

NEW GMA NATIONAL CHAPTERS

Information Packet



GLOBAL
MANGROVE
ALLIANCE

INFORMATION FOR INTERESTED NEW GMA NATIONAL CHAPTERS

What is the [Global Mangrove Alliance](#)?

The Global Mangrove Alliance (GMA) is an ambitious initiative that seeks to halt mangrove loss, restore half of recently lost mangroves, and double the protection of mangroves by 2030. Launched in June 2017, the GMA is an unprecedented collaboration that brings together NGOs, governments, local communities, and academia towards three [common goals](#): halt loss, restore half of recently lost mangroves, and double protection by 2030. It provides a foundation on which all members can strengthen scientific research, coastal management practices, education, climate mitigation and adaptation-related policies, accelerate conservation and restoration of mangroves, and leverage funding. This vision utilizes our expertise across [GMA members](#), National Chapters, and the [Mangrove Breakthrough](#) to connect and coordinate isolated initiatives into a global portfolio that leverages and amplifies best practices and pursues development opportunities to support our work in mangrove management, monitoring, restoration, and protection at scale (<https://www.globalmangrovewatch.org/>).

What is a GMA National Chapter and why create one?

Members and national stakeholders are the driving force of the GMA in achieving improved management, restoration, and protection of mangroves at national, and subnational levels. Chapters have access to direct support from the GMA Global in coordination and fundraising (inclusion in global proposals and application support), developing policy language, identifying regulatory needs, and opportunities to elevate their work on international stages and platforms and in identifying partners. Depending on the availability of GMA resources, GMA Global will be able to consider providing targeted support to enhance the coordination of Chapters in the form of catalytic funds. Funds are not guaranteed, and the timing of the grants depends on availability of funds.

A National Chapter brings together existing GMA members in a country, as well as other groups involved or interested in supporting mangroves. GMA membership is required for the leading organization of a Chapter and encouraged but not required for inclusion in a National Chapter (learn more [here](#)). To learn more about how to become a member of the GMA, please visit [this page](#). To learn more about our existing GMA National Chapters, please visit [this page](#).

A key role of a National Chapter is to facilitate coordination among different actors under a neutral banner and to leverage the efforts and activities of all members to achieve both national and global goals related to management, restoration, and protection. Specifically, this can include the following opportunities:

- Coordinated agenda setting and strategy development (including alignment with national processes and mechanisms where applicable).
- Alignment of partners' individual project portfolios and activities, and opportunities to identify synergies, complementarities, and avoid duplicative work.
- Enhanced exchange of knowledge, experience, and skills to inform and deploy best practices.
- Establishment and management of a shared knowledge base.
- Joint program development and potential for engagement on fundraising opportunities.
- Coordinated public outreach and policy dialogue with government and corporate partners.

Potential GMA support for National Chapters:

National Chapters will be supported by the wider GMA community, through access to various resources, primarily through our working groups, this includes:

- **National Chapters:** Links with other National Chapters, both regional and global, for information, knowledge sharing, and sharing of experiences
- **Policy:** Assist National Chapters in applying proven legal and governance approaches by sharing practical experience, case studies, and guidance. Support National Chapters in overcoming legal and policy barriers, strengthening their capacity to design enabling frameworks for mangroves.

Strengthen policy coherence and influence for mangroves: Generate global uptake of national policy impact, ensuring members' engagement shapes GMA's influencing strategies in key processes (e.g., CBD, UNFCCC, Ramsar).

- **Communications:** National Chapters can increase their visibility through the GMA by sharing their events, publications, impact stories, and mangrove activities to be promoted across GMA communication channels. National Chapters also have access to resource libraries and brand guides to deepen their understanding and collaboration with the GMA global network.
- **Science:** Provide technical expertise and assistance in the development of regional strategies and plans for mangrove conservation. Support access to spatial data on mangroves through the Global Mangrove Watch platform and provide assistance in meeting aspects of the Monitoring Evaluation and Learning framework. Develop collaborative science to support National Chapters in delivering restoration and conservation actions, through finding solutions to technical barriers to implementation.
- **Learning & Knowledge:** Workshops in best practices of mangrove restoration; protected area design and implementation, using the mangrove restoration tracker tool, and global mangrove watch. Please note: Chapters are expected to cover the costs associated with training opportunities, especially those that relate to restoration.
- **Finance:** Provides regular updates on emerging finance mechanisms for mangrove conservation and restoration, high-quality project implementation, and can respond to questions from chapter coordinators about specific finance mechanisms.
- Notification of project financing opportunities (no funding guaranteed): potential to leverage existing projects and up-scale; updates on relevant grant calls (IKI, etc.); and links to individuals that can provide review of grant applications and assistance in proposal applications.

What is involved:

Each National Chapter requires an individual (coordinator, Chapter lead, etc.) from a GMA member organization, to serve in a convening role. Specific tasks of this individual are to:

- Convene NGOs, government (when appropriate), academia, people's organizations, and civil society to help form the National Chapter.
- Map past/present/future mangrove projects within the country with National Chapter members
- Identify the national (and where relevant regional) mangrove management, restoration, and protection goals/targets, and establish how these align with GMA goals.
- Articulating GMA's value addition in supporting national and regional progress toward global GMA 2030 targets, including through mainstreaming best-practice tools.
- Identify and pursue opportunities for coordination and alignment of current initiatives and/or national mangrove stakeholders. Chapters are strongly encouraged to use the GMA's Mangrove Restoration Tracker Tool to monitor projects, and the Global Mangrove Watch mapping tool.
- Identify and pursue opportunities for the development of a collaborative mangrove program at the national or regional scale.
- Convene, at minimum, quarterly National Chapter meetings, and maintain meeting minutes or other documentation - coordinate with the other GMA Working Groups if required.
- Have representation at regional (biannual) and global (annual) National Chapter meetings
- Participate in GMA Global virtual meetings and webinars.
- Coordinate with the rest of the National Chapter members to complete the required Chapter mid-year and annual reports¹.

