

# White Water to Blue Water Strategic Plan 2006-2009

**Vision:** Healthy, well-managed and productive marine and coastal ecosystems that support stable and secure economies and livelihoods in coastal countries.

**Mission:** To promote the practice of integrated watershed and marine ecosystem management in support of sustainable development through facilitating and strengthening partnerships to address issues such as integrated watershed management, marine ecosystem-based management, environmentally sound marine transportation, and sustainable tourism in the Wider Caribbean.

## **Strategy I. Strengthen and facilitate partnerships to address WW2BW themes**

- A. Serve as a catalyst in the development of new partnerships
- B. Facilitate networking among WW2BW partnerships
- C. Enable capacity building on the processes for developing and growing authentic, successful partnerships (e.g. mentoring, training, materials, sharing lessons learned, etc.)
- D. Enable scientific and technical training and education on WW2BW themes (e.g. Primers, workshops, exchanges, etc.)
- E. Inventory and facilitate access to existing capacity and resources of partners and stakeholders
- F. Enhance effectiveness of partnerships by linking with broader regional and global initiatives (e.g. CEF, CSD, World Water Forum, GPA, SIDS, etc.)
- G. Ensure a broad representation from the region and from various sectors and audiences (e.g. youth, private sector, foundations, etc.)
- H. Identify and mobilize resources, both in-kind and financial, that can support partnership activities, including at a regional level
- I. Facilitate opportunities to collaborate with private sector partners
- J. Provide a variety of benefits for various levels of participation
- K. Encourage country teams
- L. Encourage sharing of regional workplans to create synergies (e.g. CARICOM, CCA, UNEP/CAR, CATHALAC, IOCARIBE, PAHO, IUCN, etc.)
- M. Be responsive to emerging trends and issues that converge with core themes (e.g. disaster management, etc.)

## **Strategy II. Promote the WW2BW mission and process to support partnership activities**

- A. Develop and implement a strategic communications plan
- B. Communicate the value of participating in the WW2BW process among partnerships
- C. Enhance the visibility of WW2BW and activities within the media, the private sector and potential donor communities
- D. Disseminate success stories, lessons learned, and champion projects
- E. Maximize the use of the website, e-communications, newsletters, and special publications
- F. Utilize partner meetings and conferences to promote WW2BW (e.g. CEHI, UNEP, CCAD, CARICOM, private sector venues, etc.)

## **Strategy III. Maintain organizational viability**

- A. Share leadership and administrative functions among partners
- B. Maintain open, flexible, and participatory implementation
- C. Refine governance functions (e.g. executive committee/council structure, partnership criteria, terms of reference, etc.)
- D. Review and assess periodically the goals, strategies, and organization of WW2BW
- E. Encourage longer-term mechanisms to sustain WW2BW activities (e.g. GEF, etc.)