

# **St. Kitts and Nevis Implementation Strategy for Component 8 CPACC Project**

## **Background**

Component 8 of the CPACC project is expected to demonstrate the design and use of economic and regulatory approaches to coastal and marine management, in response to the threats of sea level rise. It will show how innovative approaches to environmental management, such as the use of economic incentives can provide flexible, cost-effective alternatives to more traditional regulatory policies.

## **Methodology**

Stakeholder participation played an integral part in the C8 pilot project.

An introductory meeting was held to inform stakeholders about the Component 8 and to request their involvement in the process. Another meeting concentrated on the identification of the issue that would be dealt with. A matrix was used to identify the most important issue that affects the coastal and marine environment. After going through a detailed identification process, the Sustainable Use of the Coastal Zone with major emphasis on hotel development.

The group then developed meaningful and measurable standards that needed to be met in hotel development. For example, a range of environmentally friendly practices for both the construction and operational phases of hotel development was identified.

Once the standards were established, three main instruments were identified- Eco-labeling, Environmental Charter and Set back limits

A mechanism was then developed as to the workable nature of the instruments. A few critical activities were identified to ensure success:

- a. Identification of the type of Marketing to be done so that properties that adhere to and adopt an environmental plan and policy would get the necessary marketing exposure as a result of their support of the Green Bush Initiative project.
- b. To liaise with International and Regional Institution that have mastered the implementation of an environmental management programmes and/or best practices.
- c. Seek approval from Cabinet for the granting of tax concessions for the importation of environmentally friendly products
- d. Get Hotel Operators commitment to this process by demonstrating the cost savings that can be gained by the implementation of these best practices.
- e. Ensure that Guidelines were developed and that an appropriate outreach programme be formulated.

Two specific geographic areas were selected: Frigate Bay in St. Kitts and Pinneys Beach in Nevis. The reason being that major hotel development is concentrated in these areas which have an effect on the coastal zone, which is affecting the quality of coastal resources in St. Kitts.

## **The Green Bush Initiative Project**

Due to the greening concept of the project, the Green Bush Initiative was chosen as the most appropriate name to convey this concept.

### **Goal of the Green Bush Initiative**

This Initiative was developed to demonstrate the use of market-based instruments to generate changes in behaviour with the long-term goal of mitigating against the effects of climate change.

This project is intended to create interest in the marketplace so that hotel operators, hotel staff and the general public on a whole can become aware of the cost benefits and opportunities that are affiliated with the implementation of a sound environmental program.

The minimum conditions of satisfaction required order to declare this project a success is the adoption of the of the programme by at least three (3) hotels

The method of confirming this achievement is for each hotel to develop an environmental checklist, and environmental policy and practices.

### **Scope, Impacts and Interdependencies**

The Green Bush Initiative has the potential to be integrated into the Product Development Unit of the new “St. Kitts Tourism Authority.” This is a quasi-governmental institution, which has sole responsibility for the tourism marketing and product development initiatives in the country and has revenue-generating capacity.

The newly established Bureau of Standards can assist by putting a strategy in place for the execution of an Environmental Management Standards Plan for the Tourism Sector.

Under the OAS Small Hotels programs, the environmental management programs will be developed to assist small hotels sector with achieving cost savings and sustainability through stronger environmental management practices at their properties.

Examples include the development of an environmental “walk through” system to alert small hoteliers to areas where they can achieve cost savings and an environmental certification program for those interested in proceeding to achieve environmental certification.

The OAS project has focused on technology training for small hotels. The OAS has been able to deliver over 30 specialists to the region, assisting over 300 small hotels with technology needs ranging from computer upgrading to website development.

These services can be utilized to assist in website development for the GBI project.

The economic instrument for the construction phase of the hotel development has not been fully explored. This is mainly due to the fact that the pilot area of Frigate Bay is already built up and will benefit extensively from a greening programme that concentrates on the hotels' operations.

### **Benefits**

The implementation of the GBI environmental guidelines (Energy and Water Conservation) will contribute to increased cost savings.

The non-financial benefits are in the area of:

- The anticipated marketing opportunities than will be derived
- The contribution of the project/activities in assisting in mitigating against the effects of climate change.

The Green Bush Initiative will certainly enhance the hotel operations and contribute to increased staff morale and commitment in addition to an increased level of service.

### **Risk and Opportunities**

#### **Risks**

- Legislative changes re: incentives for environmental projects
- Delay in implementation due to lack of resources
- Political environment

In order to minimize these risks, it is imperative that the hoteliers (as a special interest group) are educated and re-educated on the cost savings and the good business sense advantage of the implementation of an environmental programme.

It is also important that a contingency of about two (2) months will have to be built into the schedule in the event that implementation might be delayed.

#### **Opportunities**

- The recognized importance of "saving the environment"
- Interdependencies with other projects and availability of technical assistance