

ACTION PLAN FRENCH POLYNESIA

AUGUST 2014 → JANUARY 2018









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FRENCH POLYNESIA

273,000 millior



2241 m Highest peak: Mount Orohena on Tahiti

118 islands forming five island groups



BIODIVERSITY AND ECOSYSTEMS

3521 sq. km

498 Endemic land gastropod species **905** Native plant species, 63% of which are endemic

15,000 sq. km lagoon 1200 reef and lagoon fish species

INTEGRE IN THE PACIFIC OVERSEAS COUNTRIES AND TERRITORIES

XPF **1 43** billion budget, i.e. EUR 12 million 4 OCTs French Polynesia, New Caledonia Wallis & Futuna and Pitcairn

Pilot sites

5 Project coordinators at SPC **50** Participants

INTEGRE IN FRENCH POLYNESIA

3 Pilot sites Raiatea and Taha'a Islands, Tahiti Peninsula,Opunohu Bay and Valley

XPF **250** million budget, i.e. EUR 2.1 million



HIGHLIGHTS

With 118 islands spread across an area larger than continental Europe and located at the heart of the Pacific, French Polynesia hosts a natural and cultural heritage acknowledged worldwide as outstanding. Use of coastal areas and the nearshore provides considerable economic leverage. Human activity encroachment in these areas is increasing and causing major disruptions including damage to natural environments, biodiversity erosion, and climate change, etc. French Polynesians, who love their islands and wish to preserve their heritage, are now seeking to strike a balance between improving economic development and protecting their natural and cultural assets.

Integrated coastal management is about using the coast sustainably by reconciling social and economic development with biological, environmental and cultural conservation for the good of current and future generations.

INTEGRE (French acronym for Pacific Territories' Initiative for Regional Management of the Environment) provides support for integrated coastal management (ICM) initiatives in the four European Pacific overseas countries and territories (OCTs) and promotes ICM in the Pacific region.

Funded by the European Union to the tune of EUR 12 million (XPF 1.4 billion), INTEGRE runs from 2013 to 2018 and is driven by French Polynesia, New Caledonia, Wallis & Futuna and Pitcairn so as to focus on supporting sustainable environmental management initiatives. INTEGRE's regional activities (regional workshops, bilateral exchanges) focus on strengthening regional cooperation in integrated coastal management and promoting sustainable development for the benefit of communities.

Within French Polynesia, INTEGRE is strengthening participatory integrated management efforts made by the Department of the Environment (DIREN) and development stakeholders to better protect their natural environments. INTEGRE is involved in three pilot sites, i.e. on Raiatea and Taha'a Islands, Tahiti Peninsula and Opunohu Valley, with various activities implemented by local stakeholders aimed at:

- strengthening participatory management
- helping reduce human impact
- contributing to the sustainable integrated management of natural and cultural resources
- providing support to sustainable economic development, particularly through sustainable tourism
- · showcasing the natural heritage; and
- drawing on lessons learnt and disseminating the knowledge acquired during the project.

Other activities are being specifically conducted at the territorial level in organic farming, climate change, and environmental management capacity building.



7 939 km to Santiago, Chile



UNDERSTANDING THE BACKGROUND AND ISSUES IN FRENCH POLYNESIA

FRENCH POLYNESIA'S ORIGINALITY AND UNIQUENESS

With 118 islands spread across an area larger than continental Europe and located at the heart of the Pacific, French Polynesia has an outstanding natural and cultural heritage. Use of coastal areas and the nearshore provides considerable economic leverage, but this territory is both vast and fragile and up against natural and man-made hazards that are undermining equilibriums and jeopardising natural resource integrity. An overview is provided below.

GEOGRAPHY

SOUTH PACIFIC PARADISE

The vast territory of French Polynesia stretches across an approximately 5.5 million sq. km exclusive economic zone (EEZ), i.e. a surface area that is larger than continental Europe, although emerged land accounts for only 3 521 sq. km and lagoons for some 15,000 sq. km. It is made up of 118 islands in five island groups, namely the Society, Marquesas, Austral, Tuamotu and Gambier Islands. The "low" islands, located mainly in the Tuamotus and Gambiers, are coral atolls. The Society Islands, (Windward and Leeward Islands), Marquesas, Australs and some of the Gambiers are "high" volcanic islands.

The largest and most populous island is Tahiti where the capital, Papeete, is located. Average distances from Tahiti range from 225 km (Leeward Islands) to over 1500 km (Marquesas and Gambiers). French Polynesia's highest peak is Mount Orohena on Tahiti, a remnant of an extinct volcano rising to 2241 m. All the island groups have a tropical oceanic climate and, other than the Marquesas, are prone to tropical cyclones. Because it is located far from the tectonic plate edges, French Polynesia has a low earthquake risk, although tsunamis can still strike. A magnitude 9.5 quake off the Chilean coast in 1960, for example, generated 7 to 10 m waves in the Marquesas Islands.

POPULATION

TWO OUT OF EVERY THREE FRENCH POLYNESIANS LIVE ON TAHITI

French Polynesia has a population of 273,000 that is very unevenly distributed. Some 75% of the population lives in the Windward Islands and two out of three on Tahiti, mainly in Papeete and its outskirts. The population is young and dynamic with a quarter aged under 15 and population growth at 1.9%. The population is ageing, however, as a sixth will be over 60 by 2027 and the mean age will rise to 37 from the current 31. The vast majority of French Polynesians live by the sea, although distribution varies from one island group to another. Density varies from 150 inhab./sq. km in the Society Islands to 10 inhab./sq. km in the Marquesas.

There are three main ethnic groups, i.e. Polynesians (78% of the population), Europeans (12%) and Asians (10%). French is the official language, although Tahitian is commonly used and three other Polynesian languages are spoken (Marquesan, Paumotu and Mangarevan). Christianity plays an important role. A vibrant, widely recognised culture centres on dance, song, handicrafts, tattoo art and fine cuisine. Major cultural and religious festivities, such as the Heiva dance contest, punctuate the lives of French Polynesians.

GOVERNANCE

BROAD GOVERNING POWERS

French Polynesia is an overseas entity within the French Republic. The Organic Act of 27 February 2004 instituting self-governance for French Polynesia empowers it to freely and democratically govern itself through elected representatives and local referendums. The country can exercise all the powers not set aside for the French Government, including in environmental matters. Local government is exercised by a territorial assembly elected by universal suffrage, a government with its own president, 48 municipal councils and an Economic, Social and Cultural Council (CESC). The High Commissioner of the French Republic exercises sovereign powers such as justice, defence and security. The territory is represented nationally by three members of the French Parliament, two French senators and a member of the national Economic, Social and Environmental Council.



ECONOMY

THE COAST IS THE ECONOMIC HEARTLAND

Many businesses operate in French Polynesia's marine and coastal areas and contribute vigorously to its economic development. With an estimated per-capita GDP of XPF 1.9 million (EUR 15,700, source: ISPF), French Polynesia is among

the South Pacific's wealthiest economies after Australia, New Zealand and New Caledonia. Some 70% of the country's wealth is generated by the service sector, 14% by industry, and 17% by the construction trade. Most businesses are small with nine out of ten employing one or two people. In 2012, the labour force accounted for 90,000 people and unemployment stood at 22% or 25,000 people.

