



Mesoamerican Reef Alliance ICRAN-MAR Project

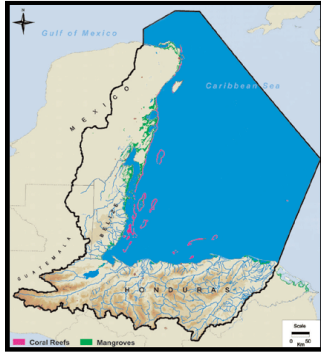
Terminal Report - Executive Summary



A regional initiative supported by the United Nations Foundation (UNF) and the United States Agency for International Development (USAID) under the overall coordination of the United Nations Environment Programme (UNEP)



INTRODUCTION



Adapted from Kramer and Kramer (2002)
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Vibrant and spectacular coral reefs, teeming with colorful fish, coral, lobsters, conch, turtles and other marine life, are considered one of the most biologically diverse habitats on earth. The health and biodiversity of these reefs is critical to the economic livelihood and cultural values of millions of people throughout the world who rely on these coastal environments.

The Mesoamerican Reef, stretching over 1,000 km (625 miles) along the eastern coasts of Mexico, Belize, Guatemala, and Honduras, is the largest continuous stretch of reef in the western hemisphere; it has been identified as a unique and globally important coral reef ecosystem. People in the adjoining Mesoamerican countries rely on the reef and its associated ecosystems for much of their food and livelihoods. Unfortunately, the Mesoamerican Reef is under severe natural and human induced threat.

In recognition of the ecological and socio-economic richness and importance of the Mesoamerican Barrier Reef region (MAR), the ICRAN Mesoamerican Reef Alliance (ICRAN-MAR) project was designed in 2003 to contribute to the many local, national and regional-level resource conservation and sustainable development projects that had been initiated in the MAR region since 1990. Discussions among ICRAN representatives and conservation leaders in the MAR region had established that there were opportunities where ICRAN could, and should, become engaged.

As a result, ICRAN partners developed a 3-year initiative to address threats to the MAR under three components known for their potential to strongly impact the coastal and marine ecosystems: **watershed management, sustainable fishing, and sustainable tourism.** With the generous support of the United States Agency for International Development (USAID) and the United Nations Foundation (UNF), the ICRAN-MAR partners would conduct a set of inter-linked, complementary activities to enable the proliferation of good practices for coral reef management and conservation.

The strategy of this Alliance would combine a conservation and sustainable management approach with the creation of partnerships with the private sector to leverage resources and talents to find long-term solutions.

Project implementing partners are the World Resources Institute (WRI), UNEP-World Conservation Monitoring Centre (WCMC), World Wildlife Fund (WWF), The Coral Reef Alliance (CORAL), UNEP-Division of Technology Industry and Economics (DTIE), and Reef Check. After nearly 3 years of activities, implementing partners achieved significant results, exceeding original expectations in various instances. A lead organization within ICRAN, UNEP-CAR/RCU managed project execution and overall coordination.



OVERALL PROJECT PERFORMANCE

At the end of this 3-year period, ICRAN-MAR partners delivered project results as expected and in some instances they produced more than originally requested in their project documents. Over the course of these years, they managed to overcome difficulties encountered during the development of the project to be able to produce the required deliverables.

Some initial roadblocks included:

- Availability of tools to undertake their activities – not always ready or easy to find,
- Need for coordination with other partners in the region – not easy to coordinate or to get information from others,
- Difficulties in timely coordination with other component counterparts – each organization carries out other parallel activities and schedules not always coincided,
- Receptiveness of local institutions and their willingness to provide information – level of response from local partners or their capacity to become involved was different in every country,
- Lack of relevant/available information or data
- Insufficient project staff at any given time
- Budget constraints – original budget envisioned organization of one regional workshop; responses from regional stakeholders show that the project could have benefited from more resources for on-the-ground consultation and further capacity building.
- Overcoming confidentiality issues – such as in the case of agribusiness providing details about their industrial processes

Notwithstanding these and other challenges, the objectives of ICRAN MAR have clearly been met. Some of the early difficulties were linked to the very nature of the processes partners were to implement (e.g. signing MoUs with agribusiness which demands significant amount of time, or coordination with other regional initiatives). Others were related to shifts in staff responsibilities since times of project design and conception to actual implementation. In different instances program officers undertaking the planned activities found that it was difficult to carry out activities or to produce results as originally envisioned by their predecessors. Luckily, the adaptive management capacity of the project and the close communication with the coordination unit facilitated overcoming these hurdles and project results have been achieved.

The program established and strengthened important alliances with partner organizations and projects (e.g. Conservation International, TNC and FFEM), major international corporations (e.g. Chiquita, Dole, Fyffes, etc.), local industries and local community groups (e.g. fishermen's cooperatives). This mosaic of partnerships and alliances positioned the project at a strategic point where there is potential to leverage major changes in policies and practices at national and regional levels. These changes are needed to reduce threats from expanding development activities and overall economic growth in the region.



Table 1: Number of Institutions/Communities Involved Per Sector

SECTOR	QUANTITY ⁽¹⁾	WM	SF	ST
Govt Agencies	34	16	8	15
Local NGOs	22	7	10	9
Other NGOs/Regional Initiatives	18	10	2	8
Local communities	58	0	56	4
National Institutions ⁽²⁾	23	10	5	8
Private Sector	115	20	20	77
<i>Total</i>	<i>270</i>	<i>63</i>	<i>101</i>	<i>121</i>

WM: Watershed Management

SF: Sustainable Fisheries

ST: Sustainable Tourism

(1) Approximate numbers;

(2) e.g. Universities, research centers

PROJECT IMPLEMENTATION

The project evolved since its original inceptions and over the course of the implementation phase. Earlier stages required significant investments to set up the necessary mechanisms to undertake planned activities and achieve project goals. This included, among others, gathering information and building relationships with local counterparts. Initial results provided a good platform not only to leverage further support from governments and the private sector but also to inform and influence decision makers in the region. During the implementation phase, ICRAN-MAR partners capitalized on lessons learned and strengthened channels of communication with project partners and other initiatives in the region.

