



***ANNUAL REPORT***

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***2018***

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MARVIVA

MESSAGE FROM THE  
**DIRECTOR  
GENERAL**



The ocean is a source of wellbeing for society. It provides invaluable ecosystem services, including a wealth of biodiversity and seascapes, nutritious protein, carbon sequestration, oxygen generation, transportation, energy... Tragically, despite our dependence on its sustainability, we have relegated critical decisions for its effective protection and management.

Multiple threats weaken the resilience of the marine habitats and natural resources that contribute to our environmental and socioeconomic stability. We face increasing challenges to achieve integral coastal development, mitigation and adaptation to climate change, deterrence of illegal exploitation of fisheries, and reduction of marine pollution. We need to contribute to institutional strengthening and to civil society's involvement in the use and protection of the ocean. We must support awareness generation among decision makers and market stakeholders, propose legal reforms at national and international levels; facilitate access to scientific and technical information in marine planning and management; enable inter and multisectoral coordination, and build participatory governance, as well as to promote responsible productive activities within the blue economy framework.

My sincere gratitude to our staff in Costa Rica, Panama, and Colombia, to our Board members, technical advisors, government authorities, sectoral and international allies, donors, media, suppliers, and to all who endorse our endeavor in face of each challenge and opportunity. Your commitment and support inspire us to advance our mission towards the conservation and sustainable use of the ocean in benefit of the present and future generations.

*Dr. Jorge A. Jiménez Ramón*  
*Director General*

# MARVIVA FOUNDATION

MarViva, founded in 2002, contributes towards marine spatial planning, the development of responsible market dynamics for marine products and services, and local and institutional capacity building to optimize sustainable marine stewardship. From our bases in Costa Rica, Panama, and Colombia, we collaborate in national and regional levels with authorities and civil society to advance information processes and public participation for the organization of human activities in the ocean.

**COSTA RICA**

**PANAMA**





**COLOMBIA**

## MISSION

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Promote the conservation and sustainable use of coastal and marine resources in the Eastern Tropical Pacific (ETP).

## VISION

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A healthy and biodiverse ocean, providing wellbeing for the present and future generations.



## WHAT WE DO

Our work model highlights scientific and technical basis, partnership development, and multisectoral participation in planning and decision making with regards to protection and management measures for coastal and marine areas and resources. It favors the sensitization of institutional, market, and civil stakeholders to strengthen and implement the regulatory framework, as well as for the voluntary adoption of best practices towards sustainable use of the ocean.



*During this five-year period (2017 -2022), our priorities in Costa Rica, Panama, Colombia, and the ETP are:*

1

### **Marine Spatial Planning (MSP):**

- Policy and media advocacy for improved regulatory and institutional frameworks.
- Integral management of marine areas and resources, with long-term perspective for biodiversity protection and sustainable development.
- Multisectoral participation in planning and decision making.
- Promotion of integral coastal development.

2

### **Responsible Markets:**

- Responsible productive activities, with emphasis on fishing, ecotourism, and solid waste management.
- Involvement of market demand in good practices for the consumption of marine products and services, and for the reduction and handling of disposable plastics.
- Consolidation of market incentive models for marine conservation.
- Implementation of technological tools for traceability of fishery products.
- Support to mariculture initiatives.

3

### **Strengthened institutional and sectoral capacities:**

- Inter-sectoral and inter-institutional coordination for compliance with regulations and best practices regarding human activities in the sea.
- Deterrence of marine pollution due to single-use plastics.
- Adaptation of critical productive activities (fishing, tourism) in face of climate change.
- Involvement of the corporate sector in marine protection and integral stewardship.
- Transparency on information management and access.
- Combatting of illegal fishing, wildlife trafficking, and over-exploitation of coastal and marine habitats and ecosystems.
- Strengthening of local and High Seas participatory governance.

