



Food and Agriculture  
Organization of the  
United Nations

# Mobilizing Resources for Developing Countries

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# The Blue Economy

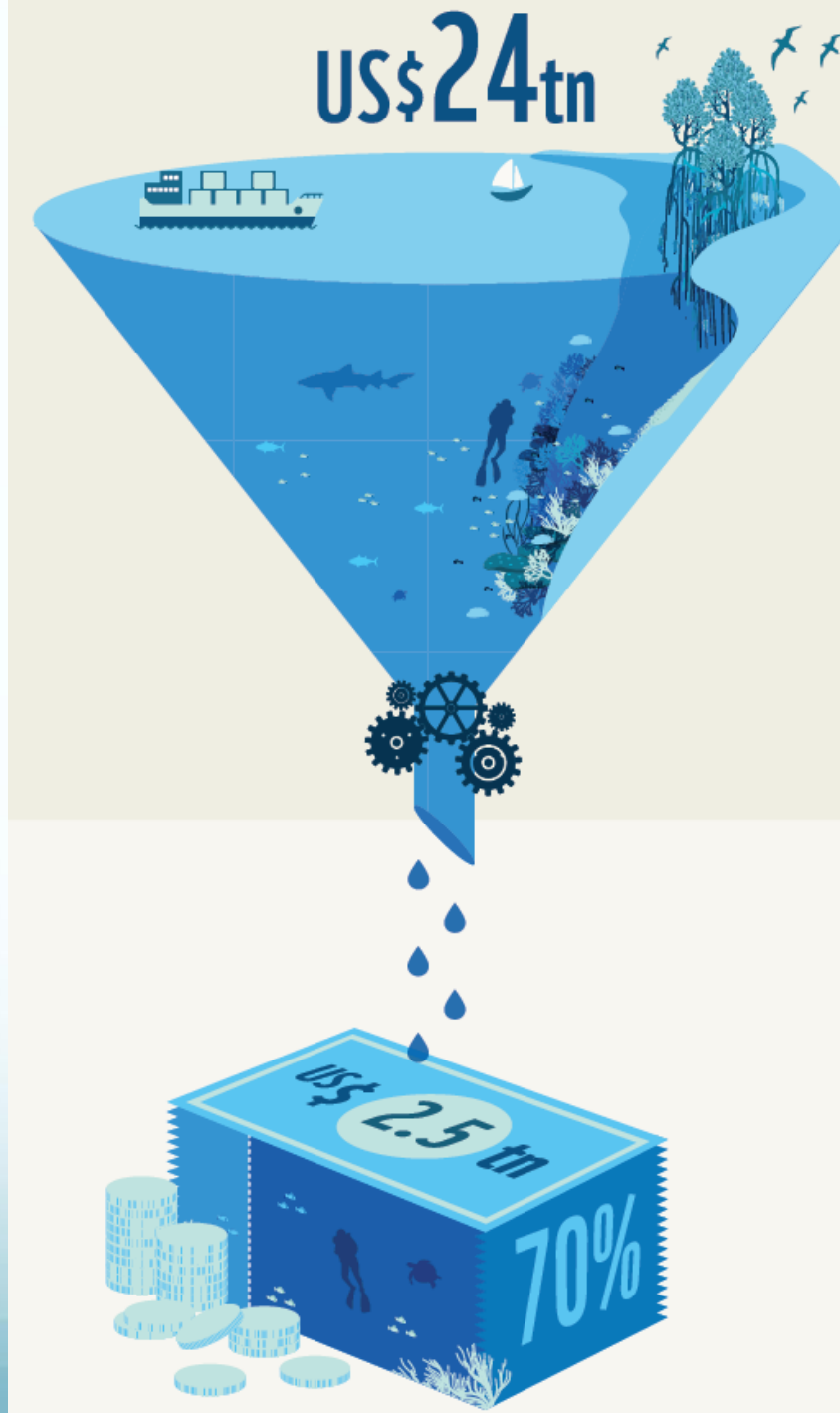


Source: [\*Achieving Blue Growth: Building vibrant fisheries and aquaculture communities\*](#) (FAO, 2018)

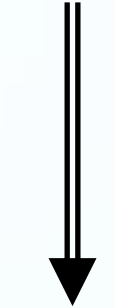
# Why it matters...

1. The ocean is valued at more than **24 trillion USD** (but is likely much higher because ecosystem services are difficult to quantify)
2. The ocean's annual economic value—or “**gross marine product**”—is estimated to be **2.5 trillion USD** (noting that two-thirds of this estimate depends on healthy oceans)
3. Furthermore, oceans are only part of the blue economy “picture”. This doesn't include rivers, lakes, etc.

Source: [\*Reviving the Ocean Economy: the case for action – 2015\*](#)  
(WWF and The Boston Consulting Group, 2015)



