



UK SEAS Project

Jenny Oates
UK SEAS Programme
Manager, WWF-UK

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UK SEAS- Sustainable Environments at Sea



- 5 year programme of work led by WWF UK
- Vision: safeguard precious wildlife and places and ensure sustainable use of the seas by increasing the effectiveness and sustainable management of UK Marine Protected Areas (MPAs).



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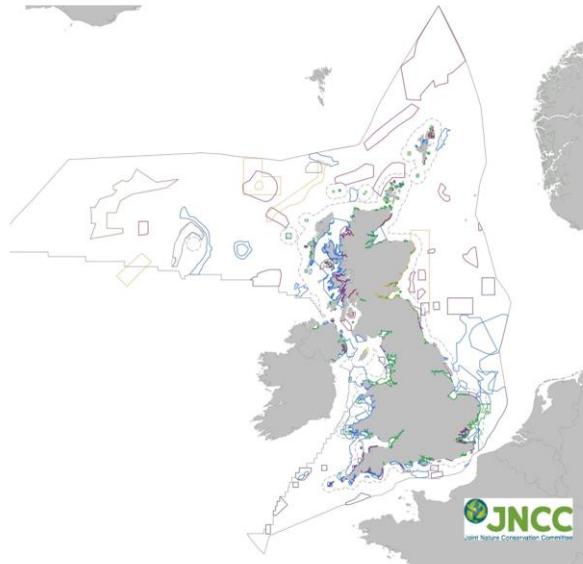
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We've just started a new project led by WWF-UK which will address these issues leading to improved management of MPAs. We'll be working in specific case study areas with the aim of developing approaches that can be applied elsewhere in the UK as well.

MPAs are the focus of the project but this is within the context of wider seas

At the first Pioneer workshop you identified several challenges and goals. We hope that the UKSEAS project will help address the top two challenges (lack of awareness and lack of funding/investment) and contribute towards the goals of ensuring effective local governance and protecting biodiversity.

Marine Protected Areas in the UK



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293 MPAs, 23% of UK waters. This is great, we've achieved huge progress and UK is doing well compared to other surrounding countries

However, these need to be properly managed. The main barriers to achieving this are lack of political will to enforce them, lack of resources, and lack of support from stakeholders.

Although designation of the UK MPA network is due to be complemented by 2018, a number of challenges exist that need to be addressed in order to ease and enable the move from designation to effective management. Governments cannot work towards achieving effective management alone, support and action is needed from stakeholders to ensure pragmatic and sustainable management is developed and put in place.

Case study areas

- North Devon
- Outer Hebrides



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Opportunities to share between areas.

Case study areas

1. North Devon – part of Marine Pioneer project, working with Biosphere Reserve, Natural England, MMO, Plymouth University PML, Devon and Severn IFCA
2. Outer Hebrides – working with Scottish Natural Heritage, Marine Scotland, Western Isles Council

Objectives of UK SEAS project



- A. UK Governments have made strong commitments to effectively manage Marine Protected Areas (MPAs)
- B. MPAs in North Devon and the Outer Hebrides are effectively managed, and approaches are shared with the rest of UK and Europe
- C. Two new long-term MPA funding options have been successfully trialled
- D. People in North Devon, the Outer Hebrides, and the wider UK public are engaged and excited about MPAs

UK SEAS engagement approach



- Commit to inclusive, responsive & respectful ways of working
- Demonstrate an understanding of the stakeholder landscape
- Tailor approach suitable to local context



