



Mesoamerican Reef Alliance ICRAN-MAR Project

Workplan 2007

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I. INTRODUCTION

Over the past year, the ICRAN Mesoamerican Reef Alliance (ICRAN-MAR) project entered a very significant implementation phase producing significant results and consolidating its work in the strategic areas of: (1) reduction in water pollution and water-use efficiency through watershed management; (2) community-based sustainable fisheries management, and; (c) coastal habitat protection and consolidation through sustainable tourism activities around protected areas and biological corridors.

The program has established and strengthened important alliances with partner organizations and projects (e.g. Conservation International, TNC and FFEM), major international corporations (e.g. Chiquita, Dole, Fyffes, etc.), local industries and local community groups (e.g. fishermen's cooperatives). This mosaic of partnerships and alliances has positioned the project at a strategic point where there is potential to leverage major changes in policies and practices at national and regional levels. These changes are needed to reduce threats from expanding development activities and overall economic growth in the region.

As the project enters its final stage, several activities will take place in the coming semester (January-June 2008) that will consolidate results and project outcomes.

The following sections describe specific activities to be undertaken in 2007 under each of the three project components.

II. WATERSHED MANAGEMENT – Intermediate Result (IR1)

Partnerships created that produce relevant information and forecasting resulting in improved watershed management in areas impacting the Mesoamerican Reef

Sub-Result 1.1. Partnerships established with the agri-business community resulting in adoption and implementation of better practices.

- **Formalize key partnerships:** During Year 2007, WWF will seek the signing of MOUs with the citrus and sugarcane producers in Belize and oil palm in Honduras. WWF plans to formalize partnerships with at least one key player from each industry.
- **Policies:** WWF will continue sensitizing middle level government officials, who perform field work, and high level government officials responsible for decision making, to the value of developing BMP-based regulatory and permitting systems. For 2007 and beyond ICRAN project expectations, WWF will sign high level agreements with The Honduran Minister of Agriculture and Livestock and The Minister of Natural Resources and the Environment to involve them in policy making and long-term activity support. This activity will go beyond year 2007, since by that time WWF will be including small growers within the targeted producer group. To bring small producers into the table, partners need more regulatory approaches coming from governmental entities.
- **Communications and outreach:** With Summit support, WWF has created the website www.wwfca-agriculture.org where BMP information, soil erosion monitoring, cover crops, Pesticide Environmental Assessment System (PEAS), etc., will be handled and distributed among the agribusiness, NGO and government communities. This activity will cover time beyond the ending date of the ICRAN-MAR Project. In addition, WWF will also share the results with all active partners, from the agribusiness sector and NGOs through direct

communication and meetings. At this moment in time, WWF has resolved the issue of the likelihood that their agribusiness competitors might use specific production information to get competitive advantage. The information will be shared without the name of its source.

Sub-Result 1.2. Trends in land use integrated with spatial, hydrological and oceanographic models for use in modelling.

Activities ended 2006

Sub-Result 1.3. Scientific information and modelling results used to influence decision-makers regarding land-use policies in order to decrease threats to coral reefs of the MAR.

Activities ended 2006

III. SUSTAINABLE FISHERIES – Intermediate Result (IR2)

Local fishers' and cooperatives' capacity strengthened for sustainable fisheries management (through the development of industry partnerships, promotion of "best practices" and training in financial management, resource management, and alternative income generation strategies).

Sub-Result 2.1. Community-based fishery management improved through development of appropriate partnerships with private and public sector.

Promotion of best fishing practices guidelines for fisheries management

Best Fishing practices that incorporate the principles of ecosystem-based management, with additional guidelines for heavily exploited target species (lobster, grouper, conch, etc). This is an ongoing activity that started in January and will conclude until the end of June 2007.