NATURAL  
ASSETS



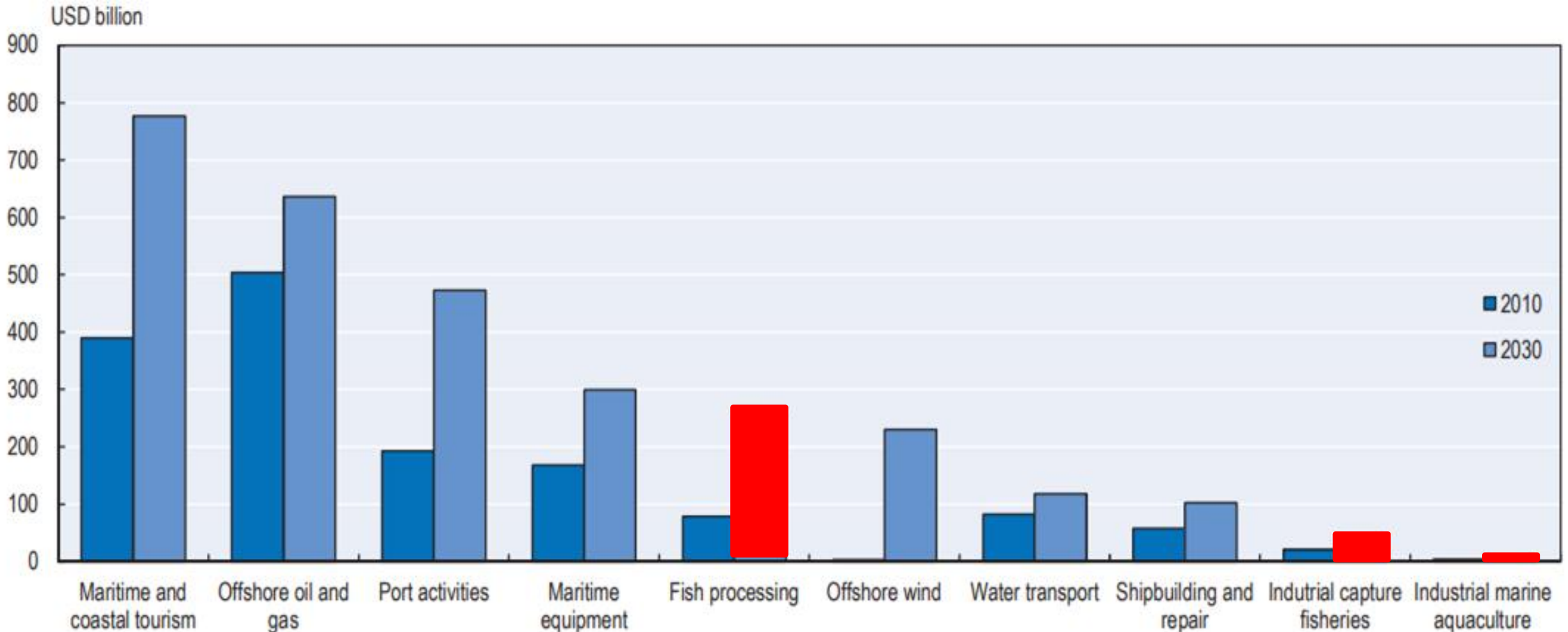
USES



BENEFITS  
GENERATED

# ECONOMIC Benefits of the Ocean Economy

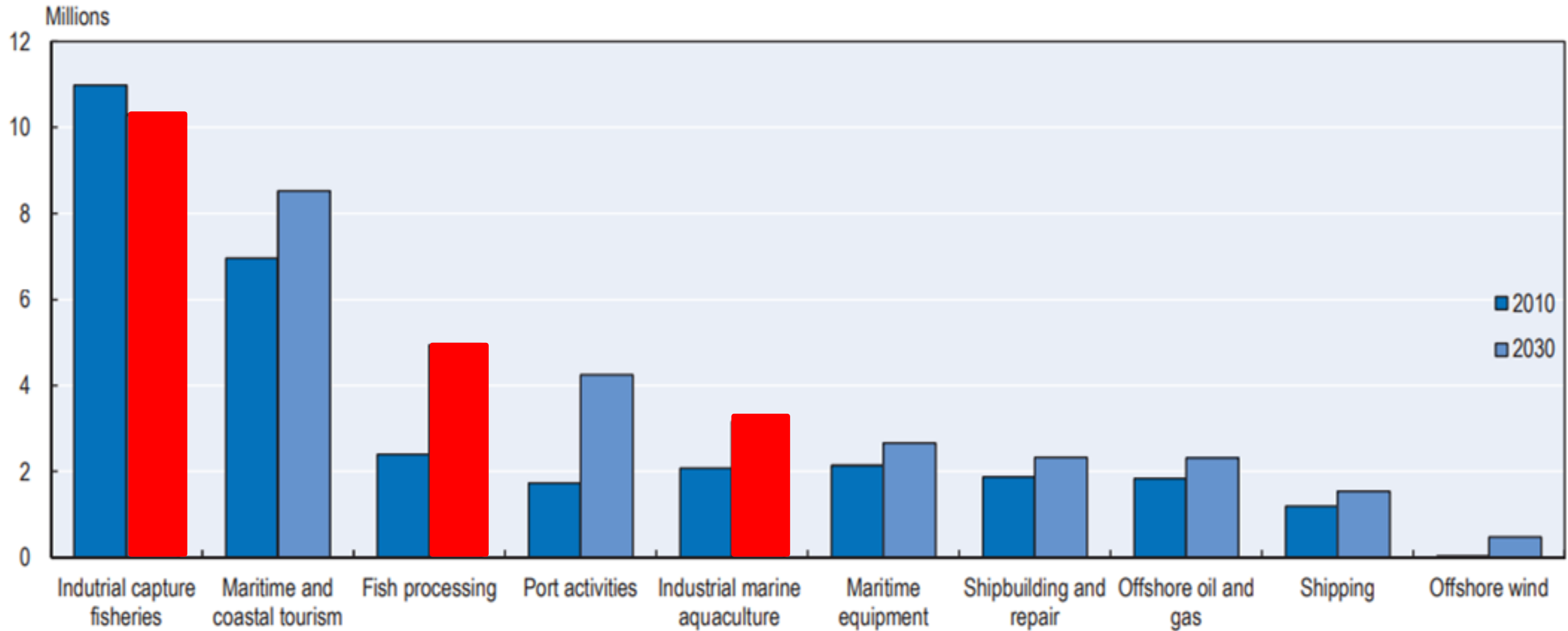
Overview of industry-specific value added (in USD billions) 2010 vs. 2030



