

FAST-TRACKING SOLUTIONS FOR A HEALTHY OCEAN

**FRIENDS OF OCEAN ACTION
IMPACT REPORT
PHASE I: 2018 – 2020**



CONTENTS

Foreword	02
Message from the Director	03
Executive summary	05
Creating the momentum	09
Events convened by the World Economic Forum	10
Virtual Ocean Dialogues 2020	11
<i>The UpLink Ocean Solutions Sprint</i>	12
Ending plastic pollution: Global Plastic Action Partnership	13
Expanding marine protection and conservation	14
Ensuring sustainable ocean production: blue food	15
Ending illegal, unreported and unregulated fishing	16
Building the Global Tuna Alliance	17
Advocating for the Port State Measures Agreement	18
Eliminating harmful fisheries subsidies	19
Decarbonizing shipping: Getting to Zero Coalition	20
Liberating ocean data	21
Financing ocean innovation	22
Other areas of work	23
Looking to the future	24
Acknowledgements	26



FOREWORD

Image: © David Mills/WorldFish, Flickr

In 2017, at the first UN Ocean Conference, we brought home the urgent need for the world's attention to pressing ocean issues. The conference was dedicated to supporting the implementation of SDG14, and it succeeded in registering over 1,300 voluntary commitments to this effect, from actors around the globe. But we knew these promises needed to be propelled into action by working with key stakeholders who would complement UN efforts to conserve and sustainably use the ocean's resources. This led to the creation of the Friends of Ocean Action (FOA) platform, and it has been truly inspiring to see how fast and far the Friends have been able to accelerate the ocean agenda over the last three years.

Friends of Ocean Action has been driven by a deep commitment to the UN's Sustainable Development Goals, in particular SDG14, the so-called "ocean's goal". As such, the second UN Ocean Conference mandated to be held in Lisbon, hosted by the governments of Portugal and Kenya, is of special importance to our work. As a result of the global pandemic, the UN General Assembly postponed the second UN Ocean Conference from June 2020

to a date to be announced once circumstances allow.

In the meantime, the work of Friends of Ocean Action has been forging on. In response to the 2020 postponements of critical international convenings, we pioneered the first ever truly global virtual ocean gathering in the form of the Virtual Ocean Dialogues. Attracting over 800,000 participants, the Virtual Ocean Dialogues lifted conventional barriers to inclusivity and energized ocean activists in the fields of marine protected areas, sustainable and improved nutrition from the ocean, renewable energy, ocean data, greening of shipping, stemming marine pollution, and financing for the sustainable blue economy.

During the past three years, the Friends have charted courses to solutions through development of globally-reaching digital platforms, the launch of major publications, pursuit of much-needed research, creation of media campaigns, involvement in multilateral negotiations, and launch of six major platforms that are now further illuminating the path to a healthy ocean. None of these advances would have been possible without the exceptional skills and resolute commitment of the

director, Kristian Teleki, and his dedicated team, together with the resources of the World Economic Forum and the World Resources Institute.

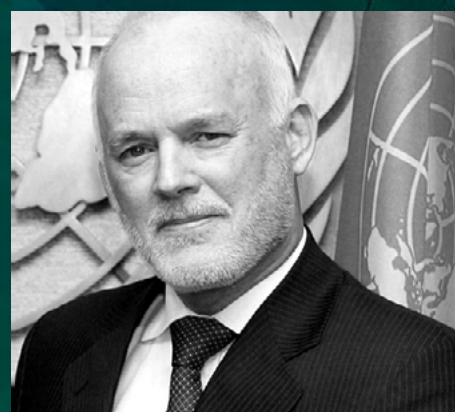
Friends of Ocean Action has received generous support from the Benioff Ocean Initiative, the Government of Canada, the Government of Sweden and Vulcan Inc. On behalf of the Friends and all who are working to reverse the decline in the ocean's health, we express sincere gratitude to these benefactors. As the Co-Chairs of Friends of Ocean Action, we also wish to give thanks to the Friends themselves for their high-minded support over the last three years.

In its next phase, Friends of Ocean Action will face a rising swell of ocean challenges, both old and new; but we are undaunted. During this next phase, we will take to scale the practical solutions identified in the work of the last three years. We will build on the strengths of the Friends to elevate critical voices across the ocean agenda globally. And as we push forward in pursuit of the attainment of SDG14 and the Sustainable Development Goals as a whole, we hope you will join us in the quest for a thriving, resilient, life-supporting ocean and planet.



