

Event at the IUCN World Conservation Congress

Date: Tuesday 7th September

Time: 16:15-17:00 (45 min.)

Venue: Mediterranean Solutions Stand, Exhibition Hall 3, Room A28

Day Theme: Financing Nature Conservation in the Mediterranean (Coordinated by Fondation MAVA)

Event title: From words to actions – Implementing financial mechanisms for conservation in the Mediterranean

- **Why attend**

Innovation is at the order of the day in funding conservation in the Mediterranean. Today the fundraising model based on submitting project proposals to donors is only a fraction of the multitude of mechanisms being created to mobilize resources. This session will bring a new perspective on today's mobilisation of resources in the region

- **Brief description of the event**

There are plenty of theories about how financial mechanisms can be used to leverage funds for conservation but very few examples of practice on the ground. This session will hear from three speakers who have dared to move from words to actions and have put in place, or are in the process of implementing, innovative financial mechanisms. We will learn from the Posidonia Fund set up by the Balearic Government to support seagrass conservation, the Sebou Water Fund to restore river basins in Morocco and the BlueSeeds programme to support and encourage Mediterranean MPAs to implement financial mechanisms like visitor fees. This session will be an opportunity to learn about the successes and challenges that these pioneers have faced when implementing and running these innovative schemes.

- **Format and speakers (total 45 min)**

Facilitator: Aniol Esteban, Director at Marilles Foundation

Session topic: Financial mechanisms: lots of theory, not enough practice but we already have some examples in the Med.

- Welcome and introduction by the facilitator
- Panel of speakers:

1st round with panelists – TELL US ABOUT YOUR PROJECT – what is it about?

5min presentation by each speaker to tell us about their project/s (total 15 min)

- Thomas Binet, Vertigo Lab - BlueSeeds
- Yousra Madani, WWF North Africa (remotely)
- Miquel Mir, Regional Minister of the Balearic Government

2nd round with panelists – WHAT ARE/WERE THE CHALLENGES YOU FACE TO PUT THEM IN PLACE? OR WHAT CHALLENGES ARE YOU FACING NOW? HOW CAN WE GET MORE PROJECTS LIKE YOURS ACROSS THE MED? WHAT ARE THE MAIN BARRIERS AND HOW CAN WE REMOVE THEM? (total 15 min)

- Thomas Binet, Vertigo Lab - BlueSeeds
 - Yousra Madani, WWF North Africa (remotely)
 - Miquel Mir, Regional Minister Balearic Government
 - Open questions from the public (5-10min)
 - Closing by the facilitator (1min)
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- **Speakers**

Mr Miquel Mir, Minister of Environment and Territory for the Balearic Government

Miquel Mir is a trained geographer with a research career in coastal dynamics, who in recent years has become a leading figure in the Balearic Government. In 2015, he became General Director of biodiversity and in 2019 was promoted to Regional Minister of Environment. In his role Miquel led the development and approval of the Posidonia Decree – the most advanced piece of legislation globally to protect Posidonia seagrass meadows. Miquel will describe the Posidonia Fund - a compensation scheme to support conservation of seagrass meadows established under the Posidonia decree. This fund is coordinated by a committee with representatives from multiple sectors and in 2020 it supported 10 projects for a total of 200,000 Euro. Miquel will also touch on how the Balearic Sustainable Tourism Tax has helped support conservation.

Ms Yousra Madani, WWF Morocco

Environmentalist and changemaker, Yousra leads WWF's work in Morocco and helped set up the Sebou Water Fund which facilitates public and private sector investment in river basin restoration in the Sebou River Basin in Morocco and is the first of its kind in the Mediterranean. The fund rewards local communities for maintaining ecological services in the upper basin, thereby ensuring sufficient water provisioning to major cities downstream. The fund is abounded through philanthropic and bi-lateral funding, and looking to evolve from pilot to a regional dimension.

Thomas Binet, Vertigo Lab director, BlueSeeds programme

Thomas Binet is an environmental economist and entrepreneur with expertise in economic valuation of natural resources and impact measurement as well as its application to policy and management. In 2011 Thomas founded Vertigo Lab (www.vertigolab.eu) a leading environmental economics research consultancy aiming to rethink the links between human activities and ecosystems. In 2015 Vertigo Lab carried out a study on the sustainable financing of marine protected areas in the Mediterranean revealing that Mediterranean MPAs only have 8% of funding needs covered to ensure effective management. The BlueSeeds programme was set up to partly address this issue.

Thomas will tell us about the work of BlueSeeds putting in practice tools and solutions to leverage funding for conservation across the Med providing technical assistance to implement visitors fees and concessions fees, unleashing local entrepreneurship and aligning it with conservation goals, and providing assistance to key stakeholders (i.e. fishers) to access EU funds.

Aniol Esteban, Director of the Marilles Foundation

Aniol is an environmental economist and marine biologist who has devoted his professional career to reconciling economics with nature conservation. He has been Director of the



Marilles Foundation since 2017, a funders collaborative working to turn the Balearics into a world reference of marine conservation. To date, the foundation has invested more than 2 million Euro supporting more than 40 projects aimed at improving the marine and coastal environment of Mallorca, Menorca, Ibiza and Formentera. Aniol will moderate the session, complementing with his own experience at the Marilles Foundation, such as the recently published Natural Capital Accounting study demonstrating that an MPA in Mallorca generates 10 Euro of benefits for every euro invested.