Source: [The Ocean Economy in 2030](#) (OECD, 2016) (note: artisanal fisheries not included in this overview)

# SOCIAL Benefits of the Ocean Economy

Comparison of direct employment (in millions) in the ocean economy in 2010 vs. 2030

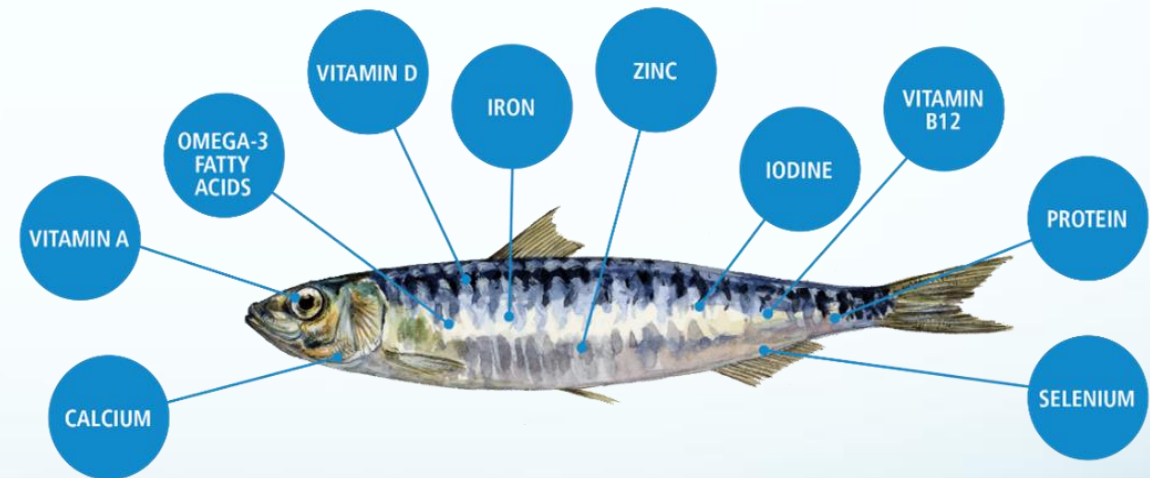


## SOCIAL Benefits—Food Fish Consumption (in millions of tons) 2016 vs 2030

|              | FOOD FISH CONSUMPTION |                    |
|--------------|-----------------------|--------------------|
|              | DATA<br>2016          | PROJECTION<br>2030 |
| Capture      | 71.2                  | 74.2               |
| Aquaculture  | 80.0                  | 109.4              |
| Global total | 151.2                 | 183.6              |

(in millions of tons, live weight equivalent; capture data pertains to human consumption only)

