

Why should financial institutions care about a healthy ocean?





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'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



©NY Times

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









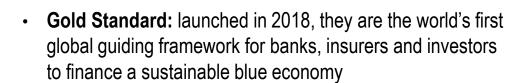




Banks, insurers and investors have a major role to play in financing the transition to a sustainable blue economy, helping to rebuild ocean prosperity, restore biodiversity and regenerate ocean health.



14 Finance Principles to **Guide Activities**



- **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**

and projects that include, support and

6. Cooperative

from our ocean for both current and

tation of coastal and maritime spatial

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





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

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