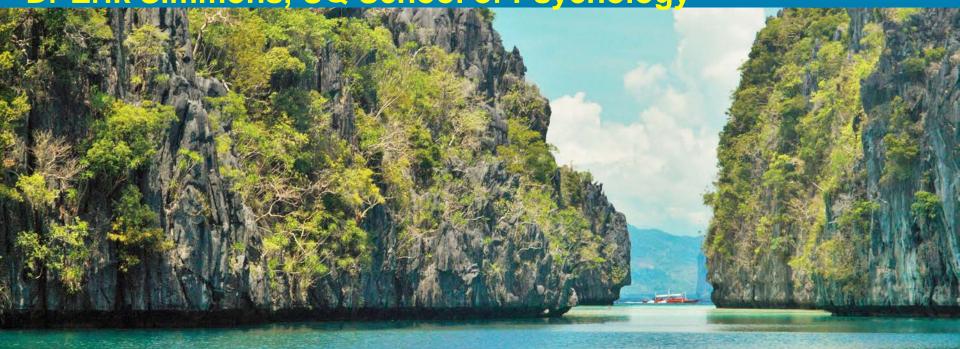








Professor Peter Mumby, UQ Biological Sciences Associate Professor Damian Hine, UQ Business School Dr Erik Simmons, UQ School of Psychology



Project design

- 5 year project funded by GEF under The World Bank (\$4.5m)
- University of Queensland as Project Executing Agency (contributing \$2m cash + \$5m in kind)
- Regional technical assistance
- Indonesia & The Philippines
- Universities (Indo., Philippines, Australia, US)
- Local, provincial, national govnt., NGOs
- Support other World Bank investments
- Final year (continued uptake)

ENGAGEMENT	PROBLEM DEFINITION	SOLUTIONS	OUTCOMES		
	Aspirations for change	Improving livelihood options (current and new)	Greater employment		
Community	Legal obligations	Review & enhance governance	Greater food security		
Government	Issues & factors driving the system	Improved resource management & planning	Healthier ecosystems		
	Challenges to overcome				
	Opportunities	Scalable behaviour change	Social cohesion		
			WE		

ENGAGEMENT

PROBLEM DEFINITION

System Simulation Model



Government

Community





THE TOOL:

EbBD (Ecosystem based Business Development)

Improving inclined options (current and new)

Eco-Biz Challenge

Participatory Diagnostic Tool

Participatory Diagnostic Tool

Continued and Continued

Review & enhance governance

Reef React

Improved resource management & planning

Rebuilding reef fisheries with core zones toolbox

Coastal Protection

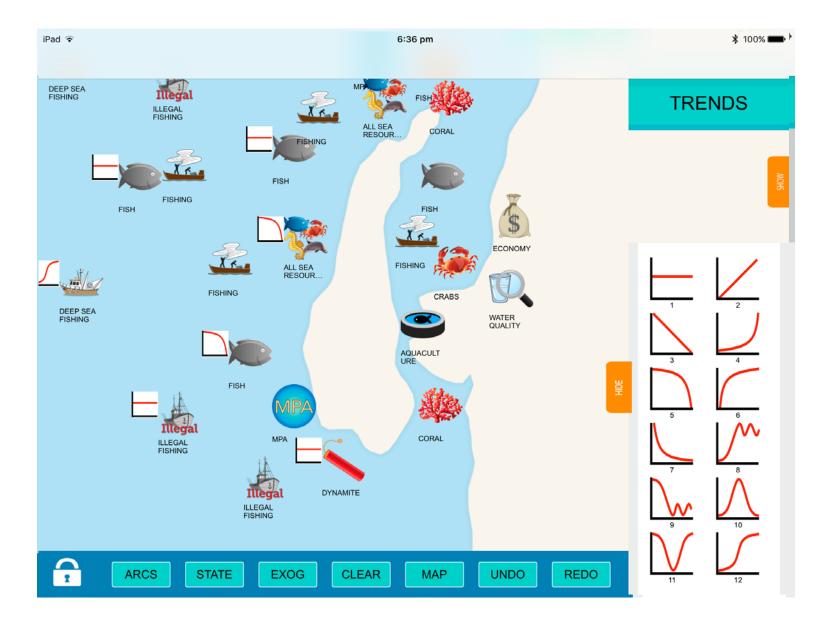
Policy brief for seagrass

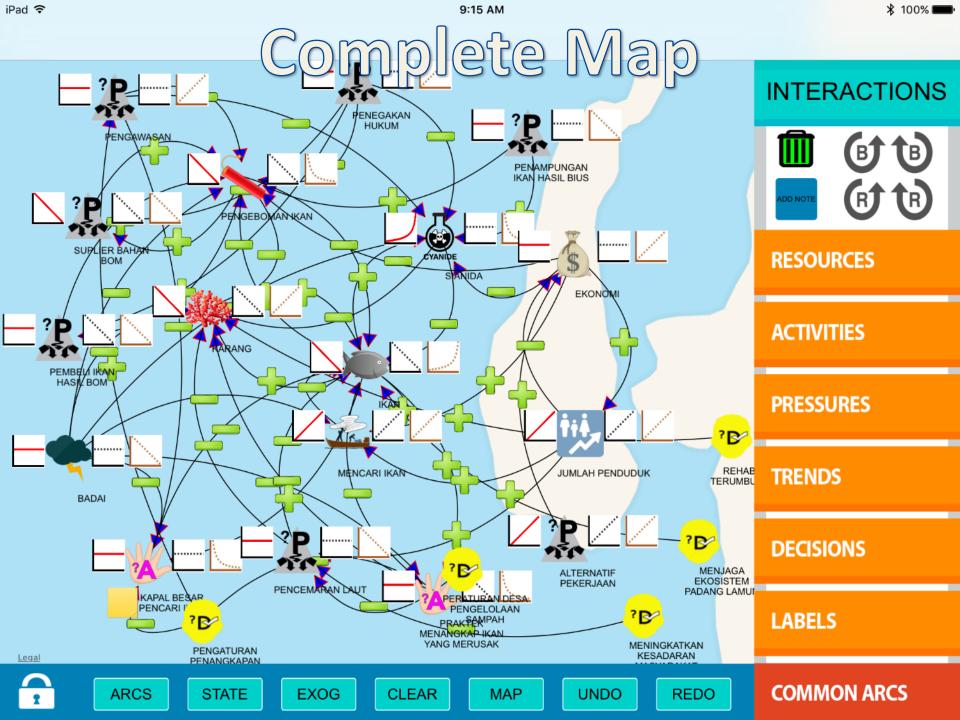
Scalable behaviour change

My Future, My Oceans









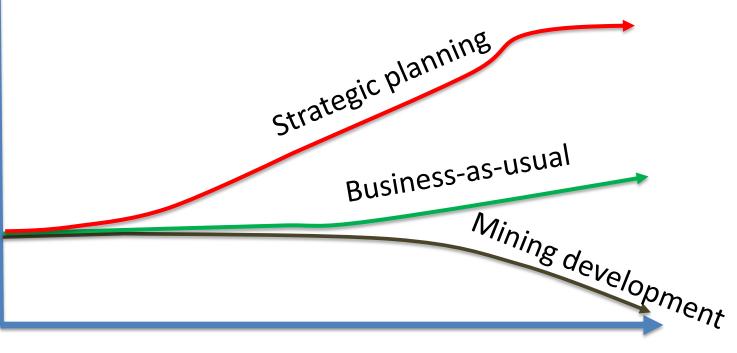
SESAMME

- Simple interface to characterise system and relationships
- Adopted by Palawan Council for Sustainable Development (regional government) & El Nido Foundation (local NGO) for bamboo reforestation project and site selection
- Tested with >1000 users
- Apple App Store (May 2018)
- Minimal training (instructions within app)



