

# MaPP Implementation Strategy

## 2015-2020

**Marine Plan Partnership  
for the North Pacific  
Coast (MaPP)**  
**August 2016**





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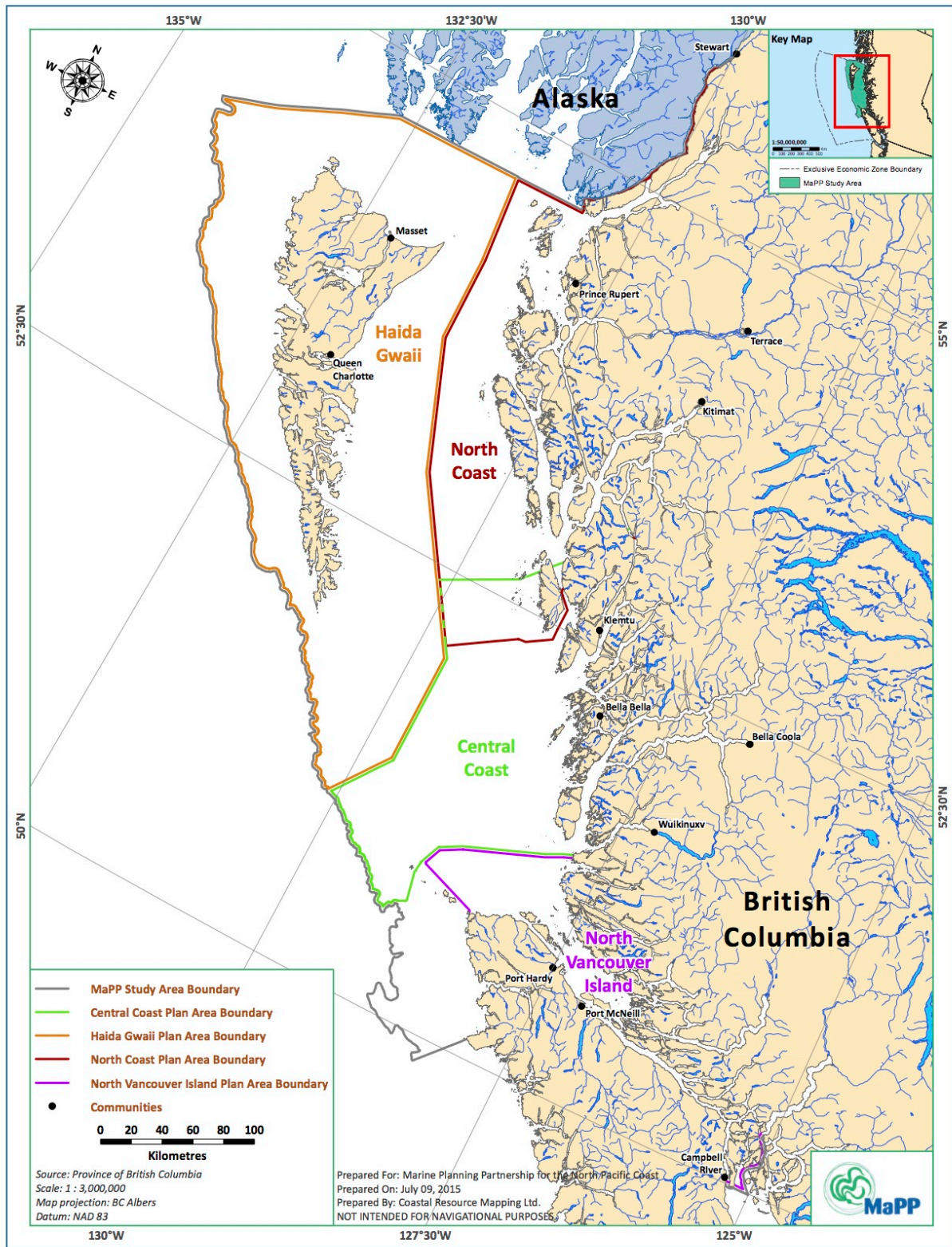
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## 1 Introduction

Nearly a decade ago, the world celebrated landmark conservation agreements for the Great Bear Rainforest—part of the largest intact coastal temperate rainforest on earth. The ecological richness of this rainforest is surpassed only by the spectacular marine world of the connecting waterways and ocean, known as the Great Bear Sea. The Great Bear Rainforest and Great Bear Sea are inextricably linked, with each nourishing the other and sustaining the human and economic well-being of the region.

