

## Criteria target guidelines for active stakeholders (AS)

Welcome to the **Whale Heritage Area (WHA) Madeira** initiative and thank you for your interest in becoming an active stakeholder!

The success of the site and its ability to ensure a healthy relationship between the local community and cetaceans ultimately depends on its stakeholders. We refer to stakeholders of the WHS Madeira as “active stakeholders” (AS) since these actively work to help the site achieve its targets.

The WHS Madeira targets are modeled upon the World Cetacean Alliance (WCA) [criteria guidelines for WHS](#) and the conservation targets agreed on by the Steering Committee (SC). The 6 targets are listed on page 2 along with suggestions for actions from the SC to achieve each target. Listed below are the **guidelines** on how to fulfill the criteria. On page 3 benefits for successful AS are listed.

1. **At least 3 of the 6 listed targets** must be fulfilled by the **Criteria Target Date (upcoming 10<sup>th</sup> March)** to maintain AS status.
2. **Proof of fulfillment** must be provided according to the nature of target fulfillment. All proof to be sent (at the same time) on the Criteria Target Date to the email address provided at the end of this leaflet.
  - 2.1. For the organization of events/workshops/activities: one form of documentation such as photos, leaflets, attendee lists, social media posts etc.
  - 2.2. To confirm participation in events/workshops/webinars/online courses/activities: attendee lists and/or certificate of completion of workshop/course. Alternatively, organizers can confirm participation of attendees.
  - 2.3. Sustainability certificates (ex. Blue Flag) must be confirmed through the actual certificate provided by the certifying entity.
3. Collaboration is encouraged amongst AS to achieve targets. If AS team up to fulfill a target, it will count as fulfilled for all collaborating AS.
4. AS have the option of **achieving 2 or more targets through one action**. Ex: If a beach cleanup is organized specifically for school children, which then ends in a collaborative art piece, targets 1), 4) and 5) are achieved in one action.

**Exception: Whale-watching tour operators aspiring to be AS are required to join the SC by means of a Whale-Watching Board. This role requires participation in an annual assembly held by the SC and the board to discuss conservation targets of the site and tackle issues or challenges faced by the industry.**

**Attendance is compulsory and will be considered as one fulfilled target, leaving two targets left to fulfill (for the latter the same rules apply as for other AS).**

## WHS Madeira Targets

### **1) Organization of activity/workshop/event directed at raising awareness on marine life around Madeira**

#### Examples:

- Community beach or marina cleanups
- Community workshop on marine life
- Awareness campaigns in press/social media addressing threats to marine life

### **2) Implementation of internal practices/recognition through certificate to enhance general sustainability or proof of existing implementations/certifications**

#### Examples:

- Reduction of plastic use
- Registration with /certification from an accredited sustainability initiative (ex: Blue Flag)
- Carbon footprint reduction/ Renewable energy installments

### **3) Organization/participation of workshop/activity involving scientific community**

#### Example:

- Workshop outlining current scientific research on cetaceans and/or other marine life in the region

### **4) Organization of/participation in activity or workshop involving educational establishment (schools, universities)**

#### Examples:

- School trips/excursions on WW boats or coastal tours
- Creating educational material (info leaflets)
- School presentations
- Events/activities with summer schools

### **5) Contribution to cultural celebration of cetaceans in community**

#### Examples:

- Collaborative art pieces
- Collaboration/ organization of art/photo exhibitions related to marine life (particularly cetaceans)
- Festival related to marine life
- Informative/evening presentations (in community areas, schools) of Madeira's transition from whaling area to WW area

### **6) Organization/participation of responsible practice workshop**

#### Examples:

- Online: [WCA Responsible WW guides training course](#), [WiSe Scheme](#); [Comet WW Guided Course](#)
- In person; best practice in Madeira (WW), workshops on other marine life

## Benefits for AS

- ◆ **Self-promotion:** Once proof of fulfillment has been sent to the SC on the Criteria Target Date, AS will receive the WHS Madeira logo to use to showcase their participation in the initiative.
- ◆ **Networking:** The WHS will consist of a diverse community of stakeholders that are all encouraged to collaborate, giving AS a chance to improve their contacts in the region and strengthen partnerships.
- ◆ **Accreditation & promotion of Madeira:** Madeira is notorious for its sustainable approach in tourism and its conservation efforts. A WHS certification will showcase this and accredit all AS who contribute to its success.
- ◆ **Representation:** All AS have a say in the SC without any existing hierarchy. All parts of the WHS community are represented in the SC either directly or indirectly through a representative.
- ◆ **Conservation:** All AS can be proud to contribute to the long-term protection of cetaceans and their habitat, as well as help create sustainable development opportunities for the local community.

The SC will continue to work to expand the list of benefits for all AS as the WHS progresses and will keep all AS informed of the development of the site as well as inform aspiring AS of activities relevant to WHS. We hope to make Madeira a better place for all communities, cetaceans and humans alike, and can only achieve this together.

Please send all required documentation of achieved targets or any queries you may have to the following email address: [info@whsmadeira.com](mailto:info@whsmadeira.com).