



From Potential to Reality: Business Leadership for a Blue Economy in the Seas of East Asia

Track 6: Ocean Industry and Finance

Convener: PEMSEA

Date: Nov 28, 2018

Time: 1545 – 1745

Strong collaboration between government and business will be critical for achieving the UN Sustainable Development Goals (SDGs), including SDG 14 Life below water. Along with safeguarding the health of coastal ecosystems and communities, achieving the SDGs may open pathways for new opportunities for companies while supporting the health of coastal ecosystems and communities. The potential of effective public-private partnership for coastal and ocean management has been discussed for some time, but the reality of forging concrete, value-added partnerships has in many cases remained elusive. Companies can struggle to move beyond mere compliance or approaches that are disconnected from their core business, while public institutions and local governments may wonder how to best engage with the private sector in ways that achieve sustainable development goals while adding value that incentivizes companies to partner.

Organizations like PEMSEA, World Ocean Council, Philippine Business for Environment and IUCN can play a bridging role, supporting the achievement of sustainable development objectives while helping companies to address their challenges related to coasts and oceans.

This session will examine the role of business and its needs and expectations for collaborative coastal and ocean management, along with the role of development partners in helping companies to identify and develop practical opportunities supporting the SDGs, blue economy development and local communities. Building on insights from a new Sustainable Business Roadmap for oceans the region, participants will explore prospects for establishing a regional alliance and opportunities for public-private partnership for blue economy development.

This session aims to deliver:

- Insights on company best practices for partnership and how development partners and local government can provide a strong case for private sector engagement for blue economy development in the region
- Learning about development partners and how they can support business in better coastal and ocean management
- Exploring potential for an alliance between development partners and companies in the region
- Identification of opportunities for joint activities between development partners and companies
- Strengthened donor support for blue economy development with the private sector in the region

Future Outcomes:

- Formation of a regional Sustainable Business Alliance for Oceans leveraging the strengths of development partners and companies to advance blue economy in the Seas of East Asia
- Launching of concrete, on-the-ground pilot initiatives between companies and development partners



Program

Welcome and Insights from a Sustainable Business Roadmap for Oceans in East Asia

Ryan Whisnant

Director of Strategic Initiatives

PEMSEA

Presentations and Panel Discussion: coastal and ocean business

Learn about partnerships supporting ocean conservation in sectors including consumer products, coastal tourism, seafood and textiles. Panelists share their successes, challenges and opportunities for contributing to the SDGs and blue economy development in the region.

Moderator: Anna Oposa, The Purpose Business

Gilda Patricia Maquilan

Sustainability, Government & Industry Affairs Manager

Coca-Cola Far East Limited

Mariglo Laririt

Director of Sustainability

Ten Knots Group / El Nido Resorts

René Benguerel

Chairman and President

Meliomar

Amado Blanco

Net-Works Regional Manager - Southeast Asia

Project Net-Works / Zoological Society of London

Presentations and Panel Discussion: development partners

Development partners share their mission, activities and successes in the East Asian region, along with challenges and potential opportunities they see for private sector collaboration

Moderator: Ryan Whisnant, PEMSEA

Ann Moey

Head of Communications and Private Sector Focal Point

IUCN Asia

Bonar Laureto

Executive Director

Philippine Business for Environment (Philippines chapter of World Business Council for Sustainable Development)

Paul Holthus

Founding President and CEO

World Ocean Council

Roundtable Discussion: Opportunities for value-added blue economy partnerships

Framing Questions

- How can development partners help companies to address their challenges related to coastal and ocean sustainable development?
- How could an alliance between development partners and companies help to address these challenges in the region?
- Where are opportunities for concrete, on-the-ground partnerships, including investments and new business?

Speaker Profiles



As PEMSEA's Director of Strategic Initiatives, **Ryan Whisnant**, manages the organization's blue economy and ocean investment programs. He has over 15 years' experience building and leading new strategies, initiatives, systems, and capabilities for government, financial institutions, international development organizations and companies including UBS, TIAA-CREF, World Bank, UNDP, USAID, Microsoft, SunGard and Cisco with an emphasis on environmental sustainability, technology, and investment. While based in New York City, Ryan established and led the sustainability office for SunGard, a \$4.5 billion technology services company. He holds a BS in Environmental Engineering from Northwestern University and an MS in Natural Resources & Environment and MBA from the University of Michigan.



Anna R. Oposa is the co-founder and Executive Director of Save Philippine Seas, a non-profit organization that empowers Filipinos towards collective action and behavior change. She graduated with a degree in BA English Studies from the University of the Philippines and obtained her MSc in Conservation Science from Imperial College London. She served as the Project Manager and Stakeholder Engagement Adviser for the Purpose Business, which developed a Sustainable Business Roadmap for oceans for PEMSEA.



Gilda Custodio-Maquilan is the Sustainability and Community Connections Manager of Coca-Cola in the Philippines. She is leading the Company's women economic empowerment and environmental sustainability programs. She is the Chairperson of the National Program Management Team of the STAR Program (Sari-Sari Store Training and Access to Resources) with TESDA, a convergence of national and local stakeholders that creates an enabling environment for micro-entrepreneurs. Currently the program operates in 56 locations nationwide, impacting more than 140,000 women retailers. She is the Lead Convener of WOMEN REACH with the Department of Labor and Employment's Overseas Workers' Welfare Administration, a program that help's curb the social cost of migration by promoting effective reintegration programs for women OFWs and their families. With her commitment and passion for women empowerment, Gilda is appointed as one of the directors of the Center Advisory Committee of TESDA Women Center tasked to craft gender responsive policies in technical vocational work. Concurrently, she is also one of the Board of Directors of the Philippine Association of Stores and Carinderia owners (PASCO), the organization representing the voice of small micro-entrepreneurs and retailers in the Philippines. This year, her role was expanded to take on the challenge of the Coca-Cola Company's ambitious goal to achieving a World Without Waste. She is leading the efforts to formulate solutions to help address the global packaging issue through multi-stakeholder collaborations from business to industry and community levels. Gilda brings with her 23 years of solid experience in the field of public affairs, communications, and sustainability.



