

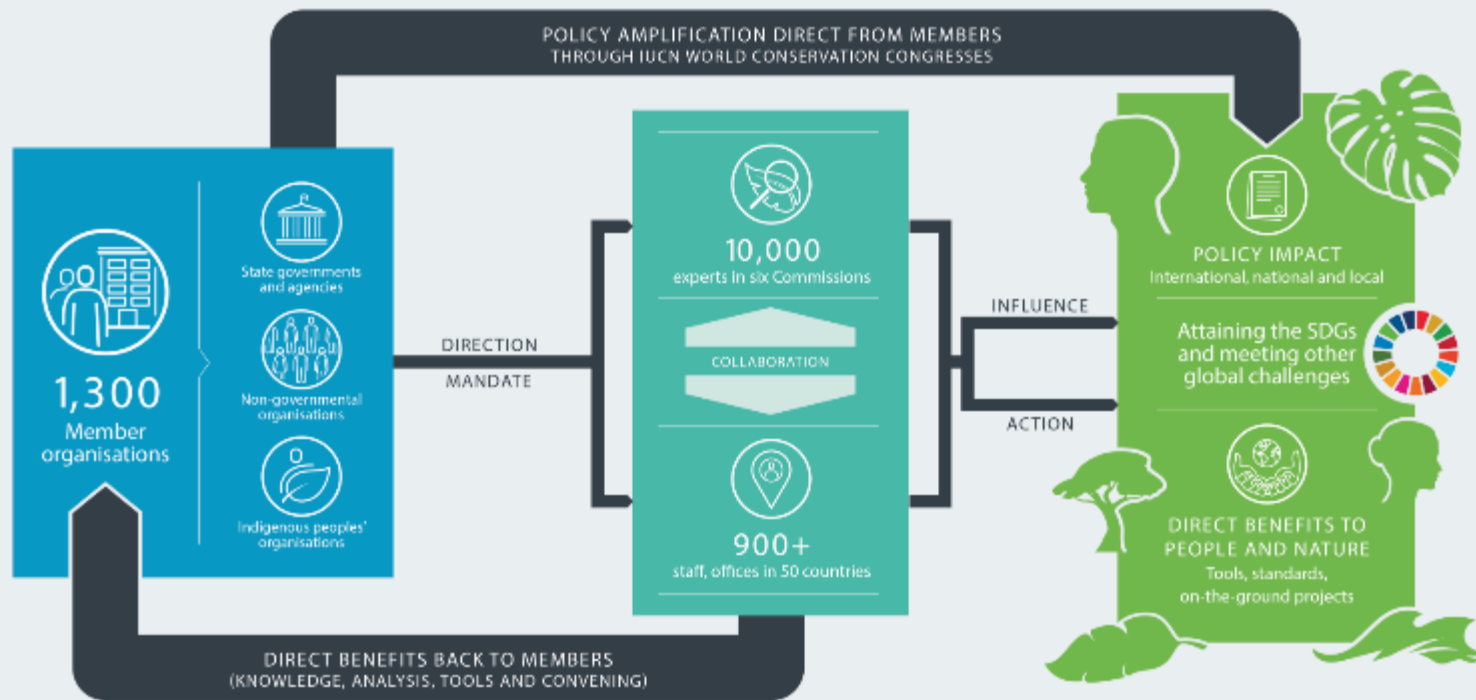


United for  
life and  
livelihoods

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# IUCN at a Glance

# Largest Environmental Network



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# IUCN's PSE Goals

- While businesses can't be members, they can be our partners
- Work with businesses to adopt responsible business practices, so as to minimize negative impact on the environment
- Moving away from CSR



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# Mangroves for the Future



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# Mangroves for the Future

- Co-chaired by IUCN & UNDP, MFF focuses on **strengthening the resilience of ecosystem dependent coastal communities**
- Est. 2006, MFF works with **11 member countries** in Asia through a network of **300 regional, national and local partners**.
- MFF supports activities that **generate & share knowledge, empower communities both socially and economically, & promote integrated & inclusive coastal governance**.
- MFF is inclusive of all types of coastal ecosystems
- MFF's Grants Facilities are the primary mechanism for delivering results on the ground. To date **over 380 projects benefited more than 400,000 people**.
- MFF's national and regional **governance platforms** bring together partners from multiple sectors to facilitate **strategic planning, joint decision making, and dialogues for policy influence**.
- MFF directly contributes to **achieving the SDGs, in particular SDG14**

# Goal of PSE efforts

To improve the overall sustainability of business practices in the coastal zone, and to make a business case for coastal ecosystem conservation and community resilience by promoting good practices

Proactive **focus** on relevant sectors:

- Coastal Tourism
- Fisheries & Aquaculture



# SGF for PS



## MFF SGF for PS

MFF matches cash funding from the private sector.



