



GLOBAL FUND FOR  
**CORAL REEFS**

**ANNUAL NARRATIVE REPORT:**  
**Mamuhunan sa mga MPAs**  
July – December 2022

**Report submitted by:**

Blue finance

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## Programme Overview

Programme Title & Project Number	Programme Duration
<b>Programme Title:</b> Mamuhunan sa mga MPAs ('responsible investment in MPAs') <b>Programme Number:</b> 00129652	<b>Start Date:</b> July 2022 <b>End Date:</b> December, 2029
Programme Location	Co-recipient Organisation/s and Implementing Partners
<b>Country:</b> Philippines  <b>Priority Coral Reef Site/s:</b> North Oriental Mindoro, Calamian islands, Tanon Strait Protected Seascape	<b>Co-recipient Organisation/s:</b> UNCDF  <b>Implementing Partner/s:</b> Blue Alliance, Blue you, Rare, Uba SI
Total Approved Budget	

**Total GFCR Budget:** 3,094,520 USD

**[Convening Agent]:** Blue finance

**[UNCDF Blue Bridge, if applicable]:** 1,819,446 USD

**Total Approved co-financing from other sources:** 1,022,000 USD

**[Co-funder 1]:** IUCN Eba Fund USD222,000 (grant)

**[Co-funder 2]:** UBS Optimus foundation: USD100,000 (grant)

**[Co-funder 2b]:** UBS Optimus foundation: USD500,000 (impact loan)

**[Co-funder 3]:** Genesys Charitable foundation: USD200,000 (refundable grant)

**GFCR Preparatory Grant awarded from proposal development: Yes**

Programme-Level Indicators	Targets ( 2029)	2022 Progress
<b>Commercial Fish Biomass</b>	Increase commercial reef fish biomass to >40 mt/km2 in MPAs	Average Baseline commercial reef fish biomass in MPAs (mt/km2): 20.2 (min: 2.5 ; max: 36.7)
<b>Live Coral Cover</b>	Ensure no decline in coral cover over time inside MPAs	Average live coral cover in MPAs: 26.7% (min: 9.8%-max:43%)
<b>Proportion and Area (Ha) of reefs in associated ecosystems with effective management</b>	53 822ha	5 200ha in VIP-Oriental Mindoro
<b>Investment capital leveraged</b>	US\$23m (14M debt + 9.3M equity)	US\$0.7m Debt + refundable grant
<b>Grant co-financing leveraged</b>	US\$1m	US\$0.32m
<b>Beneficiaries and Livelihoods Impacted</b>	585 new jobs in total 1,200 individuals with increase in incomes 75,000 fishers benefiting from greater yields 250,000 individuals with greater coastal protection (Approx. 5% of 5,000,000 individuals benefited from enhanced protection against coastal flooding and erosion)	25 new full time equivalent jobs (MPA + community rangers) + 20 resource monitors with monthly benefits 20,000 fishers (incl. families) potentially benefitting from greater fishery yields (through spillover and larval export) 60,000 individuals with greater coastal protection through mangrove and coral reef conservation

<b>Coral-positive Enterprises</b>	~40 (20 fish farmers, 10 mangrove owners, 4-5 sea cucumber communities, 4-5 other projects)	2 fish farmers
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## 1. Executive Summary

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To enhance the management of the MPAs in Philippines, the Global Fund for Coral Reefs supports an 8-year programme led by Blue finance. Launched in July of 2022, the programme named 'Mamuhunan sa mga MPAs ('responsible investment in MPAs') is setting up a facility aimed at building well managed and financially sustainable MPAs. The objectives - 2030, are to:

- Enhance the management capabilities and financial sustainability of more than 80 MPAs
- Regenerate approximately 54,000 ha of high-biodiverse coral reefs and overfished fishing grounds
- Have a positive impact on the livelihoods of an estimated 300,000 fisher and coastal community members (the majority of whom are below the poverty level)

The initiative commenced with a pilot site in North Oriental Mindoro, in the Verde Island Passage (VIP) area, where innovative long-term delegation of management agreements have been signed for a network of MPAs. These agreements are arranged between local governments and Blue Alliance (BA), a sister company of Blue finance. BA is a special purpose entity (SPE) created specifically for the management of the MPAs. BA board includes well-embedded local community partners.

The MPAs aim to become financially sustainable by creating tangible revenue streams that are reinvested directly back into each MPA through Blue Alliance. For North Oriental Mindoro MPA network, first revenues are expected by end-2023 until financial sustainability of the MPAs is attained by 2026 (i.e., covering their annual operational expenditures).

Main revenues will come from the following pipeline of reef-positive solutions, which are already in development:

• **Reef Positive Solution #1:** Responsible ecotourism programmes generating contributions to the MPAs through new product development and facilities, destination & product marketing, tourism awareness and engagement campaigns; Revenues are expected to start in Q4 2023. More precisely, the following progress have been made:

- in Puerto Galera, we have been raising awareness and engagement with tourism stakeholders with the objective of raising voluntary donations. For scuba diver visitors, we are initiating partnerships with dive resorts and opening the opportunity to present our management and protection work, along with various donation options to resort guests. For non-diver visitors we are developing audio/visual visitor centre's and virtual reality experiences, and the fees charged for these experiences contribute directly to MPA management.
- For San Teodoro Punta Ilag MPA, a high-potential dive site, close enough to Puerto Galera to attract scuba visitors, we are developing a deeply immersive and intimately guided underwater experience to attract divers.
- At Calapan Harka Piloto MPA, a site with exceptional dive potential, but with negligible tourist volumes and little suitable infrastructure, the challenge is more long-term. We are engaged with local government in exploring infrastructure options, and once decided a destination marketing exercise will be initiated.
- We are also exploring and documenting new dive sites in the area, with the objective of drawing new divers and generating revenue for MPA protection, but also with the objective of attracting divers from high density dive areas to lower overall diver densities across the MPA network.
- The destination marketing portal is in development (example: <https://www.visitturneffe.org/>);

- **Reef Positive Solution #2:** A highly engaging visitor centre, ‘The Sea Sensorium’, getting guests in touch with fascinating marine life in new and exciting ways, through high-tech interactive experiences; the creative concept has been developed, site lease signed with local government ([aerial photo](#)) in Puerto Galera and architect and project manager engaged ([draft building perspectives](#)); Next steps include final designs, permits, production & construction, pre-opening operations. Pre-opening is expected in Q3 2024;
- **Reef Positive Solution #3:** Restoration and conservation of mangroves as major carbon sinks and key ecosystems for coastal management. Projects will generate Blue-carbon credits through a close partnership with communities and Uba Sustainable Institute, an international carbon credit expert company. First activities, following the preparatory works, have focused on the recruitment of the local project management team, satellite-based analysis of the historical situation of mangrove in VIP, ownership assessment of the different mangrove plots and desktop analysis of sea level rise in the region; Next steps include the seedling-planting programme, agreements with owners as well as the certification of credits. First revenues coming from potential credit off-taker are expected by Q2 2024.
- **Reef Positive Solution #4:** A hatchery/nursery company of mangrove crabs (*S. serrata*) providing crablets to fishpond owners and local communities through a extensive grow-out approach. The solution prevents the over-exploitation of wild stocks, generates incomes for coastal households and regenerates mangroves in fishponds. The project is implemented in VIP Or. Mindoro with Blueyou, an international aquaculture expert company. The project has started with a 18-month grow-out pilot phase broken down in 3 cycles of growth and harvest. Pilot will confirm biological and physical conditions of the extensive grow-out approach while the final design and construction of the hatchery/nursery facility is completed. Activities implemented so far include the recruitment of a local project management team and local experts; farming agreements have been formalised with 2 initial local fishpond owners for the pilot and initial locations identified for the hatchery/nursery facility. First revenues from the sales of the adult crabs are expected in Q3 2024.
- **Reef Positive Solution #5:** A hatchery/nursery company of sea cucumber (*H. scabra*) providing fingerlets to local communities through a extensive grow-out approach in shallow coastal areas. The pre-feasibility study has been completed confirming the potential for sea cucumber aquaculture in & around VIP and Calamian MPA areas. The best areas for sea cucumber grow-out have been pre-identified as well as potential locations for the hatchery and nurse facility. The feasibility study with comprehensive field assessment will now confirm exact locations and finalise detailed financial models.
- **Other revenue streams** are being explored from plastic recycling, fishery improvement projects and other small scale aquaculture businesses. Their feasibility is expected to be completed before Q3-2023 with potential development starting in Q4 2023 for selected solutions.

In parallel, Blue finance has designed an innovative “**MPA blended finance facility**” to provide adequate upfront and early-stage capital for the establishment of sustainable MPAs. The facility leverages the support from the Global Fund for Coral Reef and syndicates catalytic funding from other donors with concessional loans from impact investors.

UBS optimus has already signed a long term loan for US\$500k and Genesys Charitable foundation has signed a US\$200k refundable grant agreement, both for the present project in Oriental Mindoro. The

loan has an interest rate relief, based on social & environmental outcomes (the more the MPA performs, the less interest to be paid).

Other investors such as Mirova Natural Capital and BNPPARIBAS have confirmed interest in the facility and are finalising their loan agreement. The facility goes beyond Philippines and aggregates also Blue finance's other MPA projects in the Global South (Belize, Indonesia, Tanzania).

The Key Performance Indicators (KPIs) for the facility are being designed with the investment partners (and GFCR).

In addition to the facility, progress has been made with insurance companies to provide business interruption insurance for Or. Mindoro MPAs (through Blue Alliance) in case of extreme climate event.

In the field, with the catalytic support of Global Fund for Coral Reefs, and other donors, the MPAs have been implementing initial activities in Or. Mindoro MPA network related to environmental compliance (more than 1,500 hours of patrolling to control illegal fishing), community engagement (x24 events), conservation actions (e.g. invasive crown-of-thorns removal campaigns), and community livelihood development (3 programs in progress).

At the same time, in MPAs in VIP-Or. Mindoro, baseline ecological data has been collected on coral reefs and fish populations as well as baseline socio-economic data (through fish catch landing campaigns).

Baseline data from the MPA stations show an average of:

- Live coral cover: 27% inside the MPAs
- Commercial reef fish biomass: 23mt/km<sup>2</sup> inside the MPAs

We will monitor changes over time, as well as inside and outside MPAs, in order to determine if/how our MPAs are functioning<sup>1</sup>.

Primary next steps during 2023 include:

- Implementation of the pilot mangrove crab farming, finalise the REDD+ study for blue carbon project, start the construction for the sea sensorium visitor centre, complete feasibility studies for sea-cucumber and fish supply chain.
- Continue the development and implementation of the MPA programmes in community development & engagement, biodiversity conservation & science, management & infrastructure, law compliance/park protection.
- Continue the discussion with investors to finalise the blended finance facility.
- Continue the expansion of the programme with additional MPAs in the VIP and Calamian areas.

## I. Programme Objectives

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### **Main objective:**

This programme will contribute to the effective management and the financial sustainability of Coral Reef Marine Protected Areas (MPAs) in the Philippines. The approach relies on arranging long-term management concessions for the MPAs structured as Special Purpose Entities, on developing tangible

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<sup>1</sup> It should be noted that some MPAs like San Teodoro for example exhibit different geological formations from the other sites – in that they consist of isolated sea mounts surrounded by sand and rubble. Coral cover on these sites therefore was not historically as high, as other formations, and so this is why it is important to track temporal evolution trends rather than comparison with other sites.



revenue models for the management of these MPAs and on securing their up-front financing needs through private investment capital. The approach will be implemented through a Development Facility and Blended Finance Investment Facilities for MPAs. Initial revenue models include MPA user fees, visitor centre and sales of blue carbon credits. The MPA SPEs will invest also in reef-first businesses linked to eco-tourism, coastal aquaculture of overfished reef species and reef fisheries transition. This allows the MPA SPEs to contribute to the design of the reef-first businesses to ensure synergies with MPA management and receive dividends that contribute to MPA SPE management costs.

**Outcome 1: “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”**

Output 1.1 Increased area of climate refugia and priority sites designated as MPAs

Output 1.2: Strengthened management, enforcement and monitoring systems of MPAs by SPEs

Output 1.3: A MPA Development Facility prepares and manages public and private investment for MPAs to address key drivers of coral reef degradation

Output 1.4: MPA blended finance investment facilities mobilise public and private investment for MPAs to address key drivers of coral reef degradation

**Outcome 2: “Transforming the livelihoods of coral reef-dependent communities”**

Output 2.1: A Development Facility is established and a pipeline of reef-positive businesses that generate returns for MPAs and address key drivers of coral reef degradation in & around the MPAs is developed.

Output 2.2: The MPA blended finance investment facilities mobilise public and private investments for reef-positive businesses that generate investment returns for MPAs and address specific drivers of coral reef degradation

Output 2.3 Strengthened and harmonized policies, strategies, plans and financing from the government for improved environmental biodiversity protection

## II. Programme Implementation & Results

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### A. Programme Results Overview

Even with a start not before mid-2022, the programme has been able to achieve significant progress with results already visible.

The summarised activities and outputs achieved are:

**A. More than 80 activities in fundamental fields of conservation and MPA operations have been implemented in the MPA network in VIP-North Oriental Mindoro:**

- Control of illegal fishing through daily patrolling in & around the MPAs (1,500 hours approx.)
- Incorporation of the MPA management team and enforcement team

- Purchase of basic scientific and surveillance equipment, vessel and ranger's stations
- Training for enforcement officers and community rangers X4 (in addition to monthly BD meetings in each municipality and quarterly enforcement orientations) (ave. 25 persons),
- Community engagement and awareness campaigns – 24 events – Coastal Clean Ups (150 persons) x 3 times per year x 4 LGUs; Public Consultation in Calapan – 320 persons, Puerto Galera – 28 persons); People Organisation's (PO) meetings – 80 persons x 2 times per year x 4 LGUs; MPA Summit – 80 persons; Sea Turtle Training – 25 persons
- Community development through 3 livelihood programmes including training for micro-enterprises (X3 trainings);
- Monitoring of coral reefs, fish populations, mangroves and fishery productivity through baseline ecological data collection campaigns
- Marine conservation activities through invasive crown-of-thorns removal campaigns (X20 campaigns, 20 COTs Warriors (Fishers who remove COTs) +24,000 individuals removed) and sea-turtle management of nesting sites & interventions
- Monthly meeting with the Municipal Coastal Resource Management Coordinators (CRM)

*These activities have contributed to outcomes 1.1 and 1.2*

**B. Preparatory activities for the pipeline of Blue Economy reef-positive businesses including:**

- a. Responsible ecotourism programmes,
- b. A highly engaging visitor centre, 'The Sea Sensorium'
- c. Blue carbon credits through REDD+ and restoration mangrove projects
- d. A hatchery/nursery of mangrove crab,
- e. A hatchery/nursery of sea cucumber
- f. Fishery supply chain improvements
- g. Plastic recycling

A detailed strategy and implementation plan have been drafted with two expert partners (Blueyou and Uba Sustainable Institute), as well as with community organisations and other local partners. The two expert partners have incorporated their teams locally and started activities in the field with the pilot mangrove crab farming through selected fishpond owners and mangrove mapping respectively. In parallel, a pre-feasibility is under way for sea-cucumber ranching, plastic recycling and fishery supply chain improvement.

*These activities have contributed to outcomes 1.3 and 2.1.*

**C. Design and fundraising activities for the MPA blended finance facility with the following progress:**

- UBS Optimus has signed the loan agreement for US\$0.5m (10y term, interest linked to KPIs)
- Genesis Charity has signed the refundable grant agreement for US\$0.2m.
- Two funds from Mirova Natural Capital (Nature+ and Sustainable Ocean Fund) as well as BNPPARIBAS have confirmed a commitment for an impact loan to Blue finance for the project in Philippines
- The Investment memo has been presented to several impact investors (Mirova Natural Capital, Nature+, BNPPARIBAS, UBS optimus, Genesis, Triodos)

*These activities have contributed to outcomes 1.4 & 2.2.*

**Feasibility studies for reef positive businesses:** studies planned: 7

See table in Annex A

**Sustainable livelihood opportunities created:**

SPE Blue Alliance: 12 EFT jobs (Equivalent Full Time)

Bantay dagat (Community rangers) – 13 EFT jobs (26 beneficiaries)

COTs Warriors (Community resource monitors) – 20 (supported with rice not cash)

**Reef-positive solutions incubated:** 5 solutions in incubation (with a final objective of 8 solutions incubated at the end of the programme) and 2 solutions in pre-feasibility

- Mangrove crab hatchery, nursery and grow-out farming (see table in Annex A)
- Sea cucumber hatchery, nursery and grow-out farming (see table in Annex A)
- Blue carbon credits from mangrove restoration/conservation (see table in Annex A)
- Sea sensorium visitor centre
- Ecotourism facilities and services

Other solutions are being explored (plastic recycling, fishery improvement projects and other small scale aquaculture businesses)

**Sustainable financing mechanisms:**

The MPAs aim to become financially sustainable through the revenue streams generated by the different Reef-positive solutions and reinvested directly back into each MPA. For Or.Mindoro MPAs, first revenues are expected by end-2023 until financial sustainability of the MPAs is attained by 2026 (i.e., covering their annual operational expenditures).

