PANEL 3:

FINANCING INNOVATION IN TOURISM: PROMOTING CONSERVATION, COMPETITIVENESS, SUSTAINABILITY AND INCLUSION

Natural capital, sustainable tourism and innovative financing

Ruud Jansen, Executive Secretary, Gaborone Declaration for Sustainability in Africa/ Conservation International
Natural capital, sustainable tourism and innovative financing

Ruud Jansen

sustainable tourism symposium

Kasane, December 7, 2017
We value nature but do we know the value of nature?
“Our aspirations are to use natural resource wealth and transform resources into drivers of inclusive economic growth and people-centred development. However, we need to take stock and attach value to our natural resources and ecosystems such that we may include their value in planning and decision making processes as well as in our national accounts and balance sheets”

Lt Gen Dr Seretse Khama Ian Khama (Sustainability Summit, 2012)
THE GDSA AT A GLANCE

- 12 COUNTRIES
- 6.2 MILLION SQ. KM
- 306 MILLION PEOPLE
- 15.3 BILLION METRIC TONS OF CARBON STOCKS IN LIVING FOREST BIOMASS
- 3,500+ THREATENED PLANT, FISH, BIRD, AND MAMMAL SPECIES
- 552 BILLION USD IN GDP
GDSA commitments

1. Incorporating the value of natural capital in public and private sector policies and decision-making

2. Pursuing sustainable development and sustainable production – incl. agriculture, fisheries, and extractive industries - while maintaining natural capital

3. Generating data, undertake monitoring and build capacity to support policy and decision-making.
Natural capital

People need nature to thrive… but where is that nature, what is its condition and what is its value?

• What is the extent of our Protected Areas and Forests which sustain tourism, mitigate climate change and harbor biodiversity?
• What is the condition of our rivers and wetlands that provide fresh water for drinking and energy production?
• What is the value of our forests, savannas, and grasslands which are the source of our tourism, our food, our livelihoods?
Liberia’s Protected areas, Forests & mangroves

<table>
<thead>
<tr>
<th>Forest &amp; mangroves</th>
<th>Area (ha)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designated</td>
<td>322,107</td>
<td>4%</td>
</tr>
<tr>
<td>Proposed</td>
<td>861,610</td>
<td>11%</td>
</tr>
<tr>
<td>Proposed &amp; Designated</td>
<td>322,107</td>
<td>15%</td>
</tr>
<tr>
<td>Total forest &amp; mangroves</td>
<td>8,088,170</td>
<td>100%</td>
</tr>
</tbody>
</table>

IUCN and UNEP-WCMC (2016), The World Database on Protected Areas (WDPA) [On-line], Cambridge, UK: UNEP-WCMC. Available at: www.protectedplanet.net.
Forest carbon stock*

- Liberia’s forests have significant carbon stocks
- This map shows total (aboveground & belowground) forest biomass carbon stock
- Darker brown areas = more carbon
- High carbon stock areas could be targeted for long-term conservation of Liberia’s forest carbon

The value of nature and nature-based tourism strengthens the ‘business case’ for innovative finance and investment.

**Ecosystem accounting and tourism satellite accounts** can:

- Inform government policies and investment strategies (i.e. types of tourism [high end, community based tourism, etc.])
- Inform transboundary nature tourism disparities and potential hotspots for investment
Nature needs investment
financing nature for sustainable tourism

• Biodiversity (flora and fauna) Natural capital accounting and valuation can help governments – and the private sector – understand the value of nature, the value of sustainable tourism, and required levels of sustainable financing and investment

• Economic prosperity has taken out an environmental ‘overdraft’ and nature-based tourism is at risk as we take out more than we invest back into nature conservation and ecosystem management
Business’ engagement with Nature
Traditional / historical,
1. Corporate Social Responsibility –
   linked to ‘giving back’, charity, branding & advertising

2. Environmental mainstreaming - EIAs
   impacts, mitigation, compliance

Looking forward,
3. Sustainability integration
   (a) dependencies
   (b) sustainable production / consumption
   (c) value chain
Business’ *engagement with Nature*

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1. Corporate Social Responsibility – linked to ‘giving back’, charity, brand recognition & advertising

3. EIAs – impacts, mitigation, compliance

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   (a) dependencies
   (b) value chain
   (c) sustainable production
FINANCING AND INVESTMENT IN NATURE-BASED TOURISM

• Sustainable nature-based tourism depends on the sustainability of the source(s) of its products; therefore:

• The tourism industry needs to invest in the extent, condition and value of nature, its natural capital, to augment Government investments and make the nature-based tourism product truly sustainable
THE ROAD AHEAD

• Use the value of nature to leverage financing / Payment for Ecosystem (Environmental) Services (REDD+ etc)

• Community conservation finance and agreements incl. JVPs, extent PAs, ‘grow’ natural capital

• Local biodiversity off-sets and market mechanism

• Multi-lateral funding (GEF, GCF) + investment banks

• Blended finance
“People don’t buy WHAT you do, they buy WHY you do it”

Simon Sined
Thank you