## STRATEGIC FOCUS

# Marine Spatial Planning (MSP)



Thresher shark: *Alopias superciliosus*

MSP is a public and participatory process for multisectoral planning and integral management of coastal and marine resources and areas. It considers complementary objectives of ecological, economic, and social health and prosperity. It involves diverse stakeholder parties in planning, design, and implementation of measures for marine conservation and stewardship. Key actors include public institutions, local governments, fishing sectors (artisanal, industrial, sports), tourism entrepreneurs, infrastructure developers, community-based organizations, coastal populations, universities, and non-governmental organizations.

Human activities in the ocean (including exploitation of natural and mineral resources, mariculture, tourism, navigation, power generation, marine and coastal infrastructure development, security, research, pollution, biodiversity conservation, among others) intensify with globalization, technology advancement, and global population growth. The lack of spatial and temporal organization, regulation, and monitoring generates conflicts between the users, and between the users and the environment. It accelerates degradation of habitats and ecosystems, damaging the sustainability of the marine heritage, food security, and income sources in the local and international realms.



***In alliance with our donors and local partners, relevant progress during 2018 includes:***

- Institutional capacities strengthened for the conservation and restoration of 9,509 hectares of forest and wetlands, part of the National Heritage, within the Térraba-Sierpe National Wetlands, Costa Rica.
- Scientific expedition executed in support of the declaration of Santa Elena Bay Marine Management Area in Costa Rica, led by Waitt Foundation, with participation of the Marine and Limnology Research Center (CIMAR, in Spanish), Misión Tiburón, and Veritas University.
- Diagnostic and zoning finalized for 314,562 hectares of marine and coastal area in the Regional District of Integrated Management “Encantos de los Manglares del Bajo Baudó”, in Colombian Chocó. Fifteen sectors participated in the process (including regional authorities, local governments, 11 community councils, the industrial shrimp trawling sector, artisanal fishers, community-based tourism organizations, University of Magdalena, and the Environmental Working Table for Gulf of Tribugá).
- Institutional and multi-sectoral input generated to inform a regulation and international governance proposal for nearly 526,000 Km<sup>2</sup> of the High Seas area in the Costa Rica Thermal Dome. Facilitated involvement and participation of the scientific community, regional organizations, and state representatives of six Central American countries which ecological and socioeconomic dynamics (food security, fishing, marine and coastal tourism) depend on the region’s biodiversity.



## STRATEGIC FOCUS

# Responsible Markets



Global fishing production amounts to more than 160 million tons per year, representing over \$129 billion annually (World Bank). It is estimated that around 60% of fisheries are fully exploited, and another 30% are over-exploited, diminished, or in recovery (FAO). At such rate of global consumption, 100% of the population of commercially caught species could collapse before 2050, irremediably damaging food security and the survival of marine ecosystems.

The ETP faces this same challenge. In Costa Rica, Panama, and Colombia, fishing and marine and coastal tourism are critical sources of subsistence for coastal communities. Through our regional Responsible Markets program, MarViva supports awareness generation among stakeholders towards responsible supply and demand of marine products and services. We promote best practices in the use and consumption of natural resources to reduce human pressure on habitats and ecosystems. We endorse the creation of fishing and tourism value chains that reward the commercial players' commitment of environmental and social responsibility. In complement, we foster the consolidation of technical and financial incentives for environmental conservation and the well-being of artisanal fishers and tourism micro-entrepreneurs in marginal populations dependent on the ocean.

Teodoro Ulloa, artisanal fisher, Costa de Pajáros, Costa Rica



*In alliance with our donors and local partners, relevant progress during 2018 includes:*



