

PEMSEA EC Meeting Report 15

PROCEEDINGS OF THE FIFTEENTH EXECUTIVE COMMITTEE MEETING

Manila, Philippines

18 – 19 November 2014



Partnerships in Environmental Management for the Seas of East Asia

15th Executive Committee Meeting Manila, Philippines 18-19 November 2014

MEETING SUMMARY AND RECOMMENDATIONS

Agenda Item	Discussion	Recommendation/ Action
Agenda Item 1.0: Adoption of the Agenda (EC/14/DOC/01)	 The Council Chair opened the meeting by welcoming the members of the Executive Committee. The PRF ED also welcomed the EC members, as well as a representative of the Ministry of Oceans and Fisheries, RO Korea, and consultants who are working on the rebranding of PEMSEA. The PRF ED briefed the meeting on the key items for discussion and proposed changes in the sequence of the meeting agenda to accommodate the availability of the 	The provisional agenda was adopted with minor modifications in the sequence of agenda items.
	 consultants. With regard to Agenda Item 4.0, namely the Proposal from the Ministry of Oceans and Fisheries (MOF), RO Korea, to sign a new Cost-Sharing Agreement (CSA) with PEMSEA and second an officer from MOF to PEMSEA Resource Facility (PRF), the Council Chair emphasized the need to clarify the purpose and focus of the agenda and to ensure that it is within the scope of the terms of reference (TOR) and mandate of the Executive Committee (EC). 	Regarding Agenda Item 4.0, the EC meeting decided to focus the discussion on the implications of the proposal from MOF, RO Korea, on the CSA for voluntary contribution and sustainability of the PRF Core Group, while the secondment of an officer is a matter between MOF
	 It was noted that Section 3.2.f of the EC Rules of Procedure allows the EC to "make decisions on behalf of the Partnership Council on matters relating to the operations of the PEMSEA Resource Facility." In this regard, the EC emphasized that Agenda 4.0 will focus on the aspect of the proposal that is relevant to the self- sustainability of PEMSEA and the principles of the CSA, while specific issues and management details pertaining to 	and the PRF ED.

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	secondment of an officer will be the responsibility of the PRF Executive Director (ED) and the MOF.	
Agenda Item 2.0: Summary of Major Recommendations from the 14 th Executive Committee Meeting and Decisions of the 6 th EAS Partnership Council Meeting (EC/14/DOC/02)	 The EC noted the actions taken, in particular: Headquarters Agreement The Council Co-Chair updated the EC on the result of his discussion with Sen. Miriam Defensor-Santiago, Chair of the Philippine Senate Committee on Foreign Relations, and confirmed that the Senate review of the HQA has been re-scheduled to January 2015. The meeting was also informed that with assistance from the PRF, Usec. Analiza Teh, Intergovernmental Session Chair, has issued a letter to the Senate to follow up on the schedule. The EC noted with appreciation the efforts undertaken to pursue the HQA and its ratification by the Philippine Senate. In light of the pending ratification of the HQA, the EC was advised of the implications on the immunities and privileges particularly of the international PRF officers. To address the issue, the PRF has already requested the UNDP to issue visa extension to PRF's international officers. Issue related to taxation was not deemed a concern as PEMSEA has already been recognized by the Philippine Bureau of Internal Revenue (BIR). GEF/UNDP Project The EC expressed appreciation to UNDP and commended the PRF for facilitating the signing of the Project Cooperation Agreement (PCA), which 	Headquarters Agreement With the support from the Intergovernmental Session Chair and Council Co- Chair, the PRF will coordinate closely with the Department of Environment and Natural Resources (DENR) regarding the HQA ratification and report back the progress to the next EC meeting. The PRF will coordinate with UNDP regarding the issuance of visa extensions for the two international officers of PEMSEA.
	is a major milestone that allows the PRF to assume the role of Executing Agency, including full responsibility for negotiating and signing agreements and contracts with partners, donors,	