While the three components of the project were closely interlinked and designed to pursue the overall goal of contributing to the sustainable management and use of the Mesoamerican Reef, each component had particular characteristics and different levels of complexity.

The high dynamism of the project activities and the challenges they produced, called for adopting an adaptive approach to allow addressing changes in the implementation mechanisms as appropriate. Under the supervision of the Project Coordinator and the guidance of UNEP-CAR/RCU this approach facilitated the reorientation of investments —consequent with the project's objectives— as necessary.

The spirit of creating alliances and consolidating societies with the private sector for the benefit of coral reefs in the Mesoamerican region was the fundamental objective of the ICRAN-MAR Project. The positive results obtained by the project demonstrate that alliances are an effective mechanism that can bring great benefits for the handling of Marine resources. Nevertheless, coordinating efforts requires commitment and joint work to identify the best strategies that involves relevant stakeholders and especially the local partners.

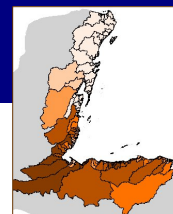
Watershed Management

This component was integrated by two complementary sub-components:

1. WWF focused its efforts identifying sources of pollution and sediment from agricultural activities that have a negative impact on the marine environment, as well as on-the-ground activities with agricultural businesses to adopt a suite of “better management practices”. This work was designed to be carried out in three years and produced concrete innovative results for the MAR region; activities will continue well beyond the life of the ICRAN-MAR project with leveraged support from various sources.
2. WRI and UNEP-WCMC produced information and GIS tools for examining the potential impact of different land use and development options in the region and the associated impacts on water quality in the MAR. These hydrologic models and diagnostic tools help educate and encourage key stakeholders to implement better management practices to reduce impacts on the coastal and marine resources. This work was designed to be carried out during the first two years of the project; tools and results have been disseminated and some local institutions will continue follow up actions (further validation of models) beyond the life of the ICRAN-MAR project.

The agriculture work done under the ICRAN-MAR project has created the basis for deploying BMPs with the potential to reduce pesticides use by commercial agriculture and therefore to reduce contamination threats to the MAR.

As a result of project activities, Dole, Chiquita, and AZUNOSA are implementing a Pesticide Environmental Assessment System (PEAS) to reduce pesticide exposure levels for the environment and agriculture workers of Type I and II agrochemicals, which are the most toxic substances for humans and the environment. The execution of the Pesticide Environmental Assessment System (PEAS) is an important step in the standardization of measurements, control practices, and the reduction of the negative effects pesticides might have on either production or consumption.



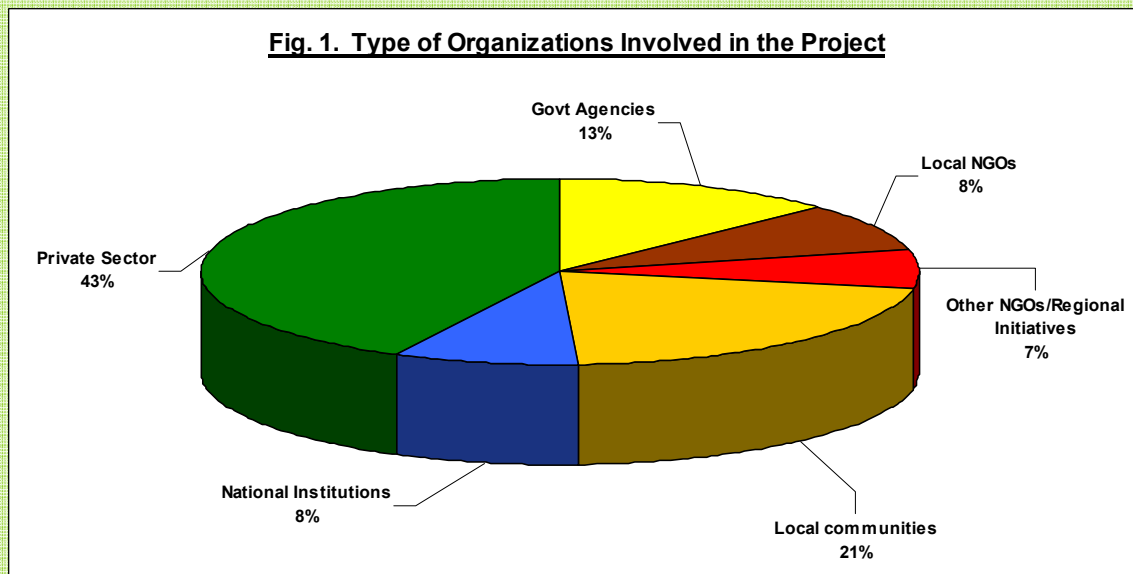
Under the leadership of WWF, the project produced significant results following an innovative approach that praised the importance of adopting better management practices (BMPs) in the agricultural sector, and highlighted the relevance of partnership building with the private sector for conservation efforts and better management. Aiming to achieve the project goal of identifying agricultural threats WWF managed to set up a bioaccumulation monitoring program, designed a monitoring protocol, and leveraged significant resources from the private sector (e.g. Croplife) and other donors in the region (e.g. Summit Foundation) that help consolidate project results in the long-term. MoUs signed with major agricultural companies in the region (e.g. Chiquita, Dole) are now promoting the implementation of BMPs and speak of the industry's willingness to participate in actions that can lower their impact on the environment while maintaining their economical benefits.

