



# Knowledge Management for Scaling up Investments in Sustainable Development of Coastal and Marine Ecosystems

## East Asian Seas Congress

Furama Resort Da Nang, Vietnam

November 18, 2015

**Ryan Whisnant**

Head of Professional Services

PEMSEA



Time	Activity/Presentation	Speaker/Panelist
1035 – 1045	Overview of the World Bank Knowledge Management Project	Ryan Whisnant, PEMSEA
1045 – 1110	Keynote: Investment Landscape Mapping in East Asia for ICM and Blue Economy	Prof. Durreen Shahnaz, Impact Investment Exchange Asia
1110 – 1210	Plenary: Investment models in marine sustainable development	
	Strategic financing and investment models to achieve sustainable marine fisheries	Kent Strauss, Environmental Defense Fund
	Green bonds and the potential for investment in marine assets	Justine Leigh-Bell, Climate Bonds Initiative
	The Vibrant Oceans Initiative and investment blueprints for transition to sustainable fisheries	Trip O'Shea, Encourage Capital
1210 – 1230	Panel Discussion	Duncan Leadbitter, Fish Matter
1230 – 1400	Lunch break	
1400 – 1530	Marine pollution management infrastructure in Danang	Le Thi Kim Phuong, City of Danang
	Seaweed farming in Guimaras Province, Philippines	Arnel V. de Mesa, PRDP
	Abalone production in Siargao Island, Surigao Del Norte, Philippines	René Benguerel, Blueyou Consulting
	Developing ecologically-informed business models to support marine ecosystem services and alternative livelihoods	Dr. Mark Milstein, CCRES
1530 – 1600	Introduction to investment features in the new SEA Knowledge Bank	Ryan Whisnant, PEMSEA
1600 – 1615	Coffee break	
1615 – 1700	Q & A, discussion and design input for further development of SEA Knowledge Bank investment features	Ryan Whisnant, PEMSEA



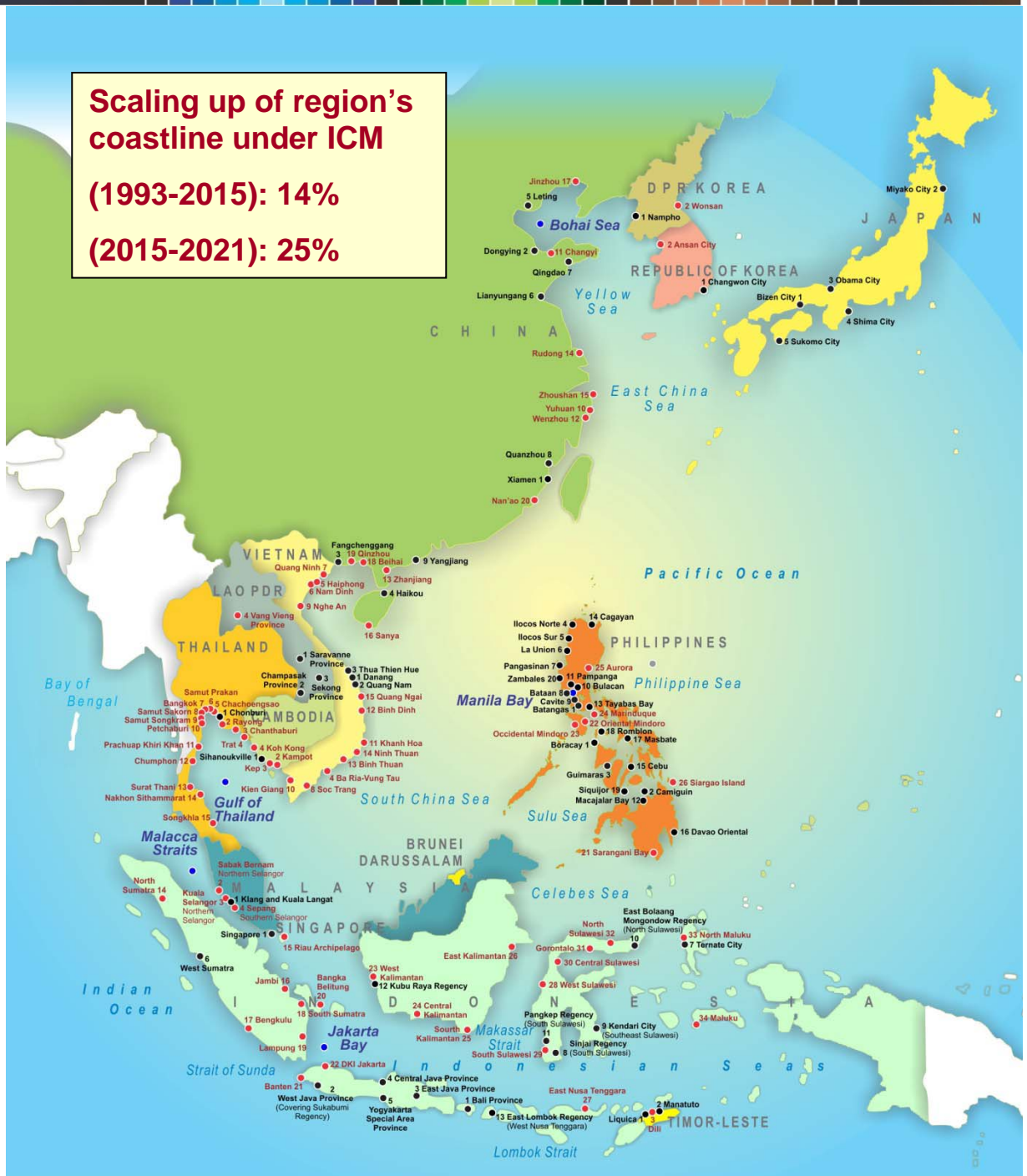
# PEMSEA's mission.

To foster and sustain healthy and resilient oceans, coasts, communities and economies across the Seas of East Asia through integrated management solutions and partnerships.

