ANNUAL REPORT: MAP AT A CROSSROADS

FY 2014
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From the Executive Director

In 2014, MAP staff took important steps to further the objectives of our ongoing efforts to conserve and help restore our planet’s still-threatened mangroves. Building upon the growing urgency of combating climate change and preventing coastal erosion and flooding, MAP continues to promote the vital role that mangroves play in carbon sequestration and storage, while further emphasizing the value of mangroves as coastal buffers against hurricanes, typhoons and tsunamis. As in the past, MAP’s work has been greatly bolstered by generous support from our members and donors. That support makes our work possible, and helps us to achieve our lofty goals.

From the start, MAP has been blessed to have such hard working, innovative and dedicated staff and volunteers, some of whom have been with MAP for many years, such as Jim Enright (MAP Asia Coordinator), Jaruwan Ning Enright (Thailand Project Coordinator), Rueangborom Petcharat, (Bobby; Project Officer Thailand), Chanaphat Suntonkitjaporn, (Chay; Project Field Officer Thailand), Kingkanok Rattanamanee, (Aom; MAP-Asia Accountant), Martin Keeley (MAP’s Education Director), Sam Nugent (MAP’s News Editor) and Leslie Hill (MAP’s Bookkeeper). Nevertheless, facing increasing challenges and robust workloads, MAP’s small committed staff needs to widen our support base to meet the growing demand for mangrove conservation and restoration, as well as counter the numerous threats that befall these wetland forests.

Thus, in a real sense MAP has reached a critical point or crossroads in its twenty three years of existence. To meet the emerging challenges of the current state of “mangrove affairs,” MAP must grow beyond the ever tightening skin of its past grassroots infrastructure, and move to a level involving a more intense buildup of organizational capacity. With the issues involving mangroves becoming so much more prominent today, MAP itself must grow to meet these!

The coming year will be one of transitions for MAP as we refocus and make plans for the future. As always, we invite you to join us at the roots of the sea and contribute to our growth in this time of great change.

For the mangroves and the mangrove communities,

Alfredo Quarto

Executive Director
Executive Summary

MARVELLOUS MANGROVES
MAP’s Marvelous Mangroves Curriculum, which is focused on mangrove environmental education for primary school children, was expanded in Bangladesh, Australia and Indonesia, with a second workshop launching the Curriculum in Bangladesh, working in conjunction with the community-based NGO CLEAN (Coastal Livelihood and Environmental Action Network) in Khulna and the Sundarbans. This work in Bangladesh aims to help take positive steps to save the Sundarbans as part of MAP’s recently commenced Save the Sundarbans Campaign. Earlier in the year Marvelous Mangroves workshops were given in Freeport with the partner Bahamas’ Save the Bays group. During the summer, the Curriculum was also introduced into Australia where the amazing educational feature, Mangrovia, was also launched. Another major presentation and workshop was also held in South Sulawesi, Indonesia in conjunction with the NGO Blue Forests of that country. Plans are now being initiated to expand the Curriculum into Suriname, Kenya, Madagascar and India in 2015.

COMMUNITY-BASED ECOLOGICAL MANGROVE RESTORATION (CBEMR)
MAP’s CBEMR projects were undertaken in Thailand and Honduras, and plans set for further work in 2015 in Bangladesh and the Gulf of Fonseca region of Central America. In Krabi, Thailand, work continued on projects funded by the IUCN’s Environment Protecting Infrastructure and Communities (EPIC) program to restore two new abandoned shrimp ponds. With support from the Global Nature Fund (GNF), additional shrimp pond restorations began in the Trang, Krabi, and PhangNga provinces of Thailand. As part of the new website launch, MAP started a CBEMR blog to bring daily operations to inquiring minds all over the world.

WORKING WITH LOCAL COMMUNITIES TO CONSERVE, RESTORE, AND MANAGE THEIR COASTAL RESOURCES
MAP continued to expand its global outreach and making new connections throughout 2014. MAP Asia Coordinator Jim Enright attended several conferences in Australia, Switzerland, Thailand, Sri Lanka and Cambodia. Executive Director Alfredo Quarto attended the Zoological Society of London Symposium on mangroves in November, and also met with the Mangrove Specialist Group. MAP authors contributed to an upcoming textbook on food law and policy, and a manual on ecological mangrove restoration.
THE QUESTION YOUR SHRIMP PUBLIC AWARENESS/MARKETING CAMPAIGN
The QYS campaign entered its fifth year in Seattle under the direction of Campaign Coordinator Vanessa Lopez. Ms. Lopez brought new life to the campaign, signing on an addition six chefs to our pledge, and focused the framework of the campaign to an industry level. She was also vital in securing our first sponsors for the Children’s Mangrove Art Calendar.

