



**CORAL TRIANGLE
INITIATIVE**
ON CORAL REEFS, FISHERIES AND FOOD SECURITY



Recognition for Businesses that Link Communities to Sustainable Marine Tourism Initiatives

Background

The Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) and its development partners created the Coral Triangle Regional Business Forum to engage with the private sector in creating innovative business solutions to sustain the region's marine resources in an economically profitable and environmentally sustainable manner.

In 2015, the CTI-CFF member countries (Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands, and Timor-Leste) agreed to focus the 4th CTI-CFF Regional Business Forum on Sustainable Marine Tourism. The business forum will have three main components: The Coral Triangle Sustainable Marine Tourism Conference, the Coral Triangle Marine Investment Forum and the Coral Triangle Marine Tourism Expo.

The Coral Triangle Sustainable Marine Tourism Conference features state of the art themes and best practices for responsible tourism including private sector leadership to promote sustainable tourism practices.

As part of the effort to highlight private sector leadership in this field, the organizers will recognize six (6) private companies from the Coral Triangle Member countries who have successfully integrated sustainable marine tourism practices and linking these to their local communities. The winners will be recognized at the Coral Triangle Sustainable Marine Tourism Conference and will have a chance to present their experience during the conference.

This affords an excellent opportunity to profile the important contribution that the private sector are making to realise the goals of the CTI-CFF in ensuring that marine resources in the region are equitably and sustainably managed. Profiling the work of these businesses in this way may help underscore the importance and potential for the CTI-CFF to act as a vehicle to promote equitable resource management and forging robust and resilient local communities centered around sustainable marine tourism.

Criteria for Selection

The “**Recognition for Businesses that Link Communities to Sustainable Marine Tourism Initiatives**” aims to recognize and honour businesses in the six Coral Triangle countries who support the goals of the CTI-CFF Regional Plan of Action¹ and adhere to the [UNEP and UNWTO principles for sustainable tourism development](#)² and the Global Sustainable Tourism Council Criteria for Destinations.³ As such, these businesses should adhere to the following qualities:

¹ [Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security Regional Plan of Action](#)

² [United Nations Environment Programme Tourism and the Environment Program](#)

³ [Global Sustainable Tourism Council Criteria for Destinations](#)

1. Actively support the conservation of coastal areas, marine habitats, and marine wildlife
2. Engage local government and empower communities regarding planning and decision making about sustainable marine tourism in their areas
3. Support local enterprises to promote and develop sustainable products under fair trade⁴ principles. These products may include food and beverages, crafts, agricultural products, etc.
4. Improve the quality of life in local communities by providing social, economic, and other opportunities
5. Provide training for staff and communities to raise awareness of the special qualities and sensitivities of the local natural and cultural heritage⁵.
6. Utilize energy efficient technology and innovative means to reduce waste generation therefore minimize negative impacts to the natural environment

Nomination and Selection Process

1. CTI-CFF stakeholders and partner organizations are invited to nominate businesses and private enterprises by filling out the one-page nomination form explaining why the businesses possess the above qualities.
2. Nomination letters should be sent via email or fax to the Coral Triangle Center (lgallardo@coraltrianglecenter.org) Fax +62 361 289338 by **June 25, 2015**.
3. CTI-CFF stakeholders and partner organizations can nominate up to six entries
4. Nomination letters received will be reviewed by a panel of judges composed of representatives from the CTI-CFF Regional Secretariat, US Department of Interior, Coral Triangle Center, The Nature Conservancy, WWF, and NOAA.
5. Winners will be announced and notified via email on July 10, 2015.
6. There will be six awardees selected from the Coral Triangle region.

Awards and Honours

Each business/private sector enterprise will receive the following:

1. An all expense paid trip from any Coral Triangle country to attend the CTI-CFF 4th Regional Business Forum in Bali on August 27-29, 2015
2. A speaking slot at one of the open sessions at the Coral Triangle Sustainable Marine Tourism Conference
3. A half-page advertisement for their business in the conference program book
4. A token of recognition to be given at the 4th CTI-CFF Regional Business Forum
5. A one-day training program and consultation with a leading expert on sustainable marine tourism

The winners will also be featured in various communication channels for the CTI-CFF Regional Business Forum. .

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⁴ [World Fair Trade Organization](#)

⁵ [UNEP Making Tourism More Sustainable](#)