**Focus:** marine pollution prevention and management

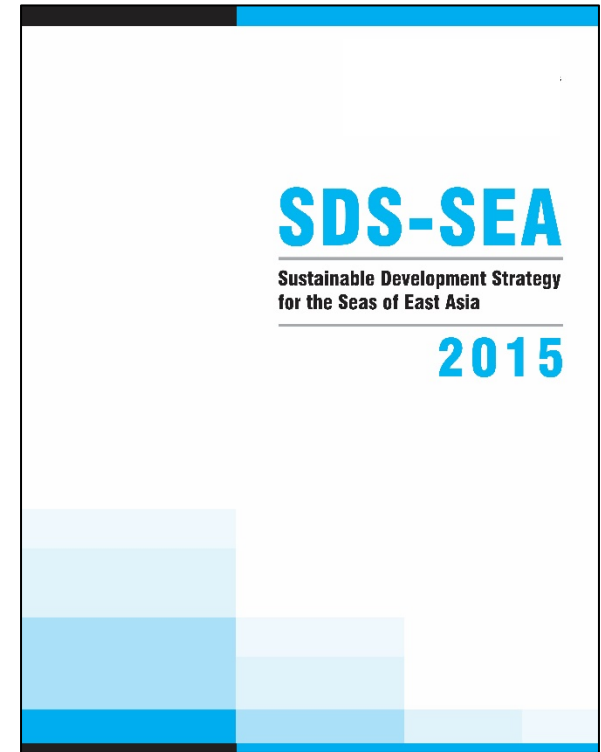
**Focus:** coastal and ocean governance, habitat restoration and management/MPAs, climate change adaptation/disaster risk reduction, sustainable fisheries, alternative livelihoods, integrated river basin and coastal area management

**(2015-2021): 25%**



# Sustainable Development Strategy for the Seas of East Asia

- Regional declaration of commitment to implement a shared vision, adopted by 14 countries
- SDS-SEA 2015 incorporates new and emerging priorities at the global level, e.g., SDGs, Aichi Biodiversity Targets, Sendai Framework, UNFCCC
- New “ADAPT” strategy and action program on climate change and disaster risk reduction and management
- Promotes sustainable economic development towards a blue economy through the application of integrated coastal management (ICM)
- Advances the role of partnerships and innovative financing (e.g., blue carbon) as a means of achieving sustainable development and blue economy objectives





# A Platform for Regional Knowledge Management

## **Building a knowledge management platform to facilitate knowledge sharing and investment in integrated coastal management**

- Under GEF/World Bank Project on Applying Knowledge Management to Scale up Partnership Investments for Sustainable Development of LMEs of East Asia and their Coasts (2013-2016)

### **Objectives**

- Promote sustainable development and improved livelihoods of local populations through ICM and ecosystem based management
- Facilitate knowledge exchange among ICM projects in the region
- Assist national and local governments in developing investment-ready ICM projects and facilitate ICM investment
- Provide support services to ICM projects in the region

### **Components**

- E-Library Knowledge Sharing Portal, e.g., best practices, case studies, manuals
- Online Tools, e.g., online State of the Coast reporting, investment assessments
- Communities of Practice and Support Services, e.g., online services directory





# A Platform for Regional Knowledge Management

## Target Users:

- Development projects (e.g., World Bank)
- Policymakers, planners and managers at the local and national levels
- Investors
- Supporting service providers, e.g., ICM experts, technology providers, social enterprise incubators, etc.

## Initially working with designated World Bank projects in China, Philippines, Indonesia and Vietnam

1. Philippines Climate Change Adaptation Project (PhilCCAP)
2. Philippine Rural Development Project (PRDP)
3. Capturing Coral Reef & Related Ecosystem Services (CCRES)
4. Guangdong Agricultural Pollution Control Project
5. Coral Reef Rehabilitation and Management Program - Coral Triangle Initiative (COREMAP-CTI)
6. Coastal Resources for Sustainable Development (CRSD)

*\* Will eventually scale to include any ICM-focused projects in the region*



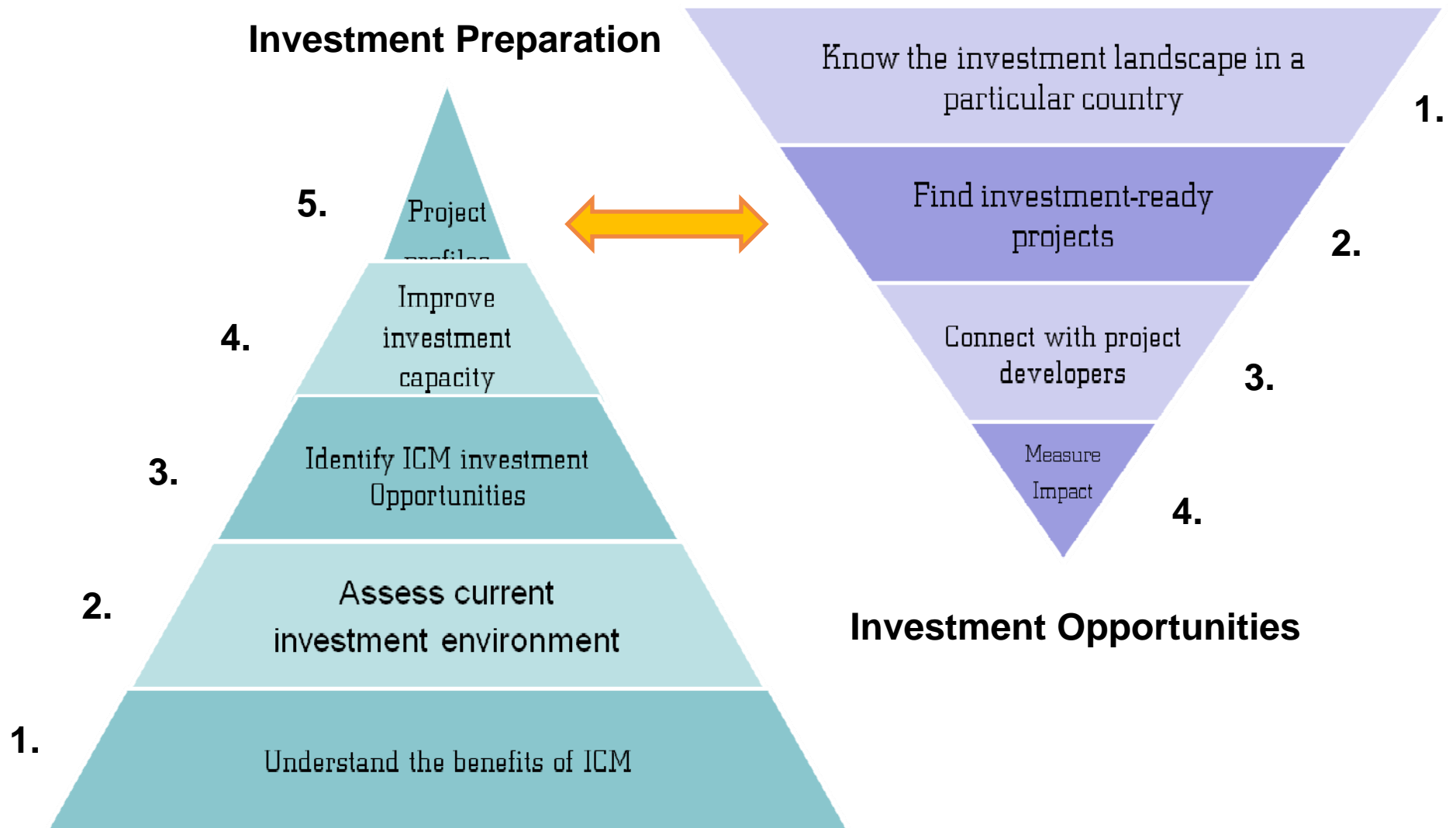
# Scaling Up Investment through Knowledge Management

