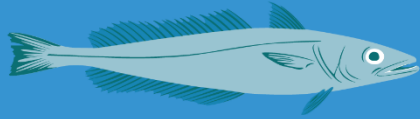


# WHAT'S AT RISK FOR COMMUNITIES?



## LOSS OF INCOME AND JOBS

6 million direct  
fishing jobs and over  
US\$6 billion in  
income



## IMPACTING FOOD SECURITY

275 million people  
live within 30km of  
reefs



## UNDERMINING TOURISM

Coral reef related  
tourism generates  
US\$36 billion  
annually



## LOSS OF PROPERTY

Provide risk  
reduction benefits to  
197 million people



# SECURING THE SUSTAINABLE BLUE ECONOMY

## THREATS



Overexploitation



Habitat destruction



Warming, rising seas & acidification



Patchy governance

## BUILDING CAPACITY, EMPOWERING COMMUNITIES



**INNOVATION**  
Pilot - refine -  
demonstrate  
local solutions at  
scale



**UNLOCKING  
INVESTMENT**



**IMPACTFUL  
PARTNERSHIPS**



**LEARNING &  
SHARING  
PLATFORM**



**BUILDING  
COALITIONS**

## OPPORTUNITIES



Growing awareness & commitment to ocean conservation



Increasing scientific understanding & transparency

# HELPING INVESTORS MAKE INFORMED, SUSTAINABLE DECISIONS

- Transitioning to **more sustainable investment pathways** requires a set of guardrails **to guide investment decisions and development policy**
- 7 accepted principles for **sustainable investment** and 7 principles designed **to address Blue Economy challenges**.
- **14 Principles** to support investment in a sustainable blue economy
- The Ocean is at the centre of SDG 14, a **clear signal to investors** that the international community supports the development of a sustainable Blue Economy
- Emerging **governance tools, regulations and approaches** to build ocean resilience and **improve long-term investment opportunities**

## DECLARATION OF THE SUSTAINABLE BLUE ECONOMY FINANCE PRINCIPLES

WE COMMIT TO APPLYING THE FOLLOWING PRINCIPLES ACROSS OUR PORTFOLIOS, REGARDLESS OF WHETHER WE ARE MAJORITY OR MINORITY INVESTORS.

- Protective:** We will support investments, activities and projects that take all possible measures to restore, protect or maintain the diversity, productivity, resilience, core functions, value and the overall health of marine ecosystems, as well as the livelihoods and communities dependent upon them.
- Compliant:** We will support projects that are in regional, national legal and other underpin sustainable development.
- Risk-aware:** We will investment decisions on assessments that account for environmental values, quantify impacts and will adapt our decision-making to reflect new knowledge, cumulative impacts and opportunity business activities.
- Systemic:** We will endorse and cumulative impacts of projects across value chains.
- Inclusive:** We will support projects that include, livelihoods, and engage effectively identifying, responding to, and from affected parties.
- Cooperative:** We will co-institutions and relevant to implement these principles through the ocean, best practices for lessons learned, perspectives and
- Transparent:** We will in our investments and their economic impacts (positive and to confidentiality. We will endorse terms of implementation of these.

**We, the organizations that will contribute to the sustainable Blue Economy.**

*These principles are complementary corporate responsibilities by. These principles are voluntary decisions remains with the investors.*

1. The Ocean economy in 2030 © OECD 2019.  
2. See 'Our Ocean, Our Future: Call for Action' by the ocean, seas and marine resources for sustainable development.  
3. G7 Blue Economy Ministers' Meeting.  
4. According to the World Bank Group, the Blue Economy is a concept that encompasses environmental sustainability and economic growth.  
5. In accordance with industry good practice, we

## INTRODUCING THE SUSTAINABLE BLUE ECONOMY FINANCE PRINCIPLES

The true potential of the 'Blue Economy' – defined as all the economic sectors which have a direct or indirect link to the ocean – can only be realised if our ocean's health is secured. We need to restore, protect and sustainably manage ocean assets in order to realise the ocean's potential to support human development well into the future.

Investors and policy-makers are increasingly turning to the ocean for new opportunities and resources. According to OECD projections<sup>1</sup>, by 2030 the Blue Economy could outperform the growth of the global economy as a whole, both in terms of value added and employment.

However, there is increasing evidence that losses in the ocean's natural capital resulting from unsustainable economic activity are eroding the resource base on which such growth depends.

Ocean stresses are well documented: biodiversity is rapidly declining, habitats are being degraded, acidity is increasing, plastic and other wastes are accumulating, and the temperature is rising. Our ocean is showing signs that it is under extreme stress just at the moment when we need it more than ever. The full value of the ocean's natural capital depends entirely on our ability to protect, maintain and restore this invaluable shared asset base.

Today, the international community is increasingly engaged and mobilising action towards achieving a sustainable future for the ocean – and the vital role of the finance and investment community cannot be overstated. To facilitate this, we urgently need a framework for ocean-related investment and development policy along the most sustainable pathways possible. And that's why we're launching these Sustainable Blue Economy Finance Principles.

**\$2.5 TRILLION**  
THE OCEAN IS VALUED AT MORE THAN USD 24 TRILLION. THE ANNUAL ECONOMIC VALUE GENERATED BY THE OCEAN IS AT LEAST USD 2.5 TRILLION MAKING IT THE WORLD'S SEVENTH LARGEST ECONOMY.  
(WFP, 2015)