



UNEP
FINANCE
INITIATIVE

**Sustainable
Blue Economy**

Financing the Ocean

From shipping and ports, to seafood, aquaculture, coastal tourism and renewable energy, the blue economy generates over US\$2.5 trillion a year, equivalent to the Gross Domestic Product of the world's 7th largest economy. This wealth is currently under threat from over-fishing, pollution and environmental degradation, with implications for economic stability, food, security and livelihoods.

Banks, insurers and investors have a major role to play in financing the transition to a sustainable blue economy, helping to rebuild ocean prosperity, restore biodiversity and regenerate ocean health.

Sustainable Blue Economy Finance Initiative

Join the United Nation's global community of banks, insurers, investors, international organisations, scientists and researchers, and help shape the future of the financial industry.

We are galvanising the financial community around the *Sustainable Blue Economy Finance Principles*, building an expert network of professionals at a global level to catalyse change, and urgently bring sustainable investment and finance practices to ocean-linked sectors.

Joining will give you access to a global community of practice, peer-to-peer learning, blue finance resources and knowledge base, and enable you to get involved in and influence industry-leading guidance. We will help you find cutting-edge new solutions and amplify your successes, with a dissemination power at a global level.

We invite financial institutions to join us and become part of this rapidly growing leadership community

Benefits of Joining

- ✓ **Shape the future** of the industry
- ✓ **Gain access** to an international network of professionals
- ✓ **Discover** best-practices across the financial landscape
- ✓ **Catalyse change**, contributing to major industry reports
- ✓ **Get involved in**, and influence, industry guidance
- ✓ **Access** the latest science and policy developments
- ✓ **Align** on common approaches and methodologies
- ✓ **Peer exchange** for practical advice and capacity building
- ✓ **Leverage** our dissemination power at a global level
- ✓ **Capitalise** on our pool of resources
- ✓ **Use our platform** to amplify your successes

Join us

Signatory

Your organisation signs the Sustainable Blue Economy Finance Principles, with public annual reporting on progress. Signatories are able to use our logo and are able to participate in decision-making of the work programme.

Member

Members can be financial institutions as well as other organisations with relevant interest and expertise. Financial Institutions are expected to become Signatories in time. They report to the secretariat annually on progress, and participate in the community of practice.

**To join, or for more information contact:
Dennis Fritsch | Dennis.Fritsch@un.org**

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