Message box (target = funding organization: ocean conservation NGO)

Issue: lack of formal platform for realizing synergy between coastal stakeholders

Problems:

* Economic incentives in coastal communities are arranged such that investment in valuable environmental information gathering systems (as well as in the information itself) does not occur because the ROI is too low (too complex, time-consuming, expensive)
* Economic incentives in coastal communities are arranged such that it does NOT make sense for any one already-established entity to finance the creation of this network (too complex, time-consuming, expensive)
* Attempts to address this issue have been piecemeal and operate in pseudo silos, independent of each other.

So What?

* Inefficient, short-sighted, ill-informed decision-making occurring at government, private business, and citizen levels
* Scaling-up of eco-friendly and community-friendly activities is limited
* Economy is decoupled from the environment upon which it ultimately depends
* Misdirected, misallocated, mismanaged funding with little to no impact monitoring/evaluation
* Massive loss of potential profits

Benefits?

* Increased truly sustainable coastal economic activity
* Decisions made by entities reliant on the environment (the inputs they need, or the location where they reside) are environmentally-informed
* Transactions are traceable, transparent, trustworthy, contract-mediated, fair, automatic, and inclusive.
* Overcomes bureaucratic slowdowns due to personalities, excessive negotiations, etc.
* An alternative to small, micromanaged, one-time grants that are costly and time-consuming to advertise and manage.
* An integrated approach to data access, sharing, and record-keeping.

Solutions?

* Found a company that will create and maintain a digital platform for coastal stakeholders that allows the aggregation of:
  + Demand for and supply of environmental information
  + Willingness to pay for and proper pricing of environmental information

… so that transactions can occur with minimal transaction costs in a reliable, trustworthy, and automated fashion; and backed up by an immutable, transparent, and traceable record-keeping system.

* Conduct an empirical pilot project in a coastal community in collaboration with several stakeholders; analyze the results of the pilot project; and then build on this base network to expand to other projects and address ever-changing needs of coastal stakeholders.