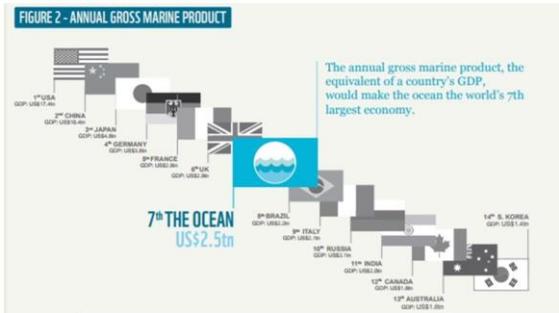
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These are ambitious goals that WWF can't deliver by itself. We believe that working in collaboration with others is essential. It helps produce results that are useful, locally relevant, shaped by your years of expertise. But it's not just working together that's important, it's the way you do that, the standards you hold yourself to, so we've developed some 'ways of working' that include things like how we can be more transparent and inclusive, supporting and encouraging others, the importance of building trust and learning from past experiences. So when we started this project we commissioned a report to help us understand all the different groups involved in marine management in North Devon. It identified over 30 projects / initiatives that many of you might have been involved with including Finding Sanctuary, VALMER, Shoreline management planning, Boat stories, Tav Torridge Estuary plan reviews etc. It concluded that people in North Devon are very active and environmentally conscious. That there is energy and enthusiasm for being involved in discussions on marine issues. It also warned of potential stakeholder / consultation fatigue from so many meetings. So lately we have been working with Chrissie and others to develop a plan, for how we can get you involved in this exciting, potentially ground breaking UKSEAS work, in a way that suits you. We are interested in working on improving marine governance and we are interested in working on some new ideas for sustainable financing but we would like you to help design what that looks like in terms of who is involved, when and how often we meet and what particular priority issues you want to focus on.

Long term solutions for funding MPAs



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ARTICLE

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Capacity shortfalls hinder the performance of marine protected areas globally

David A. Gill^{1,2*}, Michael B. Mascia³, Gabby N. Ahmadi⁴, Louise Glew⁴, Sarah E. Lester⁵, Megan Barnes^{6,7}, Ian Craigie⁸, Emily S. Darling⁹, Christopher M. Free¹⁰, Jonas Geldmann^{11,12}, Susie Holst¹³, Olaf P. Jensen¹⁴, Alan T. White¹⁵, Xavier Basurto¹⁶, Lauren Coad^{16,17}, Ruth D. Gates¹⁸, Greg Guannel¹⁹, Peter J. Mumby²⁰, Hannah Thomas²¹, Sarah Whitmee²², Stephen Woodley²³ & Helen E. Fox^{1,24}

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Why we doing this? If you want to find out more, please come to workshop and you can find out more about what we're doing and get involved.

1. Feasibility of "sustainable financing" demonstrated in North Devon MPAs through innovative new solutions.
2. Project findings influence policy, through identifying sustainable finance mechanisms that can be applied to other UK MPAs and policy changes required to support these.
3. Public and private sector stakeholders demonstrate commitment and actively participate (e.g. in developing/implementing finance mechanisms, identifying ways that private sector can increase support/investment in MPAs, and increase acceptance of MPAs).
4. Share lessons learned

Financing management – alternative long term ways of funding MPA management. Financial sustainability is defined as the ability of a funding system "1) to secure sufficient stable, and long term financial resources and, 2) to allocate these resources in a timely manner and in appropriate forms to cover the costs necessary" for effective and efficient management of an MPA with respect to its objectives.

Examples might include: MPA monitoring/enforcement, smarter use of public funds/subsidies, national market-based measures/finance mechanisms, national damage liability/compensation regimes, etc.

Active participation: (e.g. in developing/implementing finance mechanisms, identifying ways that private sector can increase support/investment in MPAs, and increase acceptance of MPAs).

We've been having some preliminary conversations with people and have the workshop session this afternoon to gather your initial insights. We have asked Vivid Economics to conduct a scoping exercise so we can get a better understanding of the opportunities for new sustainable funding sources relevant to North Devon. As part of that they would like to do some interviews. We are also hoping to form a small 'working group' to help push this work along. If you are interested or you know anyone else who would be interested in contributing then please get in touch.