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	 project staff and contractors. It was noted that six percent of administrative fee has been allocated in the project budget of GEF/UNDP Project on Scaling up SDS-SEA Implementation to cover direct and indirect costs associated with being an Executing Agency. The EC was informed that the project inception phase is for six months beginning September 2014, and that corresponding work plan and budget for 2014 has been developed and submitted to UNDP. With regard to the preparation of work plan and budget and in line with the 6th PC decision, the PRF will develop a two-year work program for presentation in the 7th EAS PC Meeting in June 2015. 	
	 Lifeweb Project Proposal The EC expressed appreciation to MOF, RO Korea for sponsoring the PEMSEA-ACB-CBD Lifeweb Partners Roundtable held in Pyeongchang, RO Korea in October 2014. The EC noted the successful conduct of the Roundtable and that the PRF will continue to coordinate with the ASEAN Center for Biodiversity (ACB) and Convention on Biological Diversity (CBD) Secretariat on the follow on steps needed to finance the project. World Bank/PEMSEA Knowledge Management Project The EC was informed of the appring 	Lifeweb Project Proposal The PRF will follow up with ACB and CBD Secretariat on further actions needed to facilitate the country endorsements and implementation of the Lifeweb Project on Achieving Aichi Targets through ICM
	 The EC was informed of the ongoing project activities, the World Bank project review, and the interactions with investment projects in Vietnam, Indonesia, Philippines and China related to the development of a regional Knowledge Management platform. 	

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	 4th APEC Ocean-Related Ministerial Meeting – Xiamen Declaration The PRF ED informed the meeting of PEMSEA's participation in the 4th APEC Ocean-Related Ministerial Meeting, in Xiamen, China, in August 2014. The PEMSEA delegation was led by the Chair Emeritus, Dr. Chua Thia-Eng. The Technical Session Co-Chair emphasized the recognition given to ICM implementation in the Xiamen Declaration, as adopted during Ministerial Meeting. In line with this, the meeting was advised of the opportunity for PEMSEA and its Country Partners, who are also members of APEC, to avail of funding for projects that are relevant to the implementation. Japan, in particular, has already secured funding of USD 120,000 for the 2014 tranche under the initiative on Blue Economy. 	 4th APEC Ocean-Related Ministerial Meeting – Xiamen Declaration The PRF was requested to: Collaborate with the Japanese Government in developing a project proposal for submission to APEC Secretariat; and Notify the Country Partners of the collaborative opportunities in the Xiamen Declaration where PEMSEA has expertise, and provide ideas of possible project proposals for consideration under the APEC funding, and submit the project proposal to APEC in 2015.
Agenda Item 3.0: EAS Congress and Ministerial Forum 2015 (EC/14/DOC/03)	 The EC noted with appreciation the confirmation of Danang City as host of the EAS Congress and MF 2015. International Conference In developing and finalizing the International Conference programme, it is important to ensure a good flow of session discussions and avoid overlaps. Scheduling of events should also be planned carefully. It was highlighted that lesser number of parallel workshops will help promote better participation and focus. There is a need to highlight climate change as it is a crucial issue globally, particularly in light of the next UNFCCC COP scheduled for November 30, 2015 in Paris. For Session 3, it was suggested to look into the possibility of getting the Chair of Singapore's Center for Liveable Cities as possible speaker, apart from inviting the Center to also serve as 	International Conference Framework Programme: The PRF was requested to: • Carefully review the Framework Programme and ensure a good flow and linkage of the international conference sessions and workshops; • Modify Session 2 to include and highlight climate change as a crucial issue and, with the assistance of the Council Vice Chair, seek a plenary