- Ecological monitoring with fishermen participation in five MPAs (Mexico, Honduras, and Guatemala)
- Training fishermen in EBFM monitoring protocol
- Training technical staff from four Marine Protected Areas in the EBFM monitoring protocol
- Printing books and electronic version in English and Spanish of EBFM monitoring protocol

Indicators of success

- 5 baseline studies of fish and benthic assemblages and coral reef condition, produced for communities in Mexico, Honduras, and Guatemala by June 2007
- 242 fishermen involved and 90 trained in the monitoring protocol
- 12 technical staff from four Marine Protected Areas trained in the monitoring protocol
- Two printed books and electronic version in English and Spanish about lobster BFP and EBFM monitoring protocol (5,000 copies distributed in the ecoregion)

Develop partnerships with major seafood buyers

- Organization of two workshops in Belize and two in Honduras to train fishermen on lobster BFP.
- Promotion of collaboration between private sector (seafood buyers) and producers to trade lobster BFP

Indicators of success

- 255 fishermen will initiate the MSC process certification (representing 25% of Mexican fishermen belonging to the Regional Federation of Cooperatives from Quintana Roo)
- 135 fishermen will adopt lobster BFP, which is the 14% of Mexican fishermen belonging to the Regional Federation of Cooperatives from Quintana Roo
- In Belize, the memories of three workshops and one MOU signed with the Belizean Fisheries Cooperatives Association (BFCA).

Sub-result 2.2. Community-based ecological and socio-economic monitoring implemented where appropriate to support community assessment and monitoring of their progress in resource management.

- Communities supported as RC ecological and socioeconomic monitoring
- Training of socioeconomic monitoring and natural resource monitoring and management techniques
- Trainees and Team leaders designated to assess managed and unmanaged areas as controls
- Publishing and distribution of existing monitoring manuals in Spanish and English by monitoring demo sites

Sub-Result 2.4. Increased capacities for local community members to engage in alternative livelihoods such as community-based tourism where appropriate

Since market forces determine in great percentage the capacity for fishermen to be involved in alternative livelihoods, in the last year of the project, WWF will develop feasibility studies for potential alternative livelihoods. Those activities are more related with tourism and ecotourism.

- Determination of the potentiality of whale-shark watching as an alternative livelihood for fishermen from Holbox. – Undertake a feasibility study on whale-shark watching
- Determination of the potentiality of developing community-tourism in Guatemala and Honduras. – Undertake a feasibility study on community-tourism

Indicators of success

- Feasibility study on whale-shark watching.
- Feasibility study on community-tourism.

IV. SUSTAINABLE TOURISM – Intermediate Result (IR3)

Through partnerships established with the marine tourism sector, business guidelines and best practices are refined and implemented, thus creating a sustainable industry minimizing threats to the MAR

Sub-Result 3.1 Regional dialogues across a broad sector of industry stakeholders leading to collaborative action on embracing sustainable tourism

- Finalize micro-grant program through funding and technical assistance for local conservation initiatives in primary as well as new pilot sites
- Conduct final National Learning Workshops to evaluate overall project, identify successes and challenges, and determine direction for future efforts.
- Initiate planning for conducting “post-surveys” of industry practices in the region.

Indicators of success:

- Multiple partnerships created within the private sector and civil society for successful execution of locally-led conservation initiatives
- Multiple partnerships created between the private sector and MPA managers for successful execution of locally-led conservation initiatives.
- 1-2 conservation initiatives completed or near completion in each primary project pilot site
- 1-2 conservation initiatives launched in each new pilot site

Sub-Result 3.2 Creation of standards and a voluntary code of conduct that will be applied throughout the Mesoamerica region and potentially elsewhere in the Caribbean

- Conduct testing program to begin implementation, monitoring and evaluation of standards and voluntary code of conduct
- Conduct final public review of taskforce approved standards for Scuba Diving, Snorkeling and Boat Operations
- Support implementation of supply chain management in adoption of good practices and standards at the local level
- Present analyzed results of data sets from standards testing program at final National Learning Workshops

Indicators of success:

