

**THERE'S NEVER ENOUGH MONEY
FOR PROTECTED AREAS...LET'S TRY
HARDER**

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DO WE REALLY NEED MONEY?

Could let nature take its
course

But throughout life of
protected area many
actions, many
interventions & many
interests require
resources

TRADITIONAL APPROACHES

State protected areas on state land with
state funding

but political whims & changing priorities

Need to convince public & politicians of
benefits & values of protected areas

THE DURBAN ACCORD

In this changing world

we need a fresh and innovative approach to protected areas and their role in broader conservation and development agendas.

This approach demands the maintenance and enhancement of our core conservation goals, equitably integrating them with the interests of all affected people.

In this way the synergy between conservation, the maintenance of life support systems and sustainable development is forged.

We see protected areas as vital means to achieve this synergy efficiently and cost-effectively.

We see protected areas as providers of benefits beyond boundaries—beyond their boundaries on a map, beyond the boundaries of nation-states, across societies, genders and generations.

THE DURBAN ACCORD

Maintaining and enhancing
the core goals of protected areas

and

Promoting and Achieving
Benefits Beyond Boundaries

by

Contributing effectively to other agendas

and

Reaching out positively to wider constituencies

IMPLICATIONS OF DURBAN ACCORD FOR FUNDING

NEGATIVES

- False altruism
- Dirty money with strings
- Misdirected international programmes & cash

POSITIVES

- Link to WSSD and poverty alleviation
- Link to international programmes
- Multi-nationals recognise role

BENEFITS OF PROTECTED AREAS

There's no place like home

We eat, drink and breathe protected areas

**Keep protected areas healthy and they'll keep
you healthy**

Tomorrow's weather starts in protected areas

**Protected areas protect our past and present
cultural heritage**

**Protected areas are enriched areas that enrich
our lives**

‘TOTAL ECONOMIC VALUE’

Use values

- Direct use: recreation, grazing education
- Indirect use: flood control, nutrient retention
- Option values: future uses

Non-use values

- Existence values: knowing it exists
- Bequest values: ritual & spiritual, landscape, biodiversity

ESTIMATING 'TOTAL ECONOMIC VALUE'

Some practical advice

- Do not get carried away with the methodology
- Estimate not calculate
- Remember your purpose
- Remember your target audience
- Make financial values easy to understand

HOW MUCH IS NEEDED?

People and cash for:

- Gap analysis
- Identification
- Stakeholder engagement
- Partnership working
- Habitat restoration
- Visitor management
- Interpretation
- Monitoring

NEW DEALS WITH GOVERNMENT

Funding on traditional basis for management

plus

Funding for provision of public goods & services

and

Any income from protected areas activity should
go to the park authority not the Finance Ministry

FUNDING OPPORTUNITIES: AT SITE

Entry charges

Charges for specific services

Trading: directly and through franchises

Corporate sponsorship

Private donors

FUNDING OPPORTUNITIES: PARTNERSHIP

- **Joint approaches with private & charitable sector partners**
- **Large NGOs as fund raisers**
- **NGOs lease & manage**
- **Private owners: Conservation Agreements**
- **Communities: support in kind, develop & sell local products**
- **Tourism industry for marketing & tax income**
- **Adoption programmes**
- **International funds: GEF**
- **Debt swaps & international trading deals**

NATURA 2000 THE ANSWER?

Resources too little too late

Weak link with other funding programmes

Need package

- **Apply SEA to all programmes to halt perverse policies & incentives**
- **Drive forward special arrangements in reformed CAP**
- **Develop EU wide NATURA management incentive scheme**
- **Ask Member States to have supplementary incentive schemes**

PLANS AND PEOPLE TO RAISE FINANCE

Plans

- Muddling through will not do
- Need business & financial plan: funding needs and what funding will achieve
- Linked to management plan

People

- Not everyone can raise finance
- Need people with right skills: fund raising & marketing
- Use customer-based approach

WCPA CAN HELP

Knowledge & expertise

www.wcpa.iucn.org

Finance Task Force chair

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Specific publications

- **Building a secure financial future: finance and resources**
- **Financing protected areas: guidelines for protected area managers**

WCPA'S APPROACH: BUSINESS PLAN 2005-2008

- **Environment Ministries in N & W Europe**
- **Bilateral Aid Agencies in N & W Europe**
- **Multilateral Agencies: EU, GEF, UNEP, UNDP, World Bank**
- **Foundations & Charitable Trusts: lots especially in the USA**
- **Large international NGOs: TNC, CI, WWF**
- **Large PA organisations in Canada, Australia....**

FINANCING: WHAT'S THE ANSWER

Overview

- **Protected areas need resources forever**
- **No one solution**
- **Be bold & innovative**
- **Programme rather than project approach**
- **Target local, national, regional & international sources**
- **Work with partners**
- **Customer-based approach works best**

FINANCING: WHAT'S THE ANSWER

Basic essentials

- **Clear vision, goals and objectives**
- **Define & promote benefits**
- **Estimate tangible and intangible values**
- **Establish financial need**
- **Develop business & financial plan**
- **Acquire financial management & fund raising skills**