



What is Friends of Ocean Action?

Friends of Ocean Action is a unique group of over 70 ocean leaders from around the world who are fast-tracking solutions to the most pressing challenges facing the ocean. Its members – the Friends – come from business, civil society, international organizations, science and technology.

Photo: Members of Friends of Ocean Action from left to right Erna Solberg, Prime Minister of Norway and Co-Chair of the Ocean Panel; Isabella Lövin, Former Deputy Prime Minister of Sweden and Co-Chair of Friends of Ocean Action; Marc Benioff, Chair and Co-Chief Executive Officer, Salesforce; Peter Thomson, UN Secretary General's Special Envoy for the Ocean and Co-Chair of Friends of Ocean Action

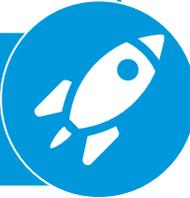
Founded in 2018, building on the momentum of the world's first United Nations Ocean Conference the year before, Friends of Ocean Action has grown into a wide-reaching platform of global leaders committed to using their collective influence for ocean health. Friends of Ocean Action is hosted by the World Economic Forum in collaboration with the World Resources Institute, which also hosts the secretariat of the High Level Panel for a Sustainable Ocean Economy (Ocean Panel). Friends of Ocean Action and the Ocean Panel run as two parallel streams, building upon and informing each other to promote a strong, unified agenda for the ocean.

By spearheading new projects and leveraging the cumulative network of its members, Friends of Ocean Action engages a diverse range of stakeholders to play their part in achieving a healthy ocean through shaping global agendas and policies, elevating ocean solutions, launching new platforms and projects, and breaking silos and connecting key stakeholders. The examples on the following pages provide snapshots of how we have achieved impact, to get a fuller picture, read our the [impact report from our first phase](#).

Friends of Ocean Action has initiated or built up several key projects and spin-off platforms. These include platforms focused on decarbonizing shipping, ocean stewardship, reducing plastic pollution, promoting sustainable blue food, improving the sustainability of the tuna sector and more. Find out more by clicking on each of the logos and explore our other projects [on our website](#).



Launching new platforms and projects



Case study:
Virtual Ocean Dialogues

With the postponement of the UN Ocean Conference in 2020 and 2021, Friends of Ocean Action found a new way to convene the global ocean community through the Virtual Ocean Dialogues, the first completely virtual global ocean gathering, which brought together over 800,000 participants around the world and reached over a million session views and more than 320 million impressions on social media over both events.

“The Virtual Ocean Dialogues have become a key waymarker in global efforts to secure the ocean’s health.”

- Peter Thomson, UN Secretary General's Special Envoy for the Ocean and Co-Chair of Friends of Ocean Action



Breaking silos and connecting stakeholders and leaders

Shaping global agendas and policies



Case study:
Advocating against harmful fisheries subsidies

Friends of Ocean Action has been raising a rallying cry against harmful fisheries subsidies through advocacy and campaigning. This has included producing films [featuring David Attenborough](#) and a [local fishing community in Ghana](#); welcoming the director general of the World Trade Organization, Dr. Ngozi Iweala, with [an ice fish sculpture](#) for the Stop the Fish Meltdown campaign; and maintaining momentum for this issue on social media.



Promoting ocean solutions and knowledge

Case study:
UpLink Ocean

Launched in 2020, UpLink Ocean is a platform that provides opportunities for anyone with an innovative ocean solution that deserves attention.

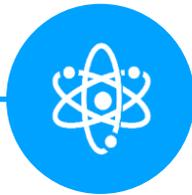
- 36 million** views on social media
- 45** top innovators elevated
- +20** partners engaged
- 5** global calls for solutions

Making impact with five key pillars



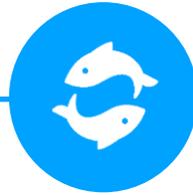
Building a resilient ocean

Promoting sustainable and equitable ocean management to enhance the ocean's capacity to adapt to and recover from multiple stressors so that the ocean can continue to provide for and strengthen the resilience of nations, economies and people.



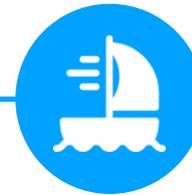
Creating a digital ocean

Scaling the liberation, use and governance of ocean data for the benefit of public good, ocean health and knowledge, and in support of the UN Decade of Ocean Science for Sustainable Development and the Ocean Data Platform



Nourishing billions

Improving food security, nutrition and livelihoods from blue food through the expansion in and abundance of fish stocks and growth in sustainable aquaculture practices



Accelerating ocean innovation

Elevating visionary ocean innovators, amplifying the ocean innovation ecosystem and championing innovation on the global ocean agenda



Activating ocean finance

Enhancing levels of finance, from across the spectrum, that flow towards sustainable blue economy activities

Friends of Ocean Action structures its work around five key impact pillars which include a variety of workstreams ranging from pilot projects in Namibia to shaping global climate change discussions. In parallel, Friends of Ocean Action is working on global and cross-cutting focus areas, including outreach and activity in China as a key strategic partner in advancing ocean health; promoting gender parity and equity in the ocean, engaging young ocean leaders; and supporting SDG14+, which underscores how solving ocean issues helps us reach other SDGs and how changes in the ocean affect the planet, the economy and society.

“I think Friends of Ocean Action has raised my ambition level of what can be done.”

Thomas Thune Andersen

- Chairperson, Ørsted and Lloyd's Register and Friend of Ocean Action

Through engagement with Friends of Ocean Action, members are able to connect with other Friends, promote their own work and cross-pollinate new ideas. The Friends, with support from its secretariat and the unparalleled reach and network of the World Economic Forum and the World Resources Institute, have been able to not only drive momentum for the ocean agenda but implement effective policies, business strategies and innovative solutions to accelerate ocean recovery. Friends of Ocean Action is actively building upon its achievements and is eager to work with key leaders and other organizations who want to advance the sustainable development agenda.

Feel free to reach out and engage with our work through the following channels:



ocean@weforum.org



[Friends of Ocean Action](#)



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