- Implementation of standards and voluntary code by a minimum of 35 companies across multiple destinations in the region, with growing support in the region for widespread adoption of the standards and code
- Standards testing data sets indicate the three marine recreation standards are effective, affordable and attainable by 90% of participating testers in the region
- Data sets generated from testing program show a 15% increase in performance assessment scores—as measured by two separate progress reports—by marine recreation providers who engage in self-assessment
- >50% of standards testers reduce impacts to coral reefs by adopting requirements of the standards, such as environmental briefings, use of mooring buoys instead of anchoring, and support for local Marine Protected Areas and conservation initiatives
- Number of companies participating in the development of a local plan for supply chain management

Sub-Result 3.3 Training and support for adoption of the code of conduct complete, leading to the private sector in the MAR being fully engaged in the practice and promotion of sustainable marine tourism.

- Conduct Conservation in Action training series in San Pedro, Belize
- Conduct Sustainable Marine Recreation and Conservation in Action training series in Cozumel, Mexico
- Conduct final National Learning Workshops in Mexico, Belize and Honduras
- Evaluate data sets of standards testing program based on results-oriented indicators and present at final National Learning Workshops
- Initiate planning for conducting “post-survey” of industry practices in the region (to be completed after standards testing program)

Indicators of success:

- >50% of marine recreation providers that attend workshops provide feedback, and adhere to standards and the voluntary code of conduct
- 1-2 conservation projects initiated in each new pilot site (San Pedro and Cozumel)
- Multiple partnerships created within the private sector and civil society for successful execution of local conservation initiatives
- Multiple partnerships created between the private sector and MPA managers for successful execution of local conservation initiatives
- 30+ stakeholders attend Cozumel Sustainable Marine Recreation workshop and identify coral reef threats and solutions for sustainable business
- 30+ stakeholders attend San Pedro and Cozumel Conservation in Action workshops and develop action plans for collaboration on local conservation initiatives
- 200+ stakeholders attend National Workshops, analyze standards testing data, present conservation successes, and help define future direction of project

V. ACTIVITY CHRONOGRAMS

IR 1 – WATERSHED MANAGEMENT

Activities	Jan-Feb 07	Mar-Apr 07	May-Jun 07	External Resources/Collaborators
SO: ALLIANCES BUILT WITH THE PRIVATE SECTOR THAT LEAD TO THE SUSTAINABLE MANAGEMENT AND VIABILITY OF THE MESOAMERICAN REEF (MAR)				
IR1: IMPROVED WATERSHED MANAGEMENT FOR THE MESOAMERICAN BARRIER REEF SYSTEM. Partnerships created that produce relevant information and forecasting resulting in improved watershed management in areas impacting the Mesoamerican Reef.				
<i>Sub Results</i>				
<i>1.1 Partnerships established with the agri-business community resulting in adoption and implementation of better practices.</i>				
a. Establish partnership with the Oil Palm Grower in the San Alejo area, Uluva Watershed, Honduras.				WWF-Ca
b. Formalize partnership with the Citrus Grower Association in Stann District, Belize				WWF-Ca
c. Formalize partnership with the Sugar Grower Associations in Corozal and Orange Walk, Belize				WWF-Ca
d. Continue data collection on agricultural production cycles of the primary crops under the coverage of this ongoing project. We need to understand seasonal variations, the scope of planted area, and the impact of the chemicals used for their production.				Sustainable Global Program Initiatives, Fundación Hondureña de Investigación Agrícola (FHIA), Agro-industry Leaders and Consultants.
e. Documentation of BMPs to reduce the threat of contamination from Mancozeb and other pesticides in Chiquita's banana plantations in Honduras and Guatemala				WWF-Ca WWF-US
f. Documentation of BMPs to reduce the threat of contamination from Chlorothalonil and other pesticides in Dole's banana plantations in Honduras				WWF-Ca WWF-US
g. Documentation of BMPs to reduce the threat of contamination from pesticides in Dole's pineapple plantations in Honduras				WWF-Ca WWF-US
h. Documentation of BMPs to reduce the threat of contamination from 2,4-D, Paraquat, and Glyphosate in sugarcane plantations in Belize				WWF-Ca WWF-US
i. Documentation of BMPs to reduce the threat of contamination from 2,4-D, Paraquat, and Glyphosate in citrus plantations in Belize				WWF-Ca WWF-US
<i>1.2 Trends in land use integrated with spatial, hydrological and oceanographic models for use in modeling</i>				

