



Roadmap towards a truly Sustainable Blue Economy

UN Ocean Conference 5-9th June

Side event organized by Finland: Collaboration in Public Private Partnerships for a Sustainable Maritime Future

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Liisa Rohweder, CEO WWF Finland

- My name is Liisa Rohweder and I am delighted to represent WWF in this important discussion today.
- WWF is pleased to participate in this Ocean Conference, which is an important opportunity for the world to outline how it will contribute to achieving the Agenda 2030, in particular SDG14 and related SDGs.
- We all know that partnerships are essential for the delivery of SDG14, which is also of course both dependent upon and a core contributor to the other SDG goals with healthy, productive and resilient oceans being indispensable to poverty eradication and sustainable development – particularly for the over three billion people who are directly dependent on marine and coastal biodiversity for their livelihoods.
- As an international NGO, WWF believes that working in partnership is fundamental to the delivery of our mission and long-term sustainability of our work. We engage both formally and informally with many ocean stakeholders including coastal communities, public and private sector actors, academia, donor agencies, intergovernmental and non-governmental organisations.
- This is why we are delighted with this conference as an important step forward to help translate the agreement into practical, large scale, sustained action and we are pleased to have had the opportunity to work in partnership with most of the organizations I am sharing this stage with today.

Ocean Asset values

- Together with our partners, WWF has been working to elevate the role of the ocean in helping leaders achieve their core agendas; to reframe the idea of the ocean in order to convince them that it is worth spending the political capital and the actual capital it will take to drive the change we all know is needed.
 - To end overfishing which depletes fish stocks and destroys marine habitats
 - Stem the flow of pollutants, nutrients and plastics into our Ocean



- Limit the carbon in the atmosphere where it leads to acidification, coral bleaching and sea level rise
- And to protect coastal and marine ecosystems so they can be safe havens for biodiversity and buffers against climate change.
- We know that one key challenge is that biological systems are largely considered to be externalities within present day accounting systems. Consequently, when economic and political decisions are made they tend to account poorly for the true cost and consequences of these decisions.
- Putting a value on what many consider free or no value is quite important in order to demonstrate ocean conservation's economic payoffs and how it delivers food security and livelihoods.
- This is why we have partnered with the Boston Consulting Group in to determine the ocean's contribution to the global economy.
- What we found opened a lot of eyes: the ocean produces at least \$US2.5 trillion, annually, from fishing to tourism, and many other services and this tremendous output is drawn from an asset base measured conservatively at \$US24 trillion, comprising coral reefs, seagrass beds, fisheries, coastal areas, and so on.
- If the ocean were a country, its annual economic output would rank it seventh in the world, just behind France and the UK, and ahead of some major economies like Brazil, Russia, India and Canada.
- And, we know from a similar study in the Baltic region that the difference between a healthy and an unhealthy Baltic Sea is more than 500,000 jobs and 32 billion euros in annual value added by 2030.
- Of course, any good manager keeps a close eye on the condition of the asset base that produces the goods and services that keep a business healthy. So, we analysed the major assets that support the ocean economy to see what condition those assets are in. We found that many of the world's ocean assets are trending in the wrong direction.

An unsustainable Blue Economy

- The ocean is an extraordinary source of shared wealth for our planet, but its health is failing due to local stresses, such as habitat destruction, overfishing, and pollution, as well as global forces, such as an unprecedented rise in ocean temperature and acidity.
- Given that two-thirds of the ocean's value is produced by assets that rely on healthy ocean conditions, this is a serious problem.



- This slide shows examples of the clear unsustainability of the Blue Economy today – and why together with our partners, WWF is working to address challenges and realize opportunities towards a more sustainable approach in every ocean and most seas around the globe.
- During the past few years the terms “Blue Growth” and “Blue Economy” have surged into common policy usage all over the world making it sound as if our Ocean was a new and uncharted frontier.
- And, we also know that a fundamental weakness of the Blue Economy, despite increasing high-level adoption of the term in policy-making, and investment, is that there is still no commonly agreed, scientifically-based definition of what a sustainable Blue Economy is.

