



FRIENDS *of*
OCEAN
ACTION

Leaders who are fast-tracking
solutions to the most pressing
challenges facing the Ocean



**Friends of
Ocean Action
Community
Progress Report**

January 2019

The Friends of Ocean Action is an informal, impact-driven group of leaders who are fast-tracking solutions to the most pressing challenges facing the Ocean. It operates like a start-up catalyst, offering a platform and multi-stakeholder network to accelerate high-impact solutions for a healthy Ocean.

Since it was launched at the World Economic Forum Annual Meeting 2018 in Davos¹, alongside the High Level Panel for a Sustainable Ocean Economy² (now with 12 committed heads of state and government), the Friends of Ocean Action has grown to include 51 Ocean leaders as members. This extraordinary group includes, to date, CEOs and heads of 12 globally recognised businesses with large ocean footprints; the heads of 9 key international organisations with ocean responsibilities; leaders of and specialists at 20 leading ocean science and research institutions, NGOs and foundations and social enterprises; and 10 public figures who are leaders of the ocean agenda. These members were chosen for their collective knowledge and networks, which means they can reach almost any global decision-maker, geography and industry sector; and are best placed to drive positive, systemic change.

Through their networks, the Friends of Ocean Action are mobilising action on:

1. Ending plastic pollution through the Global Plastic Action Partnership³;
2. Expanding Marine Protected Areas;
3. Ensuring food security from the Ocean;
4. Addressing illegal, unreported and unregulated (IUU) fishing through
 - a. ratification of the Port State Measures Agreement⁴, and
 - b. commitments from retailers on transparency in seafood supply chains;
5. Decarbonising the maritime and shipping sector and helping it adopt science-based targets;
6. Creating an open platform for Ocean data; and
7. Scaling finance for Ocean innovations.

These 'Action Tracks' are focused on designing and delivering solutions to the most pressing challenges facing the Ocean and, as a result, helping to meet many of the targets of Sustainable Development Goal (SDG) 14 (the "Ocean Goal") and those of other SDGs. Each track of work requires concerted, public-private cooperation across geographies and sectors, which members or 'Friends' are helping to mobilise through their unique networks and influence. As such, the Friends are quickly becoming recognised as the foremost informal platform for advancing tangible action and creating informed policy on the Ocean, and for overcoming the obstacles and barriers that have historically impeded progress on promoting systemic change.

Ambition is necessarily high and the Friends aim to:

- **Close the Pacific Ocean to illegal fishing** by 2020;
- **Make the business case for investing in Marine Protected Areas (MPAs)**, and make available a globally accessible system for monitoring and managing these areas so that 30% of the Ocean is protected by 2030;
- **Support the creation of a centralised hub for Ocean data**,

which will be a global, common platform storing and sharing data that dramatically improves our understanding of the planet (a global Ocean brain);

- **Ensure the top tuna retailers commit to sustainable fisheries** by 2020 and a fully traceable approach to harvesting;
- **Build and launch an Ocean innovation fund**;
- **Stop plastics getting into the Ocean** by 2025; and
- **Eliminate harmful fisheries subsidies**, which are fuelling overfishing and illegal fishing.

Global Reach

During its start-up phase in 2018, the Friends of Ocean Action focussed on identifying: (i) the most urgent Ocean health challenges; and (ii) the practical, scalable and investable innovations that can solve them. In 2019 the focus is turning onto implementing the high-impact solutions identified and deploying influential leaders to accelerate change.

The group is actively co-chaired by **Peter Thomson**, the UN Secretary-General's Special Envoy for the Ocean, and **Isabella Lövin**, Minister for International Development Cooperation and Climate and Deputy Prime Minister of Sweden. It complements the intergovernmental work of the High Level Panel for a Sustainable Ocean Economy⁵, which is represented by 12 serving heads of state and government. Time-bound to the expected next United Nations Ocean Conference in 2020, the High Level Panel provides political gravitas and policy support to the broader Ocean action agenda, while the Friends provide the public-private, action-oriented innovations, business and community leadership that the High Level Panel draws upon.

For each of the Action Tracks, the Friends are shaping solutions, often through mobilising or dedicating specific financing or resources. In each area, the Friends identify a delegate or technical expert from their organisation and draw on other relevant experts from across their networks. Together, these groups of specialists form unique public-private task forces to drive forward action in each track of work so that progress on solutions can be delivered and measurable impacts identified by 2020.

