CONSULTANCY TO DESIGN A
CORPORATE SOCIAL
RESPONSIBILITY (CSR)/PUBLICPRIVATE PARTNERSHIP (PPP)
STRATEGY FOR THE NEGRIL EPA

INTRODUCTORY STAKEHOLDER MEETING May 5, 2021 Kingston, Jamaica

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## AGENDA

- Introductions
- Objective of the consulting assignment
- Planned approach
- Timeline and work plan
- Questions/Discussion

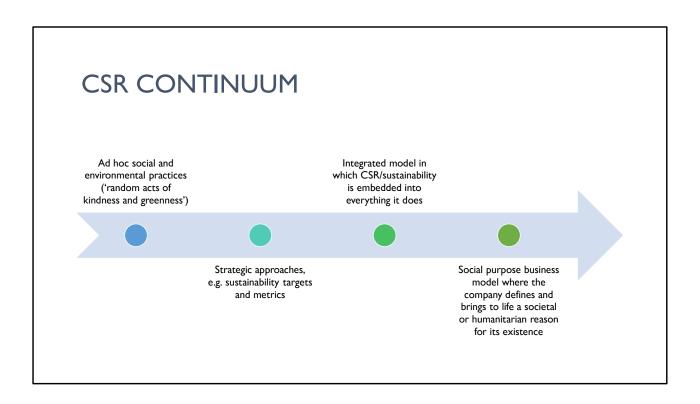
### **OBJECTIVE**

Develop a strategy and implementation framework that enables the private sector to take a lead role in supporting the adoption of best practices for environmental stewardship of the Negril Environmental Protected Area. A participatory approach will be used, engaging stakeholders in the development of the strategy and implementation plan to ensure that stakeholders' voices are heard and are empowered in the decision-making process.

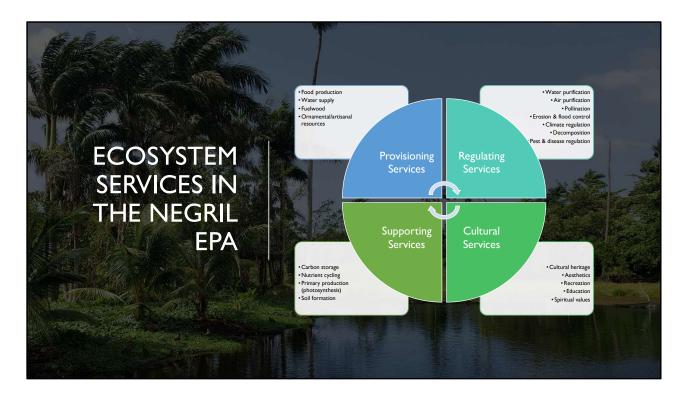


Building on a base of compliance with legislation and regulations, CSR typically includes "beyond law" commitments and activities pertaining to:

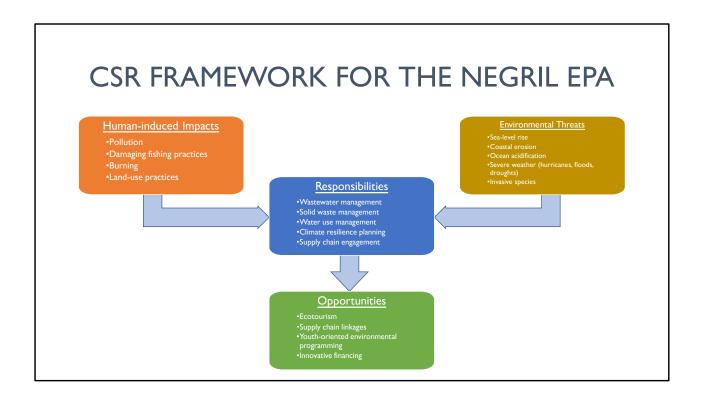
- Corporate governance and ethics;
- Health and safety;
- Environmental Stewardship;
- Human rights;
- Sustainable development;
- · Conditions of work;
- Community involvement, development and investment;
- Supplier relations;
- Accountability, transparency and performance reporting.



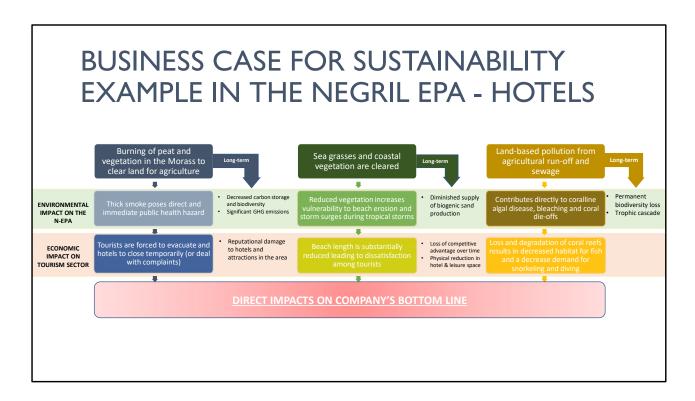
The concept of CSR has evolved considerably over time from ad hoc social and environmental practices to more strategic approaches in which a company adopts sustainability targets and metrics to steward its approach. Now, particularly since the establishment of the UN Sustainable Development Goals in 2015, there is recognition of the need for companies to integrate CSR and sustainability principles into all aspects of their business. Some companies are even pushing this concept further by adopting a "social purpose business model" whereby the company defines and brings to life a societal or humanitarian reason for its existence. To meet the environmental and socio-economic challenges facing communities in which companies operate, it is also no longer sufficient to simply manage within a company's "fence-line"; the wider landscape in which a business operates must also be considered.



