



East Asian Seas Congress 2018

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

Towards a Sustainable Business Roadmap for Oceans in East Asia

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Beyond fish and ships, our oceans provide...

CLIMATE REGULATION



Covering 70% of the earth's surface, the ocean transports heat from the equator to the poles, regulating our climate and weather.

THE AIR WE BREATHE

>50%

The ocean produces over half of the world's oxygen and store 50 times more carbon dioxide than our atmosphere.

BLUE CARBON



Mangroves, seagrass and salt marshes **remove CO₂** from the atmosphere **10 times** more than a tropical rainforest – and **store 3 to 5 times more** carbon, thus decreasing the impacts of climate change.

Estimated blue carbon value in the EAS Region:

~ **\$111 B** for mangroves

~ **\$77-95 B** for seagrass

SHORELINE PROTECTION



Mangroves, seagrass and coral reefs are natural barriers... saving money and reducing impacts of storm surge, erosion and flooding.

- Coral reefs reduce **97%** of wave energy.
- Mangroves reduce **66%** of wave height.

OCEAN ENERGY



The ocean can produce **thermal energy** from the sun's heat, and **mechanical energy** from the tides and waves. It is estimated that 0.1% of the energy in ocean waves could be capable of supplying the entire world's energy requirements five times over.

OFFSHORE WIND POWER



Higher wind speeds are available offshore compared to on land.

HOME



The East Asian Seas (EAS) region is home to **35%** of the world's mangroves, **33%** of seagrass beds, and **33%** of the world's coral reefs, supporting diverse species of flora and fauna, and an array of ecosystem services.

FOOD



15% of animal protein comes from fish. Countries of the EAS region account for **63%** of total global fisheries

40% of world's capture fisheries = **\$35 B**

80% of world's aquaculture = **\$100 B**

TRADE AND TRANSPORTATION



The East Asian Seas serve as conduit of **90%** of world trade through shipping.

TOURISM AND RECREATION

>**\$200B**

in tourism revenues. The EAS region account for **26%** of worldwide tourist arrivals.

Swimming, boating, snorkelling, diving, dolphin and whale watching... the ocean provides us with so many unique amenities and activities.

OIL AND GAS

\$34 B

There are around 1400 offshore oil and gas platforms in the EAS region... with production of 2 million barrels of oil per day.

INCOME AND JOBS

\$1.4 T

The ocean economy contributes **3% - 87%** of the GDP of five countries in the EAS region.

MEDICINE



Many medicinal products come from the ocean, including ingredients that help fight infection, cancer, arthritis, heart disease, and Alzheimer's disease.

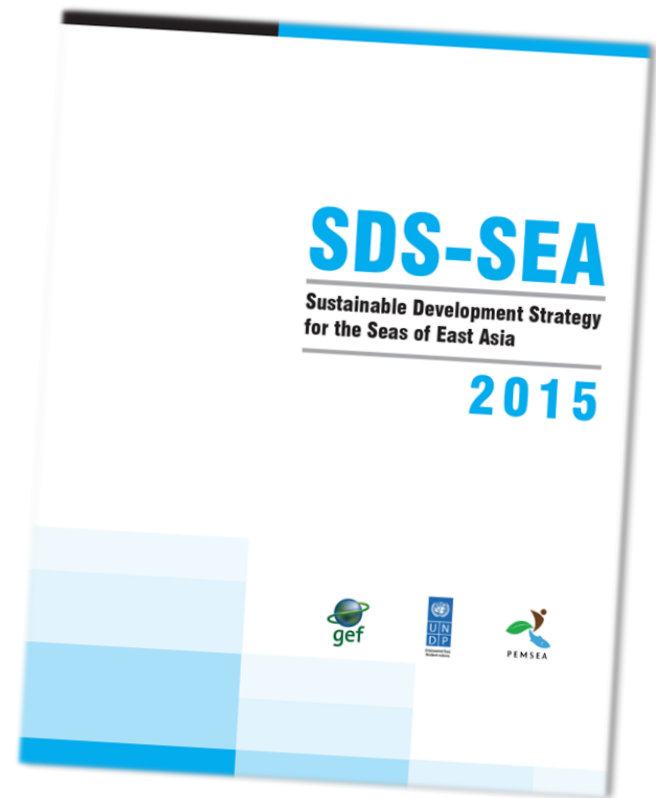
Blue Economy is...

“A practical ocean-based economic model using green infrastructure and technologies, innovative financing mechanisms and proactive institutional arrangements for meeting the twin goals of protecting our oceans and coasts and enhancing its potential contribution to sustainable development, including improving human well-being, and reducing environmental risks and ecological scarcities.”

