

Arusha, Tanzania
December 2008

Workshop 3:9

**Mainstreaming Travelers'
Philanthropy:
Resorts, Hotel Chains,
Airlines, Cruise Lines**



The Ocean Foundation

www.oceanfdn.org

Mark J. Spalding, President

*Tell us what you want to do for the ocean,
we will take care of the rest.*



THE OCEAN FOUNDATION

ORGANIZATION DESCRIPTION

- The Ocean Foundation (TOF) is a unique community foundation with a specialized practice
- Our niche is providing high-end philanthropic advice for a community of donors who care about the coast and oceans
- Our mission is to support, strengthen, and promote those organizations dedicated to reversing the trend of destruction of ocean environments around the world
- Our goal is to grow the financial resources available to support marine conservation
- We are a 501(c)(3) non-profit, international public foundation



The Ocean Foundation's
Resort Partnership Funds
safeguard the social, ecological, and
economic future of your **project** and
your **community**.



Sustainable practices:

Meet the needs of the present without compromising the needs of the future.

The four fundamental components of sustainable development:

The natural environment,
Social equity,
Aesthetic beauty, and,
Economics.



Common Concerns About Coastal Tourism Development

- Perceived focus on short-term gains
- Degradation and overuse of resources
- Scale of development versus scale of existing community
- Impact on housing and job markets



- Impact on local culture and history
- Difficult to engage visitors and part-time residents in local community
- No mechanism for independent monitoring and conflict resolution



You never save the coast, you are always saving the coast

- Resorts and coastal developments depend on conservation and protection of natural resources to attract visitors and maintain competitive edge
- Long-term protection helps ensure the viability of the resort and the community



Long-Term Funding Mechanisms Can Address These Concerns

- Our resort partnerships generate long-term financing for the community's benefit
- These funds protect and enhance the ecology, society and economy of the community—and thus, the resort
- Mechanism leverages independence into credibility and effectiveness



An Independent Grantmaker Means Credibility and Leverage

- Start the foundation when the project is started
 - the community will have needs long before the resort has customers
 - the community will expect response to those needs long before the resort has customers
- Demonstrate transparency of good intentions - real examples and independent structure
- Educate stakeholders on the importance and practices of sustainable development



A foundation also provides:

- Incentives that favor long-term returns on tourism investment and ensure minimal cost to the local community
- Structure to handle community perception of developer as having “deep pockets” and manage requests and response



What We Provide - *Start Up*

- A privately-labeled fund
- A friendly, visible presence
- Response to community requests
- Survey of the existing natural resources
- Plan for restoration and protection of those resources
- Assessment of the capacity of the community and local organizations
- Priority-setting and strategic planning to address challenges and meet needs



What We Provide - *Continuing*

- **Grantmaker**
- **Facilitator**
- **Advisor**
- **Observer**



What We Provide - *Results*

- Mitigation of adverse effects on local community and promotion of the positive
- Preservation of the spirit and cultural heritage of existing community
- Conservation of the natural resources on which the community and the development project depend
- ***Protection of the Edge!***



What We Provide - *benefits to hotels, resorts*

- Quicker community buy-in, government participation
- Green marketing/added visibility & credibility
- A healthier environment=happier customers/tourists (e.g. clean water, healthy reefs, clean beaches, proper waste disposal)



What We Provide - *benefits to hotels, resorts 2*

- Feel good moment to help close real estate sales, retail sales, and room rentals
- Being green to make green – cost-savings of more energy efficient buildings, renewable energy and waste reduction processes
- No extra cost



The Loreto Bay Foundation Fund

Our Partnership Model In Action

*love this place
and its people*



The developer's vision is an integrated stewardship process of conservation, protection, enhancement and regeneration that balances the social, economic and environmental needs of the community.



Loreto Bay Foundation Fund

- Established in 2004
- Over \$1 million in grants to date
- Partners include developer, local businesses, government agencies, local and international NGOs
- More than 50 small donors from resort homeowners
- Annual children's projects engage visitor community



The Loreto Bay Foundation Fund

Our History of Success

- Renovated the local school
- Constructed the town hospital and veterinary clinic
- Staffed the local marine park
- Established the community environmental center
- Facilitated disaster relief and aid after a hurricane
- Supported local grassroots and environmental organizations



Sustainable Development

Sustainable practices meet the needs of the present without compromising the potential for future generations to meet their needs.

The four fundamental components of sustainable development are the environment, social equity, aesthetic beauty and economics.



Requisite Sustainability Standards and Design

We only work with developers who:

- Adhere to best practices for social, economic and environmental sustainability during planning, construction, and operations
- Embrace technologies and design principles appropriate for the climate, culture and place of development
- Maximize the efficiency and minimize the impact of natural resource use



Coastal Sustainable Development Standards

- Guide to Sustainable Coastal Development (for the Dirección de Planeación de Urbana y Ecología Baja California Sur)
- Preventing unsustainable, out of scale, resort developments that do not take into account local resources, culture, and vistas
- To be adopted as law



CSDS

- Project Siting And Program
- Potable Water
- Built Environment & Energy
- Wastewater
- Access And Transportation
- Landscape, Irrigation, And Non-Building Structures



CSDS

- **Grading And Drainage**
- **Solid Waste Management**
- **Construction Procedures**
- **Watershed Restoration**
- **Golf Course Design**
- **Marina Design/Construction**



Sustainability is about profit...it is the opportunity of the century

- Ben Clarke, Kraft Foods (2008)



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