French Polynesia's economy is made up

of several sectors with tourism in the lead, accounting for 6% of the GDP. Visitor numbers have languished at 160,000 tourists per year since 2010 focusing on three areas, Tahiti, Moorea and Bora-Bora, which account for 85% of the country's hotel capacity. Traditional handicrafts employ 13% of the work force and the fishing industry, both offshore and coastal, is healthy with 1500 tonnes of deep-sea fish exported in 2012. Lagoon fisheries also play a major role with an estimated annual yield of 4300 tonnes, although some lagoons, such as Moorea and Tikehau are showing signs of



overfishing. Pearl farming, with 13,000 tonnes exported in 2013, is conducted on 26 islands and the leases, shrinking since they were affected by parasitical diseases, cover 7700 ha. Aquaculture (prawns, saltwater fish and giant clams) is

booming while agriculture is not a major player in French Polynesia's economy, although subsistence farming is very widespread and estimated to be worth XPF 10 billion a year. There is not much industrial development in French Polynesia owing to major hindrances such as the narrow local market, high labour costs and a lack of raw materials. It is based on agrofood, boat building, construction and processing (textiles, printing and furniture).



Added value by industry in 2012 (source (source ISPF)

BIODIVERSITY

NATURAL HERITAGE OF OUTSTANDING VALUE

As the French Polynesian islands are so remote, i.e. 6000 km from the nearest continental land mass, and dispersed across more than 5.5 million sq. km of ocean with such diverse natural habitats, unique life forms have emerged giving the area outstanding island-ecology value. The main ecosystems are primary forest, wetlands and coral reefs, which contain a remarkable number of endemic plant and animal species considering the territory's small surface area, and not all have even been recorded yet. The number of islands, peaks, deep narrow

"The vast marine expanse hampers and complicates comprehensive inventories"

valleys, and rivers along with the vast marine expanse complicate and hamper prospection work and comprehensive inventories. French Polynesia boasts 905 indigenous plants, 566 of which are endemic species (Muller & Meyer, 2012), i.e. an endemism rate of 63%.

Birdlife is very rich with 38 indigenous land species. Land molluscs (525 species and 95% endemism) and arthropods (2843 described by 2014 and 5% endemism) are also

very valuable in biogeographic terms. Some islands have been more closely studied than others. Rapa Island in the Austral Islands group, for example, has been thoroughly inventoried and is the scene of extraordinarily explosive speciation with at least 300 endemic animal and plant species over a surface area of 43 sq. km. Endemism is low among marine species, as French Polynesia is in the Indo-Pacific biogeographic province, where coral fauna is very homogeneous. There are 183 coral, 1193 reef-fish and 2500 mollusc species. A total of 21 marine mammal species visit French Polynesia waters (source: DIREN).

A HOST OF ENVIRONMENTAL PRESSURES

Indigenous island species are particularly fragile and sensitive to disruptions. They do not adapt well to environmental change or new competitors or predators, because they have been isolated for so long, live in small distribution areas and exist in low numbers. As a result, the increasing encroachment of human activity on natural habitats and introduced alien species that have turned invasive is massively eroding biodiversity. Some 60 plant, 20 vertebrate and 23 insect species are considered invasive and a threat to local biodiversity. French Polynesia ominously holds the record for the number of extinct or endangered species among French overseas territories, with 74 extinct and 173 endangered red-listed by the IUCN. French Polynesia is one of 34 biodiversity hotspots due to its remarkable diversity and high threat level.

Preserving the environment is one of French Polynesia's major concerns. The territory has armed itself with an arsenal of different instruments for implementing its natural area management and protection policy, including an Environment Code and the Area Planning Code for French Polynesia and Protected Zones (six categories) including two full natural reserves and nine protected landscapes. There are also two internationally recognised areas, i.e. a UNESCO biosphere reserve and a RAMSAR wetland site.



Did you know?

French Polynesia is in the Polynesia-Micronesia biodiversity hotspot, a vast 4500-island ecoregion with a high concentration of endemic species and high threat level. There are 34 biodiversity hotspots worldwide, five of which are in the Pacific.

IMPROVING INTEGRATED COASTAL MANAGEMENT FOR THE BENEFIT OF COMMUNITIES

2

SUSTAINABLY MANAGING ISLANDS AND COASTAL AREAS

The human footprint on natural coastal environments is increasing, causing disturbances that are jeopardising mankind's ability to access available resources, develop sustainable economic activities and preserve our traditions. A number of approaches that could help sustainably manage the environment are discussed below.

CHALLENGES

A COVETED HERITAGE

OCT coastlands and islands are where human populations live, levers for economic development and environmentally and culturally high-value natural heritage. They draw on a number of monetary, heritage-related, aesthetic and spiritual resources (cf. table below) and one of the major challenges is managing to fully preserve this capital by strengthening its assets while reducing threats to such coveted areas.

COASTLAND CAPITAL				
Economic assets	Biological and ecological assets	Cultural and intangible assets	- Threats	
 Tourism Fishing Agriculture Aquaculture Industries Trade, ports Real estate BTP Public services Raw materials 	 Outstanding ecosystems (e.g. forests, coral reefs, mangroves) Endemic biodiversity Rare species Iconic species (e.g. humpback whales, manta rays) Ecological services: e.g. water purification, carbon cycle, climate regulation, pollination 	 Traditional Pacific-islander knowledge Scientific knowledge Listed features: UNESCO World Heritage, RAMSAR, etc. Beautiful landscapes, Sacred places Leisure, well-being 	 Pollution Habitat destruction Invasive species Resource overuse overuse Biodiversity loss Ecosystem disturbances and loss of ecosystem services Climate change Loss of cultural values Natural disasters (e.g. tsunamis, tropical cyclones) 	

MANAGEMENT

SUSTAINABLY MANAGING THIS COMMON HERITAGE

In an environment with so many unique economic, social and environmental factors to contend with, sustainably managing common resources for the well-being of all its users is a vital concern. How can different interests and uses be reconciled? How can public support and involvement be elicited around common projects without causing tensions and frustration? New approaches and territorial governance forms that involve local stakeholders and users in the decision-making process are increasingly being used to meet this challenge. They are based on a democratic, participatory model and aim at developing local solidarity, overcoming initial ill-feelings, finding consensus-based solutions, building a shared vision and sharing the benefits fairly. Integrated management and local development are two of the participatory models promoted and implemented by INTEGRE.

DEFINITIONS

INTEGRATED COASTAL MANAGEMENT

Integrated coastal management (ICM) involves sustainably using an area (land, shore or sea) or resource (e.g. water, forests and lagoons) by involving local stakeholders in the decision-making process and reconciling social and economic development with natural and cultural heritage conservation.

ICM takes a global ridge-to-reef view of coastal areas and works to intertwine the visions of the various economic, environmental, social, cultural and scientific sectors. It serves as a collaboration and planning tool as well as a way to help prioritise uses and management measures while integrating cultural reference points and traditional knowledge. ICM encourages sustainable development initiatives by drawing on success stories elsewhere and requires local stakeholders to jointly define their objectives with sufficient community support to be legitimate, accepted and abided by. Over the past 20 years, ICM has been implemented in a number of programmes in the South Pacific.



"Integrated coastal management (ICM), is a territorial governance tool for sustainable development and resilience to global change."

SUSTAINABLE LOCAL DEVELOPMENT

Local communities can sometimes find the notion of integrated coastal management difficult to embrace, either because they do not understand it or view it as remote from their day-to-day concerns. On islands, all land is a "coastal zone" that receives inputs from the mountains to the reefs and so "integrated island management" resonates better with communities. In the islands, this approach can be seen as "sustainable local development", which may be more readily understood and accepted. It is defined as a previously-discussed and shared strategy that aims to create social, economic, cultural and environmental harmony among all the stakeholders, who interact in a specific human-scale region without jeopardising their future well-being.

INTEGRE

INTEGRE (French acronym for Pacific Territories' Initiative for Regional Management of the Environment) provides support for integrated coastal management (ICM) initiatives in the four European Pacific overseas countries and territories (OCTs) and promotes ICM in the Pacific region.

PROJECT OBJECTIVE

INTEGRE is a participatory project for implementing new governance forms and developing an activity programme designed and monitored by a large number of partners. Its main objective has both regional and local components: help-ing manage or sustainably develop OCT environments for the benefit of their communities.