Engaging community

Relocate proposed mining
Increase price fishers' receive for fish
Resolve conflict among local vs. regional fishers
New livelihoods for fishers
Increase tourism, reduce garbage



Community happiness Environmental health Livelihood value

Time



2 Pathways Forward

1. Develop new system model

2. Parameterise existing model for your needs





1) New System Simulation

- Simulate components of the system resources, activities, pressures, decisions – then compare outcomes
- Structure defined by FGDs + SESAMME maps
- Intensive, comprehensive process (months) requiring trained personnel & software
- We provide workshops on best practice + trained partner universities (Stella code + manuals on web)
- Developed two for coastal regions (mixed vs fishery dependent)
- Undertake only in qualitatively different systems

Processes included in the simulation model

- Catchment runoff (sediment, nutrients)
- Crop and livestock production
- Fish populations (herbivores, predators, squid)
- Fishing (legal and illegal, entry, exit and effort)
- Boats (fishing, tourism)
- Coastal habitats (reefs, mangroves, sea grass)
- Land use (crops, livestock and urban)
- Human population (domestic, tourists)
- Supply, demand and price (fish, crops, livestock)
- Income (from fishing, cropping and livestock production)
- Net exports (export income and import costs from fishing, cropping, livestock production, tourism, other)
- Jobs (from fishing, cropping, livestock production, tourism, other)
- Waste production (septic tanks, stormwater)
- Water use (domestic, crops, livestock)
- Water quality (algal blooms, suspended sediment, nutrients)

2) SYSTORY (system story telling)

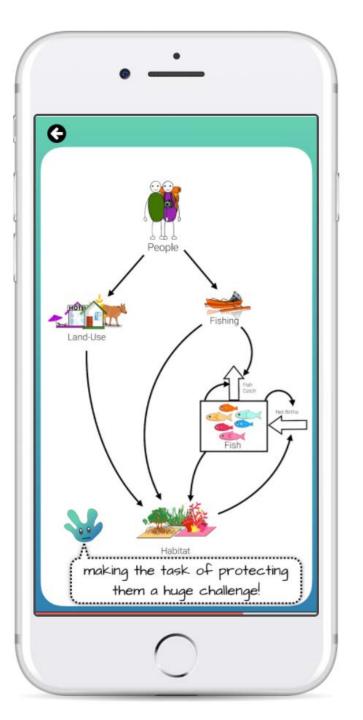
- Simple, free interface to two systems
- Model 1) El Nido (Philippines)
- Fisheries, agriculture, rapid growth of tourism (high & low end)
- Fairly diverse livelihood options
- Model 2) Selayar, Sulawesi (Indonesia)
- High dependence on fisheries for livelihoods & protein
- Agriculture but limited tourism
- Minimal training required
- Android + Apple App Store, May 2018
- Go to https://marvelapp.com/2507935 to view an interactive mock-up

SYSTORY DEMONSTRATION

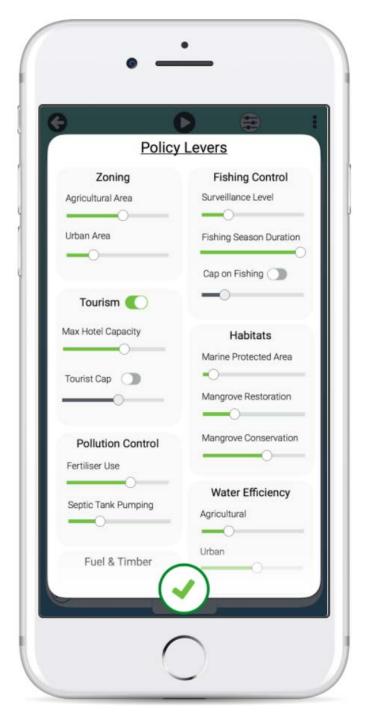


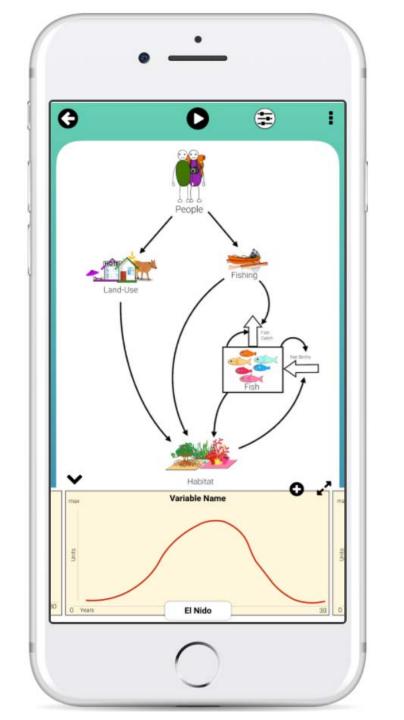


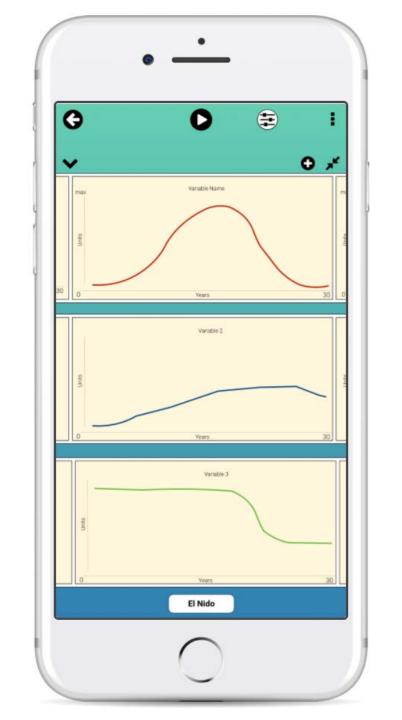
Explore tells the story of how the system works



Experiment allows you to assess scenarios





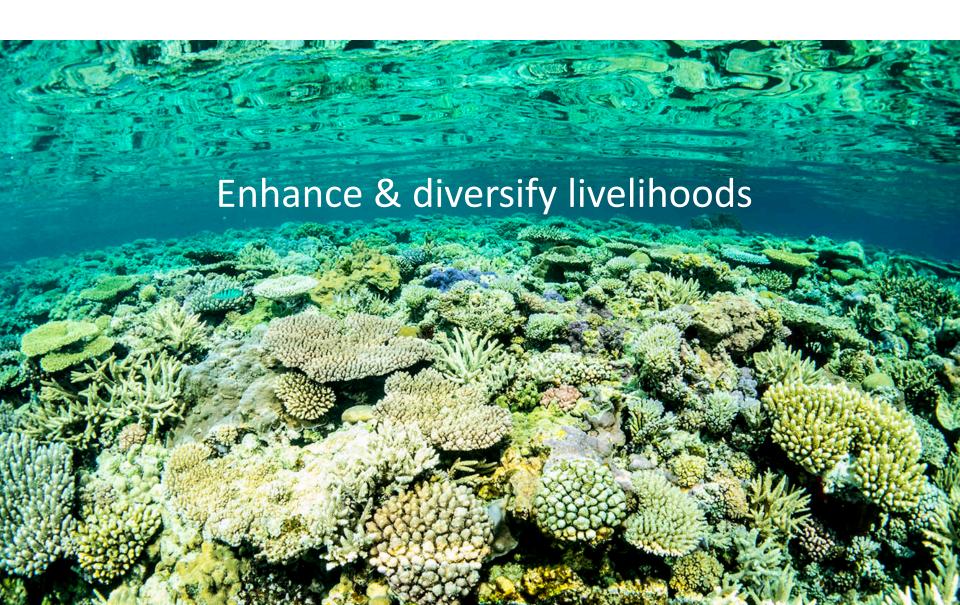


Summary

- Multiple audiences
- SYSTORY: Educational and discursive value when used by community and/or decision-making tool for comparable systems
- SESAMME: Capturing data and relationships (rapid evaluation or part of larger process)
- Systems modelling: Comprehensive analysis of drivers of a system, bottlenecks, causal pathways, targeting intervention points