Building on the ground-breaking agreements developed for the Great Bear Rainforest, the Province of British Columbia (B.C.) and 18 First Nations (the partners) in November 2011 initiated the first large-scale marine initiative in B.C., known as the Marine Planning Partnership for the North Pacific Coast (MaPP). MaPP was an ambitious initiative that used a scientifically rigorous and collaborative approach to advance economic development and conservation in one of the most ecologically significant regions on the planet.

The MaPP region encompasses approximately 102,000 square kilometers stretching along two-thirds of B.C.'s North Pacific Coast, from Quadra Island/Bute Inlet in the south to the Canada-Alaska border in the north. West to east, the MaPP region extends from the base of the continental slope west of Haida Gwaii and Vancouver Island across to mainland B.C. **Figure 1** shows the boundaries of the MaPP region and the four sub-regions.



**Figure 1.** Marine Plan Partnership region

The MaPP partners developed marine plans for the Central Coast, Haida Gwaii, North Coast and North Vancouver Island sub-regions. The sub-regional marine plans set out objectives and strategies for achieving healthier oceans, stronger marine economies and improved cultural and social outcomes. Additional management direction is provided through three overarching types of spatial zones in each of the marine plans: general management zones, special management zones and protection management zones. A broader Regional Action Framework establishes regional MaPP actions that the partners have identified as being most appropriately implemented at a regional scale and that are consistent with, and support, sub-regional plan recommendations. The four sub-regional marine plans were signed and approved in April 2015.

With the completion of the four sub-regional marine plans and the Regional Action Framework, the MaPP partners have turned their full attention to implementation.

MaPP sub-regional marine plans, the Regional Action Framework, and this MaPP implementation strategy address issues within the constitutional authority of the Government of British Columbia and First Nations, pursuant to Canada's Constitution and First Nations laws, respectively. Consistent with the approved sub-regional marine plans, this implementation strategy does not provide, imply direction or make recommendations on matters that the Province believes are solely within federal jurisdiction.

## 2 Purpose

The purpose of this five-year implementation strategy is to outline key elements of the MaPP partners' approach to implementing priorities identified in the approved MaPP sub-regional marine plans and the Regional Action Framework.

This document describes the collaborative partnership approach, funding mechanisms, engagement strategies, overall priorities and potential linkages to other initiatives associated with the initial five years of MaPP implementation work.

Implementation of the four sub-regional marine plans and the Regional Action Framework will help achieve the five strategic outcomes listed below. Section 6 provides a more detailed description of these outcomes and how MaPP implementation will achieve these strategic outcomes.

**Outcome 1: Collaboration and Governance** – Strengthening the model of collaborative oceans governance.

**Outcome 2: Marine Zoning** – Achieving a healthy marine environment, robust economy, and strong communities through zoning.

**Outcome 3: Stewardship, Monitoring and Enforcement** – Enhancing stewardship of ecological and cultural values, and archaeological sites and areas through comprehensive monitoring and enforcement.

**Outcome 4: Sustainable Economic Development and Healthy Communities** – Fostering a new ecosystem-based marine economy for improved community and human well-being.

**Outcome 5: Climate Change and Adaptive Management** – Undertaking studies and plans to better address the effects of climate change in the MaPP region.

The approaches and actions in this document are not intended to replace or supersede the approaches and actions identified in the individual, approved sub-regional plans and the Regional Action Framework.