"Helping manage or sustainably develop OCT environments for the benefit of their communities "

REGIONAL COMPONENT

Pacific OCTs seldom turn to the regional organisations they belong to for help. There is fairly little discussion or collaboration between them, despite the regional environmental challenges they face. The project's regional component aims to strengthen regional cooperation in sustainable development and ICM matters and consists of two main activities:

- Creating forums for exchanges and collaboration between the OCTs and between them and the region's other countries by holding regional sector-based workshops to share experience in terms of sustainable tourism and organic farming, etc., providing regional expertise for OCTs in hazardous-waste management, etc. and holding bilateral exchanges between OCTs and between them and other countries in the region.
- → Improving OCT input to regional exchange and collaboration networks by taking part in regional cooperation work, creating exchange mechanisms, showcasing lessons learnt through result maximization and reporting and by incorporating existing regional networks such as in organic farming, etc. Progress on regional work is indicated in follow-up tables published in annual progress reports.



New Caledonia's Southern Tip INTEGRE aims to strengthen UNESCO management-committee's involvement in the Great Southern Lagoon management plan, improve knowledge and management of visitor traffic and recreational uses in marine and coastal areas and hold discussions on a sustainable development strategy for the southern tip of the main island.

NEW CALEDONIA



Beautemps-Beaupre and Ouvea atolls

INTEGRE is providing assistance for operationally implementing management of the UNESCO World-Heritage-listed site. The Loyalty Islands Province, traditional leaders and associations, assisted by scientists, have joined forces to tackle erosion and invasive-species regulation, provide awareness training and showcase the island's iconic sites so as to support ecotourism development.



North-eastern coastal area INTEGRE is assisting the Northern Province and local management committees strengthen participatory management of this UNESCO World-Heritage listed site. Lagoon-health monitoring, waste-management and watershed-restoration activities are being conducted with local stakeholder involvement.



Wallis Island and its lagoon INTEGRE is assisting with implementation of a sustainable development strategy for the island's communities in areas identified as priorities, such as water-resource preservation and shoreline protection.



Futuna

INTEGRE is helping sustainably manage and develop the environment to preserve the pristine setting and the quality of the territory's environments. INTEGRE is assisting the communities in areas identified as priorities, such as waste management, waterresource preservation and shoreline protection and restoration.

LOCAL COMPONENT

Small-scale trials through action and ownership are an approach that local stakeholders view as tangible, so each territory proposed a selection of pilot sites where INTEGRE could provide support to local experiments and the communities could play an active role in their own development.

The local component involves conducting experimental ICM and development projects on a total of nine pilot sites and the projects follow a framework, i.e. a local action plan developed closely with partners at the site. The local component involves:

- → conducting small-scale experimental ICM and development projects on pilot sites
- > improving environmental-management governance

Lessons learnt on the ground under the local component are fed back into the regional component and the methods and results maximized and promoted in the Pacific. Progress on regional work is indicated in follow-up tables published in annual progress reports.

THE NINE PILOT SITES





Raiatea-Taha'a islands

INTEGRE is providing assis-

tance to the islands' sustainable

economic development in agri-

culture, fisheries and tourism

and support for reducing pollu-

tion from business operations

developing sustainable

and their lagoon

economic activities

and

TO SECURITY OF SOLE

FRENCH POLYNESIA

Tahiti Peninsula INTEGRE is helping develop sustainable lagoon use on this site by reducing human pressure and developing sustainable and innovative economic activities.



Opunoho Bay and Valley INTEGRE is helping develop sustainable tourism by implementing environmental protection activities on the site, developing ecotourism and improving the community's living standards.



Pitcairn Islands

INTEGRE is helping develop and promote this remote and historically-significant island group in three main areas, i.e. waste management and recycling, soil-erosion control and sustainably promoting natural and cultural heritage features.

LOGFRAME

A logframe is a project management tool recommended by donors, including the European Union, which provides consistency between the various project levels by stating clearly-defined objectives and the expected activities and outcomes. It can be used to:

- identify the resources required for achieving the objectives
- monitor project progress and assess the results

The project's two-tier (regional and local) structure is based on a sequence of objectives, activities and expected outcomes and so each activity can contribute to attaining several objectives. External reviews organised and funded by the European Commission are scheduled at different stages in the project.

INTEGRE can be summarised as follows:				
OVERALL OBJECTIVE	HELPING MANAGE OR SUSTAINABLY DEVELOP OCT ENVIRONMENTS FOR THE BENEFIT OF THEIR COMMUNITIES			
SPECIFIC OBJECTIVES	REGIONAL COMPONENT Strengthen regional ICM cooperation		LOCAL COMPONENT Develop and implement an ICM plan based on the territory's sustainable development issues	
EXPECTED OUTCOMES	Set up forums for OCTs to meet and work with each other and with other countries in the region	Improve OCT input to regional exchange networks	Improve environmental management governance	Locally implement ICM activities
ACTIVITIES	 Organise regional technical workshops Regional technical consultancies OCT and OCT/ACP bilateral exchanges 	 OCT input to regional strategic documents Develop tools for regional exchanges Project result-maximization and communication 	 Set up participatory local/territorial/ regional governance bodies Build local capacity Raise civil-society and decision-maker awareness 	 Develop an ICM/pilot-site plan Implement management/ conservation activities Develop new sustainable economic activities

GOVERNANCE

INTEGRE is being carried out in all four OCTs from 2013 to 2018 and is driven by French Polynesia together with New Caledonia, Wallis & Futuna and Pitcairn. Implementation has been coordinated by the Pacific Community (SPC) with a specially recruited five-person team: a coordinator, a project assistant and three deputy coordinators, i.e. one for each territory.

A geographical three-tier (region, territory and pilot site) governance approach has been taken as outlined in the figure below:



IMPLEMENTATION

Activities are implemented in several different ways. They are set out in action plans (regional and territorial) approved by the Steering Committee and by MOUs signed by SPC and the four territorial authorising officers.

The different implementation methods are:

- Direct implementation by SPC (mainly for regional activities or when no local technical partner has been identified to carry out an activity)
- Implementation by local partners , supervised by:
- implementation agreements which provide for delegation of management of INTEGRE funding linked to implementing the identified activities
- accreditation documents, signed by SPC and the technical operators, make it possible to delegate implementation of identified activities without delegating funding, which will continue to be administered by SPC. Accreditation documents make it possible to fund activities carried out by technical departments without having to go through the central local government budget and to work with small local organisations

The accreditation documents and implementation agreements are closely monitored administratively.

BUDGET

Funded by the European Union to the tune of EUR 12 million (XPF 1.4 billion), INTEGRE has been implemented in four OCTs from 2013 to 2018. SPC provides financial control for the project and audit reports are submitted to the European Commission with each disbursement request. The implementation agreements with managing operators are not individually audited, but project audits contain substantial material on these grants. Managing operator expenditure is recorded in SPC accounts once the supporting documents required by the organisation's procedures have been submitted.

MONITORING AND EVALUATION

Based on operator outputs and following discussions with and approvals by the partners, the INTEGRE team provides and disseminates various deliverables, including quarterly progress reports, steering committee minutes, annual reports and workshop/forum reports. The materials produced by the project, including slideshows, scientific publications, posters, photos and videos, are regularly posted on the project website (www.integre.spc.int) and are freely downloadable.

External reviews of INTEGRE organised by the European Commission are planned to monitor progress and ensure the outputs match the objectives.

INTEGRE IN FRENCH POLYNESIA

In French Polynesia, the Department of the Environment (DIREN), a government agency, is responsible for preserving and developing French Polynesia's natural resources as best as possible. It seeks to implement a genuine environmental management and protection policy for all the island groups. It is against this backdrop that INTEGRE provides support to DIREN's initiatives and those of all the stakeholders in the field.



