

VALUING THE OCEAN



CALOUSTE GULBENKIAN
FOUNDATION

UK BRANCH

SUMMARISING OUR APPROACH

The **Calouste Gulbenkian Foundation (UK Branch)** aspires to bring about long-term improvements in wellbeing, particularly for the most vulnerable, by creating connections across boundaries which deliver social, cultural and environmental value. We are working towards the conservation and good management of the ocean for the wellbeing of people now and in the future.

Why is this strand of work needed?

A healthy ocean provides critical resources for the health, wealth and wellbeing of humanity. Difficult to protect, it is under serious threat. Moreover, until recently, it has attracted little interest including from philanthropic funders. The marine environment is a complex system with many stakeholders. Views on how best to define its value – economic, social and cultural – diverge. Science can dominate decision-making at the expense of public engagement; there is a need to ‘make the issues human’.

Recent changes in marine and coastal legislation in Europe and the UK bring clear opportunities for influence and impact. We believe that increasing the environmental sector’s capacity to respond to these opportunities through communicating the value of the ocean will be an important lever for positive change.

What change are we seeking to achieve?

Our long-term aim is to see improvement in the conservation and management of the ocean for human wellbeing. We will seek to make connections and build relationships to increase the environmental sector’s capacity to influence change through:

- more effective flows of knowledge which deepen understanding of the role of the ocean in human wellbeing, its state, and priorities for action, and thus inspire or mandate others to act in new ways;
- better collaboration across both geographical borders and between sectors in order to improve how we share and manage the resources of the ocean;
- the deployment of new skills and resources.

20–35%

Oceans produce 1/2 of the O₂ we breathe and absorb 20–35% of our CO₂ emissions, playing a critical role in global climate regulation

1 billion

1 billion people in the developing world rely on fish as their main source of protein

What questions are we seeking to address?

We will explore how to:

- improve decision-making in the marine environment;
- improve collaboration and shared learning across disciplines, sectors and/or regions;
- communicate the value of the ocean, bridging the divide between those advocating economic valuations of the ocean and those who champion intrinsic value;
- increase non-governmental organisations' (NGO) influence at national and EU levels;
- increase the effectiveness of the sector overall and measure the change achieved.

We want to develop a package of support that increases the environmental sector's ability to innovate and deploy evidence in a manner that is meaningful to different audiences.

How will we know we are successful?

Broadly, we hope to see:

- an identified set of 'change-makers' with the drive to make significant impact;
- new platforms for collaboration across sectors and for improved knowledge flows;
- a demonstrable increase in environmental organisations' capacity to protect the ocean.

We will be developing a detailed learning and evaluation plan, establishing appropriate concrete measures of success as the work unfolds.

What approaches will we deploy?

This work will play an integral part in Valuing the Ocean: The Gulbenkian Ocean Initiative. Launched by the Foundation in Lisbon in 2013, this five-year programme looks at the economic valuation of marine ecosystem services. We will complement and support this focus, facilitating links with UK organisations and helping the Foundation capitalise on its influence and resources in the UK, Portugal and France.

In the UK, we are taking a 'lab' approach, working intensively with a small group of organisations. We want to identify 'change-maker' NGOs with the skills and ambition to increase the impact of the sector overall. We are looking for organisations that can both advise and contribute to the strand and strengthen their own capacity.

We will develop a portfolio of projects, at local, national and international levels, along with flexible forms of funding and evaluation that foster innovation and collaboration.

What projects are we already supporting in this field?

Over the last two years, we have been supporting:

- **Digital Explorer:** coordinating a response by ocean scientists, educators and advocates to the draft National Curriculum in England;
- **Forum for the Future:** identifying opportunities for change in Europe, and drawing up a sustainable development framework for the North Sea;
- **Marine Conservation Society:** assessing the value of marine protected areas in the UK to anglers and divers; and piloting participative approaches for decision-making;
- **New Economics Foundation:** developing a user-friendly tool modelling the effects of policy and external changes on revenue and job creation in fisheries in Europe;
- **OECD:** conducting a global assessment of the ocean economy to 2030 and beyond.