**Impact loans and refundable grants:**

Progress 2022: 2 investors have signed impact loans/refundable grants. More than 10 impact investors have been contacted for the MPA facility. 4 have confirmed their interest. The impact loan facility is being designed to aggregate all MPA projects and different investors.

Objective 2023-2024: 3 additional investors committed for the MPA facility

Objective 2024-2025: 2 additional investors committed for the MPA facility

**Business interruption insurance**

Progress 2022: Contacts have been made with 2 insurance companies to provide business interruption insurance for the SPEs in case of extreme climate event.

Objective 2023-2024: Insurance terms and premiums are finalised and implemented for 1 MPA network

Objective 2024-2025: Insurance terms and premiums are finalised and implemented for 2 MPA networks

**Coordination mechanisms:**

Progress 2022: 24 events have been held with communities ('people organisations') and with provincial and local governments (Mayor's team, Coastal Resources Management Coordinators, and environmental offices) confirming their support and collaboration for the PPP approach and in delivering permits.

Objective 2023-2024: 25 events will be held with communities and local governments for the PPP approach and reef-positive businesses permits and supports.

Objective 2024-2025: 25 events will be held with communities and local governments for the PPP approach and reef-positive businesses permits and supports.

**Technical Assistance Facilities and/or Special Purpose Entities:**

Progress 2022: The technical assistance facility is operational and 1 SPE ('Blue Alliance Oriental Mindoro) is actively managing the MPA network (implementing law enforcement, community development, biodiversity monitoring & conservation and management & infrastructure)

Objective 2023-2024: The technical assistance facility is operational and 2 SPEs are actively managing MPA networks

Objective 2024-2025: The technical assistance facility is operational and 3 SPEs are actively managing MPA networks

#### **Practitioners trained:**

Progress 2022: 8 training sessions have been held with rangers (X4 e.g. enforcement capacities), local communities (X1 on sea turtle) and entrepreneurs (X3 e.g., crab farmers). 80 beneficiaries achieved.

Objective 2023-2024: 8 trainings to be held with rangers, MPA management team, local communities and entrepreneurs. 90 beneficiaries

Objective 2024-2025: 8 trainings to be held with rangers, MPA management team, local communities and entrepreneurs. 60 beneficiaries

#### **Institutional agreements:**

Progress 2022: 1 agreement has been achieved with local governments for additional MPAs under co-management. 2 agreements have been achieved with 2 local fishpond owners

Objective 2023-2024: 3 agreements will be achieved with local governments for additional MPAs under co-management. 3 agreements will be achieved with local fishpond owners and 1 fishery cooperative

Objective 2024-2025: 3 agreements will be achieved with local governments for additional MPAs under co-management. 9 agreements will be achieved with local fishpond owners and 2 fishery cooperatives

#### **Beneficiaries:**

Progress 2022: 30,000 individuals

25 EFT (Equivalent Full Time) jobs (MPA + community rangers), 20 resource monitors (in kind benefit) ; 20,000 fishers (incl. families) potentially benefiting from greater fishery yields (through spillover and larval export in Or.Mindoro MPAs); 10,000 individuals with greater coastal protection through mangrove and coral reef conservation (approx. 5% of 220,000 individuals benefited from enhanced protection against coastal flooding and erosion) Or. Mindoro

Objective 2029: 300,000 individuals

585 new jobs in total; 1,200 individuals with increase in incomes; 75,000 fishers (which includes all of VIP , Calamian and Tanon Strait Protected Seascape) potentially benefiting from greater yields; 250,000 individuals with greater coastal protection (approx. 5% of 5,000,000 individuals benefited from enhanced protection against coastal flooding and erosion)

## **A. Monitoring and Evaluation**

## Biophysical Monitoring

During the reporting period, work focused on determining sensible baselines from which MPA Impacts can be determined as well as Key Performance Indicators (KPIs). Guidelines for metrics for Impact Investment were also developed.

Monitoring was completed at 22 stations in Oriental Mindoro (Table 1). Sites were established at known existing monitoring locations<sup>2</sup> and other areas that were deemed representative of general reef conditions. Four types of monitoring sites were established. These include:

- Core: No-take zones within MPAs,
- Control Sites: Fishing-allowed zones outside MPAs<sup>3</sup>
- Sustainable Use: Limited fishing allowed (only in Puerto Galera) inside MPAs
- Potential MPAs: Areas proposed by either the Blue Alliance or the government as MPAs, but not yet designated

Table 1: Monitoring Sites

Area	Core	Controls	Sustainable Use	Potential MPAs
Calapan	Harka Piloto Calero - Salong MPA	Anaganahau Calero-Salong Control	N/A	Harka Piloto fishing Baco Chico Baco Medio
Baco *	Baco MPA	N/A	N/A	N/A
San Teodoro	Punta Ilag Fish Sanctuary	Punta Ilag Control	N/A	N/A
Puerto Galera	Coral Garden Giant Clam	Recodo Daluran Minolo	Sapangan West Escarseo Balay Tigue	N/A

\* In the case of Baco, only one station established due to unavailability of a reef site outside of the MPA

We report here on the **6 Core, 3 Sustainable Use and 3 Potential MPAs sites**. Control Site data will become important from year 2, where some (small) impact of management efforts might be observed on fish biomass due to the expected reduced levels of fishing effort.

## Monitoring Method

Data was collected on a range of indicators, however live hard coral cover, physical damage index, fish biomass and diversity which are most relevant to reef health and the impact of our management efforts are reported here. Fish productivity monitoring (outside MPAs) is in process and will be reported on in the 2023 progress report.

<sup>2</sup> Reef Check and Community Monitoring

<sup>3</sup> Control sites were chosen to be as close as possible to Core reefs - *inter alia* reef type, depth, environmental conditions.

Coral and reef fish assessments were carried out along 2, 50m transects per site. Each transect was laid on the reef crest, approximately 5-10 meters deep, parallel to the shoreline and following the depth contour.

Benthic surveys were carried out via the photo transect method which is a modification of the widely used line intercept transect (LIT) described by English et. al. (1997). Photographs taken were analysed for percent cover of live hard and soft corals (Genus or Family), macroalgae, coral rubble, dead corals, dead corals with algae, dead standing corals and sand/silt.

A Physical Damage Index was also calculated to give an indication of the extent and severity of physical damage to coral colonies. In this study we utilized Physical Damage Index (Raymundo et al., 2009)<sup>4</sup>, where the closest value to 1 signifies a higher degree of damage and is calculated as follows:

$$\text{Physical Damage Index} = \frac{\text{coral rubble} + \text{dead standing coral}}{\text{Coral rubble} + \text{dead standing coral} + \text{live hard coral}}$$

For reef fishes, visual censuses were surveyed within a 10-meter band (500m<sup>2</sup> area per transect). All reef fishes observed along the observation area were identified to species using the identification guide (Allen et al. 2003), individually counted, and total length (cm) estimated for determining fish biomass. The subset of commercial species was extracted for further investigation

Monitoring for commercial fish is being complemented with CPUE (Catch Per Unit of Effort) data for productivity. Catch per Unit Effort refers to the use of catch records for a stipulated standard effort (time or gear) to assess fish productivity (and livelihoods). It is a direct measurement of the potential improvements of MPAs on fish productivity in the adjacent fishing ground and an indirect measurement of the abundance of target species within the MPAs. Improved catches outside the MPA are expected to occur via spillover (and larval export). The underlying theory (of spill over) being that population sizes and abundance increase within protected areas and then will cross the boundary into adjacent fishing grounds, where they can be captured. Many reef fish have small home ranges and especially given the small sizes of our MPAs, the spill over area is expected to be in the range of 1 km per side of the MPAs for the primary commercial reef species (*Scaridae sp.*, *Acanthuridae sp.*).

This last metric responds to both socio-economic conditions – affecting the livelihood of Fishers and as an indicator of reef fish abundance. The CPUE data collection is in process with fish landing data being collected in several locations and experimental CPUE with selected fishers around the MPAs, due to start in this second quarter of 2023.

Data will be statistically analysed to determine if there are changes in fish biomass and fishery productivity inside and outside MPAs. However, no strong conclusions can be made until there is adequate temporal data collected.

## Monitoring Results

<sup>4</sup> Raymundo, L. J., Halford, A. R., Maypa, A. P., & Kerr, A. M. (2009). Functionally diverse reef-fish communities ameliorate coral disease. *Proceedings of the National Academy of Sciences*, 106(40), 17067-17070.

Collected data is in the process of being uploaded to Data Mermaid (a global database for coral assessments). Temporal data will aid us in determining if differences between sites is due to fishing pressure and physical elements or simply different morphologies. Selected summary data for the MPAs and proposed MPAs only is presented here to provide a glimpse of our baselines (Table 2).

Table 2: Selected results for MPA Core (in gray), MPA Sustainable use (in blue) and potential MPA Sites (in white) in Oriental Mindoro

	Calapan					Baco	San Teodoro	Puerto Galera					Average
	Harka Piloto MPA	Calero Salong MPA	Harka Piloto fished	Baco Chico	Baco Medio	Baco	Punta Ilag Fish Sanctuary	Coral garden	Giant clam	Sapangan	West Escarseo	Balay Tigue	
Live hard coral cover (%)	42.6	29.5	34.7	34.5	38.9	29	14	36	14.5	18.2	18.1	9.8	26.7
Physical Damage Index	0.25	0.49	0.33	0.36		0.33	0.77	0.45	0.71	0.78	0.4	0.81	0.5
Reef fish species diversity (spp/500m <sup>2</sup> )	52.8	36.2	46.0	51.5	53.5	55.0	63.5	79.0	60.0	58.5	65.0	52.5	56.1
Reef fish biomass (mt/km <sup>2</sup> )	22.9	7.0	17.5	85.0	43.5	47.7	37.5	63.3	46.9	24.1	68.1	17.0	40.0
Commercial reef fish biomass (mt/km <sup>2</sup> )	10.1	2.5	4.0	17.1	17.0	30.0	28.5	29.2	36.7	11.5	35.7	5.5	20.2

### Coral Assessments

Corals from 43 genera were reported, with the top 5 species Porites (33%), Acropora (10%) and Seriatopora, Montipora and Pocillopora (5%). All reefs were dominated by hard corals with an average of 26.7%. The highest cover found at Calapan’s offshore islets - Harka Piloto (43%) and Baco Chico (34.5%) & Baco Medio(40%). These also displayed relatively low physical damage indices. The heavily dived Coral Garden in Puerto Galera also has relatively high coral cover (36%) with a relatively low Physical Damage Index (0.45) while the neighbouring Giant Clam – another popular site - exhibited relatively low coral cover (14%) and a high Physical Damage Index (0.71).

### Fish Assessments

A total of 307 reef fishes belonging to 39 families was recorded.

Species diversity averaged 56.1 (spp/500m<sup>2</sup>), with highest diversity found at Puerto Galera’s Coral Garden - 79 spp/500m<sup>2</sup> followed by Punta Ilag - 63.5 spp/500m<sup>2</sup> and the lowest at Calero Salong in Calapan – 36.2 spp/500m<sup>2</sup>. All sites were dominated by the small sized (<20cm) non-fishery target Pomacentridae spp. The important food fishes – Lutjanidae spp. (Snappers) were observed only at San Teodoro and Baco and the elusive Serranidae spp (grouper) seen only in Puerto Galera and Calapan.

Fish biomass averaged 40 mt/km<sup>2</sup> and ranged from the heavily fished Calera Salong MPA – 7 mt/km<sup>2</sup> to the unprotected, but relatively-distant, proposed-MPA of Baco Chico – 85 mt/km<sup>2</sup>.

When one examines the subset of commercial reef fish, the biomass falls to an average of 20.2 mt/km<sup>2</sup>. Biomass is highest at the proposed MPA sites of Giant Clam – 36.7 mt/km<sup>2</sup> and lowest at Calapan’s Calero Salong -2.5 mt/km<sup>2</sup>.

### **Water Quality**

Water quality monitoring is planned for May 2023 in association with the University of Oriental Mindoro. Physical parameters as well as nitrates, phosphates, DO will be carried out during the warm water month (May) and cold month (February).

### **Climate Refugia**

In terms of climate refugia, bleaching was not recorded in our project sites 2022 and to date. It is too early to make definitive statements but Oriental Mindoro reefs do not appear to be majorly affected by high SSTs.

### **Socio-economic**

Socio- economic indicators are measured in terms of livelihoods. The metrics allow for measuring either directly or indirectly, improvements that will allow individuals to better secure the basic necessities of life. Indicators monitored are:

- #jobs (equivalent full time)
- #beneficiaries (direct & indirect; male and female). This information is reported in section II A – programme results.
- Catch per Unit Effort (CPUE) –described in the Monitoring section.

### **Establishing Targets**

Targets have been established for:

#### **1. Biodiversity**

##### *1.1 Live Hard Coral Cover*

Target - no decline in Live Hard Coral Cover

*Baseline – average 27%*

Hard coral cover is direct indicator of reef health. Reef system processes are also very complex and at the same time, these ecosystems are impacted by a plethora of local and global factors, within and outside the borders of MPAs; and therefore some are also outside the ability of MPA managers to directly manage. The scientific literature (and common sense) is however clear that a reduction of local stressors will be beneficial to marine ecosystems {Steneck, 2019} even if this is not evidenced during investor time frames and/or conservation action is confounded by factors outside of our control (incl. Global Climate Change). We can however reduce physical actions of unsustainable and destructive fishing, as well as anchor damage. We will also work with LGU and farmers to aid in reducing terrestrial flows to the sea. With this in mind, we believe a reasonable target is to maintain hard coral abundance at baseline levels – average 27%

##### *1.2 Commercial Reef Fish Biomass*

Target - Increase commercial reef fish biomass to >30 mt/km<sup>2</sup> in MPAs

*Baseline – average 20 mt/km<sup>2</sup>*

Generally, reef fish measurements act as proxies for reef health, with high levels of reef fish known to provide coral reefs with higher levels of resilience (Mumby et al., 2021). The increase in biomass of commercial species in particular however, is a direct indication of improvements to the ecosystem due to the enforcement carried out by Bf projects, as biomass of commercial species specifically reflects the level of fishing pressure. Fishery extraction targets large-sized, top trophic level, high market value



species for their economic importance. Hence, with the absence or reduction of fishing activities, an increase in both abundance and biomass of top trophic level fish species is expected. Our enforcement activities have already been enhanced to address these issues.

## 2. Management

*Management Effectiveness Assessment Tool (MEAT)*

Target – increase MEAT score to 65 (Level 3) for all MPAs

**Baseline – average 33 (Level 1)**

Our aim is for all MPAs under the Blue Alliance purview to be at least Sustained – as indicated by achieving Level 3. This means an established, functioning body, capable of enduring. It must have a Management Plan, Management Body, Financing capacities, Community participation, Enforcement and IEC (Information, Education, Communication) Plans.

## 3. Blue Carbon

*# ha Mangroves conserved/restored*

Target – To Be Defined (The field work assessment was completed April 30<sup>th</sup>)

**Baseline – TBC**

Mangroves act as carbon sinks and the goal for this metric is to be used as a proxy for CO<sub>2</sub> emissions reduced or avoided. The size of the mangrove forests that are being effectively managed and the size of restoration areas has been assessed. This allows for not only the initial stage of developing carbon credits, but also addresses climate change adaptation and mitigation. Mangrove restoration has had proven success in some of our project sites, such as the Silonay MPA in Oriental Mindoro (OM). Their expertise with mangrove nurseries and replanting is used in other sites. Effectively managed refers not only to the forests being physically located within an MPA, but also evidence of enhanced enforcement to reduce illegal activity.

## 4. Livelihoods

*4.1 Improved Catch – Experimental Catch Per Unit Effort (CPUE) (Fish biomass - Kg per day)*

Target & Baselines – in progress

This metric directly measure improvements in Fishers’ and their families’ ability to earn adequate income. Experimental CPUE campaigns are carried out with existing Fishers, under the control of MPA scientific teams. Fishers monitor their catch under the same conditions: time, period of the year (moon phase and tides), locations and fishing technique (hook and line). Gear and fishing techniques selected are the most common fishing methods in the area and for our target species. Equipment and bait are provided, to reduce bias. The same protocols are applied for each monitoring event. Fishing effort is split into different areas, within fixed distances of the MPA boundary – 50m, 200m and >200m.

*4.2 # Local MPA staff employed (Days worked – FTEs)*

Target – 585 new jobs

**Baseline – 0**

This metric directly measures improvements to livelihoods, due to incomes from MPA employment. It refers to circumstances where MPAs have expanded employment and/or created jobs - lasting more than a month. The time that employees/contracted persons that have received incomes from BA during the year is transformed and reported as Full time equivalent (FTE) positions and aggregated annually. A

FTE is a unit to measure employed persons in a way that makes them comparable although they may work a different number of hours per year. 1 FTE unit is equivalent to 260 working days.

