PANEL 3:

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

Natural capital, sustainable tourism and innovative financing

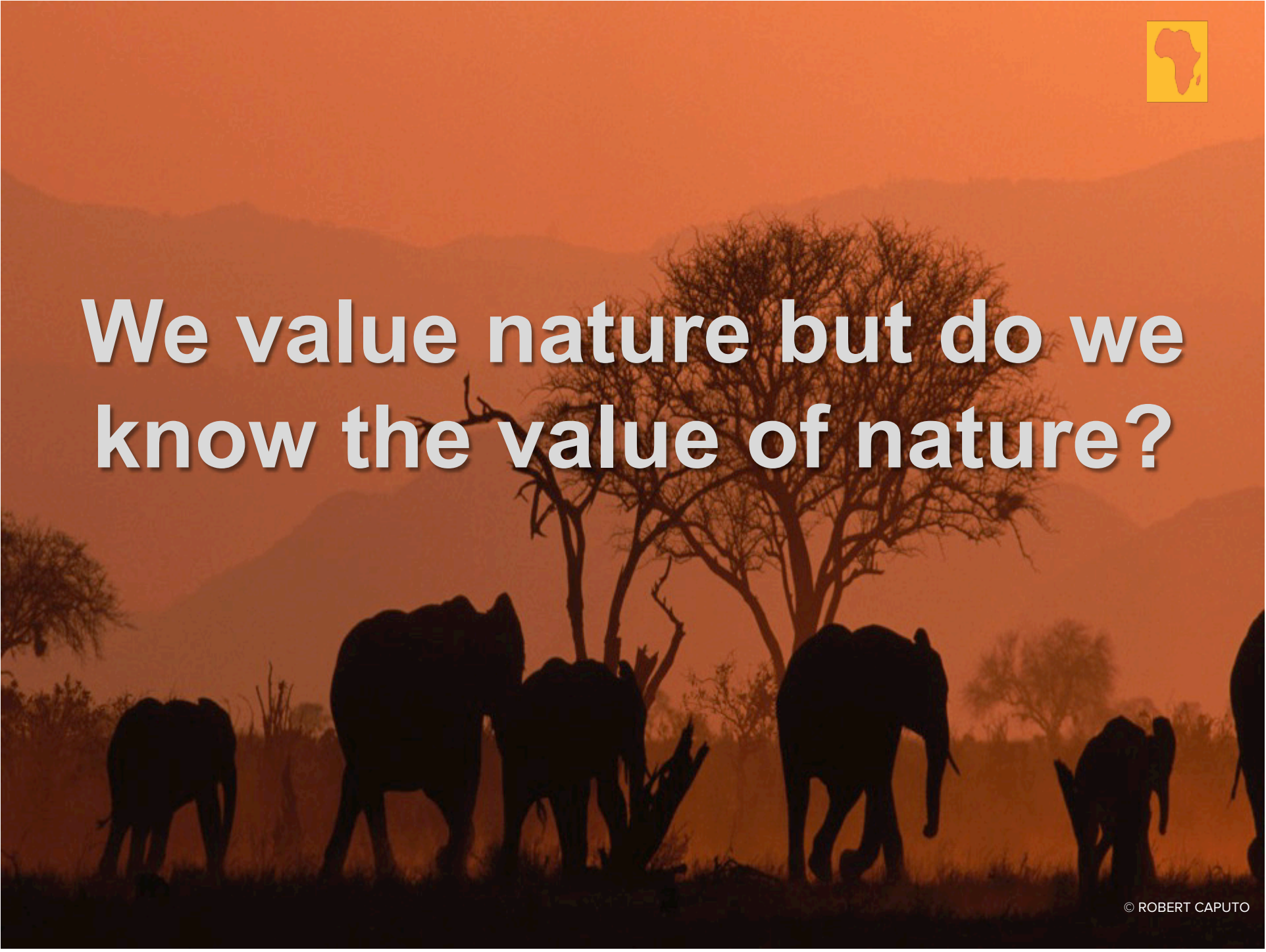
Ruud Jansen, Executive Secretary, Gaborone Declaration for Sustainability in Africa/ Conservation International