Everyone living and working in the Negril EPA relies on ecosystem services to enable and sustain their businesses and livelihoods. Reliance will vary by sector with some such as agriculture heavily reliant on the provisioning services to be able to grow food while the hotels and attractions are more reliant on the aesthetic and recreational cultural services such as pristine beaches and coastal waters that attract tourists and on which their business depends. All sectors are reliant on supporting and regulating services and all sectors are vulnerable to the environmental threats to these services from climate change impacts such as sea-level rise, ocean acidification and severe weather



This analytical framework will help guide the development of the CSR strategy for the N-EPA. The N-EPA faces both impacts caused by human activities in the area and larger environmental threats due to climate change and weather patterns. In some cases, a human-induced impact may exacerbate a larger environmental threat – such as the removal of coastal vegetation and degradation of coral reef systems increasing coastal erosion and vulnerability to storm surge and sea-level rise – and vice-versa. Each of these impacts and threats are the responsibility of the actors in the area to manage and plan for and the specific management/planning responsibilities will vary by sector and individual actor. Adhering to relevant laws and regulations is the bare minimum and is often not sufficient to manage impacts and threats for the long term. A sustainable CSR strategy must go beyond simply following the law. In addition, there are potential opportunities that can benefit the environment, the community as well as businesses (a "triple win") and the strategy design, especially through the stakeholder workshops, will identify these potential opportunities.



The above diagram illustrates how specific, human-induced environmental impacts have direct, tangible impacts on a company's profitability and ability to operate in the long term. It is in the financial interest of a business operating in the Negril EPA to be proactive in preventing and mitigating these impacts and preparing for threats due to climate change. These are only a few examples to illustrate the concept specifically for hotels in the area who represent the primary economic actors in the biggest economic sector – tourism.

# 1. How do the Tourism, Agriculture and Fisheries sectors depend on the environmental services and associated economic benefits of the Negril EPA for their business and livelihoods? 2. What impacts do these sectors have on the environment in the Negril EPA? 3. What are the environmental threats facing these sectors, jeopardizing their ability to do business and sustain their livelihoods over time? 4. What are the responsibilities of these sectors to mitigate their impact and manage threats? 5. What opportunities are there to improve environmental performance while finding areas of synergy and linkages across sectors? 6. What are the specific roles and responsibilities of the stakeholders in the area, including national government agencies, local government bodies, civil society groups and the private sector? 7. What financial modalities, governance structures and community-based initiatives would most effectively address the aforementioned?



# KNOWLEDGE GAPS AND OTHER CONSIDERATIONS

- Ongoing environmental and community-based initiatives with hotels and the tourism sector
  - Synergies with this CSR strategy development?
  - · Cross-sector linkages?
- Previous relevant environmental, CSR, community-based initiatives
  - · Lessons learned?
  - Best practices?
  - · Replicability?
- Relationship dynamics with hotels and the community
  - Extent of interaction with Negril EPA stakeholders
  - Large, all-inclusive hotels vs. smaller boutique hotels

# DATA COLLECTION PROCESS

- Desk-based research and review of policies, initiatives and existing CSR/Sustainability plans/strategies
- Scoping site visit and stakeholder consultations
  - Visit the Great Morass and surrounding areas to better understand the landscape
  - Visit with stakeholder groups and meet with hotel representatives
- Workshops with stakeholders
  - National government entities
  - Local government entities
  - Community groups and associations
  - Private sector (Hotels and Attractions)
  - Civil society groups

## **WORK PLAN**

Component	Description	Deliverable	Timeline
Inception Report	Report which outlines the objectives, analytical approach, data collection methods and work plan of the assignment	Report	April 2021
Site visit and stakeholder consultations	Initial scoping visit will to Negril to tour the EPA and meet with stakeholders to inform strategy development and subsequent workshops	Notes, meeting minutes	TBD (mid/late May – early June)
Draft CSR/PPP Strategy and Implementation Framework	A draft strategy document and framework for implementation incorporating desk research and feedback from stakeholders	Report	First week of July
Workshops with stakeholders to review and ground truth strategy	Workshops in Negril with stakeholders from all sectors – public, private, civil society – to review and revise the strategy	Notes, meeting minutes, workshop report	Mid-to-late July
Final CSR/PPP Strategy and Implementation Framework for the Negril EPA	A final strategy incorporating findings and feedback from workshops and prior research and consultations	Final Report	Late August

# CONSULTANT PROFILE

Mr. Matthew McFall is an independent consultant based in Kingston, Jamaica with over 10 years of experience working at the intersection of natural resources management, corporate sustainability, and international development. He has a Master's degree in International Environment and Resource Policy from Tufts University and a Bachelor of Arts in International Relations from American University in Washington, DC. He worked for 5 years at the World Wildlife Fund (WWF) where he developed corporate sustainability partnerships with Fortune 500 companies in the food, beverage, and retail sectors to improve the environmental and social performance of their agricultural supply chains and develop water resources management strategies. In 2017, he moved to Jamaica with his wife to be closer to family and worked as the Environmental and Social Safeguards officer for the Energy Management and Efficiency Programme with the Petroleum Corporation of Jamaica. He has since worked as an independent consultant on multiple assignments with international development agencies in Jamaica including UN Environment, UN Women, and the Global Environment Facility. Mr. McFall is also an amateur coffee roaster and was invited by the Jamaica Tourist Board to demonstrate coffee roasting at the 2019 and 2020 Jamaica Blue Mountain Coffee Festivals.