



# FACTSHEET

BLUE FUTURES

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## BUILDING A SUSTAINABLE BLUE FUTURE

The ocean can be a powerful economic engine, but only if managed sustainably. WWF and partners are working to rethink the business-as-usual approach by redirecting mainstream finance into sustainable and restorative development pathways. This involves rejecting harmful practices and advancing nature-based solutions that benefit people and the planet. Investing in a sustainable blue economy can reduce biodiversity loss, build resilient communities and mitigate the effects of climate change.

Through this initiative, WWF is working with public and private finance sectors, including multilateral development banks, investors, insurers, private banks and others to influence finance and development decisions that can build social, environmental and economic resilience. The Sustainable Blue Economy Finance Principles provide the first global framework to guide such investment decisions. These investment guidelines not only future-proof banks and companies; they also benefit coastal communities, advancing sustainable development where it is needed most.

### A SUSTAINABLE BLUE ECONOMY...



**US\$24 trillion**

estimated value of ocean assets

**66%**

of marine environment impacted by human activity

**100-300 million**

people at increased risk of flooding due to loss of coastal habitats

**200 million**

people, around half of whom are women, employed in fisheries around the world



#### PROVIDES

social and economic benefits for current and future generations



#### RESTORES

protects and maintains diverse, productive marine ecosystems



#### PRESERVES

natural resources through clean technologies, renewable energy and circular material flows

## TARGET

By 2030, the Sustainable Blue Economy Finance Principles are mainstreamed into ocean finance decisions leading to at least US\$25 billion of finance being channelled into the sustainable blue economy.

### The Blue Futures Initiative aims to:



#### Reduce environmental, social and economic risks

Public and private finance sector organizations adopt the sustainable blue economy finance principles, directing mainstream finance away from harmful business-as-usual activities toward sustainable blue economy pathways. Value at risk is minimised and environmental, social and economic resilience is strengthened.



#### Build resilience by restoring natural capital

Finance and investment opportunities and incentives are created and encouraged to underpin restorative activities, such as nature-based solutions that go beyond the avoidance of harm to deliver lasting benefits for people and nature.

### This will be achieved by:



#### Broad adoption of the Sustainable Blue Economy Finance Principles

Improved knowledge and awareness of the true value of the ocean's natural capital, the risks of harmful business-as-usual practices and the benefits of sustainable blue economy development pathways create a tipping point that leads to broad adoption and implementation of the principles by the public and private sector finance community.



#### An enabling environment that reduces risk and builds investor confidence

Strong and effective national sustainable blue economy strategies are in place, including integrated ecosystem-based management tools and approaches such as marine spatial planning, marine protected areas and community-based natural resources management. A range of enablers such as blended financing, guarantees, insurance, and fiscal and market-based incentives, as well as strategic capacity building, are also fully utilized, explored and piloted.

The Sustainable Blue Economy Finance Principles can help guide a just and equitable recovery from the COVID-19 pandemic. WWF is encouraging policymakers to redirect finance and investment away from harmful, short-sighted practices to sustainable fisheries and aquaculture, offshore wind and other ocean-based renewable energy, green shipping, coastal and marine waste management, sustainable tourism, marine conservation, and coastal blue and green infrastructure.



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