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?
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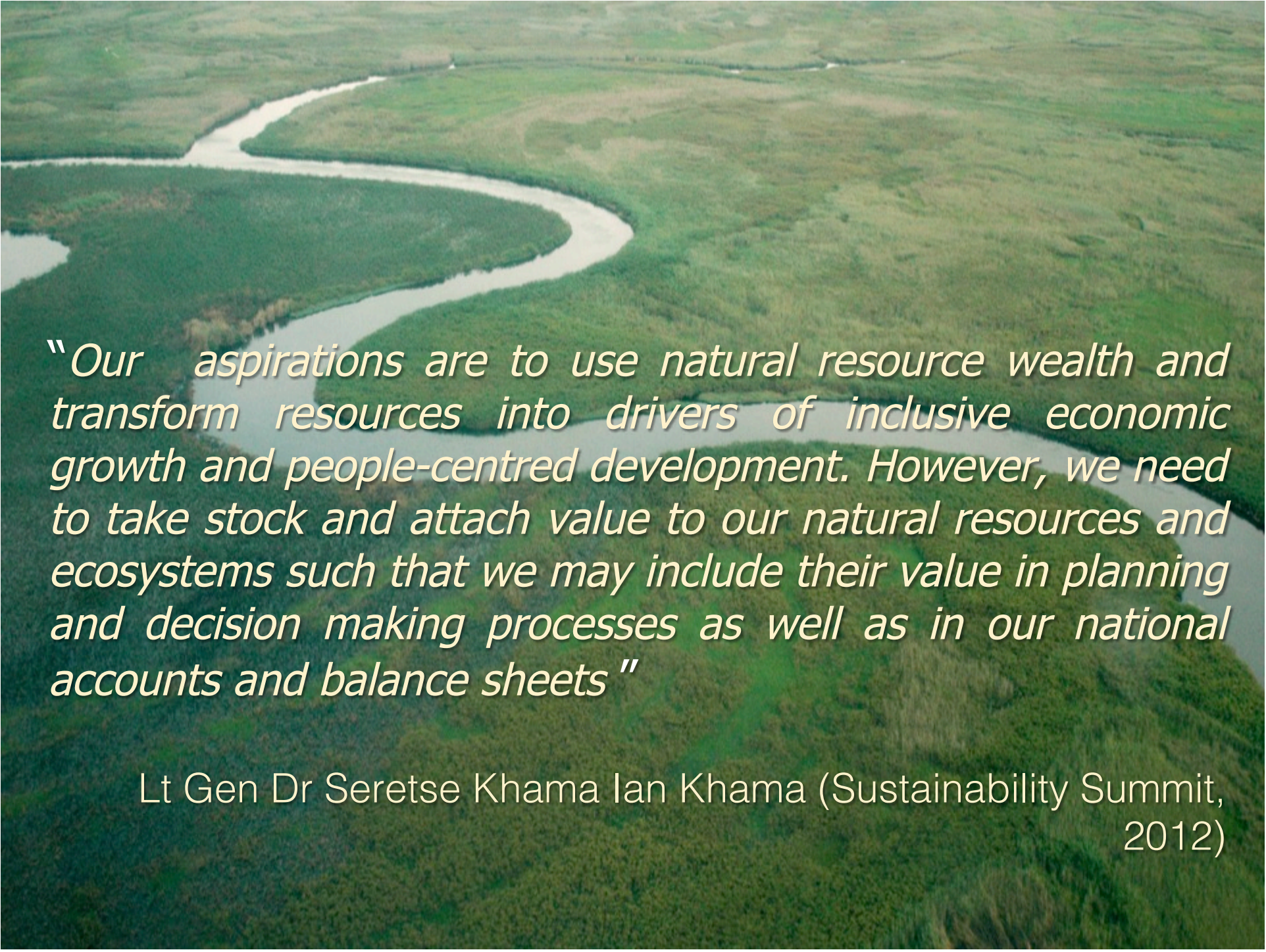

"Our aspirations are to use natural resource wealth and transform resources into drivers of inclusive economic growth and people-centred development. However, we need to take stock and attach value to our natural resources and ecosystems such that we may include their value in planning and decision making processes as well as in our national accounts and balance sheets"
Lt Gen Dr Seretse Khama Ian Khama (Sustainability Summit, 2012)

GHANA
LIBERIA
GABON
UGANDA
KENYA
RWANDA
TANZANIA
MOZAMBIQUE
NAMIBIA
BOTSWANA
MADAGASCAR
SOUTH AFRICA
INDIAN OCEAN
SUSTAINABILITY
IN AFRICA

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, BIBD, 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