#### **4.3 # Employees of Micro, Small, and Medium Enterprises (MSMEs) supported**

**Target - Individuals supported - 1,200 (50% female, 50% male)**

**Baseline – 0**

Support is defined as assistance from the project, with the purpose of building resilience. It includes *inter alia* provision of money and training. Training can include both long and short term academic programmes as well as seminars, workshops, conferences, on the job training, observational study and distance learning. (ORRAA 2022).

We continue to collaborate with Dr. Emily Darling to ensure that GFCR M&E indicators are incorporated in our monitoring programme.

#### **Lessons Learned:**

Ensure the strength of the MPA team, with partners providing complementary but not essential services.

#### **Challenges:**

Our primary challenge was due to partners from MINSU (University of Oriental Mindoro) failing in their tasks. We partnered with MINSU for the biophysical monitoring as they have expertise in sea grass and mangrove and benthic data collection while Blue Alliance has expertise in fish. However, our team is still awaiting data on mangroves and seagrass and resorted to taking their benthic data and getting it analysed by a consultant, due to their tardiness. Benthic training has already taken place for staff of Blue Alliance so that for the next monitoring event – it can all be done in house.

#### **Timeline for Targets:**

Preliminary targets have been established. Data from the 2023 monitoring event will aid in verifying or modifying targets if they appear either unattainable or the opposite.

#### **Selected Citations:**

Gomez, E.D. & Alcala A.C. (1979). Status of Philippines Coral Reefs 1978. In Proc. Int. Symp. on Marine Biogeography and Evolution in the Southern Hemisphere, 17-20 July 1978, Auckland, New Zealand, DSIR inf. Ser. 137, 663-669.

Nañola, C., Aliño, P., Arceo, H., Licuanan, W., Uychiaoco, A., Quibilan, M., ... & Gomez, E. (2006). Status report on coral reefs of the Philippines-2004. In *Proceedings of the 10th International Coral Reef Symposium, Okinawa, Japan* (pp. 1055-1061).

Hilomen, V. V., C. L. Nañola Jr, and A. L. Dantis. "Status of Philippine reef fish communities." *Gomez (eds) Philippine coral reefs, reef fishes, and associated fisheries: status and recommendations to improve their management. GCRMN Report Appendix B* (2000).

## B. Protected Areas Management Effectiveness

Management effectiveness is determined by the Management Effectiveness Assessment Tool (MEAT). The MEAT was developed to assess the effectiveness of MPA management in the Philippines (Alino 2011) and indicate where management improvements can be made. These assessments encompass 3 broad categories of management improvement: biophysical, socio-economic and governance.

MEAT assessments are carried out via the use of questionnaires. The effectiveness of the MPA itself however depends on an assessment of a number of biophysical and socio-economic indicators via a scoring system that renders qualitative data - quantitative. The outputs allow for a gauge on:

- i. The level of effort made by the MPA via Overall score which is used as a proxy for how well the MPA functions. Scores are out of 84.
- ii. The effectiveness of management– via levels which are based on thresholds that MPAs must achieve.  
Level 1 – Established,  
Level 2 – Strengthened,  
Level 3 – Sustained and  
Level 4 – Institutionalised.

For each level there is a minimum score, all threshold questions achieved and a number of years that the MPA must have been in operation – prior to advancing to the next level;

- iii. Management Focus – allows one to gauge where the strengths and weaknesses are.

The KPIs utilize the Overall Score as seen in the following tables:

Table 3: List of criteria addressed during MEAT assessment

MANAGEMENT FOCUS
<b>Management Plan</b>
1.2.1 Management Plan Drafted
1.2.2 MPA plan prepared in a consultative and participatory manner
1.2.4 MANAGEMENT PLAN ADOPTED *
3.1.1 Management plan and ordinance reviewed and updated
4.1.2 MPA MANAGEMENT PLAN INCORPORATED IN BROADER DEVELOPMENT PLANS *
<b>Management Body</b>
1.2.3 Functions of MPA management body explained through IEC
1.4.1 Management body determined and identified
1.4.2 MANAGEMENT BODY FORMED AND ROLES CLARIFIED *
3.1.3 Management body able to supervise management activities of the MPA and access techniques
3.1.6 PERFORMANCE MONITORING OF THE MANAGEMENT BODY CONDUCTED REGULARLY *
4.1.1 Political support from the provincial council or LGUs
4.1.4 Coordination with LGUs and other groups clearly defined and formalized
<b>Legal Instrument</b>
1.3.1 Legal instrument declaring the MPA has been drafted
1.3.2 Consultations on legal instrument with stakeholders conducted
1.3.3 LEGAL INSTRUMENT APPROVED *
<b>Financing</b>
1.4.3 BUDGET ALLOCATED FOR AT LEAST ONE YEAR *
2.1.6 Funds accessed and used
3.1.2 FUNDS GENERATED OR ACCESSED FOR LAST 2 YEARS *
3.1.9 Sustainable financing strategy established
4.1.3 Management body capable of outsourcing funds
4.1.11 MPA FINANCIALLY SELF-SUSTAINING IN THE LAST SEVEN (7) CONSECUTIVE YEARS *
<b>IEC</b>
1.4.4 IEC activities coordinated by the management body?
2.1.7 Infrastructures maintained
2.1.8 IEC program conducted to sustain public awareness and compliance
3.1.5 IEC program enhanced
4.1.7 IEC SUSTAINED OVER SEVEN YEARS*
<b>Community participation</b>
1.1.1 MPA concept explained to stakeholders
1.1.2 MPA accepted and approved by the community or local government
<b>Enforcement</b>
1.4.5 MPA boundaries delineated
1.4.6 MPA enforcers identified
2.1.1 Enforcement plan, or its equivalent, in place
2.1.2 Marine enforcement group trained
2.1.3 PATROLLING AND SURVEILLANCE CONDUCTED REGULARLY *
2.1.4 VIOLATIONS DOCUMENTED *
2.1.5 CASES FILED OR VIOLATORS PENALIZED *
3.1.4 ENFORCEMENT SYSTEM FULLY OPERATIONAL IN THE LAST FIVE CONSECUTIVE YEARS *
3.1.10 VIOLATORS PROSECUTED AND SANCTIONED *
4.1.8 Management body can adjudicate certain cases
<b>Monitoring and evaluation</b>
1.1.3 BASELINE ASSESSMENT CONDUCTED*
1.4.7 Biophysical monitoring activities coordinated by the management body
2.1.9 Participatory biophysical monitoring in the last 3 years
3.1.7 REGULAR PARTICIPATORY MONITORING CONDUCTED *
3.1.8 Socioeconomic monitoring conducted regularly
3.1.11 Feedback system in place (for monitoring)
4.1.5 ECOLOGICAL AND SOCIOECONOMIC IMPACT ASSESSMENT CONDUCTED *
4.1.6 PERFORMANCE MONITORING AND EVALUATION SYSTEM LINKED TO AN INCENTIVE SYSTEM
<b>Site development</b>
4.1.9 Expansion strategies or resource enhancement programs initiated
4.1.10 Support facilities constructed

All MPAs in Or. Mindoro MPA network existing in 2021 (n=9 MPAs) were assessed in 2022 and will be assessed annually for the duration of our agreements. Stakeholders involved include the [Local Government Units \(LGUs\)](#) of Calapan, San Teodoro, Baco and Puerto Galera, the Bantay Dagat and BAKOD.

All MPAs scored under 45 over a maximum score of 84 in 2022. Results are :

- 1 MPA met Level II,
- 4 MPAs met Level 1 and
- 4 MPAs did not meet Level I

Table 4: Oriental Mindoro MEAT Assessment Results (2022)

Table 1				
Name of Marine Protected Area and Location	Year established	MEAT Results		
		Management Focus	Management Effectiveness Level	Overall score
Punta Ilag Fish Sanctuary Barangay Ilag, San Teodoro	2016	Management Plan 22,2% Management Body 54,5% Legal Instrument 100,0% Financing 8,3% IEC 71,4% Community participation 100,0% Enforcement 20,0% Monitoring and evaluation 25,0% Site development 50,0%	Does not meet Level 1	30/84
Tamayan Fish Sanctuary Barangay Tacigan, San Teodoro	2006	Management Plan 0,0% Management Body 54,5% Legal Instrument 100,0% Financing 8,3% IEC 28,6% Community participation 100,0% Enforcement 0,0% Monitoring and evaluation 0,0% Site development 50,0%	Does not meet Level 1	17/84
Puerto Galera Mangrove Conservation and Ecotourism Area Barangay Dulangan and Tabinay, Puerto Galera	2015	Management Plan 11,1% Management Body 72,7% Legal Instrument 100,0% Financing 33,3% IEC 42,9% Community participation 100,0% Enforcement 0,0% Monitoring and evaluation 18,8% Site development 0,0%	Does not meet Level 1	26/84
Puerto Galera Fish Sanctuary Barangay San Antonio, Puerto Galera	2006	Management Plan 22,2% Management Body 72,7% Legal Instrument 100,0% Financing 33,3% IEC 42,9% Community participation 100,0% Enforcement 0,0% Monitoring and evaluation 18,8% Site development 0,0%	Does not meet Level 1	27/84
Baco Marine Protected Area Barangay San Andres and Pulantubig, Baco	2015	Management Plan 55,6% Management Body 72,7% Legal Instrument 100,0% Financing 33,3% IEC 42,9% Community participation 100,0% Enforcement 40,0% Monitoring and evaluation 18,8% Site development 0,0%	Level I	38/84
Harka Piloto Fish Sanctuary Barangay Lazareto, Calapan City	2015	Management Plan 55,6% Management Body 45,5% Legal Instrument 100,0% Financing 25,0% IEC 42,9% Community participation 100,0% Enforcement 65,0% Monitoring and evaluation 18,8% Site development 0,0%	Level I	39/84
Silonay Mangrove Conservation and Ecotourism Area Barangay Silonay, Calapan City	2007	Management Plan 55,6% Management Body 45,5% Legal Instrument 100,0% Financing 58,3% IEC 57,1% Community participation 100,0% Enforcement 65,0% Monitoring and evaluation 25,0% Site development 0,0%	Level II	45/84
Mahal na Pangalan MPA Barangay Mahal na Pangalan, Calapan City	2019	Management Plan 55,6% Management Body 45,5% Legal Instrument 100,0% Financing 25,0% IEC 42,9% Community participation 100,0% Enforcement 65,0% Monitoring and evaluation 18,8% Site development 0,0%	Level I	39/84
Salong-Calero Coral and Seagrass Marine Protected Area Barangays Salong and Calero, Calapan City	2016	Management Plan 55,6% Management Body 45,5% Legal Instrument 100,0% Financing 25,0% IEC 42,9% Community participation 100,0% Enforcement 65,0% Monitoring and evaluation 18,8% Site development 0,0%	Level I	38/84

Progress 2022: North Oriental Mindoro: around 5,200 ha of MPAs, where activities contributing to the management effectiveness have been implemented:

- wildlife monitoring and conservation through scientific data collection campaigns.
- compliance through daily patrolling in & around the MPAs, training for enforcement officers, community engagement and awareness campaigns
- revenue stream development through preparation of the sustainable eco-tourism business and marketing plan, blue-carbon, and responsible aquaculture;

MPA team is comprised of 12 management team and 26 part-time community rangers (=13 EFT)

Objective 2023-2024: **Verde Island Passage (VIP):** 10,000 ha of MPAs, 15 MPAs + Calamian: 5 000 ha, 10 MPAs where management effectiveness will be improved with activities in:

- wildlife monitoring and conservation through scientific data collection campaigns.
- compliance through daily patrolling in & around the MPAs, training for enforcement officers, community engagement and awareness campaigns
- revenue stream development through preparation of the sustainable eco-tourism business and marketing plan, blue-carbon, and responsible aquaculture;

MPA team will comprise of 20 management team and 50 community rangers

Objective 2024-2025: VIP: 12,000 ha of MPAs, 20 MPAs + Calamian: 10 000 ha, 7 MPAs + Tanon Strait Protected Seascape, 5,000 ha, 5 MPAs where management effectiveness will be improved with activities in:

- wildlife monitoring and conservation through scientific data collection campaigns.
- compliance through daily patrolling in & around the MPAs, training for enforcement officers, community engagement and awareness campaigns
- revenue stream development through preparation of the sustainable eco-tourism business and marketing plan, blue-carbon, and responsible aquaculture;

MPA team will comprise of 30 management team and 100 community rangers

### C. Enabling Policy Environment

#### **Institutional agreements:**

Progress 2022: Based on work carried out with existing MPAs, the local government of Calapan requested: the inclusion of 2 additional co-management agreements for the MPAs – Calero Salong and Mahal na Pangalan; the inclusion of Anaganahao in the Harka Piloto MPA; the declaration of three islands - Baco Island, Baco Medio Island, and Baco Chico Island as MPAs. Monitoring is on-going at Baco Chico, Baco Medio and Baco Island, however initial surveys indicate they are surrounded by coral reefs with relatively high (>40%) coral cover. In addition, Anaganahao is a nesting site for sea turtles.

The co-management agreement is a service contract defining a delegation of management from a public institution (=Local Government Units) to a non-profit entity (=Blue Alliance). The agreement is signed for 10y renewable and defines :

- the responsibilities and activities of each part in the day-to-day management of the MPAs
- the collection and revenue distribution of user fees (if any)
- the monitoring and governance structure
- breaching penalties

For mangrove crab, 2 agreements have been signed with local fishpond owners for pilot experimentations:

- Amando Vilao, 5ha of fishponds in Masipit area, Oriental Mindoro
- Cherrie Legaspi, 4 ha of fishponds in Baruyan area, Oriental Mindoro

The main objective is to engage with local fish farmers in the grow out phase of mangrove crabs and test the viability of outsourcing this phase of the crab production value chain while we build in parallel the facilities to breed and grow crab larvae up to crablets.

Objective 2023-2024: 3 agreements will be achieved with local governments for additional MPAs under co-management. 3 agreements will be achieved with local fishpond owners and 1 fishery cooperative

Objective 2024-2025: 3 agreements will be achieved with local governments for additional MPAs under co-management. 9 agreements will be achieved with local fishpond owners and 2 fishery cooperatives

#### **D. Complementary Initiatives**



E. Indicator-Based Performance Assessment (Logical Framework)

Outcome 1: Protection, effective management and sustainable financing of priority coral reef sites and climate change- affected refugia	Annual Targets			List of activities	Time Frame (Y1Q1=July- Sept2023)				Activity Progress report July-Sept 2022	Activity Progress report Oct-Dec 2022
	Year 1	Outcome progress report July-Sept 2022	Outcome progress report Oct-Dec 2022		Year 1					
					Q 1	Q2	Q3	Q4		
<b>Output 1.1: Increased area of new climate refugia and priority sites designated as MPAs or LMMAs</b>	1 MPA network co- management SPE established with a long term management lease	WIP with 1 MPA network in Calamian Island MPA network	WIP with 1 MPA network in Calamian Island MPA network	Activity 1.1.1: Design of co- management arrangements, detailed business plans for the MPAs and set-up of the Special Purpose Entities in the 3 MPA networks of Calamian Island, Tañon Strait and Verde Island Passage	x	x	x	x	Activity 1.1.1: The co- management legal arrangement have been drafted. Business plans have been fine tuned with updated market data. Set-up of the SPEs will start in Q1 2023. Work in Tanon Strait will be in 2024.	Activity 1.1.1: Design of co-management arrangements - completed Set-up of the SPEs will start in Q1 2023. Work in Tanon Strait will be in 2024.
		Initial discussion in Occ. Mindoro for expansion in the VIP	Initial discussion in Occ. Mindoro for expansion in the VIP	Activity 1.1.2: Stakeholder engagement and advocacy in the 3 MPA networks	x	x	x	x	Activity 1.1.2: The co- management legal arrangement have been shared with LGUs and presented to decision- makers in Calamian Island. Local partners have been approached also.	Activity 1.1.2: Amendments have been made to the co- management agreement based on Government inputs; individual meetings have been held with local Governments and stakeholders
				Activity 1.1.3: MPA screening, feasibility study and selection of new priority sites in Philippines					No activities planned during reporting period	No activities planned during reporting period
<b>Output 1.2: Strengthened management, enforcement and monitoring</b>	4500 ha coral reef under active MPA management	4500 ha coral reef under active MPA management	5200 ha coral reef under active MPA management	Activity 1.2.1: Technical & Scientific assistance and trainings in coral reef conservation and natural resource management	x	x	x	x	Activity 1.2.1: Initial Monitoring methodology for KPIs on coral reef and fish , MPA effectiveness, CPUE, blue carbon and social impacts has been	Activity 1.2.1: Final monitoring methodology for KPIs on coral reef and fish, MPA effectiveness, CPUE, blue carbon and social impacts is progressing.

