Maps as measurement
Marine protected areas and global conservation targets

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Representing ocean space

BLUE ECONOMY

The Blue Economy is sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.

The Blue Economy encompasses many activities...

RENEWABLE ENERGY
Sustainable marine energy can play a vital role in social and economic development.

FISHERIES
Marine fisheries contribute more than US$270 billion annually to global GDP. More sustainable fisheries can generate more revenue, more fish and help restore fish stocks.

MARITIME TRANSPORT
Over 80% of international goods traded are transported by sea, and the volume of seaborne trade is expected to double by 2030 and quadruple by 2050.

TOURISM
Ocean and coastal tourism can bring jobs and economic growth. Coastal Least Developed Countries and Small Island Developing States receive more than 41 million visitors per year.

CLIMATE CHANGE
The impacts of climate change on oceans—rising sea-levels, costal erosion, changing ocean current patterns, and acidification—are staggering. At the same time, oceans are an important carbon sink and help mitigate climate change.

WASTE MANAGEMENT
80% of litter in the ocean is from land-based sources. Better waste management on land can help oceans recover.

https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy
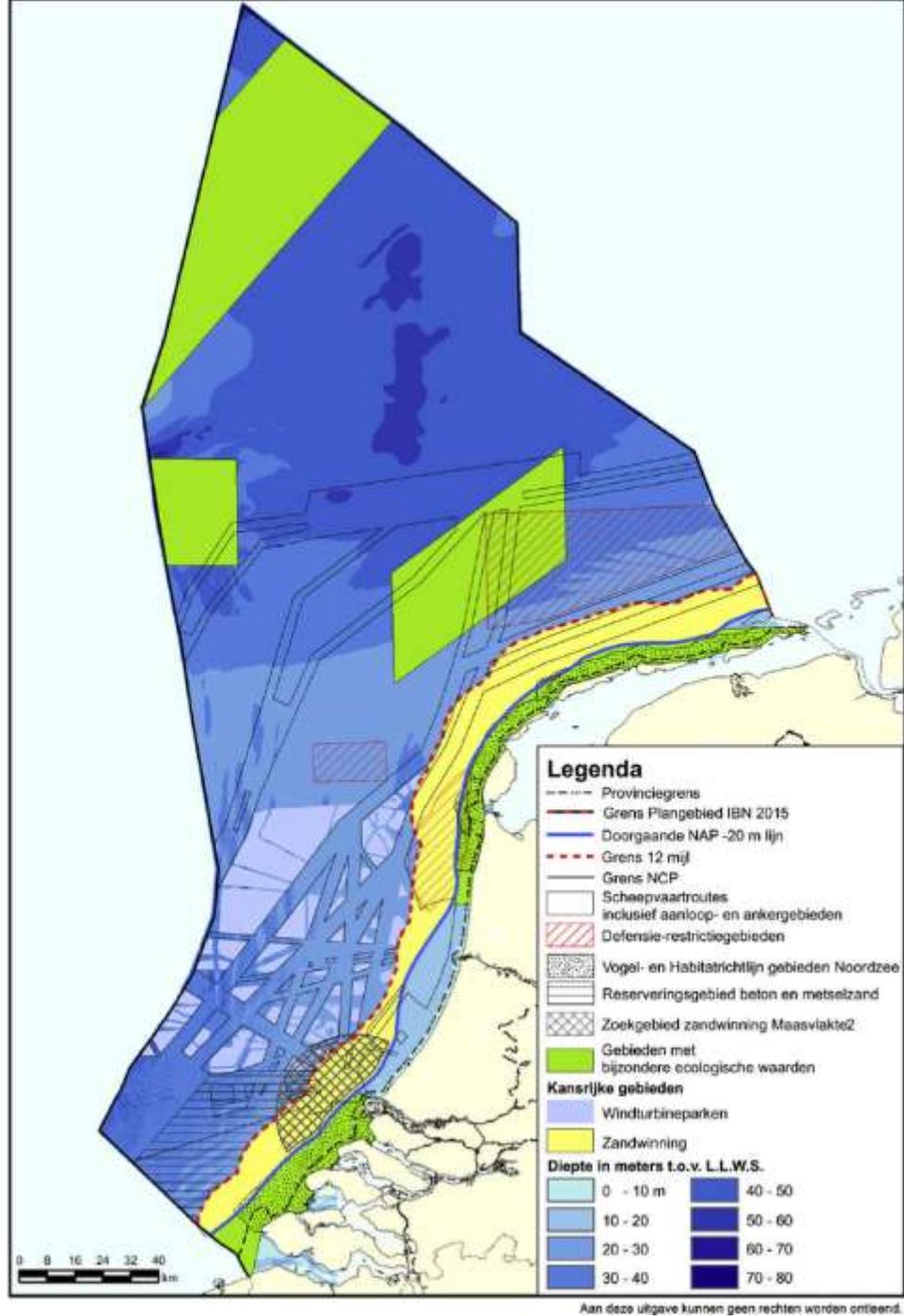
Maps as productive of space