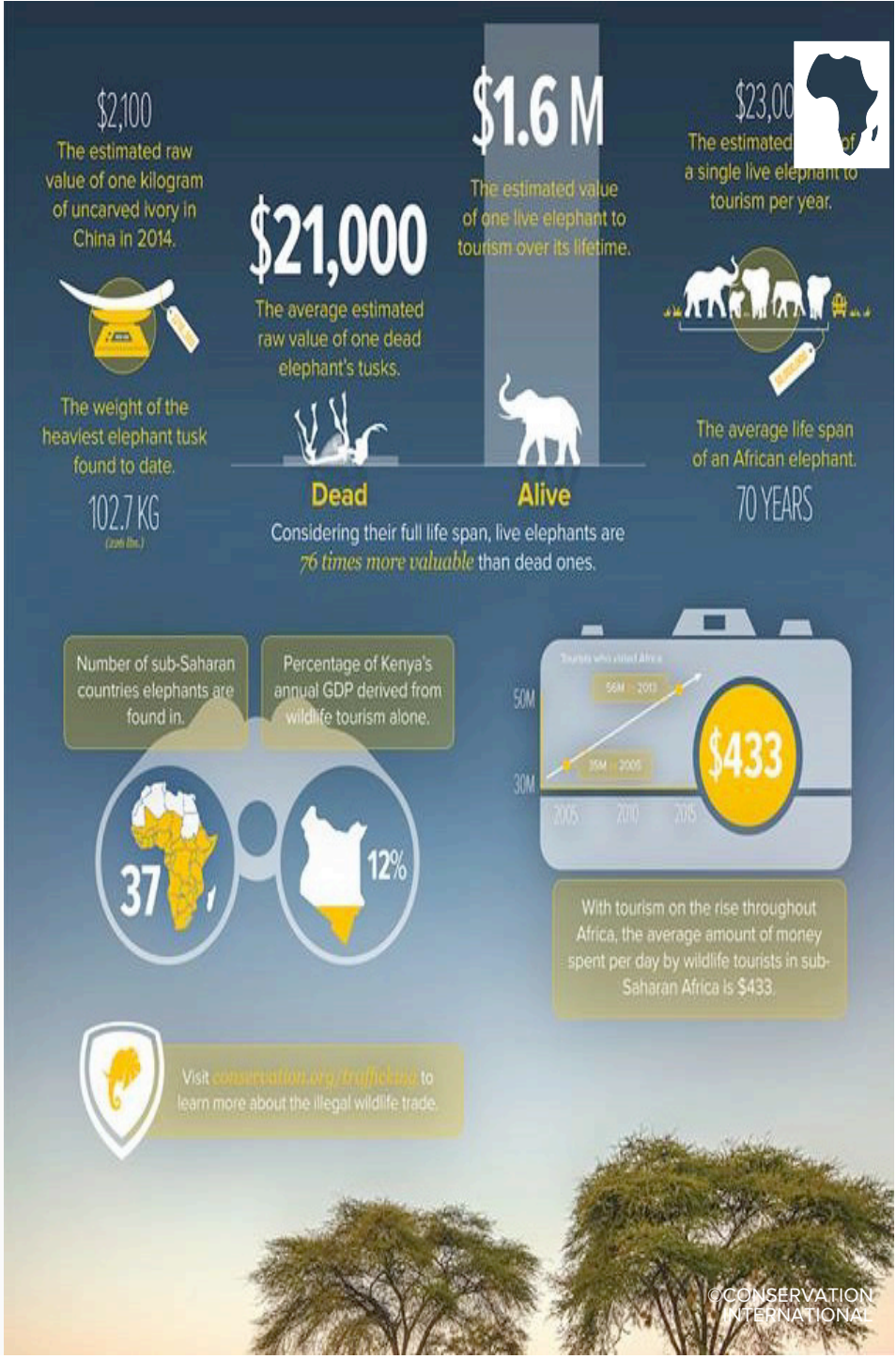
2. Pursuing sustainable development and sustainable production – incl. agriculture, fisheries, and extractive industries - while maintaining natural capital

