

Curriculum Vitae

Christopher L. LaFranchi

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Present position

2007- Founder & CEO, OneReef Worldwide Stewardship, an entrepreneurial venture that makes long-term protection of coral reefs a viable option. Lead on effort to negotiate and implement a portfolio of 30+ marine conservation agreements (MCAs) with Asia-Pacific Islanders who own coral reefs and are committed to conservation goals and adaptive management strategies, but do not have adequate financial, technical, and scientific resources. Key negotiator between communities devoted to conservation and management of their coral reefs and investment leaders committed to supporting healthy reefs and resilient communities. Current focus: building an enterprise with the capacity to replicate and scale the OneReef model across the Asia-Pacific Region and measure impact.

Work history

2009-2012 Co-Principal Investigator (with Astrid Scholz of EcoTrust), The West Coast Online Marine Survey; data collection and study of private coastal recreation using an internet survey platform; applied to randomly sample the resident populations of southern California, Oregon, and the greater Bay Area of California; worked with the Surfrider Foundation and EcoTrust to use collected data to inform Oregon's Territorial Sea policy and establish a baseline for monitoring MPAs in California, in accordance with the Marine Life Protection Act (MLPA)

2008-2010 Adjunct professor, Monterey Institute of International Studies, Middlebury College graduate school; taught graduate seminar course, *conservation incentive agreements: theory and practice*

2005-2011 Social science coordinator, US National Marine Sanctuary Program, West Coast Region; primary responsibilities: (i) socioeconomic monitoring in the Channel Islands, California, and (ii) socioeconomic analysis to inform the Ecosystem Based Management Initiative in federal waters of the Monterey Bay area, California

2005 Research associate, The California Marine Life Protection Act Initiative; conducted study of non-consumptive uses on the California central coast to inform a public MPA policy process

2001-2004 Contracted economist, The World Bank, Government of Papua New Guinea (PNG), Forestry and Conservation Program; two multi-year consultancies: (i) review of PNG's forest revenue system and, (ii) review of current timber projects, socioeconomic and financial impacts

1999-2001 Contracted economist, United States Agency for International Development (USAID), Natural Resources Management (NRM) Program, Jakarta Indonesia; conducted applied socioeconomic research at two sites: (i) Bunaken National Park, Sulawesi (economic valuation of coral reef restoration) and, (ii) East Kalimantan, Mahakam river region (valuation of small-scale forestry and rattan production by indigenous Dayak communities)

- 2000-2002 Contracted economist, Conservation International; policy assessment of tropical forest conversion to oil palm plantations in Indonesia and Papua New Guinea: estimated the opportunity cost of forest conservation in preparation for negotiating possible conservation agreements in Sumatra, Kalimantan, and several sites in Papua New Guinea
- 1998-1999 Applied economist, Environmental Defense Fund, water policy program; applied study: paying the cost of ecosystem damage, user fees to internalize damage costs and finance restoration; developed analytical basis for user fees, including principles for setting fee levels and ranges and a concrete fee structure based on benefits received and costs incurred
- 1998 Applied economist, Greenpeace Pacific, Solomon Islands, Marovo Lagoon Region; conducted on-site applied research and a comparative analysis, from a community perspective, of industrial vs. small-scale development options; valued environmental services and products from forests and coral reefs
- 1998 Contracted economist, USAID, Malawi; on-site review of sustainable agriculture program and related projects at 16 locations throughout the country
- 1996-1998 Staff economist, The World Wildlife Fund and Government of Namibia; performed community-level work and conducted two baseline studies to inform NGO/government bid to create community conservancies across the nation: (i) The value and significance of natural and wild resources to indigenous communities, and (ii) Small-scale and subsistence agriculture in rural Namibia

Education

- 1990-1992 University of Hawaii at Manoa, M.S. in natural resource economics
- 1982-1986 Oregon State University, B.S. in biology, technical journalism