## **Facilitate investment in blue economy and integrated coastal management (ICM)**


- Design based on extensive research of investment landscape in East Asia, similar services, gaps and needs (interviews of numerous of investment experts)
- Range of activities that require (or could scale with) input of investment capital
- Range of funding sources (e.g., donors, impact investors, development banks) and investment mechanisms (e.g., grants, equity investment, loans)
- No shortage of investment capital, but investors have difficulty sourcing quality, investable projects
- Platform will focus heavily on helping projects become more investment-ready
- Should not reinvent or compete with existing platforms/services, should complement these by addressing gaps, making connections




# Features for Scaling Up Investment





# Seas of East Asia Knowledge Bank




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PEMSEA support networks



**State of the Coasts Reporting System**  
Local governance and sustainable development indicators



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## 1) UNDERSTANDING INTEGRATED COASTAL MANAGEMENT

Coastal management issues cut across sectors — e.g., the aquaculture sector, if not properly zoned, could affect ship navigation routes and tourism sites. The conventional, sectoral management approach, which addresses these challenges separately on a sector-by-sector basis, is typically not sufficient for solving complex problems in coastal areas.

Integration and coordination of various coastal and marine management efforts is the major objective of the integrated coastal management (ICM) approach. **ICM addresses the governance of human activities affecting the sustainable use of goods and services generated by coastal and marine ecosystems.** This approach overcomes the limitations of conventional sectoral management through the following:

- Facilitating better understanding of the uniqueness of the coastal resource system. Through an integrated management approach, ICM reminds the various stakeholders that diverse sectors are involved in ensuring coastal areas' sustainability, since their collective activities affect the overall ecosystem. In contrast, single-sector management often fails to consider the various impacts of multiple uses of coastal resources.
- Integrating ecological, social and economic information. This ensures that management strategies formulated under ICM are responsive to the multiple users and uses of coastal resource systems.
- Promoting interdisciplinary approaches and cooperation among users and beneficiaries to address complex development issues. Through coordination, coastal management efforts by various stakeholders are not duplicated or conflicting, ensuring a more efficient and effective management system.

ICM helps local governments to achieve social and economic development targets in a number of areas—pollution reduction and waste management; food security and livelihood management; water use and supply management; habitat protection, restoration and management; and natural and man-made hazard prevention and management.

### Pollution reduction and waste management in Xiamen, China

The Xiamen waterfront has become a model for ecological and economic success. Three cycles of ICM implementation have provided increased access to the beach and seas for leisure and tourism, cleaner lakes and bays for residential real estate, a venue for industries and a home for rich biodiversity. Every dollar invested in ICM has returned seven dollars in economic benefit to the city.

### Food security and livelihood management in Chonburi, Thailand

ICM implementation enabled local communities to take a more active role in marine conservation and food security in Chonburi. With the support of local governments, concerned agencies, research institutions and private sector partners, local fishers and communities were

### Prepare for ICM Investments

- 1 Understand the Benefits of ICM Investment
- 2 Establish Enabling Environment for ICM Investment
- 3 Discover ICM Investment Gaps and Opportunities
- 4 Improve Investment-Readiness Capacity
- 5 Prepare ICM Investment Project Profile

Looking for more information? The e-Library contains a range of manuals, reports and case studies on ICM.

#### Sample ICM publications:

[Guidelines for Integrated Coastal Zone Management](#)

[Enhancing Coastal and Marine Management through Effective Information Management](#)

[Browse all ICM Publications](#)



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## 2) ESTABLISHING AN ENABLING ENVIRONMENT FOR ICM INVESTMENT

Investors must consider the level of risk in their assessment of potential investments. Aside from project-specific risk, the setting for an investment — including considerations like ease of doing business, available infrastructure, rule of law, and local management and enforcement capacity— can have a significant impact on overall investment risk. Proper governance is critical for establishing an enabling environment for investment in ICM sectors, such as ecotourism, energy, sustainable fisheries, coastal habitat restoration, climate resilience, marine pollution reduction, access to fresh water and others.

Governments must provide effective policies and regulatory regimes to establish stable governance and provide assurances of acceptable levels of risk to potential investors. At the national level, coastal and ocean policies can seek to achieve a wide range of objectives including establishment of institutional mechanisms, promotion of science and technology and advocacy for new development paradigms such as coastal use zoning. In a review of 12 countries implementing the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA), a total of 255 national ICM-related policies have been developed and implemented across the region governing habitats, oceans, food security and livelihood, pollution reduction, hazards, water resources, and disaster risk reduction and sustainable development.