As the effort progresses, the Friends are also identifying further areas of work. These include:

- Promoting gender parity in the Ocean economy; and
- Creating a global movement for raising awareness around the potential risks and issues related to the rise of underwater mining activities, particularly the seabed.

The Friends met face-to-face on a number of occasions during 2018, often during wider, scheduled Ocean convenings. These include: in April during Ocean Week in Monaco; in June in Stockholm, hosted by the Deputy Prime Minister of Sweden; in September at the time of the Global Climate Action Summit in California, hosted by Governor Jerry Brown; in September in New York during the UN General Assembly, at the World Economic Forum Sustainable Development Impact Summit⁶;

¹ <https://www.weforum.org/events/world-economic-forum-annual-meeting-2018/sessions/a0W0X0000AePw8UAF>

² <https://www.weforum.org/press/2018/01/new-global-partnership-to-save-life-in-the-ocean-launched-at-the-world-economic-forum/>

³ <https://www.weforum.org/press/2018/09/beyond-bags-bottles-and-straws-new-partnership-to-tackle-plastic-waste-from-source-to-sea/>

⁴ <http://www.fao.org/port-state-measures/en/>

⁵ <https://oceanpanel.org/>

⁶ <https://www.weforum.org/events/sustainable-development-impact-summit>

and in October at the Our Ocean Conference in Bali⁷, hosted by the Government of Indonesia. Through Peter Thomson, the UN Secretary-General's Special Envoy for the Ocean, the Friends were also represented at multiple UN, G7, World Bank and World Trade Organization (WTO) meetings, and other official international events.

Action Tracks

Plastic Pollution – Global Plastic Action Partnership (GPAP)

Collaborations and partnerships: The Coca-Cola Company; The Dow Chemical Company; Governments of Canada, Indonesia and the United Kingdom, PepsiCo Foundation; Pew Research; Platform for Accelerating the Circular Economy

The Friends of Ocean Action and the Platform for Accelerating the Circular Economy (PACE) using the World Economic Forum's platform, mobilised a new partnership bringing business, international donors, national and local governments, community groups and world-class experts together to collaborate on stopping the growth in global plastic pollution by 2025.

Launched at the World Economic Forum Sustainable Development Impact Summit 2018⁸, during the UN General Assembly in September, GPAP is working with governments and stakeholders in coastal economies that are battling waste. It aims to translate ambitious global commitments into action and show how business, communities and government can redesign the global 'take-make-dispose' economy as a circular one.

The first on-the-ground collaboration is with the Government of Indonesia. The world's largest archipelago is the second biggest national polluter of plastic into the Ocean. Consequently, Indonesia is suffering a crisis of plastic waste and the government has a national plan⁹ to reduce it by 70% over the next seven years¹⁰. Communities, entrepreneurs and government agencies in Indonesia are fighting pollution¹¹ and showing considerable scope for innovation, but swifter action is needed. A MoU is also being signed for GPAP to work with the Government of Vietnam on plastic action and, through Vietnam's 2020 role as Chair of the Association of Southeast Asian Nations (ASEAN), to work across the ASEAN countries.

Further collaborations with other 'hotspot' coastal economies will also start in the coming months (likely to be with a West African economy and a small island developing state). A joint venture with the World Bank's USD\$100 million PROBLUE multi-donor trust fund for plastic clean up has also been agreed, starting work in Indonesia. Overall, the GPAP partnership aims to have investable solutions in place by 2020, which can then be adapted and implemented in other countries. These three proofs-of-concept will coincide with the UN's next landmark Ocean Conference.

In 2018, the Government of the UK pledged USD\$3 million for GPAP as part of the Commonwealth Clean Oceans Alliance,

which aims to avert the growth in global plastic pollution by 2025. The Government of Canada committed USD\$4.6 million to GPAP as part of the G7 Ocean Charter, and The Coca Cola Company, the PepsiCo Foundation and The Dow Chemical Company have each committed USD\$800,000 to the GPAP initiative, making it an unprecedented global public-private partnership for plastic action.

GPAP is hosted at the World Economic Forum in collaboration with the World Resources Institute. It is collaborating with The Pew Charitable Trusts on data analysis and modelling at the national level to drive evidence-based action.

