management (EAFM)
- Marine Protected Area (MPA)

- Climate Change

Public-Private Targets:

- Fisheries (Fresh and Brackish water)
 - Tuna fishing, sea cucumber harvesting
- Increase production & quality of seaweed and salt
- Sandalwood industry and coffee

Needs to Increase Private Sector Engagement

- Strengthening existing law and regulation
- Develop specific regulation which encourage private sector to invest
- Develop appropriate coordination mechanism among key agencies
- Political will

Hopes for CTI Business Summit

To bring the message that Timor-Leste is open to investors

A.4. STATEMENTS FROM CTI BUSINESS SUMMIT BREAKOUT SESSIONS



A4.1 The CTI Business Summit Fisheries Breakout Session Statement

Preamble - Private sector fisheries operators fully acknowledge the vulnerability of the resources they rely on and commit to working with governments, civil society and resource owners to ensure the sustainability of fisheries resources.

The private sector also commits to more fully sharing the benefits of fisheries with those that rely on fish resources for their national development, livelihoods and food security.

We, the participants of the CTI Business Summit Fisheries Session, recognize the following key points to promote responsible/sustainable fisheries in the Coral Triangle region and encourage:

1. The addressing of overcapacity to balance ecological production and catching capacity.
2. That traders and processors ensure that products and materials are sourced from non IUU fishing operations. [Specific mention of dynamite and cyanide fishing.
3. The implementation of catch and trade document schemes to ensure traceability.
4. The use of 3rd party certification schemes in promoting sustainability.
5. The promotion of low carbon fish production methods and trade practices.
6. Markets to buy sustainable fish to grow demand.
7. That companies make corporate/business commitments and develop 3-5 year implementation plans to bring our fisheries and suppliers along the path of sustainability.
8. The elimination of bycatch (including juvenile fish) through adopting bycatch appropriate technology and techniques.
9. Our seafood and fishing industry to work hand in hand with governments, through public-private partnerships to adopt sustainability programmes and develop a more level playing field of a regionalised legal and policy framework for sustainable fisheries. This needs to be domestically within inter-governmental frameworks such as the relevant RFMOs including the WCPFC. Ensure these governance improvements are based on best available science.
10. That all new fisheries investment should pass a sustainability test e.g. the Equator Principles.
11. Careful consideration of more equitable fisheries, fostering in-zone investment and partnerships with resource owners.
12. Increased programmes to create and support awareness about responsible fisheries among fishermen.
13. Public information and media programmes in the East and South East region drawing on experience in Europe and the US as appropriate.
14. The urgent management of small pelagic fisheries in CTI.



A4.2 The CTI Business Summit Aquatic Resources Breakout Session Statement of Commitment

- To meet the growing demand for marine resources and protein a way that reduces pressure on wide stocks through the adoption of best practice full-cycle mariculture across the Coral Triangle while increasing benefit for the community.
- Facilitate this change through the establishment of open dialogue among traders and other stakeholders aimed at creating a more stable business environment in which there is agreement on best practice mariculture.
- In this way, enhance the economic viability of farms and ancillary industries operating under a best practice regime and attract finance from institutions with an interest in sustainability, while removing obstacles to regional trade.

A5. REGIONAL EXCHANGE PARTNERS

Coral Triangle Support Partnership (CTSP)

The Coral Triangle Support Partnership (CTSP) is a five-year project of the US CTI Support Program executed through a cooperative agreement with USAID to the World Wildlife Fund (WWF). This includes a consortium of WWF, Conservation International (CI), and the Nature Conservancy (TNC). The CTSP works with government, private sector, and local partners to catalyze transformational change by assisting governments with enabling policy support, strengthening capacity building and institutions, building constituencies, and building decision support capacity.

CTI Regional Secretariat

The CTI Regional Secretariat is hosted by the Government of Indonesia and resides in Jakarta. The Secretariat provides long-term, wide ranging support to the CTI governments and partners for implementation of the CTI Regional Plan of Action, particularly through direct support for the various coordination mechanisms. The CTI Regional Secretariat provides coordination, technical, and communications support for CTI-related activities such as the ministerial and senior official meetings, the technical working groups, partners, and the national coordination committees.

Philippine NCC

The Philippine NCC, headed by officials from the DENR and DA, oversees and coordinates the integration and implementation of the Philippine CTI NPOA including the CTI RPOA. It acts as the national coordination body for the Philippines regarding CTI regional processes and represents the Philippine government in meetings, conferences, fora, and workshops pertaining to the CTI. It is also tasked to review and endorse policy and project proposals related to NPOA implementation.

US CTI Support Program Integrator

The US CTI Support Program Integrator (PI) provides overarching coordination support to the USG for the implementation of US CTI Support Program. The PI is responsible for coordinating inputs from various U.S. Government (USG) agencies and partners, and for facilitating a unified USG response to the CTI. Activities include the following: facilitate networking and cooperation; promote information exchange; provide administrative support to USAID's Regional Development Mission for Asia (RDMA); support communications and alliance building among USAID, USG, and other donors to harmonize assistance to the CTI; and provide technical support to the CTI mechanisms to facilitate implementation of the CTI Regional and National Plans of Action.