### Source of Critical Nutrients

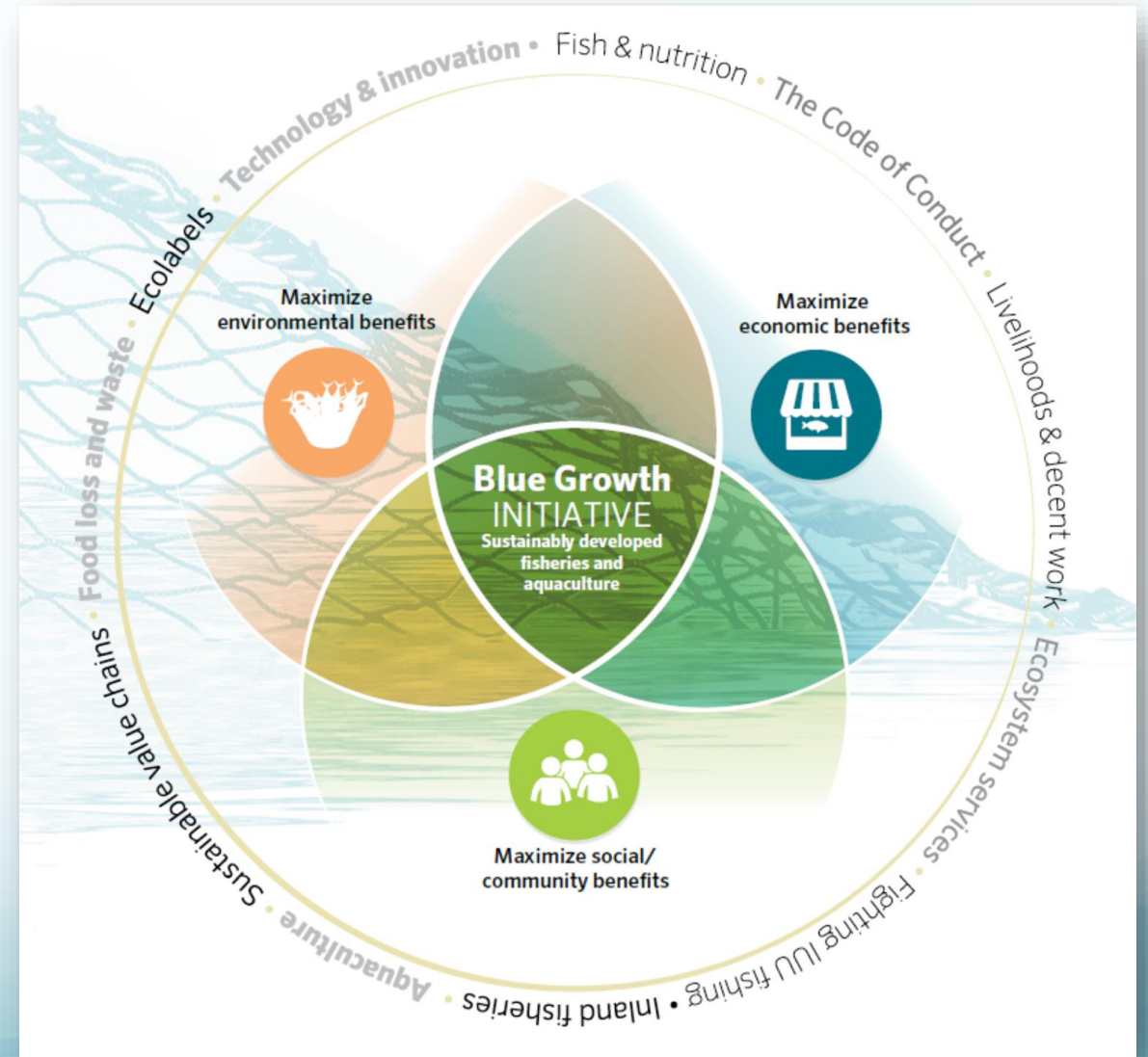




# FAO's Blue Growth Initiative



VERSUS



# Blue Growth Initiative

## “Theory of Change”

### Objectives:

- Create favorable conditions for transition to blue economy
- Improve governance of aquatic ecosystems
- Preserve biodiversity and habitat
- Include all stakeholders along the value chain





# Blue Growth Initiative Activities



## Caribbean

With rising populations, tourism and a focus on healthy diets, Caribbean Blue Growth activities are focused primarily on increasing volumes of fish for local consumption by small- and medium-scale aquaculture and aquaponics, in an economically viable, ecologically sustainable and socially acceptable manner.



## Asia and the Pacific

In Asia and the Pacific, aquaculture of fish and crops, such as seaweed, are the key drivers to Blue Growth. Combining innovative techniques and financing, farmers in these countries are producing their products more efficiently and marketing them more effectively, generating more jobs, higher income, all while sustainably preserving the environment.



## Blue Growth Initiative globally

## Africa and the Near East

Africa and the Near East are focused on using Blue Growth as a vehicle to achieve Sustainable Development Goal 14, to conserve and sustainable use the oceans, seas and marine resources for sustainable development, particularly in light of population growth and increased migration flows, alongside the added stress of climate-change impacts, which place greater pressure on limited natural resources.



# Key Challenges

- 1. Blue Economy requires a dramatic shift from Business as Usual**
  - government administration, stakeholder livelihoods, etc.
- 2. Blue Economy transitions are expensive**
  - vessel buy-back programs, alternative livelihood training, creation of new enterprises, equipment purchasing to improve food safety and quality
- 3. Facilitating/leveraging public loans and grants to finance blue economy transitions (i.e., enabling conditions for sustainable/inclusive fisheries/aquaculture development)**
  - E.g., Africa Package for Climate Resilient Ocean Economies
- 4. Engaging the private sector early and raising awareness to help de-risk**
  - the private sector is key to investing in and sustaining blue economy interventions!

# Blue Communities

(e.g., coastal, SIDS, migrant)

- Have most to gain
- But also the most at risk
  - Women and girls
  - Youth
  - Indigenous Peoples
  - Migrants
  - Other marginalized groups
- Which is why we need a framework and process...



# FAO Blue Communities Theory of Change

## Blue Communities GOAL:

*Sustainable livelihood opportunities for reducing poverty and enhancing food security increased in small-scale fishing and aquaculture communities*

← Through —

## OUTCOMES



Enhanced financial empowerment



Increased access to decent work



Improved social protection



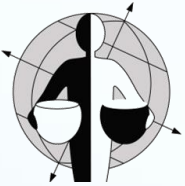
Rebuilt and resilient fisheries

# FAO Blue Communities Theory of Change

## Outcomes



Enhanced financial  
empowerment



Increased access  
to decent work



Improved social  
protection



Rebuilt and  
resilient fisheries



# FAO Blue Communities Theory of Change

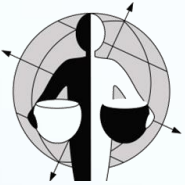
## Outcomes

## Intermediate-Outcomes



Enhanced financial empowerment

Livelihood diversification



Increased access to decent work

Enterprise development & employment creation



Improved social protection

Increased household welfare



Rebuilt and resilient fisheries

Strengthened multisectoral policy & regulatory frameworks

# FAO Blue Communities Theory of Change

|                                                                                     | <u>Outcomes</u>                 | <u>Intermediate-Outcomes</u>                               | <u>(Example) Key Outputs</u>                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|---------------------------------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Enhanced financial empowerment  | Livelihood diversification                                 | <ul style="list-style-type: none"><li>• Outreach to business community lenders for loan fund capitalization</li><li>• (Micro-)Financial institutions/cooperatives created/expanded</li></ul>                                |
|    | Increased access to decent work | Enterprise development & employment creation               | <ul style="list-style-type: none"><li>• Development/support to business incubation programmes, including access to finance</li></ul>                                                                                        |
|    | Improved social protection      | Increased household welfare                                | <ul style="list-style-type: none"><li>• Public works programs and infrastructure created for most vulnerable societal groups</li><li>• Social security and assistance coverage expanded</li></ul>                           |
|  | Rebuilt and resilient fisheries | Strengthened multi-sectoral policy & regulatory frameworks | <ul style="list-style-type: none"><li>• Tenure and access rights secured</li><li>• Finance for enterprising/innovative activities</li><li>• Finance for market-based transactions (e.g., easier to import/export)</li></ul> |

# FAO Blue Communities Theory of Change

## (Example) Key Outputs

## Institutional/Technical Partners

## Financial Partners



- Outreach to business community lenders for loan fund capitalization
- (Micro-)Financial institutions/cooperatives created/expanded

- Ministries of Finance, UN agencies (UNDP, UNECA, UNWTO—tourism), cooperatives, EU DGs

