

Presentation given at the Marine Katoomba meeting

**Katoomba XVI:
Building a Blueprint to Harness New Investment for the Protection
of Marine and Coastal Ecosystem Services**

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Moore Foundation, Palo Alto, CA

Hosted by the Katoomba Group



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for a living planet®

Gulf of California Payment for Environmental Services

WWF-Mexico Marine Program



Our shared vision

A productive and resilient Gulf of California that sustains a diversity of healthy, interconnected ecosystems that reliably produce the ecosystem goods and services needed to support human welfare, strong economies and biological diversity.





What are we doing

Sustainable Fisheries

Sustainable Tourism
and Coastal Development

Functional Network
of Managed Areas

Strong capacity in the Gulf





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PES in our strategy

1. Property Rights

Without clear property rights* it would be hard to have PES

2. Price distortions

PES is harder to implement in markets with high distortions

3. Acting now

Understanding the legal framework for MCA, PES that allow us to act now





Right based management in the GoC

1. Property rights do make a difference for PES
Vaquita no take zone vs Isla Natividad no take zones
2. What are we doing?
Working together with Conapesca, Inapesca, EDF and NOS to make RBM a National Policy
3. Our experience in Sinaloa Shrimp Fisheries (2009)
We made huge progress with artisanal: 154 fishing communities, 6000 artisanal boats, 187 monitoring sites





Price distortions for seafood

1. Its hard to compete against a very distorted market
It is hard to pay for the services of "no-fishing" when fishing is highly subsidized

2. What are we doing?

Understanding the problem and crafting solutions:

- Subsidies and taxes reform
- Regulations and incentives (technology, EIA...)
- Seafood markets (discriminating markets, avoid monopsonies who incentive the race for fish)





Acting now

We can't wait forever for correct property rights and price distortions.

What are we doing now?

- Generating the blueprint for Marine Conservation Agreements. TNC is leading (Zofemat, easements...)
- Sustainable Finance for MPA, in general and a pilot for San Pedro Mártir (TNC, COBI and Conanp).
- Making the economic case for mangrove conservation and developing a self-finance agenda (Conafor example)
- Linking efforts of our freshwater and marine programs





Challenges

1. Momentum of Sinaloa and rolling out national (replication, building trust, enabling institutional environment, making the economic case)
2. Getting incentives right: market chains, public finance (subsidies, expenditures, taxes...) , regulations (norms, EIA, fisheries management plans...)
3. MCA and PES for sustainable finance





Thank you

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