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	workshop convener. In identifying speakers and panellists, it is integral to include experts/eminent persons from Vietnam. 	 keynote speaker that is well-known in the field of climate change and sustainable development Ensure that experts or eminent persons from Vietnam are involved in the plenary panel discussions as well as in various workshops.
		The Executive Committee members were encouraged to provide suggestions on possible plenary keynote speakers
	 Youth Forum Apart from the triennial YF, the value of having continuity and activities engaging the youth within PEMSEA was underscored In securing sponsors for the YF, it may be beneficial to link the initiative of securing business partners with the Congress events such as the YF. It was suggested to look also into other organizations' efforts related to youth to get more ideas on how to strengthen engagement of youth (i.e., WBCSD future leaders team) The proposal to bring in inspiration from a successful youth politician, entrepreneur, scientist, environmentalist and successful former YF delegates was well-received. 	 Youth Forum: The PRF was requested to: Explore the possibility of linking the initiative of engaging the business sector in supporting events of the EAS Congress (i.e., YF); and Review the Youth Forum to facilitate continuity and regular youth engagement within PEMSEA apart from the triennial YF.
	 Ministerial Forum It is crucial that more efforts be put into the organization and promotion of the MF and to make it as a must-go event for Ministers and senior officials of the region. The proposed meeting between Ministers and CEOs is an important and promising undertaking. It is important to exert more efforts to entice the CEOs to come and appreciate the value of this event. 	<i>Ministerial Forum:</i> The PRF was requested to take additional efforts to ensure the success of the Ministerial Meeting with CEOs and its link with the launching of the PEMSEA Business Network.

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	 The initiative related to the establishment of a PEMSEA Business Network (PBN) and identification of possible founding members can be linked with the MF event by providing the PBN founding members the opportunity to interact with the Ministers. 	
Agenda Item 4.0: Proposal from the Ministry of Oceans and Fisheries of RO Korea (EC/14/DOC/04)	 The proposal was introduced by the PRF ED, and Ms. Joon Young Chang as representative of MOF, RO Korea. The EC reiterated their appreciation to China, Japan and RO Korea for their continuing support to PEMSEA over the years particularly under the CSA. Ms. Chang explained that the MOF is requesting that current CSA between UNDP and RO Korea be changed into a CSA between PEMSEA and RO Korea with the provision that part of the support will be allocated to a Korean seconded officer. Ms. Chang further informed members of the monitoring mechanism within the Government of RO Korea. She also suggested the need for further clarification of the position of a seconded officer. The EC emphasized that the existing CSAs between China, Japan and RO Korea and UNDP are providing voluntary contributions from the countries to support the PRF Secretariat operations in general. The existing CSAs do not include considerations for seconding officers from the contributing countries. The EC underscored the need to maintain the principles of the current CSAs with UNDP and ensure that these principles are applied equally to the contributing countries. 	The EC expressed the desire to maintain consistency in the objectives and principles of the cost-sharing agreements that were signed with China, Japan and RO Korea in 2007. As a consequence, the RO Korean delegation was requested to consider the possibility of signing two agreements with the PRF. One agreement would be a cost-sharing agreement that is consistent with the objectives and principles of the original cost-sharing agreement that was signed with UNDP in 2007. The other would be an agreement between the MOF and the PRF ED concerning the secondment of a Korean officer to PEMSEA.

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Agenda Item 5.0: PRF Executive Director's Post (EC/14/DOC/05)	The EC held a closed-door discussion on the agenda item.	The Executive Committee agreed on the appointment of Mr. Adrian Ross as the Executive Director for a regular term of three (3) years. The issue of whether this regular term of three (3) years includes his appointment for one year in 2014, will be finalized after discussions and agreement between the Partnership Council Chair and the Ministry of Oceans and Fisheries, RO Korea, by December 31, 2014.
Agenda Item 6.0: PEMSEA's Brand Guidance Report (EC/14/DOC/06)	 The consultants, Ms. Peachy Pacquing and Mr. Cris Mora, presented the PEMSEA Brand Identity Book. It was emphasized that the brand guidebook is an internal document that would serve as a reference material codifying the key principles of PEMSEA. This will also help ensure that all materials and campaigns to be developed or launched by the organization would be consistent with PEMSEA's key principles. The EC concurred that the proposed Vision and Value Proposition are on the right track, however, the Mission requires further modification in order to reflect the uniqueness and compelling value of PEMSEA, including: Collective partnership; Local mobilization and ownership; Getting things done on-the-ground; and Networking. The EC emphasized the need to review the various elements of the guidebook and to prioritize the substance capturing the key essence of PEMSEA, and capitalize on the successful story of PEMSEA that is marketable. In general, it was felt that the 	 The PRF was requested to: Focus on branding statements for promotion of PEMSEA Services and the PEMSEA Business Network to targeted customers, companies, investors and foundations; Review the elements of the PEMSEA brand guidebook and ensure that the uniqueness and compelling value of PEMSEA are highlighted. In particular, reprofile the mission statement to reflect partnership, local ownership, leadership, networking, and actions on the ground which characterized PEMSEA over the past two decades and will continue to deliver in the years ahead;