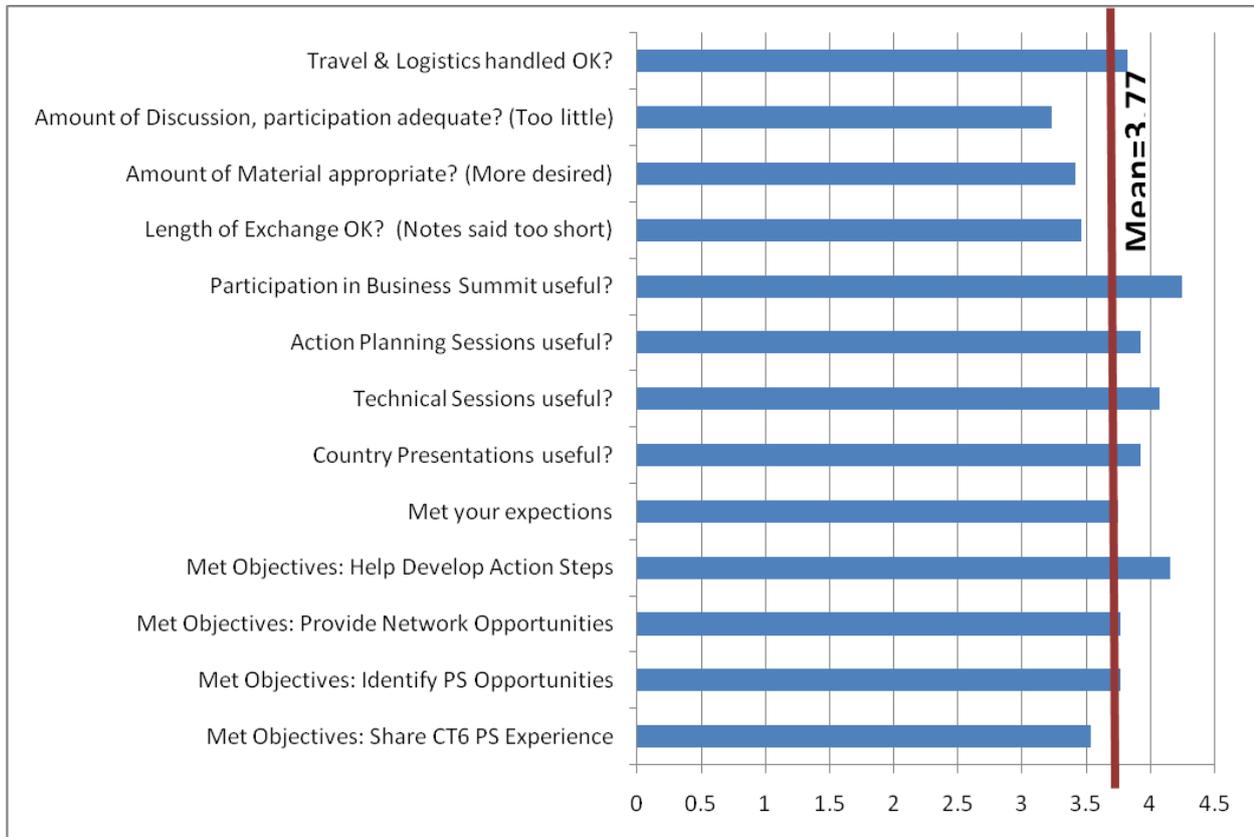
World Wildlife Fund

WWF is an international non-governmental organization working on issues regarding the conservation, research and restoration of the environment. WWF works in more than 90 countries, supporting around 1300 conservation and environmental projects around the world such as the Coral Triangle Initiative.

A6: PARTICIPANTS' EVALUATIONS AND BREAKDOWN BY GENDER AND ORGANIZATION

A6.1 Participant Evaluations

Participants were asked to respond to the evaluation questions with comments and ratings of 1 to 5, with five being the highest rating and 1 the lowest. The mean for all the questions was 3.77 points.



A6.2 Breakdown of Participants and Attendees

I. Gender

Participants		
Male	15	68%
Female	7	32%
TOTAL	22	100%
Resource Persons		
Male	7	39%
Female	11	61%

TOTAL	18	100%
Observers		
Male	4	57%
Female	3	43%
TOTAL	7	100%
OVERALL TOTAL		
Male	26	55%
Female	21	45%
TOTAL	47	100%

2. Participant's Institutions

Government	20	91%
Private Sector	1	4.5%
Academe, NGOs and CBOs	1	4.5%
TOTAL	22	100%

A7: LIST OF PRESENTATIONS

All presentations from the second CTI Regional Exchange Program can be viewed electronically at the US CTI Support Program Integration Portal at www.uscti.org under the Workspaces Section. Photos from the Exchange can also be viewed at the Document Library Section under the Photo Gallery folder and Events sub-folder. To access the portal log in through username: **coral** and password: **triangle** (non-case sensitive).