- Commercial banks, rural development banks, IFC, impact investors, UNDP small grants



- Development/support to business incubation programmes, including access to finance

- UNIDO, WorldFish, CIRAD, CSOs, National training institutes

- USAID, WB, AfDB, EIB, DevCo, UNDP small grants
- National/rural development banks, eco-tourism firms, angel investors, impact investors



- Public works programs and infrastructure created for most vulnerable societal groups
- Social security and assistance coverage expanded

- UNILO, UNIDO

- The World Bank, Reg. Development Banks
- Blended public-private finance for ports/landing site, processing centers, innovative technology/data-handling firms (e.g., Google)



- Tenure and access rights secured
- Finance for enterprising activities
- Finance for market-based transactions

- UNILO, UNWomen, CSOs, academia, subregional fisheries bodies, national ministries

- IFAD, World Bank
- Private finance including law firms, insurance companies, labeling/certification companies, processing plants

# The Full FAO Blue Communities Framework!

| Outcomes                          | Intermediate Outcomes                           | Outputs                                                                                                     | Activity 1                                                                                                                            | Activity 2                                                                                                                        | Activity 3                                                                                                                                                         | Activity 4                                                                                                                               | Institutional Partners                                                                              | Financing Partners                                                                                                                        |                                                                                      |
|-----------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Enhanced financial empowerment    | Livelihood diversification                      | Microfinance institutions and financial cooperatives created or expanded                                    | • Awareness campaigns to mobilize community members (esp. underserved groups)                                                         | • Outreach to business community (lenders) for loan fund capitalization                                                           | • Establish lending structure and procedures using international best practices and community input                                                                | • Workshops to develop materials for microcredit advisors                                                                                | • Microfinance institutions/lenders<br>• Ministries of Finance<br>• Cooperatives                    | • Commercial Banks<br>• Rural Development Banks<br>• International Finance Corporation (IFC)<br>• Impact investors<br>• UNDP-small grants |                                                                                      |
|                                   |                                                 | Capacity building of producer/processor organizations for improved market access increased                  | • Diagnostic workshop to assist organizations in analyzing their functions/activities and develop action plan                         | • Development of best-practices tool-kit                                                                                          | • Facilitation of partnerships between producers/processors and buyers                                                                                             | • Equipment provision or in-kind contributions                                                                                           | • UNIDO<br>• WTO                                                                                    | • EC DGs                                                                                                                                  |                                                                                      |
|                                   |                                                 | Financial & managerial trainings implemented                                                                |                                                                                                                                       |                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                          | • UNDP<br>• UNCTAD<br>• Incubating organizations<br>• UNWTO (tourism)                               | • European Commission (EC) DGs                                                                                                            |                                                                                      |
|                                   |                                                 | Adult & youth literacy programs with focus on environmental stewardship implemented                         | • Development of linguistically and culturally appropriate curriculum                                                                 | • Recruitment and training of teachers/trainers/advisors                                                                          | • Identification of and outreach to potential participants (esp. women)                                                                                            | • Provision of childcare to women during lessons and separate meeting spaces for men and women where culturally appropriate              | • Educational institutions<br>• UNDP                                                                | • International Education Funders Group (IEFG)<br>• Global Education Fund<br>• Global Partnership for Education (GPE)                     |                                                                                      |
|                                   |                                                 | Financial incentives developed                                                                              | • Development of guidance notes on financial instruments for blue growth transitions                                                  | • Identification of and dialogue with commercial partners & NGOs/NGOs                                                             | • Assistance in formation of public/private partnerships                                                                                                           | • Capacity building to access financial incentives                                                                                       | • World Bank<br>• GIZ<br>• Rare<br>• TNC<br>• Rabobank<br>• C                                       | • Impact investors<br>• Rockefeller Foundation<br>• Bloomberg Philanthropies<br>• Rabobank                                                |                                                                                      |
| Increased access to decent work   | Enterprise development & employment creation    | Micro, small & medium-sized enterprises with strong business and management capacity established            | • Development of or support to business incubation programs                                                                           | • Facilitate supply agreements between producers and buyers                                                                       | • Support for development of MSME clusters and networks                                                                                                            | • Support for improvement of food safety standards                                                                                       | • UNIDO<br>• Worldfish<br>• CMO<br>• CSOs<br>• National training institutes                         | • USAID<br>• WFP<br>• UNICEF<br>• UNDP-small grants                                                                                       |                                                                                      |
|                                   |                                                 | Appropriate technologies made accessible                                                                    | • Assessment of community's technology needs w/ special attention to gender, time-use and food waste                                  | • Social marketing of labor/ cost-saving benefits of technologies through outreach to producer/processor orgs                     |                                                                                                                                                                    | • Establish listening clubs (Dimitra model) or other support groups for promoting exchange of information & selfhelp amongst men & women | • UNIDO<br>• IFAD                                                                                   | • Canada<br>• EC DG Enterprise<br>• EC DG Research and innovation<br>• Private funds (Meloy, Azobis, Global Nexus)                        |                                                                                      |
|                                   |                                                 | Business & value-added oriented trainings for youth in fisheries & aquaculture implemented                  | • Development of linguistically and culturally appropriate curriculum (can be based on PFLS model)                                    |                                                                                                                                   | • Equipment provision/ in-kind contribution                                                                                                                        |                                                                                                                                          | • UNDP<br>• UNICEF                                                                                  | • Private funds (Meloy, Azobis, Global Nexus)                                                                                             |                                                                                      |
|                                   |                                                 | Extension services for value-added in fisheries & aquaculture value chain provided                          | • Assessment of community extension needs w/ particular focus on underserved populations                                              | • Recruitment and training of trainers/ extension workers                                                                         | • Identification of and outreach to individual small producers/processors & orgs                                                                                   | • Development of best-practices tool-kit                                                                                                 | • IFAD                                                                                              | • IFAD<br>• World Bank<br>• Private funds (Meloy, Azobis, Global Nexus)                                                                   |                                                                                      |