Activities ended November 2006				
1.3 Scientific information and modeling results used to influence decision-makers regarding land-use policies in order to decrease threats to coral reefs of the MAR				
<p>a. Strengthening of Capacity within the Region:</p> <ul style="list-style-type: none"> • Training needs assessment based on workshop follow-up, including estimate of costs and resources; • Plan for follow-up technical assistance feasible within present limited budget; and indicating possible further assistance as a basis for a project proposal; • Work with partners to identify potential funds to support ongoing technical assistance; • Provision of technical assistance to include remote assistance and/or training visit. The extent of this additional outreach depends upon the availability of external support. Certain support is already agreed in principle: cooperation of in-country agencies and in-kind provision of time by WRI. 				UNEP-WCMC, (with some voluntary collaboration from WRI, whose contractual engagements with the project have already finished)

IR 2 – SUSTAINABLE FISHERIES

Activities	Jan-Feb 07	Mar-Apr 07	May- Jun 07	External Resources/Collaborators
SO: ALLIANCES BUILT WITH THE PRIVATE SECTOR THAT LEAD TO THE SUSTAINABLE MANAGEMENT AND VIABILITY OF THE MESOAMERICAN REEF (MAR).				
IR2: SUSTAINABLE FISHERIES: Local fishers' and cooperatives' capacity strengthened for sustainable fisheries management. (Through the development of industry partnerships, promotion of "best practices", training in financial management, resource management, and alternative income				
<i>Sub Results</i>				
2.1 Community-based fishery management improved through development of appropriate partnerships with private and public sector.				
<p>a. Development of 'best practices' guidelines and implementation of agreements/partnerships</p>				WWF
<p>- Ecological monitoring with fishermen participation in five MPAs (Mexico, Honduras, and Guatemala)</p>				
<p>- Training fishermen in EBFM monitoring protocol</p>				

- Training technical staff from four Marine Protected Areas in the EBFM monitoring protocol				
- Printing books and electronic version in English and Spanish of EBFM monitoring protocol				
b. Expanding partnerships with major seafood buyers				WWF
- Organization of two workshops in Belize and two in Honduras to train fishermen on lobster BFP.				
- Promotion of collaboration between private sector (seafood buyers) and producers to trade lobster BFP				
2.2 Community-based ecological and socio-economic monitoring implemented where appropriate to support community assessment and monitoring of their progress in resource management.				
a. Communities supported as RC ecological and socioeconomic monitoring				RC in collaboration with WWF and other ICRAN and local partners
b. Training of socioeconomic monitoring and natural resource monitoring and management techniques				RC will conduct training sessions and maximize resources by piggybacking WWF's best practices
c. Trainees and Team leaders designated to assess managed and unmanaged areas as controls				RC with partners
d. Publishing and distribution of existing monitoring manuals in Spanish and English by monitoring demo site				RC
2.3 Local community member's capacity to engage in alternative livelihoods such as community-based tourism is increased.				
a. Training for selected communities/fishermen in sustainable economic alternatives, and provide best practices				WWF
- Determination of the potentiality of whale-shark watching as an alternative livelihood for fishermen from Holbox.				
- Determination of the potentiality of developing community-tourism in Guatemala and Honduras.				

