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**GLOBAL
MANGROVE
ALLIANCE**

Strategy

Introduction

The Global Mangrove Alliance (GMA) is an unprecedented collaboration that seeks to bring together NGOs, governments, scientists, industry, local communities, and funders towards a common goal of conserving and restoring mangrove ecosystems. Together, the Alliance endeavors to achieve global priorities and actions by providing a foundation for members to work together. Our collaborative approach increases our ability to leverage funding; promote scientific research; strengthen coastal management and governance, education, disaster risk reduction, climate mitigation and adaptation related plans and policies; and accelerate the conservation and restoration of mangroves at a scale. The GMA firmly believes that through collaboration we can achieve more and go beyond the capacity of any individual organization.

Built from lessons learned through our members' vast collective portfolio, the GMA is working to protect, restore, and value mangroves worldwide. This Strategy utilizes expertise across Alliance members to connect and coordinate the diverse initiatives into a global portfolio that leverages and amplifies best practices and pursues opportunities to support our work in mangrove conservation and restoration at scale.

This Strategy highlights immediate needs and includes ongoing, partially funded, and aspirational activities required to meet our objectives. The objectives and activities mentioned below represent areas where swift action would have the most significant impact. Given the importance of mangroves and their ecosystem services to climate, biodiversity, and human well-being and that they are still being lost and degraded at alarming rates in many locations, it is critical that the mangrove community jointly focus on the most strategic activities.

Collectively the GMA members work in over 33 countries and the milestones laid out here are targeted towards those countries or represent globally applicable tools and resources. The Strategy is a living document to reflect evolving and changing circumstances and will be updated annually.



Objectives:

Our objectives include highlighting the role of mangroves in climate adaptation, climate mitigation, sustaining biodiversity, and improving human well-being. The GMA is dedicated to increasing mangrove cover globally and believes that a coordinated effort across organizations and geographies will enable us to accomplish more, faster.

Achieving our Objectives:

The GMA community focuses on being as proactive as possible, not just responding to issues as they emerge but actively horizon scanning and preemptively avoiding and minimizing potential threats. The GMA aims to engage in and inform policy initiatives and work with governments and communities to prepare them for a future where these ecosystems play a critical role in their development and prosperity. In order to shift from reactive to proactive, the GMA is working collaboratively to identify where the most significant opportunities are, identifying and overcoming barriers to scale, and acting as technical advisors to governments and other stakeholders on how to translate national and international goals and targets into action on the ground.

The strength of the GMA is our reach globally and the GMA member's presence on the ground in crucial mangrove areas. However, the GMA also plays a vital role in coordination and collaboration across the Alliance, including Working Groups dedicated to specific topics, National Chapters to drive local priorities, task forces to tackle urgent issues, and more.

The GMA will concentrate our strengths of on the ground presence and coordination on three main areas of focus:

Halting mangrove loss

It is essential to prevent further mangrove loss, degradation, and fragmentation to ensure the persistence of healthy, intact mangrove ecosystems and the ecosystem services they provide. Despite a declining loss rate globally, significant threats remain in key geographies, focusing on national and subnational threats within these locations will be a priority. Mangrove loss and degradation are primarily related to human activities such as coastal development, aquaculture, and the use of raw materials. These same threats are now compounded by the effects of climate change, such as rising sea levels and the increased frequency of high-intensity extreme weather events. Now is the time to build on the global momentum and secure what remains of the world's mangroves.

