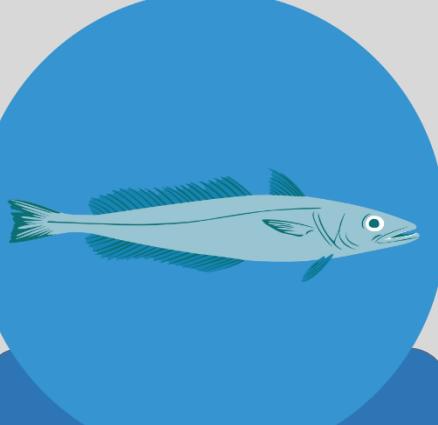


# WHAT'S AT RISK FOR COMMUNITIES?



## 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

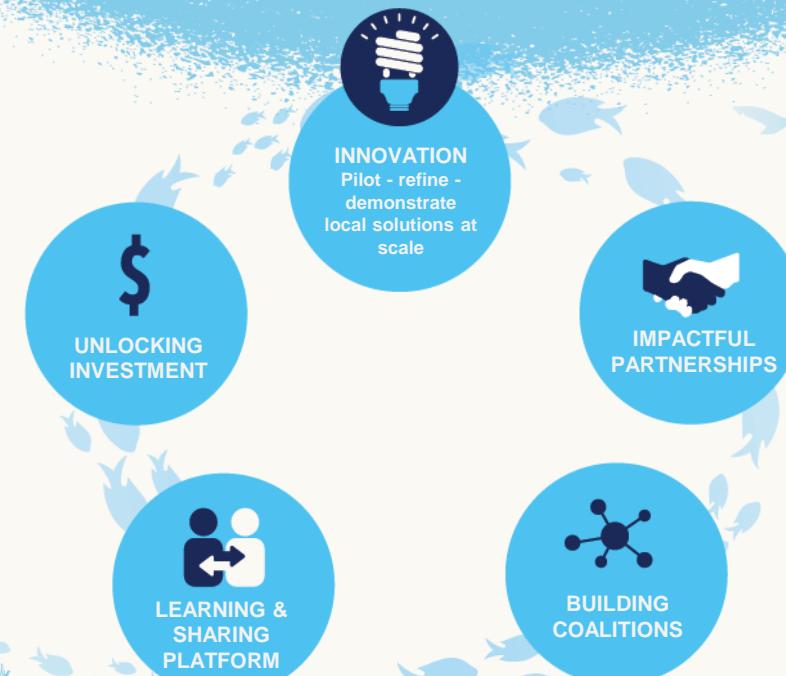
## THREATS

-  Overexploitation
-  Habitat destruction
-  Warming, rising seas & acidification
-  Patchy governance

## OPPORTUNITIES

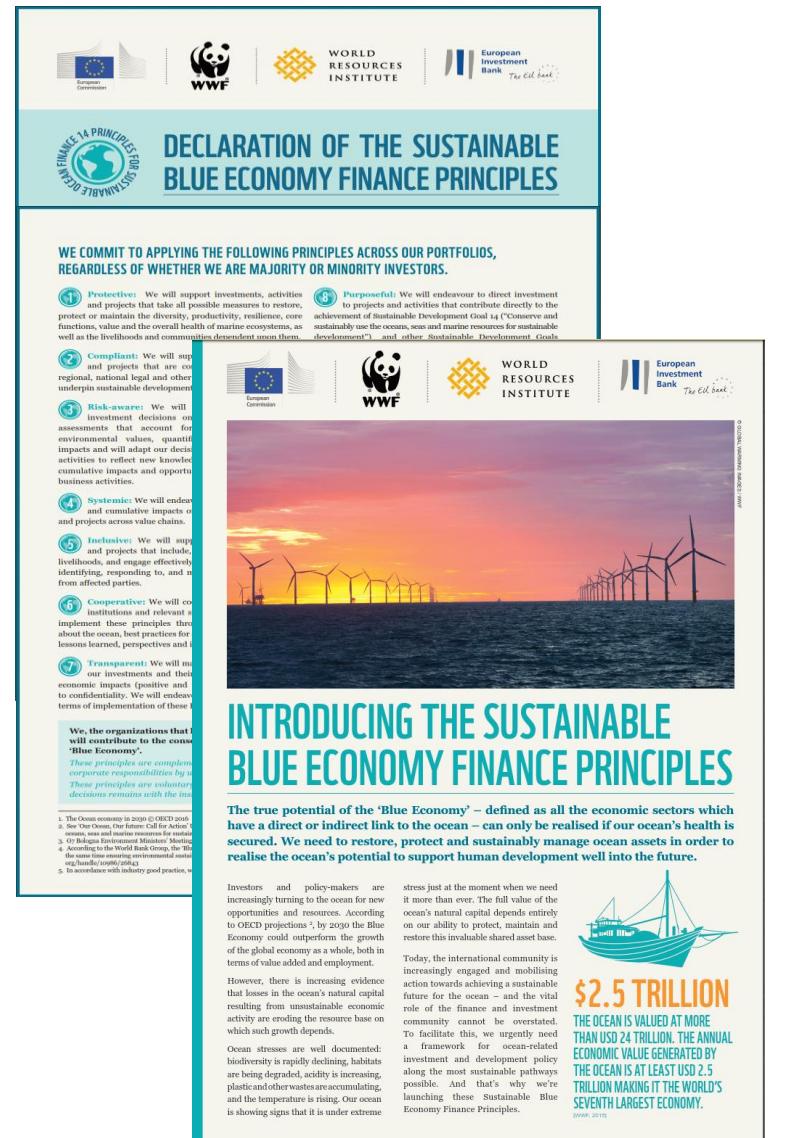
-  Growing awareness & commitment to ocean conservation
-  Increasing scientific understanding & transparency