SPECIFIC OBJECTIVES

INTEGRE was presented to DIREN and local partners in February 2014. Once the issues had been defined, local site committees set up, and activities approved, the action plan was adopted.

Local component

Three pilot sites:

- Raiatea and Taha'a Islands
- Tahiti Peninsula (Taiarapu)
- Opunohu Bay and Valley

On pilot sites, INTEGRE is working towards the following objectives:

- Assisting with sustainable economic development, particularly in tourism
- Helping control man-made threats.
- Boosting the participatory management process and involving local stakeholders more effectively
- Contributing to sustainable integrated natural and cultural resource management

Territorial and cross-sector component

In French Polynesia, INTEGRE aims to:

- Improve networking and capacity among all stakeholders involved in environmental management
- Assess the way EEZ monitoring is organised and managed and the costs of managing climate-change-effect mitigation and adaptation
- Strengthen organic farming so as to help develop more environmentally-sound and less input-heavy agriculture

BUDGET

INTEGRE has an XPF 250 million or EUR 2.1 million budget in French Polynesia.

LOCAL GOVERNANCE ARRANGEMENTS

INTEGRE supports existing resources such as management committees, government departments and cultural and environmental associations. A geographically defined three tier (region, territory and pilot site) governance system has been set up in French Polynesia. The Department of the Environment is one of the project's key partners.

French Polynesia INTEGRE project governance

REGIONAL LEVEL / ONCE A YEAR

STEERING COMMITTEE (COPIL)

- President of French Polynesia (COPIL Chair)
- President of the Government of New Caledonia, Prefect of Wallis & Futuna, Governor of Pitcairn (Authorising Officers)
- Head of the European Commission Office
- Focal technical departments Wilderness Conservation Agency (New Caledonia), Office of the Environment (French Polynesia) and Department of the Environment (Wallis & Futuna)
- SPC (facilitation and secretariat), INTEGRE (observation)

TERRITORIAL LEVEL/TWICE A YEAR

TERRITORIAL TECHNICAL COORDINATION COMMITTEE (CCTT)

- President of French Polynesia (CCTT Chair)
- Ministry of Culture and the Environment
- Director of the Environment (project focal-point department in FP)
- Heads of the following departments: Marine Resources, Rural Development, Culture and Heritage, Public Works, Town
 and Land Planning, and Tourism
- INTEGRE Coordinator

LOCAL LEVEL/ REGULARLY

LOCAL/SITE COMMITTEES

- Pilot-site municipality mayors
- Department of the Environment Representative
- Representatives of the government departments operating on the site
- Association representatives
- Public and/or private operators tasked with implementing the project



INTEGRE ACTION PLAN • FRENCH POLYNESIA 2014 > 2018

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PILOISIE RAIATEA-TAHA'A

3

TWO ISLANDS WITH ONE LAGOON

The Raiatea and Taha'a islands pilot site is host to remarkable biodiversity, but environmental and social balances both on land in the lagoon are under threat from growing boating, tourism, agriculture and pearl-farming activities. INTEGRE supports recently enacted public policy to assist in sustainably developing both islands' economies (details below).



GEOGRAPHY

Raiatea Island, located 210 km to the northwest of Tahiti, is in the Leeward Islands of the Society Island group. With a land area of 238 sq. km, it is the 4th largest in French Polynesia. Nicknamed the "sacred island", Raiatea has a steep central mountain range with the highest peak, Mount Tefatua, rising to 1017 m. The volcanic mountains are etched by deep green valleys and fertile plateaus.



estate that is French Polynesia's most important in spiritual and archaeological terms, as the cradle of the Polynesian gods. Raiatea is divided into three municipalities, i.e. Uturoa, Taputapuatea and Tumaraa. Uturoa is the Leeward Islands' administrative headquarters and main township. It boasts a deep-water port where large vessels can dock and moor.

The smaller nearby 88 sq. km

On its fringes, the fairly narrow coastal plain is home to most of the population of 12,000, who are quite evenly distributed around the island. There are archaeological ruins, including Taputapuatea Marae (sacred site) located on an 8-hectare sister island of Taha'a lies in the same lagoon as Raiatea and has similar features. The population is 5220 and Mount Ohiri overlooks the island at 590 m above sea level. The lagoon is dotted with motus and has a surface area of 290 sq. km.



ECONOMY

Raiatea's economy is mainly based on small-scale farming and fisheries supplying the local market and Bora Bora's tourist facilities. All sorts of lagoon fish resources are harvested for the market, including fish, crustaceans and sea urchins. Other business lines are on the rise including pearl farming and tourism. With two marinas, Raiatea is home to the territory's main yacht rental companies and is developing water sports, a fast-growing line. Numerous air and sea links with Tahiti and neighbouring islands make Raiatea an open and bustling island with daily flights and many schooner wharfs. Taha'a's economy is based mainly on Tahitian vanilla, for which it is the leading producer in French Polynesia; copra, and the increasingly popular nono fruit (*Morinda citrifolia*). Family farming for subsistence purposes is well developed. Taha'a has no airport, but many schooner wharfs located all around the island.

BIODIVERSITY AND ENVIRONMENTAL PRESSURE

In marine terms, the 10 boat passes around both islands open them up to the ocean and rapidly renew water in the lagoon, which is 290 sq km in area and up to 55 m deep. Raiatea and Taha'a have many deep bays with fringing reefs that are fairly damaged by development, but lend themselves well to aquaculture, e.g. prawns bred in pens and crabs, etc. Coral ecosystems in Taha'a's north are still well preserved, particularly the barrier reefs.

On land, Raiatea and Taha'a hold outstanding biodiversity with original plant formations and a very high flora endemism rate. Te Mehani'ute'ute Plateau on southern Raiatea alone holds half the island's floral diversity, although it is only 0.06% of its surface area! With a mean altitude of 500 to 800 m and a 69 ha surface area, the plateau has 216 plant species, 96 of which are endemic to French Polynesia and 48 to Raiatea, such as

LOCAL GOVERNANCE ARRANGEMENTS

Management plans have been developed in recent years under several programmes with targeted funding so as to work towards the common goal of mitigating environmental impacts and preserving natural environments.

- French Polynesia's forestry programme
- Endangered endemic species conservation programme: (in place since 2004)
- Agroforestry development plan: develop pilot crop protocols for combined tree and foodcrop planting (Maraeroa state land)

the iconic apetahi variety of gardenia, (*Apetahia raiateensis*). The plateau also has Tahiti petrel (*Pseudobulweria rostrata*) nesting sites, a seabird that is protected in French Polynesia. The plateau is also a sacred site with archaeological ruins.

There are several threats to this outstanding heritage's integrity, including inadequate management of operations in the watersheds, particularly farming, drainage and coastal development and, in the lagoon, fishing, boating and tourism.

- Maritime planning scheme (PGEM): Uturoa's application; Tahaa PGEM launched in 2008
- Water sport tourism development project: XPF 120 million for 16 sites in the Leeward Islands implemented by the Raiatea Chamber of Commerce and Industry's Services and Trades Department (CCISM). Taputapuatea Marae UNESCO World-Heritage-listing project
- Faaroa state land integrated management plan.



INTEGRE IMPLEMENTATION

INTEGRE is part of a multi-stakeholder networking and consultation process and aims to develop sustainable environmental management in this fragile and remote island group.

