

15th Senior Officials' Meeting

7–8 November 2019

Honiara, Solomon Islands



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



SESSION 12.3: REGIONAL BUSINESS FORUM

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Outline

1. Progress SOM14
2. Activities Implemented
3. RBF Way Forward
4. SOM15
Recommendations

Progress since SOM-14

SOM-14 DECISIONS	PROGRESS
<p>Task the RS to work with potential organizations/collaborators to redesign the RBF with the objective of attracting private organizations;</p>	<p>RBF Roadmap was developed at the CCI Workshop in Bali (see Annex 40)</p>
<p>Task the Regional Secretariat to plan for RBF with strong coordination with MPA WG as well as with other TWGs as relevant and Development Partners</p>	



Introduction and Progress since SOM-14

1st CTI-CFF Regional Business Forum – Manila

2nd CTI-CFF Regional Business Forum – Kuala Lumpur

3rd CTI-CFF Regional Business Forum – Bali

4th CTI-CFF Regional Business Forum - Bali

- 361 participants from more than 20 countries
 - 30% (n=110) marine tourism private sector
 - 21% (n=75) NGO or associated institutions
 - 43% (n=156) Government agencies
 - 6% (n=20) media





For Sustainable Marine Tourism in the Coral Triangle

Response: “.. *To create a task force under the MPA technical working group that will identify ways to promote sustainable marine tourism standards in marine protected areas.*”

Multi-stakeholder group composed of experts, government, non-government and private sector representatives, who will lead the way in promoting sustainable marine tourism standards across the Coral Triangle in the long term. This Task Force was endorsed the MPA Technical Working Group & SOM-13.

SOM EVENT, CTI-CFF CENTER, 2-3 DECEMBER 2015
MANADO, INDONESIA



CTI-CFF 11th Senior Officials' Meeting
2 - 3 December 2015, Manado - Indonesia





travel forever

October 19, 2015

Indonesia's **Ministry of Tourism** signs agreement with **Global Sustainable Tourism Council (GSTC)** and the **UN Sustainable Development Solutions Network (SDSN)** to collaborate for the development of sustainable tourism in Indonesia.

February 2019

CTC signs Memorandum of Understanding with **Global Sustainable Tourism Council (GSTC)** to collaborate for the development of sustainable tourism in Indonesia and the Coral Triangle



GREEN FINS PROGRAM

Active: Indonesia, Philippines, Malaysia, and Timor-Leste (last quarter of 2019)

First and world's only certification program for SCUBA diving and snorkeling centers.

Code of Conduct to meet in order to achieve certification. Involves:

- Training session
- Annual assessment

The Code of Conduct is the **CORE** of Green Fins.

Dive Centres who follow this will reduce their impact to the surrounding environment.



Guidelines to the Code of Conduct

As a Green Fins member this dive centre is committed to protecting the marine environment by following this best practice. If you notice lack of compliance to any of the following practices please report to info@greenfins.net.

GREEN FINS: Best Practices for the Dive Operation		GREEN FINS: Best Practices for the Dive Staff	
1	Display Green Fins certificate and posters in centre and on boat	1	Be excellent role models and follow The Environmentally Friendly Diving and Snorkeling Guidelines
2	Identify and train someone as your "Green Fins Champion"	2	Always provide briefings and enforce a strict "no touch" environmental policy
3	Educate all dive staff on The Environmentally Friendly Diving and Snorkeling Guidelines annually	3	Always use mooring buoys and install and maintain where possible
4	Adopt "minimum discharge" and "responsible garbage" policies through safe collection and disposal of hazardous waste. E.g. use eco-friendly cleaning products, recycle, no littering and no fish feeding	4	MPA. Know and tell guests about environmental rules and where relevant, marine protected areas
5	No spear fishing or sale and display of corals / marine life	5	Participate in regular beach and underwater cleanups
6	Promote good buoyancy, species ID, and marine monitoring courses (e.g. Reef Watch) and teach careful finning and photography skills	6	Participate in reef and marine life monitoring and offer ID books and posters of marine life
7	Ensure inexperienced swimmers wear life jackets when snorkeling	7	Prohibit the collection, sale and display of marine life and do not support the shark fin trade

GREEN FINS: Best Practice for Customers

As a Green Fins member we are committed to protecting our marine life, we ask our customers to please help us by following these simple guidelines.