IR 3 – SUSTAINABLE TOURISM

Activities	Jan-Feb 07	Mar-Apr 07	May-Jun 07	External Resources/Collaborators
SO: ALLIANCES BUILT WITH THE PRIVATE SECTOR THAT LEADS TO THE SUSTAINABLE MANAGEMENT AND VIABILITY OF THE MESOAMERICAN REEF (MAR).				
IR3: SUSTAINABLE TOURISM: Through partnerships established with the marine tourism sector, business guidelines and best practices are refined and implemented, thus creating a sustainable industry minimizing threats to the MAR.				
<i>Sub-Result 3.1 Regional dialogues across a broad sector of industry stakeholders leading to collaborative action on embracing sustainable tourism</i>				
a. Finalize micro-grant program through funding and technical assistance for local conservation initiatives in primary pilot sites				
b. Finalize micro-grant program through funding and technical assistance for local conservation initiatives in new pilot sites				
c. Initiate planning for conducting "post-surveys" of industry practices in the region.				
d. Ongoing public outreach, media in support of project milestones and information dissemination				
e. Present successes and challenges of conservation initiatives at National Learning Workshops				
<i>Sub-Result 3.2 Creation of standards and a voluntary code of conduct that will be applied throughout the Mesoamerica region and potentially</i>				
a. Conduct testing program to begin implementation, monitoring and evaluation of standards and voluntary code of conduct				
b. Conduct final public review of taskforce approved standards for Scuba Diving, Snorkeling and Boat Operations				
c. Support implementation of supply chain management in adoption of good practices and standards at the local level				
d. Present analyzed results of data sets from standards testing program at final National Learning Workshops				

Activities	Jan-Feb 07	Mar-Apr 07	May-Jun 07	External Resources/Collaborators
e. Further outreach efforts disseminating information on environmental best practices in the marine recreational sector to European and American Based Tour Operators through specific meetings during the International Meeting of the Marrakech Task Force on Sustainable Tourism Development				
<i>Sub-Result 3.3 Training and support for adoption of the code of conduct complete, leading to the private sector in the MAR being fully engaged in</i>				
a. Conduct Conservation in Action training series in San Pedro, Belize				
b. Conduct Sustainable Marine Recreation and Conservation in Action training series in Cozumel, Mexico				
c. Conduct final National Learning Workshops in Mexico, Belize and Honduras				
d. Evaluate data sets of standards testing program based on results-oriented indicators and present at final National Learning Workshops				
e. Initiate planning for conducting "post-survey" of industry practices in the region (to be completed after standards testing program)				

VI. INDICATORS OF SUCCESS

A. WATERSHED MANAGEMENT (IR1)

Subresult	Outputs	Indicators of Success
<p>1.1. <i>Partnerships established with the agri-business community resulting in adoption and implementation of better practices</i></p>	<p>1. MOUs or formal understandings regarding adoption and dissemination of BMPs.</p>	<ul style="list-style-type: none"> • MOU signed by Fyffes • MOU signed by the Citrus Grower Association, Stann Area (Belize) • MOUs signed by the sugarcane Associations (Belize) • MOU signed by one Palm Oil Producer (Honduras)
	<p>2. Compilation of data on agricultural production cycles of other crops different from the five commodities under the coverage of this ongoing project.</p>	<ul style="list-style-type: none"> • Formal written report of findings on the impacts of the sugarcane production in Chetumal Bay, Mexico and Corozal and Orange Walk Districts in Belize
	<p>3. Documentation of BMPs to reduce the threat of contamination from Mancozeb and other pesticides in Chiquita's banana plantations in Honduras and Guatemala</p>	<ul style="list-style-type: none"> • Report of preliminary findings on the financial implications of the PEAS System in Chiquita's banana plantations
	<p>4. Documentation of BMPs to reduce the threat of contamination from Chlorothalonil and other pesticides in Dole's banana plantations in Honduras</p>	<ul style="list-style-type: none"> • Report of preliminary findings on the financial implications of the PEAS System in Dole's banana plantations in Honduras
	<p>5. Documentation of BMPs to reduce the threat of contamination from pesticides in Dole's pineapple plantations in Honduras</p>	<ul style="list-style-type: none"> • Report of preliminary findings on the financial implications of the PEAS System in Dole's pineapple plantations in Honduras
	<p>6. Documentation of BMPs to reduce the threat of contamination from 2,4-D, Paraquat, and Glyphosate in sugarcane plantations in Belize</p>	<ul style="list-style-type: none"> • Report of preliminary findings on the financial implications of establishing biological control of Froghopper in sugarcane (Belize)
	<p>7. Documentation of BMPs to reduce the threat of contamination from 2,4-D, Paraquat, and Glyphosate in citrus plantations in Belize</p>	<ul style="list-style-type: none"> • Report of preliminary findings on the financial implications of establishing cover crops in Citrus (Belize)