Marine Protected Areas

Collaborations and partnerships: National Geographic Pristine Seas; WWF

The world has less than two years to effectively protect 10% of marine ecosystems by 2020, a critical step towards a healthier Ocean that can sustain long-term economic growth. Marine Protected Areas (MPAs) are essential for ensuring fishers have healthy stocks by preventing resource depletion, protecting endangered species, making ecosystems more resilient to climate change¹², and safeguarding thriving biodiversity.

As of December 2018, 7.44% of the Ocean is protected, according to the World Database on Protected Areas¹³. While this represents a major achievement, many marine reserves are still poorly managed or represent standalone efforts with little integration between them. Focusing on the quality of marine protection – as well as quantity – is key to restoring Ocean ecosystems while generating and safeguarding the jobs, food supplies, industries and livelihoods that rely on healthy seas.

Friends of Ocean Action is mobilising a global network that aims through targeted activities to:

1. Build a business case for MPAs to mobilise a strong coalition of world business champions ready to contribute to reaching the 30% target by 2030;
2. Engage key policy fora to support the international community to increase the global MPA coverage by shifting to a more coordinated, effective and strategic MPA network;
3. Facilitate the build-out of platforms supporting the enforcement, management and monitoring of MPAs, with user cases built for specific hotspots.

The aim of this three-pronged strategy is to help reach the Ocean Goal target of at least 10% of coastal and marine areas protected by 2020 and set the path for a more ambitious target of 30% by 2030. Since the launch of this track, a USD\$2 million fund commitment has been advanced by a key philanthropist to help build an innovative MPA management tool, grounded in science and backed-up by new technologies, satellite, and monitoring and tracking data that will improve the establishment, monitoring and enforcement of MPAs. This platform is being developed in collaboration with key technology institutions and academia.

⁷ <https://ourocean2018.org>

⁸ <https://www.weforum.org/press/2018/09/beyond-bags-bottles-and-straws-new-partnership-to-tackle-plastic-waste-from-source-to-sea/>

⁹ https://maritim.go.id/konten/unggahannya/2017/09/Safri_Burhanuddin_Coord_Ministry_of_Maritime_Affairs.pdf

¹⁰ <https://www.bbc.com/news/science-environment-43823883>

¹¹ <https://www.weforum.org/agenda/2018/06/indonesia-is-getting-religious-about-reducing-ocean-plastic/>

¹² <https://www.nationalgeographic.com/environment/climate-change/?beta=true>

¹³ <https://www.protectedplanet.net/marine>

Illegal, Unreported and Unregulated (IUU) Fishing

Collaborations and partnerships: Stanford Centre for Ocean Solutions; Asia-Pacific Economic Cooperation (APEC) Summit; Pew Environment; The Nature Conservancy; Global Fishing Watch; Metro; Ahold; CP Group

About USD\$23 billion a year is stolen from communities and coastal nations through IUU fishing. It threatens the viability of fish stocks, undermines management of fisheries, and robs legal fishers of their livelihoods. Fish accounts for 17% of all animal protein consumed globally and 26% of all animal protein consumed in the least developed countries.

Governments have set out to end IUU fishing by 2020. To achieve this, a breakthrough is needed and so the Friends are accelerating progress on three mutually-reinforcing fronts:

1. Action by companies to control their **supply chains**;
2. Action by governments to control **access to their ports**; and
3. Action through the creation of **powerful new data capabilities** to support (1) and (2).

By moving these efforts forward in concert, the Friends are ensuring that: companies and governments agree on the data they require of fishing vessels; corporate enforcement in supply chains reinforces government enforcement in ports; and new data tools provide the robust information on activities on the Ocean that will enable them to act. Together, these efforts are building momentum for the real transparency – robust data, digitally available – that is essential to crack down on IUU fishing.

The Friends of Ocean Action is determined to take advantage of this moment by helping to accelerate action in the commercial sector and ensuring that these efforts reinforce actions throughout the fisheries space, demonstrating clear advancements in the fight against IUU fishing by 2020.