ISABELLA LÖVIN

**Co-Chair,
Friends of Ocean Action**
Former Deputy Prime Minister
of Sweden



PETER THOMSON

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

MESSAGE FROM THE DIRECTOR

While the ocean may separate us physically, it also connects us and is part of our collective DNA. With every passing moment, especially as we emerge from the COVID-19 crisis, we are realizing that the ocean is far too big to be ignored and that we have a unique opportunity to make the next decade the moment in time when we turn the corner in the recovery of this planetary support system that covers two-thirds of the planet.

An incredible foundation has been laid, especially in these past few years since the UN Ocean Conference in 2017, for this recovery to flourish. However, this will happen only when we move the emphasis from “diagnosing the patient” to taking action and “treating the patient”.

Friends of Ocean Action was set up for exactly this reason: with the aim of turning plans and talk into progress and targeted collective action,

and inspiring the shared knowledge, influence and resources of the Friends towards the achievement of SDG 14.

The first phase of Friends of Ocean Action demonstrated a collective strength and steadfast commitment to a healthy ocean. Building on that strength, the Friends have elevated and encouraged worldwide ocean action throughout business, academia, international organizations, science and government circles. While the vastness of the ocean is matched only by the complexity of the problems it faces, thanks to the quality and influence of its members and secretariat, Friends of Ocean Action has been able to rise to the challenge by maximizing resources, amplifying calls to action and engaging an ever-growing network of leaders and practitioners around the world.

As we enter into the next phase of Friends of Ocean Action (2021–2024), there is clearly much to do and we need to seize this point when the political, business and societal stars are aligning to set the ocean on a true path for recovery. The Friends in this coming phase will be seeking to continue the sprint to shorten the distance between ideas and action and to be the agents of ocean change for the benefit of people and planet. This is not a journey that the Friends will be taking by themselves, but rather we hope they will inspire others to join them in this endeavour.

The words of Amanda Gorman, who spoke during President Biden's inauguration, capture the aspirations and renewed optimism that fuel not only Friends of Ocean Action but, we hope, motivate others in all corners of the world to make the ocean a better and healthier place for all.



Kristian Teleki

Director,
Friends of Ocean Action



“

The story of the ocean and the story of humanity
Are one and the same,
There are more lessons to learn,
Still more work to be done.
So we lift our faces to the sun.
May the seas help us see healing and hope,
May we sing out the ocean's survival and revival.
Being the people of this blue planet is our most
Profound privilege and power,
For if we be the ocean's saviours,
Then it is surely ours.¹

¹ From "Ode to Our Ocean" by Amanda Gorman.

EXECUTIVE SUMMARY

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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

SETTING OFF AND SUSTAINING A WAVE OF CHANGE

The successes of Friends of Ocean Action in Phase I are owed to the collective strength of the members of the Friends of Ocean Action platform – the Friends – and their ability to promote ocean solutions, persist in the face of a global pandemic, propel change in top-level political arenas and launch powerful partnerships. This report celebrates this collective work in Phase I. Specific information and data on the outcomes of Phase I have been gathered through multiple sources, including interviews with key Friends and a survey to the extended Friends of Ocean Action community.

The achievements of the Friends of Ocean Action Phase I (2018–2020)

Built up a high-level champion base

Since its inception, Friends of Ocean Action has convened

a unique collection of ocean leaders who have broken down silos and built up networks to allow collaboration and exchanges across industries, geographies and fields of expertise to address ocean issues. Through their influence, as well as convening and engaging in physical and virtual events, Friends of Ocean Action has assembled a wide range of stakeholders to bring awareness to ocean health issues – including raising the profile of the ocean to audiences not typically engaged on these topics – and driving momentum and action towards positive change.

Identified and elevated ocean solutions

Over the past three years, Friends of Ocean Action created innovative partnerships and projects, provided resources and published leading-edge papers relating to the following issues – all rooted in the Sustainable Development Goal for the ocean, SDG 14:

- Marine protection and conservation
- Sustainable food from the ocean
- Ending illegal fishing: traceability
- Ending illegal fishing: policy and governance
- Eliminating harmful fisheries subsidies
- Financing ocean innovation
- Decarbonizing shipping
- Tackling plastic pollution
- Liberating ocean data
- Gender parity in the ocean
- Science-based targets
- Understanding deep-sea resources

These issues were addressed as action tracks that have created solid progress in setting the global ocean action agenda and putting us on the right path towards ocean recovery. In addition, Friends of Ocean Action has worked to scale advances through spotlighting the latest ideas for ocean innovation by partnering with UpLink, the World Economic Forum's digital platform for

Image: Ryan Christodoulou © Unsplash

crowdsourcing solutions for the SDGs.