This innovative work combining bioaccumulation testing with actual field work in promoting sound and cost effective better management practices allowed WWF to raise the profile of the ICRAN-MAR project in the region.

Collaboration between WRI and WCMC provided the basis for an innovative and comprehensive watershed analysis for the Mesoamerican Reef released by WRI (data CD and analysis) providing significant insights on the connections between land-based sources of threat and impacts to the MAR. This hydrologic analysis tool works at many scales and allows identification and prioritization of the sub-basins which contribute the most sediment and nutrients to coastal waters along the MAR. This analysis provides region-wide results that should be considered preliminary and indicative of the overall pattern and magnitude of erosion and nutrient and sediment delivery across the region.

Results of this analysis show that relevant policy action at a national level to address the contributions from agricultural lands in the region need to be supported. There is great potential and interest in the region to use this tool and its preliminary results. Results have helped identify areas in need of better agricultural management, as the analysis identifies vulnerable areas where conversion to an erosive land use should be avoided, or where converted conservation practices should be implemented. The analysis also identifies areas with high erosion and nutrient runoff, where better agricultural management practices should be targeted. WWF has used the analysis results to target interventions on improved agricultural management.

Fig. 1. Type of Organizations Involved in the Project



Sustainable Fisheries

Early in the project, WWF carried out an analysis of the fisheries sector in the four MAR countries to determine needs and a protocol for action to successfully promote community-based fisheries management. Two main types of fishing were identified: 1) Lobster Fisheries, and 2) Finfish Fisheries.

After conducting field studies, several consultation workshops with experts in the region and local fishermen stakeholders, WWF was able to identify all the lobster fishing techniques in the MAR and to produce a comprehensive set of educational materials in support of Best Fishing Practices (BFPs) for lobster. A lobster Manual called “How to profit by practicing sustainable fishing: Lobster Fishing Practices Guidelines for the Mesoamerican Reef” was developed in coordination with local fishermen and guided fishermen to adopt better fishing techniques. All these activities set the basis to achieve more ambitious goals, such as lobster fishery certification, or the establishment of a monitoring system of BFP that allows fishermen to guarantee that their lobsters have been caught using BFP (some seafood buyers have expressed their interest in buying this lobster at a preferential price). APESCA in Honduras is using and promoting better fisheries practices with the environmental friendly trap for lobster.

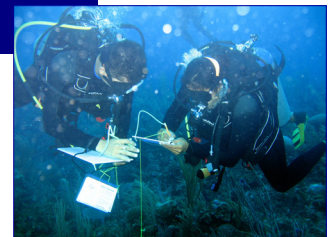
Throughout the life of the project several local communities requested to participate in the initiative supporting the adoption of BFP and expressing their interest in engaging in sustainable and profitable alternative economic livelihoods. This is indicative of how much local communities become aware of the significance and potential of their contribution to maintaining healthy reef ecosystems.



To address finfish fisheries, an Ecosystem-based fisheries management (EBFM) – with fishermen participation in field data gathering – was selected as the strategy to bridge the link between community-based management and ecological monitoring. The EBFM establishes a series of protocols for the use, monitoring and evaluation of the ecosystems where fishing takes place. This strategy aims to reverse environmental degradation, and to provide socioeconomic benefits associated with fishing, and to help project partners understand the effects of human activities on ecosystems. The protocols developed allowed partners to gather relevant scientific high quality information very useful in the designing of fisheries management.

The strategy to introduce the EBFM was to identify marine protected areas (MPAs) with intense fishing activities; then organize workshops with fishermen and MPA authorities and design a monitoring program with fishermen participation.

Implementation of Reef Check activities under the ICRAN-MAR project served to produce continuous presence on the ground (and in the water) of RC trainers and trained divers in the monitoring of ecological and socio economical aspects of coral reef health. Allowing non-scientist to collect valuable data and educational support in areas where highly expensive and isolated scientific expeditions were lacking or had limited capacity. This can be easily measured in the vast amount of data collected over the life of the project, which is contributing valuable information for local managers, general public and to the Global Coral Reef Monitoring Network and that is available online free of charge. In addition, local dive centers started to get the necessary tools to get involved in local reef conservation efforts while they receive financial incentives to offer an added value service to their clients.



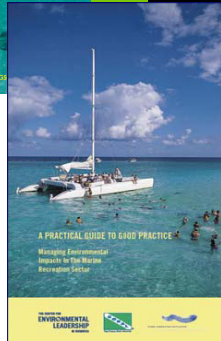
Sustainable Tourism

Over the course of the project, partners CORAL, UNEP-DTIE and WWF promoted sustainable tourism in the region by: a) Fostering regional dialogues across a broad sector of industry stakeholders leading to collaborative action on embracing sustainable tourism, b) Facilitating the development of standards and a voluntary code of conduct that can be applied throughout the Mesoamerican region and potentially elsewhere in the Caribbean, and, c) Providing training and support for adoption of the code of conduct complete, leading to the private sector in the MAR being fully engaged in the practice and promotion of sustainable marine tourism. They facilitated a stakeholder-led process in the marine tourism industry, resulting in the development of an innovative comprehensive set of conservation and safety standards for marine recreation activities such as scuba diving, snorkeling and boating operations.

Workshop trainings in three project pilot sites (Placencia-Belize, Roatan-Honduras, Playa del Carmen-Mexico) improved the capacity of these communities to address coral reef threats by: a) increasing awareness of reef ecology and sustainable business practices, b) improving local capacity for collaborative coral reef conservation efforts through technical and financial assistance, and c) providing both a process and end product (standards) which will lead to implementation of a code of conduct for marine tourism operations. Over 300 stakeholders in the region benefited from these activities.