### National and Local Alignment for Establishing Effective Coastal Governance

The Philippines demonstrates one example of effective coastal governance, where [Executive Order No. 533](#) adopts integrated coastal management as a national strategy to ensure the sustainable development of the country's coastal and marine environment and resources. Implementation of ICM programs under EO 533 includes [consideration of investment opportunities and sustainable financing mechanisms](#). Importantly, the implementation of coastal sustainable development strategies at the local level are aligned with the tenets of the Philippines' national strategy for integrated coastal management. Such local strategies, which include concrete, cross-sector actions to effectively manage resources, provide a stable foundation for developing investments in coastal and marine areas. For example, the Provincial Government of Bataan has developed a [Sustainable Development Strategy](#) and [Coastal Land and Sea-Use Zoning Plan](#) that are aligned with national policies and regional efforts through the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

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The e-Library contains a range of manuals and case studies on ICM policy development.

#### Sample ICM policy publications:

[The Development of National Coastal and Marine Policies in the People's Republic of China](#)

[Conditions Affecting the Success of Fisheries Co-management: Lessons from Asia](#)

[Browse all ICM Policy Publications](#)



# RAPID ASSESSMENT: ENABLING ENVIRONMENT FOR ICM INVESTMENT

Do you know if the city, municipality or province where you operate provides an enabling environment for ICM investment? Take this simple rapid assessment to learn more about the level of risk that potential investors may encounter investing in ICM projects in your area. Some items may require further investigation, so you may wish to review the questions ahead of time and/or complete the assessment with a team.

For each of the following 14 questions, please indicate whether the element in question is not true/established, partially true/established or completely true/established.

## 1. In what country are you located?

Viet Nam ▼

## 2. Is there a coastal profile and risk assessment completed and available to the public?

- ☒ No
- ☐ Partial
- ☐ Complete

## 3. Is there a coastal strategy and/or management plan adopted by the local government and available to the public?

- ☐ No
- ☒ Partial
- ☐ Complete

## 4. Is there a mechanism in place for monitoring and evaluation (M&E) of the health of coastal and marine ecosystems and communities?

- ☐ No
- ☐ Partial
- ☒ Complete

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Conditions Affecting the Success of Fisheries Co-management: Lessons from Asia

[Browse all ICM Policy Publications](#)

## ICM Policy Solution Exchange

Looking for best practices and answers to your questions about ICM policy? Visit the ICM Policy Solution Exchange to connect with local government and development planners with experience developing effective ICM policy.

[ICM Policy Solution Exchange](#)

## RESULTS: ENABLING ENVIRONMENT FOR ICM INVESTMENT

Thank you for taking the rapid assessment to learn more about the enabling environment for ICM investment in your local area! Based on your responses, your area **rates as moderate for ICM investment**.

Your area has a number of positive indications for policies, regulations, understanding of risks, strategies/plans, government coordination, processes, incentives and physical and financial infrastructure. In general, investors may perceive investments in your area as relatively less risky, but the level of risk could still be a challenge and may indicate higher cost from added diligence and management requirements. Initiating efforts in aspects of the assessment that were scored as not true, or fully completing other areas could help to reduce the perception of risk and establish a more inviting environment for investors to consider ICM projects. Specific areas to explore further may include:

- Coastal profile and risk assessment
- Coastal strategy and/or management plan
- Local development/investment plans and budgets with activities to develop coastal and marine areas
- Clear and enforceable laws and rules in place governing coastal activities, e.g., coastal use zoning, regulation of fisheries and aquaculture, permitting of extractive activities, etc.
- Clear and enforceable laws and rules in place governing investment and commercial activity, e.g., enforceability of contracts, competition/antitrust, labor, dispute settlement, acquisition of land and other assets, property rights, etc.
- Staffed, budgeted office/agency with capacity and programs for encouraging and assisting investment by the private sector, donors and other investors
- Incentives for encouraging investment in coastal areas, e.g., special economic zones, tax incentives, government guarantees
- Infrastructure supporting commercial activity, e.g., reliable electricity supply, adequate transport access by road, air and/or sea, etc.

It may also be useful to review data from The World Bank on ease of doing business in [Viet Nam](#)

For more information including manuals and case studies on ICM policy development, visit the [e-Library](#). Or for answers to your questions about ICM policy visit the [ICM Policy Solution Exchange](#) to connect with local government and development planners with experience developing effective ICM policy. For further assistance in developing an enabling environment for ICM investment, please contact PEMSEA at [info@pemsea.org](mailto:info@pemsea.org).

Now that you have a better understanding of policy, regulatory, infrastructure and other considerations for reducing the perceived risk of investing in ICM projects in your area, it's time to learn more about the specific types of ICM projects you might invest in.

[Retake Assessment](#)

[Discover ICM Investment Gaps and Opportunities](#)

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The e-Library contains a range of reports and case studies on ICM investment.

#### Sample ICM policy publications:

[Ecosystem-based fisheries management in small-scale tropical marine fisheries: Emerging models of governance arrangements in the Philippines](#)

[Whose sustainability? Top-down participation and emergent rules in marine protected area management in Indonesia](#)

[Browse all ICM investment publications](#)





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## 3) DISCOVER ICM INVESTMENT GAPS AND OPPORTUNITIES

A significant need exists for investment capital and expertise to scale up integrated management of coastal and marine areas. ICM investments are those that consider environmental and social impacts and build the long-term ecological, social and economic health of coastal and marine ecosystems and communities.

A number of mechanisms exist for ICM investment including traditional debt or equity investments, structured public-private partnership (PPP), impact investments and innovative new approaches such as green bonds, payments for ecosystem services, biodiversity offsets and revolving loan funds.

PEMSEA has identified ten investment categories that governments in the region have been identified as areas of need and opportunity:

1. ICM Development and Implementation
2. Coastal Transport
3. Ecotourism / Sustainable Tourism
4. Energy
5. Enterprise & Livelihood Development
6. Fisheries & Food Security
7. Habitat Protection, Restoration & Management
8. Natural / Man-made Hazard Prevention & Management
9. Pollution Reduction & Waste Management
10. Water Use & Supply Management

What are the potential investment gaps in your local coastal and marine areas? Where could investment benefit the ecological and economic health of your area? Take a simple rapid assessment to learn more about types of ICM investments and where you might consider investing. You may wish to review the assessment ahead of time and/or complete it with a team.

