

**Aligning Cross Cutting Initiatives to the CTI-CFF Regional Plan of Action 2.0 Workshop
September 24-26, 2019 Sanur, Bali, Indonesia**

Vision: To become a catalyst for CTI-CFF in facilitating sustainable and responsible business in CT region, and supporting CTI-CFF and its goals.

Goal #1: Revitalize RBF Mechanism to Support RPOA 2.0					
Timeline	Objectives	Activities, Initiatives, Events	Action Steps, Tactics	Partnerships, Stakeholders	Resources
RN ¹	1a. Re-brand RBF to “CT-SBF” (Coral Triangle Sustainable Business Forum)	Develop text to circulate to NCCs and Development partners by October 2019. New text will be shared at the SOM 15 in November, 2019.	Draft text (CTC, WWF & RS), submit to RS so they can circulate to NCCs.	Regional Secretariat, Development Partners, NCCs	Dedicated staff for drafting new rebranding statement/rationale
RN	1b. Facilitate an exchange or “lessons learned” presentation from key Caribbean Challenge organizer(s) at SOM 16 and Ministerial Meeting	A 1-2 day presentation and exchange meeting where ideas on how to attract private sector participation is shared by key CC participant – to be held at SOM 16 (November 2020) to educate CTI-CFF stakeholders on potential for private sector investment.	Identify via development partner contacts a key CC participant, plan event (possibly hosted by CTC) and publicized regionally by RS.	TNC (Facilitated Caribbean Challenge), NCCs, Development partners, RS	Identify POC with integral role in recruiting private sector participation in Caribbean Challenge Need \$ to pay for travel for CC experts and participants. Approximately \$50,000 USD.

¹ RN – Right Now, ST – Short Term, MT - Medium Term LT – Long Term

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RN	1c. Develop RBF “Value Proposition” study and private sector mapping activity. Completed by end of Q3 2020.	<p>-Commission a short study to identify key private sector partners – local, regional, multinational. Will include organizational profile of CT-SBF, marketing kit, and budget analysis. To be communicated to government, development, and private sector partners</p> <p>-Identify key benefits that engagement with CTI-CFF would offer private sector partners Q2-Q3,2020 by end of Q3, 2020.</p>	-Identify a consultancy to conduct surveys and resulting study.	-Partnership with consultancy that will interview all stakeholders (NCCs, dev partners, RS, private sector entities with previous contact with RBF (new name CT-SBF))	<p>-Identify funds via development partners to finance study.</p> <p>- PATA</p> <p>- GSTC</p> <p>Approximately \$100,000 USD</p>
ST	1d. Capitalizing on CTI Summit to organize a small, high-level roundtable meeting with heads of state, business owners/CEOs of multi-national companies. To be completed by end of Q4, 2020.	Summit meeting with read-out report with conclusions and next step recommendations for private sector engagement.	-Find convenient meeting venue to coincide with CTI-Summit. Give ample time for NCCs to organize to send invitations to key private sector and senior government ministry representatives, as well as RS ED and CTI-CFF ministerial officials.	-CT6 Ministerial senior officials (to persuade heads of state to attend), RS, key private sector attendees of APEC/CTI-Summit attendees to stay an extra day; engage all relevant development partners	<p>- NCCs, RS, private sector partners would provide in-kind support (staff time, meals, etc.)</p> <p>- Total estimated cost: \$120,000 USD</p>