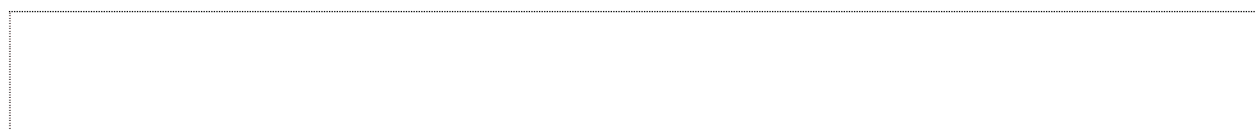
systems of MPAs by SPEs.									designed. Trainings and capacity building sessions	Trainings and capacity building sessions will start in Q12023
<b>Output 1.3: Preparation and management of public and private investment for MPAs to address some of the key drivers of coral reef degradation</b>	1 Bankable MPA projects ready for investment transaction	WIP for 1 bankable MPA project ready for investment	WIP for 1 bankable MPA project ready for investment	Activity 1.2.2: Project Management Office for the SPEs and capacity building to upskill SPEs and MPAs on social entrepreneurship and sustainable business management	x	x	x	x	Activity 1.2.2: Project Management Office assistance has been provided for the Blue Alliance SPE in 5 main pillars: Surveillance, Community development, Science&Conservation, ecotourism and infrastructure and management.	Activity 1.2.2: Project Management Office assistance has been provided for the Blue Alliance SPE in 5 main pillars: Surveillance, Community development, Science&Conservation, ecotourism and infrastructure and management.
				Activity 1.3.1: Design and implementation of the business plans for the 3 MPAs with main revenue strategy based on 3 interventions:	x	x	x	x	Activity 1.3.1: investment memos and business plans for the VIP MPA have been designed. Updated market data	Activity 1.3.1: investment memos and business plans for the VIP MPA have been designed.
				Activity 1.3.2: Design of the MPA blended investment finance facility for aggregating the investments in the SPEs	x	x	x	x	Activity 1.3.2: MPA blended investment finance facility is being designed in collaboration with impact investors (debt and refundable grant) and donors	Activity 1.3.2: MPA impact loan facility is being designed in collaboration with impact investors (debt). Refundable grant agreement are prepared with donors
				Activity 1.3.3: Fundraising with a pool of investors & donors	x	x	x	x	Activity 1.3.3: Fundraising with a pool of investors & donors : 4 investors are committed (soft) and 2 donors are confirmed	Activity 1.3.3: Fundraising with a pool of investors & donors : 4 investors are committed (hard) and 2 donors are confirmed
<b>Output 1.4: MPA blended finance investment facilities mobilise</b>	>US\$3M identified for the SPEs	US\$2M identified so far for VIP SPE and CIG SPE US\$1.7M	US\$2.2M identified so far for VIP SPE and CIG SPE US\$1.7M	Activity 1.4.1: Co-fund early-stage CAPEX of the 3 SPEs managing the MPAs	x	x	x	x	Activity 1.4.1: Impact loans and grants for the early-stage CAPEX of the VIP SPE (incl mangrove crab hatchery facility) and	Activity 1.4.1: Impact loans and grants for the early-stage CAPEX of the VIP SPE (incl mangrove crab hatchery facility) and for CIG

public and private investment for MPAs to address some of the key drivers of coral reef degradation		impact loan from 4 impact investors US\$0.3 refundable and non refundable grants confirmed	impact loan from 4 impact investors US\$0.3 refundable and non refundable grants confirmed					for CIG SPE have been identified. Discussions around the term sheet are taking place with 4 investors	SPE. Term sheet approved with 4 investors	
				Activity 1.4.2: Co-fund early-stage CAPEX of 2 additional SPEs	x	x	x	x	Activity 1.4.2: Initial work in progress	Activity 1.4.2: Initial work in progress
<b>Outcome 2: Transforming the livelihoods of coral reef-dependent communities</b>										
Output 2.1: A pipeline of reef-positive businesses that generate returns for MPAs and address key drivers of coral reef degradation in & around the MPAs is developed	1 bankable project ready for investment	1 bankable project ready for investment	2 bankable projects ready for investment	Activity 2.1.1: Finalise the preparation for an investment transaction in a hatchery and extensive aquaculture for mangrove crab in the VIP	x	x	x	x	Activity 2.1.1: The preparation for an investment transaction in a hatchery and extensive aquaculture for mangrove crab in the VIP is in progress as expected	Activity 2.1.1: The pilot sites for the mangrove crab aquaculture in the VIP is in progress as expected
				Activity 2.1.2: Scoping and development of a pipeline of projects in reef-positive businesses	x	x	x	x	Activity 2.1.2: A pipeline of projects in reef-positive businesses (seacucumber, plastics, supply chain fishery) is being scoped with pre-feasibility studies in progress	Activity 2.1.2: A pipeline of projects in reef-positive businesses (seacucumber, plastics, supply chain fishery) is being scoped with pre-feasibility studies in progress
				Activity 2.1.3: Preparation for investment transactions into the pipeline of reef-positive businesses.	x	x	x	x	Activity 2.1.3: The preparation for investment transactions into the pipeline of reef-positive businesses is starting	Activity 2.1.3: 1 investment transaction has been negotiated for the mangrove crab and Sea Sensorium. Other pipeline of reef-positive businesses are in prep.
				Activity 2.1.4: Investment and technical assistance for implementation			x	x	No activities planned during reporting period	Initial TA activities from Blueyou (mangrove crab) and Uba (Blue carbon) have started in Dec 2022: planning, budget, contracts with farmers, human resources

				Activity 2.1.5: Upskilling local businesses and communities through trainings and mentorship programmes				x	No activities planned during reporting period	No activities planned during reporting period		
<b>Output 2.2: The MPA blended finance investment facilities mobilise public and private investments for reef-positive businesses that generate investment returns for MPAs and address specific drivers of coral reef degradation</b>	>US\$1.8M identified for the pipeline of bankable projects	US\$1M identified so far for the mangrove crab hatchery US\$0.8M impact loan US\$0.2 refundable grant	US\$1M identified so far for the mangrove crab hatchery US\$0.8M impact loan US\$0.2 refundable grant	Activity 2.2.1: Co-fund, in 2022, early-stage CAPEX costs of the mangrove crab aquaculture business.				x	x	Activity 2.2.1: Impact investors and donors have been identified to co-fund the early-stage CAPEX costs of the mangrove crab aquaculture business. Discussion in progress and expected to finalise before 31 dec 2022	Activity 2.2.1: 1 investment transaction has been negotiated for the mangrove crab with impact investors and donors , total US\$1m approx.	
				Activity 2.2.2: Co-fund early-stage CAPEX costs of the pipeline of nature-based ecotourism.							No activities planned during reporting period	No activities planned during reporting period
				Activity 2.2.3: Co-fund early-stage CAPEX costs of the pipeline of aquaculture of overfished reef fishes.							No activities planned during reporting period	No activities planned during reporting period
				Activity 2.2.4: Co-fund early-stage CAPEX costs of the pipeline of micro-finance & fishery supply chain improvement							No activities planned during reporting period	No activities planned during reporting period

See annex.

## F. Reef Positive Solution Case Studies



Case Study #1: Ecotourism – Blue Rise	
<b>Programme Solution</b>	<b>Linked Programme Output/s</b>
<p><b>To utilise ecotourism as a vehicle to raise awareness and engagement with the tourism community and with travellers regarding MPAs and their importance in marine protection.</b></p> <p><b>The engagement phase aims to generate revenues through tourism that can be applied directly to MPA management and protection.</b></p> <p><b>BlueRise Marine Parks was established to connect travellers and oceans through responsible ecotourism experiences in Marine Protected Areas (MPAs) that are co-managed by Blue Finance as part of its innovative model for marine conservation.</b></p>	<p>Awareness campaigns range from extensive digital presence and associated digital marketing campaigns through to direct engagement with travellers in resorts and hotels within and adjacent to the MPAs. Engagement with travellers is via Environmental awareness presentations and displays.</p> <p>Revenues are raised either via voluntary contributions that are elicited through awareness campaigns or through the development of tourist products, merchandise and experiences that are sold to travellers. MPA contributions are generated via an allocation of a portion of the fee charged to the MPA co-management entity, or via the full allocation of profits generated</p>
<b>Location Implemented</b>	<b>Implementing Partner/s</b>
<ol style="list-style-type: none"> <li><b>Philippines – Oriental Mindoro</b></li> </ol>	<ol style="list-style-type: none"> <li>Blue Alliance</li> </ol>
<b>Driver/s of Degradation</b>	<b>Target Stakeholder/s or Beneficiary/ies</b>
<p><b>The solution aims to address the issue of coral reef degradation as follows:</b></p> <ol style="list-style-type: none"> <li><b>By raising awareness with dive travellers and other marine tourism users of their potential impact and by promoting sustainable tourism practices.</b></li> <li><b>By developing and promoting high yield / low volume tourism</b></li> </ol>	<p>Directly through tourism job creation</p> <p>Indirect benefits will accrue throughout the MPA value chain through revenue contributions towards MPA management and protection.</p>
<b>Actual Result/s to Date</b>	
<p>Finalisation of Blue rise strategy with local stakeholders:</p> <ul style="list-style-type: none"> <li><b>The North Oriental Mindoro MPA network, managed by Blue finances’ official co-management partner, Blue Alliance Philippines, comprises 12 MPAs with tourist densities and ecotourism potential varying from high to negligible. This variation requires a multi-faceted approach to our ecotourism approach.</b></li> <li><b>In Puerto Galera, a location with high tourist volumes, a wide variety of resorts, and one in which we are prohibited from charging an MPA entrance fee, our approach is one of raising</b></li> </ul>	

**Case Study #1: Ecotourism – Blue Rise**

awareness and engagement with the objective of raising voluntary donations. For scuba diver visitors, we are initiating partnerships with dive resorts and opening the opportunity to present our management and protection work, along with various donation options to resort guests.

- For non-diver visitors we are developing audio/visual visitor centre's and virtual reality experiences, and the fees charged for these experiences contribute directly to MPA management.
- For Punta Ilag, a high-potential dive site, close enough to Puerto Galera to attract scuba visitors, we are developing a deeply immersive and intimately guided underwater experience to attract divers. Our ability to charge entrance fees in this location enables revenue generation for the MPA and built into our 'immersive underwater experience' is an 'Impact contribution', a portion of the fee charged to the diver that is set aside as a direct contribution to the MPA.
- At Harka Piloto, an MPA with exceptional dive potential, but with negligible tourist volumes and little suitable infrastructure, the challenge is more long-term. We are engaged with local government in exploring infrastructure options, and once decided a destination marketing exercise will be initiated. We are also exploring and documenting new dive sites in the area, with the objective of drawing new divers and generating revenue for MPA protection, but also with the objective of attracting divers from high density dive areas to lower overall diver densities across the MPA network.
  - Destination marketing portal in development (example: <https://www.visitturneffe.org/>)

**Expected Results and Outlook**

Successful completion of aims to develop a sustainable flow of revenues, through tourism, towards MPA management and protection.

Different MPAs are at different stages of development, driving interventions forward will entail

- **Relevant product development**
- **Destination marketing initiatives**

**Stakeholder Testimonials**

**None currently available**

<b>Related Initiatives</b>	<b>Co-Financing and Capital</b>
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None currently	Secured: UBS optimus foundation : US\$0.5m IUCN Eba fund : US\$0.22m  Fundraising in progress the MPA blended finance facility
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**Best Practices and Lessons Learned**

The importance of long-term sales and marketing initiatives to be associated with tourism product and destination development.

**Links to supporting media**

Case Study #1: Ecotourism – Blue Rise	
Ref <a href="https://visitturneffe.org/">https://visitturneffe.org/</a> for a full overview of a similar project in Turneffe Atoll.	

Case Study #2: Sea Sensorium	
<b>Programme Solution</b>	<b>Linked Programme Output/s</b>
<b>Blue finance aims to develop a visitor centre in Puerto Galera. The centre, called a ‘Sea Sensorium’ is a technological, interactive marine experience that provides a journey through North Oriental Mindoro marine habitats.</b>	The goal of the Sea Sensorium is to engage both foreign and domestic visitors in raising awareness and engagement with the undersea world and the importance of marine conservation; to generate and drive revenue to the North Oriental Mindoro MPA network; to diversify available educational and tourism activities within Puerto Galera.
<b>Location Implemented</b>	<b>Implementing Partner/s</b>
<b>Puerto Galera, Oriental Mindoro, Philippines</b>	Blue Alliance Philippines
<b>Driver/s of Degradation</b>	<b>Target Stakeholder/s or Beneficiary/ies</b>
<ul style="list-style-type: none"> <li>- <b>Engage both foreign and domestic visitors in raising awareness and engagement for marine conservation</b></li> <li>- <b>Generate revenues</b></li> </ul>	Directly through tourism job creation Indirect benefits will accrue throughout the MPA value chain through revenue contributions towards MPA management and protection.
<b>Actual Result/s to Date</b>	
<ul style="list-style-type: none"> <li>- <b>Creative concept developed</b></li> <li>- <b>Site lease signed with local government</b></li> <li>- <b>Architect and project manager engaged</b></li> </ul>	
<b>Expected Results and Outlook</b>	
Upon completion the Sea Sensorium aims to be a commercially sustainable business that directly funds local MPA management and protection, raises awareness of marine protection with domestic and foreign visitors, & creates jobs locally	
<b>Stakeholder Testimonials</b>	
<b>N/A - To early</b>	
<b>Related Initiatives</b>	<b>Co-Financing and Capital</b>
<b>None</b>	Secured: UBS optimus foundation : US\$0.5m IUCN Eba fund : US\$0.22m  Fundraising in progress the MPA blended finance facility
<b>Best Practices and Lessons Learned</b>	
<b>N/A - To early</b>	
<b>Links to supporting media</b>	
<b>N/A - To early</b>	

Case Study #3: VIP Blue Carbon and Mangroves	
Programme Solution	<b>Linked Programme Output/s</b>
<b>Collaboration for conservation &amp; community livelihoods: blue carbon credits in marine protected areas of North Oriental Mindoro, Philippines</b>	Output 2.1: A Development Facility is established and a pipeline of reef-positive businesses that generate returns for MPAs and address key drivers of coral reef degradation in & around the MPAs is developed. Restoration and conservation of mangrove ecosystems and livelihood enhancement
Location Implemented	<b>Implementing Partner/s</b>
<b>Verde Island Passage (VIP), Oriental Mindoro, Philippines</b>	Uba Sustainable Institute
Driver/s of Degradation	<b>Target Stakeholder/s or Beneficiary/ies</b>
<b>Mangrove deforestation from local communities and fish ponds companies</b>	To be further assessed based on the on-going feasibility
Actual Result/s to Date	
<p>It is too early to report concrete results. The first activities are focused on:</p> <ul style="list-style-type: none"> <li>▪ Recruitment of a local Project Leader who will be in charge of the local project supervision and progress but also the minimum expertise necessary for the success of the project</li> <li>▪ Satellite-based analysis of the historical situation of mangrove crab (side project) fish farms regarding mangroves</li> <li>▪ Desktop analysis of sea level rise in the region</li> </ul>	
Expected Results and Outlook	
<p>The expected results of the on-going feasibility study (expected to finalise in Q2 2023) are:</p> <ul style="list-style-type: none"> <li>▪ <b>ORINATION:</b> undertake field, management and strategy activities to operate a carbon program via A/R/R<sup>5</sup> and REDD+<sup>6</sup> projects, including carbon eligibility, feasibility, benefit-sharing and juridical instruments for operations;</li> <li>▪ <b>SALES of carbon credits:</b> prepare the program to originate carbon credits and build a view on the potential impact and income. If the origination outcomes are positive, initiate discussions with potential investors and offtakers to finance the next steps of the program</li> </ul>	
Stakeholder Testimonials	

<sup>5</sup> A/R/R = afforestation, reforestation and restoration

<sup>6</sup> REDD+ = international framework whose name stands for 'reducing emissions from deforestation and forest degradation, conservation of existing forest carbon stocks, sustainable forest management and enhancement of forest carbon stocks'



### Case Study #3: VIP Blue Carbon and Mangroves



<b>Related Initiatives</b>	<b>Co-Financing and Capital</b>
<p><b>Oriental Mindoro Local Government Units have been promoting aquaculture for a few years and mangrove restoration more recently and are very happy to see our initiatives and collaborate with us</b></p>	<ul style="list-style-type: none"> <li>▪ Feasibility funding:             <ul style="list-style-type: none"> <li>○ Eba grant funding: USD 50k</li> </ul> </li> <li>▪ REDD+ and restoration project potentially financed by impact loan (in negotiation)</li> </ul>
<b>Best Practices and Lessons Learned</b>	
<p>NA</p>	
<b>Links to supporting media</b>	
<p><b><a href="https://blue-finance.org/blue-carbon-credits-in-north-oriental-mindoro/">Ubantoo Solutions: Blue Carbon Credits &amp; Mangroves in the Philippines</a></b></p>	