Solutions



Enterprise solutions for identified ecosystem problems – a two pronged approach





Ecosystem-based business development (EbBD)

DATABASE OF EXAMPLES OF SUSTAINABLE ALTERNATIVE LIVELIHOOD PROGRAMS IN COASTAL AND REMOTE COMMUNITIES

#				Focus	Sustainabil ity Objectives	Service	Livelihood Systems Supported	About the organization/ project	Mission	Location / Region	Country	Business Model/ Enterprise Type	Business Strategy	Finance/ Funding Sources	Ecosyste ms (conserv ation)	Services	Website
1	Blueventur es/ LMMA	NGO	managed marine	marine conservati on, alternative sources of	economic opportunity, environmen tal sustainabilit y, conservatio n of marine ecosystems, livelihoods, health, responsible supply chains	Developme nt agency support	Fisheries	communities to develop transformative approaches for nurturing and sustaining locally led marine conservation. They work in places where the ocean is vital to local people, cultures and economies, and where there is a fundamental need	interest, we're striving for impact at scale'. To reach at least three	75+ communi ties West	0	revenue supports local conservation activities and livelihoods; philanthropic investment	management strategies and governance	Grants, Foundatio n Sponsorshi p	reef, mangrove	g Habitat	https://blue ventures.or g

Global and national solutions for local problems – Indonesia

Global Case Study Repository



Local Site

Identify those businesses most likely to adopt the opportunities



Capturing Coral Reef and Related Ecosystem
Services Project

Business Development Indonesia (BDI)

DATA COLLECTION

Design Framework and Research Instrument

Selayar



August, 2016



Develop and run the Ecosystem based Business Development workshop.



Purpose: Match national success cases with likely adopters of new opportunities and ecosystem solutions

EbBD Workshop design



EbBD National success cases

Sustainable small scale fisheries

Bali Seafood
 International – largest
 sustainable seafood
 exporter in Indonesia.

Value added products

- Accessible VCO production
- Cashew value added products
- Sustainable ornamental fisheries

Responsible tourism

- Mangrove crab walk, museum and cafe
- Ecotourism village biorock coral formations
- Community based ecotourism
- Ecotourism and reef security

1. Identify the new entrepreneurs

Local solutions for local problems







Eco-Biz Challenge

(Eco-Business) Application Form

MAYROON KA BANG BUSINESS IDEA UPANG MATUGUNAN SUMUSUNOD NA PROBLEMANG PANGKALIKASAN?

- 1. Sapat na pagkain sa lahat (Food Security)
- 2. Kalinisan ng mga anyong-tubig (Water Quality)
- 3. Pag-kaunti ng huling isda (Declining Fish Stocks)
- 4. Pag-kalbo ng bakawan (Declining Mangrove Forest)

Barangay Secretary parasa karagdagang kopya. Kung kinakailangan ng tulong sa pagsagot nitong application at iba pang impormasyon, makipag-ugnayan kay Mr. Roy Bero: 0936 787 2697 / 0947 400 2026

Maaring ipa-xerox ang application form o magpunta sa inyong

- ANO ANG INYONG MGA MAPAPAKINABANGAN?
- 1. Makakuha ng mahalagang kaalaman sa pagsasanay sa negosyo
- 2. Palakasin ang iyong idea upang maging isang business plan
- 3. Makasama ang mga mahusay na tagapag-turo
- 4. Maaring Manalo ng Php 50, 000 bilang panimulang puhunan
- 5. Gawing makatotohanan ang iyong business idea

Pangalan	Ianasia Causian III	Tirahan	Maremeomeo Beach, Sitio Pacalsada			
Pangalan ng Business Idea	Plate to Garden to Plate	Barangay	Corongcorong			
Cellphone Number	09215919982	Email (Kung mayroon)	icavaianiii@amail.com			
Birthday	16 September 1978	Kasarian (Lagyan ng tsek)	Babae 🗆	Lalake X		

Pangalan ng Indibidwal o Kooperatiba: Ignacia Savaian III

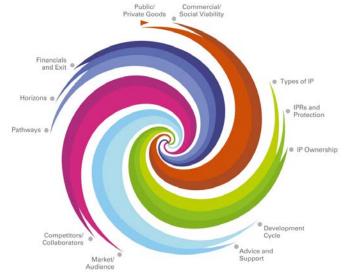
Eco-Biz Idea

Ano ang inyong Eco-Biz idea?

Ang ideya ay, kapalit ng user fee, paano pangisawaan (koleksyon, transportasyon, pagproseso sa papamigatan ng composting) ang mga food w



2. Assess and select the semifinalists





Measure performance to promote and share outcomes and learnings

4. Select the winners from

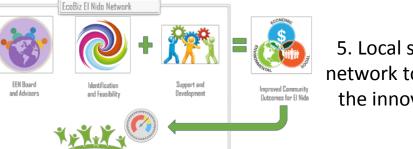
proposals.

3. Run the semi-

finalist workshop

around a

framework



5. Local support network to diffuse the innovations



Tatangan Eco-Biz









Apakah Anda punya ide bisnis?

Apakan Anda memiliki ido bisnis yang ramah lingkungan dan dapat membuat sautu perubahan? Apakah Anda memiliki gairah tentang terumbu karang, hutan bakau dan ekosistem pesisir lainnya, sambil memiliki gagasan untuk me

Tantangan Eco-Bit Selayar — melalui pencarian solusi baru dan inovatif yang dapat mendukung ekosistem pesisir Selayar. Tantangan Eco-Bit berujuan untuk mendorong dan mendukung calon pengusaha di Selayar untuk mengembangkan, menerapkan dan menjalankan ista biraki isangiti untuk beradipanan menjalankan istangiti untuk beradipan menjalankan istangiti untu

Tiga finalis akan mendapat hadiah berupa hibah sebesar Rp 15.000.000 masingmasing untuk merulai atau memperlusa konsep bisnis mereka. Peserta akan diberikan kesempatan untuk mendapatkan pelathan keterampilan bisnis yang berharga selama lokakanya yang disesuaikan.