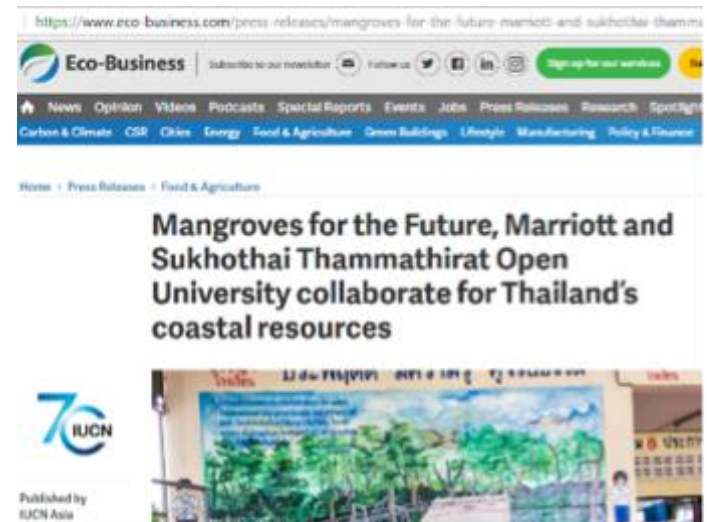
2 projects initiated

1) Thailand: Sukhothai Thammathirat Open University



Co-funded by Marriott and MFF

- Project aims to help Bangkaeo community in applying community based-integrated coastal management and to secure management rights for critical ecosystems resources.



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# SGF for PS



## MFF SGF for PS

MFF matches cash funding from the private sector.

2) India – 2015 Tata Chemicals Society for Rural Development (TCSRSD)

Co-funded by Tata Chemicals & MFF

- Led to a successful participatory management planning strategy for the Chandrabhaga wetlands in Gujarat.



# Activities

- **Thailand:** MFF organized a workshop to share best practices in coastal and marine conservation amongst the PS.



# IUCN and MFF Partnerships



# Marriott Partnership

- Established in 2013
- Goal: Protect the environment & support Thailand's local communities through

## Scope:

- Marriott collects donations from its guests to support IUCN's mangrove restoration activities, and raises awareness of the importance of mangrove forests
- IUCN and Marriott work together to identify opportunities for sourcing of souvenirs and gifts from local communities.
- IUCN supports Marriott in locating sources of locally-sourced seafood for their hotels.



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# Marriott Partnership

- Partnership has:
  - restored **16 ha of mangrove forests**
  - purchased **6.3 mil Baht worth of locally sourced seafood** & handicraft from local communities
  - **improved livelihoods of over 70 families.**
  - developing **ecosystem profiles** for **3 Marriott properties**



# Marriott Partnership

- Established a Reef Education Center to educate guests about reef ecosystems, marine life and proper reef etiquette.
- Working together to conserve and restore the unique reef ecosystem in front of the hotel.
- This initiative won an award at the Responsible Thailand Awards this year.



# PATA Partnership



- Collaboration in:
  - Capacity building
  - Knowledge sharing
  - Networking

*“This partnership allows us to share information with PATA member companies, to explore business risks and opportunities within the tourism industry, and to create new solutions together.”* **IUCN Regional Director for Asia Aban Marker Kabraji**

MFF held a Business for Ecosystems Training at the PATAcademy for PATA members

Share knowledge on one another's platforms.