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	 PEMSEA branding needs to be more "edgy and dynamic." The EC further underscored the need to ensure that the guidebook will be easy to understand. The EC recognized the rationale behind the elements and rendition of the new PEMSEA logo, and the need to update the old logo, giving it a look that will appeal to various audiences. 	 Test the proposed elements of the brand guidebook (i.e., Vision, Mission, Value proposition and logo) to a wider audience to generate more suggestions and further strengthen the guide book; and Refine and condense the brand statements into one or two pages for submission and review at the 16th EC meeting in March 2015.
Agenda Item 7.0: Implementation of the Strategy and Implementation Plan for Achieving a Self-Sustained PEMSEA (EC/14/DOC/07)	 The consultant, Mr. Ryan Whisnant, presented the meeting document. PEMSEA Business Network (PBN) The EC was informed that initial discussion and presentation of the PBN has been undertaken with San Miguel and Petron companies based in the Philippines, which resulted to positive feedback. Both companies also have their respective foundations which have been involved in some of PEMSEA's ICM initiatives. The EC emphasized that the call for voluntary contributions from PEMSEA's self-sustainability will always remain. However, various options should be explored since current voluntary contributions. The PBN initiative is seen to have relatively low risk with an annual investment of USD 26,000. The PBN is considered as a valuable means not only to engage the business sector in PEMSEA initiatives, but will also be beneficial to strengthening the capacities of the business sector in the region in working together with governments and communities towards a blue economy and addressing 	 The PRF was requested to: Strengthen PEMSEA's unique value proposition by underscoring the benefits brought about to youth, international companies, local communities and other stakeholder groups; Include policy advice in the list of PEMSEA Services; Emphasize the role of PEMSEA Partner Countries to identify and engage companies as members of the PEMSEA Business Network (PBN); and Proceed with testing the business plans for the PBN and PEMSEA Services and report results to the 16th EC Meeting.

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	 emerging concerns and impacts brought about by environmental issues as well as climate change, thus going beyond typical Corporate Social Responsibility (CSR) approaches. The EC emphasized that the PBN need not be a standalone initiative but should be linked to various initiatives of PEMSEA. PEMSEA Services Apart from the services outlined in the document, the strength of PEMSEA in 	
	providing policy advice on coastal and ocean governance and management should also be highlighted.	
Agenda Item 8.0: Updating the SDS-SEA (EC/14/DOC/08)	 The PRF Programme Specialist introduced the agenda and updated the EC on the establishment and preliminary work undertaken by the Technical Working Group (TWG) on updating the SDS-SEA and setting of post-2015 targets. The consultants, Atty. Pauline Caspellan and Ms. Jemima Mendoza, presented the working documents. <i>Proposed updates for the SDS-SEA</i> The EC emphasized that in order to facilitate ease of explanation and presentation of the SDS-SEA and senior government officials, it would be good to come up with short explanatory document which will include a backgrounder, key revisions and rationale. At the same time, a short information material on the updated SDS-SEA will also be useful to facilitate easier understanding of the updated SDS-SEA. The same material may also be utilized for media promotion purposes. <i>Proposed "Adapt" Strategy</i> The EC recognized the value of developing a new strategy for the SDS- 	In line with the target presentation of the updated SDS-SEA at the EAS Congress 2015, the PRF was requested to: • Prepare a short document explaining the background of the revisions, highlighting key revisions and their rationale for the PEMSEA Partners; and • Prepare a two-to-three page document on the substance of the updated SDS-SEA for ease of communication to wider audience. The EC adopted the work plan and schedule for the updating of the SDS-SEA and setting of post-2015 targets.