SITE ASSESSMENT

A regional methodology workshop was held in Noumea in February 2014 for all project partners. A SWOT (strengths, weaknesses, opportunities and threats) analysis was conducted as a project diagnostic tool and planning aid and was completed during the 1st local site committee meeting the following month.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
 Lush, quality environment and landscapes (coral gardens & endemic gardenia <i>Tiare apetahi</i>) Rich culture, traditional knowledge about the area and resources passed on to younger generations Navigable lagoon Community & stakeholder involvement Inter-departmental liaison feedback Buoyant private sector, public-private partnerships Young population Local training facilities Large areas of state land with management opportunities (current action plans) Harbour suitable for large cruise ships Well organised fisheries / quality fish Active associations 	 Not much coordination between the public and government Lack of overall environmental management Community's land-sea concept not integrated in plans Lack of resources for waste and sanitation management Densely built-up coastline No spatial information or planning for marine and terrestrial environments; lack of knowledge on lagoon uses and pressures No local resources for environmental management Lack of coordination between the public and elected leaders Unstructured marketing of some products Marine resources diminishing / declining humphead wrasse population Relations between local, territorial and French Polynesian government bodies Damaged marine habitats
OPPORTUNITIES	THREATS
 INTEGRE pilot site Well-developed communications with Papeete and other Leeward Islands 	 Invasive species in agriculture New shipping lines exerting pressure on resources (overfishing) Increasing disturbances related to economic

- Project that unifies the community around water sports tourism
- World Heritage listing project for the Taputapuatea Marae
- Project to set up a one-stop shop for economic stakeholder associations
- Political backing for a maritime area planning scheme
- Potential for sustainably developing natural resources (bamboo, trochus)

- Increasing disturbances related to economic development
- Slump in the central economy causing revenue losses in outlying islands; markets for products dwindling
- Natural and man-made erosion
- Lagoon areas poorly signposted
- Waste from sea-based business operations (abandoned oyster beds and pearl lines)
- Tiare apetahi (gardenia) extinction
- Increased visitor traffic
- Climate change

OBJECTIVES

This analysis helped better define the project strategy and make future activities more consistent, with the main objective being to support the development of economic activities without damaging the quality of the natural and cultural environments. The specific objectives selected for the site project were as follows:

- Help contain potential or actual pollution from economic activity, e.g. farming, fisheries and boating, etc
- Help develop sustainable economic activity in organic or integrated farming, ecotourism or pearl farming.
- Support the introduction of sustainable integrated management of lagoon use

ACTION PLAN AND BUDGET

In order to achieve these objectives, an action plan was developed based on three activity groups:





ACTIVITY 1

→ To help contain pollution, INTEGRE supports the following projects:

- Managing silt and organic pollution from permaculture practices. Operator: SARL Vaihuti Fresh
- Abattoir waste recycling. Operator: Rural Development Department
- Industrial waste management . Operator: Chamber of Commerce Industry and Trades
- Curtail agricultural weed killers. Operator: Taputapuatea Municipality
- Set up organic demonstration farms and vegetable gardens in primary schools.

Operator: Taputapuatea Municipality

Total budget: XPF 28.5 M (i.e. EUR 240,000)

ACTIVITY 2

→ In order to develop sustainable economic activity, INTEGRE supports the following projects:

- Local product showcasing and sales by building and fitting out a faré at Tehurui.
- Operator: Tumaraa municipalityDevelop an ecotourism area on Tiarere site.
- Operator : Taha'a Municipality

 Set up shared kitchen gardens and
- organic farming plots. Operator: Uturoa Municipality
- Set up a multi-purpose site for farming, sports and tourism on Puohine. Operator: Tamarii Puohine

Total budget: XPF 23.5 M (i.e. EUR 197,000)

ACTIVITY 3

→ To set up sustainable integrated lagoon management, INTEGRE supports the following projects:

- Develop an integrated lagoon management plan.
 Operator: site municipalities and country departments
- Preserve and showcase Punaeroa motu, Vaiaau.
 - Operator: Punaeroa Association

Total budget: XPF 18 M (i.e. EUR 151,000)



PIOTESTE TAHITI PENINSULA: (TAIARAPU)

4

LISTED SITES ON THE REEFS

The Tahiti Peninsula pilot site contains listed natural landscapes and remarkably well-preserved archaeological sites, but the land and lagoon equilibriums are under threat from the urban sprawl, pollution and booming farming and aquaculture. INTEGRE supports public policy enacted in recent years to help sustainably manage natural and cultural resources on the peninsula in an integrated manner. More information is provided below:



GEOGRAPHY

Some 50 km to the southeast of the capital, Papeete, lies the Tahiti Peninsula, also known as Tahiti Iti or Little Tahiti. It is joined to the rest of Tahiti by the Taravao isthmus and the town with the same name. Highly varied, often spectacular and still preserved landscapes can be seen on the peninsula ranging from the vast Taravao farming tableland reminiscent of the Normandy plains to the rugged inland peaks and deep, narrow, green valleys. Mount Roniu rises to 1,332 m. On either side of Taravao, the urban area gradually gives way to wilder areas some 20 km away that are mainly accessed by sea. Tahiti Peninsula has a population of 18,545.

"The fertile Taravao plateau is the powerhouse of commercial farming"

ECONOMY

Tahiti has a diverse economy. The fertile Taravao plateau is the powerhouse of commercial farming, where egg and pig farms, dairy herds producing locally marketed Vai Ora fresh milk, vegetable crops and fresh flowers jostle for space. The plateau also hosts an aquaculture industry based on innovations and transfers from Ifremer (French Marine Industry Research Institute) and the CTA (Aquaculture Technical Centre). Taravao Harbour also has an industrial zone, including a noni-juice factory and shipbuilding facilities. In less urban areas, family-run leisure businesses dominate, delighting walking, diving and surfing enthusiasts drawn by the legendary Teahupoo wave.



BIODIVERSITY AND ENVRIONMENTAL PRESSURE

In the sea, Taiarapu Peninsula has a standard high-island lagoon with well-developed barrier and fringing reefs. Tahiti Iti is one of few places in French Polynesia with gorgonian coral. The shoals in northern Taravao, Pari and the brackish-water lagoons near Taravao isthmus diversify and enrich these remarkable habitats.

Te Pari on the peninsula's eastern point is one of nine listed natural landscapes in French Polynesia due to its cultural and

archaeological value with its marae, petroglyphs and legendary sites. Vahi Waterfall and Vaipoiri Cave are also protected sites.

There are several threats to the integrity of this outstanding heritage including inadequate management of activity in the watersheds, e.g. pesticides used in farming, the growing urban sprawl from Taravao town and lagoon resource over-harvesting.



LOCAL GOVERNANCE ARRANGEMENTS

Management plans have been developed in recent years under several programmes with targeted funding so as to work towards the common goal of mitigating environmental impacts and preserving natural environments. Strengths and opportunities are summarized below:

- An Environment Code Class VI protected natural-resource area was set up in 2014 following a request by Teahupoo residents. It is better known as Teahupoo *rahui*. A management committee has been set up
- The erosion hazard was assessed by classifying the plant cover and a baseline study conducted on fertiliser and pesticide use under IRD's GERSA component of CRISP (Coral Reef Initiative for the South Pacific)
- A general land-use scheme (PGA) is currently being developed in West Taiarapu township
- The *Rahui* Research Programme conducted from 2008 to 2011 yielded the information required to set up the Teahupoo *rahui*. It set out to study land and lagoon natural resource management methods against the backdrop of French Polynesia's cultural and legal pluralism. It also aimed at proposing forward-looking assessments for striking a balance between sustainable resource management and cultural identity.

INTEGRE IMPLEMENTATION

INTEGRE is part of a multi-stakeholder networking and consultation process and aims to develop sustainable environmental management in this fragile and remote island group.



SITE ASSESSMENT

A regional methodology workshop was held in Noumea in February 2014 for all project partners. A SWOT (strengths, weaknesses, opportunities and threats) analysis was conducted as a project diagnostic tool and planning aid and was completed during the 1st local site committee meeting the following month.