## BUILDING CAPACITY, EMPOWERING COMMUNITIES



# 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**



The image shows the front page of the 'Declaration of the Sustainable Blue Economy Finance Principles'. The page features logos for the European Commission, WWF, World Resources Institute, and the European Investment Bank. The title 'DECLARATION OF THE SUSTAINABLE BLUE ECONOMY FINANCE PRINCIPLES' is prominently displayed. Below the title, a commitment statement reads: 'WE COMMIT TO APPLYING THE FOLLOWING PRINCIPLES ACROSS OUR PORTFOLIOS, REGARDLESS OF WHETHER WE ARE MAJORITY OR MINORITY INVESTORS.' The document then lists 14 principles, each with a corresponding icon and a brief description. To the right of the principles is a photograph of an offshore wind farm at sunset. At the bottom, there is a section titled 'INTRODUCING THE SUSTAINABLE BLUE ECONOMY FINANCE PRINCIPLES' with a sub-section about the true potential of the Blue Economy. The European Investment Bank logo is also present at the bottom right.

European Commission | WWF | WORLD RESOURCES INSTITUTE | European Investment Bank

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.

**1. Prospective:** 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.

**2. Compliant:** We will support and projects that are compliant with regional, national legal and other requirements underpinning sustainable development.

**3. Risk-aware:** We will implement decision-making processes that account for environmental values, quantifiable impacts and will adapt our decisions to mitigate negative environmental impacts, avoid cumulative impacts and opportunity business activities.

**4. Systemic:** We will endear and cumulative impacts of and projects across value chains.

**5. Inclusive:** We will support and projects that include, involve and engage effectively identified local communities, and affected parties.

**6. Cooperative:** We will engage institutions and relevant stakeholders to implement these principles throughout the ocean, best practices for lessons learned, perspectives and experiences.

**7. Transparency:** We will make our investments and their economic impacts (positive and negative) public, and to confidentiality. We will endeavor terms of implementation of these principles.

**We, the organizations that will contribute to the cause 'Blue Economy'.**  
These principles are complementary to the UN Sustainable Development Goals. The responsibility for their implementation and monitoring remains with the institutions.

1. The Ocean economy is set to grow 10% by 2050 (2016).  
2. See Our Ocean, One future: Call for Action for the ocean, seas and marine resources for sustainable development and poverty reduction.  
3. According to the UN, the ocean is the world's largest economic engine.  
4. According to the World Bank Group, the World Bank Group's environmental mission.  
5. In accordance with industry good practice.

**INTRODUCING THE SUSTAINABLE BLUE ECONOMY FINANCE PRINCIPLES**

**\$2.5 TRILLION**  
THE OCEAN IS VALUED AT MORE THAN USD 2.4 TRILLION. THE ANNUAL ECONOMIC VALUE GENERATED BY THE OCEAN IS AT LEAST USD 2.5 TRILLION MAKING IT THE WORLD'S SEVENTH LARGEST ECONOMY.

European Commission | WWF | WORLD RESOURCES INSTITUTE | European Investment Bank