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	 adaptation. In preparing the new strategy, it is important to base on existing facts and developments related to climate change, and not to depend heavily on the expected results of the UNFCCC in 2015. 	
	 Setting of post-2015 targets Similar to the original targets of the SDS-SEA, the EC underscored the need to ensure that the new targets will be easy to understand and measurable. It would also be good to link the SDS-SEA targets with other global targets (i.e., increase in ICM coastline coverage contributing to biodiversity protection, climate change adaptation, etc.) 	
	 Work Plan and Schedule The EC reminded the meeting that activities to be undertaken in line with the updating of the SDS-SEA and setting of post-2015 targets should be realistic given the short time left to complete the documents and consultations with countries. The EC agreed that the proposed expanded meeting in March 2015 will help facilitate the timely completion of the drafts and initiate review and country consultations. 	
Agenda Item 9.0 Other Business	• Dr. Zhang Zhanhai's status as Vice Chair of the Intergovernmental Session of the EAS Partnership Council	Dr. Zhang Zhanhai's status
	 The EC was informed that Dr. Zhang Zhanhai, Intergovernmental Session Co-Chair, has recently been promoted to Director-General of the Strategic Planning and Economy of SOA. The PRF and the EC believe that this new development should be formally clarified and discussed with the State Oceanic Administration in order to clearly assess possible implications to Dr. Zhang's position in the EC. 	The PRF was requested to draft a formal communication to Dr. Zhang Zhanhai for signature by the Council Chair with attention to the Administrator of SOA, PR China, expressing the EC's request for Dr. Zhang's continued service as Intergovernmental Session

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	 The EC noticed the close relevance of Dr. Zhang's new position to the business of PEMSEA and reiterated that the promotion of Dr. Zhang will not affect his service since he is still based within PEMSEA's NFP in China. Should there be restrictions in terms of his travel, the EC also considered the possibility of holding some of the EC meetings in Beijing. 	Co-Chair of the EAS Partnership Council.
	 Engaging Brunei Darussalam, Thailand, Malaysia and DPR Korea In line with the effort to further strengthen PEMSEA as a newly established international organization, the EC recognized the value of revitalizing the relationship of PEMSEA with other countries in the EAS region, including Brunei and Malaysia. The EAS Congress 2015 may serve as a good opportunity to bring in these countries and explore opportunities to encouraging them in becoming PEMSEA Country Partners. Thailand on the other hand continues to be a signatory and part of the GEF/UNDP Project on the Scaling up of the SDS-SEA. While political difficulties in previous years may have prevented Thailand from signing the Haikou Partnership Agreement, the recent political developments in the country may be a good opportunity to encourage Thailand to become a full- fledged PEMSEA Country Partner. In recent years, the DPR Korea has not been able to participate in a number of PEMSEA meetings, including the last EAS Partnership Council. The various activities to be undertaken by PEMSEA leading to the EAS Congress 2015 may provide opportunities to re-engage the DPR Korea. 	Engaging Brunei Darussalam, Thailand, Malaysia and DPR Korea: The PRF was requested to: • Explore opportunities for engaging Brunei Darussalam, Thailand and Malaysia to participate in the EAS Congress 2015 and to become PEMSEA Country Partners; and • Re-engage DPR Korea in the activities and meetings of the Partnership Council and EAS Congress 2015 as a PEMSEA Country Partner.

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Closing of the Meeting	• The Chair thanked the members of the Executive Committee for their constructive input to the discussions. Amb. Seet-Chang also expressed appreciation on behalf of the Committee members to the representative from the MOF, RO Korea, the PRF Secretariat and the consultants for the efforts in making the meeting a success.	The meeting closed at 6PM, 19 November 2014.

Annex A

List of Participants

Executive Committee

Amb. Mary Seet-Cheng Chair East Asian Seas Partnership Council & Senior Specialist Adviser and Non-resident Ambassador of Singapore to Panama and Cuba Ministry of Foreign Affairs Singapore

Prof. Chul Hwan Koh Technical Session Chair East Asian Seas Partnership Council & Professor of Marine Biology School of Earth and Environmental Sciences (Oceanography) College of Natural Sciences Seoul National University Seoul 151-742 Republic of Korea

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Mr. Stephen Adrian Ross Executive Director PEMSEA Resource Facility

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