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

Natural capital

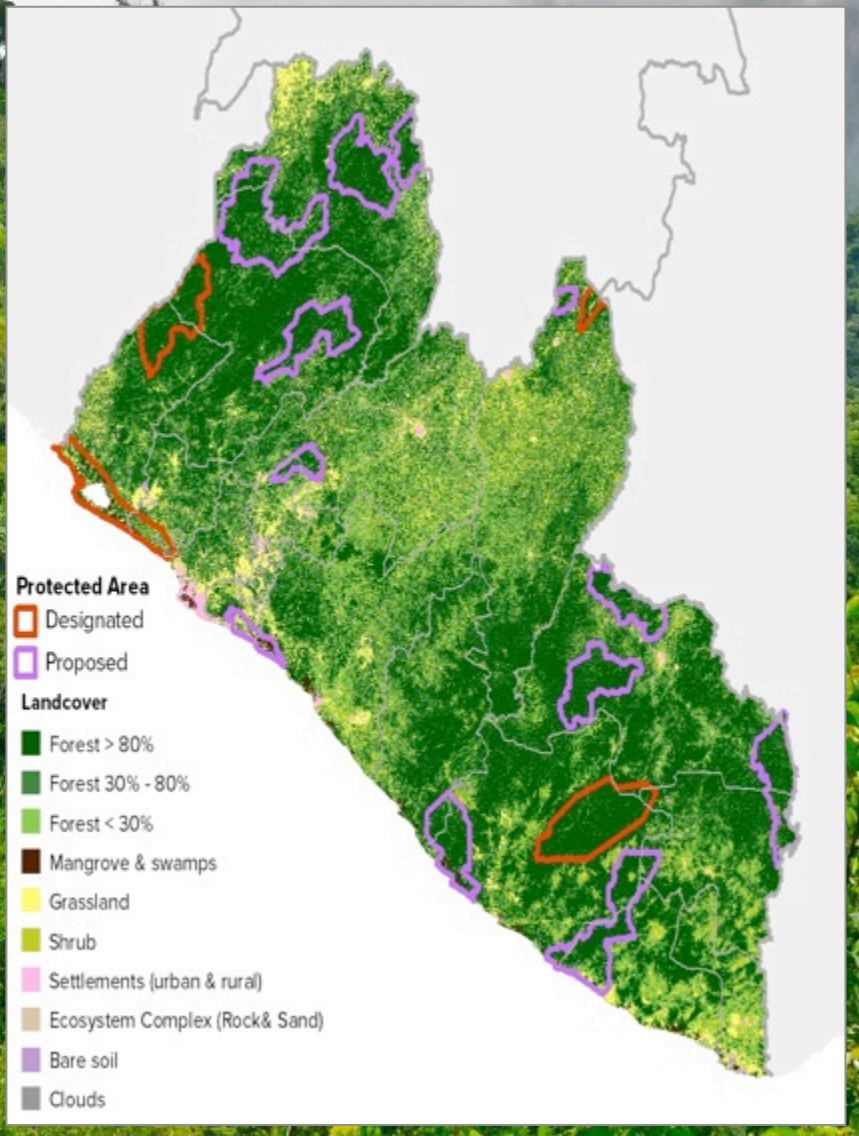
People need nature to thrive… but where is that nature, what is its condition and what is its value?

- What is the <u>extent</u> of our Protected Areas and Forests which **sustain tourism, mitigate climate change** and **harbor biodiversity**?
- What is the <u>condition</u> of our rivers and wetlands that **provide fresh water** for drinking and energy production?
- What is the <u>value</u> of our forests, savannas, and grasslands which are the source of our **tourism**, our **food**, our **livelihoods**?