Marine sanctuary ecotourism

Mangrove ecotourism

Mangrove seedling nursery

Sustainable handicrafts

Homestay/tour operator

Ecofriendly diving tours

Some of the Eco-Biz Challenge Ideas

Plate to garden to plate compost and fertiliser

One Student, One Mangrove

to replace mangrove charcoal

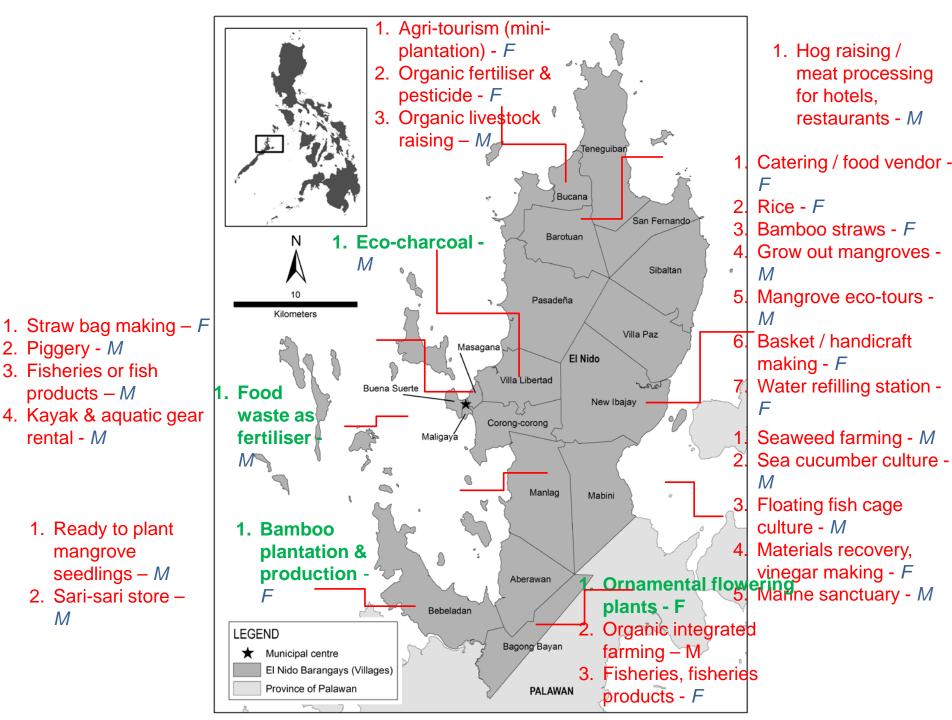
Native nursery to reduce take from forest

Giant bamboo plantation to replace illegally logged timber

Eco-fuel switching for inboard engines

Plastic recycling and upcycling women's cooperative





2. Piggery - M

rental - M

M

products -M

mangrove

Participation

Selayar (Indonesia)	El Nido (The Philippines)
Promotion and socialisation to 30+ villages across Selayar	Creativity workshops – covered all barangay in El Nido. 85 participants

What is the EcoBiz tool?

- A business competition and development program.
- Uncovers nascent entrepreneurs with new ideas for sustainable enterprise that are positive for the coastal ecosystem. Then supports their development through mentoring so the innovations get diffused across a region.
- Can be used by local governments, NGOs, Social enterprises, chambers of commerce, collectives and cooperatives.



Uptake

- Packaging the tools for easy uptake electronic and hardcopy toolboxes
- Initial uptake Ayala Foundation, Asia Foundation in El Nido.
- Working with Permodalan Nasional Madani (PNM) to gain traction in Indonesia. LIPI's Centre for Innovation key partner
- LIPI Indonesia vehicle for uptake
- PEMSEA Philippines vehicle for uptake
- Palawan State University's Incubator Ongoing support for EcoBiz businesses.

Solutions















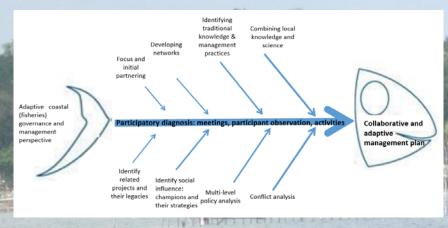






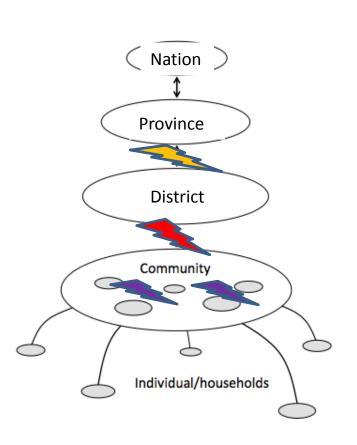
Introducing FishCollab: A toolkit to support community and government collaboration in coastal management

Team: Helen Ross (UQ), Dedi Adhuri, Ali Yansyah Abdurrahim, (LIPI), Andi Penrang (district), Andi Rismayani and Andi Ismainna (communities)





Why do we need such a toolkit? Improve government – community relationships in coastal co-management



Poor 'vertical' linkages

- conflicting government regulations & policies
- community resistance
- levels of government policy may conflict

Challenging 'horizontal' relations within and among communities

How can government (3 levels) and community combine their influences?



Two parts

1. The FishCollab toolkit

Participatory process (with fishbone diagram)

- With rationale
- Stepped process, examples, hints
- Enabling factors
- Suggestions for measurement

2. Champion profiles

To inspire and inform

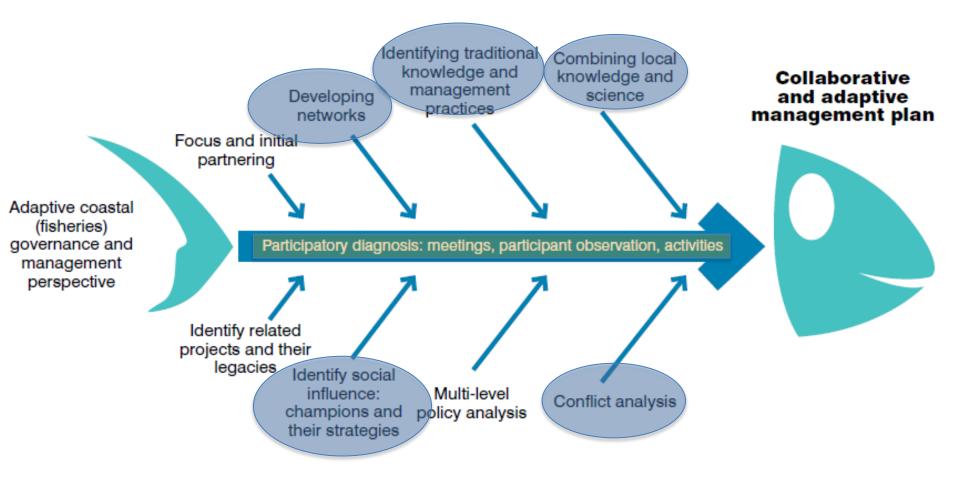
How do individuals galvanise behaviour change to protect ecosystem services?





FishCollab toolkit components

Participatory Diagnostic Tool







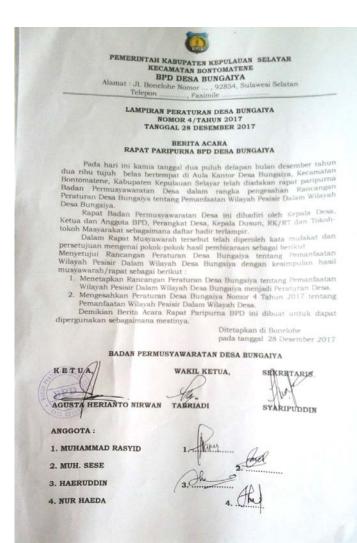
FishCollab

 Developed and piloted in Selayar, Indonesia

 If unfamiliar with participatory methods a 4 day training course

Otherwise two sets of instructional materials on CCRES.net

 Supported new community-level regulation for coastal management signed December 2017 by the Mayor.