### 3 Collaborative Partnership

The collaborative partnership approach used during development of the four sub-regional marine plans and the Regional Action Framework was complex and unique. Each tier of the MaPP governance structure was co-led by representatives from the Province of B.C. and partner First Nations. Sub-regional marine plans were written and approved by the appropriate First Nation partners and the Province of B.C. A suite of administrative, technical and communications contractors provided day-to-day support to the MaPP initiative.

Successful completion of the four sub-regional marine plans and the Regional Action Framework is, in many respects, a reflection of the effectiveness of the collaborative government-to-government structures established by the partners. The collaborative partnership was supported by an engagement process as described in section four. Consequently, a similar governance approach is being developed for MaPP implementation.

In March 2015, the MaPP partners and Tides Canada signed an implementation support project memorandum of understanding (the MOU), for MaPP. The MOU will be supplemented by specific implementation agreements on sub-regional marine plan implementation between the Province of B.C. and the appropriate First Nation partners in each sub-region. These agreements will also contain implementation provisions for actions in the Regional Action Framework.

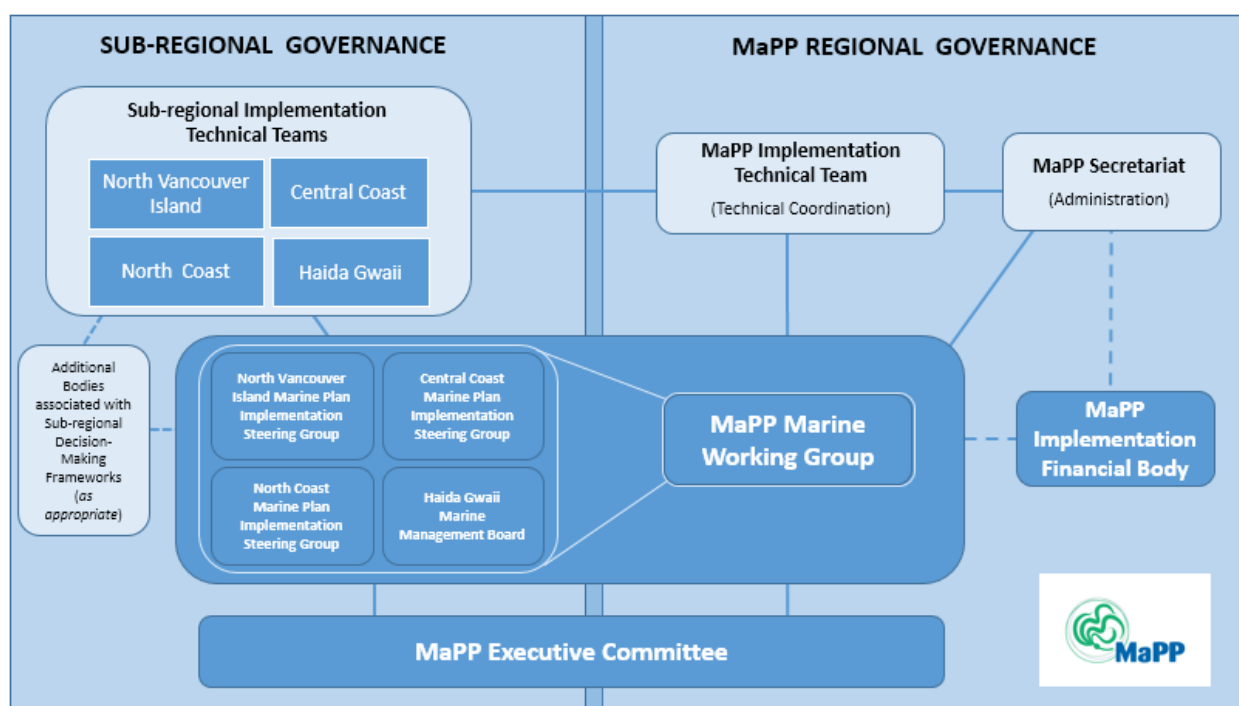
Sub-regional marine plan implementation will be led by joint implementation teams, co-chaired by a B.C. and a First Nations technical representative. Sub-regional decision-making processes will build on existing decision-making frameworks between B.C. and First Nations as appropriate. For implementation work related to the Regional Action Framework, and for consistency in achieving MaPP implementation commitments, the co-chairs of the four sub-



regional implementation teams will collaborate as a regional MaPP implementation technical team.