THE BIWEEKLY ELECTRONIC MAP NEWS
MAP published its 354th edition of the MAP News at the end of December, sent to over 2500 recipients, and contains articles on all things mangroves from every region of the world. The newsletter is also a marketing vehicle for MAP to display our new digital content as well as engage in fundraising.

CHILDREN’S MANGROVE ART CALENDAR
This was the 14th year of successful production of the calendar, which will be sent out to hundreds of supporters as a fundraiser as well as distributed in the participating nations from mangrove areas around the world. 2014 was also the first year MAP obtained partial sponsorships for its calendar from small businesses in the US that produce tropical shrimp in closed, recirculating aquaculture systems.

ORGANIZATIONAL CAPACITY BUILDING
2014 saw some noteworthy progress in organizational capacity building for Mangrove Action Project’s two main offices in the US and Thailand, with additional volunteers and interns furthering MAP’s efforts in our ongoing international work.

The challenge remains to increase MAP’s organizational capacity to better ensure MAP remains on the cutting edge of mangrove conservation and restoration efforts. Towards this end, MAP continues to diversify its fundraising efforts, including revamping our website and increasing our effectiveness in utilizing social media, such as Facebook, blogs and Twitter.
Culminating one of the busiest years ever, MAP’s *Marvellous Mangroves* curriculum straddled the year break and began 2015 in the amazing Sundarbans forest of Bangladesh. A quick recap of 2014 shows Education Director Martin Keeley visiting Kenya early on where initial work has started on translating into Swahili and adapting *Marvellous Mangroves* for schools in that country. Later in January he visited Freeport, Bahamas, where students and teachers enjoyed a two-day workshop. The summer started with a joint workshop held in South Sulawesi, Indonesia, with co-sponsors Blue Forests. Founder Ben Brown organized the translation and adaptation of *Marvellous Mangroves* for use in Indonesia, and it was launched at a three-day teachers’ workshop at PPLH Puntondo, Takala, South Sulawesi with thirty teachers attending, as well as a surprise afternoon visit from fifteen schoolchildren (grades 5-7).

Mr. Keeley then travelled to Queensland, Australia, where our partners, the Burnett Mary Regional Group (BMRG), led by Sue Sargent, launched *Mangrovia* in Bundaberg with four classes from St. Joseph’s Catholic School, as well as a three-day workshop with a core group of teachers and specialists currently conducting workshops throughout Queensland. *Mangrovia* and costumes of critters from the mangrove ecosystem were designed and built by Adelaide-based Festival Artist Evelyn Roth and were as big a success with the adults as they were with the students.
The fall of 2014 also saw the launch of *Marvellous Mangroves* new video thanks to the incredible work of our associate, Leo Thom. The video can be viewed at: http://mangroveactionproject.org/mangrove_curriculum/.

We are planning an exciting new interactive MM website later in 2015 – stay tuned.

During the year CLEAN Khulna, MAP’s Bangladesh partner, put together a team to translate *Marvellous Mangroves* into Bengali, and adapt it for use in the Sundarbans. In December, Mr. Keeley travelled to Khulna and, working closely with the Khulna team, visited the schools who participate in the five-day workshop held later in the month. Six primarily rural schools were selected, with two teachers and two of the top students from grades 6 through 8 chosen for the workshop. Two days were spent “on land” learning about the Sundarbans ecosystem and carrying on our MM activities. This was followed by three days aboard a boat which took the group (including CLEAN staff and consultants) into the Sundarbans themselves. Several sites were visited and explored while activities continued on the boat’s upper deck. These included the use of four chargeable microscopes, three pairs of binoculars, and dozens of hand lenses which MAP provided to teachers and students to help expand the exploration to include studying both micro and macro life which abounds in the forests and mangrove wetlands. All schools have since established science clubs to continue their Sundarbans explorations and teach their fellow students and teachers. These will form the core group for more extensive workshops throughout 2015.

Since the inception of *Marvellous Mangroves* in the Cayman Islands, MAP’s mangrove curriculum has now been translated, adapted, and introduced to eleven...
countries worldwide, with more than 3000 teachers and over 250,000 students taking part in this invaluable education program. Funding from the Disney Worldwide Conservation Fund, the Singing Field Foundation and our associates at the Mangrove & Reef Education Association, have been critical in the completion of both adaptations and translations.