|                                   |                                                 | Labor protections expanded                                                                                  | • Analysis of existing legislation and diagnostic study of labor issues                                                               | • National policy dialogue on the protection of labor rights and safe and secure working conditions                               | • Technical input in design of national labor protections                                                                                                          |                                                                                                                                          | • UNIDO<br>• International Labor Rights Foundation<br>• National Child Labor Committee              | • World Bank<br>• International Labor Rights Fund                                                                                         |                                                                                      |
| Improved social protection        | Increased household welfare                     | Social insurance coverage expanded                                                                          |                                                                                                                                       | • Support to producer/processor orgs to provide risk-sharing schemes (e.g. insurance, risk pooling)                               |                                                                                                                                                                    |                                                                                                                                          | • UNIDO                                                                                             | • World Bank<br>• Regional Development Banks                                                                                              |                                                                                      |
|                                   |                                                 | Social assistance coverage expanded                                                                         | • Mobilization of political support through evidence based policy dialogue with national authorities and assistance in program design | • Complement cash transfer interventions w/ training and information on sustainable resource management and business development  | • Procurement of local food from small-scale fishers/ fish farmers for school feeding programs                                                                     |                                                                                                                                          |                                                                                                     | • UNIDO                                                                                                                                   | • World Bank<br>• Regional Development Banks                                         |
|                                   |                                                 | Public works programs created                                                                               | • Identification of most vulnerable societal groups & community infrastructure priorities                                             | • Implementation of cash-for-work programs during fisheries closures (spawning/feeding season, hunger season, post-disaster, etc) |                                                                                                                                                                    |                                                                                                                                          |                                                                                                     | • UNIDO                                                                                                                                   | • World Bank<br>• Regional Development Banks                                         |
|                                   |                                                 | Climate adaptation & ecological restoration projects implemented                                            | • Climate vulnerability & resource degradation assessment                                                                             | • Creation of conservation corps as guaranteed work scheme for unemployed youth                                                   | • Training of conservation corps members                                                                                                                           | • Implementation of identified climate adaptation measures and ecological restoration through conservation corps                         | • UNEP<br>• UNODR<br>• TNC<br>• IUCN                                                                | • Special Climate Fund (SCF)<br>• Global Environment Facility (GEF)<br>• European Commission<br>• International Development Banks         |                                                                                      |
| Resilient and resilient fisheries | Strengthened OAS policy & regulatory frameworks | Community-based management plans to build resilient fisheries and aquaculture enterprises & MCS implemented | • Support for development or enhancement of fisheries and aquaculture regulatory and enforcement frameworks                           | • Workshops with community stakeholders to establish community based management plans                                             | • Development of registry/record of aquaculture farms and/or fishing vessels                                                                                       | • Resource mobilization for capacity building and sustaining of MSC systems                                                              | • RFMOs<br>• Subregional fisheries bodies<br>• Regional CSOs<br>• Relevant ministries<br>• Academia | • Bilateral ODA<br>• RFMOs<br>• Regional CSOs<br>• FAO & other UN agencies                                                                |                                                                                      |
|                                   |                                                 | Tenure and access rights secured                                                                            |                                                                                                                                       |                                                                                                                                   |                                                                                                                                                                    |                                                                                                                                          |                                                                                                     | • UNIDO<br>• Academia                                                                                                                     | • IFAD<br>• World Bank                                                               |
|                                   |                                                 | Legal recognition of fishers & fish workers needed to access social protection obtained                     | • Analysis of existing legislation and customary law affecting men and women in fisheries and aquaculture sector                      | • Mobilization of political support through evidence based policy dialogue with national authorities and local stakeholders       | • Capacity-building trainings for fishers/fish farmers/processors to enhance involvement in decision-making processes                                              | • Assistance in drafting new/ amended legislation                                                                                        |                                                                                                     | • UNWOMEN<br>• UNICEF                                                                                                                     | • Iceland, Liechtenstein Norway Grants<br>• Global Fund for Women<br>• SIDA (Sweden) |
|                                   |                                                 | Gender analysis and promotion of women in resource management mainstreamed                                  |                                                                                                                                       | • Development of gender and poverty profiles and assessment of gender division of tasks in target groups                          | • Advocacy for affirmative action measures for women in fisheries and aquaculture institutions & provision of budget for leadership training and capacity-building | • Recruitment and training of women extension workers and project staff                                                                  |                                                                                                     | • International Development Banks                                                                                                         | • World Bank<br>• International Development Banks                                    |
|                                   |                                                 | Essential infrastructure for fisheries, aquaculture & other enterprises constructed                         | • Assessment of community infrastructure needs through participatory stakeholder workshops and diagnostic study                       | • Resource mobilization for infrastructure construction, including public/private partnerships                                    |                                                                                                                                                                    |                                                                                                                                          |                                                                                                     |                                                                                                                                           |                                                                                      |