Further details on:

1. Supply chains: The Friends of Ocean Action aims to translate industry commitments on supply chain traceability into action and help build plans for companies to deliver on those commitments. As an initial pilot, the Friends are developing an implementation mechanism for the Tuna 2020 Traceability Declaration¹⁴. The goal is that, by 2020, the world's largest seafood companies are taking action to establish traceability and transparency across their supply chains and shift the sector toward sustainability. To achieve this, the Friends are working with industry and NGO leaders to:

- Bring on board the large retailers that have not yet signed;
- Enlist signatories to commit to a plan for full implementation of the Declaration, including commitments to collect and share data in line with Global Dialogue on Seafood Traceability (GDST) requirements, environmental sustainability certification, and a robust strategy on human trafficking;

- Establish a mechanism for tracking implementation; and
- Engage government decision-makers to support action to control illegal fishing and ensure more sustainable management of fish stocks.

2. Policy: The Port State Measures Agreement (PSMA)¹⁵ is a powerful weapon in the fight against IUU fishing, which can be rapidly progressed by enlisting the most important fishing and seafood trading nations in its ratification and implementation. Work is needed to ensure that countries have the tools, resources, common protocols and policies, and capacity to drive this. The 2019 Asian-Pacific Economic Cooperation (APEC)¹⁶ Summit, hosted by Chile, offers a unique opportunity to address the scourge of illegal fishing in the Pacific: an APEC strategy for implementation of the PSMA could establish the fundamental components of a regional system. Earlier in 2019, Chile will also host the second meeting of the parties to the PSMA. These meetings offer a unique opportunity to accelerate progress on the PSMA and build a powerful implementation programme in the Pacific. The Food and Agriculture Organization of the United Nations (FAO) and a range of NGOs, including The Nature Conservancy, Pew Environment Group, and Global Fishing Watch, are poised to provide technical support for such an initiative. The Friends of Ocean Action and the High Level Panel for a Sustainable Ocean Economy can help mobilise the required private sector commitments and political will.

3. Data: The Friends of Ocean Action aims to harness diverse data capabilities to support efforts tackling IUU fishing and build an open-source platform that enhances a growing set of data and tools that is freely available to decision-makers and the public. The aim is to ensure that, together, the initiatives build the momentum for robust, digitally available data that offers real transparency – essential for tackling IUU fishing. A unique collaboration with the North Atlantic Seafood Forum (NASF), whose members congregate each year in Bergen for the world's largest seafood forum, is helping the Friends to design and trial complementary vessel-based pilot projects with NASF members to collect additional data to help better understand the Ocean and manage fish stocks more sustainably.

Securing Sustainable Food from the Ocean

Collaborations and partnerships: EAT Foundation; the Stockholm Resilience Centre; the UN Food and Agriculture Organization (FAO); EAT Foundation; Stanford University

Feeding a rising, increasingly urbanised human population requires a safe, affordable and ready supply of nutritious food from the Ocean and other aquatic sources if we are to reduce pressure on land. The problem is that the way the world catches fish defies economic and environmental logic: one-third of the world's fisheries are now overexploited and risk collapse¹⁷.

Fish, particularly smaller breeds, are sources of omega 3 fatty acids and vitamins such as D and B2 (riboflavin). Fish

¹⁴ <https://www.weforum.org/agenda/2017/06/tuna-2020-traceability-declaration-stopping-illegal-tuna-from-coming-to-market/>

¹⁵ <http://www.fao.org/port-state-measures/en/>

¹⁶ <https://www.apec.org>

¹⁷ <http://www.fao.org/3/i9540en/l9540en.pdf>

are also rich in calcium and phosphorus and are a great source of minerals, such as iron, zinc, iodine, magnesium and potassium. Recognising this and identifying scientific targets for human health and environmental sustainability for 'aquatically produced food' is essential for assessing the implications of a global expansion of seafood production in the safe operating space for food systems.

Building on the forthcoming EAT-Lancet Commission report on "Healthy Diets from Sustainable Food Systems"¹⁸, the Friends are working with EAT (and its partner the Stockholm Resilience Centre), UN FAO and Stanford University to produce a 'blue translation' of what healthy diets from sustainable Ocean food systems might look like. Crucially, the link between terrestrial and Ocean food production systems will be examined and highlighted.

The 'blue translation' report will be launched in 2020. To inform this report, two scoping exercises are currently being undertaken: (i) a scoping exercise to understand what should be included in a 'blue' translation of the current EAT-Lancet Commission report; and (ii) a landscape survey of the initiatives currently working on this topic.

Food from the Ocean can play a crucial role in achieving several SDG targets, not just SDG 14. The Friends will play a key role in promoting strong linkages between Ocean and land food security, health and growth trends, which will enable us to build a sustainable supply of safe, affordable and nutritious food.