[Take Assessment](#) ➔

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#### **Sample ICM investment publications:**

[Catalysing Ocean Finance. Volume I: Transforming Markets to Restore and Protect the Global Ocean](#)

[Sustainable Fisheries Financing Strategies](#)

[Browse all ICM investment publications](#)

## RAPID ASSESSMENT: ICM PROGRAM INVESTMENT

For each of the following 21 items, please indicate whether the statement is:

- Not true/established/significant
- Somewhat true/established/significant
- Completely true/established/significant

1. Local plans have been developed for generating ecotourism/sustainable tourism revenue in coastal areas.

- ☒ No
- ☐ Somewhat
- ☐ Complete

2. Sufficient infrastructure is in place to support sustainable coastal tourism activities.

- ☐ No
- ☒ Somewhat
- ☐ Complete

3. Sufficient infrastructure is in place to support current and projected local energy demands from sustainable energy sources.

- ☐ No
- ☐ Somewhat
- ☒ Complete

4. Programs or resources are in place for encouraging and assisting development of coastal enterprises (e.g., business training, access to financing, etc.)

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## RESULTS: DISCOVER ICM INVESTMENT GAPS AND OPPORTUNITIES

Thank you for taking the rapid assessment to learn more about the potential investment gaps in your local coastal and marine area! Based on your responses and research of actual ICM programs in several countries across East Asia, you might consider the following areas for exploring development of ICM projects and investment:

### ICM Development and Implementation

A well thought out integrated coastal management (ICM) program forms the foundation for the sustained health of ecosystems, communities and economies in coastal and marine areas. Examples of investment in ICM program development you might consider include:

- ICM System Certification
- Development of a coastal strategy and implementation plan, including mainstreaming into local development plans
- ICM baseline assessments (e.g., strategy, status of coasts, socioeconomic conditions, livelihoods)
- ICM capacity building, marine ecosystem education, stakeholder engagement and coordination
- Marine spatial planning (practice and technology), integrating land and sea use zoning into local development planning
- Integrated river basin management including assessment, stakeholder engagement and capacity building

### Coastal Transport

Providing safe, reliable transportation that minimizes impact on the environment is critical for economically and ecologically sustainable development of coastal areas. Examples of coastal transport infrastructure investment you might consider include:

- Safe, secure and reliable transportation services for tourists (e.g., ferry service and piers)
- Route-to-market roads
- Large-scale port development, including safety, health and environmental management program
- Port Safety, Health and Environmental Management (PSHEM) System Certification

### Ecotourism / Sustainable Tourism

Beyond traditional tourism, ecotourism / sustainable tourism considers the health of the local environment and communities and provides a differentiated experience for tourists. Examples of ecotourism / sustainable tourism investment you might consider include:

- Marine sanctuary programs and facilities (e.g., watching/touring of birds, turtles, mangroves, dolphins, whales, sharks, rays, etc.)
- Recreational programs and facilities (e.g., surfing, sailing, snorkeling/SCUBA, cave trekking, fishing, historical tours, etc.)
- Ecotourism services skills development (e.g., boat operators, hospitality services, hygiene and sanitation standards)
- Sustainable / eco tourism certification

### Enterprise & Livelihood Development

Coastal areas can offer a variety of prospects for local communities to develop enterprises and livelihood opportunities. But oftentimes support is needed in the form of business skills development and financing. Examples of enterprise & livelihood development investment you might consider include:

- Enterprise development programs (e.g., business training, cooperative management, packaging/marketing products, etc.)

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Looking for more information? The e-Library contains a range of reports and case studies on ICM investment.

#### Sample ICM investment publications:

"Private Financing" for MPAs: Concrete Experiences

The Little Biodiversity Finance Book: A guide to proactive investment in natural capital

[Browse all ICM investment publications](#)

### ICM Technical Solution Exchange

Looking for the best practices and answers to your questions about integrated coastal management?

## 4) IMPROVE INVESTMENT-READINESS CAPACITY

Investments in ICM projects can come from a number of sources, including international development organizations, commercial finance institutions, corporations and private investors. To date, the track record for investment in coastal and marine conservation remains almost exclusively with program-related investment (PRI) through development organizations, foundations and public institutions. However, a handful of investment-related initiatives are looking to develop viable models that can generate financial return from improved coastal and marine ecosystem services.

For non-grant funding, investors will expect a financial return on their investment or repayment of debt with interest. However, some "impact investors" may also consider the environmental and social impact of their investments, and may be willing to sacrifice some level of financial return for positive impact.

### Aligning ICM Project Intent with Investor Expectations

Are you seeking funding or investment for an ICM project? Research shows that there is no shortage of investment capital available. The challenge investors express is in identifying quality, investible projects that meet their expectation for both financial and environmental and social return, within an acceptable level of risk.

The SEA Knowledge Bank can assess the investment-readiness of specific projects and provide feedback on how favorable a project may look to investors. Through this questionnaire, project owners can develop a better understanding of what investors expect across several important dimensions, along with the type of funding your organization is likely fit to pursue along with examples of such funding/investing organizations in the region.

[Take Assessment](#)

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#### Where is ICM investment happening in East Asia?

Learn about the state of financial funding flows to integrated coastal management sectors across the grant and investment capital spectrum in East Asia.

[Read the Investment Landscape Mapping in East Asia Report](#)





## RAPID ASSESSMENT: ICM PROJECT INVESTMENT READINESS

This assessment consists of 25 questions based on the actual process investors go through, and the questions they ask, in assessing whether to make investments in projects. The assessment focuses on 5 key dimensions of any project or enterprise that an investor must understand: 1) Business Model, 2) Market, 3) Organization, 4) Financial and 5) Social and Environmental Impact.

