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WHALE WATCHING SANCTUARIES, PROTECTED AREAS AS A CENTERPIECE FOR “BLUE” TOURISM PROMOTION

Diapo 1	Title: National Whale Sanctuary in Chile, Bottom Up Policies for the Protection of Cetaceans
Diapo 2	Introduction: Texto incluido en presentación a. During the last decade, the policy of Chile regarding the conservation of cetaceans shifted from being a mere observer to become a regional leader in the protection and non lethal use of whales and dolphins.
Diapo 3	Texto incluido en presentación a. The gradual evolution of whale conservation policies in Chile is profoundly based in three main elements: i. The consolidation of democracy since early 1990's onwards ii. Socioeconomic opportunities generated by the non lethal use of whales iii. The active and informed participation of civil society in marine conservation policies
Diapo 4	Consolidation of Democracy: Texto icluido en presentacion a) As many Latin American countries, during the 1970's and 80's whale policies in Chile were dictated by a military government that was highly influenced by Japanese whaling interests. b) Although Chile supported the adoption of the moratorium on commercial whaling in 1982, it wasn't until its implementation in 1986 that all whaling operations ceased in Chilean jurisdictional waters. c) The restrictive conditions for the creation of civil society organizations considerable limited the capacity to promote cetacean conservation policies in Chile. d) After the restatement of democracy in 1990? a strong environmental movement began rising in the country and whales became an icon of the defense of life in the oceans. e) In 1993 this became clearly exemplified when more than 300,000 signatures were collected in Chile alone to request President Eduardo Frei the support of the country to the creation of the Southern Ocean Whale Sanctuary. f) Although the country was still influenced by Japanese whaling policies, President Frei had no choice but grant his support to the creation of the SOS in 1994, marking a landmark success of civil society in Chile's newly established democratic governments.
Diapo 5	Socioeconomic opportunities of non lethal use of cetaceans TEXTO INCLUIDO EN DIAPO a) After the creation of the SOS under the International Whaling Commission (IWC), the Chile position in the IWC remained conveniently silent throughout the decade and the policy of whaling was defined as “open minded” (supportive of the moratorium for endangered species and open to allow commercial whaling operations of “recovered” stocks). b) In 2001, Centro de Conservacion Cetacea began working actively with officers

	<p>from the Ministry of Foreign Affairs, promoting the socio-economical opportunities produced by the non lethal use of whales and the potential of the country to develop an international market for responsible whale & dolphin watching.</p>
Diapo 6	<p>Continuación Socioeconomic...Texto no incluido en presentacion, hablar sobre la diapo.</p> <ol style="list-style-type: none"> a. Although history has shown that whale populations play a key role in the marine ecosystem and that their over exploitation generated negative impacts that are still being identified by modern science, national authorities only responded positively to the adoption of whale conservation policies until they were informed about the potential of the country to develop a whale watching industry in the long term. b. Nevertheless Japanese pressure continued and in 2003 the country was not prepared to support the creation of the Conservation Committee during the annual meeting of the IWC in Berlin. c. Once again civil society played a key role in generating the necessary public pressure to overcome external influences. A massive e-mail campaign was organized and the country finally supported the creation of the Conservation Committee, consolidating Chile as a “like minded country”. d. At a national level, public pressure generated the creation of a Whale Working Group under the Ministry of Foreign Affairs that includes all governmental institutions with competence in whales as well as NGO representatives. e. Afterwards Chilean governments positioned the country as one of the Latin American leaders of whale conservation and non lethal use of cetaceans.
Diapo 7	<p>Active and Informed Participation of Civil Society Texto en Diapo</p> <ol style="list-style-type: none"> a. Nevertheless the policy on whale conservation in Chile was highly depended on the officer in charge of the issue and only represented the position of the government in place (e.g. it was not a Policy of State). b. Favorable conditions to move towards the consolidation of a Policy of State on Whale Conservation and Non Lethal Use of Cetaceans were created when the country was appointed the host of the 2008 annual meeting of the IWC in Santiago de Chile.
Diapo 8	<p>Texto en Diapo</p> <ol style="list-style-type: none"> a. The steady democratic government of president Michelle Bachelet, soundly prepared Chilean IWC delegates and a strong environmental social movement, both national and regional, were identified by CCC, Centro Ecoceanos and the National Confederation of Artisan Fishers as key factors for the successful promotion and later adoption of a National Whale Sanctuary in Chile.
Diapo 9	<p>The national campaign Chile 2008, A Whale Sanctuary was launched in October 2007, when NGO representatives from 15 Latin American countries that were in Santiago de Chile conducting a coordination meeting prior to IWC2008 (sponsored by IFAW), accompanied and supported the proposal presented by CCC, Ecoceanos and Conapach to the Environmental Commission of the Chilean Senate. As a result the Chilean Senate adopted by unanimity a resolution requesting president Bachelet to create a Whale Sanctuary in Chile’s jurisdictional waters.</p>