After the standards were unanimously approved by a balloting process with participating of more than 160 local stakeholders (taskforce committee), project partners initiated a standard testing process that will continue until December 2007 and that will dictate the potential for replication in the region and elsewhere. Over 40 companies from across the region signed a letter of agreement to work with CORAL to participate in this process. It is expected that this program will provide a significant amount of data and anecdotal responses that reflect changes in industry practices, measure the effectiveness of the standards, and provide guidance for the future direction of the project.

Early findings allowed partners to identify that there had been very limited education and awareness training on many sustainable tourism and reef conservation issues, and both individuals and associations in the project pilot sites were regularly requesting additional assistance from CORAL in addressing reef threats and promoting sustainable practices. While tremendous progress in securing buy-in to the process of standards development and implementation was achieved, it also became clear that it will require several years of work in the region to ensure widespread adoption of the standards and code of conduct.



Partnership Building/strengthening

Seeking ways to promote long-term sustainability of the project's outcomes, coordinating and implementing partners actively engaged in leveraging and bringing the project to the attention of other stakeholders in the region. They participated in several activities throughout the Mesoamerican region (e.g. Tulum+8 meetings, the Second Mesoamerican Congress on Protected Areas, and ITMEMS-3) interacting with local communities, governments, NGOs, Scientists, and the Private Sector to discuss ways to strengthen conservation actions and sustainable management in the region. On the technical side, implementing partners continuously sought ways to enhance activities and leverage project impacts. Among others, CORAL established a pro bono agreement with Underwriters Laboratories Inc. for use of their online standards development software; likewise, WWF managed to secure additional funding from Summit Foundation to continue their on-the-ground work on promotion of better practices.

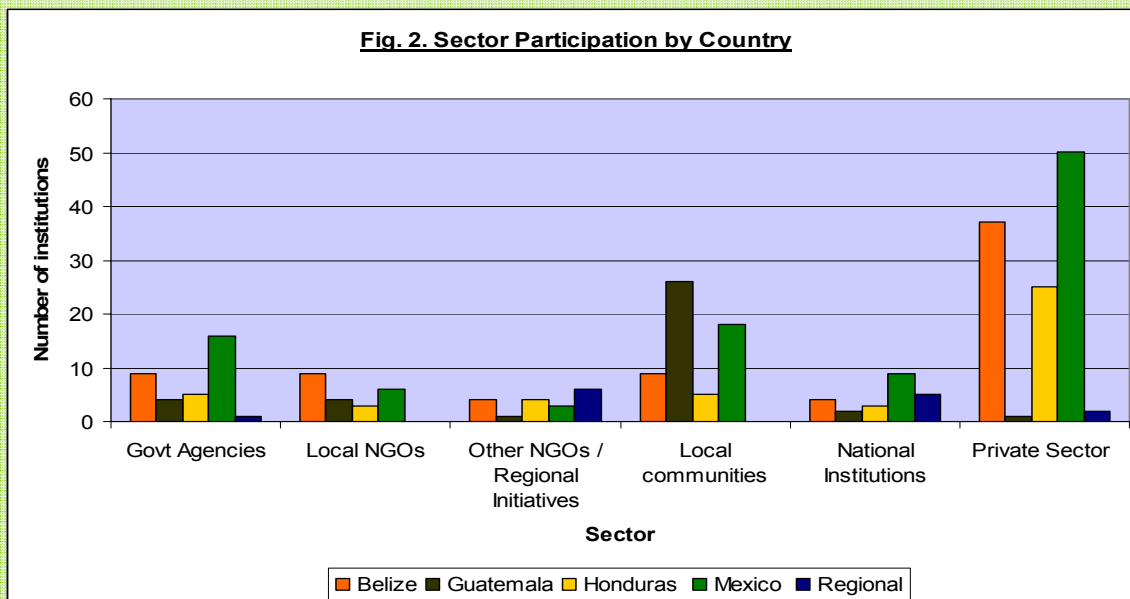
In addition to coordinating and supervising the implementation of the technical activities, efforts were made to ensure that duplication of actions was avoided or minimized at best, and that the use of the available financial resources was optimized. This was possible through meetings and discussions with representatives of organizations and institutions in the region to identify opportunities for collaboration.

The spirit of building alliances and leveraging partnerships in benefit of the coral reefs in the Mesoamerican region has been a primary objective for the ICRAN-MAR project and therefore a priority for the project coordination.

Multiple efforts for approaching to different stakeholders of the MAR region were undertaken, particularly with other regional projects such as the Mesoamerican Barrier Reef System (MBRS), The Nature Conservancy (TNC), The Mesoamerican Reef Fund (MAR Fund), Rainforest Alliance, the Ecorregional Program of the World Wildlife Fund (WWF) and the Conservation of the Mesoamerican Reef Program from Summit Foundation; and with private industries as CropLife Latin America. The level of collaboration/communication with these institutions varied and in some cases materialized into further collaboration (e.g. CORAL and TNC supporting sustainable tourism activities in the region beyond the life of the ICRAN-MAR project).



Fig. 2. Sector Participation by Country



Management and Administration – Coordination Support

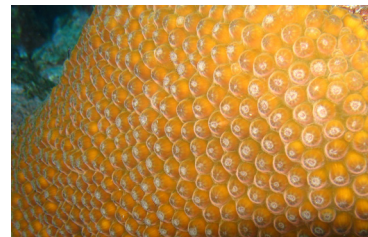
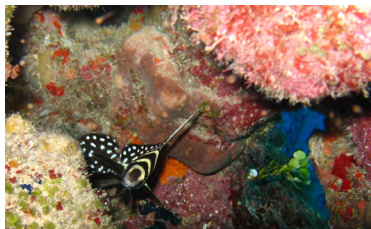
The role of the coordination unit was fundamental in supporting project performance. Overall project performance benefited from the coordination's role in facilitating close follow-ups, constant communication, and transparency with project partners and other stakeholders in the region.