Case Study #4: VIP Mangrove Crabs	
Programme Solution	<b>Linked Programme Output/s</b>
<b>Vertically integrated and sustainable mangrove crab production, with a hatchery and fishpond owners applying an extensive farming model and restoring mangroves</b>	Output 2.1: A Development Facility is established and a pipeline of reef-positive businesses that generate returns for MPAs and address key drivers of coral reef degradation in & around the MPAs is developed. Mangrove crab farming pilot set-up and project ready for investment Livelihood enhancement for communities and mangrove replantation opportunities
Location Implemented	<b>Implementing Partner/s</b>
<b>Verde Island Passage (VIP), Oriental Mindoro, Philippines</b>	Blueyou
Driver/s of Degradation	<b>Target Stakeholder/s or Beneficiary/ies</b>
<b>Overfishing of wild mangrove crabs (depleted stock). Mangrove deforestation from local communities and fish ponds companies Water quality issues from intrants used in intensive fish pond aquaculture</b>	<ul style="list-style-type: none"> <li>▪ Employees of the Mangrove Crab Company (MCC): minimum 25</li> <li>▪ Fishpond owners / farmers: 10 large &amp; medium (total farm &gt; 5ha) and 10 small ones (&lt; 5 ha)</li> <li>▪ Households with access to mangrove areas who can grow and sell crabs by themselves (via supply of crablets by the project): up to 350 households potentially eligible (over 2,000 individuals)</li> </ul>
Actual Result/s to Date	
<p><b>It is too early for concrete results to report. Nevertheless, various key milestones have been met in line with the project plan:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Recruitment of a local project management team (Project Leader and Technician) who will be in charge of the local project supervision and progress</b></li> <li>▪ <b>Signature of farming agreement with 2 local farmers to start an 18-month pilot broken down in 3 cycles of 4 to 6-month growth and harvest (more farmers to be recruited for each new cycle)</b></li> <li>▪ <b>Contracting of an international expert in mangrove crab farming from SEAFDEC<sup>7</sup> institute to assist with all project steps (training of farmers + remote support to local team, recommendations for hatchery and nursery facilities design and construction...)</b></li> <li>▪ <b>Preparation work to start the 1<sup>st</sup> cycle pilot on 10 March</b></li> </ul>	
Expected Results and Outlook	

<sup>7</sup> SEAFDEC = Southeast Asian Fisheries Development Center

### Case Study #4: VIP Mangrove Crabs

The expected result of this first Development phase is the production of 4,000 mature crabs of about 500 g each and sale to Meliomar, Blueyou subsidiary based in Manila and specialised in seafood distribution. The income generated from the sales will enable the project to expand the 2<sup>nd</sup> pilot cycle to another 2 or 3 fish farmers, but also offer some crablets to some households / communities with access to mangrove for their own grow out and sale of crabs. Another expected result of the next 6 months is the legal creation of the Mangrove Crab Company who will manage all future operations (hatchery – nursery – grow out with farmers – sales)

The Development phase will end in Q4-2024 with the below key milestones:

- Local association registered with all necessary permits
- All premises ready (hatchery...)
- Local team recruited & trained

Following this phase, the team will be able to launch the complete value chain operations from breeding to sale of mature crabs (still with outsourcing of grow-out phase to fish farmers).

Expected impacts include the protection of wild stocks of mangrove crabs, restoration of original mangrove forests in the fish ponds, reduction of intrants in the water and livelihood development for coastal communities.

#### Stakeholder Testimonials

**Amando Vilao, fish farmer:** “I have participated in the feasibility study and since, been looking forward to launching the pilot experimentations to see the results of this very promising new aquaculture project”.

**Cherrie Legaspi, fish farmer:** “I am new in this project and very excited to be part of the first two fish farmers included in the pilot phase”.

#### Related Initiatives

**Oriental Mindoro Local Government Units have been promoting aquaculture for a few years and mangrove restoration more recently and are very happy to see our initiatives and collaborate with us**

#### Co-Financing and Capital

- Co-financing from Genesis: USD 200k
- Investment potentially financed through impact loan and grants (US\$2m)
- Mangrove Crab company operations (2027) financials:
  - Revenues = USD 2M p.a. (based on 20 fish ponds, 100ha)
  - Expected revenues for Blue Alliance (Or. Mindoro) = USD 0.2M p.a.

#### Best Practices and Lessons Learned

- **Farmers have different options in terms of aquaculture investors (e.g., industrial shrimp feed companies) and we have more indirect competition than expected. We therefore had to improve the financial attractiveness of our partnership proposal.**
- **Partnering with farmers as a prospective buyer (offering some supplier credit = pre-financing of COGS and CAPEX) rather than an investor generates less confusion and is more promising to set the right business cooperation from the start.**
- **The more educated farmers are, the lower the number of project staff interacting with them, the easier to ensure alignment and understanding on the collaboration terms.**

#### Links to supporting media

Case Study #4: VIP Mangrove Crabs

**Ubuntoo Solutions: VIP Mangrove Crab Aquaculture**

<https://blue-finance.org/sustainable-aquaculture-in-action-mindoro/>



Case Study #5: VIP Sea Cucumber Aquaculture	
Programme Solution	<b>Linked Programme Output/s</b>
<b>Vertically integrated and sustainable sea cucumber production in the VIP* area, with a hatchery and natural habitat farming model</b>	Output 2.1: A Development Facility is established and a pipeline of reef-positive businesses that generate returns for MPAs and address key drivers of coral reef degradation in & around the MPAs is developed. Sea cucumber farming opportunity clarified and preparation for pilot and investment
Location Implemented	<b>Implementing Partner/s</b>
<b>*Verde Island Passage (VIP), Oriental Mindoro Island, Philippines</b>	Sea Cucumber Consultancy
Driver/s of Degradation	<b>Target Stakeholder/s or Beneficiary/ies</b>
<b>Overfishing of wild stocks (depleting resources).</b>	To be further assessed based on the current feasibility study
Actual Result/s to Date	
<b>1.5 months after the start of the start of the project, there are actually no concrete results to report.</b>	
Expected Results and Outlook	
<b>The expected results of this pre-feasibility study are:</b>	
<ul style="list-style-type: none"> <li>▪ <b>Confirming the potential for sea cucumber aquaculture in Blue finance MPA areas</b></li> <li>▪ <b>Pre-identifying the best areas for sea cucumber hatchery and nurse facilities</b></li> <li>▪ <b>Producing some first financial projections</b></li> </ul>	
Stakeholder Testimonials	
NA	
Related Initiatives	<b>Co-Financing and Capital</b>
<b>Oriental Mindoro Local Government Units have been promoting aquaculture for a few years and are very happy to see our initiatives and collaborate with us</b>	<ul style="list-style-type: none"> <li>▪</li> </ul>
Best Practices and Lessons Learned	
NA	
Links to supporting media	

Case Study #5: VIP Sea Cucumber Aquaculture



Case Study #6: MPA blended finance Facility	
Programme Solution	<b>Linked Programme Output/s</b>
<b>The MPA blended finance investment facility is set-up for each MPA as the central vehicle through which concessionary and commercial capital will be channelled to the reef-positive business projects. The facility syndicates investments from impact investors, donors and grantors, reducing transaction costs and improving the risk profile of the transaction thus attracting private sector investors.</b>	Output 1.4: MPA blended finance investment facilities mobilise public and private investment for MPAs to address key drivers of coral reef degradation Output 2.2: The MPA blended finance investment facilities mobilise public and private investments for reef-positive businesses that generate investment returns for MPAs and address specific drivers of coral reef degradation
Location Implemented	<b>Implementing Partner/s</b>
<b>Verde Island Passage (VIP), Oriental Mindoro Island, Philippines Calamian island group, Palawan, Philippines Tanon Strait Protected Seascape (and/or other MPA network)</b>	Blue finance
Driver/s of Degradation	<b>Target Stakeholder/s or Beneficiary/ies</b>
(i) overfishing and destructive fishing, as well as contributing to the recovery of herbivore and endangered fish species; (ii) land-based pollution (e.g., agrochemicals, sewage from coastal communities, solid wastes) <b>(iii) tourism (overcrowding, anchor damage, etc.)</b>	Local employment (new jobs created) 585 new jobs in total. For women: 230; (MPA staff, ecotourism, aquaculture) Increase in income 1,200 individuals (fisher, sea farmers, ecoguides) Subsistence Fishing (subsistence fishers benefiting from greater yields) 75,000 fishers Number of homes, businesses and other infrastructure with greater coastal protection 250,000 individuals (Approx. 5% of 5,000,000 individuals) Total Approx. 330,000 ind.
Actual Result/s to Date	
<ul style="list-style-type: none"> <li>The Investment memo has been presented to several impact investors (Mirova Natural Capital, Nature+, BNPPARIBAS, UBS optimus, Genesis). Initial commitment has been confirmed for an impact loan for the Or. Mindoro MPA project . <b>UBS optimus has signed an impact loan agreement for US\$0.5m and Genesis Charity has signed a refundable grant agreement for Us\$0.2m.</b></li> <li><b>2 funds from Mirova Natural Capital (Nature+ and Sustainable Ocean Fund) as well as BNPPARIBAS have confirmed their commitment for an impact loan to Blue finance (.</b></li> </ul>	
Expected Results and Outlook	
Long term (2029)	<ul style="list-style-type: none"> <li><b>Blended finance facility set-up to aggregate investments in MPAs</b></li> </ul>

Case Study #6: MPA blended finance Facility	
<ul style="list-style-type: none"> <li>• <b>Private capital (&gt;US\$12m) is mobilised in financing for several MPA networks</b></li> <li>• <b>10+ reef-positive projects receiving impact loan financing from the facility</b></li> </ul>	
Stakeholder Testimonials	
ADD quote from UBS (PR in progress)	
Related Initiatives	<b>Co-Financing and Capital</b> <ul style="list-style-type: none"> <li>▪ USD 22m blended finance facility that invests in BF federation of “bankable” MPAs</li> <li>▪ mix of Performance grants, Refundable grants and Debt financing (max 50%, USD 11m)</li> <li>▪ To date, about US\$3m of the debt is committed from 4 large international banks and impact investors, about US\$3m of the performance grants are secured from 2 major donors and about US\$0.4m of the Refundable grant is committed from 1 impact investor.</li> </ul>
Best Practices and Lessons Learned	
<p><b>The facility simplifies the investment process and lowers transaction costs for the different investors. In addition, the facility:</b></p> <ul style="list-style-type: none"> <li>• <b>Creates efficiency and economies of scale through syndication,</b></li> <li>• <b>Reduces the investment risk through diversification across revenue models and MPA projects,</b></li> <li>• <b>Smoothens revenue income across models</b></li> <li>• <b>Improves the quality of the project design and execution,</b></li> <li>• <b>Increases liquidity for investors through potential transfer of some debt to other investors,</b></li> <li>• <b>Reduces financial burden for the MPAs (blending impact capital with different return profiles),</b></li> <li>• <b>Helps investors to transparently monitor their impacts.</b></li> </ul>	
Links to supporting media	
<a href="https://oceanriskalliance.org/project/establishing-a-blended-finance-facility-for-marine-protected-areas-mpas/">https://oceanriskalliance.org/project/establishing-a-blended-finance-facility-for-marine-protected-areas-mpas/</a>	



## G. Gender Mainstreaming

### Blue finance and Blue Alliance – our gender equality overview

Supporting gender equality and growing women coral champions are a key focus for Blue finance. In order to inform our Gender Action Plan, Blue finance and co-management partner in the Philippines, Blue Alliance, carried out extensive consultations with communities prior to the start of our programme, in order to understand the gender context and especially the needs of women in the coastal communities surrounding the Marine Protected Areas. Identified challenges, concerns and needs are included in our plan and are continually updated.

Blue Alliance is in the process of developing a Gender Policy that incorporates the empowerment of not only women and girls, but all manifestations of inequality. In the Philippines for example, young boys are perhaps as much at risk of exploitation as young girls and women. With our core focus on daily MPA management across four interrelated areas - Science & Conservation, Community Development, Enforcement and Sustainable Revenues - there is currently no dedicated capacity to lead gender reform. Instead we will partner with specialist organisations such as the Stairways Foundation that lead the way in aiding at risk children, especially boys. Blue Alliance staff are actively involved in training children from the foundation on marine conservation and ecology, with plans to integrate them into our bio-physical monitoring programmes, starting with dive training. We also have mapped out activities to reach school children through school programmes, which will be implemented later this year.

We are well-placed to integrate women, provide training and ensure that the benefits from our programmes are not restricted to men. To date, women have participated in all MPA meetings, often with them making up the majority of meeting participants. Even in cases such as our blue economy mangrove crab project meetings, where the fishpond owners are all men with the exception of one woman, women are targeted to play major roles in the maintenance of ponds and growing of crabs.

There is increasing discourse about women in the field and our Community Resource Monitors (CRM) coordinators are primarily female, however the majority of people in our projects – including government officials are men. The reality is that, in spite of our Gender Action Plan which seeks to ensure greater participation of women in biodiversity conservation, participatory management, community development, enforcement and revenue generation, so far many of these activities continue to be male-dominated.

Blue Alliance encourages the inclusion of women in enforcement and training primarily through word of mouth. Our intention is not to coerce women into roles such as patrols, in which, to date, there seems to be little interest, but to ensure that they have the exposure to and training if they wish to participate. Of note are the 31 female members of the sea stewards called Bantay Dagat. However, even within the Bantay Dagat, women have tended to keep to traditional roles of cooking and other means of revenue generation. We have offered to train the female Bantay Dagats to dive and are actively encouraging young women to join our team as providers of our Blue Talks - environmental talks presented to hotel guests. To date, we have had no success in gaining females for enforcement and dive related roles specifically, but will continue to provide the necessary opportunities. We need to further establish if the lack of uptake is related to our recruitment process or due to lack of current interest.

As part of our communications strategy, we have kickstarted an ongoing social media campaign to regularly highlight females in different roles and respective fields - from the mud crab farmer and rangers

to fisherfolk and the diving industry – and share their stories. Blue finance and Blue Alliance have trailblazing female team members that are paving the way for young girls and women to become coral champions and we will continue to profile them as part of our communications - our goal is to increase awareness and encourage greater participation.

We’re cognisant of the fact that women may often have other responsibilities such as taking care of children and that they might also feel intimidated in male dominated groups. With that in mind, we’re in the process of developing safe spaces for women to visit at times and places convenient to them. At the moment, male Bantay Dagat dominate our office space for training and regular impromptu visits for updates. Women need more encouragement to do the same and to connect with us.

Our tasks therefore are to:

- Continually analyse the current equality landscape in terms of gender
- Draft and implement a gender policy that details how we will promote gender equality
- Provide support and information to those subjected to inequality
- Promote awareness-raising measures and training both in the formal and in the informal sector
- Continue with our campaigns, whether on the ground through, for example, posters or via social media to communicate key messaging as outlined above
- Grow women-lead content and tell stories on the ground

We are currently at the programme design stage but have defined our vision as follows:  
A balanced ecosystem where ALL share in the ocean’s vast bounty

To accomplish this, we will:

- Not tolerate any form of discrimination
- Support partnerships with like-minded organisations
- Support parents, schools, community organisations and Local Government Units with resources needed to improve gender inequality
- Push to close the gender divide in terms of access to opportunities
- Continue to have critical conversations as part of our Gender Action Plan
- Grow women coral champions across all our key focus areas

Linked Programme Outcome	Objective	Action	Indicator	Milestone – 2022	Remarks
<b>Outcome 1: “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”</b>	<ul style="list-style-type: none"> <li>- Ensure that women represent at least 50% of the community based MPA management board officials and 50% of its members.</li> <li>- Ensure that women officials and members are provided training on management and administration skills, coastal management and climate</li> </ul>	Invite networks of women in local groups to meetings to discuss the strengthening and participation of women in communities.	% of women and men attending meetings	As of Dec. 2022, 200 women participated in awareness meetings MPAs – Calahan, San Teodoro,	These meetings provided the basis for moving forward. Management etc training is planned for 2023 and information is being gathered on

<p><b>Outcome 2:</b> “Transforming the livelihoods of coral reef-dependent communities”</p> <p><b>Biodiversity conservation improved and strengthened</b></p>	<p>change issues, technical skills on business, social entrepreneurship, etc.</p> <ul style="list-style-type: none"> <li>- Ensure that local regulations and decrees are informed by sex-disaggregated data and analysis on the various fisheries and aquaculture activities by both women and men living in the coastal communities.</li> <li>- Provide training to extension workers and ensure that training materials include specific training needs identified by fisher women and women Bantay Dagat (sea stewards) for enhancing productivity, diversification of fish products and post-harvest technology.</li> <li>- Ensure 50% women’s participation in information, education and communication activities on marine conservation and ecosystem-based-resource management.</li> </ul>			Baco and Puerto galera	training needs from the community.
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Linked Programme Outcome	Objective	Action	Indicator	Milestone – 2022	Remarks
<p><b>Outcome 1:</b> “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”</p> <p><b>Outcome 2:</b> “Transforming the livelihoods of coral reef-dependent communities”</p> <p><b>Participatory Management and infrastructure improved and established</b></p>	<ul style="list-style-type: none"> <li>- Ensure consultation with local women and men on spatial planning and zoning to avoid or mitigate marine-use restrictions that might adversely impact women’s livelihood activities from fisheries.</li> <li>- Ensure at least 50% women’s participation in training and consultations related to development of marine/mangrove protected area (MPA) management plans.</li> <li>- Ensure 50% women’s participation in species management and conservation training, such as mangrove planting, turtle nesting, coral conservation, biodiversity, climate change, beach/coastal clean-up, local pollution control, nature interpretation/guiding etc.</li> </ul>	Hold stakeholder consultation meetings for the establishment of the new MPAs and zonation of existing MPAs	No. of women attending meetings and number of women trained.	To start in 2023	