SWOT ANALYSIS

STRENGTHS

- Natural abundance (lagoon, Fenua aihere & rivers)
- Culturally rich
- Fertile soil
- Good cultural and environmental information on the site
- General land use planning scheme currently being finalised
- Traditional practices recognised by regulations, a *rahui* (fishing reserve) has been set up
- Many well-organised associations (environment and culture)
- Good public-private synergy
- High community demand for regulations
- Far from the city
- Sparsely settled
- Primary-sector oriented population
- Restricted access to the Fenua aihere
- Young, active community
- Tourist industry potential (trekking)
- Variety of economic activities
- IFREMER and Aquaculture Technical Centre locally established
- Organic farming practiced locally
- Training organisations available locally
- Huge marine area with development prospects
- Symbolically significant sites (Teahupoo wave)

OPPORTUNITIES

- INTEGRE (community training in resource management, potential for sharing with other sites or countries)
- · Tourist industry development through surfing
- Municipal elections (new leadership team, fresh impetus)
- *Rahui* (fishing reserve) in place for reseeding projects

WEAKNESSES

- Lack of funding
- Lack of human resources in government agencies
- · Uncoordinated environmental monitoring networks
- East and West unequally developed
- Farming and aquaculture have an impact on the lagoon
- Conflict over fishing grounds
- Urban development
- Waste processing on the Fenua aihere
- Inadequate economic development / few jobs
- Market gardening and fisheries produce sales
- Far from urban areas; restricted access (few roads)
- Lack of consultation at the municipal and peninsula level
- Cultural sites not sufficiently developed
- Dangers on the Te Pari pathway
- Fishing regulations and environmental code enforcement
- Lagoon resource depletion
- Little scientific research

THREATS

- Road to Fenua aihere
- Tourist industry development (waste, visual pollution, resource depletion)
- Municipal elections (current initiatives could be halted)
- Heavy fishing
- Taramea starfish proliferating with no more predators
- Governance issues between municipal and country authorities
- Population pressure
- Pollution (waste) on land and at sea
- Urban development along the coast
- Household sanitation

OBJECTIVES

This analysis helped better define the project strategy and make future activities more consistent. The major issue is to sustainably manage the peninsula's natural and cultural resources. The specific objectives selected for the site project were as follows:

- Mitigate the impact of man-made environmental pressure, particularly silt pollution from farming and aquaculture
- Introduce natural and cultural resource management measures and site-appropriate governance
- Help develop sustainable economic activities

ACTION PLAN AND BUDGET

To achieve these objectives, an action plan was developed based on three activity groups:





ACTIVITY 1

→ INTEGRE supports the following project to help mitigate environmental impact:

 Provide resources for developing organic farming and properly managing farm waste
 Operator: Biomarama Association

Budget: XPF 10 M (i.e. EUR 84,000)

ACTIVITY 2

→ PINTEGRE supports the following projects for introducing natural and cultural resource management measures:

- Setting up a protected natural resource area or rahui at Fenua 'aihere Operator: DIREN
- Managing traffic on Aoma River
 Operator: West Taiarapu Municipality
- Preserving and showcasing archaeological sites in the Maraetiria protected-area watersheds in *Faaroa eu Fenua* 'aihere Operator: Culture and Heritage Department

Budget: XPF 10 M (i.e. EUR 84,000)

ACTIVITY 3

→ INTEGRE supports the following projects to help develop sustainable activities in the lagoon:

• Support for setting up a *rahui* network in collaboration with stakeholders

Operator: Department of Culture and Heritage, CRIOBE and municipalities

 Developing low-cost aquaculture methods for marketing and reseeding purposes

Operator: French Polynesia Aquafarmers' Association

 Harmonising environmental monitoring networks as part of a participatory approach.

Operator: Office of Marine and Mining Resources

OPUNOHU BAY AND VALLEY

5

A LISTED NATURAL AND CULTURAL SITE



GEOGRAPHY

Opunohu Bay and Valley are located in the northern part of Moorea Island, a close neighbour of Tahiti's just 17 km to the northwest. With its amphitheatre valley overlooked by steep peaks hemming in a crystal-clear bay, Opunohu is one of French Polynesia's most beautiful landscapes. Toheia, the highest peak, rises to 1207 m. Little Papetoai village with its 300 people nestles in the bay. The lagoon is 15 to 50 m deep and the valley has a very wet microclimate with average rainfall between 2500 and 3500 mm/year. It is also a premier archaeological site with over 500 recorded ruins and sacred sites. Moorea residents see the valley as the island's actual "lung" and freshwater reservoir.

ECONOMY

Opunohu is a fishing Mecca and catch is commonly sold on the roadsides. It is also major tourist attraction with over 50-60,000 visitors a year who come for activities on land, such as bush trekking and visiting archaeological sites, and in the water, such as diving, water sports and boating. The valley has huge swathes of farmland covering 15,000 ha managed by the territory, 99 ha of which is leased to some 50 farmers. Approximately 60 hectares are used for growing pineapples to supply the local Rotui fruit-juice factory. Also on the estate are the Opunohu Agricultural High School and an agricultural training and promotion centre (CFPPA).



BIODIVERSITY AND ENVIRONMENTAL PRESSURE

More than two-thirds of the plant species listed on Moorea are found at the Opunohu site. There are still well-preserved specific coastal environments in the bay including a narrow strip of coastal forest remaining between the lagoon and road that greatly helps maintain the shoreline.

In marine biodiversity terms, the east coast lying at the foot of Mount Rotui is the most abundant with harvested molluscs as well as iconic species, such as green turtles, dolphins and humpback whales.

This outstanding heritage is under both extrinsic and intrinsic threats including farming methods used in the watersheds that affect the river and bay's quality and resources, invasive species that are a hazard for land biodiversity, rising visitor traffic and shoreline development.



LOCAL GOVERNANCE ARRANGEMENTS

Management plans have been developed in recent years under several programmes with targeted funding to design multi-partner management plans aimed at working towards the common goal of mitigating environmental impacts and preserving natural environments, as summarised below:

- The General Land-Use Plan (PGA) has been applied throughout Moorea Island
- The marine area management plan (PGEM) is monitored by a standing committee and association. It covers the whole of Moorea Lagoon
- Moorea Lagoon is listed under the RAMSAR Convention as a wetland of international importance.
- In 2012-2013, the French Polynesia Government and the municipalities drove a project to have the bay listed as a protected natural area, but the findings of a public enquiry required prior to official listing prevented the project from succeeding and it has been shelved
- The Rural Development Department (SDR), which manages Opunohu Estate, is currently working on a development blueprint for the area to ensure farming and tourism there develop harmoniously.



INTEGRE IMPLEMENTATION

So as not be left out of the tourist boom, Opunohu residents wish to take control over their valley and lagoon's future while still striking a balance between local development and their values. INTEGRE is assisting local stakeholders in projects that meet their needs.

UNUSUAL CIRCUMSTANCES

The site has seen several unsuccessful projects that have left local stakeholders feeling dissatisfied. Also, with the various rival stakeholders there, it did not appear advisable to issue a call for projects that would probably have ended up favouring one set of stakeholders above others with INTEGRE helping perpetuate individualistic approaches.

So, the project worked with the stakeholders to identify useful activities that would nurture a collective effort and, although, the stakeholders are still wary, trust is gradually building up.



SITE ASSESSMENT

A regional methodology workshop was held in Noumea in February 2014 for all project partners. A SWOT (strengths, weaknesses, opportunities and threats) analysis was conducted as a project diagnostic tool and planning aid but because of initial conflictual committee meetings, it could not be expanded with local stakeholders.