Eliminating Harmful Fisheries Subsidies

Collaborations and partnerships: World Trade Organization; UN Environment Programme

Harmful fisheries subsidies are estimated to be as high as USD\$35 billion worldwide¹⁹. They contribute directly to the decline of fish stocks and the persistence of IUU fishing. A large amount of money that is currently absorbed by harmful fisheries subsidies could be put toward meeting the SDG 14 targets (see 14.6: safe and beneficial subsidies). The urgency is growing for a deal at the WTO by end-2019 that would eliminate harmful subsidies and boost Ocean health, helping to ensure sustainable fishing.

There is new impetus in trade negotiations, while the UN Ocean Conference in June 2017 served as a catalyser for discussion.

The Friends are targeting efforts at:

- Encouraging the participation of small-scale artisanal fishers who would benefit from a WTO fisheries subsidies agreement (approximately 80% of fisheries subsidies go to industrial fisheries);
- Encouraging the UN Environment Programme and other International Governmental Organisations to take on an active role in supporting fisheries subsidies reforms; and
- Galvanising high-level attention in key countries (particularly China and India), to support SDG 14 targets.

Ocean Data

Collaborations and partnerships: REV Ocean; Cognite; Global Fishing Watch; UNESCO Intergovernmental Oceanographic Commission (IOC-UNESCO)

Only 5% of the Ocean has been fully explored, yet new technologies, data-processing, advanced sensors and satellites could transform our knowledge of, and relationship with, the Ocean. The Friends are bringing together a network of academics, scientists, tech developers and entrepreneurs to make the wealth of data on the Ocean available on a comprehensive, open-source, digital platform for the global public good, to drive sustainable decision-making and informed policy, backed by innovative models of data sharing and governance mechanisms.

The Friends are supporting various efforts and driving coordination and collaboration among a growing number of players who are building data platforms. These platforms, aimed at better informing decision-making on Ocean resources, are key enablers to effectively tackle most of the issues facing the Ocean, such as IUU fishing, and effective marine ecosystems protection. Collaborations with a number of private sector players, universities and research institutions, as well as international organisations (such as IOC-UNESCO) have been developed with the ambition of bringing together the top world leaders, scientists and technologists. The Friends will work with this global network, which collectively can help gain access to and make sense of data, in building a comprehensive data platform for the global public good, and specific use cases, that will help advance research on the Ocean, inform business of sustainable blue Ocean economy opportunities and advise policy-making and regulatory frameworks for the Ocean.

Financing Ocean Innovation

Collaborations and partnerships: financial institutions, NGOs

If the Ocean were an economy, it would be the seventh largest in the world, worth USD\$24 trillion²⁰. This vast economic worth is at risk due to pollution, climate change and overfishing.

As companies, financial institutions and policy-makers realise the business case for investing in the Ocean, particularly in light of global sustainability targets²¹, they are increasingly aware of the need to shift capital flows to sustainable Ocean solutions that benefit both economies and the environment. The Friends are exploring, with existing accelerators, the opportunities for, risks of and barriers to deploying innovative solutions for sustainable investment in the Ocean and how these solutions can be scaled up to involve more innovators in the Ocean agenda. The Friends are also working to highlight the possible return on investment from Ocean innovation, as well as illustrating the costs of inaction to fisheries and people's health, and the expense of restoration. The Friends aim to launch, or partner with, one or more major investment fund(s) and accelerator(s) that can help draw together a number of existing, related Ocean initiatives into a cohesive portfolio of action. The aim is to attract a financing strategy that will enable the work to scale and create high-impact solutions for Ocean management.

¹⁸ <https://foodplanethealth.org/the-report/>

¹⁹ <https://www.un.org/sustainabledevelopment/blog/2017/05/next-months-ocean-conference-eyes-cutting-35-billion-in-fisheries-subsidies-un-trade-officials/>

²⁰ <https://www.worldwildlife.org/stories/ocean-assets-valued-at-24-trillion-but-dwindling-fast>

²¹ <https://unfccc.int/>

Maritime and Shipping Sector

Collaborations and partnerships: International Maritime Organization; Global Maritime Forum; Maersk; Stena UK; World System Initiative on Shaping the Future of Mobility

Shipping is the linchpin of the global economy, with cargo vessels transporting roughly 90% of traded goods globally. They also contribute significantly to planet-warming gases in the atmosphere²². There is enormous potential in redesigning the shipping industry toward a carbon-free future.