	<ul style="list-style-type: none"> <li>- Ensure that activities are undertaken in locations, and at days and times convenient to women. Provide separate meetings or briefings for women where and when needed.</li> </ul>				
			•	•	

Linked Programme Outcome	Objective	Action	Indicator	Milestone – 2022	Remarks
<p><b>Outcome 1: “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”</b></p> <p><b>Outcome 2: “Transforming the livelihoods of coral reef-dependent communities”</b></p> <p><b>Community development, education and engagement enhanced and institutionalized.</b></p>	<ul style="list-style-type: none"> <li>• Ensure 50% women members (as household members and/or female-headed households) are provided with livelihood, financial and/or input assistance</li> <li>• Ensure that all women members of the PO partners are provided training on managing group businesses, enterprise development, business start-up, basic finance and accounting, and technological best practices. This should be part of a standardized training package.</li> <li>- Ensure 50% women members’ participation in management and leadership training related to social enterprise management.</li> <li>- Increase women’ access to a range of services in the value chain as well as information on and access to markets by 50%.</li> <li>- At least 50% of women members participate in model enterprises.</li> <li>- Ensure consultation with women and men in planning local social and ecological infrastructure, e.g., barangay roads, sanitation, water quality and supply, solid waste management, climate change adaptation measures, MPA-related jobs, etc.</li> </ul>	Inclusion in revenue generating programmes and training	No. of women attending meetings and number of women trained.	To start in 2023 –	However efforts have been made to find and engage women for all activities.
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Linked Programme Outcome	Objective	Action	Indicator	Milestone – 2022	Remarks
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<p><b>Outcome 1: “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”</b></p> <p><b>Outcome 2: “Transforming the livelihoods of coral reef-dependent communities”</b></p> <p><b>Compliance and enforcement streamlined and improved.</b></p>	<ul style="list-style-type: none"> <li>• Ensure 50% of women members’ participation in the design and preparation of the Enforcement Plan for the co-managed MPA sites.</li> <li>• Ensure 50% of women members’ participation in the Fish Warden Programme (Bantay-Dagat) or Mangrove Forest Rangers (Bantay-Gubat).</li> <li>• Ensure 50% of women members’ participation in the training and engagement activities.</li> </ul>	<p>Inclusion in Plan development and training</p>	<p>No. of women attending meetings and No women trained. % of total attendance in meetings and trainings</p>	<p>Inclusion of 2 women in field enforcement (San Teodoro and Baco)</p>	<p>Efforts continue to engage women – especially younger women in these programmes.</p>
			•	•	

Linked Programme Outcome	Objective	Action	Indicator	Milestone – 2022	Remarks
<p><b>Outcome 1: “Protection and effective management of priority coral reef sites and climate change-affected refugia are sustainably financed.”</b></p> <p><b>Outcome 2: “Transforming the livelihoods of coral reef-dependent communities”</b></p> <p><b>Revenue generation established and sustained.</b></p>	<ul style="list-style-type: none"> <li>• Ensure that 50% of the women in the MPA communities are consulted in the design and establishment of a fee and collection system and other revenue generation mechanisms.</li> <li>• Ensure 50% of the women members have increased their income.</li> <li>• Ensure that 50% of the women members participate in the revenue generation mechanism.</li> </ul>	<p>Inclusion in Plan development and training</p>	<p>No. of women attending meetings and # women trained.</p>	<p>To commence 2023</p>	<p>Efforts at increasing awareness are laying the foundation for these activities.</p>
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### III. Programme Governance & Management

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#### A. Programme Governance

In general, the support to the programme remains high with active participation of the Ministry of environment (DENR-BMB), provincial governments, local governments, community organisations and fishery cooperatives. A GFCR development facility Steering Committee (SC) has been held in Jan 2022 to provide overall direction and oversight, approve the annual work plans and budget and review technical and financial reporting of the Development Facility. Members of the committee are: SPE board members, Government representatives from DENR, provincial governments and local governments, UNCDF, BF and UNDP. This committee is chaired by Bf and meet once a year.

Re local governments, we can highlight the following challenges:

- The political will to enforce fishery regulation in one of our MPAs remains weak (even if it has improved with a new technical team incorporated lately). Local Government is still very loose with prosecutions. No concerns with the other 3 Local Government Units.
- The discussions to develop the new co-management agreement in Calamian islands have progressed following our visit but more meetings are needed to explain properly the approach and reduce potential concerns.

#### B. Programme Management

The programme is being implemented as planned in the programme full proposal approved by GFCR. Adjustments have been made to the WP to adapt to the late start of the project (July instead of January). For most activities, we have been able to reduce the delays from 6 months to 2-3 months.

The main modification from the initial plan came from Rare who informed us that their collaboration will be limited to Tanon Strait seascape and not to VIP as initially discussed. Tanon Strait seascape is planned to start in mid 2024 putting on hold our collaboration until then. Re replacing Rare partnership in VIP, we have approached several local (Tindagat) and international partners (ABALOBI) to work on the fish improvement project as well as saving bank programmes.

#### C. Programme Operations

5 teams have been structured for the programme.

- Blue finance international team provides programme coordination and direction for all the activities (MPA, pipeline of reef-positive businesses, blended facility and institutional set-up).
- Blue Alliance team focuses on MPA day-to-day activities implementation in Community Development & Engagement, Biodiversity Conservation & Science, Management & Infrastructure, Law Compliance/Park protection.

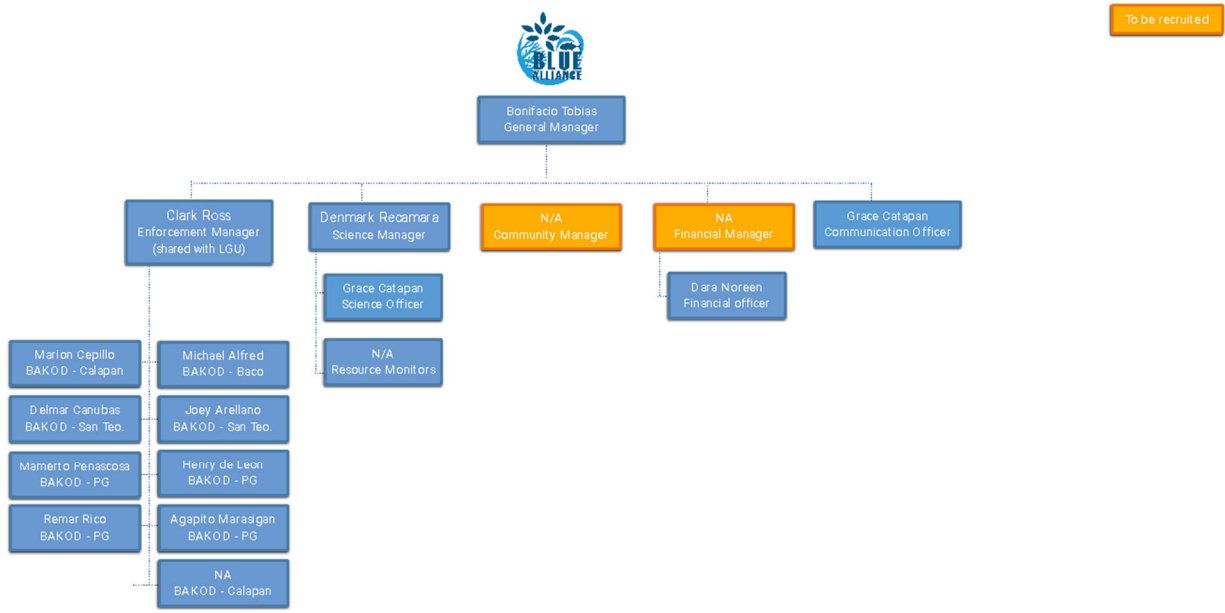
- Bluerise team to implement the brand Bluerise created by Blue finance to promote sustainable visitor attractions in the MPAs. Under BlueRise branding, the MPAs will run programs to ensure visitors can enjoy wildlife activities in a sustainable and responsible way.
- Sea Sensorium team (In process of incorporation) to supervise the design, construction, opening and management of the visitor centre.
- Uba Sustainable institute team to supervise the feasibility, design, development, community engagement and certification of blue carbon credits for mangrove restoration and conservation
- Blue You team to supervise the design and development of the hatchery and nursery of the mangrove crab.

The details of the team are provided below:

**Blue finance:**

- Nicolas Pascal, Executive Director: Coordination role, lead on project origination, blended finance facility and SPE development
- Roland Coulon, Blue Economy Director: Lead on project direction for all reef positive businesses linked to small scale aquaculture, blue carbon, plastic recycling and sustainable fisheries.
- Gary Lotter, Ecotourism Director: Lead on project direction for all ecotourism related reef positive businesses
- Angelique Brathwaite, Science Director developing impact monitoring programmes (KPIs) as well as ensuring science-based management and conservation activities.
- Kelda Lund, Communication Director: liaising with communication strategy around the programme as well as institutional communication.

For Blue Alliance, Blue you, Uba, Blue rise (ecotourism)



To be recruited





## IV. Resource Mobilisation

### A. Resource Mobilisation Efforts - Grants

#### Co-financing:

**IUCN, Global Eba Fund**, US\$222,000, 24 months. February 2022 - January 2024. Objective: increase resilience to climate change for the communities and ecosystems of Marine Protected Area (MPA) networks in the Philippines Verde Island Passage and Calamian Islands. This project will strengthen public-private collaboration, catalyse EbA investments and expand access to financing for applying and scaling EbAs. It will improve governance and institutional capacities, build a portfolio of investment-ready businesses and projects and generate investment incentives through a Blue Economy Investment Facility. The project will build civil society and government capacity to collaborate with the private sector on future EbA initiatives. Activities will increase understanding among residents, civil society, government, and the private sector of the role natural assets play in climate change adaptation (CCA). This project will also contribute to the important evidence base of the social, environmental, and economic impacts of investing in EbAs.

**UBS optimus foundation**, US\$100,000, 12 months. December 2022 - December 2023. Objective: “Better Data for Coral Reef Conservation & Livelihoods”. The Grant will improve the monitoring capabilities of the key performance indicators of the investments in Marine Protected Areas in Oriental Mindoro, Philippines. It will also add to the existing body of knowledge of marine science and marine fauna.

**Convergence**, US\$40,000, 12 months. January 2022- December 2022. Objective: Complete the design and structuring activities of a US\$50M Blended Blue Finance Facility (BBFF) for effective management of Marine Protected Areas (MPAs) in South East Asia.

Additional grant funding is being sought with more than 20 partners such as ORRAA, BNCF-IUCN, Canada Development aid, Levine foundation, etc,

### B. Resource Mobilisation Efforts - Investment

#### Target:

For the next 8 years (up to 2029), the GFCR programme seeks to unlock US\$23.5M from impact investors and other funding partners. The total GFCR grant programme is expected to contribute with US\$14.8M for investment in the MPA blended finance facilities.

The total investment capital leverage is then 2.3X leverage

#### Achievements 2022:

Investment readiness of the MPA in Oriental Mindoro

The fundraising is in process with US\$0.7m already secured.

- US\$0.2m secured from Genesis
- US\$0.5m secured from UBS optimus for the MPA project in Oriental Mindoro

Additional interest has been confirmed from BNPParibas and Mirova (up to US\$2m) through the Blue finance MPA impact loan facility. Other funders are reviewing the proposal (such as Triodos, SocGen, Builders vision, etc.).

If funds are confirmed, the total investment capital leverage will be then 3X leverage.

### Details of progress

**Genesis Charitable Trust, Repayable Grant**, signed for US\$200,000. Term: 10 years, Coupon: 0%. Signed in December 2022. Objective: support the implementation of the mangrove crab aquaculture of the programme Mamuhunan sa mga MPAs ('responsible investment in MPAs'). In particular the funding will contribute to develop an extensive, sustainable and regenerative farming model for live mangrove crab (Species: *Scylla serrata*), which includes the development and operation of a hatchery for providing crablets to participating farmers, development and establishment of good aquaculture practices, establishment of sustainable feeding protocols by minimizing external inputs and maximizing use of internal feed resources through the restoration and conservation of mangroves within and adjacent to the farming areas.

**UBS Optimus foundation, Impact loan**: signed for US\$500,000. Term: 10 years, Coupon: 0%-10% depending on performances. Term sheet signed in Sept 2022. Objective of funding:

- Develop ecotourism programmes (e.g., citizen science, eco-tours, multimedia tools) and build an interpretation centre ("Sea Sensorium") to increase awareness for environmental problems and fund the MPAs;
- Purchase equipment for the management of the MPAs (e.g., patrol boats, demarcation buoys);
- Cover costs for community engagement and the ongoing management of the MPAs during the initial scale-up while revenues are low

### BNPParibas and Mirova:

Two funds from Mirova Natural Capital (Nature+ and Sustainable Ocean Fund) as well as BNPPARIBAS have confirmed their commitment for an impact loan to Blue finance for the project in Philippines.

Objective of funding:

- Develop ecotourism programmes (e.g., citizen science, eco-tours, multimedia tools) and build an interpretation centre ("Sea Sensorium") to increase awareness for environmental problems and fund the MPAs;
- Purchase equipment for the management of the MPAs (e.g., patrol boats, demarcation buoys);
- Cover costs for community engagement and the ongoing management of the MPAs during the initial scale-up while revenues are low.

### Lessons learnt:

Conservation projects, particularly around marine ecosystems, are not attracting impact capital at the same pace as the rest of the impact investment market largely due to a shortage of investment-ready projects and the development of future opportunities.

Investments required are typically smaller than large institutional investors' minimum investment size, yet larger than many individual impact investors' desired allocation.

Limited data on financial performance and expected returns; limited understanding of how marine resources can be organised to generate returns.

### C. Resource Mobilisation Efforts - Revenue

For Oriental Mindoro, the reef-positive solutions, when mature, will produce a total annual revenue of US\$6.2m. Similar volumes are expected for the other MPA networks in Calamian and Tañon Strait.

For Oriental Mindoro the details of the expected revenue streams are:

- Blue rise ecotourism programmes (from voluntary donations and sales of tourism experiences): US\$0.8m p.a. by 2026 (starting in 2023)
- Blue rise sea sensorium visitor centre: US\$0.7m by 2026 (starting in 2024)
- Mangrove Crab: US\$2m p.a. by 2026 (starting in 2024)
- Sea cucumber: US\$2.6m p.a. by 2026
- Blue carbon: US\$0.1m p.a. by 2025

## V. Communications and Visibility

### A. Communications

#### Blue finance (international):

From a Blue finance perspective, the key spokespeople are the Blue finance Executive Director and Co-Founder, Nicolas Pascal, and Director Conservation & Science and Co-Founder, Angelique Brathwaite, as well as the rest of the members of the team depending on the area of focus and expertise. The target audience is reaching the global ocean conservation community, stakeholders and partners and future collaborators through generating awareness, primarily through LinkedIn.

Blue finance created specific awareness content around the Global Fund for Coral Reefs partnership and regularly re-shares their content on LinkedIn:

[https://www.linkedin.com/posts/blue-finance\\_creating-seastainable-communities-activity-7013918343397040128-CQzh?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-finance_creating-seastainable-communities-activity-7013918343397040128-CQzh?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-finance\\_ecotourism-blendedfinance-coralreefs-activity-7035858753363087360-o0hy?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-finance_ecotourism-blendedfinance-coralreefs-activity-7035858753363087360-o0hy?utm_source=share&utm_medium=member_desktop)

Specific content was created and shared by various team members around the Mangrove Conservation and Mud Crab Aquaculture programme:

[https://www.linkedin.com/posts/blue-finance\\_blue-carbon-credits-in-marine-protected-areas-activity-7023940023028748288-PXWR?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-finance_blue-carbon-credits-in-marine-protected-areas-activity-7023940023028748288-PXWR?utm_source=share&utm_medium=member_desktop)

General information about the North Oriental Mindoro MPA network is represented on the Blue finance website:

<https://storymaps.arcgis.com/stories/aec458f4f01d477cb53c14cb4d371bf5>

**Blue Alliance (The Philippines - MPA specific):**

Regular communication and education around all Blue Alliance activities for the North Oriental Mindoro MPA network continues to be key. The target audience comprises government officials and representatives, local stakeholders and communities and involves MPA management-related updates and education. Communications comprise of in-person meetings, educational sessions, programmes and training, especially around reinforcement programmes. Local Blue Alliance team members are the key spokespeople. They focus on their individual areas of expertise around the MPA network management, science, fisheries and eco-tourism, depending on what is required. Messaging is conveyed via translation in the local language, Tagalog, when required.