SWOT ANALYSIS

STRENGTHS

- Good knowledge base
- Well-preserved landscape
- Well-preserved cultural resources
- Major tourist attraction
- Fertile farmland
- Land and maritime planning schemes in place (PGA/PGEM)
- Small area
- Large tracts of state land
- Strong political backing for tourism development plans

OPPORTUNITIES

- Proposed maritime planning scheme (PGEM) review
- Opunohu territorial estate development plan being designed
- Eco-tourism development
- Work already done on area management proposals
- Scientists working on site

WEAKNESSES

- Marine resources over-harvested
- Damaged marine ecosystem
- Lack of coordination and knowledge sharing
- Lack of official funding for the association managing the maritime planning scheme (PGEM)
- Community resistance to political leaders and projects
- Conflict of interest between landowners and the French Polynesian Government
- Scant consultation when projects implemented
- High unemployment

THREATS

- Erosion and environmental damage
- Non-integrated agriculture on the rise
- High tourist pressure
- Built-up coastline
- Strong political backing for tourist industry development (approach could be too top-down and development too hurried)



OBJECTIVES

The AFOM helped better define the project strategy and keep future activities consistent. The issue is developing sustainable tourism. The specific objectives selected for the site project were as follows:

- Improving the site's environmental and landscape quality
- Developing eco-tourism activities
- Helping to set up local governance that will be conducive to developing a sustainable tourist industry.

ACTION PLAN AND BUDGET

In order to achieve these objectives, an action plan was developed based on three activity groups:



ACTIVITY 1

→ In order to improve environmental- and landscape quality, INTEGRE supports the following projects:

- Contain silt pollution Operator: Rural Development Department & CRIOBE
- Reduce chemical and organic inputs in agriculture

Budget: **XPF 24 M (i.e. EUR 200,000)** Operator: Opunohu Agricultural High School





ACTIVITY 2

→ In terms of **ecotourism activities**, INTEGRE supports the following projects:

- Set up an ethnobotanical trail with explanations and interpretations Operator: Culture and Heritage Department
- Set up a fitness track. Operator: Rural Development Youth and Sports Department
- Set up a visitor and cultural facility.

Budget: **XPF 29 M (i.e. EUR 243,000)** Operator: Moorea Municipality

ACTIVITY 3

→ INTEGRE supports the following project for helping set up local governance for sustainable development:

• Devising a sustainable development plan.

Budget: XPF 21 M (i.e. EUR 176,000) Operator: CRIOBE & Moorea Municipality SPC

CROSS-SECTOR ACTIVITIES TO ENSURE A TERRITORY-WIDE REACH

INTEGRE is also implementing cross-sector, theme-based activities to establish ties between the various pilot sites, incorporate French Polynesia in the regional OCT networks and showcase the knowledge acquired throughout the Pacific. More information is provided below on these cross-sector activities:

ACTIVITY 1

→ Set up a pilot organic farm network

This is part of a regional organic farming promotion and development activity in the Pacific. The aim is to develop sustainable, environmentally-sound, island-appropriate economic activities. The project supports the French Polynesian Rural Development Department's policy.

There are three activities:

- Promote and develop organic farming in the three Frenchspeaking Pacific island OCTs
- Improve organic farming techniques and organic certification process
- Strengthen POETCom (Pacific Organic and Ethical Trade Community), the regional organic-farming promotion network and French-speaking OCT participation in the network

This has involved setting up three pilot organic farms, i.e. one in New Caledonia at Do Neva Agricultural High School, Houaïlou, another on Wallis & Futuna at Wallis Agricultural High School and a third in French Polynesia at Opunohu Agricultural High School. Farm trials, vocational and technical training, and experience-sharing sessions are being conducted there. The results will be shared throughout the Pacific and discussed at regional workshops. In French Polynesia, the plans are to:

- conduct soil-fertility, crop-disease, crop-pest and genetic-material trials at Opunohu High School's organicallycertified farm and at the certified-organic growers' network's farms. INTEGRE is taking part in funding or cofunding technical equipment and human resources
- facilitate experience sharing and vocational and technical training for farmers, students and businesses once a year

Budget: XPF 2.3 million (i.e. EUR 19,300) Service of Rural Development (SDR)





→ Managing a large marine protected area

French Polynesian authorities believe setting up a managed marine area throughout the EEZ is one of the best ways of preventing or mitigating climate-change impacts. Keeping coral reefs healthy is one way of ensuring that natural biochemical cycles, particularly CO² capturing, continue to function properly, thereby preserving ecosystems' potential resilience. The Ministry of Culture and the Environment is driving the activity that aims to conduct a baseline study on the management and funding of large marine protected areas so as to help the French Polynesian Government select the type of management it wishes to set up.

Budget: **XPF 3 MF (i.e. EUR 25,140)** Operators: Culture and Environment Ministry / Pacific Community



SHARING AND DISSEMINATING

INTEGRE is conducting various trials and different results have arisen from the project's implementation. Communication actions help share this new knowledge and these new skills more widely for the benefit of both French Polynesians and communities in the South Pacific.



TARGET GROUPS

Communication efforts should be aimed at a specific audience, such as partners, experts and decision-makers, but also at the general public who are increasingly concerned about environmental issues. Communication is designed for consumption at local pilot-sites, territory-wide (French Polynesia), regionally in the South Pacific, and internationally in Europe. As a result, the target groups are varied:

- Local project partners, e.g. management committees, operators, staff
- All stakeholders living or working on pilot sites or nearby, such as the community and local associations
- Local decision-makers and government authorities that are directly or indirectly concerned by the project and their departments
- The project's regional partners and groups set up for this purpose so as to share the lessons learnt by everyone and develop regional cooperation (New Caledonia, Pitcairn and Wallis & Futuna)

- Local stakeholders involved in similar environmental projects, to facilitate exchanges and feedback in both directions, i.e. environmental associations, donors, project leaders, the scientific community, the educational community, tourist information bureaus and NGOs
- Departments and associations involved in Pacific culture, agriculture and the environment
- Local, regional, French overseas, and international media, whether web-based, paper press or television
- General public and schools
- Economic stakeholders operating in the coastal-area pilot sites, e.g. mining companies, fishers, and hotels
- Regional and European organisations that are directly or indirectly involved in the project such as regional cooperation departments, French Overseas Ministry and Europe-Pacific cooperation departments, SPC (New Caledonia and Fiji), the European Union, SPREP (Secretariat of the Pacific Regional Environment Programme), and POET-Com.

MESSAGES

Depending on the target groups, the messages will cover the following concepts:

- French Polynesia has an outstanding natural heritage that should be preserved for future generations
- Integrated coastal management is an appropriate, tried and tested solution for sustainable development in South Pacific islands.
- Island communities are closely involved and active parties in decisions and activities relating to preserving and using their environment in order to apply sustainable solutions.
- Solutions and activities successfully tried out in French Polynesia can be used as examples and reproduced elsewhere, particularly in the Pacific region and other overseas territories
- INTEGRE provides assistance for local integrated management policies so as to strengthen and improve the process behind shared management of the environment. Environmental departments are also special project partners.
- Natural environment conservation helps societies become more resilient to global change and natural disasters. It also helps maintain traditional culture and fosters greater harmony
- It is beneficial to OCTs to cooperate with each other and other er Pacific territories when introducing regional solutions to environmental and sustainable-development issues. The European Union and SPC provide them with support for developing their projects.

OPEN ACCESS TO INFORMATION

Various communication resources and materials have been set up:

- A website presenting the project and its progress by posting news items and downloadable documents
- A digital library offering open access to all the materials generated by project implementation including reports, posters, workshop minutes, slideshows, flyers and photo and video library
- A graphic charter and accessories bearing the INTEGRE logo to improve the project's visibility and branding

INTEGRE is promoted in French Polynesia and its results disseminated by

- issuing press releases to the local media and partners
- posting content on the website
- the project management team and some of its other teams taking part in local, regional and international events to talk to the public and partners at agricultural and science fairs, forums, workshops and conferences. Appropriate materials are produced for these events.