The International Maritime Organization (IMO) has agreed to reduce emissions from global shipping by at least 50% (from 2008 levels) by 2050. Maersk recently announced plans for net zero CO₂ emissions by 2050²³. The Friends are building on this momentum to help the maritime value chain unlock new opportunities and innovations for decarbonisation and to collectively raise ambitions beyond the announced 50% target.

Technological and business innovations are going to be key, so the Friends are working with the IMO, the Global Maritime Forum, other key academic partners, and shipping industry leaders on identifying and fast-tracking 'Fourth Industrial Revolution enablers' and other innovations for an economy-wide transformation. This Action Track is building a global coalition and roadmap for transforming the shipping industry by looking at three key dimensions where the potential for reducing emissions exist. These are:

1. Efficiency design of vessels;
2. Improved enforcement of shipping operations through increasing availability of data; and
3. Fuel innovation.

The Friends' objective for the year ahead is to help elevate existing initial pilots to a global audience and identify the potential roadblocks for widespread implementation, such as availability of zero emission fuels, investments into these fuels, operational efficiency, and infrastructure.

Funding

From an initial endowment of USD\$4.5 million from Marc and Lynne Benioff to support the Friends of Ocean Action Secretariat and the platform built, a further USD\$14.7m has already been triggered during 2018 to advance specific initiatives championed by the Friends.

This includes:

- USD\$1.5m to support the Friends of Ocean Action and the UN Secretary-General's Special Envoy for the Ocean's Office from the Government of Sweden;
- USD\$750k to support the Friends of Ocean Action and the UN Secretary-General's Special Envoy for the Ocean's Office from the Government of Canada;
- USD\$3m support for the Global Plastic Action Partnership from the Government of the UK;
- USD\$4.6m support for the Global Plastic Action Partnership from the Canada Government;

- USD\$2.4m support for the Global Plastic Action Partnership from The Coca Cola Company, PepsiCo Foundation and The Dow Chemical Company (USD\$800,000 each);
- USD\$465k from Mountain Philanthropy to support the fight against Illegal fishing, and
- USD\$2m committed to support both the MPA and data Action Tracks, from a private philanthropist.

Additional funding and partnerships are being sought through 2019 to realise the full potential of the Friends of Ocean Action. Against the projected budget spend to February 2021, a further \$2.3 million is required to support the Secretariat and platform. Interest is welcomed from potential partners, including governments, private foundations and philanthropic organisations, to support the Friends of Ocean Action.

World Economic Forum Annual Meeting in Davos-Klosters 2019

The World Economic Forum Annual Meeting in Davos-Klosters 2019 will place a major emphasis on Ocean action and informed Ocean policy. A focussed programme, hosted by the Friends of Ocean Action and the UN Secretary-General's Special Envoy for the Ocean and supported by Salesforce, will energise entrepreneurs, innovators and scientists engaged in critical work on the Ocean and connect them together and with world leaders who have the influence to fast-track their ideas into high-impact, large-scale solutions.

A working programme is available at wef.ch/friendsofoceanday.

Sessions will be filmed, webcast and made available on-demand under the Creative Commons at <https://wef.ch/oceanwebcast>.

²² [http://www.imo.org/en/OurWork/Environment/PollutionPrevention/AirPollution/Documents/Third Greenhouse Gas Study/GHG3 Executive Summary and Report.pdf](http://www.imo.org/en/OurWork/Environment/PollutionPrevention/AirPollution/Documents/Third%20Greenhouse%20Gas%20Study/GHG3%20Executive%20Summary%20and%20Report.pdf)
²³ <https://www.maersk.com/en/news/2018/12/04/maersk-sets-net-zero-co2-emission-target-by-2050>

Annex

The Friends of Ocean Action

The 'Friends' of Ocean Action are leaders with the collective ambition, commitment and networks to help drive sustainable Ocean action. As of January 2019, they are as follows:

Co-chairs

Peter Thomson, UN Secretary-General's Special Envoy for the Ocean

Isabella Lövin, Deputy Prime Minister of Sweden

Friends of Ocean Action members

Mark Abbott, President and Director, Woods Hole Oceanographic Institution, USA

Inger Andersen, Director-General, International Union for Conservation of Nature (IUCN), Switzerland