Key projects have been communicated and the amplification strategy is currently two-fold:

- 1) Social Media – primarily comprising regular posting on Facebook (<https://www.facebook.com/BlueAlliancePhilippines/>) as the preferred local social media platform, as well as Instagram (<https://www.instagram.com/bluealliancephilippines/>).
- 2) Newsletters – the introduction of a content-rich bi-monthly newsletter series covering all key projects and activities that BA is working on.
  - <https://mailchi.mp/blue-finance/updates-from-the-field-nov-dec>
  - <https://mailchi.mp/blue-finance/updates-from-the-field-oct-22>

Key shareable communication created or posted was as follows:

**Facebook:**




Top 3: reach and engagement (same for both)

Title	Type	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑
 Volunteer Divers protect reefs from predators  ... Blue Alliance Philippines	Boost post	Post	Feb 9, 2022	18.3K Accounts Center accou... 387 Reactions
 Jan. 31, 2022. Good news as we welcome the Lun... Blue Alliance Philippines	Boost post	Post	Feb 1, 2022	9.7K Accounts Center accou... 213 Reactions
 FISHERMAN SAVES 58 PAWIKAN HATCHLINGS T... Blue Alliance Philippines	Boost post	Post	Feb 6, 2022	8.9K Accounts Center accou... 178 Reactions

1. Crown-of-thorns:  
<https://www.facebook.com/BlueAlliancePhilippines/posts/pfbid036t4ETcwGXdxBfUYFmqwkrLqg7StX5X1TFLnttSe5hsAW8qRpqy5RpqqYiKfDNJi2I>
2. Sea Turtle hatchling 1:  
<https://www.facebook.com/BlueAlliancePhilippines/posts/pfbid02LnaFwYZ3yDdygxRhziVXUnSsEE82CddXAR6MNk97R9Yxx4ZJGs5mbNXS2RtMtjWhI>
3. Sea Turtle hatchling 2:  
<https://www.facebook.com/BlueAlliancePhilippines/posts/pfbid0Uyy4CDTGSDDD8nNg7gPKXrrFc8ftzg4pnw41MVBQsLn8YYBDgcFXPciKSpjhatTyI>




**Instagram:**

Top 3 posts: Reach

Title	Type	Date published	Reach	Likes and reactions
 Thresher sharks, also called Fox sharks are split u... bluealliancephilippines	Boost post	Post	Feb 12, 2022	238 Accounts Center accou... 14 Likes
 We are looking for an experienced tourism profe... bluealliancephilippines	Boost post	Post	Oct 31, 2022	93 Accounts Center accou... 5 Likes
 The Oceanic Manta Ray (Mobula birostris) is the l... bluealliancephilippines	Boost post	Post	Feb 16, 2022	83 Accounts Center accou... 6 Likes

1. Thresher shark: [instagram.com/p/CZ3W-vWhe7A/](https://www.instagram.com/p/CZ3W-vWhe7A/)
2. Ecotourism manager: [instagram.com/p/CkX5GuyL5QE/](https://www.instagram.com/p/CkX5GuyL5QE/)
3. Manta Ray: [instagram.com/p/CaCJbhph0tL/](https://www.instagram.com/p/CaCJbhph0tL/)

### Top 3: Engagement

Title	Type	Date published	Reach	Likes and reactions
 Snowflake moray eels are nocturnal carnivorous f... bluealliancephilippines	Boost post	Post	Feb 24, 2022	53 Accounts Center accou... 15 Likes
 Thresher sharks, also called Fox sharks are split u... bluealliancephilippines	Boost post	Post	Feb 12, 2022	238 Accounts Center accou... 14 Likes
 When bad weather strikes, fishers couldn't head ... bluealliancephilippines	Boost post	Post	Oct 30, 2022	36 Accounts Center accou... 11 Likes

1. Moray Eel: [instagram.com/p/CaWSYaWBLGz/](https://www.instagram.com/p/CaWSYaWBLGz/)
2. Thresher Shark: [instagram.com/p/CZ3W-vWhe7A/](https://www.instagram.com/p/CZ3W-vWhe7A/)
3. Fish Landing Survey: [www.instagram.com/p/CkVVT5brLFZ/](https://www.instagram.com/p/CkVVT5brLFZ/)

Blue Alliance also produced a comic (soon-to-be printed and distributed) in Filipino depicting enforcement experiential stories on marine conservation in MPA sites and the role of Blue Alliance in co-managing the resources.

## B. Visibility

### External Media Coverage

#### Blue finance (international):

Blue finance and the Global Fund for Coral Reefs were featured in the following thought-leadership article on Driving Finance for Coral Reef Resilience

<https://impact.economist.com/ocean/biodiversity-ecosystems-and-resources/driving-finance-for-coral-reef-resilience>

#### Blue Alliance (The Philippines - MPA specific):



Blue Alliance continues to regularly feature in local social media posts across various MPA-focused topics.

News about fisher saving sea turtle hatchlings and mentioning the role of Blue Alliance:  
<https://newsinfo.inquirer.net/1550783/58-baby-sea-turtles-that-crawled-to-fishers-doorstep-released-to-sea-in-calapan?fbclid=IwAR0m9Mq7o0ivjNwAvcJyi2Dq6fC65XGMnyU1IJ0ozhnC8aplicWmYyCI8PU>

Calapan City Mayor's Office Patrol Boat:  
<https://www.facebook.com/TitaMalouFloresMorillo/posts/pfbid02of7JmeBFxyWU3y1MbR9bhFqXMjTBk8mJeXuUKjsS8tC38XEzG8dvhbFBaxqnr9Lkl>

Diving in Calapan City:  
<https://www.facebook.com/TitaMalouFloresMorillo/posts/pfbid0H6dXKZjDXfw1P8yZ2aV5fNfBqW2c8CQCvfwWqJGDm52pd3fAmqKN3qgNnviqtvx3l>

Enforcement assets:  
<https://www.facebook.com/100044217351901/posts/pfbid02yq4jHs6PdCozDjxHU32BWXBbBS83vvBkqnVocqv1PQ8LEnJPZBPS369PcN98nbUZI/?>

Sea Turtle Conservation Training:  
<https://www.facebook.com/100044217351901/posts/pfbid02kPjybdJen5JwsW9zDWwRdbAhCpj6N5gZrMAKNA7gxqRZMyV3RtEV65K2wrYzjvKYI/?>

Philippine Information Agency MIMAROPA:  
<https://www.facebook.com/100069209799773/posts/pfbid0UncGwuKc3YwDDpK4ESfeD7dHSSrXf3b3jFE8stsQzRHwMCwhdm8tb6pGWRoFs2nCI/?>

Philippine Coast Guard:  
<https://www.facebook.com/100015207462906/posts/pfbid02FcFFED2pxKCfNm3T2h3uVuy626oTRo1wceefBJ46BZWJeRe4ZuHhdhtmFDoUWW9xl/?>

### *Published Programme Content*

No programmatic content was produced to date.

### *Event Features*

#### **GUIDANCE**

Indicate number of events where programmes/supported activities were featured and attach links and supportive visuals in [Trello](#).

**Blue finance (international):**

At international level, Blue finance Executive Director and Co-Founder, Nicolas Pascal, and Director Conservation & Science and Co-Founder, Angelique Brathwaite were present at the 2022 United Nations Ocean Conference. Mary Grace Catapang, Communication and Science Coordinator Philippines recently attended and spoke at Impact5 in Vancouver, Canada.

**Blue Alliance (MPA specific):**

Content was created around approximately 42 local events comprising various meetings and activities over the period.

**Coral reef-specific:**

- [MPA Scientific Monitoring](#)
- [Allen Coral Atlas Training](#)
- [Coral Assessment Training](#)
- [Crown-of-thorns injection and collection](#)
- [COTs outbreak monitoring report](#)
- <https://www.facebook.com/BlueAlliancePhilippines/posts/pfbid02JqYNjnQK7FZNcnUHvfdBhIJN7nd3zbvpWstJP2TEa6oUMxQ3Ybbs6c9im7pfxCzdl>
- <https://www.facebook.com/BlueAlliancePhilippines/posts/pfbid0Jp1krAjdYWZRa2w5SSzks6DLfP1BKjJwvXFSZeSfppHMCrgHpcki6Y7NoLNmDrMFI>
- [COTs September Update](#)

**Further events for MPA programme:**

- [Safeguarding sea turtle eggs in San Teodoro](#)
- [Meeting with People's organization](#)
- [Exploration of dive sites in Calapan City](#)
- [Sea Turtle hatchling release 1](#)
- [Meeting with Bantay Dagat and People's Organization](#)
- [Coastal Resource Management Meeting in Baco](#)
- [Sea turtle hatchling release 2](#)
- [Coastal cleanup](#)
- [Capacity-building on sustainable livelihood and ecotourism](#)
- [Fisherfolk's Day](#)
- [Mangrove Law Enforcement](#)
- [Meeting with Calapan City Mayor](#)
- [Meeting with Oriental Mindoro Provincial Government](#)
- [Meeting with San Teodoro Mayor](#)
- [Meeting with People's Organizations in Calapan City](#)
- [Meeting with Baco Mayor](#)
- [Partnership with Fisherfolk organization in Calapan City](#)
- [Discussion with Hotel and Restaurant Association of Calapan \(HRAC\)](#)
- [Partnership with Coastal Resource Management \(CRM\) Coordinators](#)
- [Fisherfolk in Crown-of-thorns injection and collection program](#)
- [Marine Protected Area \(MPA\) governance](#)

- [Collaboration with coastal communities](#)
- [International Coastal Cleanup](#)
- [Marine Protected Area Day 2022](#)
- [Marine Protected Area Stakeholders Summit](#)
- [Commercial Fish Survey Preparation](#)
- [Commercial fish underwater surveys](#)
- [Fish Landing Survey](#)
- [Cargo Vessel Stranding Assessment](#)
- [International Day for Biosphere Reserves](#)
- [Procuring marker buoys and patrol boat](#)
- [SMART App for Enforcement](#)
- [Pawikan Conservation Training](#)
- [Turnover of enforcement assets to Bantay Dagat and LGU](#)
- [Installment of Marker buoys](#)

### *Primary Creative Assets*

#### **Blue Alliance (The Philippines - MPA specific):**

The key messaging framework is growing into a content eco-system, currently comprising of regular social media, bi-monthly newsletters, pdf leaflets and posters (the latter, as and when required). The tone of messaging is consistent across all communication: educational, authoritative, yet accessible.

The Blue Alliance logo is visible in all areas of operation and becoming recognisable to the local community. It appears consistently on all communication, from apparel worn by the team to social media platforms, informative posters/flyers and any other material that is being disseminated. Local MPA protection and reinforcement teams (known as the Bantay Dagat) wear recognisable shirts that also carry the logo. Social media platform home pages reflect the Blue Alliance brand and all social media creative assets include the logo where possible. All educational communication is clearly branded Blue Alliance.

### *Reef Positive Solutions Case Studies*

#### **Reef-positive business-focused content:**

##### **General programme presentation:**

[https://www.linkedin.com/posts/blue-finance\\_creating-seastainable-communities-activity-7013918343397040128-CQzh?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-finance_creating-seastainable-communities-activity-7013918343397040128-CQzh?utm_source=share&utm_medium=member_desktop)

<https://www.linkedin.com/feed/update/urn:li:activity:7017211717394808832>



<https://www.linkedin.com/feed/update/urn:li:activity:7017877380736163840>  
<https://www.linkedin.com/feed/update/urn:li:activity:7017877380736163840>

**Blue carbon and Mangrove Conservation programme:**

[https://www.linkedin.com/posts/blue-finance\\_blue-carbon-credits-in-marine-protected-areas-activity-7023940023028748288-PXWR?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-finance_blue-carbon-credits-in-marine-protected-areas-activity-7023940023028748288-PXWR?utm_source=share&utm_medium=member_desktop)  
<https://blue-finance.org/blue-carbon-credits-in-north-oriental-mindoro/>  
<https://blue-finance.org/blue-carbon-credits-in-north-oriental-mindoro/>

**Mud Crab Aquaculture:**

<https://www.linkedin.com/feed/update/urn:li:activity:7021371044485619712>  
<https://www.linkedin.com/feed/update/urn:li:activity:7021371044485619712>  
<https://blue-finance.org/sustainable-aquaculture-in-action-mindoro/>  
<https://blue-finance.org/sustainable-aquaculture-in-action-mindoro/>

**Sea cucumber:**

[https://www.linkedin.com/posts/blue-alliance-ph\\_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/blue-alliance-ph\\_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/blue-alliance-ph\\_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_we-are-exploring-the-feasibility-of-establishing-activity-7029007206129827840-Quxb?utm_source=share&utm_medium=member_desktop)

**Blue rise ecotourism programme:**

<https://www.linkedin.com/feed/update/urn:li:activity:7017211717394808832>

**Blended finance facility:**

[https://www.linkedin.com/posts/globalfundcoral\\_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/globalfundcoral_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/globalfundcoral\\_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/globalfundcoral_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/globalfundcoral\\_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/globalfundcoral_impac5-scaling-private-finance-for-mpas-ugcPost-7026214645057093632-tB2a?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/nicolas-pascal-489b3b4a\\_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/nicolas-pascal-489b3b4a_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/nicolas-pascal-489b3b4a\\_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/nicolas-pascal-489b3b4a_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm_source=share&utm_medium=member_desktop)  
[https://www.linkedin.com/posts/nicolas-pascal-489b3b4a\\_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/nicolas-pascal-489b3b4a_coralreefs-impactinvesting-mpa-activity-7025749358318891008-tUeJ?utm_source=share&utm_medium=member_desktop)

<https://oceanriskalliance.org/project/establishing-a-blended-finance-facility-for-marine-protected-areas-mpas/>  
<https://oceanriskalliance.org/project/establishing-a-blended-finance-facility-for-marine-protected-areas-mpas/>

*Speakers identified and featured as programme Champions*

**Blue finance (international):**

The entire Blue finance team is engaged programme champions of their areas of expertise. This is spearheaded by the vision of Blue finance Executive Director and Co-Founder, Nicolas Pascal, and Director Conservation & Science and Co-Founder, Angelique Brathwaite.

**Blue Alliance (The Philippines - MPA specific):**

The entire Blue Alliance team is engaged programme managers of their areas of expertise.

Blue finance and Blue Alliance work closely on behalf of local governments and with the local mayors of the City of Calapan and Puerto Galera and their representative teams across various spheres of expertise. The mayor of the City of Calapan, Marilou F. Morillo, consistently amplifies Blue Alliance content as seen in previous examples.

Blue finance continues to work closely with Stairways Youth Programme to identify opportunities for education and awareness amongst youth.