Solutions



Marine resource management

- 1. Rebuilding reef fisheries toolkit
- 2. Reef vulnerability and projections
- 3. Mapping coastal protection
- 4. Policy brief: importance of seagrass



1. Designing reserves to rebuild reef fisheries

- Policy guidelines
- Reserve size tool
- Reserve design with connectivity
- Training software on reserve design
- Policy brief on prioritisation of reefs

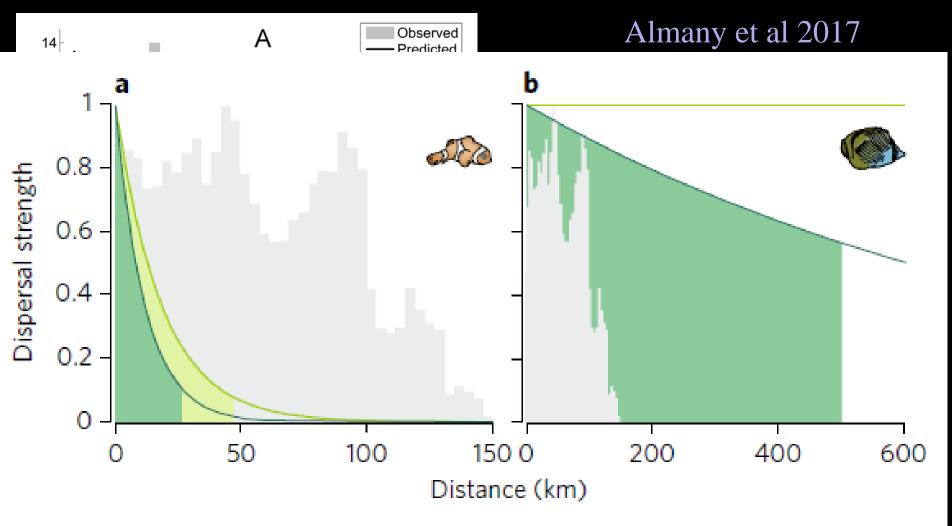


Importance of larval dispersal

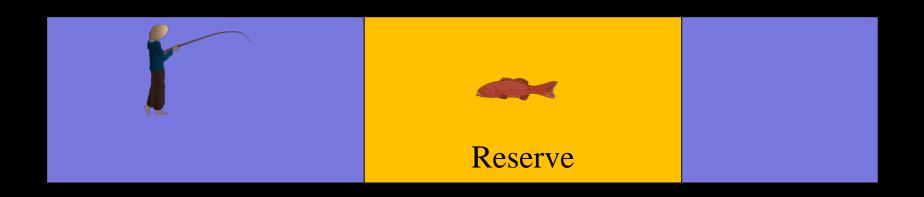


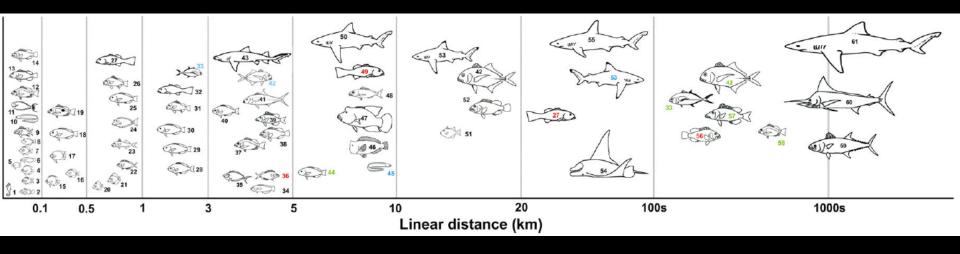
Larval dispersal kernels now measured empirically

Harrison et al 2012



Adult home range (spillover)





(Green et al 2014 Biological Reviews)

1.1 How much area to protect?



Marine Reserve Targets to Sustain and Rebuild Unregulated Fisheries

Nils C. Krueck^{1,2,4}, Gabby N. Ahmadia³, Hugh P. Possingham^{2,4}, Cynthia Riginos², Eric A. Treml^{2,5}, Peter J. Mumby ^{1,2,4}

1 Marine Spatial Ecology Lab and Australian Research Council Centre of Excellence for Coral Reef Studies The University of Queensland, St.Lucia Campus, Brisbane, Queensland, Australia, 2 School of Biological Sciences, The University of Queensland, St Lucia Campus, Brisbane, Queensland, Australia, 3 Oceans Program, World Wildlife Fund (WWF), Washington, D.C., United States of America, 4. Australian Research Council Centre of Excellence for Environmental Decisions, The University of Queensland, St.Lucia Campus, Brisbane, Queensland, Australia, 5 School of BioSciences, The University of Melbourne, Melbourne, Victoria

* nils iruad: @uqconnect.edu.au (NCK); p.i.mumby@uq.edu.au (PJM)



OPEN ACCESS

Citation: Krueck NC, Ahmadia GN, Rossingham HP Rintes C TremI FA Mumby RI (2017) Marine Reserve Targets to Sustain and Rebuild Unregulated Fisheries. PLoS Biol 15(1): e2000537. doi:10.1371/journal.pbic.2000537

Received: July 11, 2016

Accepted: November 25, 2016 Published: January 5, 2017

Couvilent: © 2017 Kruecket al. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

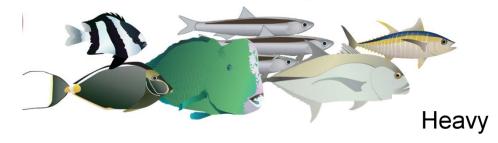
Data Availability Statement: Averaged reserve coverage target results are contained in the Supporting Information (S2 Table). Paw results files are available from the Zerodo database (DOI: 10.5281 /zerodo.165189k

Funding: Australian Research Council http://www. arcgov.au/ (grant number LPI 20200245). This workwas supported by an Australian Research Council Linkage Project co-funded by the World Wildlife Fund (WWF) Indonesia (awarded to RJM, EAT, HPP, and CR). The funder had no role in study design, data collection and analysis, decision to publish, or precaration of the manuscript. World Bank/GEF (Capturing Coral Reef & Related

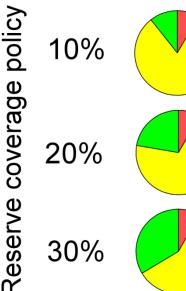
Abstract

Overfishing threatens the sustainability of coastal marine biodiversity, especially intropical developing countries. To counter this problem, about 200 governments worldwide have committed to protecting 10%-20% of national coastal marine areas. However, associated impacts on fisheries productivity are unclear and could weaken the food security of hundreds of millions of people who depend on diverse and largely unregulated fishing activities. Here, we present a systematic theoretic analysis of the ability of reserves to rebuild fisheries under such complex conditions, and we identify maximum reserve coverages for biodiversity conservation that do not impair long-term fisheries productivity. Our analysis assumes that fishers have no viable alternative to fishing, such that total fishing effort remains constant (at best). We find that realistic reserve networks, which protect 10%-30% of fished habitats in 1-20 km wide reserves, should benefit the long-term productivity of almost any complex fishery. We discover a "rule of thumb" to safeguard against the long-term catch depletion of particular species: individual reserves should export 30% or more of locally produced larvae to adjacent fishing grounds. Specifically on coral reefs, where fishers tend to overexploit species whose dispersal distances as larvae exceed the home ranges of adults, decisions on the size of reserves needed to meet the 30% larval export rule are unlikely to compromise the protection of resident adults. Even achieving the modest Aichi Target 11 of 10% "effective protection" can then help rebuild depleted catch. However, strictly protecting 20%-30% of fished habitats is unlikely to diminish catch even if overfishing is not yet a problem while providing greater potential for biodiversity conservation and fishery rebuilding if overfishing is substantial. These findings are important because they suggest that doubling or tripling the only globally enforced marine reserve target will benefit biodiversity conservation and higher fisheries productivity where both are most urgently needed.