In representing, maps simultaneously "provide the very conditions of possibility for the worlds we inhabit and the subjects we become."

Pickles 2004, 5

Source: en.m.wikipedia.org/wiki/File:Netherlands_location_map.svg

Source: Rijkswaterstaat Noordzee, 2005.

Legenda

Provinciegrens
Grens Plangebied IBN 2015
Doorgaande NAP -20 m lijn
Grens 12 mijl
Grens NCP
Scheepvaartroutes inclusief aanloop- en ankergebieden
Defensie-restrictiegebieden
Vogel- en Habitatrichtlijn gebieden Noordzee
Reserveringsgebied beton en metselzand
Zoekgebied zandwinning Maasvlakte2
Gebieden met bijzondere ecologische waarden

Kansrijke gebieden

Windturbineparken
Zandwinning

Diepte in meters t.o.v. L.L.W.S.

0 - 10 m	40 - 50
10 - 20	50 - 60
20 - 30	60 - 70
30 - 40	70 - 80

0 8 16 24 32 40
km

Aan deze uitgave kunnen geen rechten worden ontleend.

Maps as the measure of conservation

Because metrological practices define what warrants measurement, they "do no just reflect reality as it is. They create new realities (calculable objects)."

Barry and Slater, 2002, 30

Governing by goals

S	**M**	**A**	**R**	**T**
Specific	**Measurable**	**Attainable**	**Realistic**	**Time-bound**
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors."	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

