

What is the value of Guam's Coral Reefs?



Sustainable Financing
Workshop

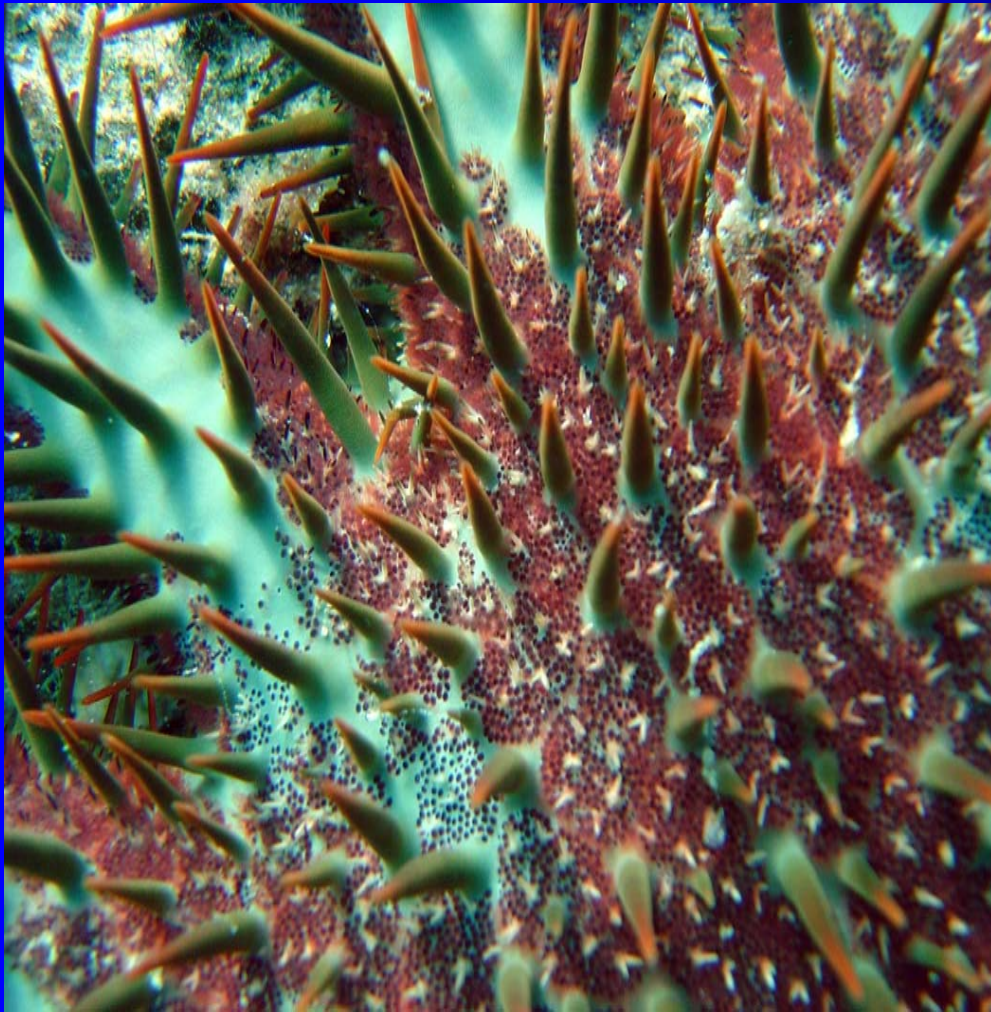
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Value of Guam's Reef

- Cultural
- Economy-tourism
- Recreational Activities-diving, snorkeling



Values of Guam's Reefs



- Food – survival
- Increase land values
- Protection against typhoons, tsunami
- Research

Why put a monetary value on the coral reef ?

- Increase public awareness of the importance of the reef
- Garner greater political will
- Provide accurate mitigation when resources are damaged

*Similar study done in Hawaii,
American Samoa, CNMI*



Coral Reef Valuation Study- CRI Funds

- Stakeholder meetings with John Dixon
- Scope of Work developed
- Consultant was selected – UOGML and DAWR
- Data Gather and conduct survey



Coral Reef Valuation Study

Contractors: Cesar

Environmental

Economics

Consulting; Simon

Fraser

University; ARC

Environmental

400 household survey

Draft –reviewing the
results



Coral Reef Valuation Study

- People's relationship with the marine ecosystem
- Local willingness to pay for coral reef conservation
- The economic importance of reef at a local level



Coral Reef Valuation Study

- The Discrete Choice Experiment
 - Estimate non-market values
 - Respondents asked to choose different scenarios with different cost
 - Respondents chooses a preferred option



Coral Reef Economic Valuation Study



- Values not just measurable - \$\$\$ data
- Cultural Value
- Total Economic Value

Results of the Study



- Maintaining reef fish and seafood stocks at a level that can support the culture of food sharing is very important
- Concern about the effects of pollution and managing threats to the reef including exploitative fishing methods

Results of the Study

- Total Economic Value for Guam's marine environment is \$140 million/year
- People are willing to pay to improve the health of Guam's reef



How will be use the information from the study ?

Increase public awareness of the importance of the reef – Improve public education on issues, protection of the resource and build local capacity

Garner greater political will – develop better enforcement laws and policies, MPA, Seashore Reserve, Erosion Control Regulations

Provide accurate mitigation when resources are damaged – reef damage due to DOD expansion and private development

How do we increase the value of Guam's coral reef?



- Develop partnership with the community
- Develop Pride in our Island
- Stewardship-social marketing
- Utilize limited funds efficiently

Partnership with Community



- Partnership with many businesses including-especially tourism industry

- GHRA, GVB, UnderwaterWorld, Ambros, Pepsi, PDN, many others





**Develop
Pride in our
Island**

Stewardship- social marketing



Utilize limited funds efficiently

- Cost benefit analysis-
economic gains
for management
options
 - Improve sewage
discharge system
 - Reduce
sedimentation
 - Increase
environmental
education



What is the value of Guam's Reef?

- What we do on land directly impacts Guam's Reefs.....and our community
- Guam's reefs depend on each of us.



Si' Yu'us Ma'ase'

