

# EXISTING SYSTEMS AND TOOLS FOR PROTECTED AREAS CERTIFICATION

September 4, 2014



# AGENDA

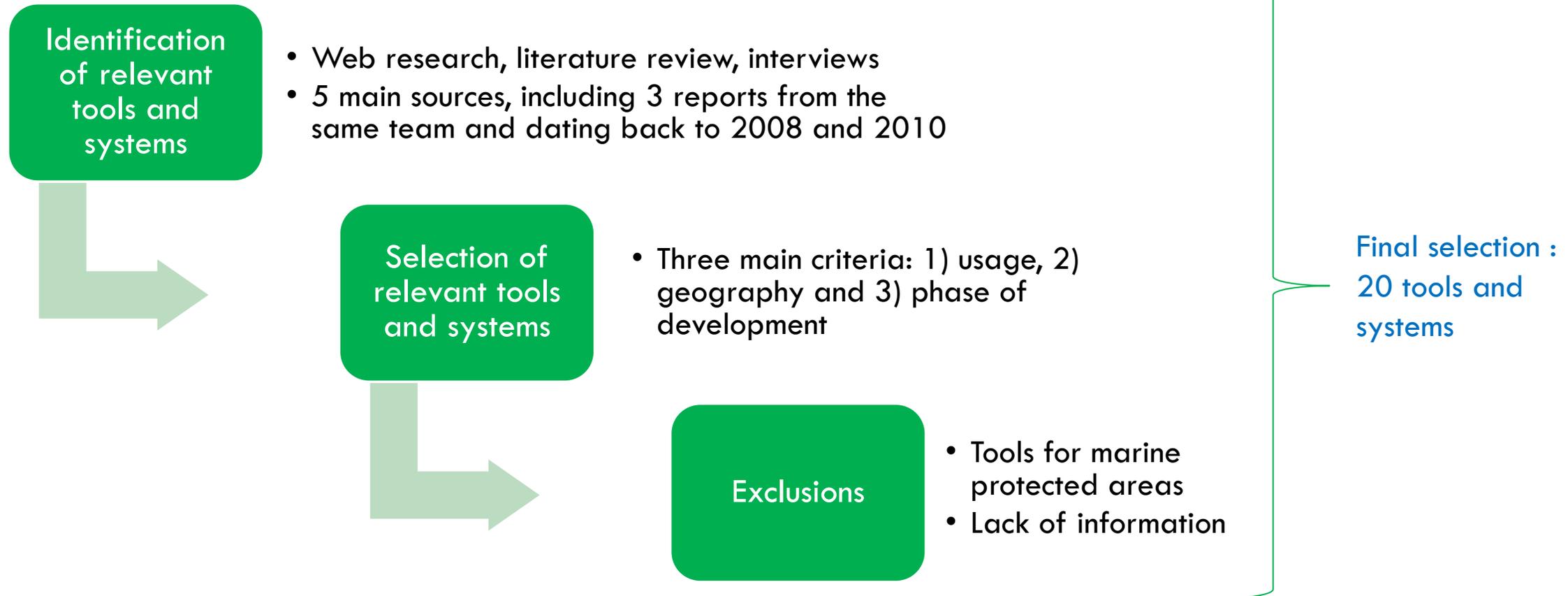
- Introduction
  - Objectives
  - Methodology
  - Outputs
- Results overview
  - General systems and tools overview
  - Systems and tools characteristics
  - Market analysis
- Main findings and conclusions
- Q&A

# OBJECTIVES

1. Identify national, regional or international systems and tools used for the assessment, evaluation, audit or certification of protected areas' management effectiveness.

2. Assess costs, benefits and growth projections of these systems and tools.

# METHODOLOGY



# OUTPUTS

## Summary table

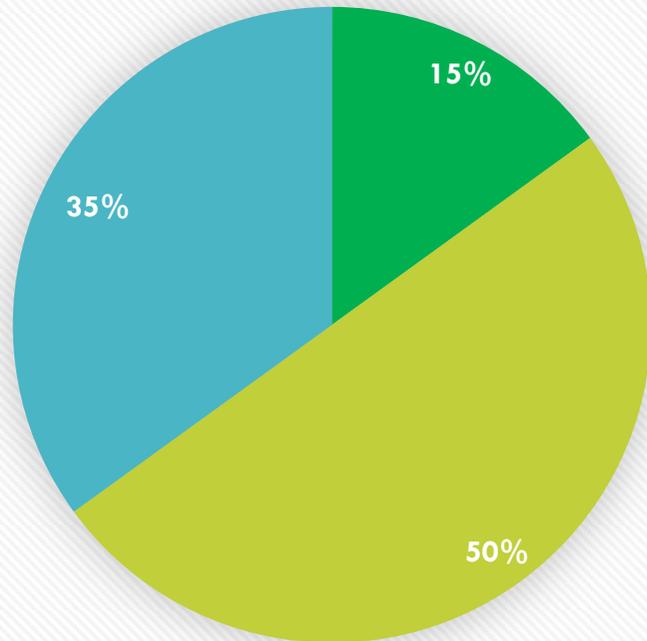
- Organized by: type (assessment/certification)
- General characteristics: name, organization, geographical coverage, status...
- Specific characteristics: primary use, assurance model, key aspects