Image: hydratemarketing.com

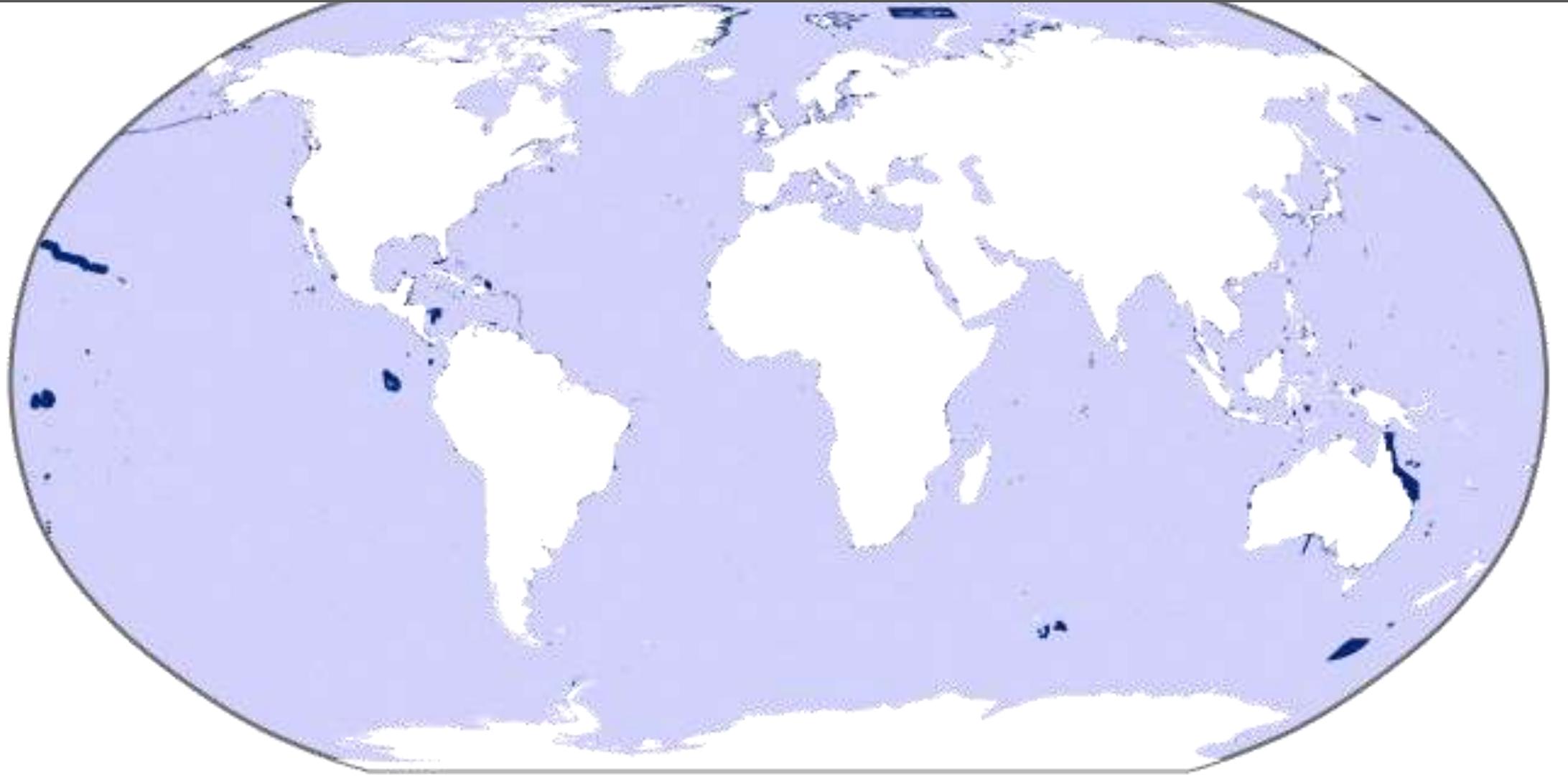# Marine Protected Areas Targets

14.5 - By 2030, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information
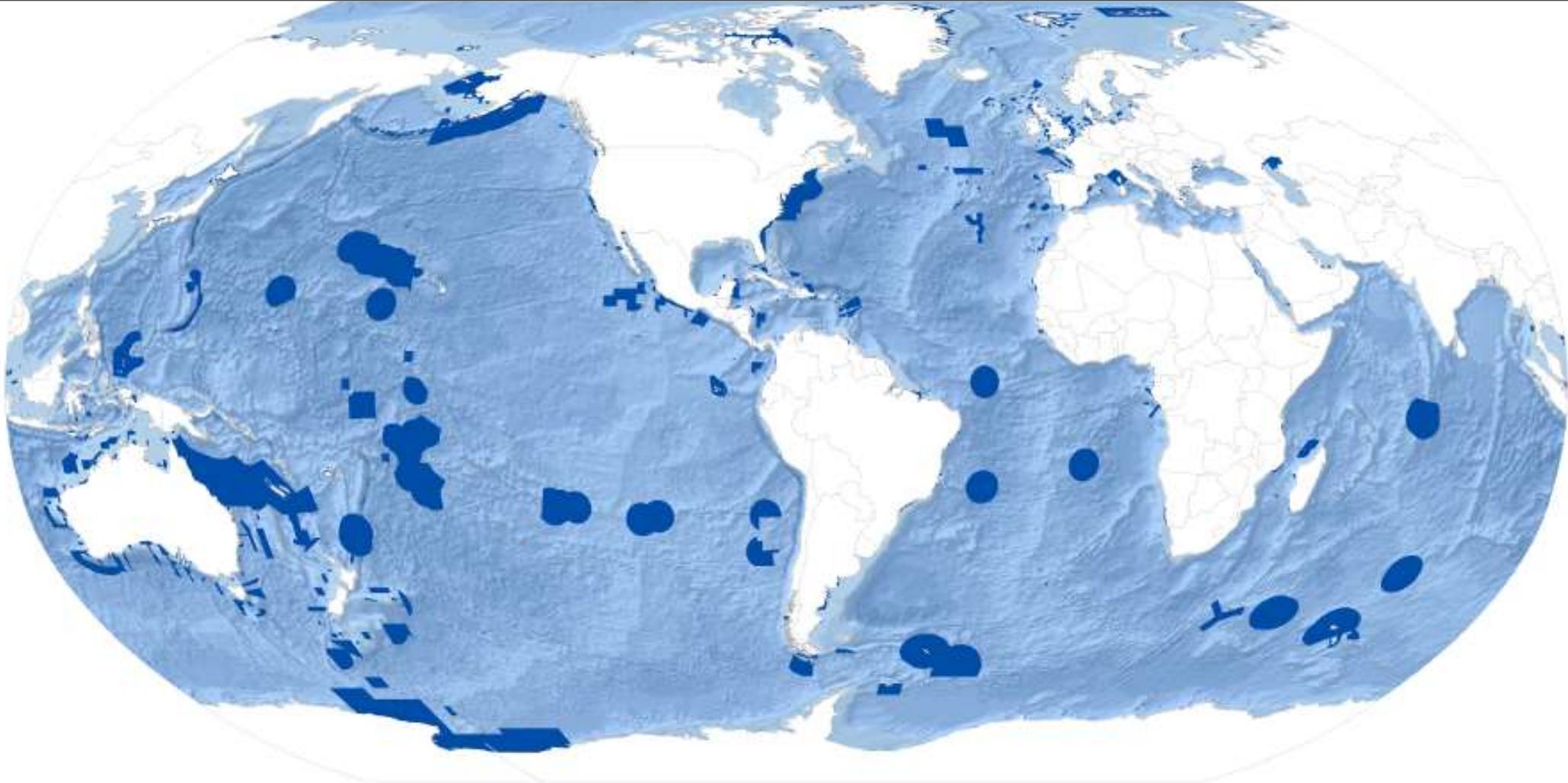
Indicator:

14.5.1 - Coverage of protected areas in relation to marine areas

Marine Protected Areas

2008

Marine Protected Areas

2019

UN Biodiversity ✓ @UNBiodiversity · May 19

🚨 #BREAKING: The world has met #AichiTarget11 on #ProtectedAreas.

The new #ProtectedPlanet report shows that we must focus on improving the quality of existing and new protected and conserved areas to benefit #nature and people.

Full report: bit.ly/2RjLnMz

The world has **met** the **target** for protected and conserved area coverage on land.

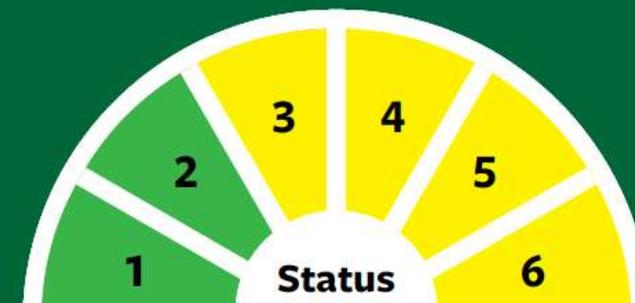protected planet® | UN⊕ WCMC | IUCN

Wed 5:31 PM ✓

PROTECTED AREAS

By 2020, at least 17 per cent of terrestrial and inland water areas and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscape and seascape.