Consistent with the structures used in the MaPP planning phase, a senior marine working group comprised of MaPP partner organizations will provide direction and oversight to the MaPP implementation phase. An executive level committee of senior leaders from the MaPP partners will address and resolve significant issues related to MaPP implementation that cannot be resolved by the marine working group. Senior sub-regional implementation bodies will provide oversight, guidance, and resolution of issues related to sub-regional MaPP implementation work. A secretariat will provide day-to-day administration and support to the MaPP implementation technical team and the marine working group.

The new implementation government-to-government structures are described in **Figure 2**, and will be reflected in provisions of the implementation agreements developed between B.C. and each of the four sub-regional First Nation partners.



**Figure 2.** Marine Plan Partnership government-to-government structures

## 4 Engagement

The sub-regional marine plans and the Regional Action Framework benefitted from robust stakeholder and local government engagement and public review mechanisms and processes. Regional and sub-regional advisory committees, comprised of individuals with a wide variety of marine experience and interests, provided input and advice on planning products. A science



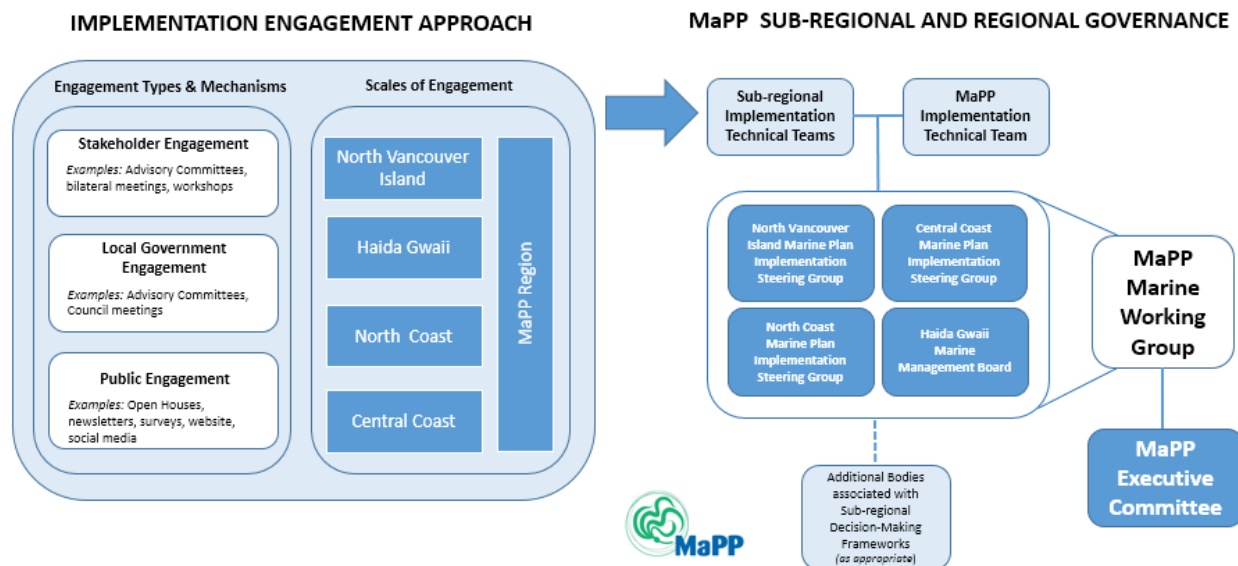
advisory committee comprised of scientists with expertise in ecological, economic, social and/or cultural aspects of the north Pacific coast's marine environment provided multidisciplinary technical and scientific advice and knowledge.