Mariglo Laririt is the Director of Sustainability of the Ten Knots Group's resorts in Northern Palawan, Philippines. These resorts are the most awarded and recognised in the country for sustainable tourism practices, which have become the benchmark in the region. Under her leadership, community engagement and environmental stewardship are pursued as incorporated in the company's Quadruple Bottomline (along-side financial profitability and organisational development). Sustainably designed resorts, low carbon footprint-menus, ecological waste management, habitat conservation, community outreach, activities that allow guests to tread on nature lightly, and many other similar initiatives are aligned with providing guests distinct nature-based and high-quality leisure experiences. To achieve this, Mariglo and her team of Environmental Officers work with many sectors. For ten years now, Mariglo has also been the president of the Asian Conservation Foundation (ACF). She is responsible for the implementation of its projects that include, protection of giant clams, and assisting a village-based marine sanctuary and mangrove ecotour enterprise.



René Benguerel is Chairman and President of Meliomar, a sustainable seafood company based in the Philippines. He holds a master's degree in Aquatic Ecology and Fish Biology. Before founding Blueyou in 2004, he worked in the Swiss retail sector where he was appointed procurement manager for sustainable fish and seafood. The Blueyou group of companies, of which Meliomar is part, is active in the production, trade and distribution of sustainable seafood worldwide; Blueyou is working with producers in Latin America and SE Asia mainly, connecting to markets in Europe, North America and Asia Pacific. Blueyou has been developing innovative concepts and investable business models for the transition of the seafood sector towards more sustainable practices in SE Asia, Africa and Latin America.



Amado P. Blanco is currently Net-Works Regional Manager – Southeast Asia for the Zoological Society of London. He provided leadership in planning and implementing the proof of concept stage and on-going scaling up and diversification of the multi-awarded Net-Works program in the Philippines and Southeast Asia. From 2003 – 2019 he was National Director of Project Seahorse Foundation for Marine Conservation, where he led a team of field biologists and community development specialists. He started his NGO career in 1991 as Project Officer of the Philippine Partnership for the Development of Human Resource in Rural Areas, followed by roles working with the Philippines-Canada Human Resource Development Programme, Foundation for the Philippine Environment, Belgian Integrated Agrarian Reform Support Programme, and Rare, among others. He obtained a degree in Bachelor of Science in Development Communication from the University of the Philippines -Tacloban College. He was granted a leadership training award to train at the Chevron Management Institute in San Ramon California.



Ann Moey is the Head of Communications and private sector focal point for IUCN (International Union for Conservation of Nature) Asia. Based in Bangkok, Ann leads all communications, marketing, and private sector engagement efforts across the organization's 11 Asian country offices: Thailand, Vietnam, Cambodia, Lao PDR, Myanmar, Pakistan, Bangladesh, India, Sri Lanka, Nepal and China. Ann is also responsible for mentoring and supporting communications and private sector engagement focal points in Country Offices and regional projects, and serves as the focal point for IUCN's Commission on Education and Communication. In 2018, she was instrumental in establishing Thailand Bio-Diversity Network Alliance, in collaboration with Toyota Motor Thailand. The platform is the country's first-ever initiative that aims to strengthen the Private Sector's role in nature conservation, with a focus on biodiversity and contributing to achieving the Sustainable Development Goals and Aichi Biodiversity Targets.



Bonar Laureto engages with the private sector to integrate Sustainability into their Businesses. He represents Philippine Businesses to the World Business Council for Sustainable Development (WBCSD) and brings back a wealth of knowledge, best practices, and sustainability tools and adapts them into the local needs. He also assists companies to develop Corporate Sustainability Strategy and prepare Sustainability Reports using GRI Standards. He is a Certified Trainer of the Global Reporting Initiative on GRI Standards, and of the World Resource Institute (WRI) on GHG Protocol Corporate Standards. He conducts trainings around the Philippines and other Asian Countries. As an Environment Specialist, he provides technical assistance to PWC, World Bank, JICA, UNEP, government agencies, and LGUs on a wide range of disciplines – such as Carbon Credit Mechanisms, Climate Change Adaptation (CCA), Marine Conservation, Watershed Management and Solid Waste Management, Forestry and Mining and Community-Driven Development.



Paul Holthus founded and leads the World Ocean Council - the international business leadership alliance on “Corporate Ocean Responsibility” - where he brings together shipping, oil/gas, seabed mining, fisheries, aquaculture, tourism, offshore renewables, submarine cables, ports, investment and other sectors to create industry leadership and collaboration in ocean sustainable development. Paul has worked in over 30 countries, with companies, communities, industry associations, UN agencies, NGOs, foundations and governments to develop practical solutions to ocean sustainable development. He has held senior positions with UN Environment and with several international organizations, including as: Deputy Director, IUCN Global Marine Programme; head of the Asia Pacific Marine Program, and The Nature Conservancy. Paul is the only ocean industry organization representative to be invited to address the UN General Assembly and is on a growing number of international ocean industry boards. He is a graduate of the University of California and University of Hawaii, with advanced degrees/certificates in marine resources and international business. He was a Fulbright scholar in Australia and is an East-West Center alum.