Overfishing







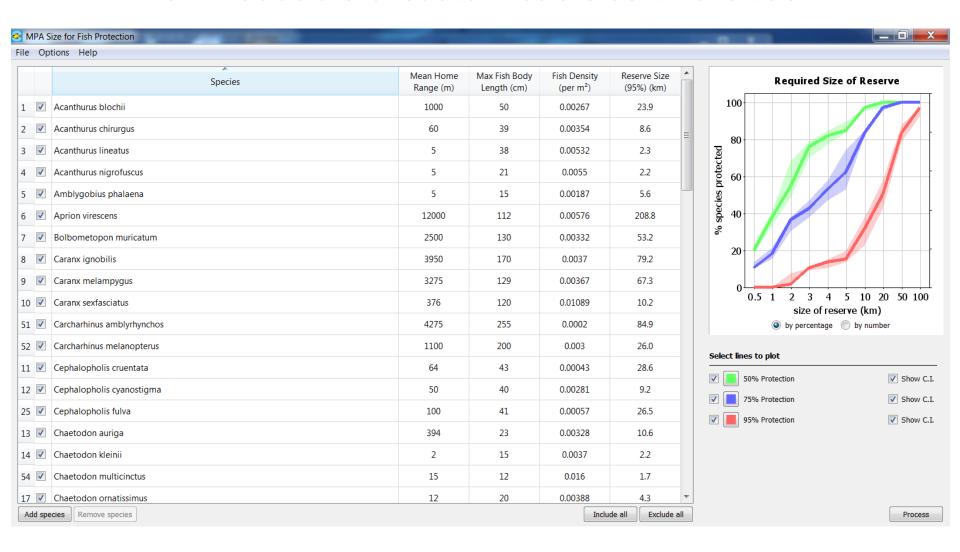




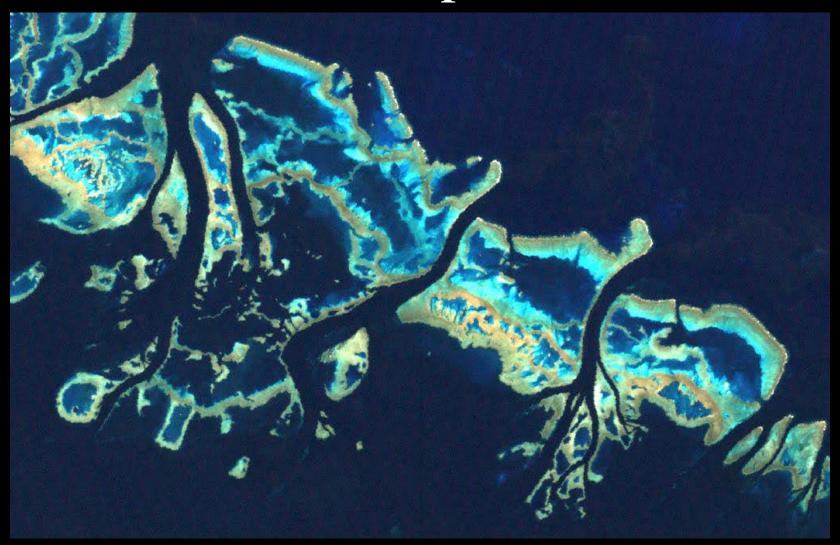
Even 10% core zone helps rebuild fisheries (UN Aichi target)

1.2 Size of reserves to be effective?

Downloadable & customisable software tool

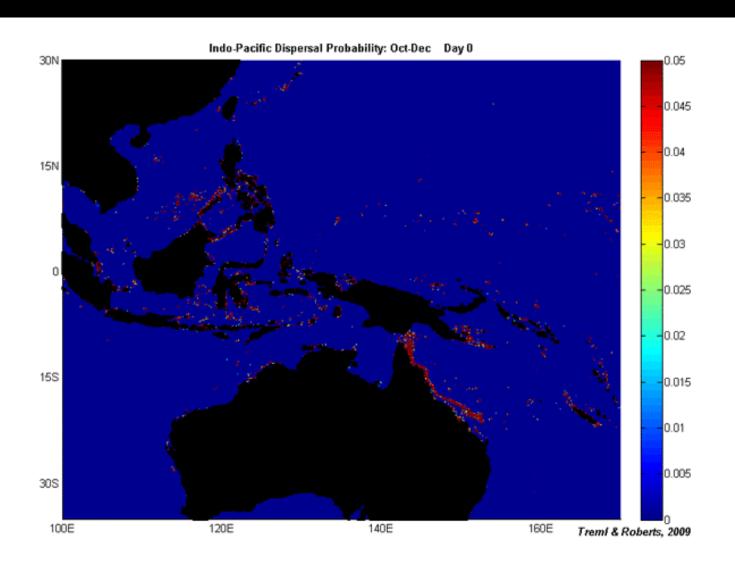


Where to protect?



Krueck NC, Ahmadia GN, Green A, Jones GP, Possingham HP, Riginos C, Treml EA, **Mumby PJ** (2017) Incorporating larval dispersal into MPA design for both conservation and fisheries. **Ecological Applications** 27: 925-941

Connectivity



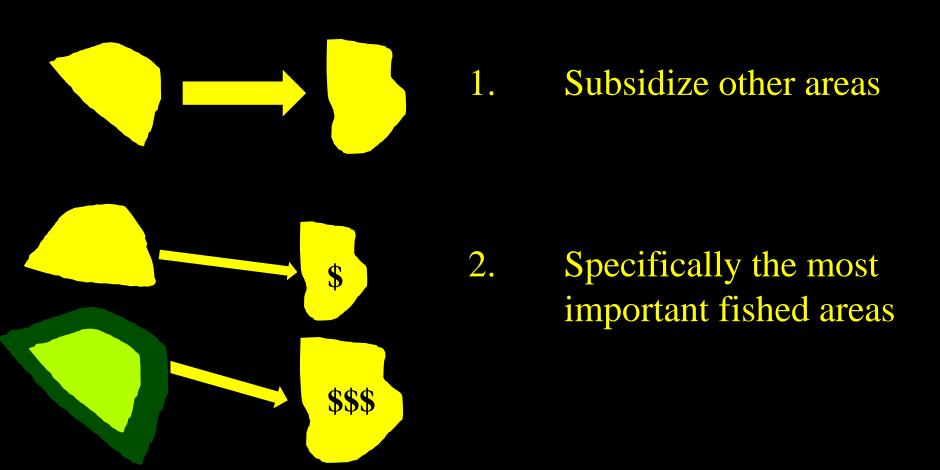
Prioritizing larval flow: conservation



1. High self-replenishment

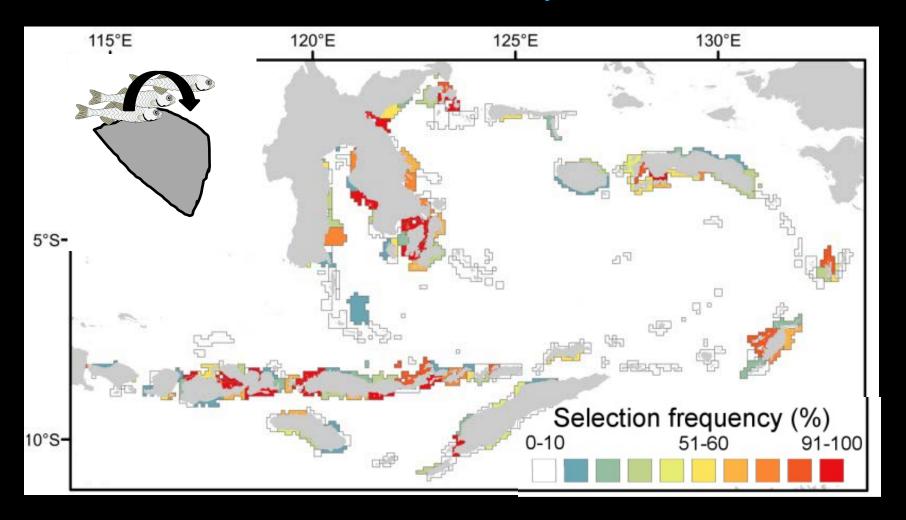
- Populations are robust to upstream disturbance
- But, they do not necessarily subsidize fished areas