Pivoted and persisted in the face of COVID-19

Dubbed the ocean “super year”, 2020 had been scheduled to hold many crucial convenings for the environment and the ocean in particular. With the onset of the COVID-19 crisis, however, Friends of Ocean Action had to rethink its strategy for advancing the ocean agenda and therefore created the Virtual Ocean Dialogues, the first completely virtual global ocean gathering, which brought together 800,000 participants over five days from around the world.

Shaped global agendas

Some of the most important solutions for ocean

health will require top-level intergovernmental collaborations and an effective multilateral system. In Phase I, Friends of Ocean Action focused especially on ending harmful fisheries subsidies by supporting WTO trade negotiations to eliminate subsidies that contribute to illegal, unreported and unregulated (IUU) fishing and overfishing, and advocating for the Port State Measures Agreement (PSMA), the first binding international agreement to specifically target IUU fishing. In addition, Friends of Ocean Action has supported efforts to resolve the crew change crisis caused by COVID-19 through the Neptune Declaration. By using the influence and network of the Friends, Friends of Ocean Action has advocated for better policies by working

with high-ranking actors from government and civil society, including the World Trade Organization, the Asia-Pacific Economic Cooperation, the G7, the G20, Small Island Developing States, the Convention for Biological Diversity, the UN Food Systems Summit and the UN Decade of Ocean Science for Sustainable Development.

Launched major partnerships

One of the most notable aspects of the impact of Friends of Ocean Action is the number and quality of the partnerships it has helped create, the communities it has mobilized and the projects it has developed. In only three years, Friends of Ocean Action has initiated or built up the following:



Image: © Marlon del Aguila Guerrero/CIFOR, Flickr

Global Tuna Alliance

An independent group of retailers and tuna supply-chain companies working together to implement commitments on tuna traceability, socially and environmentally responsible tuna supply chains, and government partnership.

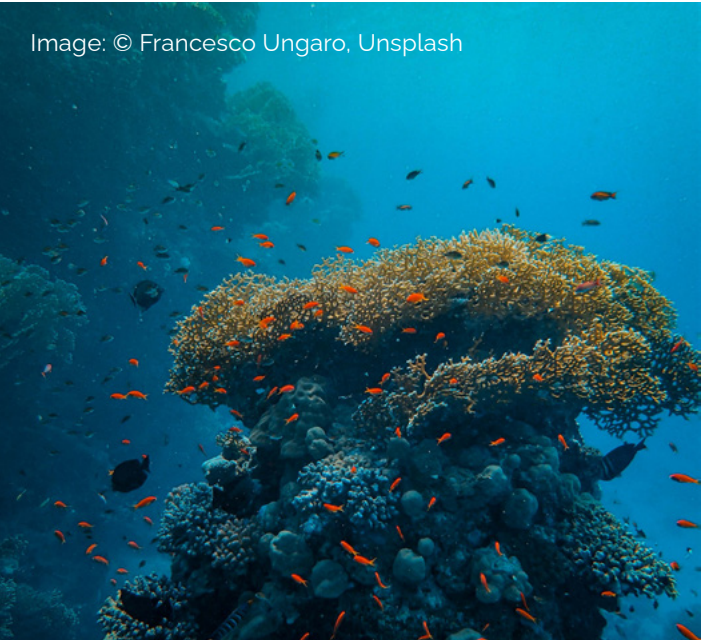


Image: © Francesco Ungaro, Unsplash

Getting to Zero Coalition

A powerful alliance of more than 150 companies within the maritime, energy, infrastructure and finance sectors committed to getting commercially viable deep sea zero-emission vessels powered by zero-emission fuels into operation by 2030.



Image: © Getty Images

The Blue Food Assessment

This research initiative is the first scientific assessment that will look at the role of seafood as the world prepares to feed a growing global population estimated to reach 10 billion by 2050.

Global Plastic Action Partnership

A multistakeholder platform dedicated to translating commitments to reduce plastic pollution and waste into concrete action with more than 400 member organizations.

