

TITLE W+ Project Idea Note (PIN) Template Version 1.2	ORIGINAL DATE April, 2015
FILE LOCATION(S) www.wplus.org/	REVISION DATE May, 2019



W+ PROJECT IDEA NOTE (PIN)

Country:	Papua New Guinea
Title of Project:	The Nature Conservancy – Empowering Stewardship in the Coral Triangle - ‘Coral Triangle Women’

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1. PROJECT IDENTIFICATION

Title of Project	The Nature Conservancy – Empowering Stewardship in the Coral Triangle - ‘Coral Triangle Women’
Project Start Date	March 6th 2025
Project End Date	Sept 30th 2028
Brief Summary of Women’s Empowerment Activity(ies):	This project focuses on strengthening the leadership, participation, and economic empowerment of women in natural resource management (NRM) across four sites in Manus island, Papua New Guinea- Mbuke, Mbunei, Pere and Temonei. It aims to ensure women are active contributors to conservation while gaining greater access to knowledge, finance, and livelihood opportunities. Key activities for women include: • Strengthen and diversify NRM and green livelihood opportunities for women • Participatory planning with communities to assess gaps and training needs for enhancing women's access to NRM and conservation. • Training and awareness on gender equity in NRM • Gender audit of Pihi Environment Development Forum (PEDF) to understand the capacity of women-led NRM groups to lead local NRM and conservation • Technical training and capacity building of women and women groups (and other groups like PEDF) to develop, implement and lead local NRM plans • Assess and strengthen gender equity in local governance of community groups • Train and co implement gender equitable participatory monitoring of marine ecosystem
W+ Domains applied:	Income and Assets and Education and Knowledge

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W+ Labeling:	N/A
Date of submission:	1st January 2026

2. APPLICANT DETAILS

Applicant	
Name	The Nature Conservancy
Type of organisation	Government agency Municipality Private company NGO Other:
Name of contact person	Jane Wia
Address	The Nature Conservancy Section 494, Allotment 14 Hanamoa Building, Unit 1B and 2B Gordons Industrial Area, Port Moresby, Papua New Guinea
Phone	+67582211823
E-mail	jane.wia@tnc.org
URL	https://www.nature.org/en-us/about-us/where-we-work/asia-pacific/papua-new-guinea/contact-us/

3. LOCATION OF PROJECT

Location of Project	
Country	PNG
Region/State/Province etc.	Manus
City/Town/Community etc.	Lorengau
Brief narrative description of the project location	This project is implemented in 4 islands of Mbuke, Pere, Mbunei and Timonei in one of the most

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	ecologically and socially significant areas in Manus Province, Papua New Guinea , where communities depend almost entirely on sea-based resources, given the largely non-arable land. Manus Province is the smallest province in Papua New Guinea with a land area of 2,100 km ² , but with more than 220,000 km ² of water.
GPS coordinates of the project's activity(ies)	Manus Province: 2° 04' 60.00" S Longitude: 147° 00' 0.00" E Mbuke: 2°23'12" S latitude and 146°49'42" E longitude Mbunei: 2.39° S latitude and 146.83° E longitude Pere: 1.70° S latitude and 145.70° E longitude Temonei :Not Available

4. WOMEN'S EMPOWERMENT ACTIVITIES

General Information	
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Rationale for applying the W+ Standard and selected domains	The Income & Assets and Education & Knowledge domains were selected for application of the W+ Standard because the project is explicitly designed to strengthen women's skills, confidence, and meaningful participation in natural resource management and marine conservation across the four island communities. Planned interventions, including training in literacy, leadership, financial skills, and technical knowledge related to marine conservation and management will enhance women's knowledge base and support their active engagement in conservation and governance processes. These capacity-building investments, combined with planned improvements in market access and value-chain linkages, are expected to translate directly into enhanced livelihood outcomes. Women will gain improved access to markets, better pricing, and opportunities to engage in higher-value marine-based enterprises. Together, these activities establish clear and reinforcing pathways between increased knowledge, improved income opportunities, and the accumulation of financial and productive assets, making the Income & Assets and Education & Knowledge domains highly relevant to the project's objectives.
Number of women benefiting from activities associated with the project.	90
If the Project intends to generate W+ Units <i>and</i> seek W+ labelling of carbon credits, explain how the applicant will differentiate W+ Units from W+ labelling to ensure there is no double-monetizing of units.	N/A

W+ domains applied and associated activity(ies) and Benefits	
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Selected Domain start date and end date	Income and Assets and Education and Knowledge March 2025-sept 2028 Income and Assets: Activities include: - Assessing existing natural resource and marine-based income opportunities that can be strengthened or scaled. - Targeted training and capacity-building support to women's groups to enable them to earn higher and more sustainable incomes especially from marine-based activities. - Expected Benefits: - Increased income-generation opportunities for women for coastal communities - Improved access to market and better price for marine based livelihoods - Improved household income and resilience through livelihood diversification. - Enhanced ability for women to invest in productive assets. - Recognition and compensation of women's work in marine conservation, contributing to fairer distribution of benefits Education and Knowledge Activities include: - Data collection in collaboration with the women and shared back with communities in accessible formats to incorporate and that women's perspectives are incorporated and informs local NRM plans.
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	- Support the establishment of a community-led framework that enables adaptive NRM, allowing communities to identify emerging needs for women's capacity building, leadership, and decision-making. - Training and capacity building for women in leadership and NRM conservation Benefits include: - Increased confidence and capacity for women to participate in local natural resource management (marine based) and conservation decisions. - Improved literacy, communication, and leadership skills for local women groups - Enhanced knowledge of sustainable marine practices that contribute to improved conservation outcomes.
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Additional information	
Potential concerns and mitigating measures	Local support from key stakeholders is critical for successful implementation, particularly collaboration with MIPA, MENAR, and local authorities. TNC has an established working relationship with these institutions, which play a vital role in promoting marine conservation and marine-based livelihoods in the area. Both networks have strong influence at the district level and include active members from the island communities.

Linkages to other types of projects	
Is this project registered under any other standard or certification scheme?	N/A

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Crediting period under the other Standard or certification scheme	N/A
Name of certification body	

5. PROJECT IMPLEMENTATION & W+ MEASUREMENT TEAM

Project implementation team	
	Project Implementation is carried out through The Nature Conservancy Papua New Guinea (PNG) and Asia-Pacific teams PNG - Jane Wia- Marine Program Manager - Jeanette Pideon - Magdalene Tara - Senita Wauwia - Maureen Patia Asia-Pacific - Stephanie Mapaliey - Monitoring, Evaluation and Learning Specialist - Nanda Riska - Associate Director for Sustainable Economies - Kathryn Michie - Project Director - Ratchada Arpornsilp – Human Rights and Safeguarding Specialist - Gender Specialist - currently hiring

W+ measurement team	
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.	W+ Expert Team member: Mamta Borgoyary and Divya Gurung Both experts have over 20 years of experience working on gender equality and women's empowerment, including strengthening women's leadership and participation in community and natural resource governance. They also bring strong expertise in community-based monitoring and participatory approaches, supporting inclusive, accountable, and effective implementation of conservation and livelihood initiatives
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Schedule	
Current status of women's empowerment project activities (if applicable)	☐ planning stage ☐ operating less than 2 years ☐ operating more than 2 years
Status of financing women's empowerment activities	The Nature Conservancy's Coral Triangle Women initiative is financed through a grant from the Government of Canada. The grant specifically focuses on strengthening women's empowerment and leadership in natural resource management across the project sites.
Has permission been obtained from relevant authorities, if needed?	☒ Yes ☐ No ☐ Other (please specify)

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