Responsible tourism

### *Responsible fishing and tourism*

- 750 fishers trained (responsible fishing gear, food handling, administrative and interpersonal skills) in Costa Rica, Panama, and Colombia.
- Infrastructure improved in 3 fish receiving centers in benefit of 11 community organizations in Colombia.
- 14 responsible fishing commercialization chains strengthened, encompassing 24 productive groups from 16 communities in Costa Rica, Panama, and Colombia.
- Volume of responsibly caught fish commercialized through value chains increased by 440% (from 96 to 425 annual tons) in Costa Rica, Panama, and Colombia, with traceability from the fishing site to the final point of sale. The traceability program guarantees the product's compliance with responsible fishing criteria (respect to species vulnerability, minimum reproduction size, closure season, selectivity of fishing gear, legality of fishing ground).
- 287 tons of fish product landed in six coastal communities in Chocó, Colombia monitored. Seventy-three species identified through community fishing monitoring (92% corresponding to bony fish).
- An average increase of 30% in the price/kilo paid for responsible fish product (in comparison to non-validated product), received by artisanal fishers within the value chains in Costa Rica, Panama, and Colombia.
- 17 operating establishments certified with the "Standard for Environmental Responsibility in the Commercialization of Marine Fish", serving over 230,000 customers/month in Medellín and Bogotá, Colombia. Certification process initiated for additional 25 points of sale (restaurants and supermarkets) in Costa Rica, Panama, and Colombia.







- Technical capacities (including: good practices for responsible fishing, tourism, and waste management, products and services diversification, capacity building for quality improvement and administrative management, governance, productive linkages, insertion in value chains sensitive to marine conservation, access to insurance and financial mechanisms, information technology applied to weather prediction and fishery productivity/resilience) strengthened for 279 fishers and tourism microentrepreneurs (36% women) for increased resilience of the productive activities in face of climate change impacts in 14 coastal communities in Gulf of Montijo, Panama.
- Technical capacities (emphasis: good practices for responsible fishing, monitoring of shore line and sea level rise dynamics, fishing monitoring) strengthened for 169 individuals (47% women), including local officers, community representatives, and artisanal fishers, for increased resilience of productive activities in face of climate change impacts in three vulnerable coastal communities in the Gulf of Nicoya, Costa Rica.
- 12 diving sites restored with buoys, in the framework of responsible tourism in Coiba Nacional Park, Panama.
- 31 boatmen trained (tourism service, safety and rescue, history) for their certification as local guides in Gulf of Montijo, Panama.
- Awareness generation campaign executed, directed to the general population, on responsible consumption of marine products and services (estimated outreach: 1.2 million people via social media, press, radio, television in Costa Rica, Panama, and Colombia).



Training for responsible whale watching, Gulf of Montijo, Panama

## STRATEGIC FOCUS

# Local and Institutional Strengthening



MSP Capacity building workshop, Atacames, Ecuador



Support in the generation of strategies for marine conservation, Costa Rica

Coastal countries in the ETP face significant challenges that limit their proactive and reactive capacity in marine stewardship and protection. Technical, political, budgetary, and structural barriers hinder information flow, and coordination and collaboration within government entities, as well as between complementing national and international institutions.

MarViva supports institutional and local capacity building to optimize the effectiveness of regulations, strategies, and plans for marine conservation and sustainable development. Through access to information, training, and partnerships between stakeholders, we promote an ecosystemic, multisectoral, and inter-institutional approach to ocean stewardship. We offer technical and scientific training and consulting to strengthen decision-making and the implementation and assessment of the natural resources' management and protection measures. Likewise, MarViva facilitates the establishment and consolidation of local governance structures, ensuring the insertion of community and civil society sectors into the integral management of marine and coastal areas.



***In alliance with our donors and local stakeholders, relevant progress during 2018 includes:***

***Governance***

- Institutional officers and diplomatic delegations of eight South American countries trained in support of the development of an international legal instrument, under the UN Convention for the Law of the Sea (UNCLOS), for the conservation and sustainable use of marine biodiversity in areas beyond national jurisdiction.
- High Seas governance and marine conservation matter presented in international fora and awareness campaigns in Costa Rica, Panama, and Colombia.
- Scientific expedition to the Costa Rica Thermal Dome executed, generating new data on marine biodiversity and pollution in the Dome.
- Strengthened governance in Coiba National Park, Panama, promoted through policy and media advocacy, in partnership with NGOs, coastal communities, and academic sector.
- 130 community leaders trained on policy advocacy and public participation in waste management in Costa Rica.
- Technical capacities (including: public participation, basis for cooperativism, organizational management) strengthened for 50 representatives (52% women) of 14 coastal communities encompassed by the Regional Network of the Gulf of Nicoya, including artisanal fishers and elderly adults, towards improved capacity for policy advocacy and accountability of authorities responsible for waste management in the area, and for their insertion in productive initiatives for local development.