Deep-Sea Minerals Dialogue

An impartial space, hosted by the World Economic Forum, for value-chain dialogue on responsible sourcing considerations for the potential emergence of minerals from the deep seabed.

Ocean Data Platform

An open and collaborative platform that harnesses the power of data liberation and contextualization.

THE CATALYTIC ROLE OF FRIENDS OF OCEAN ACTION



Friends of Ocean Action is a unique group that engages leaders – from the public sector, international organizations, the private sector, academia and civil society – who possess the necessary capacity and knowledge to fast-track solutions for the most urgent issues facing the ocean.

The rapid deterioration of the ocean is becoming increasingly clear and the agenda to address this has gained commendable momentum. However, to sufficiently address the size and complexity of ocean challenges, we must quickly and effectively scale up the actions that have the greatest positive impact. Through its high-level membership (the Friends), along with the support of its team and guidance from its steering group, Friends of Ocean Action has provided an exceptional and unique platform to produce concerted action to identify, promote and accelerate solutions for ocean health.

Launched in 2018, at the World Economic Forum's Annual Meeting in Davos, Friends of Ocean Action began with an initial cohort of 40 Friends and set out

to mobilize action on the following action tracks:

1. Ending plastic pollution through the Global Plastic Action Partnership
2. Expanding marine protected areas (MPAs)
3. Ensuring sustainable food from the ocean
4. Addressing illegal, unreported and unregulated (IUU) fishing through:
 - a. ratification of the Port State Measures Agreement (PSMA)
 - b. commitments from retailers on transparency in seafood supply chains
5. Eliminating harmful fisheries subsidies
6. Decarbonizing shipping
7. Liberating ocean data
8. Financing ocean innovations

Friends of Ocean Action then grew to include more Friends and three additional tracks:

- Gender parity
- Science-based targets
- Understanding deep-sea resources

Friends of Ocean Action is hosted by the World Economic Forum, in collaboration with the World Resources Institute, and receives support and strategic advice from UC Santa Barbara, Benioff Ocean Initiative and Stanford

Center for Ocean Solutions. Friends of Ocean Action also works alongside the High Level Panel for a Sustainable Ocean Economy, which consists of 14 sitting heads of state and government who are committed to a healthy ocean. This creates a synergy between the multistakeholder collaboration of the Friends and the political impetus of the High Level Panel.

This platform has ignited change throughout the world but it has also led to behavioural shifts for the Friends themselves. Their participation has increased awareness of what other groups are doing in the relevant topical areas and nurtured a deeper appreciation of the diverse perspectives across sectors. The opportunity to engage with other Friends has deepened and enriched their expertise and sources of knowledge and equipped them to effect change.

By using its networks and directly contributing to the action tracks of the platform, Friends of Ocean Action has brought about substantial change across global systems for a healthy ocean. It employed parallel and complementary strategies, as illustrated on the next page.

HOW FRIENDS OF OCEAN ACTION IS MAKING A DIFFERENCE



Engage

Convening key champions and influencers to create an inclusive, action-oriented FOA platform and sub-platforms via virtual and off-line activities and engagements



Share

Identifying the ways in which FOA can add value through knowledge sharing and communications, to address knowledge gaps and targeted needs/efforts



Collaborate

Collaborating with the private sector, intergovernmental bodies, IOs, governments, and civil society in support of policies and regulatory frameworks towards ocean health



Amplify

Working with critical players to amplify the impact of business strategies, operations and pilot projects, for ocean action



Network

Mobilizing community engagement in digital platforms that integrate and share data and innovative solutions

CREATING THE MOMENTUM

Image: Volunteers planting young mangrove trees
in Phuket, Thailand © GettyImages

For a convening platform such as this, in-person and online events play a vital role in engaging leaders, driving conversations and advocating for change. With the World Economic Forum as host, Friends of Ocean Action has used institutional events, such as the Annual Meetings in Davos, to push

the SDG 14 agenda forward, and also produced the first Virtual Ocean Dialogues as an innovative online event in 2020. Aware of the need to engage with the broader ocean community, however, Friends of Ocean Action has also participated in major ocean events convened by other leading actors.