Implementing science-based restoration

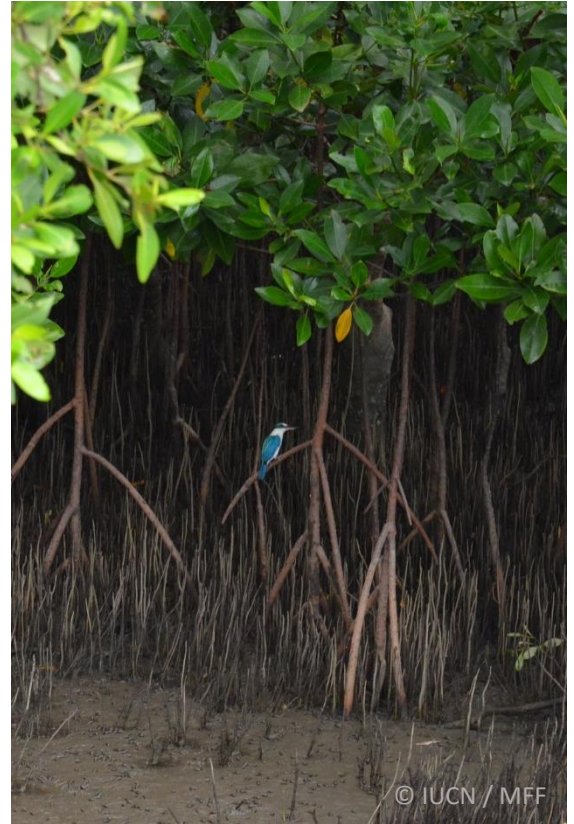
Large-scale mangrove restoration with communities and stakeholder engagement and participation, based on sound science, is essential to the GMA achieving its goal. Restoration must be done correctly and with the communities that will benefit from ensuring the initiative's sustainability. Many approaches currently exist; however, the array of available guidance is often conflicting – leaving practitioners confused as to what is best practice. There is a need for the global mangrove community to compile recommendations on best practices, lower restoration costs, and take restoration efforts to scale.

Building awareness

The biggest strength of the GMA is the breadth and depth of its network – including civil society, the private sector, and governments – which aims to support efforts to protect, manage and restore mangroves across sectors and disciplines. Sharing experience and information on mangroves both within the GMA and through our network will remove barriers and create synergies as we work towards our ambitious goal.

In addition, the GMA will focus our global efforts to achieve:

- Expansion of our membership by at least 50% and diversifying our members across sectors and relevant expertise.
- Establishment of 10 national GMA chapters that not only work locally to implement GMA objectives but provide valuable feedback to the GMA related to needs on the ground.
- Increase our reach and impact by listening to and engaging with 1 million people annually through an integrated and inclusive approach to digital communications.
- Strengthened international policy cooperation and national priority setting through accelerating recognition and incorporation of mangrove benefits across global policy frameworks including the UNFCCC, CBD, UNDRR, and SDGs
- Develop cutting edge applicable science that informs the community on the state of the world's mangroves, provide guidance and platforms for implementing and monitoring restoration efforts, and assesses best practices for achieving greatest impact.



Activities to reach our objectives:

As we set out the Strategy to achieve our objectives we will measure and evaluate our progress through various sub-goals within each of the three focal areas:

I. Halting Mangrove Loss

1. Aquaculture is one of the greatest drivers of mangrove loss, yet these areas have some of the greatest opportunities for restoration. The GMA will comprehensively tackle the negative impacts of and optimize the potential opportunities related to aquaculture
 - a. At least 4 countries adopt best-practices and sustainable supply chains.
2. Develop and support small-scale supplementary livelihood options and develop a portfolio of responsibly scalable options.
 - a. At least 3 new scalable pathways for incentivizing community-based mangrove conservation.

3. Create an enabling environment for mangrove conservation that includes innovative funding models¹, supportive policies, and building technical capacity.
 - a. Integrate and support the implementation of mangroves into disaster prevention, climate adaptation, or other development strategies in 10 countries.
 - b. Conduct and/or align economic assessments to identify and design novel finance models in 3 countries.
 - c. Develop a program of community forest management training and support that helps communities conserve the mangroves they have, use them wisely, develop their own management rules, and encourages community restoration efforts.

II. Implementing Science-based Restoration

1. Build capacity around restoration utilizing new and existing knowledge, including traditional knowledge, best suited for the location, to develop a common set of guiding principles, restoration methodologies, monitoring guidelines and scaling instruments.
 - a. Best practice guidance and methods implemented in at least 16 countries, supporting enhanced capacity of project managers and supporting further improvement of mangrove restoration guidance.
 - b. Integrate best practice guidance in existing training materials and a Training of Trainers module that can be accessed through the GMA with a target of reaching at least 20,000 mangrove and coastal zone managers.
 - c. Connect trainings and Training of Trainers programs to existing local development plans with a view to have best practices integrated into national scale initiatives.
2. Mobilize resources to initiate large-scale restoration² in 4 mangrove countries
 - a. Integrating mangroves into post COVID19 response and engagement in the “Build Back Better” push.
 - b. Comprehensively map and address land tenure, unlocking restoration opportunities.