7 THINGS DIVERS MUST DO	7 THINGS DIVERS MUST NOT DO
<ul style="list-style-type: none"> Respect marine life & shoot photos without disturbing the environment Support conservation & champion Green Fins Ensure all equipment is secured & do not drag over reefs Practice buoyancy control & photography skills Practice advanced finning techniques Only touch rock or dead coral if necessary Avoid stirring up sediment by keeping your distance 	<ul style="list-style-type: none"> Do not litter Do not wear gloves Do not chase, touch, poke, spear or capture marine life Do not feed the fish Do not collect marine life souvenirs - it may be ILLEGAL Do not place cameras on reefs or touch marine life to capture a better shot Do not touch or step on coral

www.greenfins.net

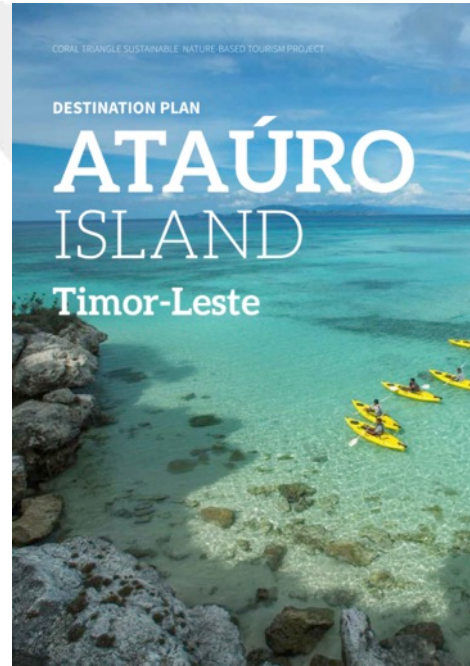


Outcomes of WWF's Nature-based Tourism Project

Developed a regional Governance Framework for Nature-based tourism development and site selection criteria in the Coral Triangle

Demonstrated the case for a Coral Triangle Brand for promoting sustainable marine tourism

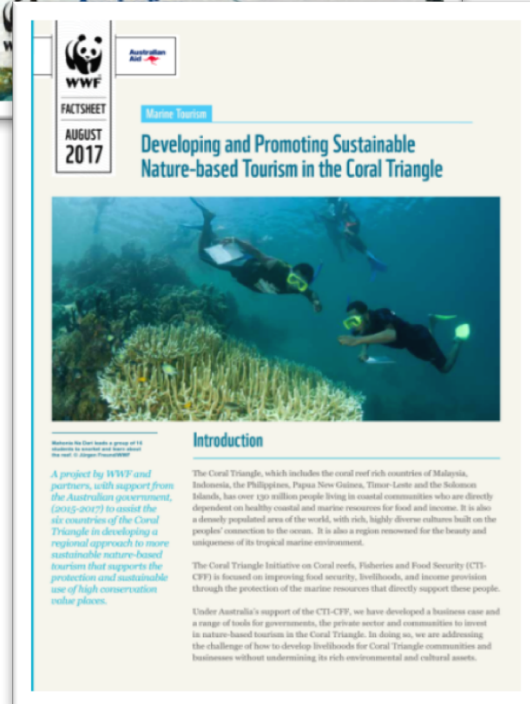
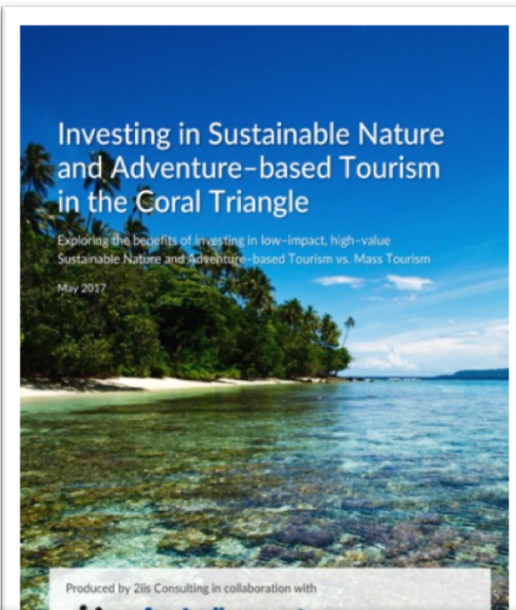
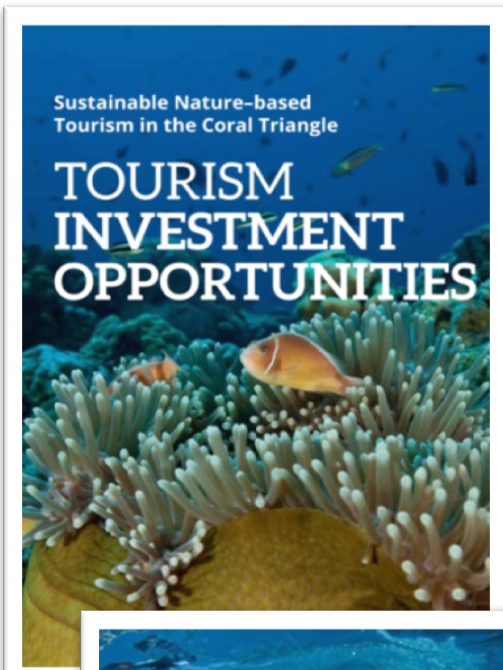
Established a tourism portal and investment page on www.thecoraltriangle.com



