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FORUM

Ocean Action Agenda

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“ The value of key ocean assets has been estimated at \$24 trillion – and the value of derived services at \$2.5 trillion per year. This comes to 3-5% of global GDP, which underscores the significant value the ocean holds. However, we need a healthy ocean ecosystem to maintain this value and ensure its benefits are shared as equitably as possible.

Børge Brende, President, World Economic Forum

The Ocean Action Agenda is a core part of the nature positive pillar within the World Economic Forum’s Centre for Nature and Climate. Its vision is to achieve a thriving and healthy ocean that supports social and economic needs, now and in the future. It does so by incubating innovative partnerships that put global policy frameworks into action by businesses, government, academia and civil society. By taking a three-pronged approach, the Ocean Action Agenda contributes to the achievement of two high-level outcomes for nature and people:



Vision

A thriving and healthy ocean that supports social and economic needs, now and in the future

Outcomes



Protecting and restoring marine and coastal ecosystems so that at least 30% of the ocean is fully protected and 100% is sustainably managed



Enhancing the resilience of coastal and ocean-dependent communities by supporting the development of a sustainable, equitable, nature-positive blue economy

Approach



Raising the **ambition of global leaders** to prioritize responsible investments, policy creation and the recognition of the ocean as a key component of the global sustainability agenda



Driving thought leadership to enable **corporate transitions** in sectors with direct ocean impacts and dependencies to address ocean biodiversity loss and ecosystem degradation



Catalysing an **ecosystem of data and technology innovation** to raise investments, cohesiveness and rapid adoption of solutions to address ocean challenges

Our community: Friends of Ocean Action

Friends of Ocean Action, a unique group of ocean leaders from around the world who are fast-tracking solutions to the most pressing challenges facing the ocean, is the main community of purpose for the Ocean Action Agenda. Its members – the Friends – come from business, civil society, international organizations, science and technology. The mission of the community members is to use their knowledge, means and influence to help the international community take the urgent steps needed to realize Sustainable Development Goal 14, “Life Below Water”.

Driving thought leadership: Sector transitions for a sustainable ocean economy

Mounting societal concerns and regulatory and policy momentum are pushing nature higher up the policy and corporate agendas. To manage increasing risks and unlock opportunities from shifting consumer and investor preferences, companies must focus on their impacts and dependencies on the natural world. As part of the nature-positive pillar at the Centre for Nature and Climate, the Ocean Action Agenda is collaborating on the [Sector Transitions to Nature Positive](#) report series, which aims to provide ocean-based industries, such as offshore renewables, port activities, shipping and seafood, a better understanding of their double materiality on marine ecosystem and biodiversity that guides their nature-positive transition pathways, as well as advancing data-driven approaches to measuring the impact of these actions (in partnership with [HUB Ocean](#)).

The insights and lessons gained from the Ocean Action Agenda’s work with industry stakeholders help inform various communities and initiatives. For example, hosted public-private dialogues in Small Island Developing States, such as Fiji and Samoa, looking to prioritize nature-positive investment into specific ocean industries to develop social and economic resilience. Find out more about Blue Recovery Hubs work [here](#).



Flagship initiatives

Blue Carbon Action Partnership (BCAP)

Blue carbon ecosystems such as mangroves, salt marshes and seagrasses store up to 5-10 times more carbon per acre than tropical rainforests. There is an increasing demand for blue carbon projects, yet there is a limited supply of high-quality and verified carbon credits. BCAP unlocks support for national governments to create ambitious roadmaps for how to scale up high-quality blue carbon supply. It also engages corporate partners by connecting them to experts on ocean-based climate solutions, catalysing strategic financing and building the business case for investments. The ultimate goal is to raise ambition and deliver action towards the conservation and restoration of blue ecosystems. Find out more about BCAP [here](#).

Blue Food Partnership

Blue food – all edible aquatic organisms from marine and freshwater production systems – provides over 3 billion people with 20% of their animal protein. With a growing population and further stress on food systems, Ocean Action Agenda's work focuses on filling the knowledge gaps, accelerating investment and innovation and creating the pre-competitive collaboration needed to scale up blue food production in emerging markets, starting with Africa, and to reduce loss and waste in global seafood supply chains. Ocean Action Agenda works with a wide range of industry players, governments, intergovernmental and civil society organizations to ensure that objectives are aligned, to develop scalable solutions and ultimately to foster blue food production that benefits people and the environment. Find out more about the Blue Food Partnership [here](#).

UpLink Ocean and 1000 Ocean Startups

To tap into the enormous potential of a sustainable ocean economy, it is important to fast-track innovations in technology and business that will allow for the restoration and protection of the ocean while ensuring equitable economic development. The World Economic Forum has established itself as a leading voice on ocean innovation by hosting seven global ocean innovation challenges on UpLink and surfacing over 70 innovators, who have secured more than 50 million dollars since. Additionally, the Ocean Action Agenda hosts 1000 Ocean Startups, a coalition of incubators, accelerators and venture capitals that are committed to backing at least 1,000 transformative ocean start-ups by 2030. Jointly, the 37 members of the coalition host over \$1.5 billion in assets under management available for ocean investments. The vision is a mature ocean impact innovation ecosystem that generates the tools necessary to support a sustainable ocean economy. Find out more about the coalition [here](#).

How to engage

The Ocean Action Agenda offers opportunities to access a network of the most influential voices across governments, industries, academia and civil society in the ocean space to gain strategic insights, raise ambition and commit to actions in line with major global goals and agreements, in particular SDG14, the Global Biodiversity Framework and the High Seas Treaty.

By joining its communities, members are supported in understanding their impact and dependency on marine ecosystems, transitioning their business to contribute to a sustainable, nature-positive blue economy, investing in ocean climate solutions for coastal resilience and showcasing leadership by propelling startups and innovations that protect the ocean.

To find out more about the Ocean Action Agenda and schedule an engagement call, please contact Alfredo Giron, Head of Ocean Action Agenda, at alfredo.giron@weforum.org and follow us on [LinkedIn](#) and [X](#). Prospective members are also invited to participate in virtual blue economy dialogues, which host high-level discussions on key ocean sustainability issues.