¹ Any financing approach that helps to generate additional funds by tapping new funding sources or by engaging new partners, enhances the efficiency of financial flows, and makes financial flows more results-oriented, by explicitly linking funding flows to measurable performance on the ground.

² Large-scale restoration refers to the implementation of restoration measures at a scale where the full range of original mangroves functions and services are reinstated and where mangroves are connected across with ecosystems in freshwater, marine and terrestrial realms within wider landscapes.

- c. Produce a tool to guide those doing restoration on key questions and decisions that should be discussed prior to restoration efforts and how to monitor restoration to track success across specific indicators.
- 3. Identify mechanisms to reduce costs associated with mangrove restoration
 - a. Development of cost/benefit analysis for mangrove restoration at the landscape-scale.
 - b. Identify areas of highest cost accrual and develop strategies to reduce those costs and drive impact investment.
 - c. Align restoration initiatives with resources and priorities from international environmental commitments (NDC, SDG, CBD), in an effort to drive public funding toward the implementation of national to local development plans and projects.

III. Build Awareness

- 1. Work at across scales by acting as an advisory group to mangrove critical countries (i.e., trainings, science translation, policy recommendations, etc.)
 - a. Translate global policy commitments (Paris Agreement, SDGs, CBD, Sendai, etc.) into actionable activities on the ground (national legislation, plans and accounts) resulting in meaningful conservation, protection, and restoration, as well as capacity building and knowledge sharing.
 - b. Produce guidance on the CBD Post-2020 Framework, including draft mangrove targets, indicators, and baselines for consideration and guidance to support national reporting.
 - c. Ensure mangroves are included in or ambition increased in at least 10 countries NDCs.
- 2. Communicate mangrove benefits to the private sector in their language (i.e., cost-benefit analyses, business cases, investment returns and risk, etc.)
 - a. Develop standardized methods for assessing, monitoring, and communicating ecosystem service values to a variety of audiences.
- 3. Support education and outreach with the broader public and donors
 - a. Create tools and products that aggregate data and can be easily communicated, including launching the redesigned GMA Knowledge Hub, expansion of the Global Mangrove Watch platform, and producing an annual State of the Worlds Mangroves report.
 - b. Identify, engage and promote local mangrove champions to support mangrove conservation and restoration in specific countries and promote knowledge sharing at the local and community level.
 - c. Promote an equitable knowledge-sharing among mangrove restoration and conservation practitioners through the creation of an inclusive community of practice that can, in a practical and hands-on manner, assist implementers with

troubleshooting issues, achieving restoration targets, and promote the exchange of experiences between communities from different countries.

Cross-cutting Issue - Jurisdictional Approaches

Decades of investment in research and practice on ecosystem-based management and natural capital theory and methods have aimed to protect nature at relevant socio-ecological scales. These approaches are based on the notion of holistic management of a set of co-dependent habitats and species that comprise a functioning ecosystem, which supports human well-being.

Jurisdictional approaches are place-based initiatives deployed in key regions to drive sustainability. These approaches offer new means of reconciling both the differentiated incentives and capabilities of stakeholders (industry, government, communities) with ecological and geographical scale and timelines. The GMA is committed to using jurisdictional approaches to scale our work and to guide sustainable use of mangrove areas by looking at the entire watershed. The GMA will explore the advantages of jurisdictional approaches in bringing together the best aspects of market-based incentives with ecosystem-based governance reforms, taking into consideration incentives for implementation. We believe the jurisdictional approach can be used in the mangrove conservation and restoration movement to meet the challenges of ecosystem loss and degradation, improving the impact and effectiveness of sustainability initiatives for mangroves.



Connecting to other initiatives

Work conducted by the GMA will be done in close partnership and with input from the broader mangrove community and relevant initiatives. Including but not limited to the Blue Carbon Initiative, the International Partnership for Blue Carbon, Friends of Ecosystem Based Adaptation, the Community of Ocean Action for Mangroves, Nature 4 Climate, Friends of Ocean Action, Marrakesh Partnership, the Save Our Mangroves Now! Initiative, and the IUCN Mangrove Specialist Group. The GMA is also working closely with the UN Decade of Ocean Science for Sustainable Development and the UN Decade on Ecosystem Restoration.