For more details about Marvellous Mangroves, contact:

Martin A. Keeley
Global Education Director
Mangrove Action Project
17, Beach Drive
Cayman Brac
KY2-2200
Cayman Islands
Tel: (345) 948-0319 Cell: (345) 526-5072
mangrove@candw.ky
http://mangroveactionproject.org/mangrove_curriculum/

Figure 4 MAP Education Director Martin Keeley, storytelling inside the amazing inflatable red mangrove tree from Evelyn Roth’s Festival Arts, “Mangrovia”.

Figure 5 Indonesian students studying feathers during a Marvellous Mangroves workshop at PLP Puntondo, Takala, South Sulawesi last summer.
Community-Based Ecological Mangrove Restoration (CBEMR)

MAP’s CBEMR projects were undertaken in Thailand and Honduras, and plans set for further work in 2015 in Bangladesh and the Gulf of Fonseca region of Central America.

In Thailand, MAP Asia continued its program work with Global Nature Fund (GNF) from Germany working on restoring abandoned shrimp farms in Thailand and also with the IUCN’s Environment Protecting Infrastructure and Communities (EPIC) program, which is focused on Disaster Risk Reduction efforts in typhoon and tsunami affected nations. CBEMR work began on a new site in Nai Nang Village in Krabi Province to restore two abandoned shrimp ponds.

In mid-May, the MAP Asia staff had a meeting with the director of DMCR Regional Office #2 in Krabi who has been open and fairly supportive of MAP’s CBEMR method. MAP Thailand Program Coordinator Ning Enright has had many meetings and calls with him over the past year, and seems to have won him over through persistent effort to locate sites for our small-scale CBEMR demonstration projects. MAP Asia staff also invited DMCR to MAP’s EPIC inception workshop and field trip in December, visiting MAP Asia’s proposed EPIC site on Klang Island, Krabi. Several of DMCR staff members then attended a recent CBEMR training in Krabi following the inception workshop.

According to MAP Asia Coordinator Jim Enright, “On the inception field trip we stopped to show DMCR staff and others an abandoned shrimp pond which we had leased that the Land Development Department (LDD) was going to assist the owner to convert it to an oil palm plantation under their present aggressive program of oil palm expansion. Last week, the DMCR chief told us he then made
COMMUNITY-BASED ECOLOGICAL MANGROVE RESTORATION (CBEMR)

a comment to LDD that they need to check first on the status of abandoned ponds before engaging ‘owners’ to convert ponds to oil palm or other economic plants under their assistance program.

“The day before we had a positive meeting with the community Imam, who is the owner and with his extended family of this particular abandoned shrimp pond site. He is now interested in joining our CBEMR project under EPIC to restore the site back to mangroves with a mud-crab component. Again, a direct economic return through pond-based livelihoods seems to be the incentive needed to win pond holders over to restoration.” At last week’s meeting MAP Asia staff also heard from the head of Mangrove Extension and Development Division that their office is now planting at least 5 mangrove species per site and appear now to be possibly moving away from straight row, single species planting. Obviously, it is key to find the right people in DMCR, like Director of Regional Office #2, and work with them.

In mid-November, Ms. Jaruwan Kaewmahanin, Mr. Donnapat Tamornsuwon and Mr. Sompoch Nimsanticharoen coordinated a workshop on the CBEMR method. The 35 participants attending this workshop were mainly community members under the support of EPIC and GNF projects. The group had the opportunity to visit Baan Thalay Nok, the Andaman Coastal Research Center and Baan Tub Nua. To have a clear understanding of the goals and prospective outcomes of the CBEMR method, the training workshop has proven itself to be very useful; not only to discuss about mangrove restoration, but also to share previous experiences between facilitators and participants on mangrove restoration.

In December, MAP organized a study tour was organized as one of activities of the two year McKnight Foundation supported project entitled Capacity Strengthening for Local Community Communities in Coastal and Tonle Sap Region to Adapt to the Impacts of Climate Change on Food Security. This trip was the first time for Participatory Management of Coastal Resources of Cambodia (PMCR) staff to learn and exchange experiences together with community representatives from project sites in Cambodia in Thailand. The group consisted of 6 community
and government representatives from Cambodia, one representative from Green Skills, an NGO based in Western Australia, Map Asia staff and one translator, who made overcoming the language barrier between Thai and Khmer easy.