Strong support for the sub-regional marine plans and the Regional Action Framework was received from a wide range of marine stakeholders and from local governments.

Recognizing the vested interest of stakeholders and other levels of government in the successful implementation of sub-regional marine plans and the Regional Action Framework, their continued engagement on implementation activities is critical. This can include a continued role for advisory committees, although in some sub-regions the committees may be integrated into existing structures, as appropriate. Meaningful engagement will also come in the form of project-by-project advice.

For regional actions outlined in the Regional Action Framework, an engagement strategy will be developed. Opportunities for review and comment on key implementation activities and outcomes are anticipated for members of the general public.

There are First Nations in the MaPP region that did not participate in the planning phase. The MaPP partners will develop a strategy for engaging these First Nations in implementation.



**Figure 3.** Marine Plan Partnership engagement model

## 5 Implementation Funding

Effective implementation of the sub-regional marine plans and the Regional Action Framework requires human resource capacity and long-term funding. To strengthen the durability of

strategic outcomes, the partners have developed a MaPP implementation budget and financing model.

An independent evaluation of costs associated with priority recommendations of the sub-regional marine plans and the Regional Action Framework projected \$25 million as the funding requirement over a projected period of five years. Initial “in-kind” contributions for the first five years of implementation have been secured from B.C. and First Nation governments. Having also secured initial financial commitments from private funders, MaPP partners are actively identifying funding to enable full implementation of the sub-regional marine plans and the Regional Action Framework.

The MOU signed by the MaPP partners and Tides Canada provides for continuation of Tides Canada as the administrative home for MaPP implementation. However, the partners intend to establish a dedicated trust to administer and allocate implementation funds. Work is being done to develop a trust model and have it registered as a legal entity and charity for fund administration over the longer term.

## 6 Five-Year Priorities

Implementation priorities for the four sub-regional marine plans and the Regional Action Framework were identified during the planning phase and have been further scoped through implementation work planning and budgeting. The goal is to implement all of the strategies in these documents over time, but the initial focus is on the first five years of implementation.

This section is organized under the following five implementation outcomes:

- collaboration and governance;
- marine zoning;
- stewardship, monitoring and enforcement;
- sustainable economic development and healthy communities; and
- climate change and adaptive management.

Example actions are provided to demonstrate some of the ways the partners will achieve these five outcomes. Examples are drawn from priority activities found in the sub-regional marine plans and the Regional Action Framework.

The example actions identified in this document are not intended to replace or supersede statements made in the individual, approved sub-regional plans and the Regional Action Framework. A complete list of sub-regional or regional priorities, specific strategies and/or actions can be found in the implementation priorities section in the sub-regional marine plans, or the regional actions section in the Regional Action Framework. The intent is to implement all

priority strategies in the sub-regional marine plans and the Regional Action Framework over the next five years.

The partners will reflect a balanced approach to achieving all five outcomes, and funding will be allocated by agreement of the partners according to the sub-regional and regional governance framework.

### ***Outcome 1: Collaboration and Governance***

Strengthening the model of collaborative oceans governance. For the first time at this scale, First Nations are sitting alongside other governments in planning the future of oceans management within their territories. This outcome will increase intergovernmental collaboration to support decision-making processes, and promote engagement with marine stakeholder groups. Examples of how we will achieve this outcome are:

- MaPP implementation agreements for each sub-region.
- Implementation advisory processes for the region and sub-regions.
- Collaborative relationships with federal and other levels of government to support implementation of MaPP and other related recommendations and priorities (e.g., the Pacific North Coast Integrated Management Area initiative and Northern Shelf Bioregion Marine Protected Area Network planning).
- Opportunities for more effective and collaborative evaluation of marine developments or projects including improvements to the provincial environmental assessment process.
- Improved processes and/or policies for encouraging effective working relationships between First Nations and tenure proponents/ holders, including opportunities for First Nation and local community economic benefits.
- Public education tools on marine management.
- Collaborative relationships for compliance monitoring and enforcement.
- Collaborative arrangements for evaluating and monitoring cumulative effects, including identifying methodologies and management actions.
- Collaboration with other governments and processes to make improvements related to marine safety, emergency response capacity, and preparedness.
- Effective and efficient collaborative governance approaches for tenuring, including a review of inactive or under-used tenures, as appropriate.