EVENTS CONVENED BY THE WORLD ECONOMIC FORUM

Annual Meetings of the World Economic Forum

The Friends have continued to use the Annual Meeting of the World Economic Forum in Davos as a major platform to promote the ocean agenda among key leaders and convene key partners essential to the work of SDG 14. In 2019, Friends of Ocean Action, held the first dedicated Ocean Day in Davos. The programme consisted of a series of 45-minute panel sessions with leading ocean champions and may be accessed [here](#). In 2020, Friends of Ocean Action highlighted the SDG 14+ agenda, which underscores how solving ocean issues helps us reach other SDGs and how changes in the ocean affect the planet, the economy and society.

Sustainable Development Impact Summit

Taking place adjacent to the United Nations General Assembly, the Sustainable Development Impact Summit (SDIS) has been hosted annually by the World Economic Forum since 2017. Through SDIS, the Friends have convened leaders from a range of sectors along with a diverse group of experts and innovators to initiate, accelerate and scale up entrepreneurial solutions to tackle ocean health and advance sustainable development. At the first fully virtual SDIS in 2020, Friends of Ocean Action held three key sessions to promote dialogue on ocean data, build a sustainable ocean recovery, and mobilize climate-friendly consumer activism, and also supported a related session to launch the Deep-Sea Minerals Dialogue.

Race to Zero Dialogues

The Race to Zero Dialogues in 2020 brought new voices to the global discussion on the ocean-climate nexus such as leaders in the private sector who had previously never considered the ocean's role in the global climate system and local actors who shared first-hand accounts of how climate change had affected their ocean-based communities. Collaboration with the High-Level Climate Action Champions for COP25 and COP26, Blue Climate Initiative (Tetiara Society), the Ocean and Climate Platform and the Marrakesh Partnership proved instrumental to the event's success. Friends of Ocean Action produced a robust programme of five virtual sessions as part of this event to engage leaders, experts and other interested stakeholders in the work that Friends of Ocean Action is championing. This programme made a critical contribution to ensuring that a healthy ocean is high on the climate agenda leading up to COP26.

Top left: Greta Thunberg at the 2019 Annual Meeting of the World Economic Forum
Top middle: Hindou Oumarou Ibrahim, President of the Association for Indigenous Women and Peoples of Chad

Top right: Friend of Ocean Action Daniela Fernandez, CEO Sustainable Ocean Alliance
Middle: Nicholas Thompson, Editor-in-Chief, Wired Magazine with Friends of Ocean Action H.S.H. Prince Albert II of Monaco; Kerstin Forsberg, Founder and Director of Planeta Océano and Young Global Leader; Bill Hilf, Chief Executive Officer of Vulcan and Enric Sala, Explorer-in-Residence at National Geographic Society and Young Global Leader; speaking in the "What's at Stake: Our Ocean" session at the World Economic Forum Annual Meeting 2020



Bottom: The session "Taking Action for the Ocean" at the 2019 Annual Meeting of the World Economic Forum. Moderator: Francine Lacqua, editor-at-large and presenter at Bloomberg Television. Panellists: Al Gore, former vice-president of the United States and chairman and co-founder of Generation Investment Management; Michelle Bachelet, United Nations High Commissioner for Human Rights and Friends of Ocean Action; Marc Benioff, Chairman and Co-Chief Executive Officer of Salesforce; Nina Jensen, Chief Executive Officer of REV Ocean, and Enric Sala, Explorer-in-Residence at National Geographic Society and Young Global Leader.

VIRTUAL OCEAN DIALOGUES 2020

In April 2020, the UN announced that due to COVID-19 restrictions, it would not be holding its triannual Ocean Conference that was set to take place in early June. As one of the most important events for the ocean community, the postponement had the potential to derail progress that had been made in championing the ocean agenda.

Friends of Ocean Action took up the mantle by working with the World Economic Forum – as well as the organizers of the UN Ocean Conference and its co-hosts, the governments of Kenya and Portugal – to create the first Virtual Ocean Dialogues. This

event presented opportunities for leaders, stakeholders and innovators to collectively reimagine the future of our blue planet and commit to taking responsibility for the health of the ocean. The dialogues also offered a moment to take stock of the global progress being made towards SDG 14 targets – charting a path forward despite the pandemic and other major obstacles that have hindered progress.

Bringing together participants from almost 90 countries, and from every continent including the Antarctic, the Virtual Ocean Dialogues served as a new type of public event: one that transcended conventional

barriers to inclusivity and reached a vast audience interested in acquiring knowledge about the ocean – and learning what they could do to address ocean challenges.

