



## Special Adviser for the Blue Economy

Over 3 billion people, most of them in developing countries, rely on the ocean for survival. To improve their lives and livelihoods, UNCTAD supports developing countries to promote a sustainable blue economy, which entails deriving economic value from the ocean, while preserving the health of the ocean ecosystem.

The Special Adviser for the Blue Economy volunteers her services and plays a supportive role in this important topic, helping UNCTAD advance the sustainable development goals on maritime protection and climate-friendly trade.

Also, the blue economy will occupy an important place on the agenda of UNCTAD's upcoming quadrennial ministerial conference in Barbados in 2021. The Special Adviser will play a key role in showcasing UNCTAD's relevance in the development of a sustainable blue economy and its enhancement on the international agenda.

As a global advocate, the Special Adviser will raise awareness on UNCTAD's work as the focal point of the United Nations for the integrated treatment of trade and development and the interrelated issues in the areas of finance, technology, investment and sustainable development.

In particular, the Special Adviser will support developing countries in the following areas:

- Strengthening UNCTAD's voice on the need to include sustainable blue economy models in national planning through high-level bilateral meetings with member States;
- Becoming a resource person to advise UNCTAD on the concept of sustainable blue economy models in the framework of its fifteenth quadrennial ministerial conference in Barbados in 2021;
- Raising UNCTAD's profile as an important actor in the development of the blue economy through speaking engagements at international high-level events and engaging with the traditional press or through social media, when possible;
- Promoting the blue economy to a wide audience through communication and campaigns;
- Advocating and reaching out to business communities as part of a forward-looking plan, sharing insights and experiences to empower present and future entrepreneurs working in the blue economy, particularly women and the youth;
- Making use of business and media networks, where feasible, to advance the promotion of the concept of sustainable blue economy models on the international agenda and at the community level.