Under the direct supervision of UNEP-CAR/RCU and ICRAN, the coordination unit based in Belize City – Project Coordinator and Project Assistant engaged, among others, in the following activities:

- Facilitating communication between project partners for the timely and coordinated execution of project activities
- Facilitating direct communications between partners and project coordinator to foster transparency and provide feedback
- Facilitating communications between donors and partners
- Following up on project performance by providing feedback to implementing partners on progress reports and participating at different field activities
- Preparing consolidated reports to donors
- Providing logistical support to partners' activities – workshops, events, etc.
- Providing support to partners by securing endorsements for the project's components through follow up communications with other regional stakeholders with whom partners are building a relationship
- Attending different regional meetings to present project advances and raise the profile of the ICRAN-MAR project.
- Meeting with donors and other regional initiatives to brief on project advances
- Seeking consolidation of collaboration with other partners in the region
- Encouraging partners to participate at different venues to present project results
- Updating project website and producing promotional materials for the project
- Organizing meetings of the TOC and SOSC
- Working with the project assistant in Belize and the financial assistant in Jamaica to ensure proper and timely management of finances and reporting requirements.

United Nations Role- Impact:

UNEP's credibility and support was crucial to complete the activities committed by this project; an example is the opportunity to get funding from CropLife Latin America to implement ICRAN-MAR activities in sugarcane fields in Chetumal Bay – Mexico, it would have been impossible without the UNEP participation. In addition to this, UNEP's personnel were very helpful in providing ideas for implementation of activities on the field as well as getting partners on track when deviating from long-term targets. Finally, their support was vital on more than one occasion regarding clarification of budgets, budget re-allocation requests, and reporting requirements.



MAJOR IMPACTS

- Local Empowerment – As a result of this project partners have helped strengthening several NGOs and community-level individuals in the region who now have the capacity to monitor coral reef ecological and socio-economic parameters using the Reef Check protocol for years to come; they have learned about the programs implemented by the other alliance members and how partners can collaborate with them in the future. For example, Reef Check's Eco Action program fits well with the Tourism Best Practices of CORAL and partners can work together in this area.
- Local solutions to a global problem – Reef Check's approach and extensive network of volunteers is now forever present in the MAR region. Local communities, NGOs and individuals are now capable of be part of the solution to the global coral reef crisis by providing valuable data to MPA managers, local authorities and scientists on a frequent and regular basis like no other monitoring protocol has achieved. Data collection and availability makes the decision-making process very dynamic and efficient with respect to updated knowledge on reef health.
- Potential to support MPA management – The region-wide success of the ICRAN MAR tourism initiative has laid the groundwork for rapid near-term advances in standards implementation and improved Marine Protected Area (MPA) management across the entire Mesoamerican Reef system. Additionally, the pioneering alliances that were developed as a result of locally-led conservation initiatives have not only forged new relationships within the private sector, but also between the private sector and resource managers.
- Increased awareness – Trainings in Sustainable Marine Recreation have measurably heightened awareness of coral reef ecology, sustainable business practices, and the need to build capacity for locally-led conservation. As a result of these combined efforts, project partners are well poised to make steady gains in improving the environmental performance of the marine tourism sector, achieving sustainable financing for local initiatives, reducing coral reef threats, and maximizing private sector contributions to effective protected area management.
- Catalytic effects – As a result of the efforts and results achieved under the fisheries component other initiatives were launched, such as the MSC certification in lobster fisheries in Mexico and the private-public partnership between DARDEN, APESCA y DIGEPESCA, were WWF is facilitating the process and giving technical support.
- Expanding alliances and private-public-partnerships – Cooperation agreements with the major agribusiness, tourism operators and sea food service industry were signed during the three years of implementation. Furthermore, at least 3 formal alliances with cooperatives and governmental agencies were signed and implemented. This project has increased both the interest and enthusiasm of stakeholders through out the region to develop partnerships and build capacity within their own destinations to promote sustainable business practices, support local MPAs, and conserve their coral reef resources. Many individuals and businesses are now proving to be a driving force in their communities to make the marine recreation standards, agriculture or fisheries BMP's a common practice in their region. Ultimately, they will be protecting their livelihoods by protecting their reef.
- Filling information GAPS – This project has facilitated the information exchanges between public and private stakeholders; that is the case of the tourism standards validation or with the biological control of the frog hopper between three countries. The lobster fishery industry and the Honduras government to making the first lobster stock assessment to define future regulations to prevent this fishery over-exploitation is other good example of this information exchange.
- From local to global – The ecoregional efforts made under the ICRAN-MAR project contribute to addressing key the drivers or root causes of global environmental problems. In that regard project results contribute to the solution of global problems beyond the boundaries of a single ecoregion.