### ***Outcome 2: Marine Zoning***

Achieving a healthy marine environment, robust economy, and strong communities through zoning. The MaPP sub-regional marine plans recommend spatial zones and management

direction that will reduce user conflicts and balance economic opportunities with protection. This outcome will increase awareness, understanding and adherence to the management direction for these zones. Examples of how we will achieve this outcome are:

- An information and outreach strategy that informs managers and decision-makers about MaPP spatial management recommendations and implementation requirements, and supports discussions with tenure applicants.
- A system for ongoing monitoring and reporting on consistency between tenuring recommendations/decisions and the management direction in the sub-regional plans, including spatial zones.
- A formal review (by year five) of the effectiveness of MaPP zones, including stage of implementation and achievement of stated purpose or objectives for each zone.
- Tools for effectively managing zones (e.g., detailed site-specific management plans, suitability/capability studies, interim protection measures).
- Finer scale planning in the Central Coast and North Coast plan areas that have not been zoned.
- Strategies for advancing protection management zones through the Canada-British Columbia-First Nations Marine Protected Area Network planning process, including an assessment of the contribution of protection management zones to the network.
- Strategies for advancing recommendations identified in general management and special management zones using appropriate mechanisms.

### ***Outcome 3: Stewardship, Monitoring, and Enforcement***

This outcome will improve understanding of the cumulative effects of decisions, enhance governments' and communities' response to emergencies, enrich understanding and management of the connections between land and sea, enhance management and protection of cultural and archaeological sites and areas, expand capacity to monitor and respond to changes, and strengthen compliance and enforcement programs. Examples of how we will achieve this outcome are:

- Selecting regional and sub-regional ecosystem-based management (EBM) indicators of ecosystem health and human well-being.
- Developing a co-ordinated monitoring program for EBM indicators, including documenting and/or reporting on research and monitoring activities and results.
- Training First Nations and other local residents on data collection related to monitoring programs for EBM indicators.
- Supporting efforts to protect, recover and monitor species of concern and degraded areas and addressing threats to biodiversity such as invasive species introductions.

- Facilitating cumulative effects research including a pilot project to assess and manage cumulative effects using the MaPP framework.
- Integrating monitoring data into resource management decision-making.
- Developing assessments and action plans to better manage the ecological impacts of marine pollution from human activities.
- Remediating and restoring priority areas affected by pollution or development.
- Creating geographic response plans for all sub-regions.
- Identifying and pursuing opportunities to increase First Nations' involvement in monitoring, compliance and enforcement activities.
- Documenting and conserving cultural, heritage and archaeological sites and areas.
- Supporting opportunities for research to meet conservation and EBM mandates.

#### ***Outcome 4: Sustainable Economic Development and Healthy Communities***

Fostering a new ecosystem-based marine economy for improved community and human well-being. This outcome will increase stability and certainty for industries and communities by providing clear direction for existing and emerging sectors, reducing potential conflicts, and for managing sustainability of the marine economy. Examples of how we will achieve this outcome are:

- Action plans for funding and filling specific gaps in regional and coastal community marine infrastructure and services.
- Studies that confirm areas suitable for priority economic activities in sub-regions and limiting factors.
- Sub-regional management plans for select marine-based industries to guide sustainable activities.
- Studies on current programs and opportunities for increasing local involvement and benefits from the fisheries economy (e.g., seafood processing, shellfish aquaculture).
- Training and development programs that address identified capacity gaps and increase employability of local residents.
- Programs and policies that improve local economic benefits related to shellfish aquaculture and fisheries.
- Sustainable tourism products that support local economies.
- Partnerships to support marine economic development related to MaPP implementation.