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TARGET ELEMENTS

1. 17% of terrestrial and inland water areas conserved
2. 10% of coastal and marine areas conserved
3. Areas of particular importance conserved
4. Protected areas are effectively and equitably managed
5. Protected areas are ecologically representative
6. Protected areas are well connected and integrated

3 4
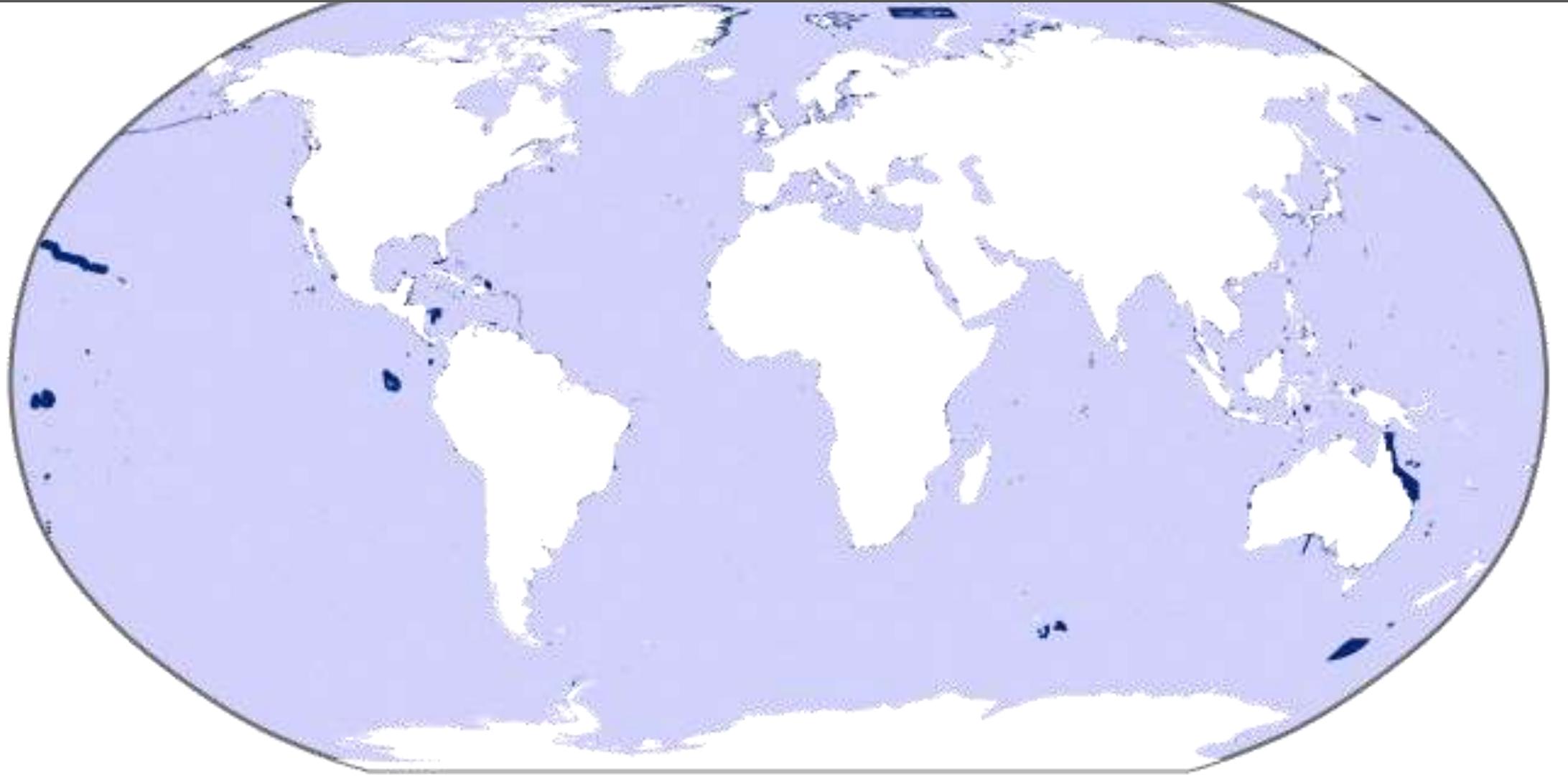2   5
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Marine Protected Areas Targets