Lessons Learned/Recommendations

- During the project, the workplan formats evolved and became a very useful tool that supported the daily work. This was a key element that facilitated the communication between the Project Coordinator and the partners, as well as the communication between partners so we suggest in future initiatives to continue with this management tool.
- Project coordination proved to be a key factor in the successful implementation of the ICRAN-MAR project, and such, future multi partner projects should have a similar strong coordinating unit to oversee and link partner's activities for a better performance in achieving overall goals of the project.
- Making a meticulous staff selection for Project management and coordination is very important to guarantee the success of similar projects. Coordination is important to maintain informed all the partners and at the same time communication with sponsors.
- It is important for Project officers to have the capability to adapt to external situations or conditions. Officers must be clear that some assumptions may not be correct, and the best decisions must be made considering budget constrains, in close collaboration with Project Coordinator. In this regard, it is desirable to re-define expected results, outputs and activities, in order to make an optimum investment of human and financial resources.
- .Conformation of a Technical Oversight Committee (TOC) was tremendously positive for the implementation and progress of the project. The continual TOC meetings and the constant communication and feedback promoted by the coordination allowed sharing experiences between the partners of the project. This synergy served to avoid potential difficulties during execution, and to plan activities on solid bases.
- Coordination efforts with local and national governments, private sector, conservation organizations and donors are necessary, but many times project budgets underestimate the costs and resources necessary to carry out this activity.
- Negotiation skills are necessary to build a win-win relationship with the private sector. Through the process of building private-public partnerships or when facilitating such a process between communities and private entities, it is very important refine the negotiation skills of the field team.
- It is important for partners to continue acquiring resources that can maintain tourism trainings, and access to tools, microgrants, and technical assistance for stakeholders throughout the MAR. There is an upsurge of interest in protecting of coral reef ecosystems throughout Mexico, Belize, Guatemala, and Honduras. Yet testimonials throughout the region demonstrate that capacity for conservation remains limited, and that without capitalizing on the momentum generated from the success of this initiative, progress could be lost in a matter of months.
- Dissemination of the ICRAN-MAR Project through a carefully reviewed Publication would improve the design and implementation of other potential projects.
- Commitment and ownership. The key player of the conservation initiatives in the short- and long-term success is commitment and ownership by public and private stakeholders, especially at the local level. Ownership and commitment are easily achieved by far when stakeholders, or, more appropriately, our partners, dedicate resources to joint actions.



PROJECT STATISTICS

Table 2: Leveraged Funds - over \$1,600,000 USD in support of activities under the three components

LEVERAGED FUNDS - USD	SOURCE	PARTNER	COMPONENT	SCOPE/COMMENTS
\$100,000	Oak Foundation	CORAL	ST	Three-year matching grant
\$20,000	Summit Foundation	CORAL	ST	In support of tourism stakeholder attendance and participation at the Tulum +8 conference in Cancun, Mexico.
\$57,000	Summit Foundation	CORAL	ST	To facilitate execution of environmental performance assessments, training, and technical assistance with marine recreation providers on the island of Cozumel, Mexico, with a specific focus on cruise industry contractors. The project, to be executed jointly with Conservation International (CI), has the primary goal of minimizing impacts to Cozumel's reef resulting from the rapid growth of cruise tourism on the island in recent years. While CI will engage the demand side of the tourism sector, CORAL will work directly with marine recreation providers, utilizing the ICRAN MAR standards as the primary assessment and training tool for application of better business practices.
\$113,500	R. B. Toth Associates	CORAL	ST	In-kind services provided by internationally renowned standards consultant Bob Toth for guidance in the standards development process
\$100,000	Underwriters Laboratories	CORAL	ST	A pro-bono contract for use of online Collaborative Standards Development Software (CSDS) to facilitate the process of standards development.
\$23,000	National Marine Sanctuary Foundation	CORAL	ST	To add San Pedro, Belize and Cozumel, Mexico as new tourism pilot sites in the MAR region. In each site, partners will engage stakeholders with the Sustainable Marine Recreation and Conservation in Action training series, and will further provide technical and financial support for locally led projects
\$40,000	National Fish and Wildlife Foundation	CORAL	ST	To add San Pedro, Belize and Cozumel, Mexico as new tourism pilot sites in the MAR region. In each site, partners will engage stakeholders with the Sustainable Marine Recreation and Conservation in Action training series, and will further provide technical and financial support for locally led projects
\$10,000	TMM Boat Charters, Belize	CORAL	ST	Matching grant for community conservation Action Plan in Placencia, Belize – Mooring Masters Project
\$200,000	FFEM	WWF	SF	For fisheries management in 3 Marine Protected Areas (Punta de Manabique, Cuero y Salado, Cayos Cochinos); promotion of best fishing practices, development of management plans.
\$200,000	Water Fund	WWF	WM	In Guatemala
\$30,000	Croplife	WWF	WM	For activities to measure the impact and the bioaccumulation of agricultural effluents on targeted species within the Mesoamerican Reef
\$36,000	FFEM	WWF	SF	In support of EBFM, Alternative livelihoods, and Lobster BFP
\$45,000	Kukulcan Plaza	WWF	SF	In support of EBFM and Alternative livelihoods
\$450,000	Summit Foundation	WWF	WM	Support for bioaccumulation monitoring of marine life within the Mesoamerican Reef to identify agricultural threats. \$150,000/year throughout the life of the project. Support in the preparation of the Monitoring Protocol
\$50,000	Summit Foundation	WWF	SF	In support of fishermen villages severely impacted by Hurricane Wilma, in November 2005. The purpose of these funds was to pay salaries of unemployed fishermen from Holbox and Chiquila in an ecological monitoring program led by WWF experts.
\$50,000	Summit Foundation	WWF	SF	In support of EBFM activities
\$51,150	Sustainable Fisheries Fund	WWF	SF	In support of MSC lobster certification activities
\$75,000	Munson	WWF	SF	In support of EBFM activities
In-Kind	UNEP	UNEP-WCMC	WM	Work on the GEO4 scenarios was co-opted for use in this project, leveraging the considerable investment by UNEP in the regional to global scale scenarios process and models.