Definition of a Sustainable Blue Economy

- To have a clear view of what we are aiming for with a Sustainable Blue Economy, we need to step back and get a big-picture understanding of the whole system.
- We need clear definitions that can be translated into operational and measurable goals and targets, so that we can determine whether the growth strategies that are being pursued are actually taking us in the right direction. We need a framework for seeking win-win solutions and making decisions about the inevitable trade-offs that will come up along the way.
- Without such a framework, we risk undermining the very possibility of long-term growth and development.
- To help fill this gap in shared understanding, WWF has developed a set of “Principles for a Sustainable Blue Economy,” based on a global consultation process, that we believe can serve as a navigational chart for stakeholders in the public and private sectors to help point our economic development, and especially its marine-based economy, in the same direction as the historic 2030 Agenda. The Principles are fully aligned with the SDGs, especially SDG 14.
- In summary, we need to promote a framework around the sustainable blue economy which:
 - provides social and economic benefits for current and future generations;
 - restores, protects and maintains the natural capital upon which its prosperity depends; and,
 - is based on clean technologies, renewable energy, and circular material flows to keep within the limits of one planet.
- Fortunately, many governments, organizations and communities are becoming aware of the need for a more coherent, integrated, fair, and science-based approach to managing the economic development of the oceans.



- Humanity increasingly understands that we are an integral part of the marine ecosystem. We must plan and implement our economic activities with care, balancing the desire to improve human living standards and well-being with the imperative to sustain ecosystem health.
- We know that many ocean resources are renewable, if well managed. The steps we must take are complex, but economic analysis has also shown substantial returns can accrue from doing so.

A Sustainable Blue Economy requires an equally *Green* and *Circular* economy on land

- Land-based sources are responsible for the vast majority of marine pollution – 80% of marine pollution.
- The Blue Economy can only be sustainable when we also succeed in creating a sustainable economy on land. That is, an economy that restores, protects and maintains diverse, productive, and resilience ecosystems, and that is based on clean technologies, renewable energy, and circular material flows.
- By aiming for zero negative impact – or even positive and restorative impact – on already severely stressed seas and oceans, a Sustainable Blue Economy combines the critical aspects of both Green and Circular.
- The Blue, Green, and Circular Economy agendas must merge ... in order to ensure that all economic activities operate in such a way that the natural capital on which they depend is restored, protected, and maintained.
- Sustainable Blue Economy is built on oceans ecosystems and should support their resilience. The way to achieve it is to fully apply ecosystem based management both on-shore and offshore. The key principles and practical recommendation for implementing ecosystem based management are agreed by many countries through global and regional processes.

Innovation, cooperation and public-private partnership is the only way forward!

- The increased competition for marine space and resources between sectors such as tourism, shipping, fisheries and for instance the extremely fast development of the number of offshore oil and gas exploration and production contracts, poses a potential additional threat to the health of marine ecosystems already-stressed due to climate change.
- There are also greater incidents of potential conflicts where one sectors plans can have strong potential consequences not only for marine ecosystems but on another sectors development, like tourism and fisheries, as well.
- Countries, businesses, and civil society need to better coordinate efforts and think and act in new ways: outside of the sectoral silos, beyond the ministry walls, and across the borders



between economic sectors, countries, and issue areas. If there was ever a time when we needed everyone on board, pulling in the same direction toward a sustainable future for the ocean and future generations, it's now.

Sustainable Shipping Global Challenges and Opportunities

- The shipping industry is destined to grow rapidly over the next decades. With growth comes responsibility and the world is watching how the industry will respond on climate change.
- It is essential shipping contributes its fair share to keep global warming as a result of carbon emissions to below 1.5C.
- WWF was a founding member of the sustainable shipping initiative which consists of leading industry players and a major agenda item is to make clear the need to quickly establish ambitious, meaningful emissions reduction targets.
- We were very pleased to see the agreement to reduce the sulphur cap of marine fuel from 3.5% to 0.5% which is an important step forward to protecting human health as well as marine ecosystems alike.
- In the Baltic Sea, WWF has been an active stakeholder through HELCOM and with other stakeholders engaging at the national, regional and international level to advocate for stronger measures to reduce pollution from maritime traffic in the Baltic Sea.
- This has included close dialogue also with the cruise industry and CLIA.
- We are pleased to see the impressive progress made on key issues such as:
 - the agreement to designate the Baltic Sea as a special area for sewage discharges from passenger ships under Annex IV of the MARPOL Convention
 - designation of the Baltic Sea as a special area for nitrogen oxide emissions from ships exhaust gases (NECA).
- According to recent estimates by the European Monitoring and Evaluation programme, some 22,000 tons less Nitrogen will be deposited annually in the Baltic Sea area as a result, although fleets will need to be renewed over time before the full effect is realized; thus, it will not be an effective tool to reduce Nitrogen in the short term. Implementation of the regulation will result in curbing eutrophication problem in the Baltic. The new regulations will also have a number of indirect benefits for the Baltic Sea marine environment, such as increase the use and catalyzing technological innovation in the field of green shipping and alternative fuels such as LNG.