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RN	1e. Establish CT-SBF task force for pilot sector (tourism)	Identification of task force members, hold first meeting. Purpose is to jump-start the process of establishing a steering committee and to work as a catalyst to keep interest/movement while steering committee is formed. End of Q2, 2020.	Identify NCC members, RS official(s), development partners and perhaps key private sector representatives to sit on task force. TOR for Nature-Based Business Task Force already exists, selection criteria can be taken from TOR for selection of task force members.	RS, NCCs, Development partners, key regional tourism partners	Require funding to bring NCC, RS representatives to first meeting, professional facilitator to properly engage all partners, sophisticated RS event management talent to organize event, give sufficient time to potential private sector attendees to prepare – also to provide business case for attending and joining committee. - MPA REX task force meeting could be used as venue for task force meeting, reducing cost.
ST	1f. Establish long-term CT-SBF steering committee (would follow from task force with broader mandate)	Identify steering committee members/sectors and hold first meeting. Q1, 2021. Develop TOR and seek endorsement and following SOM. Would include member from WLF.	Identify members from task force in 1e, and identify broader industry reps/groups based on previous activities. Process: Convey concept note (from re-branding of 1a to NCCs first).	RS, NCCs, WLF, Development partners, key private sector partners in tourism and beyond (oil and gas, other multinationals, marine-adjacent industries).	Require dedicated funding to convene regular meetings (semi-annually) \$50,000 USD per year to facilitate regular meetings of steering committee.

Goal #2: Engage Relevant Ministries and Business Sectors

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RN-LT	<p>2a. Conduct a series of country-specific meetings to inform and engage the private sector</p> <p>These meetings would occur on a regular basis (semi-annually) in each country</p> <p>Initial meeting would focus on tourism industry beginning Q3, 2020 – continuing until end of 2.0. Other industries to be added in FY 2021 and ongoing.</p>	<p>NCC focal points identified by the steering committee would convene meetings of relevant ministries in home countries to inform them of CTI-CFF RPOA goals and solicit assistance on recruiting appropriate industry/trade association representatives.</p>	<p>Identify NCC focal points. Then identify focal contacts in relevant ministries in each CT6 country to act as partners to convene private sector panels.</p>	<ul style="list-style-type: none"> - Trade/Commerce ministries in CT6 countries - NCC focal points - RS - Private sector leaders/trade associations in CT6 countries 	<p>-Trade ministries in each of the CT countries would need to become engaged in CTI-CFF RPOA 2.0 priorities</p> <p>-Funds to be drawn primarily from member government budgets, with additional assistance from development partners as needed.</p> <p>Estimate: \$120,000 USD per year (\$20,000 per year/country).</p>
RN- LT	<p>2b. Senior-level regional roundtables/dialogues between government officials and business owners.</p> <p>Results of discussions at these roundtables would be communicated to attract other industries and corporate partners interested in reputational branding/support of CT regional priorities.</p>	<p>Convene annual regional roundtables involving senior trade/technical ministry officials from CT6 countries and senior (CEO/owner) level business leaders for annual summit and trade show.</p> <p>Ideal scenario: 6 senior business representatives, 6 senior development partner representatives, 6 senior CT6 ministry officials.</p>	<ul style="list-style-type: none"> -Identify key ministry officials in each CT6 country - Task NCC focal points identified by steering committee to alert/attract private sector and government partners to attend annual summit. 	<ul style="list-style-type: none"> - RS - NCCs - Trade associations and private sector champions in each of the CT6 countries 	<ul style="list-style-type: none"> - RS - Development partners - CT-SBF Steering Committee time - Funding from private sector participants (could be built on sponsorship model w/ lessons learned from Caribbean Challenge) <p>Approximate cost: \$50,000 USD/per year (some contributions in-kind by private sector participants)</p>