Diapo 10	<p>Texto en Diapo</p> <p>a. In December 2007, more than 100 NGOs from around the world signed a petition to president Bachelet supporting the creation of the whale sanctuary.</p>
Diapo 11	<p>Texto no incluido en presentacion, hablar sobre la diapo.</p> <p>a. In order to grant the proposal the necessary public support to call the attention of decision makers, in April 2008 representatives from CCC, Ecoceanos and Conapach, accompanied by Senator Juan Pablo Letelier, held a meeting with President Bachelet to present the results of a national survey conducted by the most prestigious national poll agency (Adimark-GfK) to evaluate the support of the Chilean people towards the National Whale Sanctuary proposal.</p>
Diapo 12	<p>Texto en Diapo</p> <p>b. The results of the survey, sponsored by Global Ocean, were unprecedented in Chilean history: 99% of the people supported the adoption of measures to protect whales and 82% considered that a national whale sanctuary would be most important legacy of President Bachelet government regarding environmental issues.</p>
Diapo 13	<p>Texto no incluido en presentacion, hablar sobre la diapo.</p> <p>a. The survey proved to be a key catalyst in the campaign and on the 21st May 2008, president Bachelet was the first leader of Chile to address whale conservation during the public annual account of the government, when she made the public commitment to adopt a Law for the protection of cetaceans before the end of the year.</p>
Diapo 14	<p>Texto no incluido en presentacion, hablar sobre la diapo.</p> <p>a. In June 23rd, the bill was sent to the Chilean congress for its approval. However, the process to adopt the project of law became increasingly bureaucratic and at certain point it was feared that it could get stuck for years in the congress, as other environmental bills that have taken decades before they are finally enacted.</p> <p>b. Thanks to a massive and systematic information strategy (that involved companies such as Levi's) conducted throughout the campaign, it became relatively easy to increase public pressure on the congressmen responsible of adopting the bill. Again, the results of the survey played a key role to convince decision makers about the political costs of not supporting a proposal that had almost a 100% of support of the Chilean public (that basically translated into votes).</p>
Diapo 15	<p>Texto en Diapo</p> <p>a. As a result, on September 11 of 2008, a historical date in the history of Chile, the bill for the protection of cetaceans, publicly known as National Whale Sanctuary or Cetacea Law, was finally approved unanimously by the Chilean Congress and in October 15 it was enacted by President Michelle Bachelet.</p>
Diapo 16	<p>Texto en <i>itálica</i> no incluido en presentacion, el resto si estará en la diapo</p> <p>a. <i>As oppose to the concept associated to whale sanctuaries (that are restricted to the banning of whaling activities in countries that have not conducted whaling operations for years), the Cetacea Law includes a diversity of measures to guarantee de protection and recovery of whale</i></p>

	<p><i>populations in Chilean waters, such as:</i></p> <ul style="list-style-type: none"> • The banning of all whaling operations in Chilean jurisdictional waters (including commercial, scientific and aboriginal whaling). • The creation of marine protected areas for cetaceans (this is the first reference of MPAs under Chilean legislation). • The regulation of whale watching operations conducted in Chilean waters (process that was undertaken by a multidisciplinary working group during 2009 and that will come into force in 2010, positioning Chile as one of the countries where regulations are in place before the expansion of the whale watching industry). • Mitigation measures for collisions between maritime vessels and cetaceans • The penalization (CONFIRMAR PALABRA EN INGLES) of operations that harass and/or harm cetaceans
<p>Diapo 17</p>	<p>Conclusions Texto en Diapo</p> <ul style="list-style-type: none"> f. The consolidation of democratic governments that respect the rights of civil society to participate actively in decision making processes related to the management and conservation of their natural patrimony is essential to move towards the adoption of sound marine conservation policies that represent the long term interests of the people and not short term economic interests between States. g. The responsible non lethal use of cetaceans and the socio-economical benefits generated by whale watching are key factors to interest governments in the development of whale conservation policies and increase/strengthen management non lethal policies in the IWC. h. The active and informed participation of civil society is one of the major catalysts for the adoption of sound marine conservation measures nationally and internationally. NGOs need to combine their expertise and capacity of lobbying governmental officers with comprehensive and inclusive public campaigns, where each citizen is granted the opportunity to get involved and cooperate from their field and experience.
<p>Diapo 18</p>	<p>Gracias!!!</p>