WM: Watershed Management, SF: Sustainable Fisheries, ST: Sustainable Tourism



Table 3: Leveraged Impacts – originated from project objectives not contemplated in original project document

ORIGINAL ICRAN-MAR ACTIVITY	PARTNER	COMPONENT	IMPACT
Identify agricultural threats to the MAR	WWF	WM	Leveraged support from Summit to undertake bioaccumulation studies Development of monitoring protocol to conduct toxic bioaccumulation testing in the region. WWF has completed 4 rounds of testing in Chetumal Bay Mexico, Belize, and Honduras This protocol has been adapted by EPA and NOAA for water quality monitoring in Hurricane Katrina-affected areas. In addition, the Government of New Zealand has adopted the protocol as the official standards for bioaccumulation sampling and lab analysis for the country. WWF is extending the use of this protocol for bioaccumulation assessments in the Coral Triangle, the Amazon, the Gulf of California, East Africa Marine, and the Mekong
Implement BMPs	WWF	WM	SabMiller (The Coca-Cola Company), decided that its key sugarcane producer in Central America (AZUNOSA) signed a collaborative agreement with WWF to work together on BMPs
Implementation of better practices	WWF	All	WWF international wants to replicate the structure and holistic approach of the ICRAN-MAR in other parts of the world.
Community-based ecological and socio-economic monitoring	RC	SF	Local communities empowered to be part of management actions being designed for the region Data serves to raise awareness of the coral reef crisis at a local level (reporting bleaching event 2005), making emphasis that these crisis occurs also at the global level. Data collected by participants can be viewed, analyzed and compared globally free of charge online at www.reefcheck.org/datamanagement
Good practices for marine recreation	CORAL	ST	Partnerships with other conservation organizations (e.g. CI) to replicate the strategy in other pilot sites in the region
Community-based fishery management improved through development of appropriate partnerships with private and public sector	WWF	SF	WWF is developing an alliance with OSPESCA, the regional organization in charge of fisheries, to make recommendations to the Honduras government on its institutional arrangement for fisheries management (and overcome the hurdle of changes in fishery policies with every change in governmental period of 4 years in Honduras)

Table 4: Project Products used by other institutions – raising the profile of the ICRAN-MAR project

OBJECTIVE	RESULT	PARTNER	COMPONENT	USED BY
Identify agricultural threats to the MAR	Developed a Monitoring Protocol	WWF	WM	Project partners, NOAA, Government of New Zealand
Community-based ecological and socio-economic monitoring	Monitoring data	RC	SF	Provided data to NOAA Coral Reef Watch on the main 2005 Caribbean bleaching event; data from before, during, and immediately after the period June 2005-January 2006.

Table 5: Beneficiaries – over 1,000 direct beneficiaries through various activities in the 3 components

PEOPLE – BENEFICIARIES	COMPONENT	COUNTRY	COMMENTS
25 people trained in the Modelling tools	WM	Regional	Participation at Watershed Management Workshop
More than 50 regional stakeholders informed in preliminary results of watershed analysis	WM	Regional	Participation at Watershed Management Workshop
More than 200 farmers of the Orange Walk District Division.	WM	Belize	Participation at training in the use of biological control to fight the sugar cane Froghopper (<i>Aeneolamia spp.</i>) using the fungus <i>Metarhizium anisopliae</i>
More than 150 local stakeholders trained in the Reef Check protocol	SF	Regional	Participation at various Reef Check trainings and workshops
Over 300 Fishermen from the 4 countries	SF	Regional	Participation at various Best Fishing Practices studies, publications, workshops and trainings; EBFM; alternative livelihoods
Over 300 individuals from the MAR trained and sensitized on tourism best practices	ST	Regional	Training and participation in development of standards and codes of conduct for marine recreation activities, as well as on the value of coral reefs (including all national and first pilot workshops)



Fig. 3. Government Agencies Participation by Component

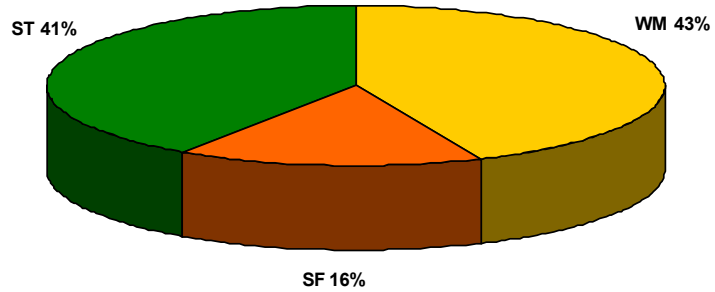
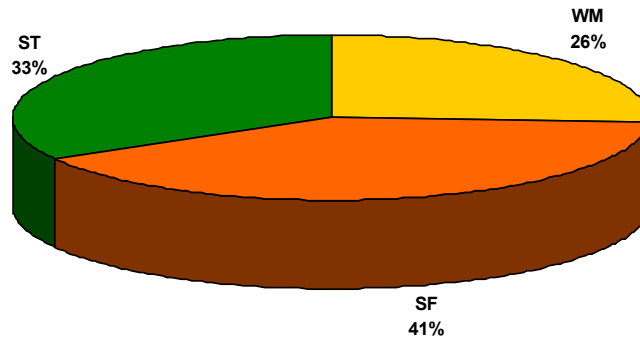