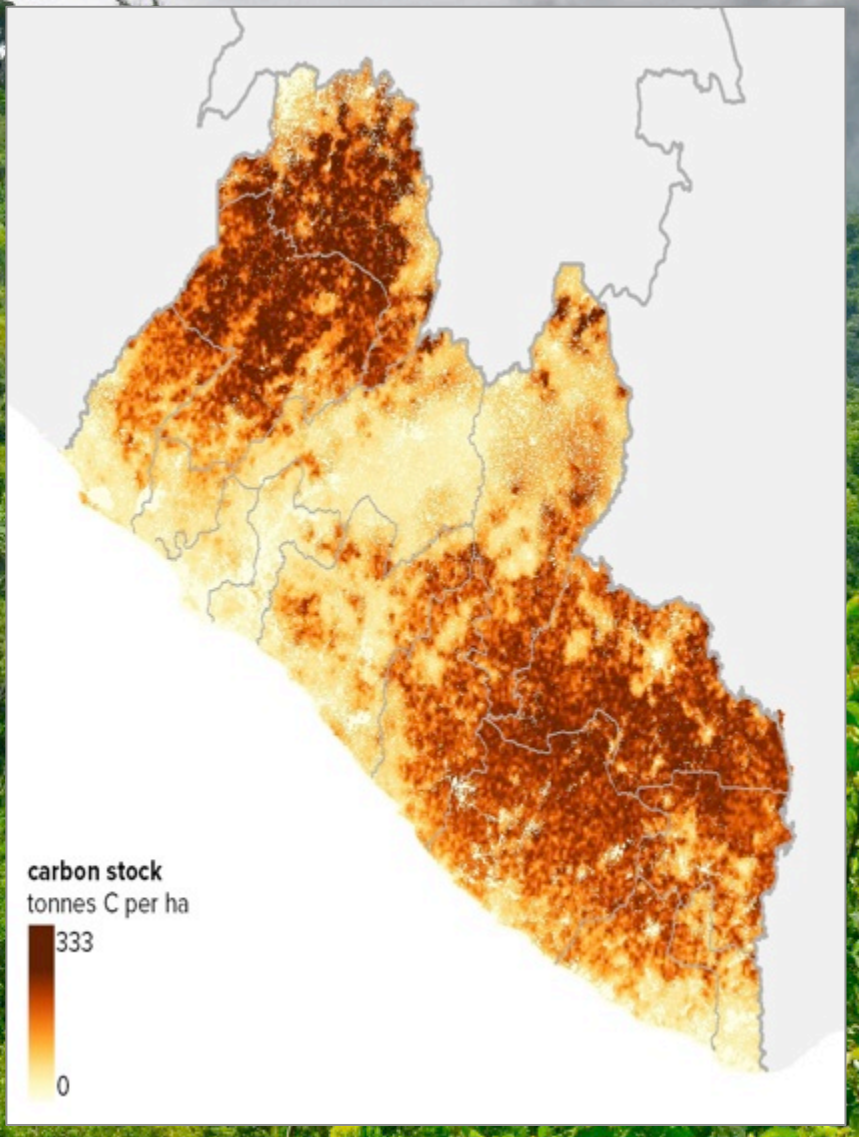
Liberia's Protected areas, Forests & mangroves

Forest & mangroves	Area (ha)	Percent
Designated	322,107	4%
Proposed	861,610	11%
Proposed & Designated	322,107	15%
Total forest & mangroves	**8,088,170**	**100%**



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



Avitabile V et al. 2016. An integrated pan-tropical biomass map using multiple reference datasets. Global Change Biology 22:1406–1420.

*NOT SUITABLE FOR REDD+ FEASIBILITY

NATURAL CAPITAL ACCOUNTING AND VALUATION

- 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
© ROBERT CAPUTO

financing nature for sustainable tourism

- Biodiveristy (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

©Photo credit

Business' *engagement* with Nature

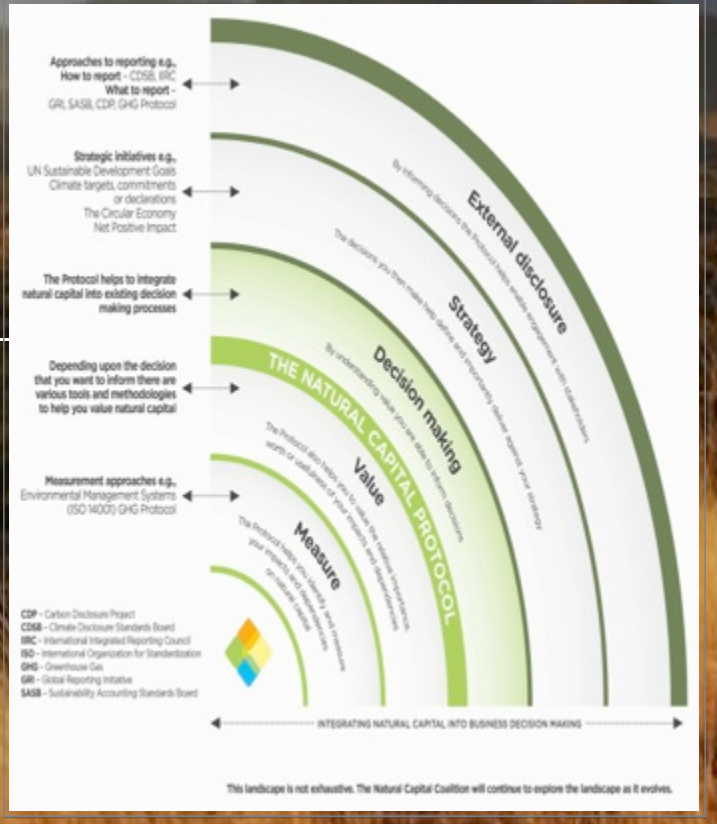
Traditional / historical,

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



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Looking forward,

3. Sustainability integration
   - (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

gaborone declaration
for sustainability
in africa

Thank you