**Listing of champions:**

Champion Mayor of Calapan city

[https://www.linkedin.com/posts/blue-alliance-ph\\_people-team-management-activity-6982995455857094656-pRxl?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_people-team-management-activity-6982995455857094656-pRxl?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_people-team-management-activity-6982995455857094656-pRxl?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_people-team-management-activity-6982995455857094656-pRxl?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_state-of-the-city-address-of-calapan-city-activity-6988123473894133760-VcXU?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_state-of-the-city-address-of-calapan-city-activity-6988123473894133760-VcXU?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_state-of-the-city-address-of-calapan-city-activity-6988123473894133760-VcXU?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_state-of-the-city-address-of-calapan-city-activity-6988123473894133760-VcXU?utm_source=share&utm_medium=member_desktop)

Champion local people organisation

[https://www.linkedin.com/posts/blue-alliance-ph\\_mpamonday-marineprotectearea-ecotourism-activity-6985214961841045504-ok47?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_mpamonday-marineprotectearea-ecotourism-activity-6985214961841045504-ok47?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_mpamonday-marineprotectearea-ecotourism-activity-6985214961841045504-ok47?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_mpamonday-marineprotectearea-ecotourism-activity-6985214961841045504-ok47?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_conservation-management-people-activity-6914884583930953728-2iAN?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_conservation-management-people-activity-6914884583930953728-2iAN?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_conservation-management-people-activity-6914884583930953728-2iAN?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_conservation-management-people-activity-6914884583930953728-2iAN?utm_source=share&utm_medium=member_desktop)

Interview with local Mayor

<https://www.dropbox.com/s/16yzzm4u76jz1xc/message%20environment.mp4?dl=0https://www.dropbox.com/s/16yzzm4u76jz1xc/message%20environment.mp4?dl=0>

Interview with Ministry of Environment

<https://www.dropbox.com/s/elcg298uylrj7y1/video-1625656386.mp4?dl=0https://www.dropbox.com/s/elcg298uylrj7y1/video-1625656386.mp4?dl=0>

Champion youth and science

[https://www.linkedin.com/posts/blue-alliance-ph\\_coralconservation-allencoralatlas-marinescience-activity-7009493707959779328-VQIH?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_coralconservation-allencoralatlas-marinescience-activity-7009493707959779328-VQIH?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_coralconservation-allencoralatlas-marinescience-activity-7009493707959779328-VQIH?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_coralconservation-allencoralatlas-marinescience-activity-7009493707959779328-VQIH?utm_source=share&utm_medium=member_desktop)

Champion Pawikan Conservation Training

[https://www.linkedin.com/posts/blue-alliance-ph\\_stakeholdersunday-community-training-activity-7005162010233507840-USB?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_stakeholdersunday-community-training-activity-7005162010233507840-USB?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_stakeholdersunday-community-training-activity-7005162010233507840-USB?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_stakeholdersunday-community-training-activity-7005162010233507840-USB?utm_source=share&utm_medium=member_desktop)

Champion youth and UNESCO

[https://www.linkedin.com/posts/blue-alliance-ph\\_unesco-unescomab-unacom-activity-6994948823739490304-F3ql?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_unesco-unescomab-unacom-activity-6994948823739490304-F3ql?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_unesco-unescomab-unacom-activity-6994948823739490304-F3ql?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_unesco-unescomab-unacom-activity-6994948823739490304-F3ql?utm_source=share&utm_medium=member_desktop)

Champion MPA ranger

[https://www.linkedin.com/posts/blue-alliance-ph\\_stakeholdersunday-community-finance-activity-6989928705548566528-R-Tp?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_stakeholdersunday-community-finance-activity-6989928705548566528-R-Tp?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_stakeholdersunday-community-finance-activity-6989928705548566528-R-Tp?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_stakeholdersunday-community-finance-activity-6989928705548566528-R-Tp?utm_source=share&utm_medium=member_desktop)

Champion local governments

[https://www.linkedin.com/posts/blue-alliance-ph\\_biodiversity-community-management-activity-6917431582714716160-Er3f?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_biodiversity-community-management-activity-6917431582714716160-Er3f?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_biodiversity-community-management-activity-6917431582714716160-Er3f?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_biodiversity-community-management-activity-6917431582714716160-Er3f?utm_source=share&utm_medium=member_desktop)

Champion fishers

[https://www.linkedin.com/posts/blue-alliance-ph\\_fisherfolks-as-partners-in-conservation-and-activity-6915684850918182913-u\\_wU?utm\\_source=share&utm\\_medium=member\\_desktophttps://www.linkedin.com/posts/blue-alliance-ph\\_fisherfolks-as-partners-in-conservation-and-activity-6915684850918182913-u\\_wU?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_fisherfolks-as-partners-in-conservation-and-activity-6915684850918182913-u_wU?utm_source=share&utm_medium=member_desktophttps://www.linkedin.com/posts/blue-alliance-ph_fisherfolks-as-partners-in-conservation-and-activity-6915684850918182913-u_wU?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_fishfolks-fish-fisher-activity-6905528076235608064-D0zr?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_fishfolks-fish-fisher-activity-6905528076235608064-D0zr?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_fishfolks-fish-fisher-activity-6905528076235608064-D0zr?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_fishfolks-fish-fisher-activity-6905528076235608064-D0zr?utm_source=share&utm_medium=member_desktop)

Champion with Province Government

[https://www.linkedin.com/posts/blue-alliance-ph\\_finance-investments-marine-activity-6914073658395164672-m7to?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_finance-investments-marine-activity-6914073658395164672-m7to?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_finance-investments-marine-activity-6914073658395164672-m7to?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_finance-investments-marine-activity-6914073658395164672-m7to?utm_source=share&utm_medium=member_desktop)

Champions with tourism

[https://www.linkedin.com/posts/blue-alliance-ph\\_ocean-oceanconservation-oceans-activity-6917324192090652672-Pvqv?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_ocean-oceanconservation-oceans-activity-6917324192090652672-Pvqv?utm_source=share&utm_medium=member_desktop)

[https://www.linkedin.com/posts/blue-alliance-ph\\_ocean-oceanconservation-oceans-activity-6917324192090652672-Pvqv?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/blue-alliance-ph_ocean-oceanconservation-oceans-activity-6917324192090652672-Pvqv?utm_source=share&utm_medium=member_desktop)

### *2023 Communications Strategy*

#### **Blue finance (International):**

Key communications aims and deliverables for 2023 are as follows:

- Continue to be present at all key global event forum engagements, such as Impac5 and Our Ocean Conference
- Blue finance programme champions and managers will continue to drive and share information
- Continue to drive awareness and education across the key Blue finance pillars
- Creation of ongoing reef-positive business-focused content
- Craft thought-leadership content on key areas of focus
- Amplification: grow social media and platforms
- Implement further newsletters that directly communicates with Blue finance audience
- Redesign the current website highlighting key programmes and activities
- Create local MPA partner websites as part of the content eco-system
- Focus on champion outreach and engagement through identifying possible spokespeople
- Bankable solution case study content will be created and amplified by a dedicated cross-platform social media campaign
- Information and communications for investors will combine stories about local impact (on both people and ecosystems) and will also emphasize the strong investment opportunities and financial performance to-date of the various interventions. Investor prospectuses and investment fairs will be part of the communications strategy to prospective investors.

- Media engagement and PR opportunities – key media have been identified and relevant thought-leadership content from key Blue finance voices will be shared

### Blue Alliance (The Philippines - MPA-specific)

Key aims and deliverables for 2023 will focus on the continuation of content creation across all MPA focus areas.

- Content will continue to focus on education and awareness
- Creation of ongoing reef-positive business-focused content
- We will focus on growing social media platforms audiences, as well as engagement
- Brand awareness for Blue Alliance will continue to grow through key logo placement across various collateral and activities
- An education and awareness youth programme comprising of various projects will be implemented
- Blue finance is aligning with Stairways Youth Programme as part of the 2023 youth education programme
- We will continue with extensive on-the-ground updates, events and training
- We will continue to secure local media interviews, such as this radio interview by Blue Alliance fisheries programme manager, Clark Ross Bautista

## VI. Risk Management and Mitigation

Risks	Risk Level: Very high High Medium Low (Likelihood x Impact)	Likelihood: Almost Certain - 5 Likely - 4 Possible - 3 Unlikely - 2 Rare – 1	Impact: Extreme – 5 Major - 4 Moderate - 3 Minor - 2 Insignificant - 1	Mitigating measures	Updates
<b>Contextual risks</b>					
Political instability or local political interference in the projects	Low	2	3	Projects are being steered by multistakeholder advisory and investment committees and governance structures so that all stakeholders are able to influence programme decision-making.	No change in risk profile. Recent presidential elections as well as municipal elections have not modified the risk profile.
Natural disaster	Medium	3	2-4	Project developers are putting in place plans to respond to external shocks and ensure liquidity and technical	No change in risk profile. Progress on the parametric

				support is available to those impacted by a disaster.	insurance to mitigate this risk.
<b>Programmatic risks</b>					
Programme implementation is delayed or time is not sufficient to deliver on all the activities	Medium	3	3	Programme partners will seek to understand causes of delays and deliver additional technical capacities, resources or other inputs to help put delayed activities back on track.	No delays reported so far.
Project development costs are higher than anticipated	Medium			Programme developers have extensive experience in programme budgeting. Various scenarios have been modelled to take into account higher costs or lower revenues and prepare contingency plans.	No major deviations reported so far
Lack of local engagement/community buy-in	Low	2	3	Consortium partners have already undertaken extensive community outreach and engagement to ensure programmes are anchored in and respond to local needs and concerns, as articulated by local communities. Multistakeholder decision-making processes and a robust grievance mechanism are in place to ensure that any community concerns are addressed.	No change in risk profile. Most engagement expected has been confirmed. Delays in engagement have been addressed.
<b>Institutional risks</b>					
Lack of coordination among programme partners	Low	3	3	A clear division of labour has been established among programme partners. Regular coordination meetings will be organised to ensure the smooth implementation of the programme.	No change in risk profile. Team and partners' roles are well divided and clear.
Programme partners re-orientation	Medium	3	2	Programme partners might decide to not follow with the programme due to internal choices (priorities, budget, staff dedication)	Regular exchanges are made with partners to anticipate changes.
Inability to source sufficient technical expertise to deliver all programme activities	Low	2	3	Programme partners already have significant in-house technical expertise and	No change in risk profile. We have been using HR companies for

				have been working with local partners on project development. Programme partners will leverage their extensive local and international networks to ensure the right expertise is available for this programme.	specific recruitment.
Fiduciary risks					
Funds are not used for their intended purpose	Low	1	3	Robust programme governance structures and monitoring frameworks will aim to ensure there is no leakage of funds. Project performance will be monitored on an ongoing basis and course corrections suggested to ensure the efficient use of funds.	No change in risk profile. Strict compliance and procurement rules have been set-up

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## VII. Adaptive Management

### Lessons learnt for the development of a pipeline of ‘bankable’ reef-positive businesses

The programme has targeted the bottlenecks that hinder private investment in reef-positive initiatives such as MPAs.

Lessons learnt:

1. Prepare and design MPA projects that are investment grade and establish a robust M&E framework to monitor impact. The developer must prepare activities included detailed business plans, the negotiation of terms and commitments by all participating project partners and stakeholders, robust financial projections and scenario analyses, investment structures including farmers’ and fishers’ incentives, the generation of financial returns and benefits for participating farmers, fishermen, local stakeholders and investors, and initial design of the blended finance facility (catalytic grant and debt capital).
2. The Developer has to arrange the terms with all relevant stakeholders (MPA SPE, community, government, and commercial or other private sector partners) as well as to prepare all relevant interventions on policy, governance, fishery and farming governance and seafood processing levels

including the underlying detailed investment and business plans subject to detailed financial analysis and due diligence.

3. The recruitment of a credible team to implement the project with a comprehensive mix of expertise and appropriate track record in MPA management, entrepreneurship, community development, marine ecology, conservation finance, public-private partnerships and business planning has been key.

### **Lessons learnt for the development of a blended finance facility for MPAs**

Progress made demonstrate the growing potential for impact investment in marine conservation. While the opportunity offered by MPAs is relatively new, lessons are emerging regarding 3 core ingredients for success:

(i) A viable business model is necessary for financial returns. Nature tourism is currently one of the most viable revenue sources for MPAs, with blue-carbon credits and responsible aquaculture emerging as new revenue streams.

(ii) Grouping projects in a unique facility can improve the risk-return profile. It will increase the investment size and make it more attractive to commercial investors. The facility simplifies the investment process and lowers transaction costs, creates efficiency and economies of scale through aggregation, reduces the investment risk through diversification across revenue models and MPA projects, improves the quality of the project design and execution and helps investors to transparently monitor their impacts.

(iii) A multi-stakeholder approach is central to successful project development and management. This should include governments, engaged and experienced NGOs and partners with skills in social entrepreneurship, financial planning and marine conservation;

(iv) Appropriate performance indicators must be identified - with stakeholder input - to capture MPAs' key social and environmental impacts.



### 3. Annexes

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**Annex A: Feasibility studies for reef positive revenue-focused businesses**

**Annex B: Feasibility studies for reef positive livelihood-focused businesses**

**Annex C: Blue finance Gender Policy**



### Annex A: Feasibility studies for reef positive revenue-focused businesses (incl. pilot phase)

Bf-#	Sector	Sub-sector	Countries	Main focus	Time Plan for Projects bef. Ops		Phase / Stage at dec 2022		Key Next Steps 2023	Key Objectives 2024	Key Objectives 2025	
					Start	End	Conception	Dev./Mgt				
A1	Aquaculture	Mangrove crab	PHI	Revenue	Oct-22	30-Sep-24		2	Design	(1) pond preparation on-going (2) launch the pilot (10-Mar-23) (3) create the local association (4) decide on hatchery site	Start Operations: (1) Local association registered with all necessary permits (2) All premises ready (hatchery...) (3) Local team recruited & trained	Operations Y1: (1) Total crab output = 60 tons (2) Revenues = USD 0.8M (3) OPEX = USD 1.2M (4) Net profits = -USD 0.4M
A4	Aquaculture	Sea cucumber	PHI	Revenue	Jan-23	Jun-24	1		Pre-feasibility	(1) debrief the pre-feasibility (2) engage the feasibility	(1) Complete the Conception phase with full funding (2) Launch the Development phase	(Nearly) complete the Development phase (Nearly) start Operations
A11	Aquaculture	Lobster	PHI	Revenue	Apr-23	Sep-24	1		Pre-feasibility	(1) find expert @SEAFDEC (2) launch pre-feasibility	Complete the Conception phase with full funding	Launch the Development phase
BC1	Blue carbon	Restoration and conservation of mangroves	PHI	Revenue	Jan-23	Dec-24	2		Feasibility	(1) recruit the local project staff (2) draft landowner contract terms (3) conduct the first remote sensing	(1) Secure funding for long term blue carbon credits (10-20 years) (2) Launch Development phase	Launch Operations Y1
PR1	Plastic recycling	Recycling of plastics into fuel	PHI	Revenue	Jan-23	Jul-24	1		Pre-feasibility	Conduct a high-level construction material market survey to understand market drivers and opportunity with Plastic Odyssey	(1) Complete the Conception phase with full funding (2) Launch the Development phase	(Nearly) complete the Development phase (Nearly) start Operations



**Annex B: Feasibility studies for reef positive livelihood-focused businesses**

Bf-#	Sector	Sub-sector	Countries	Main focus	Time Plan for Projects		Phase / Stage		Key Next Steps 2023	Key Objectives 2024	Key Objectives 2025
					Start	End	Conception	Dev. / Mgt			
<b>New Sectors</b>											
F1	Fisheries	Reef fishery supply chain	PHI	Livelihood	Jan-23	Dec-23	1	Pre-feasibility	(1) partner with ABALOBI / Tindagat / similar marketing company (2) connect the fishermen	support marketing company and the fishermen with further capacity building	support marketing company and the fishermen with further capacity building



- **Annex C: Blue finance Gender Policy**

**Blue Finance Organizational Gender Policy**

**Introduction**

At Blue finance, we are committed to promoting gender equality and ensuring a safe, inclusive, and respectful environment for all individuals, particularly those belonging to marginalized communities. This gender policy serves as a guiding framework for our organization's operations and interactions with staff, volunteers, beneficiaries, and stakeholders.

**Definition of Gender Equality**

We define gender equality as the equal rights, opportunities, and responsibilities for all individuals, regardless of their gender identity, expression, or biological sex. We acknowledge that gender discrimination, stereotypes, and biases still exist in society, and we strive to actively challenge and dismantle them.

**Commitment to Gender Equality**

We are committed to:

- a) Ensuring equal access to opportunities, resources, and benefits for all individuals, irrespective of gender identity or expression.
- b) Promoting gender-sensitive programming that addresses the unique needs and challenges faced by marginalized communities.
- c) Fostering an inclusive and diverse work environment that values and respects different gender identities, experiences, and perspectives.
- d) Eliminating gender-based violence, harassment, and discrimination within our organization and the communities we serve.
- e) Encouraging gender-balanced representation in decision-making processes and leadership positions.

**Non-Discrimination and Harassment**

- a) We strictly prohibit any form of gender-based discrimination, harassment, or violence, including but not limited to verbal, physical, sexual, and psychological abuse.
- b) All staff, volunteers, beneficiaries, and stakeholders are expected to treat each other with dignity, respect, and fairness, regardless of their gender identity or expression.
- c) Complaints related to gender-based discrimination or harassment will be treated seriously, confidentially, and promptly, with appropriate measures taken to address the issue and support the affected parties.



### **Gender-Responsive Programming**

- a) Our organization is committed to understanding and addressing the specific needs, challenges, and aspirations of marginalized communities, taking into account intersecting factors such as gender, race, ethnicity, disability, and socioeconomic background.
- b) We will incorporate a gender perspective into the design, implementation, monitoring, and evaluation of all our programs and activities, ensuring their relevance and effectiveness.
- c) We will work collaboratively with relevant stakeholders and organizations to advocate for gender-responsive policies and practices within our sector.

### **Gender Training and Capacity Building**

- a) We will provide ongoing training and capacity-building opportunities to staff and volunteers to enhance their understanding of gender equality, gender-based violence, and intersectionality.
- b) These training programs will promote inclusive practices, gender-sensitive language, and respect for diverse gender identities and expressions.
- c) We will also engage external experts and consultants to ensure our organization remains up-to-date with best practices and emerging trends in gender equality.

### **Monitoring and Reporting**

- a) We will establish mechanisms to monitor and assess the progress of our organization in implementing this gender policy.
- b) Regular reporting and accountability mechanisms will be put in place to measure and communicate our achievements, challenges, and areas for improvement.
- c) We will engage our stakeholders, including beneficiaries and community members, in the monitoring and evaluation processes, encouraging their feedback and active participation.

### **Policy Review**

- a) This gender policy will be reviewed annually to ensure its relevance, effectiveness, and alignment with evolving gender equality standards and practices.
- b) Stakeholder input will be sought during the policy review process to ensure diverse perspectives are considered.

By implementing this gender policy, we aim to create an inclusive organization that advances gender equality and contributes to positive social change in the marginalized communities we serve.