

# Sustainable productive alternatives to promote social and economic well-being in the central canton of Puntarenas



## Main findings of the project “Safer and more prosperous Puntarenas through improved government services in marginal coastal areas in Costa Rica”

- Between October 2018 and June 2021, Fundación MarViva, with funding from the Central America Regional Security Initiative (CARSI), led the project "Safer and more prosperous Puntarenas through improved government services in marginal coastal areas in Costa Rica."
- One of its objectives was to identify feasible sustainable productive alternatives that, in the mid-term, would benefit the fishing-related population of Puntarenas.

## Process for the prioritization of productive alternatives

18 work sessions were held with 15 government, private and academic entities, with the purpose of mapping alternative productive initiatives for Puntarenas and the Central Pacific. As a result of this process, information on more than 30 initiatives was collected.

The variables taken into account to prioritize the most viable initiatives were:

Research and development of the production process.

Productive infrastructure.

Technology transfer.

Economic feasibility studies of the initiative.

Market research.

Regulatory framework.

Business model scalability.

Institutional articulation.

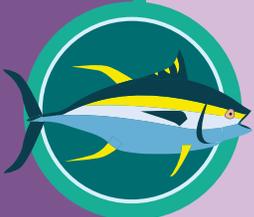
Political viability.

“It is necessary to adopt a holistic approach to coastal development through the promotion of alternatives for the socioeconomic development of the fishing-dependant communities”

(Key results and recommendations of the evaluation of fisheries and aquaculture policies in Costa Rica by the OECD Committee on Fisheries, 2019).



# Prioritized productive alternatives



## Alternative

### Tuna fishing with selective gear

Availability of a market study prepared by PROCOMER (Costa Rica Foreign Trade Promoter) that confirms the activity can be carried out competitively.  
Business model with high potential for scalability.  
High value activity in the international market (emphasis: fresh tuna).

## Strengths

## Challenges to be addressed

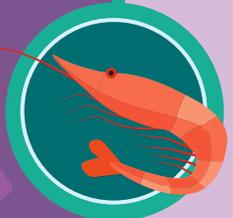
The regulatory framework must be reformed to consolidate the national fresh tuna fleet using selective gear (green-stick) and define maximum catch quotas.



### Tourism development in the islands of the Gulf of Nicoya

High potential to generate productive value chains (development of gastronomic and lodging offer).  
Effective coordination among organized tourism entrepreneurs and the Costa Rican Tourism Institute (Tourism Cluster).

There is a lack of tourist infrastructure (docks, drinking water, sanitary services, among others).  
The academic offering must be improved, including access to learning a second language.



### Farmed shrimp production

Initiative under development by the Marine Industries Cluster.  
Academic support to continue production improvements, through controlled systems in ponds, reducing production costs and mitigating environmental impacts.

Regulations must be improved to optimize permitting procedures and promote scalability of the business model.  
Pending market research to determine commercialization potential.



### Spotted snapper production

Development of technical know-how and infrastructure for the activity.  
Potential investors and beneficiary population identified.

The leading institution (Marine Park of Puntarenas) requires more human resources to extend the program to more organized groups.



### Oyster production

Development of technical know-how and infrastructure for the activity.  
Pilot initiatives in progress, with inter-institutional support.

Pending market research to identify marketing channels.  
Capital required to formalize community-based organizations which intend to join the activity.