Professional activities and honors

- 2010 Invited participant, collaborative effort with Dr. Theodore Groves to explore application of game theory to conservation incentive agreements, Center for Environmental Economics, University of California at San Diego
- 2010 Invited panel participant, *Marine protected areas monitoring panel*, State of the Bay conference, Loyola Marymount University
- 2009 Invited panel participant, *Monitoring coastal use and MPAs*, the International Marine Conservation Congress (Society for Conservation Biology), George Mason University
- 2009 Invited participant, California Monitoring Enterprise meetings to generate scientific recommendations for MPA monitoring; collaborated with a group of about 15 scientists to formulate recommendations for marine monitoring framework and indicators
- 2009 Hollings Internship Mentor Program, Pomona College Senior Eliot Chang
- 2007 Invited participant, National Center for Ecological Analysis and Synthesis (NCEAS), MPA Monitoring Group, nine days of meetings; collaborated with a group of 25 scientists to share data and perform analyses in preparation for formal reporting on monitoring of marine reserves in the Channel Islands, California
- 2006 Panel Member, California Marine Life Protection Act (MLPA) Initiative, Baseline Science-Management Panel
- 2003-2005 Rainer-Arnhold Fellowship, Mulago Foundation. Developed the OneReef social entrepreneurial model for conservation agreements; worked with social entrepreneurs and conservation leaders, e.g., Dan Jansen (University of Pennsylvania), Peter Seligman (CEO, Conservation International)

Major grants

- 2015- 2016 The MacArthur Foundation, *Systematic investments in partnership to enhance coastal marine management*, with The American Museum of Natural History and The Coral Reef Alliance, [**\$250,000 - pending**]
- 2013- The Sall Family foundation, various ongoing, in support of OneReef [**\$150,000**]
- 2013- The Anthropocene Institute, various ongoing, in support of OneReef [**\$180,000**]
- 2013- The Alex C. Walker Foundation, *A public-private partnership to support conservation in the Republic of Palau (ongoing)* [**\$180,000**]
- 2014 National Geographic Society, Explorer Programs, *A Conservation Agreement for Ant Atoll, Pohnpei State*, [**\$30,000**]
- 2010- Mulago Foundation, Sustainable Solutions Portfolio, *Development and implementation of the OneReef enterprise*, [**\$620,000 – total to date**]
- 2009-2012 Sea Grant, Ocean Conservation Trust, *Establishing baseline monitoring data and methods for the California North Central Coast*, [**\$626,000**]
- 2009-2010 NOAA Coral Reef Conservation Program, *Toward long-term, secure coral reef conservation at Helen Reef atoll, Palau*, [**\$47,000**]
- 2009-2011 The David and Lucile Packard Foundation, *Survey of Oregon's non-consumptive coastal use patterns* (with the Surfrider Foundation and EcoTrust), [**\$100,000**]
- 2007-2009 The Ocean Foundation, *The CA Coast Online Survey*, (with Linwood Pendleton and the Santa Monica Bay Restoration Commission), [**\$107,000**]
- 2006-2007 The Resources Legacy Fund Foundation, *Study of non-consumptive uses of the Channel Islands National Marine Sanctuary*, [**\$143,000**]
- 2005-2006 The Critical Ecosystem Partnership Fund, *Clan-level Conservation Agreements, Siberut Island – Indonesia*, [**\$45,000**]

Fieldwork experience

- 2015- Raja Ampat, West Papua, Misool Island and surrounding area (ongoing)
- 2011- Republic of the Marshall Islands, various coral atolls (ongoing)
- 2007- Republic of Palau: various atolls, SW Islands, and States (ongoing)
- 2008- Federated States of Micronesia, Pohnpei and Yap States, Ngulu Atoll (ongoing)
- 2009 Colombia, Guapi, west coast, February
- 2008 Ecuador, various locations, February
- 2006 Costa Rica (with Dan Janzen, University of Pennsylvania), June
- 2003-2005 Papua New Guinea (Sepik, Western Province, New Britain), various periods
- 2005-2006 Northern Sumatra (Mentawai Islands), various periods
- 1999-2000 East Kalimantan (Mahakam river region): various periods
- 1999-2000 North Sulawesi (Bunaken National Park)
- 1999-2000 West Papua (Jayapura), various periods
- 1998 Solomon Islands (Marovo Lagoon, Western Province), July-August
- 1998 Malawi (various sites throughout the country), April-May
- 1995-1997 Namibia (Kaokoland, Kavango, Caprivi Strip), various periods
- 1994 Northern Mariana Islands (Rota Island), April and July
- 1990-1993 State of Hawaii (Hawaii Institute of Marine Biology, Coconut Island)