<p>1.3. <i>Scientific information and modeling results used to influence decision-maker regarding land-use policies in order to decrease threats to coral reef of the MAR.</i></p>	<p>1. Further strengthening of Capacity within the region.</p>	<ul style="list-style-type: none"> • Further improved capacity in ability to forecast impacts from policy-level and field-practice decisions effecting watershed management. • A constituency strengthened composed of local government, private and public sector stakeholders using <i>Watershed Analysis for the Mesoamerican Reef</i> modeling tools for analysis decision making.
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B. SUSTAINABLE FISHERIES (IR2)

Subresult	Outputs	Indicators of Success
<p>2.1. <i>Community-based fishery management improved through development of appropriate partnerships with private and public sector</i></p>	<ol style="list-style-type: none"> 1. MoU signed with Belizean Fisheries Cooperatives Association for Lobster BFP's adoption 2. Meetings with key stakeholders to implement BFPs for finfish in each MAR country conducted 3. Educational material on BFP for lobster and finfish distributed along selected fishermen communities 4. At least one fishermen cooperative in each country (Honduras, Belize and Mexico) trained on lobster BFPs 	<ul style="list-style-type: none"> • Two printed books and electronic version in English and Spanish about lobster BFP and EBFM monitoring protocol (5,000 copies distributed in the ecoregion) • 255 fishermen will initiate the MSC process certification (representing 25% of Mexican fishermen belonging to the Regional Federation of Cooperatives from Quintana Roo) • 135 fishermen will adopt lobster BFP, which is the 14% of Mexican fishermen belonging to the Regional Federation of Cooperatives from Quintana Roo • In Belize, the memories of three workshops and one MOU signed with the Belizean Fisheries Cooperatives Association (BFCA).
<p>2.2. <i>Community-based ecological and socio-economic monitoring implemented where appropriate to support community assessment and monitoring of their progress in resource management</i></p>	<ol style="list-style-type: none"> 5. A trained community-level team responsible for monitoring the ecological and socio-economic variables important to them. 	<ul style="list-style-type: none"> • The communities already engaged during the previous year will continue to serve as RC ecological and socioeconomic centers • By the end of the year, 20 people from the Tourism and Fisheries Industries in Mexico, Belize, Guatemala, and Honduras will be trained in RC monitoring methodology each year • All results from the monitoring already conducted can be found in our on-line database free of charge at www.reefcheck.org/datamanagement

	<p>6. Distribution of revised existing monitoring manuals in Spanish and English by monitoring demo sites</p> <p>7. Trained communities in the four countries serving as ecological monitoring protocol for EBFM</p>	<ul style="list-style-type: none"> • 5 baseline studies of fish and benthic assemblages and coral reef condition, produced for communities in Mexico, Honduras, and Guatemala by June 2007 • 12 technical staff from four Marine Protected Areas trained in the monitoring protocol • 242 fishermen involved and 90 trained in the monitoring protocol
<p>2.3. Increased capacities for local community members to engage in alternative livelihoods such as community-based tourism where appropriate</p>	<p>8. Feasibility Studies for tourism activities</p> <p>9. Feasibility study of mariculture</p>	<ul style="list-style-type: none"> • Feasibility study on whale-shark watching. • Mariculture feasibility analysis • Feasibility study on community-tourism.