## Summary sheets

- Organized by: geographical coverage
- General characteristics
- Methodological elements
- Market analysis
- Sources

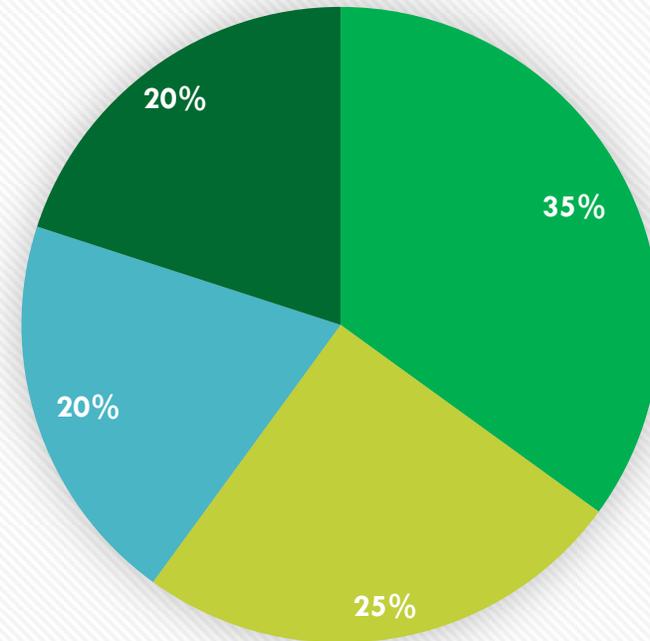
# SYSTEMS AND TOOLS OVERVIEW

Development phase breakdown



■ Under development or recently launched ■ Existing ■ Terminated

Geographical breakdown



■ International ■ European ■ Regional ■ National

# TOOLS UNDER DEVELOPMENT OR RECENTLY LAUNCHED: ALL ARE CERTIFICATION SYSTEMS



CA|TS: an international, species-specific standard focused on tigers but aims to be adapted to other conservation contexts.



European Wilderness Quality Standard: the new standard that has emerged after PAN Parks' failure. Focuses on wilderness and is limited to Europe. Has recently launched its standard (July 2014) and is being tested.



IUCN Green List: an international « positive list » that aims at rewarding excellent standards of PA management.

# EXISTING TOOLS



## ASSESSMENT TOOLS

- Conservation Action Planning
- Enhancing our Heritage
- METT
- Monitoring IBAs
- NSW State of the Parks
- PAPACO
- RAPPAM

## CERTIFICATION SYSTEMS

- European Charter
- European Diploma
- Transboundary Parks

# TERMINATED TOOLS



## ASSESSMENT TOOLS

- AEMAPPS
- Finnish MEE
- Parks in Peril
- ParksWatch
- PROARCA/CAPAS
- US State of Parks

## CERTIFICATION SYSTEMS

- PAN Parks

# TERMINATED TOOLS (2)

- ❖ Mostly national or regional tools
- ❖ All are assessment tools, except for PAN Parks
- ❖ Many terminated tools (for eg. Parks in Peril and PROARCA/CAPAS) were part of a larger conservation program and were abandoned at the end of the program's period.
- ❖ Other reasons for termination include difficulties related to funding (ParksWatch) and to organizational issues (US State of the Parks).