|                                                                                 |                                                                                                                  |                                                                                                     |                                                                                                                                   |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| of registry/record s farms and/or                                               | • Resource mobilization for capacity building and sustaining of MSC systems                                      | • RFMOs<br>• Subregional fisheries bodies<br>• Regional CSOs<br>• Relevant ministries<br>• Academia | • Bilateral ODA<br>• RFMOs<br>• GEF<br>• FAO & other UN agencies                                                                  |
| ding trainings for rmers/processors vvement in ing processes                    | • Assistance in drafting new/ amended legislation                                                                | • UNILLO<br>• Academia                                                                              | • IFAD<br>• World Bank<br>• Private finance including law firms, labeling/certification companies, processing plants              |
| affirmative action women in aquaculture provision of idership training building | • Recruitment and training of women extension workers and project staff                                          | • UNWOMEN<br>• UNILLO                                                                               | • Iceland, Liechtenstein Norway Grants<br>• Global Fund for Women<br>• SIDA (Sweden)                                              |
|                                                                                 |                                                                                                                  | • International Development Banks                                                                   | • World Bank<br>• International Development Banks                                                                                 |
| of local food from hers/ fish farmers ding programs                             |                                                                                                                  | • UNILLO                                                                                            | • World Bank<br>• Regional Development Banks                                                                                      |
|                                                                                 |                                                                                                                  | • UNILLO                                                                                            | • World Bank<br>• Regional Development Banks                                                                                      |
| nservation corps                                                                | • Implementation of identified climate adaptation measures and ecological restoration through conservation corps | • UNEP<br>• UNISDR<br>• TNC<br>• IUCN                                                               | • Special Climate Fund (SCF)<br>• Global Environment Facility (GEF)<br>• European Commission<br>• International Development Banks |

# Conclusions

- Blue economy transitions are expensive!
- Public-Private institutions have an important role to play in seeding and financing initial transitions
- Private industry and finance are key to sustaining the transition--early engagement is essential to this
- Technical agencies can help build capacity at a technical level for such transitions, but also help convene public and private institutions and raise awareness in the private sector and de-risk investments



alimentaire et la nutrition, de bonnes pratiques de  
gestion des pêches et le soutien aux écosystèmes  
sains, place ces communautés au cœur de toutes ses  
politiques et activités.

todas sus políticas y actividades.

Aquaculture • Sustainable

# Thank you!

# Takk skal du ha!



# Extra Slides

# Enabling Condition #1: Policy and Law



## CARTA A FAVOR DA PROMOÇÃO DO CRESCIMENTO AZUL EM CABO VERDE

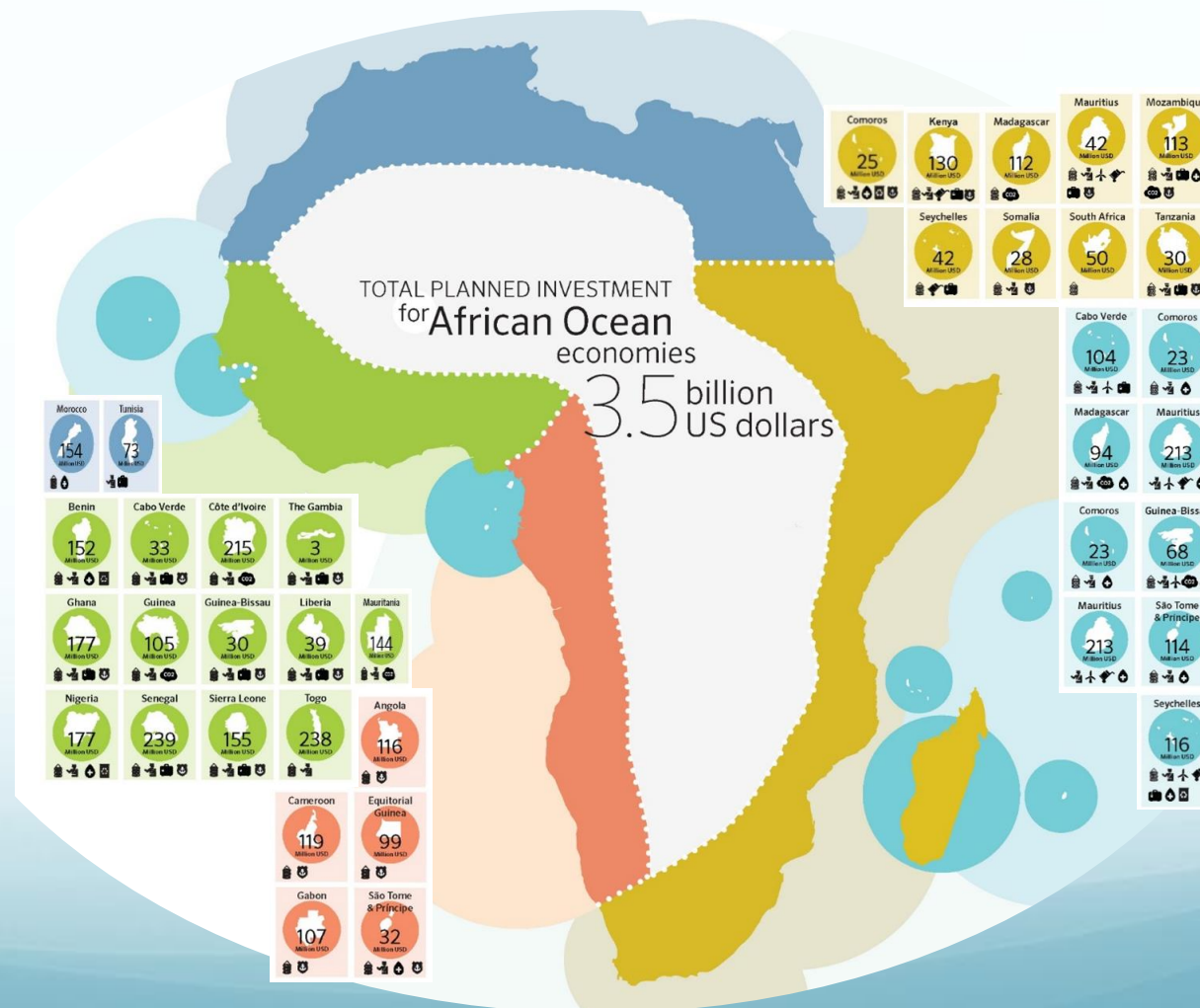
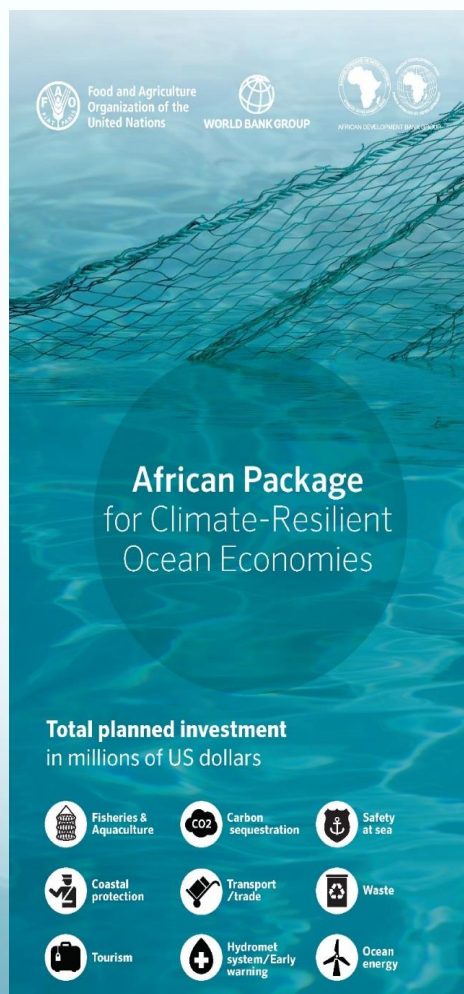
### 1. INTRODUÇÃO