C. SUSTAINABLE TOURISM (IR3)

Subresult	Outputs	Indicators of Success
<p>3.1 Regional dialogues across a broad sector of industry stakeholders leading to collaborative action on embracing sustainable tourism</p>	<ol style="list-style-type: none"> 1. Completion of a minimum of three funded conservation initiatives; submission of project progress reports by stakeholder groups; multiple private sector/MPA partnerships established in the region as a result of conservation initiatives 2. Completion of National Learning Workshops in Mexico, Belize, and Honduras 3. Completion of Conservation in Action Workshop in San Pedro, Belize 4. Completion of Sustainable Marine Recreation and Conservation in Action Workshop in Cozumel, Mexico 	<ul style="list-style-type: none"> • Multiple partnerships created within the private sector and civil society for successful execution of locally-led conservation initiatives • Multiple partnerships created between the private sector and MPA managers for successful execution of locally-led conservation initiatives. • 1-2 conservation initiatives completed or near completion in each primary project pilot site • 1-2 conservation initiatives launched in each new pilot site
<p>3.2 Creation of standards and a voluntary code of conduct that will be applied throughout the Mesoamerica region and potentially elsewhere in the</p>	<ol style="list-style-type: none"> 5. Completion of locally-led conservation initiatives in primary project pilot sites (Playa del Carmen, Placencia, Roatan) 6. Initiation of locally-led conservation initiatives in 	<ul style="list-style-type: none"> • Implementation of standards and voluntary code by a minimum of 35 companies across multiple destinations in the region, with growing support in the region for widespread adoption of the standards and code • Standards testing data sets indicate the three marine recreation

<p><i>Caribbean</i></p>	<p>new pilot sites (San Pedro and Cozumel)</p> <p>7. Workshop evaluations complete for all workshop series</p> <p>8. Data sets generated by self-assessment, third party, and peer to peer assessment of standards testing program; regional implementation of standards; challenges, needs and opportunities identified in progress reports</p>	<p>standards are effective, affordable and attainable by 90% of participating testers in the region</p> <ul style="list-style-type: none"> • Data sets generated from testing program show a 15% increase in performance assessment scores—as measured by two separate progress reports—by marine recreation providers who engage in self-assessment • >50% of standards testers reduce impacts to coral reefs by adopting requirements of the standards, such as environmental briefings, use of mooring buoys instead of anchoring, and support for local Marine Protected Areas and conservation initiatives • Number of companies participating in the development of a local plan for supply chain management
<p><i>3.3 Training and support for adoption of the code of conduct complete, leading to the private sector in the MAR being fully engaged in the practice and promotion of sustainable marine tourism</i></p>	<p>9. Evaluation of standards testing data sets based on results-oriented indicators</p> <p>10. Published results of standards testing program presented, analyzed and discussed among stakeholders at final National Learning Workshops</p> <p>11. Graphic design, production, and distribution of English and Spanish compilation of marine recreation standards</p> <p>12. Framework established for completion of “post-surveys” of industry practices in summer 2007</p>	<ul style="list-style-type: none"> • >50% of marine recreation providers that attend workshops provide feedback, and adhere to standards and the voluntary code of conduct • 1-2 conservation projects initiated in each new pilot site (San Pedro and Cozumel) • Multiple partnerships created within the private sector and civil society for successful execution of local conservation initiatives • Multiple partnerships created between the private sector and MPA managers for successful execution of local conservation initiatives • 30+ stakeholders attend Cozumel Sustainable Marine Recreation workshop and identify coral reef threats and solutions for sustainable business • 30+ stakeholders attend San Pedro and Cozumel Conservation in Action workshops and develop action plans for collaboration on local conservation initiatives • 200+ stakeholders attend National Workshops, analyze standards testing data, present conservation successes, and help define future direction of project