### A) Legal Entity

#### 1. What legal entity is your organization registered as?

- ☒ Privately owned company
- ☐ State-owned enterprise
- ☐ Private-public partnership
- ☐ Cooperative
- ☐ NGO / non-profit / charitable organization (assessing not-for-profit project)
- ☐ NGO / non-profit / charitable organization (assessing for-profit project)
- ☐ None of the above

The following questions apply to the specific product(s) and service(s) generated by the project or enterprise being assessed.

### B) Business Model Viability

#### 2. Have the end users been clearly identified for your product/service?

- ☒ Not Identified
- ☐ Partially Identified
- ☐ Clearly Identified

3. Would the end users have the ability/willingness to pay for your organization's product/service?

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## RESULTS: IMPROVE INVESTMENT

Thank you for taking the rapid assessment to learn more about your project.

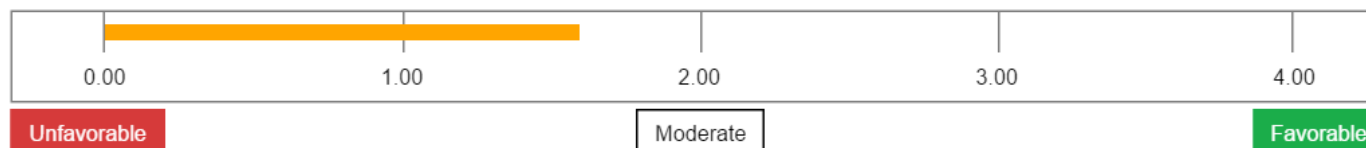
Based on your legal personality as a **privately owned company**, your results are indicated below in the diagram. Click on each circle to see examples of investors.



## Investment-readiness Scorecard

Based on your answers, the following scorecard provides an assessment of your project/enterprise across three dimensions.

### Business Model Viability



Based on your score, the viability of your project/enterprise business model should be assessed in more detail. Areas of focus should include:

- Identifying the end user for your product/service

### Equity Investments

Here are some investors that you may be interested in:

Investor Type	Example of Prominent Investors
Development Finance Institutions	Asian Development Bank (ADB) European Investment Bank International Finance Corporation (IFC) Japan International Cooperation Agency (JICA) U.S. Overseas Private Investment Corporation World Bank
Corporations and Investment Companies	Ayala Land Corporation Gia Hong Company Hung Duy Trading Import Export Transportation Company Magnum Group MPM Construction Investment and Development Company Phuo Cuong Group SM Investment Company Temasek Holdings
Private Equity and Venture Capital Funds	BioCarbon, Carlyle Group CLSA Capital Partners Global Environment Fund I Squared Capital KKR, Leopard Capital Livelihoods Fund LGT Venture Partners WM Capital

Close

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[Establish Enabling Environment for ICM Investment](#)

[Cover ICM Investment Gaps and Opportunities](#)

[Improve Investment-Readiness Capacity](#)

[Prepare ICM Investment Project File](#)

Library contains a number of resources for developing social enterprises.

**Enterprise development publications:**

[Creating Social Enterprise: A Practical Guide for Social Enterprise Development](#)

[Performance Measurement](#)

[Start Your Social Enterprise](#)

[Browse all social enterprise development publications](#)

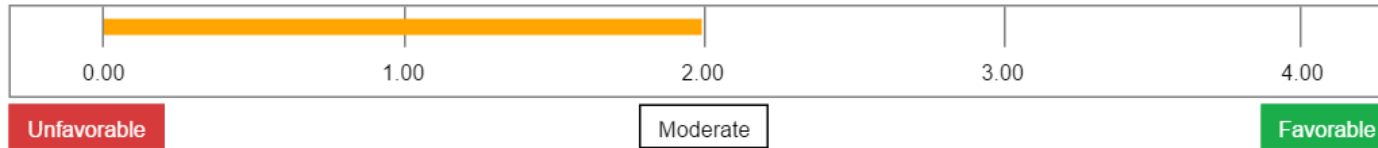
[Social Enterprise Development Service Providers](#)

Visit the directory of social enterprise development service providers



- Analyzing their ability/willingness to pay for your product/service in more detail
- Ascertaining the size of your customer audience and expected growth demand for your product/service
- Understanding significant trends for your industry over the next 3 years.

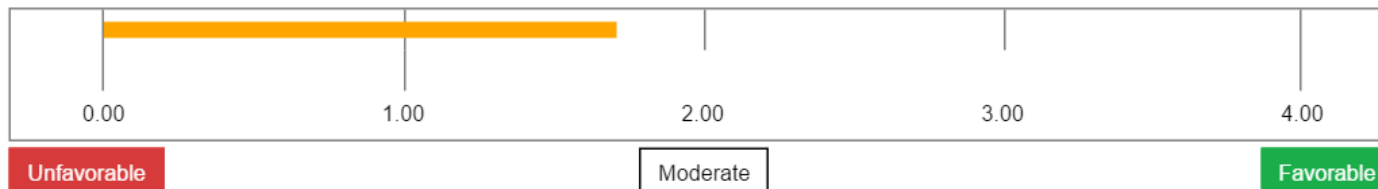
## Market Competition



Based on your score, the competition appears to be favorable for your project/enterprise. However, your organization may consider efforts to further strengthen the competitiveness of the project/enterprise. Areas of focus could include identifying:

- Ways of differentiating your product/service from the competition
- Ways of reducing or phasing your start-up capital requirements and/or fixed costs

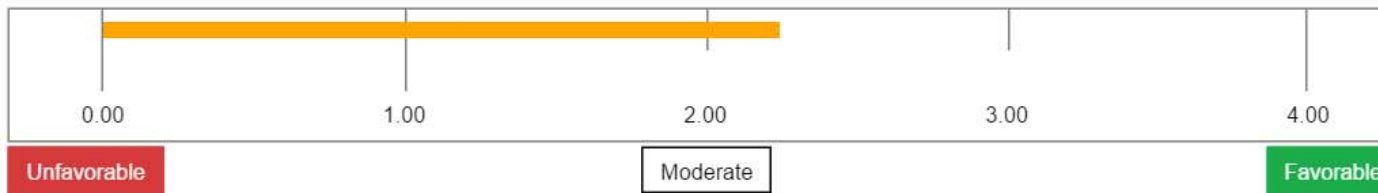
## Organization and Human Resources



Based on your score, It appears that the organization is likely inadequately prepared for the project/enterprise. However, your organization may consider:

- Changing its legal form if it is not already conducive for equity and/or debt capital
- Obtaining more guidance on management functions (Production, Procurement, Sales, Admin)

## Financial Sustainability



Based on your score, It appears that your project/enterprise is financially sustainable. However, your organization may consider:

- Preparing a Profit & Loss forecast for the next three to five years

providers to help build your social enterprise towards investment readiness.