With 12 thematic high-level sessions, 40 more specific explorations as well as three networking sessions, the dialogues centred around the following main themes:

- Building a resilient ocean
- Nourishing billions
- Activating finance and innovation
- Science and data

The high-level sessions were all recorded and may be accessed [here](#).



Image: Screenshot of the session "Setting the Stage for Ocean Action" with the following Friends of Ocean Action (clockwise): José María Figueres, Former President of Costa Rica and co-founder of Ocean Unite; H.M. Queen Noor of the Hashemite Kingdom of Jordan; Isabella Lövin, co-chair of Friends of Ocean Action and former Deputy Prime Minister of Sweden; Marc Benioff, Chair and Chief Executive Officer of Salesforce; and Gloria Fluxà Thienemann, Vice-Chairman and Chief Sustainability Officer of Iberostar Group

Virtual Ocean Dialogues in numbers:

785,000

Views of the 12 high-level main dialogue livestreams

65,000

Average number of people viewing each session live

55,000

Blog article page views

**4.3
MILLION**

Instagram story views

950,000

Social media video views

**1.3
MILLION**

People potentially reached by #OceansDialogues hashtag

55

Sessions

1,263

Attendees who registered via TopLink, the World Economic Forum's proprietary collaborative intelligence platform for global leaders

89

Countries of origin of attendees

304

Speakers, from 54 countries

9

Heads of State or government who delivered a special video or live address

THE UPLINK OCEAN SOLUTIONS SPRINT



Image: © Getty Images

UpLink is the World Economic Forum's digital platform for crowdsourcing solutions for the SDGs. Focusing first on the ocean, UpLink held the Ocean Solutions Sprint contest to find top solutions for the main challenges facing the ocean and brought together entrepreneurs, investors and academics into the UpLink Ocean community. Out of 89 submissions, six finalists were selected to pitch their ideas to an esteemed panel of judges at the Virtual Ocean Dialogues.

Three winning ocean innovations were recognized in the following categories:

Action on Ocean Plastic Award:

RecyGlo, a provider of waste management services and data analytics to businesses, to significantly reduce carbon footprints.

People's Choice Award:

Oceanium, a venture that develops food and nutrient products, as well as compostable bio-packaging material, all from sustainably farmed seaweed.

Ocean Innovation Award:

Cubex Global, a blockchain platform that cuts shipping emissions by selling unused shipping container space.

The UpLink Ocean Sprint provided a global stage to elevate lesser-known entrepreneurial ideas to thriving business opportunities and provided access to resources and networks that would otherwise have been difficult to secure.

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We have raised \$1,000,000 in the past month post winning the inaugural Ocean Solution Sprint and we have more in trust ... Within 30 minutes of that video* being published, we started getting hundreds and hundreds of queries and leads on our website that we literally had to put up a message saying, 'We are trying to cater to the high demand but please bear with us while we look into each one of these queries.'

I was connected to hundreds of these people in the first 24 hours of posting this video on the World Economic Forum's platforms. I think we had in excess of 500 people reach out to us ... We got connected to the Federal Chamber of Commerce of Mexico; we were approached by government departments in Oman, in Dubai. It was amazing.

Sheikh Ahsan Ullah Tariq

Co-Founder and Chief Executive Officer
Cubex Global

*Watch the video produced by UpLink and the World Economic Forum on Cubex Global [here](#).



ENDING PLASTIC POLLUTION

GLOBAL PLASTIC ACTION PARTNERSHIP

WORKING WITH MORE THAN 400 CHAMPIONS TO FIGHT PLASTIC POLLUTION

The National Plastic Action Partnerships in Indonesia, Ghana and Viet Nam have created platforms for hundreds of member organizations to bring about ambitious national plans to prevent plastic pollution from seeping into the ocean. GPAP is supporting Indonesia in its aim to reduce its marine plastic leakage by 70% by 2025 and Viet Nam's ambition for a 75% reduction by 2030. Ghana plans to completely eliminate marine plastic pollution and has been supported by GPAP in developing a longer-term programme to establish a circular economy framework for the nation. With the success established in Ghana, GPAP is now expanding across the region and has recently announced a new partnership with Nigeria. Learn more about GPAP's impact in Ghana, Indonesia and Viet Nam in [its annual report](#). Find out more on [the GPAP website](#).



