INCOME SHARING

of the
North-east Tobago UNESCO
Man and the Biosphere Reserve
Management Plan

SUMMARY SITUATIONAL ANALYSIS

Increasingly, stakeholders that derive income from business activities, realise that the condition or "health" status of the social, cultural, and natural environment of the NETMABR is crucial for their long-term business success and that exploitative business practises are unsustainable.

The motivations for income-sharing are (a) to maintain the social and ecosystem services required to sustain profitable business and (b) to meet the ever-increasing demand of customers for environmentally and socially responsible products. In principle local Income Sharing is the smaller version of Corporate Social Responsibility Programmes of large companies.

In general, the concept of income-sharing is not understood, appreciated, or commonly practised in the NETMABR, two notable exemptions are Castara Retreats and the ERIC. It is quite likely that other enterprises contribute to environmental and, especially social programmes; however, such contributions are not formalised, often irregular, and not widely communicated.

HIGH LEVEL GOAL

The majority of private sector enterprises operating within the NETMABR and depending on its human- and ecosystems formally commit to share a part of their income with TOBIMA's implementing partners to support the conservation and regeneration of natural and cultural heritage assets which are essential resources to their businesses.

PRIORITY NEEDS

The private sector fully understands that sustainable economic growth and personal income is strongly linked to the health of NE Tobago's natural and cultural heritage and as such willing to financially contribute to the implementation of the NETMABR Management Plan and the TOBIMA.

STRATEGIES

- Convincing private sector enterprises that healthy and functional natural and cultural resources are highly valuable for their business models;
- simplification of the income-sharing process by providing templates, a standardised protocol, and matchmaking for formal commitment; and
- visibility for income-sharing initiatives within the NETMABR (especially targeting customers).

KEY PROPOSED ACTIVITIES

- Establish an income-sharing alliance with business associations to assist with the promotion of income-sharing;
- conduct annual awareness activities with business associations, chambers, and individual enterprises to inform them about the, especially economic, benefits of income sharing, share customer requests for environmental and social responsibility and demonstrate visibility options in collaboration with TTAL and Div. Comm. Dev;
- Draft formal income-sharing agreements including simple but effective monitoring of transparency and accountability.
- Identify and validate beneficiaries by community, mandate, and mission; set eligibility criteria that encourage beneficiaries to improve their governance.
- Promote income-sharing initiatives, benefits, and success stories through press releases, social media, and at trade shows; communicate these promotional activities with income-sharing providers.