¹ Which includes reporting on the following MEL indicators: number of hectares under restoration, number of hectares under protection, finance mobilized, number of people benefited, policies influenced, number of people trained, and social media engagement

GMA National Chapter Application Guide

Key Considerations

Currently, the GMA has very limited staffing capacity to support new Chapters. Not all expressions of interest may be able to proceed through the Chapter development process at this time. Prospective Chapter leaders should be prepared to demonstrate interest, readiness, and the ability to operate with a high degree of self-sufficiency. Before submitting an application, prospective Chapter leaders must send a notice of intent to establish a GMA National Chapter to: b.christ@mangrovealliance.org.

Applications are assessed on a case-by-case basis, considering both the strength of a proposal and the GMA's capacity to support additional Chapters, and reviewed by the National Chapter Working Group (NC WG) and the Steering Committee. Approval of a new Chapter is not automatic or guaranteed.

Financial support from GMA Global is not guaranteed and should not be assumed.

The NC WG serves as the direct point of contact between Chapters and GMA Global, and helps facilitate connection to other Global team members and groups, supports information and knowledge sharing, sharing of experiences between National Chapters, and provides guidance for the Chapter reporting process. Approved Chapters will also have access to GMA tools, resources, webinars, training opportunities, branding, and Chapter convenings.

Chapters are expected to coordinate and attend Chapter and global meetings, collaborate with the NC WG liaison, use and promote GMA tools, report twice a year on Chapter activities and developments aligned with GMA's Monitoring and Learning Framework, and adhere to the [GMA Terms of Participation](#).

Information on Applying

A complete application will consist of preparing and submitting the following documents: (1) [leadership and governance structure](#), (2) [member engagement strategy](#), (3) [IP&LC engagement strategy](#), (4) [communications strategy](#), and (5) [funding & sustainability plan](#).

Applications can be submitted by email to b.christ@mangrovealliance.org.

GMA Chapters and Global have assembled documents for your reference, which include sample strategic documents, templates, and other relevant information. Please see [this folder](#).

1. Leadership and Governance Structure

Identify a proposed governance and management structure for the Chapter. This **governance strategy** should include:

- The Chapter's purpose, vision, and strategic objectives, including the collective outcomes the Chapter seeks to achieve, alignment with national and GMA priorities, and key areas of focus for the Chapter.
- Roles and responsibilities for Chapter members, including leadership and designation of a Chapter Lead.
- The designated Chapter Lead should:
 - Be a GMA member organisation for at least six months prior to application submission.
 - Have prior significant experience in mangrove-related work.
 - Demonstrate active engagement and commit approximately 10% of their time to Chapter activities.
 - Serve in this role voluntarily.
- Decision-making, guiding principles, and coordination processes.
- A proposed meeting schedule and structure.

2. Member Engagement Strategy

Develop a plan to demonstrate broad, inclusive, and intended participation across the country's mangrove sector. This **member strategy** should include:

- Mapping national and local NGOs active in mangrove conservation, restoration, research, policy, or community engagement.
- Identifying all active GMA members in the country and formally inviting them to participate in the proposed Chapter. *It is the responsibility of the prospective Chapter Lead to collect signed responses to these invitations.*
- Building a core group of committed members from different sectors, such as government, academia, civil society, research institutions, and IP&LC organized associations or groups.
- Ensure, when possible, representation from at least three organizations outside of the five founding GMA Steering Committee organizations (Conservation International, World Wildlife Fund, Wetlands International, IUCN, The Nature Conservancy).
- Developing an approach for formalizing membership (e.g., Memorandum of Understanding, Letter of Intent, or similar mechanism).
- Defining expectations and terms of participation for members.
- Developing an approach for engaging existing members and attracting new ones.

3. Indigenous Peoples and Local Communities (IP&LC) Engagement Strategy

Develop a **IP&LC engagement strategy** that outlines how the Chapter will:

- Engage Indigenous Peoples, and local communities.
- Promote meaningful participation and inclusion.
- Ensure local perspectives will contribute to shaping Chapter priorities and activities.

4. Communications and Outreach Strategy

Develop a **communications strategy** that considers:

- How Chapter members will communicate and collaborate.
- How the Chapter will engage external stakeholders and the public.
- Key target audiences and communication channels.
- How the Chapter will engage with key policies and processes, at the national, regional, and international levels.
- Opportunities to raise awareness of mangrove conservation and restoration efforts nationally.

5. Funding and Sustainability Plan

Develop, collaboratively with prospective Chapter members, an initial plan for sustaining Chapter operations. This **budget & fundraising plan** should include:

- An estimated annual operating budget, which can include in-kind support for Chapter coordination.
- A list of existing funding sources and available resources.
- A list or map of financial national opportunities for the Chapter, beyond only international cooperation calls.
- Potential fundraising opportunities and priorities.
- A short-term financial sustainability strategy.