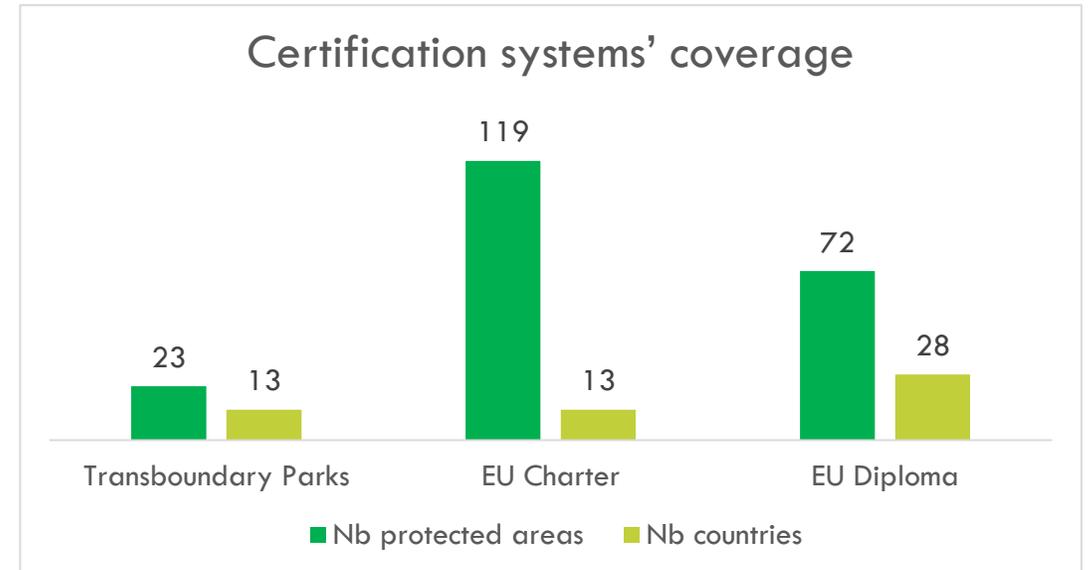
# TERMINATED TOOLS (3): PAN PARKS

- ❖ Filed for bankruptcy in 2014
- ❖ The certification system's failure seem to have been due to several problems:
  - The standard was very complex and tried to cover many different issues: wilderness, tourism, and business partners/tour operators
  - The verification procedure was long and costly
  - PAN Parks' business model heavily relied on tourism; however, the level of touristic activities near certified PAN Parks did not meet expectations
  - PAN Parks depended on only one major financial donor

# MARKET ANALYSIS

## ❖ Market size:

- The most widely used tools – such as METT, RAPPAM, Monitoring IBAs and CAP - are **self-assessment tools**, and not certification systems.
- In general, these assessment tools are provided at no cost to the protected areas, which means that there is no real *market* for these tools



- Among the 6 identified **certification systems** (CA|TS, EWQS, Green List, EU Charter, EU Diploma and Transboundary Parks), 3 are new or in the process of being rolled out.
- The three remaining certifications have different targets and market sizes: cf. chart
- 4 of these 6 certification systems are limited to the European zone.

# MARKET ANALYSIS (2)

## ❖ Costs:

- The **assessment tools** are generally provided for free, but they obviously generate costs for the protected areas: staff time for the collection of data, stakeholder engagement and coordination, training and the assessment itself.
- These costs vary from one tool to another. For example, METT can take as little as 3-4 hours, while RAPPAM indicates that the organization of the assessment workshop takes approximately 3 days.
- Few **certification systems** provide detailed information about the costs of certification.
- Europarc is the most transparent organization: Transboundary Parks' certification costs approximately 4085 € + 2000 € for the reevaluation and the EU Charter costs 6585 € + 5000 € for the reevaluation (excluding local expenses). It is unclear, however, whether these funds cover all the development, administration and maintenance costs of Europarc.
- CA|TS aims at being a non-commercial process: no fees are charged to the protected areas for their accreditation. Administrative and governance costs are partly financed by WWF and partly by voluntary participation.



# MARKET ANALYSIS (3)

## ❖ Growth perspectives

- For **assessment tools**, there are no real growth perspectives since they do not generate any revenues to their parent organizations. Many tools (such as METT and RAPPAM) continue to be used by protected areas worldwide, without their parent organizations monitoring or collecting assessment data.
- As for **certification systems**, growth perspectives vary from one system to another. For example:
  - ✓ CA|TS focuses (for the moment) on tiger reserves, which is a niche market given the small number of such areas in the world.
  - ✓ EWS is still developing its Quality Standards but its target is to cover 5% of the European territory.
  - ✓ Transboundary Parks has shown a slow but steady growth since its creation.
  - ✓ The European Charter is quite successful and is expanding its certification system to tourism businesses and tour operators.

# MAIN FINDINGS AND CONCLUSIONS



1. Most **assessments tools** have been developed and promoted in the wake of the CBD's 2004 target requiring Convention Parties to conduct MEEs in 30% of their protected areas by 2010. Although many of them are still widely used by protected areas, their parent organizations (WWF, World Bank...) have often moved on to other priorities.
2. **Certification systems** appear to be on a more positive trend. The three most recent initiatives are certification-based. This highlights the importance of two major benefits: independent audits and external recognition.
3. Apart from IUCN's Green List, there are no other existing international certification systems that assess PA management.
4. The PAN Parks case nevertheless provides a useful warning as to the potential difficulties and challenges associated with the elaboration of such a system.



# Q&A

Thank you for your attention!

Any questions?