90%

90% of many stocks of the world's large fish such as tuna and swordfish have disappeared

The UK and Portugal are important maritime nations, with the world's fifth and tenth largest Exclusive Economic Zones respectively. They are well placed to be leading voices in ocean management reform

4%

In the UK, less than 4% of philanthropic funding is directed towards the environment and of this just 7.3% went towards coastal and marine issues in 2011/12

Who do we need to work with to achieve change?

As well as working intensively with strategic partner NGOs, we seek to work with:

- other active marine funders, within the UK and the EU;
- businesses and services with links to the ocean;
- ‘unusual suspects’, such as businesses not directly involved in marine activities but having an impact on them.

What will we do next?

Our next steps will be to: identify our strategic partners and select projects to support. We are also devising a programme of workshops for stakeholders.

We will commission an expert to help shape and evaluate the strand and ensure we derive the maximum learning from it. We will also set up a cross-sector advisory group.

We expect to invest up to £1.5 m in this strand up to 2017. For more information, contact Louisa Hooper (email: lhooper@gulbenkian.org.uk).

SUMMARISING OUR APPROACH TO VALUING THE OCEAN

PURPOSE

Our oceans are better protected and more sustainably managed ensuring our long-term health and prosperity



CONTEXT

- There is a lack of knowledge, awareness and understanding of the role of the oceans in our lives.
- Healthy oceans provide critical resources for human wellbeing, but there is little consensus on how to manage them for long-term health and prosperity and the many stakeholders have competing demands.
- Oceans face serious threats from climate change, pollution and over-exploitation, but are difficult to protect and receive relatively little philanthropic support.
- Science dominates decision-making at the expense of public engagement; we need to ‘make the issues human’.
- Recent changes in marine and coastal legislation in Europe and the UK bring clear opportunities for influence and impact and effective collaboration with a range of partners.
- Evidence suggests environmental NGOs may lack capacity to innovate, collaborate and communicate.
- CGF is well-placed to deliver an ocean conservation programme with offices in three EU maritime countries. In 2013, it launched the Gulbenkian Oceans Initiative in Portugal, focused on the economic valuation of marine ecosystem services.



TARGET GROUPS

Who/what would be impacted?

In the short and medium term, the direct beneficiary will be the environmental sector. Business, government and wider civil society may also benefit.

Who will we be working with?

- A small number of strategic partner NGOs
- A wider cross-sectoral community, including businesses with links to the oceans and ‘unusual suspects’
- Active UK and EU marine funders

Whom will we seek to influence?

- International: multilateral bodies and fora
- EU: policymakers, civil society
- UK: government, civil society, private sector, media

(INTERMEDIATE) OUTCOMES

The capacity of the environmental sector to influence the marine environment has increased.

Broadly, we hope to see:

- An identified set of ‘change-makers’ with the drive to make significant impact
- New platforms for collaboration across sectors and for improved knowledge flows
- A demonstrable increase in environmental organisations’ capacity to protect the oceans
- More influencers caring about marine issues
- Local knowledge and innovation influencing national and European policy
- The sector learning more from other disciplines
- Collaborations better supported
- Flows of knowledge between NGOs and others more porous



STRATEGIES (ACTIVITIES)

What strategies will you use/what activities will you engage in?

We intend to take a ‘lab’ approach, which will be experimental and collaborative, working intensively with a group of ‘change-maker’ organisations and supporting a wider, cross-sectoral community.

1. Marine ‘Lab’: identify and work with a group of ‘change-makers’ on improving knowledge flows and platforms for collaboration.
2. Develop a programme of workshops and support to build capacity of NGOs to develop and deliver ‘game-changing’ initiatives over the next two years.
3. Identify and strengthen synergies across the strands of the Gulbenkian Oceans Initiative.
4. Continue to monitor and support current marine projects.
5. Identify and fund a small number of strategic partners.
6. Build a learning community and wider collaboration.
7. Develop evaluation measures and dissemination strategy.

Calouste Gulbenkian Foundation (UK Branch)

50 Hoxton Square, London N1 6PB

020 7012 1400 www.gulbenkian.org.uk info@gulbenkian.org.uk