### *Illegal fishing and commercialization of marine species*

- Trade routes study executed on shark and ray products exported out of Costa Rica, Panama, and Colombia.
- Adoption, implementation, and divulgation of the National Action Plan for Regulation and Conservation of Shark and Ray Fisheries facilitated in Panama.
- Proposal generated for the homologation of customs codes associated to fisheries, and for the creation of specific codes related shark and ray species included in the CITES and CMS conventions. Proposal presented to customs authorities in Costa Rica (where the modification of specific codes occurred), Panama, and Colombia.



Hammerhead shark





Presentation of collaboration agreement among Municipality of San José and MarViva



Launch of #ChaoPlásticoDesechable (#GoodbyeDisposablePlastic) campaign

### Marine Pollution

- Report on the status of marine litter in the Northeastern Pacific generated, in support of the development of a Regional Action Plan on marine litter (Mexico, Guatemala, El Salvador, Honduras, Nicaragua Costa Rica, Panama, Colombia), in partnership with UN Environmental Program.
- Collaboration agreements signed with the municipal governments of Nicoya and San José, in Costa Rica, to implement measures for the reduction of single-use plastics.
- II National Forum of Local Governments executed, to promote municipal regulations in prevention of marine litter (result: municipalities of Nandayure, La Cruz, Nicoya, and Santa Cruz committed to implement regulations to reduce the use and consumption of disposable plastics).
- 52 technical government officers trained in Costa Rica, on local regulations for plastic waste management.
- Legal and institutional framework in Panama strengthened, through training and technical support in the approval and implementation of three laws and one municipal agreement focused on reduced use of disposable plastics (Law No. 6 of February 6, 2018, for integrated management of solid waste in public institutions; Law No. 33 of March 30, 2018, Integrated Waste Management and Zero Trash Culture; Law No. 1 of January, 2018, for the use and provision of reusable bags in commercial establishments; Municipal Agreement of the District of Panama No. 231 of September 25, 2018, for the reduction of disposable plastic).
- At least 26 commercial establishments (businesses, restaurants, and hotels) in Costa Rica and Panama committed to the adoption of voluntary measures to reduce disposable plastics.
- Participation in sectoral media campaign in Panama to discourage the use of plastic straws, with involvement of over 200 restaurants. (Result: 3,500 straws/restaurant- more than 710,000 units in total- were not used during only one month of campaign).
- Information campaign executed, directed to the general population, about the impact of disposable plastics on marine habitats and ecosystems (estimated outreach: 1 million people via social media, press, radio, television, and the #ChaoPlásticoDesechable campaign in Costa Rica, Panama, and Colombia).





Oceanic white tip shark: *Carcharhinus longimanus*



# PUBLICATIONS 2018

Guide for the Implementation of MarViva's Standard for Environmental Responsibility in the Commercialization of Marine Fish (English)

Adapting fishing and tourism in Gulf of Montijo to Climate Change (Spanish)

Case Study: Adaptation of vulnerable coastal communities in face of the imminent threats of climate change in Paquera, Puntarenas (Spanish)

Socioeconomic Analysis of Small-scale Fishing Communities (Spanish)

Towards the Establishment of a Governance Model for Costa Rica Thermal Dome (Spanish)

Policy Advocacy Manual for Integral Waste Management by Community Organizations (Spanish)

Memory, II National Forum of Local Governments: Municipalities en route to #ChaoPlásticoDesechable (Spanish)

MarViva Foundation 2002-2017: Institutional Memory (Spanish)

MarViva Foundation 2002-2017: Institutional Memory (English)

**In complement, MarViva constantly produces diverse informational content in support of our initiatives, for example:**

What is Climate Change? (Spanish) (school material)

Peter and Responsible Fishing (Spanish) (school material)

Calendar 2018 – National Natural Heritage: Our patrimony (Spanish) (poster)

The Wetlands and their linkage to National Heritage (Spanish) (infographic)

National Natural Heritage: Our heritage (Spanish) (brochure)

What is MarViva's proposal for Integral Coastal Development? (Spanish) (poster)

What we do at MarViva (Spanish) (poster)

Marine Agenda 2018-2022 (Spanish) (poster)

What is climate change? (brochure)

Our publications are available in in MarViva's Virtual Library (2002 – 2018).