Por ocasião da Conferência das Nações Unidas sobre o Desenvolvimento Sustentável Rio+20 que decorreu no Brasil em Junho de 2012, os Pequenos Estados Insulares em Desenvolvimento (SIDS), defenderam a integração da gestão sustentável dos oceanos no conceito de economia verde.

«A Via a seguir», declaração final da IIIª Conferência Internacional das Nações Unidas sobre os SIDS de Samoa, de 1 a 4 Setembro 2014, lembrou que *«os mares e os oceanos, bem como as zonas costeiras, formam uma componente essencial do ecossistema da Terra e estão intrinsecamente ligados ao desenvolvimento sustentável»*. Além do papel dos mares e dos oceanos na sequestração do carbono, na segurança alimentar ou ainda na identidade e na cultura das populações dos SIDS, a declaração de Samoa insiste no valor económico: *«a viabilidade das pescas e da aquacultura, o turismo costeiro, a utilização possível dos recursos dos fundos marinhos e as fontes potenciais de energia renovável constituem os elementos de base duma economia oceânica sustentável para os SIDS»*.



# Enabling Condition #2: Public-Private Institutions



# Enabling Condition

## #3: Knowledge/Capacity



**Harvesting**

**Primary processing**

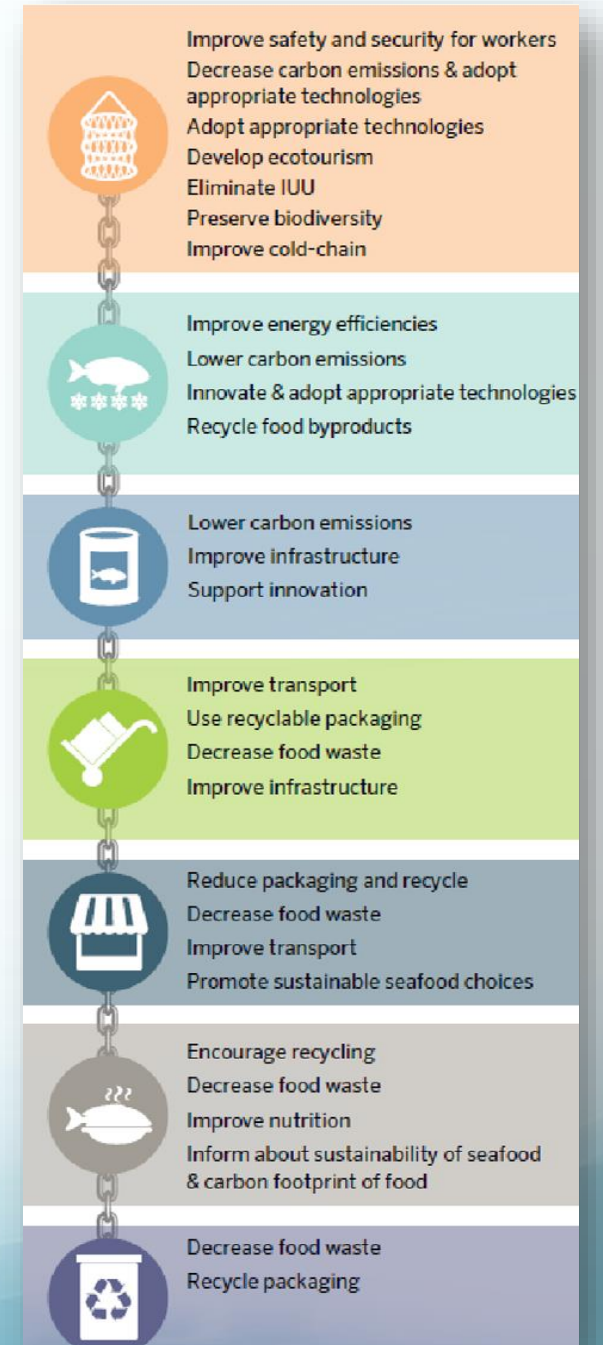
**Secondary processing**

**Wholesale**

**Retail**

**Consumer**

**Post-consumption**





# Enabling Condition #4: Innovation