After the introduction at MAP Asia's office in Trang, the group had the opportunity to visit several places in Thailand, including the Thalay-Noi wetlands in Phattalung province, where the participants met Non-hunting area officers, took part in a boat tour and visited a local reed weaving group; MAP's CBEMR sites in Ban Kan Khao, Trang province and rehabilitated CBEMR sites and a bamboo fence at Koh Kang village in Krabi province. The group also had the chance to tour the mangrove forest in Khlong Prasong sub-district by long tail boat. They gained an abundance of information about the mangrove forest and its history. On the last day, the wrap up session was held in the Mangrove Management Unit in Krabi town. The participants reflected on the days and shared what they had learned and how they will apply their experience to their communities in Cambodia.

MAP, working with Falls Brook Centre from Glassville, New Brunswick, Canada, organized and implemented the 1st in a planned series of CBEMR training workshops and restoration projects in the Omoa Province of Honduras, along the Caribbean coast. This workshop will be followed next year by similar projects in Honduras, involving representatives from Honduras, El Salvador and Nicaragua—all nations bordering the Gulf of Fonseca region. Each workshop involves 20-25 participants learning CBEMR principles and applications of these in the field to allow them to commence successful CBEMR projects, aiming eventually to establish working regional teams of restoration practitioners well versed in CBEMR.

As part of the MAP website relaunch, we created a CBEMR blog, active since May 2014, to update our community on the work we are doing. The new blog provides an excellent platform for displaying images and videos of CBEMR sites. The work we are doing in Thailand can be brought to life on the computer of any user, and adds a personal touch to the CBEMR project.
WORKING WITH LOCAL COMMUNITIES TO CONSERVE, RESTORE, AND MANAGE THEIR COASTAL RESOURCES

Working with Local Communities to Conserve, Restore, and Manage Their Coastal Resources

MAP’s greatly expanded its global outreach and involvement via international working partnerships and associations, attendance and participation at symposiums and conferences, and involvement in important publications.

MAP Asia Coordinator Jim Enright attended several conferences in Australia, Switzerland, Thailand, Sri Lanka and Cambodia.

MAP’s executive director Alfredo Quarto participated in the symposium on mangrove restoration and climate change organized by the Zoological Society of London and the IUCN in November. He also participated in a special session of the Mangrove Specialist Group in London of which MAP is a working member. MAP made some important inroads there, and MAP’s proposal for a 2-year mangrove restoration assessment study was unanimously approved for further consideration as a working project of the MSG committee, while MAP’s Curriculum was put forward as an important working tool to be promoted and utilized by the MSG, opening up good potential for wider application of the Curriculum.

MAP was a co-contributor to the recently published manual by Robin Lewis and Ben Brown, *Ecological mangrove rehabilitation – a field manual for practitioners*.

MAP’s executive director and MAP’s intern Sara Lavenhar co-authored a chapter in a textbook aimed at university curriculum, entitled *The Industrial Aquaculture Syndrome: Human Intervention in Natural Law?*, which will appear in the textbook published by *International Food Law and Policy*. 
The Question Your Shrimp Public Awareness/Marketing Campaign

Based in Seattle, MAP’s QYS coordinator, Vanessa Lopez enlisted a half dozen more chefs who recently signed the QYS Pledge to not serve imported shrimp in their restaurants. Since 75% of shrimp consumed in the US is consumed in restaurants, this campaign’s focus in signing up new chefs onto the Pledge is important. The QYS campaign remains part of MAP’s overall global campaign linking North America, Europe and the Global South. QYS continued its efforts to reduce mangrove loss by reducing demand in the northern hemisphere for imported farmed tropical shrimp.

Bringing new life and vigor to the Seattle office, Ms. Lopez regularly updated the QYS blog, engaged with new volunteers and interns, and drafted a proposal for a new fundraising strategy not only for the campaign but MAP as a whole. She organized and hosted several house parties, encouraging the local Seattle community to learn more about Question Your Shrimp and to help contribute to its impact. She worked to reframe the focus of the campaign on an industry level while still maintaining the spirit of consumer education.
The Biweekly Electronic MAP NEWS

MAP published its 354th edition of the MAP News at year’s end.

This newsletter is lauded in mangrove circles, including both NGOs and mangrove ecologists, who often commend MAP for its longstanding biweekly electronic newsletter. After over 18 years of publishing the newsletter, MAP continues to share information globally sending out urgent action alerts, continuing as a key vehicle for MAP’s networking and advocacy work to defend the world’s mangroves.