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# Business and Environmental Platforms

- Continued to facilitate the **establishment of Business and Environment platforms** in all IUCN countries.
  - PS learn about importance of ecosystems
  - Explore opportunities to invest in coastal ecosystems and communities
  - 4 platforms established
  - Thailand B-DNA launched in 2018



**B - D N A**  
Bio-Diversity Network Alliance

# PEMSEA Partnership



- With **PEMSEA** in **2017** to engage the PS:
  - Sustainable Business Roadmap for Cambodia, Indonesia, Thailand and Vietnam, in August 2018.
  - Regional platform/alliance currently being conceptualized



# Sustainable Aquaculture Models

- To help the Vietnamese government address ecosystem restoration priorities, IUCN and SNV implemented the Mangroves and Markets project in Cà Mau to help shrimp farmers achieve organic certification under the Naturland label.
- The Naturland standard requires each farm to restore 50 per cent mangrove cover. Farmers who obtained the certification, received a 10% premium and guaranteed sales of their certified shrimps to Minh Phu Seafood Corporation.



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# Responsible Seafood

- Exploring partnership with WWF Singapore & Malaysia to establish platform that connects producers to end-users.



# Other Partnerships

## Regional level

### Established partnerships

- **Soneva**: a luxury resort, to collaborate on coastal conservation and/or sustainable development initiatives
- **Eco-business**: a media company serving Asia Pacific's sustainable business community.
  - MFF articles published on company's news platform



**Eco-Business**



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# Marine Plastics and Coastal Communities (MARPLASTICCs)



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# MARPLASTICCs



- IUCN is working closely with governments, industries and society in Africa and Asia to reduce and control plastic pollution.
- MARPLASTICCS recently delivered a Theory of Change workshop in the 5 pilot countries, with:
  - IUCN members
  - Private Sector
  - Local & national NGOs
  - Government

MARPLASTICCS workshops guide pilot initiatives to tackle plastic pollution in Thailand and Viet Nam

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Marine plastic pollution is a global problem which needs to be tackled at the national level, using mechanisms that are appropriate for the context of each country.



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# MARPLASTICCs

MARPLASTICCS works through 4 pillars:

- **Knowledge**
  - Developing scientific tools such as replicable plastic footprint calculator
  - Developing economic model for national level cost-benefit analyses
- **Capacity Building**
  - Facilitating dialogue and promoting collaboration
  - Sharing best practices and lessons learned
- **Policy**
  - Supporting legislative reform
  - Facilitating the development of national programmes, action plans & economic roadmaps
  - Filling knowledge gaps for policy makers
- **Business**
  - Engaging and mobilising business actors in the fight against plastic pollution
  - Promoting circular economy
  - Work with partner companies to eliminate plastic waste from supply chain



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# IUCN- Coca Cola Partnership



## Goal:

- Strengthen the community based solid waste management model in Koh Yao Yai sub-district.
- Reduced volume of plastic and other solid waste going to the landfill by 30% after one year.

## Objective:

- To promote multi-stakeholder engagement in waste management with an emphasis on recyclable waste and single use plastic linked with the tourism sector and local authorities
- To build transformative awareness and instrumental capacity for local communities and private sectors on integrated solid waste management
- To demonstrate integrated community-based solid waste management model at the community level and linkages to government agencies



# Gaps & Opportunities

# Gaps/Challenges

- Establishing partnerships is resource intensive
- Not speaking business language
- Lack of incentive or perceived return on investment
  - Not enough emphasis, or realisation, of mutual benefits to businesses
  - Conservation organisations not effectively making the business case for sustainability
- Lack of solutions addressing concrete issues such as habitat loss, local economic development or pollution.
- Companies may not want to become directly involved with government partners.
  - Allowing development organisations to act as intermediaries.



# Opportunities

- Develop business alliances to work on projects collaboratively
  - E.g. Island-wide coastal conservation projects between resorts
- Share best practices
  - Panorama
  - Case studies that demonstrate positive impact, and make the business case relevant to specific sectors.
- Provide knowledge and tools – Awareness to Action
- Provide assistance in setting science-based targets
- Scale up initiatives that tackle the plastic pollution crisis by engaging with the private sector
- Work with other development partners to engage with the private sector



# Moving Forward

Est. Business and Conservation Alliance for Oceans, with the following elements and considerations:

- Must be regional in scale
- Should include value chain partners and competitors to tackle shared problems
- Discuss and share issues and best practices
- Must focus on impacts
- Develop tangible cases and examples demonstrating impact
- Facilitate strategies for political support, local know-how and community engagement



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# Thank you!

For more information, please contact:

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