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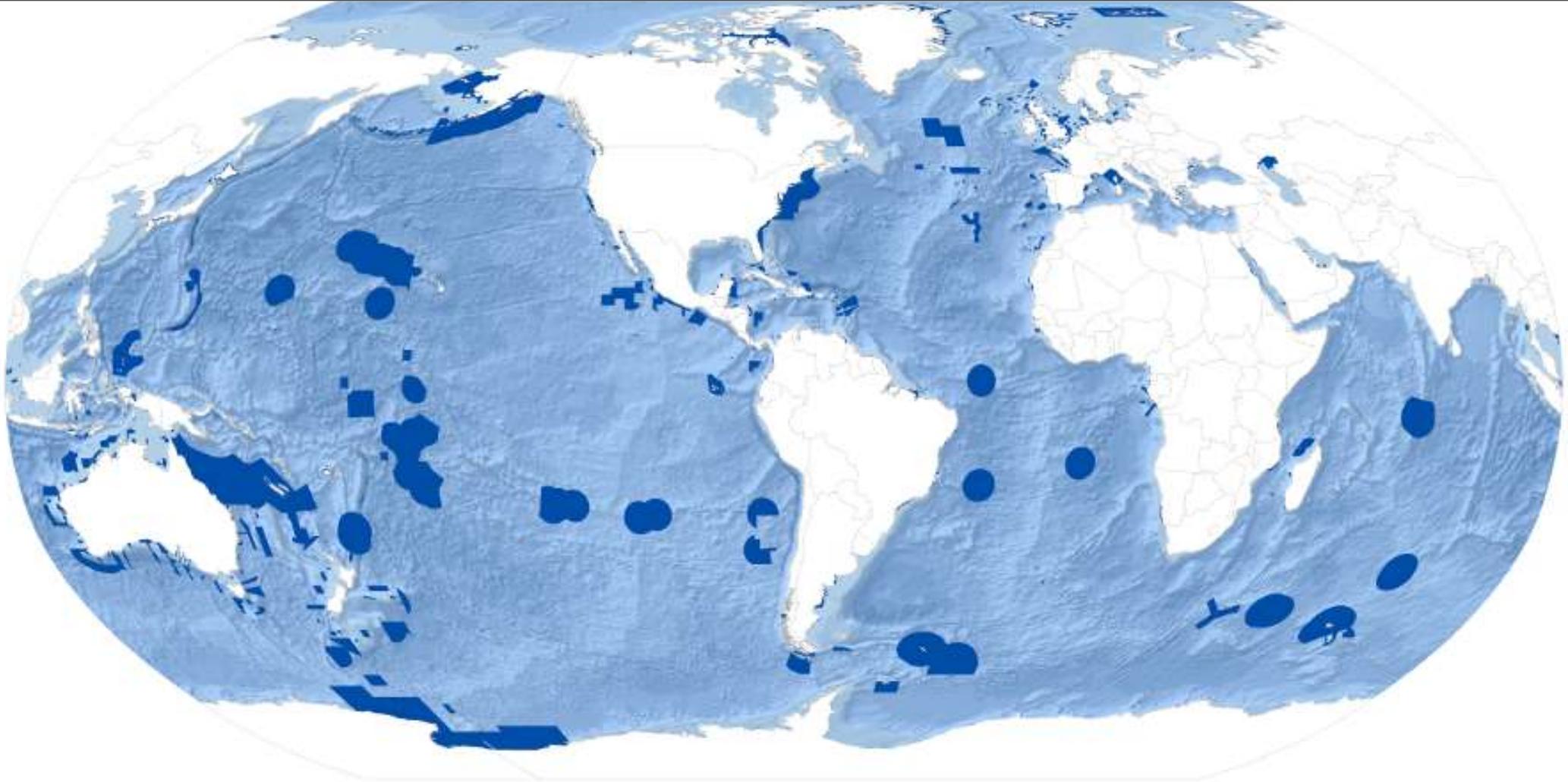
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Marine Protected Areas

2008

Marine Protected Areas

2019

Less Successful Elements in Aichi Target 11

Element 4 - Protected Areas are effectively and equitable managed

For effective:

- Failure to measure
- Ineffective management

For equity:

- Lack of measurability

The Next Protected Areas Target?