Celebrating our seas



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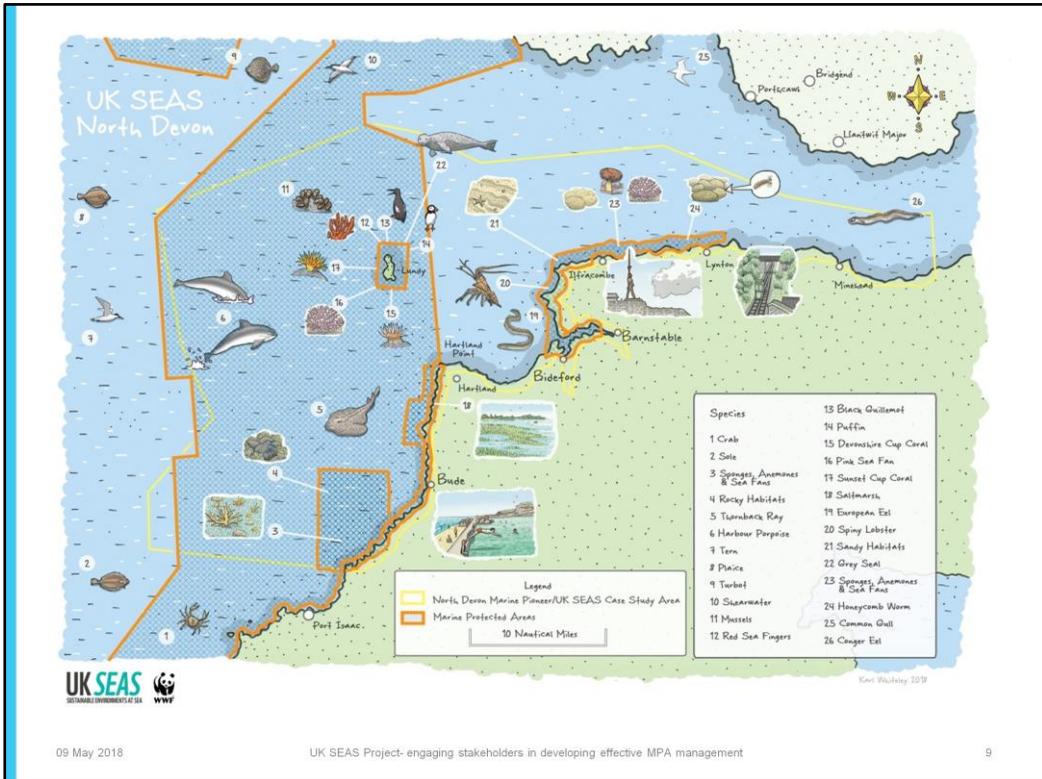
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North Devon (and the Outer Hebrides) has some of the most beautiful and inviting stretches of coastline in the UK. We want to showcase the benefits that the sea around North Devon has to offer, in particular targeting hard to reach audiences, and by this we mean those that have traditionally not been so engaged with marine issues. We want to promote and share what you love about the sea in North Devon, what makes it so special.

We will do this by creating a range of communication tools including:

- Short films about the sea, its creatures, and the people who use it
- Maps to show the multiple benefits that the sea provides
- Engaging animations and infographics to provide information about how people can get involved
- Actively engaging with SOCIAL MEDIA, not just broadcasting our messages into the void
- Using local opportunities and community events such as fairs, competitions like sailing events, local celebrities and news outlets
- Working in partnerships with other organisations – recognising and building on the work which has already been done
- We are looking for opportunities for you to provide stories, if you have any more ideas let us know

We want to be creative with the types of communication tools we produce to ensure that we are not simply just producing more of what is already available. We will be working hard over the course of the project to design new ways of inspiring different audiences, and your help and involvement with that would be welcomed. If you would like to be involved then **please speak to Penny or any member of the SEAS team....**



Opportunities to use the map for your own networks- we have the ability to customise this so if people would like their features added on we can.

How can you get involved?



- Sign up sheets at this workshop

Contact us:

UKSEAS@wwf.org.uk

Twitter: @UKSEAS

wwf.org.uk/what-we-do/projects/uk-seas-project

Jenny Oates – Programme Manager (joates@wwf.org.uk)

Sarah Young – Stakeholder Engagement Officer
(syoung@wwf.org.uk)

Penny Wilson- Policy Officer (pwilson@wwf.org.uk)

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You could be the ambassadors to spread the messages
Engage with us on social media
Share best practice from North Devon more widely

Short films on benefits of MPAs

Later this morning we're going to be doing an exercise designed to help us identify marine **governance** challenges and start to think about where we might be able to help support changes / improvements. We are also planning to do a detailed MPA management effectiveness assessment for the North Devon MPAs, again to help identify where there might be room for improvement. If you are interested and would like to contribute to this, either by being kept informed or more actively helping collect the data, and prioritise what we could do then please get in contact with Sarah.

Sustainable finance- join our workshop this afternoon. Volunteer to be interviewed as part of our scoping work. Find out more at the Natural Capital Investment Conference in London on the 1st March. Get in touch if you would like to be part of a working group who will help develop this further. Sian Rees, from Plymouth University is conducting an ecosystems assessment – mapping all the different marine habitats and then showing how they help support biodiversity/marine businesses/fishing etc. So we'll be arranging an event to show you the results of that in the spring/summer.