



UNEP
FINANCE
INITIATIVE

Sustainable
Blue Economy

Sustainable Blue Economy Finance Initiative

Global Forum on Human Settlements, October 2020

Contact: Dennis.Fritsch@un.org

Why should financial institutions care about a healthy ocean?



©BBC

'More masks than jellyfish': coronavirus waste ends up in ocean

A glut of discarded single-use masks and gloves is washing up on shorelines and littering the seabed

©The Guardian

2




©NY Times

OVERFISHING

China wary of image crisis after Galapagos fishing scrutiny

Worldwide attention on the hundreds of distant-water vessels hovering outside Ecuador's EEZ has amplified calls for China to better monitor its fleet

Mat Youkee August 28, 2020 

©China Dialogue Ocean

Share





Banks, insurers and investors have a major role to play in financing the transition to a sustainable blue economy, helping to rebuild ocean prosperity, restore biodiversity and regenerate ocean health.

Sustainable Blue Economy Finance Initiative



14 Finance Principles to Guide Activities



- **Gold Standard:** launched in 2018, they are the world's first global guiding framework for banks, insurers and investors to finance a sustainable blue economy
- **Developed by** the WWF, World Resources Institute, EIB and the European Commission; now hosted by UNEP FI
- **Target the** conservation and sustainable use of the ocean and the de-risking of investments in the 'Blue Economy'.
- **Aim to** direct the flow of capital towards activities which directly contribute to SDG 14

The Sustainable Blue Economy Finance Principles

The principles have been developed by the European Commission, WWF, the Prince of Wales's International Sustainability Unit (the programme of which is now embedded into the World Resources Institute) and the European Investment Bank (EIB).

1. 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.

2. Compliant

We will support investments, activities and projects that are compliant with international, regional, national legal and other relevant frameworks which underpin sustainable development and ocean health.

3. Risk-aware

We will endeavour to base our investment decisions on holistic and long-term assessments that account for economic, social and environmental values, quantified risks and systemic impacts and will adapt our decision-making processes and activities to reflect new knowledge of the potential risks, cumulative impacts and opportunities associated with our business activities.

4. Systemic

We will endeavour to identify the systemic and cumulative impacts of our investments, activities and projects across value chains.

5. Inclusive

We will support investments, activities and projects that include, support and enhance local livelihoods, and engage effectively with relevant stakeholders, identifying, responding to, and mitigating any issues arising from affected parties.

6. Cooperative

We will cooperate with other financial institutions and relevant stakeholders to promote and implement these principles through sharing of knowledge about the ocean, best practices for a sustainable Blue Economy, lessons learned, perspectives and ideas.

7. Transparent

We will make information available on our investments and their social, environmental and economic impacts (positive and negative), with due respect to confidentiality. We will endeavour to report on progress in terms of implementation of these Principles.

8. Purposeful

We will endeavour to direct investment to projects and activities that contribute directly to the achievement of Sustainable Development Goal 14 ("Conserve and sustainably use the oceans, seas and marine resources for sustainable development") and other Sustainable Development Goals especially those which contribute to good governance of the ocean.

9. Impactful

We will support investments, projects and activities that go beyond the avoidance of harm to provide social, environmental and economic benefits from our ocean for both current and future generations.

10. Precautionary

We will support investments, activities and projects in our ocean that have assessed the environmental and social risks and impacts of their activities based on sound scientific evidence. The precautionary principle will prevail, especially when scientific data is not available.

11. Diversified

Recognising the importance of small to medium enterprises in the Blue Economy, we will endeavour to diversify our investment instruments to reach a wider range of sustainable development projects, for example in traditional and non-traditional maritime sectors, and in small and large-scale projects.

12. Solution-driven

We will endeavour to direct investments to innovative commercial solutions to maritime issues (both land- and ocean-based), that have a positive impact on marine ecosystems and ocean-dependent livelihoods. We will work to identify and to foster the business case for such projects, and to encourage the spread of best practice thus developed.

13. Partnering

We will partner with public, private and nongovernment sector entities to accelerate progress towards a sustainable Blue Economy, including in the establishment and implementation of coastal and maritime spatial planning approaches.

14. Science-led

We will actively seek to develop knowledge and data on the potential risks and impacts associated with our investments, as well as encouraging sustainable investment opportunities in the Blue Economy. More broadly, we will endeavour to share scientific information and data on the marine environment.

Sustainable Blue Economy Finance Initiative



- **UN-led global community** of banks, insurers, investors, international organisations, scientists and researchers
- **Expert network** designed to catalyse change, share best practices, practical tools and resources and urgently bring sustainable investment and finance practices to ocean-linked sectors
- **Supports implementation** of the Sustainable Blue Economy Finance Principles
- **20 Signatories onboard including:** EIB, Willis Towers Watson, World Bank Group, BNP Paribas, Aviva and more
- **Aligned across the UN Environment Programme**, which works with countries & regions on policy pathways for a sustainable blue economy



Financing the Ocean

From shipping and ports, to seafood, aquaculture, coastal tourism and renewable energy, the blue economy generates over US\$2.5 trillion a year, equivalent to the Gross Domestic Product of the world's 7th largest economy. This wealth is currently under threat from over-fishing, pollution and environmental degradation, with implications for economic stability, food, security and livelihoods.

Banks, insurers and investors have a major role to play in financing the transition to a sustainable blue economy, helping to rebuild ocean prosperity, restore biodiversity and regenerate ocean health.

Sustainable Blue Economy Finance Initiative

Join the United Nations global community of banks, insurers, investors, international organisations, scientists and researchers, and help shape the future of the financial industry.

We are galvanising the financial community around the Sustainable Blue Economy Finance Principles, building an expert network of professionals at a global level to catalyse change, and urgently bring sustainable investment and finance practices to ocean-linked sectors.

Joining will give you access to a global community of practice, peer-to-peer learning, blue finance resources and knowledge base, and enable you to get involved in and influence industry-leading guidance.

We will help you find cutting-edge new solutions and amplify your successes, with a dissemination power at a global level.

We invite financial institutions to join us and become part of this rapidly growing leadership community

Join us

Signatory

Your organisation signs the Sustainable Blue Economy Finance Principles, with public annual reporting on progress. Signatories are able to use our logo and are able to participate in decision-making of the work programme.

Member

Members can be financial institutions as well as other organisations with relevant interest and expertise. Financial institutions are expected to become Signatories in time. They report to the secretariat annually on progress, and participate in the community of practice.

Benefits of Joining

- ✓ Shape the future of the industry
- ✓ Gain access to an international network of professionals
- ✓ Discover best practices across the financial landscape
- ✓ Catalyse change, contributing to major industry reports
- ✓ Get involved in, and influence, industry guidance
- ✓ Access the latest science and policy developments
- ✓ Align on common approaches and methodologies
- ✓ Peer exchange for practical advice and capacity building
- ✓ Leverage our dissemination power at a global level
- ✓ Capitalise on our pool of resources
- ✓ Use our platform to amplify your successes

To join, or for more information contact:
Dennis Fritsch | Dennis.Fritsch@un.org

Funded by: European Commission

Benefits of Joining

- **Gain access** to an international network of professionals
- **Discover** best-practices across the financial landscape
- **Catalyse change**, contributing to major industry reports
- **Get involved** at an early stage in industry guidance
- **Leverage** our dissemination power at a global level

<https://www.unepfi.org/blue-finance>

Contact: Dennis.Fritsch@un.org