Developed **Destination Plans** for three sites within the Coral Triangle:

- **Ataúro Island**, Timor-Leste
- **Kimbe Bay & surrounds**, West New Britain, Papua New Guinea
- **Western Province**, Solomon Islands





Investment Prospectus:

To attract investment into priorities recommended in the 3 Destination Plans. <http://thecoraltriangle.com/invest>

Investing in Sustainable Nature and Adventure-based Tourism in the Coral Triangle:

Exploring the benefits of investing in low-impact, high-value Sustainable Nature & Adventure-based Tourism vs. Mass Tourism

[http://wwf.panda.org/what we do/where we work/coraltriangle/publications/?304232/REPORT-Exploring-the-Benefits-of-Investing-in-Low-Impact-High-Value-Sustainable-Nature-and-Adventure-based-Tourism-Vs-Mass-Tourism](http://wwf.panda.org/what_we_do/where_we_work/coraltriangle/publications/?304232/REPORT-Exploring-the-Benefits-of-Investing-in-Low-Impact-High-Value-Sustainable-Nature-and-Adventure-based-Tourism-Vs-Mass-Tourism)

Nature-based Marine Tourism in the Coral Triangle:

Exploring the potential for low-impact, high-value Nature-based Marine and Coastal Tourism.

<http://wwf.panda.org/?260690/Developing-and-Promoting-Sustainable-Nature-based-Tourism-in-the-Coral-Triangle>

Project Fact Sheet: Developing and Promoting Sustainable Nature-based Tourism in the Coral Triangle

Investment Opportunities for Sustainable Nature-based Tourism in the Coral Triangle – A Report on the ADB-WWF Session at the Green Business Forum.

[http://wwf.panda.org/what we do/where we work/coraltriangle/publications/ctpublications/?291972/Investment-Opportunities-for-Sustainable-Nature-based-Tourism-in-the-Coral-Triangle](http://wwf.panda.org/what_we_do/where_we_work/coraltriangle/publications/ctpublications/?291972/Investment-Opportunities-for-Sustainable-Nature-based-Tourism-in-the-Coral-Triangle)

Regional Business Forum Roadmap

VISION:

To become a catalyst for CTI-CFF in facilitating sustainable and responsible business in CT region, and supporting CTI-CFF and its goals



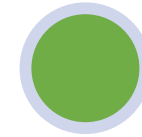
GOAL 1

Revitalize RBF Mechanism to Support RPOA 2.0



GOAL 2

Engage Relevant Ministries and Business Sectors



GOAL 3

Stimulate partnerships and pilot projects in priority areas as identified in RPOA 2.0



Cross Cutting Initiatives Workshop Participants

SOM-15 Recommendations for RBF

1. Acknowledged and appreciated the contribution and support by USAID RDMA; US DOI; Coral Triangle Center (CTC) for the Cross Cutting Initiatives Workshop in September 2019;
2. Noted on the proposal for the rebranding of RBF to CT-SBF (Coral Triangle Sustainable Business Forum). A concept paper will be distributed to NCCs for review;
3. Accepted and agreed to the RBF's roadmap developed at the Cross Cutting Initiatives Workshop (Annex 40); and
4. Endorsed the RBF 2020 Activities:
 - a. Partners (WWF and CTC) in collaboration with RS and NCCs to develop a concept paper on the rebranding of RBF to "CT-SBF" (Coral Triangle Sustainable Business Forum) for distribution and review by Q1 2020;
 - b. Partners (WWF and CTC) in collaboration with RS and NCCs to develop an initial scoping for the RBF "**Value Proposition**" and private sector mapping activity. Completed by end of Q3 2020.
 - c. RS and NCCs to engage relevant ministries within CTI-CFF countries to help engage private sector (i.e. Trade/Commerce)
 - d. Capitalizing on CTI Summit; RS in collaboration with Partners to organize a small, high-level roundtable meeting with heads of state, business owners/CEOs of multinational companies. To be completed by end of Q4 2020.





Thank you | Terima kasih | Maraming salamat
Tagio tumas | Tank iu | Obrigado