-Changwon Declaration (2012)

Regional SAP as a Foundation for Blue Economy

- **Sustainable Development Strategy for the Seas of East Asia** is a declaration of commitment to implement a shared vision, adopted by 14 countries
- **Incorporates significant priorities** at the global level (e.g., SDGs, Aichi Biodiversity Targets, Sendai Framework, Paris Agreement)
- Promotes **sustainable economic development towards a blue economy** in coastal and marine areas through the application of ICM approaches



Blue Economy Industries

2015 PEMSEA report identified nine industries that define the majority of potential blue economy business activities in the region

1. Fisheries and Aquaculture
2. Ports, Shipping and Marine Transport
3. Tourism, Resorts and Coastal Development
4. Marine Technology and Environmental Services
5. Oil and Gas
6. Coastal Manufacturing
7. Seabed Mining
8. Renewable Energy
9. Marine Biotechnology



Building Knowledge and Networks in the EAS Region

Local ICM Program Private Sector Engagement

- Catalyst to build better coastal governance and explore sustainable public-private partnerships for coastal resources management
- Sponsorship of projects, e.g., mangrove planting, coastal cleanup, establishment of bird and fish sanctuaries, deployment of artificial reefs

East Asian Seas Sustainable Business Network

- Network of companies supporting blue economy development in East Asia
- Link to regional dialogue, knowledge and potential for cross-sector collaboration

State of Oceans and Coasts Reports

- 10 countries developing National State of Oceans and Coasts reports, with a blue economy focus
- Capture initial estimates of economic activities of ocean-related industries, together with the natural assets, goods and services of marine ecosystems

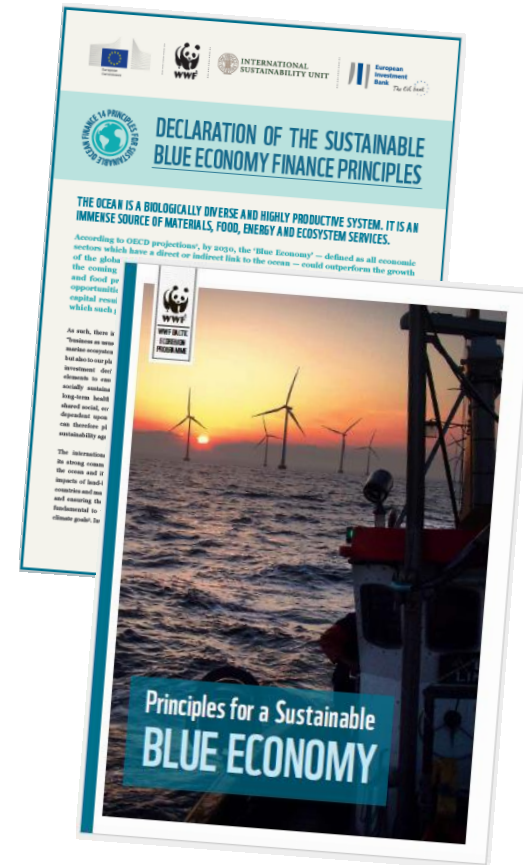


**Bataan Coastal Care
Foundation, Inc.**



Rapidly Developing Principles and Platforms

- Sustainable Blue Economy Finance Principles (European Commission, WWF, the Prince of Wales's International Sustainability Unit and the European Investment Bank)
- Principles for a Sustainable Blue Economy (WWF)
- Action Platform for Sustainable Ocean Business (UN Global Compact)
- Close to 50 commitments on Blue Economy at the Our Ocean Conference 2018
- Sustainable Blue Economy Conference Nairobi, Kenya, Nov 26-28



Research on Partnership for Sustainable Ocean Business

Chance to align various private sector engagement efforts supporting blue economy development in the region and identify opportunities for concrete partnership activities

- PEMSEA and the International Union for Conservation of Nature (IUCN) / Mangroves for the Future (MFF)
- Understand the needs, opportunities and best approaches for development organizations and business to partner on sustainable development of coasts and oceans
- Desktop research and interviews of 22 organizations in the region (seafood, tourism, consumer products, NGOs, etc.)



Highlights from the Research Findings

What companies are looking for:

- Policy updates relating to coastal and marine management and partners that can help them to understand policies relevant to their business.
- Help in setting science-based targets in programme design.
- Support in bringing needs of companies to government, e.g., prioritizing the sustainability agenda, input to policy change, etc.
- Joint development of projects that demonstrate positive impact and make the business case relevant for specific sectors.
 - Solid Waste Reduction, Management and Recycling
 - Ecotourism/Sustainable Tourism
 - Sustainable Seafood/Seafood Supply Chain
 - Ecosystem Restoration
 - Sustainable Livelihoods and Small-scale Enterprise Development



Highlights from the Research Findings (cont.)

What Development Organizations can offer:

- Focus on solutions addressing concrete issues, such as habitat loss, biodiversity, local economic development, pollution reduction (e.g., ocean plastics), etc.
- Supporting institutional change backed by policy, grassroots engagement and establishment of governance mechanisms
- Acting as multi-stakeholder facilitators / neutral conveners with the ability to bring sectors together
- Facilitating access and understanding with local stakeholders
- Tapping research base to develop policy tools and knowledge products and providing technical assistance relevant to sustainable business
- Building capacity through training, workshops and other educational channels



Highlights from the Research Findings (cont.)

Companies indicated that an alliance for oceans could have value, with the following considerations:

- Must be regional in scale
- Include value chain partners and competitors to tackle shared problems
- Discuss issues and best practices and share unique expertise on coasts and oceans
- Focus on tangible cases and impacts, not merely exchanging information
- Create opportunities for employee involvement aligned with company strategy
- Facilitate strategies for political support and local know-how and community engagement