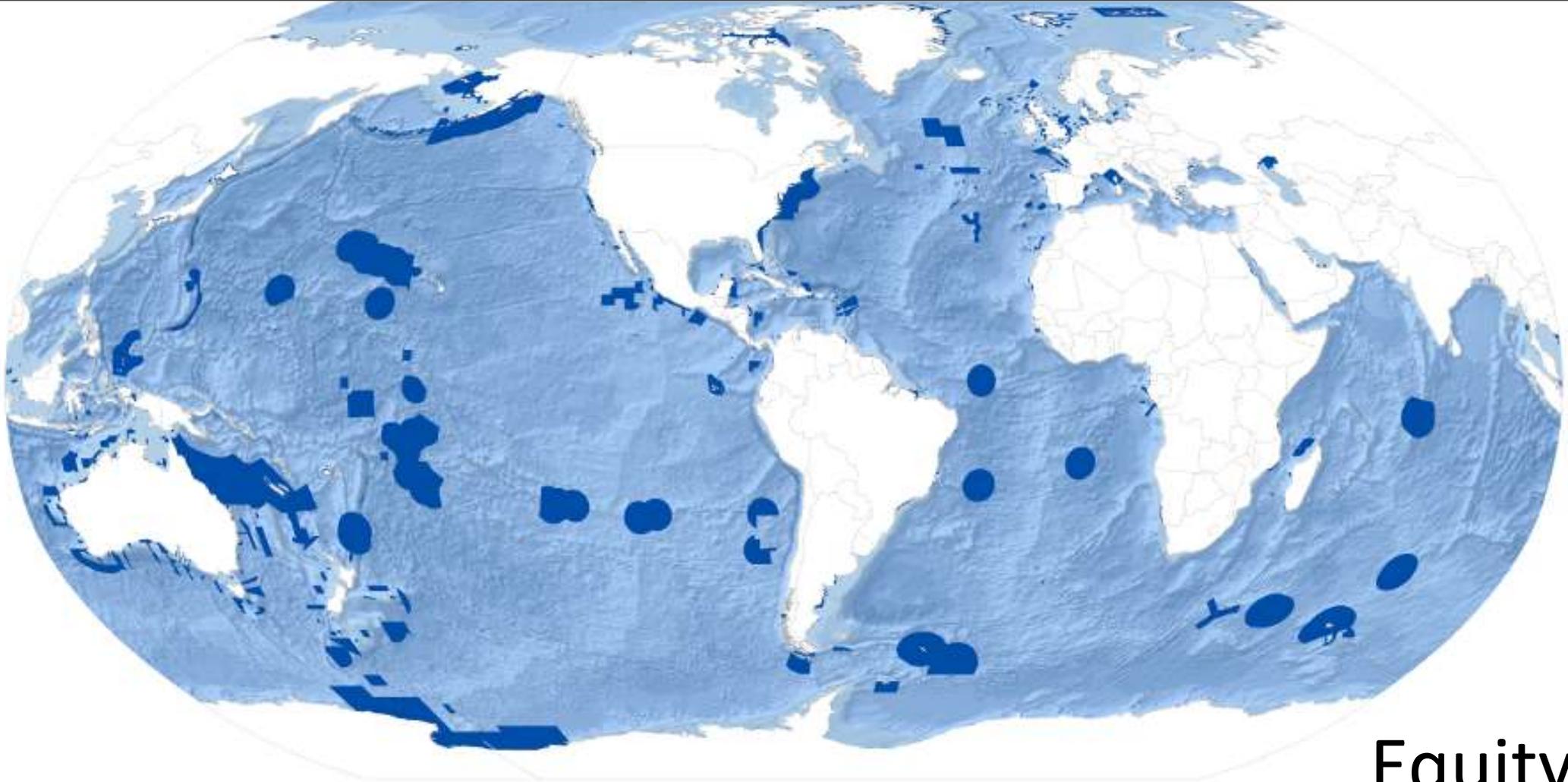https://www.oceanunite.org/30-x-30/

ZERO DRAFT of the Post 2020 Agenda for the CBD

*Target 2. By 2030, protect and conserve through well connected and effective system of protected areas and other effective area-based conservation measures at least **30 per cent** of the planet with the focus on areas particularly important for biodiversity.*

Equity?

The Limits of Maps as Measurement

Equity?

2019