## ***Outcome 5: Climate Change and Adaptive Management***

Undertaking studies and plans to better address the effects of climate change in the MaPP region. This outcome will determine cultural, social, ecological, and economic vulnerability to different climate change effects, and result in adaptation plans. Examples of how we will achieve this outcome are:

- Regional and sub-regional climate change risk assessments to identify levels of vulnerability to different oceanographic effects of climate change.
- Identification of marine infrastructure vulnerable to climate change impacts, and investment in appropriate adaptation or mitigation strategies.
- Climate change action planning that considers highly vulnerable cultural, social and ecological values and sites in the MaPP region.
- Educational tools on climate change and its impacts on marine ecosystems and human well-being.
- Increased awareness and capacity for governments, communities and households to respond to emergency situations.
- Estimation of the potential for marine carbon sequestration in the MaPP region.

## **7 Linkages to Related Initiatives**

The MaPP sub-regional marine plans and the Regional Action Framework are key components of a broader planning landscape on the B.C. coast. MaPP partners are engaged in other marine planning processes, all of which have some geographic and/or content overlap with MaPP implementation outcomes and activities. For example, the Pacific North Coast Integrated Management Area (PNCIMA) Plan (once approved), provides direction on and commitment to integrated, ecosystem-based and adaptive management of marine activities and resources in the same planning area as MaPP. The MaPP partners are also engaged in the planning of a Marine Protected Area network for the Northern Shelf Bioregion (the region covered by both the PNCIMA Plan and the MaPP initiative), pursuant to the 2014 *Canada-British Columbia Marine Protected Area Network Strategy*.

The MaPP partners actively support leveraging efficiencies with other MaPP partner initiatives in the areas covered by the sub-regional marine plans and the Regional Action Framework, as well as other federal initiatives that address issues of interest to the MaPP partners.

## **8 Implementation Performance and Monitoring**

The sub-regional marine plans and the Regional Action Framework will be monitored to assess implementation progress against work plans and available budgets. The sub-regional marine plans and the Regional Action Framework include general commitments for updates and

amendments over time to respond to changing issues, information, priorities and conditions. Individual sub-regional plans identify their formal review and amendment opportunities and timelines.

The MaPP partners will follow an adaptive approach during implementation. If improved knowledge or results of EBM indicator monitoring suggest different actions or management approaches would better achieve sub-regional and regional objectives and strategies, the MaPP partners will adjust decisions and actions as appropriate, and will document associated rationale. This adaptive approach will allow for improved management and responsible stewardship over both the short and long term and is crucial to successful achievement of MaPP strategic outcomes.

## 9 Communications

During implementation, a variety of communication tools will be used by the MaPP partners regionally and sub-regionally. MaPP communication tools, such as a MaPP website, newsletters, news releases, communiqués, presentations and publications, may be used by the partners to communicate MaPP implementation activities and overall progress.

The MaPP website will serve as a vehicle for messaging regional and sub-regional announcements, progress and status of regional and sub-regional activities, access to completed studies and reports, and notification of public engagement opportunities and contract opportunities.

MaPP newsletters will continue to feature unique stories related to MaPP implementation in the four sub-regions and across the MaPP region.

MaPP partner staff and contractors will continue to participate in, and contribute to relevant and appropriate workshops, conferences and symposia (international, national and local) to disseminate planning and implementation experiences and successes.

The MaPP partners also have their own tools for communicating with their constituents/members, and will continue to use these tools to disseminate information about MaPP, as appropriate.

## FOR MORE INFORMATION

The Marine Plan Partnership: <http://mappocean.org>

MaPP's Marine Plan Portal (using the Seasketch application): <http://www.seasketch.org/projects>

