

# Guidance for Implementing MAR Solutions

## The Action Defined:

To establish climate standards and criteria as a means of determining if partnerships, projects, promotions, and collaborations align with best practices and OCVA’s MAR plan.

## Why are Standards and Criteria Needed?

To ensure OCVA’s MAR plan investments and collaborations are in alignment with the Paris Agreement, science-based best practices, and the Glasgow Declaration, standards and criteria are needed to align stakeholders around OCVA’s vision of high-quality MAR solutions and to provide guardrails for clear sustainable tourism market development in Oregon.

These standards provide a level of fairness, transparency, accountability, and clarity for OCVA’s expectation in regard to MAR solutions when in partnerships, developing projects, promoting MAR activities on the Oregon Coast, and in collaboration with others.

## Guidance

These standards were developed based on guidance from the [International Organization of Standardization Net Zero Guidelines](#) and the [World Economic Forum Blue Carbon Principles and Guidance](#)

## Principles of High-Quality MAR Solutions

The following principles guide OCVA’s MAR standards and criteria:

### Alignment, Urgency and Ambition

- Solutions align with the Paris Agreement, are immediate, ongoing, and can effectively contribute. They are ambitious in nature, aim to achieve net zero as quickly as possible, and have an advocacy component.

### Adaptation and Risk Planning

- There is ongoing monitoring of the MAR solution, a commitment to take urgent corrective action when needed, and adaptation to best practices as they emerge.

- Risks related to MAR solutions are assessed and controls are put into place to address them.
- Uncertainty, potential negative impacts, unintended consequences, and foreseeable risks have been considered.

#### **Safeguarding Nature**

- Solutions do no harm.
- Solutions conserve Oregon Coast ecosystems and are designed in accordance with accredited science-based best practices.

#### **Empowering People**

- Solutions take a human centered approach, have inclusive participation and leadership from indigenous Peoples and local communities, provide gender integration, have equitable cost sharing of the burden of climate change, and empower local communities to help define the solution.

#### **Employment of Best Practices, Innovations, and Accounting**

- Solutions use the most appropriate interventions and the best available scientific knowledge including indigenous, traditional, and local knowledge.
- Solutions ensure transparent, accurate emissions accounting using a scientifically sound methodology, establish accurate emissions baselines, and can demonstrate additionality.

#### **Operating locally and contextually**

- Solutions align with the local, social, and ecological contexts on the Oregon Coast.

### **Goal**

These standards were developed based on guidance from the [International Organization of Standardization Net Zero Guidelines](#) and the [World Economic Forum Blue Carbon Principles and Guidance](#).

### **OCVA's Projects for Standards and Criteria Implementation**

OCVA's MAR Standards and criteria should be used in the following projects:

1. **The Opt-In Donation System:** an opt-in donation system where visitors can offset their travel emissions by donating to a vetted organization performing carbon sequestration on the Oregon Coast
2. **The Opt-out Donation System:** a system used by hotels and other travel related businesses on the Oregon Coast to donate to Organizations performing MAR solutions.

### **Standards and Criteria for the Opt-In System**

This donation system is designed to specifically offset visitor emissions to the Oregon Coast. Therefore, in addition to passing OCVA's MAR S&C test, donations must go to solutions and organizations that have the following criteria:

1. They have an established carbon sequestration program
2. The program is on the Oregon Coast

### **Standards and Criteria for the Opt-Out System**

This Opt-Out donation system serves to support a broader application of MAR solutions on the Oregon Coast. As long as organizations and projects pass OCVA's MAR S&C test, organizations are eligible for receiving donations.

### **OCVA's MAR S&C test**

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