Fig. 4. Local NGOs Participation by Component



WM: Watershed Management

SF: Sustainable Fisheries

ST: Sustainable Tourism

Fig. 5. Other NGOs/Regional Initiatives Participation by Component

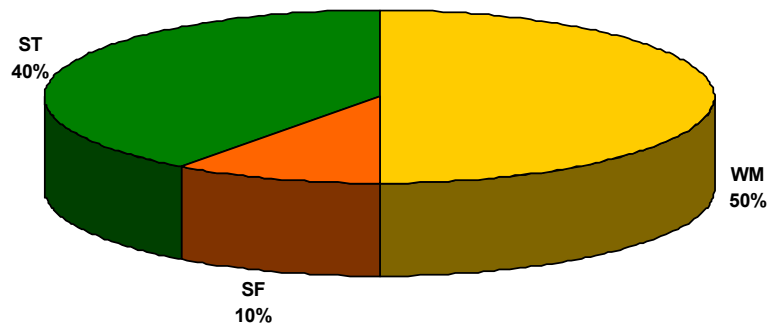
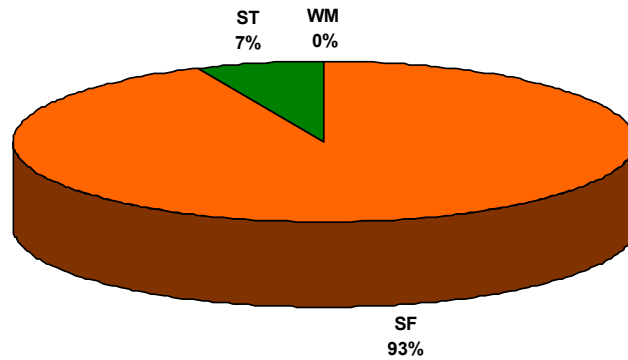


Fig. 6. Local communities Participation by Component



WM: Watershed Management

SF: Sustainable Fisheries

ST: Sustainable Tourism

Fig. 7. National Institutions(*) Participation by Component

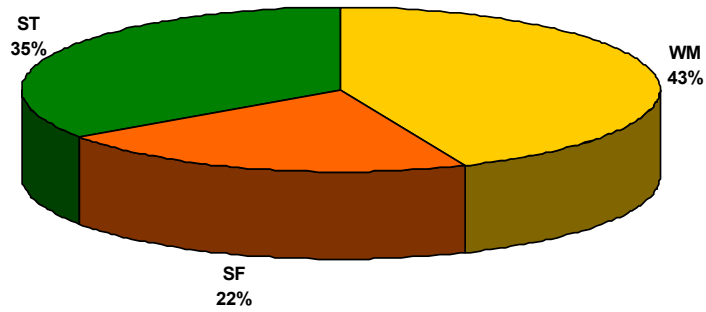
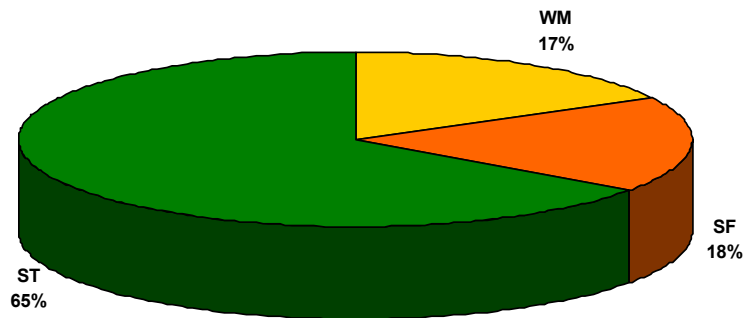


Fig. 8. Private Sector Participation by Component



The Way Ahead – Value Added from the ICRAN-MAR Alliance

- Project partners are now well positioned to continue capacity building efforts and development of local partnerships and alliances which will improve sustainable business practices, community-wide support for sustainable tourism and fisheries in the conservation efforts in these areas at the local level. At the same time, in the agriculture initiative WWF has consolidated a very strong relationship with the industry.
 - In addition to needed follow-up work in the pilot sites, partners are well positioned to increase their presence and ability to promote conservation and sustainability in several “non-pilot site” destinations in the region.
 - Project partners are in a good position to continue developing the efforts in Agriculture, Fisheries and in fewer levels in Tourism. At the present USAID is funding a watershed conservation initiative that will include several of the information and initiatives started in ICRAN-MAR project, mostly some of them related with private sector support to get the protected areas system financial sustainability. Many of the local partners will continue working in alliance with WWF for similar activities in the same areas.
 - Partners are well poised to continue capacity building efforts in support of sustainable marine tourism and to facilitate rapid advances in the widespread adoption of the standards and Code of Conduct throughout the Mesoamerica region. Continuation of these efforts will promote good environmental business practices, build conservation alliances, ensure sustainable financing for conservation, reduce threats, and support effective protected area management.
- Over the course of the project, the ICRAN-MAR Alliance has been a key conservation mechanism that supported a very powerful set of brain power focused on solving important local problems with relatively low technology and limited funds. While implementing partners already work with hundreds of NGOs, businesses and government agencies around the world, this alliance forced some NGOs to communicate and collaborate to make this project successful. This alliance is now in place for future collaboration efforts which ensures an ever better performance in the continuation of ICRAN-MAR follow up activities. The collaboration of these organizations to create the alliance and the meetings and reports produced also allowed a lot of cross fertilization of ideas from a very wide variety of sectors, forcing a wider view, from mountain top to seabed than is typical.
 - The ICRAN-MAR alliance has played a rather important function representing the members in front of the governments and other civil society stakeholders developing lobbying activities
 - It has helped proposing new regulations or modifications to the law related with environment, conservation, fisheries or other natural resources management and legal framework.
 - Promoting and leading monitoring activities that show the impact in the reef conservation (e.g. following the protocols of Healthy Reef Initiative)
 - Planning, developing and fundraising for joint projects as this one
 - Sharing and coordinating strategic plans between institutions to get maximum possible impact
 - Developing, managing or supporting watch-dog systems as “Vigilantes del Golfo”
 - Learning network, developing knowledge management system for MAR
 - Consolidating relationships and support from other alliances around the world
 - Implementing joint events as trainings and others, to improve the cost-benefit rate





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