Thomas Thune Andersen, Chairman of the Board of Directors, Lloyd's Register, UK

Marc R. Benioff, Chairman and Chief Executive Officer, Salesforce, USA

Dona Bertarelli, co-President, Bertarelli Foundation, Switzerland

Richard Branson, Founder, Virgin Group, United Kingdom

Maria Damanaki, Global Managing Director for Oceans, The Nature Conservancy, USA

Jeremy Darroch, Chief Executive Officer, Sky plc, United Kingdom

Patricia Dwyer, Founder and Director, The Purpose Business, Hong Kong SAR

Sylvia Earle, President and Chairman, Mission Blue, USA

Patricia Espinosa Cantellano, Executive Secretary, United Nations Framework Convention on Climate Change (UNFCCC), Bonn, Germany

Daniela V. Fernandez, Founder & CEO, Sustainable Ocean Alliance, USA

José María Figueres, Former President, Costa Rica; Former Co-Chair, Global Ocean Commission; Co-Founder, Ocean Unite

Raymond Fitzgerald, President, Wallenius Wilhelmsen, USA

Gloria Fluxà, Vice-Chairman and Executive Board Member, Iberostar Group, Spain

Sturla Henriksen, Special Advisor on the Ocean to the UN Global Compact, Norway

Svein Tore Holsether, President and Chief Executive Officer, Yara International, Norway

Rupert Howes, Chief Executive Officer, Marine Stewardship Council (MSC), United Kingdom

Naoko Ishii, Chief Executive Officer and Chairperson, Global Environment Facility, USA

Nina Jensen, Chief Executive Officer, REV Ocean, Norway

Ronald Jumeau, UN Ambassador for Climate Change and Small Island Developing State Issues of the Republic of Seychelles

Marco Lambertini, Director-General, WWF International, Switzerland

Pascal Lamy, President Emeritus, Jacques Delors Institute, France

Kosi Latu, Director-General, Secretariat of the Pacific Regional Environment Programme (SPREP), Samoa

Jim Leape, William and Eva Price Senior Fellow, Woods Institute; Co-Director, Center for Ocean Solutions, Stanford University, USA

Laura Liswood, Secretary General, Council of Women World Leaders, USA

Michael W. Lodge, Secretary General, International Seabed Authority, Jamaica

Jane Lubchenco, Distinguished University Professor and Marine Studies Advisor to the President, Oregon State University, USA

Jørgen J. Lund, Managing Director, North Atlantic Seafood Forum, Norway

Ellen MacArthur, Founder and Chair, Ellen MacArthur Foundation, United Kingdom

Kenneth MacLeod, Chairman, Stena Line (UK), United Kingdom

Arni Mathiesen, Assistant Director General Fisheries and Aquaculture Department, Food and Agricultural Organization of the United Nations, Rome, Italy

H.M. Queen Noor, Ocean Elder, Jordan

Cherie Nursalim, Vice-Chairman, GITI Group, Indonesia

Julie Packard, Executive Director, Monterey Bay Aquarium, USA

Cristiana Paşca Palmer, Executive Secretary of the Convention on Biological Diversity, UN Assistant Secretary-General, Montreal, Canada

H.S.H. Prince Albert II of Monaco

James Quincey, President and Chief Executive Officer, The Coca-Cola Company, USA

Vladimir Ryabinin, Executive Secretary of the Intergovernmental Oceanographic Commission (IOC) of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and Assistant Director General of UNESCO, Paris, France

Enric Sala, Explorer-in-Residence, National Geographic Society, USA

Afroz Shah, Counsel, Bombay High Court, Champion of Earth, United Nations, India

Erna Solberg, Prime Minister of Norway, United Nation's SDG Advocates Co-Chair

Andrew Steer, President, World Resources Institute, USA

Achim Steiner, Administrator, United Nations Development Programme (UNDP), New York, USA

Gunhild Stordalen, Founder and President, EAT, Norway

Anote Tong, former President of Kiribati

Judi Wakhungu, Ambassador of Kenya to France, Portugal, Serbia and the Holy See, Kenya

Jan-Gunnar Winther, Director, National Center of Ocean and the Arctic, Norway

Wu Hougang, Chairman and President, Zonoco Group, People's Republic of China



Leaders who are fast-tracking solutions to the most pressing challenges facing the Ocean