The newsletter is sent to over 2500 recipients, and contains articles on all things mangroves from every region of the world. The information MAP disseminates includes reflections and calls to action on coastal development policies, notes on conference proceedings, and the latest scientific research. The newsletter is also a marketing vehicle for MAP to display our new digital content as well as engage in fundraising.

Figure 10 A snapshot of the 354th Edition of MAP News.
Children’s Mangrove Art Calendar

MAP’s Children’s Mangrove Art Calendar for 2015 was the 14th year of successful production, and will be sent out to hundreds of supporters as a fundraiser as well as distributed in the participating nations from mangrove areas around the world. 2014 was the first year MAP obtained partial sponsorships for its calendar from small businesses in the US that produce tropical shrimp in closed, recirculating aquaculture systems. These are businesses based in Indiana, and serving the US public, which fits in well with MAP’s QYS objectives promoting an “eat local” theme.

JT Shrimp and RDM Aquaculture both provided $250 in sponsorship. This effort to develop sponsors is also a dovetail of the QYS campaign, and MAP’s Seattle office is working to further develop our relationship with these farmers both to advance the campaign and to promote the farms themselves.

Figure 11 School children work to create mangrove art.
Organizational Capacity Building

One of MAP’s strengths is that any project, activity, or event that we undertake is never done in isolation, but involves multiple stakeholders; we specialize in putting local people and their interests center stage, which has gained us great respect in the international NGO community. MAP is an important platform for empowering communities and bringing their voice to academia, scientific researchers, teachers, governmental and NGO partners. This has been true throughout our history, as it was the words of a poor small-scale fisher on the Andaman coast of Thailand, which was the inspiration for the formation of MAP: “If there are no mangroves, the sea would have no meaning. It's like having a tree with no roots, for the mangroves are the roots of the sea.”

Over the last two decades, MAP has shouldered an increasing workload to meet the mounting challenges in our efforts to save the threatened mangroves. Since its inception, MAP has been at the leading edge of mangrove conservation, advocacy, network building and education, reaching many people and encouraging the growth in the global movement to save the mangroves. MAP’s efforts have grown beyond our core support, but our efforts continue mainly because of our dedicated staff. The issues have especially become challenged since the 2004 Indian Ocean tsunami, when the protective bio-shield role that mangroves play became more understood and appreciated.

2014 saw some noteworthy progress in organizational capacity building for Mangrove Action Project’s two main offices in the US and Thailand, with additional volunteers and interns furthering MAP’s efforts in our ongoing international work.

The challenge remains to increase MAP’s organizational capacity to better ensure MAP remains on the cutting edge of mangrove conservation and restoration efforts. Towards this end, MAP continues to diversify its fundraising efforts, including revamping our website and increasing our effectiveness in utilizing social media, such as Facebook, blogs and Twitter. Leo Thom in Thailand has been contracted to help with these functions, as well as create several excellent short videos that depict MAP’s various programs in easily digestible forms. MAP also hired Sara Lavenhar, a former intern, to staff the Seattle office as the Outreach and Development Coordinator at the end of 2014.
2014 Funder Acknowledgement

MAP would like to thank the following funders for providing support needed to run our programs:

**FOUNDATIONS**


IUCN

German Ministry for Economic Cooperation and Development (BMZ)

Foundation Ursula Merz

Global Nature Fund (GNF)

Synchronicity Earth (SE)

McKnight Foundation

Pacific Asia Travel Association (PATA)

Charities Aid Foundation (CAF)

Singing Fields

Disney Worldwide Conservation Fund

Anonymous

**MAJOR DONORS**

Margaret Stewart

Lee and Peter Lockwood

Richard Gilmore
Financial summary

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<td>Balance Forward 2015</td>
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**Revenue**
- Individual/Major Donors: 16%
- Calendar Sales: 5%
- Grants/Foundations: 79%

**Expenses**
- Administration: 15%
- Fundraising: 12%
- Projects: 73%
MAP Staff
Endnotes

i http://www.mangroveactionproject.org/cbemr/blog/

ii http://www.zsl.org/science/whats-on/turning-the-tide-on-mangrove-loss


v MAP Video Library- http://www.youtube.com/watch?v=KhLqdB_Rs&list=PLF1x8-08t-vRz6bReHzQxByjSfavmBmL5