Professional meetings and invited presentations

- 2014 3rd International Marine Conservation Congress, Society for Conservation Biology, Glasgow, Scotland; Symposium organizer and oral presentation: *Show me the conservation: recent experience with long-term marine conservation agreements*
- 2012 12th International Coral Reef Symposium, Cairns, Australia: Oral presentation: *Resilience through mutual co-operation between local and international communities*

- 2011 2nd International Marine Conservation Congress, Society for Conservation Biology, Victoria, Canada, Symposium organizer: *What marine conservationists need to know about economics*; oral presentation: *Conservation agreements applied to coral reef ecosystems*
- 2010 State of the Bay Conference, Loyola Marymount University, oral presentation: *The CA Coast Online Marine Survey*
- 2009 1st International Marine Conservation Congress, Society for Conservation Biology, George Mason University, oral presentation: *Economists hear 'Words of the Lagoon': Coral Reef Conservation through Long-term, Equitable Agreements*
- 2007 Shore to Sea Lecture Series, US National Park Service, Santa Barbara and Ventura, CA, invited speaker: *Spatial Use Patterns among Non-consumptive Users of California's Channel Islands*
- 2002 Australian National University, Canberra, Australia, Resource Management in Asia-Pacific Program (RMAP), invited forum speaker: *What Future PNG Forests? Governance, Conservation, and Sustainability*
- 1991 World Aquaculture Society Annual Meeting, Nova Scotia, Canada, presented paper: *An Automated System for Monitoring Water Quality in Panaeid Shrimp Mariculture Ponds*

Languages

Speaker of Bahasa Indonesia and French at intermediate conversational levels

Selected reports and publications

1. LaFranchi, C. May 2009. *Economists hear 'words of the lagoon': long-term coral reef conservation through equitable agreements*. Proceedings of the International Marine Conservation Congress, Society for Conservation Biology
2. Pendleton, L. and C. LaFranchi, 2009, *The California Coast Online Survey: Southern California Module, Report to the Santa Monica Bay Restoration Foundation* (A joint effort of NaturalEquity and the Coastal Ocean Values Center)
3. LaFranchi, C., and L. Pendleton. April 2007. *A Spatial Analysis and Assessment of Non-Consumptive Uses in Two California National Marine Sanctuaries, Interim Report*. Prepared for the National Marine Sanctuaries Program and Resources Legacy Fund Foundation
4. LaFranchi, C., and M. Tamanaha. September 2005 *Spatial Patterns of Non-consumptive Use on the California Central Coast*. Prepared for the Marine Life Protection Act (MLPA) Initiative, the National Marine Sanctuary Foundation, and the National Marine Protected Areas Center Science Institute
5. LaFranchi, C. 2004. *Review of Current Timber Permits: Socioeconomic and Financial Impacts*. Report to the Government of Papua New Guinea.
6. LaFranchi, C. 2002. *Conservation and Sustainable Land Use Incentive Package. Feasibility Analysis for Papua New Guinea and Indonesia*. Report prepared for Conservation International, Washington, DC.
7. LaFranchi, C. 1999. *Paying the Cost of Ecosystem Damage: user fees to internalize damage costs and finance restoration*. Report to Environmental Defense Fund, Oakland, CA.
8. LaFranchi, C. 1999. *Comparing Industrial to Small-Scale Economic Options for Marovo Lagoon Region of the Solomon Islands*. Edited and Forward by Andre Carothers. Report prepared for Greenpeace Pacific.
9. Ashley, C., and C. LaFranchi. 1997. *Livelihood strategies of rural households in Caprivi: implications for conservancies and natural resource management*. Directorate of Environmental affairs, Ministry of Environment and Tourism. Windhoek, Namibia.