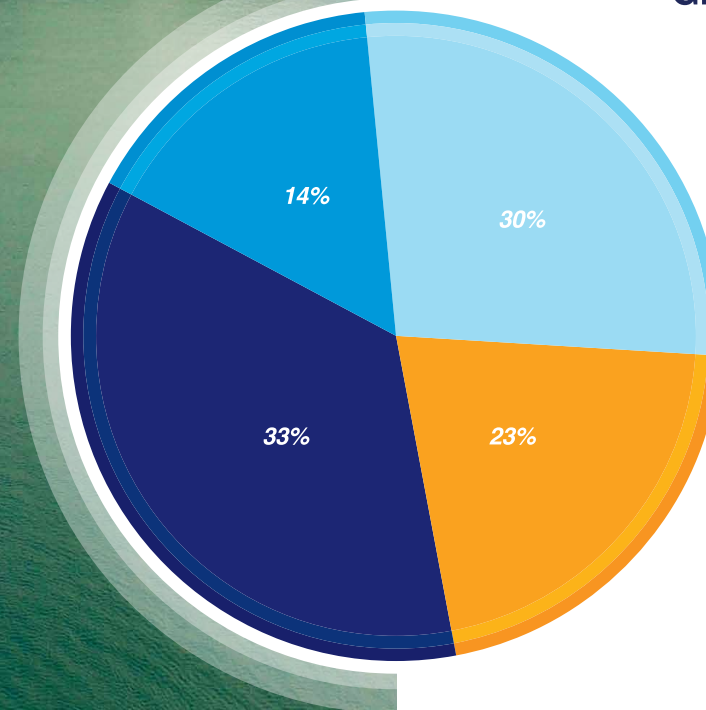
# FINANCIAL SUMMARY

In alliance with our donors, during 2018, MarViva Foundation invested in the region resources equivalent to US\$2.760.000



Ballenera Cliff, Chocó, Colombia

## INVESTMENT BY GEOGRAPHIC AREA



- *Costa Rica*
- *Regional*
- *Panama*
- *Colombia*

## Thank you

MarViva Foundation progresses thanks to the commitment and endorsement of our:

**Founders,** Dr. Stephen Schmidheiny and Erica Knie (RIP, 2010)

**Collaborators in Costa Rica,** Panama, and Colombia

**Allies in project implementation,** including state authorities, local leaders, community-based groups, private sector, scientific community, NGOs, media.

**Board of Directors,** Roberto Artavia, Gian Castillero, Sibylle Feltrin

**Financial and Public Relations Advisors,** Alonso Betancourt, Adrián García, Marina Ramírez

*We especially appreciate the financial and technical support of our donors towards MarViva's operations during 2018:*

Ocean Overseas  
Viva Trust  
LOTEX Foundation  
Global Ocean Biodiversity Initiative (GOBI)  
U.S. Department of State  
Inter-American Development Bank (IADB-MIF)  
United Nations Environment Program (UNEP)  
PLAN International Foundation  
Islas Secas Foundation  
Pew Charitable Trust  
National Oceanic and Atmospheric Administration (NOAA)  
Shark Conservation Fund  
Lindblad Expeditions-National Geographic Fund  
Fundecooperación  
Waitt Foundation  
I Debt-for-Nature Swap USA-CR  
CAFTA-DR Environmental Cooperation Program  
CIVICUS  
Programa Estado de La Nación  
International Community Foundation

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*and the multiple friends of MarViva that contribute their personal or institutional donations in support of our mission.*



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MarViva Foundation, created in 2002, is a regional, non-governmental, non-profit organization. Our mission is to promote the conservation and sustainable use of coastal and marine resources in the Eastern Tropical Pacific, with vision of healthy and biodiverse oceans in benefit of the present and future generations.