**Sample social enterprise development service providers:**

[Shujog](#)

[Asian Social Enterprise Incubator](#)

[Browse all social enterprise development service providers](#)

## 5) PREPARE ICM INVESTMENT PROJECT PROFILE

Project Title

Description

Development Objectives

### Contact Details

Project Contact Name

Phone

Email Address

### Expected Start Date

Date

11/09/2015

Duration

Geographic Coverage/Location

### Prepare for ICM Investments

- 1 Understand the Benefits of ICM Investment
- 2 Establish Enabling Environment for ICM Investment
- 3 Discover ICM Investment Gaps and Opportunities
- 4 Improve Investment-Readiness Capacity
- 5 Prepare ICM Investment Project Profile



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## 1) NATIONAL ICM INVESTMENT LANDSCAPES

As you consider potential investment in East Asia, basic questions may arise around the overall investment landscape in particular countries. To help answer these questions, the SEA Knowledge Bank provides summaries of policies, procedures, national agencies and more guiding and impacting investment in each country.

The beta version of the SEA Knowledge Bank focuses on four countries: [China](#), [Indonesia](#), [the Philippines](#) and [Vietnam](#). Additional countries will be added as the SEA Knowledge Bank portfolio continues to expand.

Policies, procedures, organizations and even government agencies change regularly across multiple countries, so we welcome your input and updates on these investment landscapes at [info@pemsea.org](mailto:info@pemsea.org).



### Find ICM Investment Opportunities

- 1 Understand the Investment Landscape
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# ICM INVESTMENT LANDSCAPE: VIETNAM

Find ICM Investment Opportunities



## Investment Landscape Snapshot – Vietnam

### Overview

Vietnam is projected to see 6.4% growth in 2015.<sup>1</sup> Since its transition from a socialist economy to a free market in 1986, the country has shifted its focus towards manufacturing and services, powered by its young population.<sup>2</sup> While the government holds significant influence over business dealings, it has made efforts to reduce its intervention in business by opening up State Owned Enterprises to private investment.

Vietnam's credit ratings have improved through the years, increasing investors' confidence. As of Q4 2015, Vietnam's S&P's credit rating was at BB-, Moody's B1 and Fitch BB-.<sup>3</sup> In terms of ease of doing business, The World Bank ranks Vietnam 90th out of 189 economies, 8th in the East Asia region.<sup>4</sup>

State-owned enterprises contribute significantly to Vietnam's output, but according to one report, the country needs new sources of growth and innovation to stay ahead.<sup>5</sup> The country needs new infrastructure worth \$400 billion to sustain growth through 2020.<sup>6</sup>

### Public-Private Partnership

PPPs are viewed by Vietnam as a strategy to deliver public goods. A Project Development Facility (PDF) was established to develop bankable and commercially viable PPPs through pre-feasibility studies, full feasibility studies and the engagement of transaction advisors who structure deals to bring to the private sector for bidding.<sup>7</sup> The Asian Development Bank (ADB) and Agence Française de Développement (AFD) provided a \$30 million loan for the PDF.<sup>8</sup> The Viability Gap Fund is expected to provide up to \$1 billion of state contribution required to develop PPP projects, expected to be ready by the end of 2015.

### Ministries

The Ministry of Planning and Investment leads Vietnam's efforts on PPP. Other members of any PPP task force include the Ministry of Finance, Ministry of Justice and Vietnam State Bank. Certain state agencies propose and oversee projects relevant to their area of focus.<sup>9</sup>

<sup>1</sup> <http://country.eiu.com/vietnam>

<sup>2</sup> McKinsey MGI Sustaining Growth in Vietnam 2012

<sup>3</sup> <http://www.tradingeconomics.com/vietnam/rating>

<sup>4</sup> <http://www.doingbusiness.org/rankings>

<sup>5</sup> McKinsey MGI Sustaining Growth in Vietnam 2012

<sup>6</sup> [http://www.infracosia.com/images/library/files/Industry%20News/Vietnam\\_asks\\_state\\_Ministries\\_to\\_review\\_lists\\_of\\_PPP\\_projects.pdf](http://www.infracosia.com/images/library/files/Industry%20News/Vietnam_asks_state_Ministries_to_review_lists_of_PPP_projects.pdf)

<sup>7</sup> [http://adb.org/projects/details?page=overview&proj\\_id=44507-002](http://adb.org/projects/details?page=overview&proj_id=44507-002)

<sup>8</sup> <http://www.adb.org/news/briefs/vietnam-additional-financing-public-private-partnership-project-development-facility>

<sup>9</sup> [http://www.infracosia.com/images/library/files/Industry%20News/Vietnam\\_asks\\_state\\_Ministries\\_to\\_review\\_lists\\_of\\_PPP\\_projects.pdf](http://www.infracosia.com/images/library/files/Industry%20News/Vietnam_asks_state_Ministries_to_review_lists_of_PPP_projects.pdf)

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Read country profiles for Vietnam from the [Economist Intelligence Unit](#) and [The World Bank](#). Vietnam also provides a [Portal on Foreign Investment Procedures](#).

Read the [Investment Landscape Snapshot for Vietnam](#) to learn more about:

## 2) ICM INVESTMENT PROJECT DATABASE

The Integrated Coastal Management (ICM) Investment Project Database contains a catalogue of ICM projects being developed by local governments, development agencies and other organizations across East Asia. Its purpose is to offer a pipeline of ICM projects to the investment community from the vast amount of work already being conducted in the region. Project developers can use the SEA Knowledge Bank to help 1) [improve the enabling environment for investment](#) in their area to reduce risks, 2) [identify ICM investment gaps and opportunities](#) and 3) [develop their capacity to offer investment-ready projects](#).