Prioritizing larval flow: fisheries



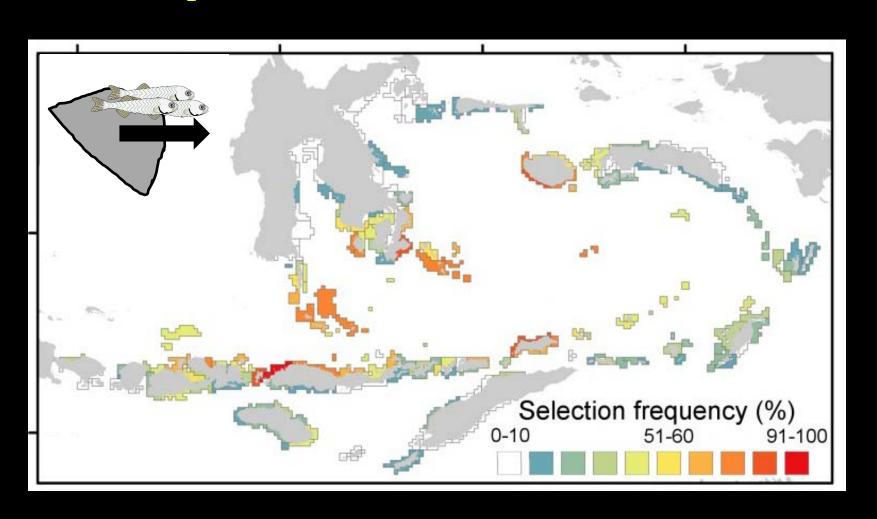
Using dispersal data for MPA design

Retention: Larvae stay at home

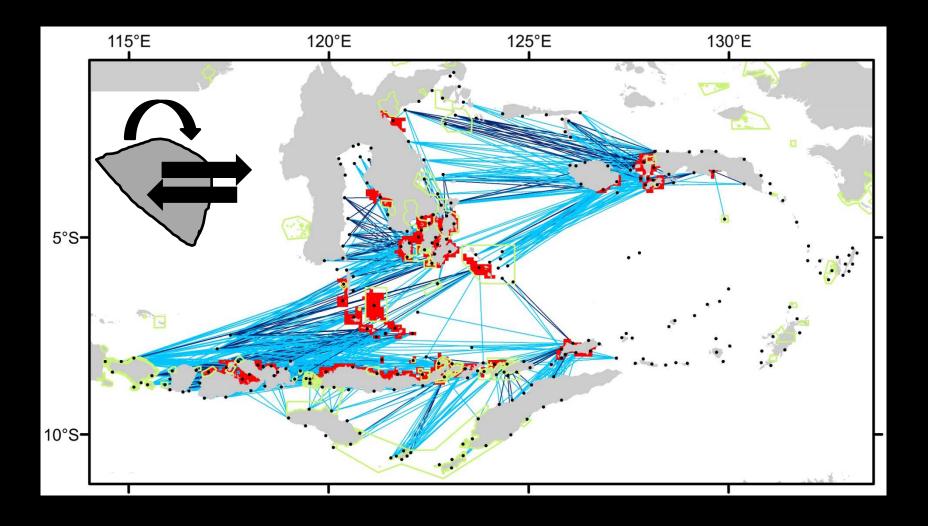


Using dispersal data for MPA design

Export: Larvae leave to other locations



Best MPA network design for Sunda Banda



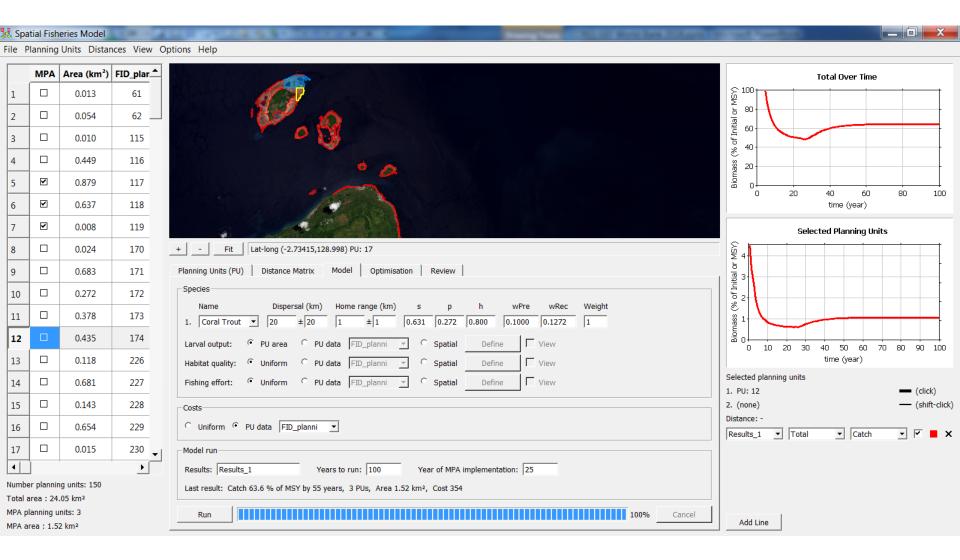
1.3) Reserve design tool to rebuild fisheries



Trained 190+ users so far



1.4) Training software in reserve design



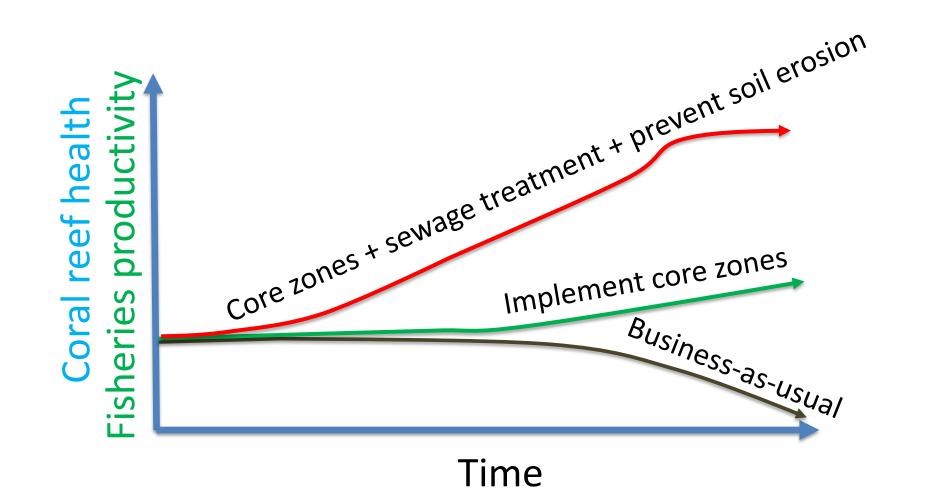


2) Reef React

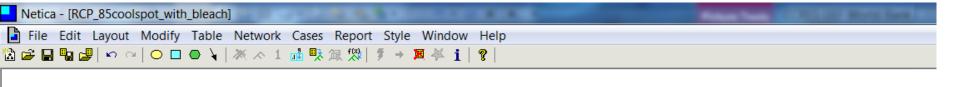
- Software to <u>predict reef outcomes</u>
- Effects of local pressures (pollution, over-harvesting, crown-of-thorns starfish, cyclones)
- Effects of global stressors (coral bleaching under multiple GHG emissions)
- Multiple time periods
- Synthesizes hundreds of scientific studies
- Software tool downloadable & accessible online
- Final beta testing in mid April before release
- Used by COREMAP-CTI
- Available now