Website homepage

INTEGRE ACTION PLAN • FRENCH POLYNESIA 2014 > 2018



AND APPENDICES

PROJECT OVERVIEW

Objectives	Activities	INTEGRE CONTRIBUTION	Total INTEGRE activity	Total INTEGRE site	
OPUNOHO - CONTRIBUTE TO DEVELOPING A SUSTAINABLE TOURIST INDUSTRY					
1 . Improve the site's environmental and landscape	1.1 Curb soil erosion on Opunohu Estate (MXPF 14) – Rural Develop- ment Department, CRIOBE	EUR 100,560 XPF 12 M	EUR 201,120		
quality	1.2 Reduce organic and chemical in- puts in agriculture - Opunohu Agri- cultural High School	EUR 100,560 XPF 12 M	XPF 24 M		
	2.1 Develop an ethnobotanical initi- ation trail – Culture and Heritage Department	EUR 142,460 XPF 17 M		EUR 666.210	
2 . Support for developing eco-tourist industry activities	2.2 Develop a fitness track on Opunohu Estate - Rural Development Youth and Sport Department	EUR 41,900 XPF 5 M	EUR 255,590 XPF 7 XPF 30.5 M	XPF 79.5 M	
	2.3 Support the development of a tourist facility on Opunohu Estate - <i>Moorea Municipality</i>	EUR 71,230 XPF 8.5 M			
3 . Contribute to setting up governance that promotes the development of sustainable tourism	3.2 Formulate a sustainable develop- ment plan (XPF 21 M) - <i>Municipality</i>	EUR 209,500 XPF 25 M	EUR 209,500 XPF 25 M		
TAIARAPU - CONTRIBU	TE TO THE SUSTAINABLE INTEGRATED MA	NAGEMENT OF NATU	JRAL AND CULTURAL	. RESOURCES	
1 . Lessen the impact of human pressure on the site's environment	1.1 Provide tools for developing or- ganic farming and help manage farm waste properly - <i>Biomarama</i> <i>Association</i>	EUR 83,800 XPF 10 M	EUR 83,800 XPF 10 M		
	2.1 Assist with setting up effective management for the locally- managed natural resource protected area (<i>rahui</i>) in the <i>Fenua</i> 'aihere	EUR 53,630 XPF 6.4 M			
2 . Support the creation and operations of natural and cultural	2.2 Manage visitor traffic to the Aoma River - West Taiarapu Municipality	EUR 20,110 XPF 2.4 M	EUR 88,840 XPF 10.6 M		
resource management areas	 2.3 Protect and develop the archaeological and anthropological sites on the land side of the Maraetiria rahui, Faaroa, in the Fenua 'aihere – Culture and Heritage Department 	EUR 15,100 XPF 1.8 M		EUR 596,670 XPF 71.2 M	
	3.1 Develop a rahui network in Taiara- pu – participatory approach and integrated management plan – <i>Culture and Heritage Department,</i> <i>CRIOBE and the municipalities</i>	EUR 192,740 XPF 23 M			
3 . Contribute to sustainably developing the site	3.2 Develop low-cost aquaculture tech- niques for marketing and reseeding purposes - French Polynesia Aqua- farmers' Cooperative	EUR 167,600 XPF 20 M	EUR 424,030 XPF 50.6 M		
	3.3 Harmonise environmental moni- toring networks based on a partic- ipatory approach - Department of Marine and Mining Resources	EUR 63,690 XPF 7.6 M			

Objectives	Activities	CON	NTEGRE Total INT NTRIBUTION activi		EGRE Tota ty		al INTEGRE site	
RAIATEA-TAHA'A - SUPPORT SUSTAINABLE ECONOMIC DEVELOPMENT								
1. Contribute to reducing pollu- tion from economic activities	1.1 Manage soil and organic pollution by developing permaculture-inspired pr tices - SARL Vaihuti Fresh	nic pollution by ture-inspired prac- resh		5,140 3 M				
	1.2 Support abattoir waste recycling Run Development Department	EUR 33,520 XPF 4 M						
	 1.3 Set up professional waste managem – Chamber of Commerce, Industry, Se vices and Trades 	ient r-	EUR 125,700 XPF 15 M		EUR 238,830 XPF 28.5 M			
	1.4 Purchase a backhoe to mechanically clear and maintain farms and re-use green waste		EUR 41,900 XPF 5 M					
	1.5 Help set up organic farms and demo stration kitchen gardens in primary schools – <i>Taputapuatea Municipality</i>	n-	EUR 12,570 XPF 1.5 M					
2 . Take part in developing or supporting sustainable economic activities	2.1 Foster local-product sales and prom organic farming by building and fittin out a faré at Tehurui – Tumaraa Mun ipality	iote Ig Iic-	EUR 20 XPF 2),950 .5 M	950 M		EUR 590,800 XPF 70.5 M	
	2.2 Develop an ecotourism area on Tiare site – Tahaa Municipality	ere	EUR 96,370 XPF 11.5 M		EUI	R		
	2.3 3 Improve community and tourist life styles by making shared organic kitc gardens – Uturoa Municipality	e- hen	EUR 50,280 XPF 6 M		XPF 23 M			
	2.4 Set up an agriculture, sport-facility a tourism project at Puohine - Tamar Puohine Association	and ii	EUR 25,140 XPF 3 M					
3 . Support the introduction of sustainable integrated lagoon-use management	3.1 Develop an integrated management plan for Raiatea-Tahaa Lagoon - site municipalities and FP authorities		EUR 142,460 XPF 17 M		EUR 159,220			
	3.2 Conserve and develop Punaeroa mot off Vaiaau – Punaeroa Association	tu	EUR 16 XPF 2	5,760 2 M	XPF 19 M			

CROSS-SECTOR ACTIVITIES

1 . Regional activity: set up a pilot organic farm	EUR 184,360 XPF 22 M		
2. Assess the logistics for managing and monitoring the EEZ and management costs for that area.	EUR 25,140 XPF 3 M	EUR 243,000 XPF 29 M	
3 . Additional cross-sector support in developing integrated management plans	EUR 33,520 XPF 4 M		

TOTAL FRENCH POLYNESIA BUDGET: EUR 2,096,700/ XPF 250.2 M

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- Conservation International, 2007. Ecosystem Profile Polynesia-Micronesia Hotspot Critical Ecosystem Partnership Fund.
- French Polynesian Department of the Environment (DIREN) http://www.environnement.pf
- French Polynesia environmental base study. DIREN and Creocean, coordinated by F. Seguin
- Raiatea-Taha'a site description sheet
- Gargominy Olivier, 2003. "Biodiversité et conservation dans les collectivités françaises d'outre-mer" French IUCN (International Union for Conservation of Nature) Committee, Collection Planète Nature, 2003.

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When the land suffers, so does the sea.' This statement by Papa Mape of Papetoai, Moorea, an iconic repository of considerable traditional knowledge, shows that Polynesians have fully grasped the integrated coastal management concept. INTEGRE's job is to make it operational in every district in the territory.





Brief bio of Caroline Vieux INTEGRE Deputy Project Coordinator in French Polynesia

Caroline joined SPC in November 2013 as the INTEGRE Deputy Project Coordinator for French Polynesia. Prior to that she had worked as the Coral Reef Management Officer at the Secretariat of the Pacific Regional Environment Programme (SPREP), Samoa, from 2007 to 2011. She began her career as the "Polynesia Mana" Coral Reef Monitoring Network Coordinator, based at the Island Research Centre and Environmental Observatory (CRIOBE) on Moorea, French Polynesia from 2004 to 2006. Caroline trained as a marine biologist and broadened her skills and interests to include the social sciences by becoming increasingly involved in the participatory management of natural resources and local development.

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