



Fresh thinking inspired by nature

Marine Spatial Planning for the Human Dimensions of Ecosystem Management



Ecotrust Consulting Initiatives
Innovative solutions that benefit economy, society, and environment

Gather Local Knowledge, Build Transparency, and



Spatial planning is gaining momentum as the most effective means to protect sensitive marine ecosystems around the world. Ecotrust brings years of analytical experience to the design and implementation of spatial planning frameworks. Our methods, analyses, and tools illuminate and integrate the human dimensions of ecosystem management.

Our services enable you to:

- Visualize the ecosystem in a social and economic context
- Create a participatory approach to incorporating stakeholder knowledge
- Implement management decisions at appropriate scales

Knowledge Transfer

Ecotrust's methods and analyses are built into the award-winning OCEAN toolkit. Committed to knowledge transfer, we publish our tools under the open source GNU General Public License and offer them for download from our website.

STAKEHOLDER ENGAGEMENT

- Collect and compile data on ecological and economic values through an intuitive stakeholder interview process (Open OceanMap)
- Aggregate data to ensure confidentiality
- Provide stakeholders with a web-based interface to review and verify information
- Incorporate results into spatial planning

ECONOMIC ANALYSIS

- Integrate ocean values and cost-earnings data with ecosystem and community data
- Calculate potential gross or net economic effects for individual ports or the fishery as a whole
- Meet ecological objectives while minimizing social and economic impacts

DECISION SUPPORT

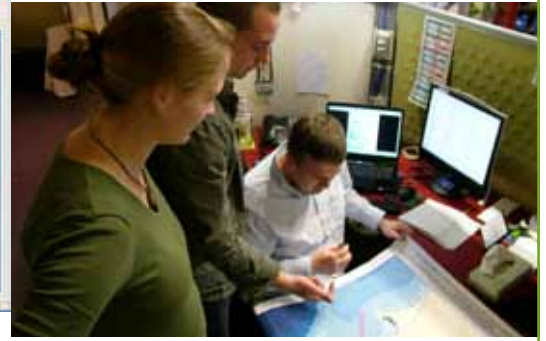
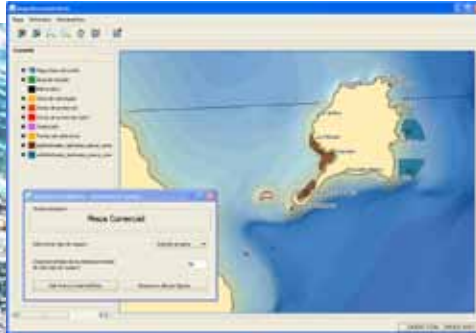
- Facilitate public participation
- Prioritize planning goals
- Zone for multiple uses (Marxan with Zones)
- Create and compare alternative design scenarios
- Enable discussion through place- and scenario-specific online forums
- Build transparency into the marine planning process

Learn more:
www.ecotrust.org/ocean

"Ecotrust is integrating spatial data with local knowledge in a way that has the potential to change marine resource management."

—Anne Walton, Coordinator, California National Marine Sanctuaries Joint Management Plan Review

Inform Key Decisions—In an Open Source Environment



Consulting Services

We assist your spatial planning, from conception to implementation. Adapting the OCEAN toolkit to specific needs, we offer the following services, either individually or in a package.

NEEDS ASSESSMENT

Explore expectations and situational constraints

SURVEY DESIGN

Tailor outputs to user groups and fisheries

TECHNICAL SUPPORT

Customize Open OceanMap to appropriate scales and stakeholder needs

TECHNICAL FIELD TRAINING

Establish data management practices and field protocols for data collection

DATA EVALUATION

Summarize and aggregate statistics for ports, regions, user groups, or fisheries

IMPACT ASSESSMENT

Examine economic impacts of proposed zoning scenarios

MAPPING

Visualize potential outcomes

DECISION SUPPORT

Identify objectives, create and evaluate zoning alternatives, reach solutions (MarineMap)

MONITORING

Assess outcomes for ecosystem productivity as well as social and economic benefit

“Ecotrust did pioneering work in gaining confidence from people about how this information would be used.”

—Ken Wiseman, Executive Director,
California Marine Life Protection Act Initiative

Marine Experience

Since 2001, Ecotrust has worked with state agencies, nonprofit organizations, and fishing communities to offer integrated ecological and economic assessments of fishery policy and marine conservation.

Policy Options, West Coast groundfish fishery

Partner: Pacific Marine Conservation Council

Fisheries Profiles, California National Marine Sanctuaries

Client: Gulf of the Farallones, Cordell Bank, and Monterey Bay National Marine Sanctuaries

Community Support, Pribilof Islands, Alaska

Client: Pribilof Islands Collaborative

Catch Share Assessment, British Columbia, Canada

Partner: Ecotrust Canada

Community Zoning, Port Orford, Oregon

Client: Port Orford Ocean Resource Team

Protected Area Support, California

Partners: UC Santa Barbara, The Nature Conservancy
Client: Marine Life Protection Act Initiative

Design Assessment (Marxan, Marxan with Zones), California

Partner: University of Queensland

Multi-Criteria Analysis, Loreto Marine National Park, Mexico

Client: Comunidad y Biodiversidad A.C. (COBI)

Fisheries Certification, field offices worldwide

Client: World Wildlife Fund

“Ecotrust’s product helped us make our case for marine reserves, both at OPAC (Oregon Policy Advisory Council) and the community level. It’s an invaluable tool.”

—Leesa Cobb, Executive Director
Port Orford Ocean Resource Team



Photos: Sam Beebe, Leesa Cobb, Andrew Fuller, Joel Greenberg, Sarah Kruse, Diane Pleschner-Steele, Dave Rudie, Astrid Scholz

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Ecotrust's mission is to inspire fresh thinking that creates economic opportunity, social equity and environmental well-being.

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