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RN-ST	2c. Engage relevant ministries within CTI-CFF countries to help engage private sector (i.e. Trade/Commerce)	<p>Hold meetings between NCC ministries' CT-RBF focal points and their home country national trade/commerce ministries to identify national private sector opportunities.</p> <p>Hold seminars within individual countries with NCCs and trade ministries hosting, for private sector audience, to educate on priorities of and opportunities under CTI-CFF and RPOA 2.0.</p>	NCC representatives will hold meetings with relevant (trade, commerce) ministries to present CTI-CFF objectives and explore private sector companies and associations that may be appropriate for cooperative activities.	NCC representatives, national country trade/commerce ministry officials, trade associations; RS	<p>-CT6 country government budget to support in-country meetings among NCCs and trade ministries</p> <p>Costs: CTI-CFF RS attendance travel costs estimate: \$30,000 USD</p>
Goal #3: Stimulate partnerships and pilot projects in priority areas as identified in RPOA 2.0					
RN->ST->LT	<p>3a. Identify key private sector areas to engage. Q2-Q3, 2020 (ongoing, as potential sectors change)</p> <p>*Both short-term and long-term, because key private sector areas may change or evolve over five years.</p>	<p>- Develop list of proposed priority sectors – to become a standing SOM agenda item each year (for revision, funding proposals, comments)</p> <p>-Identify private sector actors that are role models for other businesses.</p>	<p>-Task force (then Steering Committee) would lead this effort with input derived from activities under Objective 2.</p> <p>- Develop list of potential key private sector stakeholders</p> <p>- Develop dynamic database of key private sector partners</p>	LGN; WLF; CT-SBF Steering committee; CT6 country industry/trade associations	<p>-CT Marine Protected Area System</p> <p>- Focal points at CT6 trade ministries that can help build database of private sector contacts</p> <p>- Development partners</p> <p>- GSTC (Global Sustainable Tourism Council)</p> <p>- PATA (Pacific Asia Travel Association)</p>
ST	3b. Identify and kick-off pilot projects in the MPA sector (a key priority area of RPOA 2.0) – NLT than Q2 2021	<p>- Stakeholder meeting for MPA reps to meet with private sector representatives and steering committee to identify appropriate MPAs and business matches.</p> <p>- MPA Working Group from each NCC would be focal point for these activities, which would start at national level – perhaps move to regional level depending on early successes and level of interest.</p>	- With assistance of LGN and CT MPAS, locate MPAs ripe for pilot projects in tourism sector. Engage steering committee and results of country-specific events, as well as interactions with CT6 trade/commerce ministries to identify potential private sector actors or trade associations to approach.	LGN, Regional Secretariat, CT-SBF Steering committee	<p>- CT Marine Protected Area System</p> <p>- Financial support to convene stakeholder meeting (development partners)</p>

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LT	3c. Develop and launch a platform for relevant start-ups to engage and support CTI-CFF	- Provide platform for the display and potential funding for start-ups working in sustainable solutions in sectors such as waste management, clean energy. As part of funding “pitch” process, CT-SBF could link them to pilot MPA sites to conduct initial research/work that could yield early successes.	- Identify key startups engaged in sectors relevant to MPAs and approach them with opportunities for initial investment/research using CTI-CFF network. Engage WLF to identify women-owned start-ups to join/compete.	ENDEAVOUR, NGOs (WWF, TNC, CTC, CI), U.S. Government (U.S. State Department Office of Science and Technology Cooperation – OES/STC), WLF, Regional Incubators	
LT	3d. Develop and launch and internship or peer learning exchange program with key private sector partners to support CTI-CFF and RPOA 2.0 goals that also highlights private sector engagement.	- Volunteer projects for private sector employees (short-term) to help develop marketing plans, value propositions, etc., for MPAs. Could act as coach/mentor – could help corporate reputation. - Internships for graduate students in business-related fields who are also interested in conservation/biodiversity with CTI-CFF, either in CTI-CFF entities, or with MPAs or MPA networks	- Identify companies with business or reputational interest in marine environmental issues and perhaps MPAs in particular. Companies not necessarily within CT6 countries - Work with universities in countries worldwide to identify graduate level candidates – especially within the business/MBA educational sector with an interest in natural resources management. Develop internship opportunities with key partners in development, government, and private sector community w/ SBF branding.	Universities in CT6 countries, private sector entities that have shown interest during previous activities; publicize via NGO, university partnerships	Universities; consortia of private sector entities (trade associations) to spread communications about such opportunities.
ST->LT	3e. Develop a series of annual recognition awards for strong private sector stewardship of natural resources in CT region	Annual award ceremonies – recognized at SOM/MM, presented at local level by senior ministers of CT6 countries.	- Develop award categories - Add to SOM as agenda item - Local ceremonies hosted by local or national leaders to present awards - preferably chair of COM	LGN, trade associations, steering committee,	- CT6 commerce ministry/trade ministry buy-in to help identify recipients