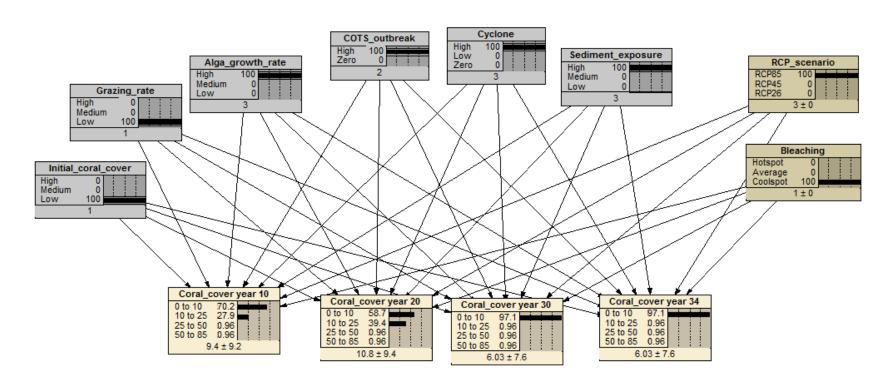


Coral reef projections



5011115

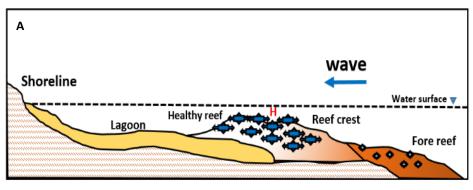


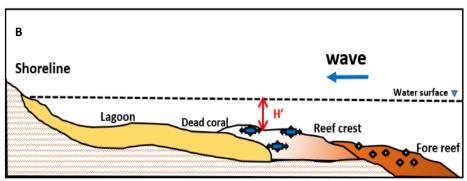




3) Protection of coastal infrastructure

 Tools to factor in the importance of reefs in protecting the shoreline especially under sea level rise





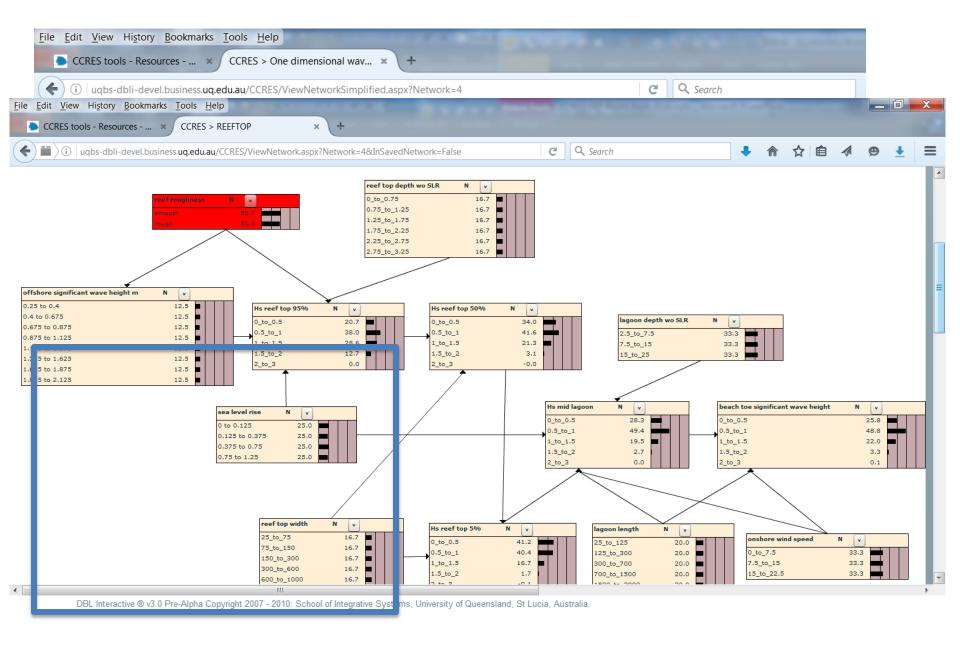




Mapping key protective reefs









4. Seagrasses and disease reduction

- Can seagrass beds improve health?
 - Evidence of 3-fold reduction in potential human bacterial pathogens inside seagrass beds
 - Reduce fish & invertebrate pathogens by 50%
 - Co-location of aquaculture







Solutions



5) My Future, My ocean

 A step-by-step guide for promoting behaviour change, for use by villages and government which seek to foster sustainable behaviours in parents and children living in coastal households of

Indonesia



 Adapted from Triple-P (positive parenting programme)



Evidence- Based Delivery Structure

All Driven by **Self-regulatory** mechanisms

No prescription

Mod. 1

- Contextual awareness
- Building an archetype (social identity)

Mod. 3

- Behavioural recall and learning incubation
- Positive relationships

Mod. 2

- Self-regulation
- Goal-setting
- Behavioural practice

Mod. 4

- Harmonious problem solving
- Self-care

Flexible examples and focal behaviours

 Always based on behavioural diagnosis



 Focus on diagnosing problem causing undesirable behaviour



Exercise 2 Why managing our garbage is hard

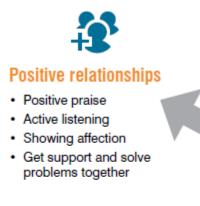
Chec	ck the boxes that most apply to you:
	Our ocean is being ruined by others
	There is too much garbage
	I do not have time
	I doubt my ability to change anything
	Sometimes the problem seems too big
	My behavior does not matter
	I am not sure what to do
	I am not strong enough to help fix our garbage problems
	I do not have the supplies to clean up garbage
	Starting conversations about garbage is hard
	I am too tired to do much



Awareness

- · Know the problem
- Who benefits from fixing the problem
- What's the issue and how does it affect us?

Focus on positive actions and outlooks



Solving problems

· Focus on own actions

· Be flexible and stay calm

· Plan ahead to avoid problems

· Review and improve your plan



regulation.

Self-regulation

- Engaging in positive consumer behavior
- Using teachable moments
- Setting a golden example
- · Starting a conversation



Setting goals

- Come up with many solutions
- · Track your goals
- Set positive and clear goals
- Set realistic goals

Self care

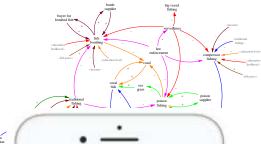
- · Positive self-talk
- · Do things you enjoy

- Focused on garbage and ocean plastics
- Two training / work books on ccres.net
- Trialled in Selayar (village of Bontolebang)
- 10-fold increase in the size of water bottles being used
- 100 bags of plastic collected during pilot later given to recycling plant
- Village nominated for 'Cleanest village' of Indonesia and now a finalist after 3 rounds.
 Interest from neighbouring villages and as far afield as Banda Aceh

ENGAGEMENT

PROBLEM DEFINITION

System Simulation Model



Government

Community



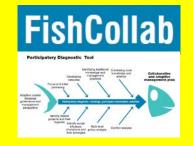


THE TOOL:

EbBD (Ecosystem based Business **Development**)

Eco-Biz Challenge

Improving livelihood options (current and new)



Review & enhance governance

Reef React

Improved resource management & planning **Rebuilding reef** fisheries with core zones toolbox

Coastal Protection

Policy brief for seagrass

Scalable behaviour change

My Future, My Oceans



Next steps

- Opportunity for synergism when tools deployed in concert
- Many tools can be adapted for use in other contexts
- Taking these approaches in new directions
- How useful are these tools for other projects?