The profiles in this database provide a snapshot of projects and potential investments. Some projects provide more detailed information such as business plans, pre-feasibility studies or investment proposals as attachments. Browse and search to identify projects of potential interest. Project contact details are provided for following up with project developers for further diligence.

In addition to contacting project developers, you can also learn about opportunities to connect with projects and other investors through live forums and other events through the SEA Knowledge Bank.

[Connect with Project Developers and Investors](#) ➔

### Search by Project Title

Search

Project Title	Location	Categories	Total Investment	Expected Start Date
<a href="#">Panobolon Unified Fisherfolks Association's Seaweed Production and Marketing Enterprise</a> 🔗	Panobolon, Nueva Valencia, Guimaras, Philippines	Enterprise & Livelihood Development Fisheries & Food Security Habitat Protection, Restoration & Management	836 864.00 PHP	February 15, 2016
<a href="#">Septage and Sludge Treatment Facility in Da Nang City</a> 🔗	Danang City, Vietnam	Energy Habitat Protection, Restoration & Management Pollution Reduction & Waste Management	91 665.00 VND	March 01, 2016

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## PANOBOLON UNIFIED FISHERFOLKS ASSOCIATION'S SEAWEED PRODUCTION AND MARKETING ENTERPRISE

### Contact Details

**Project Contact Name:**

Ulysses Triambulo

**Email Address:**

ulysses.triambulo@prdp.org

**Phone:**

+63 (02) 928-8762

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**Description:**

For the Municipality of Nueva Valencia, annual income of a fishing household is estimated at PhP 75,615.00. Fishing is not considered anymore a profitable endeavor. However, Panobolon as an island barangay, almost 90% of its population depends on the sea for living. Farming of seaweeds is considered as the most environmentally sound, sustainable, profitable and productive form of livelihood among the coastal communities. The Municipality of Nueva Valencia is considered as one of the top producers of seaweeds in the Province with Panobolon as the main source of raw dried seaweeds. The coastal area surrounding the island barangay was technically feasible for seaweed culture and was declared as Mariculture Zone of the Municipality. The only constraint was the lack of capital to support production.

**Development Objectives:**

The main objective of the enterprise is to increase the annual income of the members by 51%.

**Expected Start Date:**

Monday, February 15, 2016

**Duration:**

5 years

**Geographic Coverage/Location:**

Panobolon, Nueva Valencia, Guimaras, Philippines

**ICM Investment Category:**

Enterprise & Livelihood Development  
Fisheries & Food Security  
Habitat Protection, Restoration & Management

**Legal and Management Structure:**

Panobolon Unified Fisherfolks Association (PUFA), is a legitimate fisherfolk association, registered at the Department of Labor and Employment, Region VI, Iloilo – Guimaras Field Office, with Registration Number R0605-201202-WA-002, on February 20, 2012. The association is accredited in the Office of the Barangay Council of Panobolon, Municipality of Nueva Valencia, Guimaras.





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## 3) CONNECT WITH PROJECT DEVELOPERS AND INVESTORS

Project investment can be a complex and lengthy process. Only so much can be accomplished in an online format, and the goals of the SEA Knowledge Bank for facilitating investment in ICM projects are simple:

1. **Bring to the surface and help facilitate development of investment-ready projects emerging from local governments, development agencies and other organizations; and**
2. **Aggregate and make these projects easy to discover for investors.**

Once an investor identifies a potentially interesting project on the platform, the next step is connecting with the project developer to gather more information and further explore investment potential. It quite possible that more work will be needed to move projects along including feasibility studies, ICM expertise and more.

PEMSEA can help facilitate development of ICM projects including technical assistance, capacity development and advisory on policy, governance and other dimensions of the project, to help lower investment risk. For more information, contact PEMSEA at [info@pemsea.org](mailto:info@pemsea.org).

As the SEA Knowledge Bank continues to evolve, we plan to host regular investment forums featuring projects on the platform. These forums will serve to connect investors with project developers, discuss relevant ICM investment issues and explore other potential initiatives and areas for investment.

Measure Impact 

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A GEF/World Bank Medium-sized Project implemented by PEMSEA (2014-2016)



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## 4) MEASURING THE IMPACT OF ICM INVESTMENT

Investments in sustainable coastal and marine development are undertaken with an intent to generate positive environmental and social impact, along with a financial return. As the impact investing community well knows, one of the core needs—and ongoing challenges—is development of practical and meaningful metrics for performance of impact investments.

Metrics have been developed by a number of groups. Perhaps the best known is [IRIS](#), managed by the [Global Impact Investing Network \(GIIN\)](#), which includes a catalog of metrics across several sectors such as land conservation, water and environment.

Along with these efforts, many groups are working to improve the availability of data for monitoring and managing the health of coastal and marine ecosystems—metrics such as mangrove coverage, biomass in a fishery or percentage loss of coral reefs.

PEMSEA developed a [State of the Coasts \(SOC\)](#) reporting system to help governments and other organizations monitor and report on implementation of their integrated coastal management (ICM) programs, including impacts and benefits. The SOC enables documentation and measurement of the effectiveness of policy and management interventions in support of sustainable coastal development. The SOC includes 35 simple, meaningful core indicators to evaluate the impact of ICM implementation over time. These measurable indicators are used to monitor social, economic and environmental changes in coastal systems.

In a future phase of the SEA Knowledge Bank, PEMSEA would like to develop a set of impact metric for investment in sustainable coastal and marine development. We are looking to partner with other organizations in developing these metrics, and invite any interested organizations to contact us at [info@pemsea.org](mailto:info@pemsea.org).

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## Questions and Feedback on Platform Design

**How can this platform best support project developers and investors to facilitate investment in integrated coastal management and blue economy?**

1. What features would be most useful for project developers?
2. What features would be most useful for investors?
3. What features aren't yet included that would be useful (gap/barriers to address)?
4. How can the platform complement other platforms and services?