

INTERNATIONAL SYMPOSIUM ON THE CONSERVATION AND MANAGEMENT OF WETLANDS, KOTA KINABALU, 8-9 SEPTEMBER 2014

WORKSHOP PROGRAMME

WORKSHOP 2

“Sustainable financing for Wetlands”

Moderator: Ms Tan Hui Shim, WWF-Malaysia

1. Introduction

What is Financial Sustainability?

Protected area financial sustainability may be defined as *“the ability to secure stable and sufficient long-term financial resources, and to allocate them in a timely manner and appropriate form, to cover the full costs of protected areas (direct and indirect) and to ensure that PAs are managed effectively and efficiently”*. It is clear that achieving financial sustainability will require major changes in the way that funding is conceptualized, captured and used.

(Source: <http://www.cbd.int/protected-old/sustainable.shtml>)

For certain wetlands, one of the biggest challenges is the lack of funding. Funds are required to conserve and manage a wetland, which includes maintaining its ecological functions and educating the visitors. It is a day-to-day and year-to-year challenge for most resource managers to compete for funds either from government, corporate, philanthropic foundations or members of the public.

What are some of the successful financing models? What can we learn from them? What are the competitive advantages we can leverage on? What if there is a long list of options for resource managers to consider?

2. Objectives of Workshop

- a. To develop a comprehensive list of revenue sources and opportunities for wetland centres and protected areas
- b. To explore various models of innovative financing for the conservation and management of wetlands
- c. To capitalize on Communications, Education, Participation and Awareness (CEPA) programmes as a branding and financing tool for wetlands

3. Format

Following an introduction by the moderator, the implementation of the workshop is as follows:

- Part A – sharing of ideas on various models of innovative and sustainable financing mechanisms by participants, and its related challenges and benefits
- Part B – review the role of CEPA for branding and financing
- Part C – brainstorming session to develop a comprehensive list of potential revenue sources and opportunities
- Part D – annotate the long list by comparing the competitive advantage of respective sites

4. Expected Outputs

- Comprehensive list of potential options for sustainable financing of wetlands/Ramsar sites
- Comparison of the competitive advantages of the various sustainable financing options