- The progress made on in the Baltic Sea demonstrates the value of public and private sector partnerships and the importance of regional platforms, like HELCOM and its Maritime Working Group, where we have been actively engaged, and through ongoing industry dialogue to help facilitate concrete agreements and action.
- We should both celebrate as well as build on this progress. In so doing, we can galvanize an inclusive approach and an alternative narrative – one where a healthy Baltic Sea is achievable and increased cooperation is the only way forward.
- Now we need to ensure that these agreements are implemented fully – while continuing to move forward towards even more ambitious actions.
- Furthermore, WWF does a lot of work in the Arctic, where the consequences of unsustainable shipping could have devastating consequences.
- Overall shipping activity in the Arctic will increase by more than 50% between 2012 and 2050. This increase will vary depending on the region. Thus, Canada will double between 2010–2020 and then double again from 2020–2030. Alaska expects up to 500% increase in vessel traffic by 2025 (high-growth economic scenario). Tonnes of cargo shipped through the Northern Sea Route could increase from 6.8 million (2016) to 100 million by 2030.
- To ensure this new shipping reality to be for the benefit and not for the harm to the Arctic we work with partners to advocate for full implementation of the Polar Code by all nations operating in the Arctic waters and also for further expanding Code’s coverage to all vessels and address ballast water issue.
- We like to see marine safety corridors being identified to decrease impacts on marine mammals and ice ecosystems. And also other special measures to be implemented.
- And a special attention in the arctic we pay to the problem of heavy fuel oil.

Arctic Commitment

- Continuous use of heavy fuel oil as a fuel or the carriage as bunker and ballast in the Arctic poses a very significant threat to the Arctic ecosystems and further contributes to climate change. This risk is aggravated by underdeveloped infrastructure for responding to spills and absence of any effective technologies to recover oil products from ice, under ice and from ice infested waters.
- WWF worked with a coalition of other NGOs to develop the case an Arctic Commitment to be supported by various organisations including shipping companies.



- We CALL FOR a phase-out of the use of heavy fuel oil by ships in a timely manner through decision of the International Maritime Organization.
- We expect that governments and industry will AGREE for a switch from the use of heavy fuel oil to cleaner fuel types by ships and the application of adequate emission reduction technology to significantly advance the objective of protecting the Arctic marine environment.
- WWF supports recent decision of the Arctic Council to work together with the IMO on HFO issues and expects Arctic states' leadership in advancing decision on HFO in the IMO.
- Decision on HFO ban should be complimented by other measures including establishing emission control areas, measures for special protection and routeing measures.

Protocol

- According to projections from the [Organisation for Economic Co-operation and Development](#) (OECD), by 2030 the output of the ocean economy, roughly €1.3 trillion globally, could more than double. This means significant increase in investments.
- Only in the Arctic the expected investments are estimated at over a trillion during next 15–25 years.
- WWF has been active engaging with key actors to ensure the sustainability of such investments with the joint ambition of safeguarding the health of our ocean, while understanding what approaches are needed for the ocean to sustainably support livelihoods, food security and jobs well into the future. It is critical.
- Since we know that without clear guidelines and guardrails to ensure that any future investments in the blue economy will lead to environmentally and socially sustainable outcomes and a science-based management of ocean and coastal resources, there is a great risk that development of the Blue Economy will be unsustainable. And if so there is no chance that it will achieve its real potential economic benefit.
- The long-term goal of WWF's work in this area — a sustainable Blue Economy — is to ensure that the anticipated economic activity in the Blue Economy 'space' does not have a negative impact on the integrity of the marine ecosystem, on efforts to reduce carbon emissions, or on the revenue streams of ocean based businesses and the livelihoods of the people who depend on them for their prosperity and their way of life.
- We proposed the Sustainable Blue Economy Protocol to catalyze discussions to guide investment and development toward sustainability while minimizing risk, increasing benefit-sharing, and optimizing long-term returns.



- WWF is delighted that Karmenu Vella, European Union Commissioner for Maritime Affairs and Fisheries, expressed his interest in working with WWF and the Prince of Wales's Charities International Sustainability Unit to take forward a process to bring together public and private financing institutions and other stakeholders around principles for sustainable investment in the blue economy. These discussions continue at this Oceans Conference and at the upcoming Our Ocean conference in October.

In conclusion

- In conclusion, we are delighted to be working together in partnership with public and private sector actors and through critical regional platforms and fora such as HELCOM and the Arctic Council to help transform the good intent and momentum around the 2030 Agenda and SDG 14 into investment in ocean conservation and sustainable use that will put us on the path to achieving the ambitions of the SDGs.
- WWF around the world stands ready to support and join the wave of renewed effort to collaborate with those willing to acknowledge the reality of the challenge and to get on with the job of delivering a truly sustainable blue economy, and on the great promise of the SDGs.