Image: © Photo from the "Waste" Recovery Platform, facilitated by UNDP which partners with GPAP in Ghana



By 2050, we could have more plastic in the ocean than fish. While the growing dangers of mismanaged plastic waste are becoming increasingly recognized, it has proven difficult to expand and accelerate the implementation of existing solutions to meet the scale of the challenge. The pace at which plastic pollution and waste are devastating the environment and livelihoods requires urgent, large-scale and coordinated efforts from all sectors and societies.

For this reason, Friends of Ocean Action collaborated with governments, business leaders and the World Economic Forum to support the creation of the Global Plastic Action Partnership (GPAP), a multi-stakeholder platform that aims to shape a more sustainable and inclusive world through the eradication of plastic pollution, working at both the national and global levels to translate plastic pollution commitments into action. GPAP has partnered with the governments of Indonesia, Ghana and Viet Nam to launch successful pilot projects called National Plastic Action Partnerships (NPAP), which serve as locally led, locally driven

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If left unchecked, packaging waste, and plastics in particular, will slowly choke our oceans and waterways. While this waste presents clear dangers to marine life that we see in disturbing images, it will likely have a broader impact beyond wildlife. The world's packaging problem is actually a symptom of a much more serious condition: we're using up our earth as if there's another one on the shelf just waiting to be opened.

James Quincey²

Chairman and Chief Executive Officer
The Coca-Cola Company
and Friend of Ocean Action

² James Quincey, "Moving Towards a World Without Waste", World Economic Forum, January 2018: <https://www.weforum.org/agenda/2018/01/world-without-waste-recycle-plastic/> (link as of 2/2/21).

national platforms for convening action. In each partner country, GPAP has created networks of nationally recognized experts, policy-makers, businesses and civil society stakeholders, combining expertise, experience and resources in a common national approach to tackle plastic pollution and waste. These local initiatives support progress towards ambitious national goals to drastically

reduce marine plastic leakage through community creation, knowledge generation and encouraging strategic financing for promising solutions. As GPAP continues its work in Ghana, Indonesia and Viet Nam and expands to other countries, it demonstrates how empowerment in local communities can reverberate with impact on a global scale.

EXPANDING MARINE PROTECTION AND CONSERVATION

Only 8% of the ocean is designated as marine protected areas (MPAs). These areas, where human activities are limited, have been proven to boost fish yields, increase ocean resilience, improve job security, strengthen prospects for tourism and protect biodiversity and the coastal communities that rely on them. Unfortunately, many designated MPAs are, in reality, only “paper parks” that are not fully protected, and therefore are unable to deliver on the benefits outlined above.

In the Convention of Biological Diversity and SDG 14, the world set a goal of conserving at least 10% of the ocean by

2020. Many scientists agree that at least 30% of the ocean needs to be protected by 2030 (“30 x 30”). This will require significant amounts of funding as well as innovative ways to resolve the bottlenecks that hamper the designation and enforcement of MPAs – including significant mobilization of funding.

Friends of Ocean Action has been actively raising awareness and understanding about the imperative for MPAs and enlisting stakeholders to support efforts to improve marine protection.

Investments from the private sector, which have been relatively limited, could lead to a breakthrough

in marine protection, but this will require a strong rationale based on marine spatial planning and a deep understanding of stakeholder demands and natural capital stocks and flows. To this end, Friends of Ocean Action drew together a 40-plus panel consisting of Friends and other experts from business, academia, government and civil society to produce a report on **The Business Case for Marine Protection and Conservation**. This seminal work has spurred new conversations and debate and provides an essential insight into engaging the business community in its role in the creation and implementation of MPAs.



COULD WIND FARMS BE A SECRET ASSET FOR MARINE PROTECTION?

New research in The Business Case for Marine Protection and Conservation outlined the three phases of activity required to create a comprehensive business case for protection and conservation. It also introduced sector-specific opportunities of biodiversity win-wins by partnering with ocean-using industries such as offshore wind energy. Read the whole paper [here](#).



“**The ocean without reserves is like a bank account where everybody withdraws but nobody makes a deposit.**”

Enric Sala³

Explorer-in-Residence
National Geographic Society
and Friend of Ocean Action

³ Enric Sala, 2019 Ocean Day, Davos, 5 March 2019: https://www.youtube.com/watch?app=desktop&v=EgLqxbKUhoQ&list=PL3fykM6AYebRYwDC_ZoghENBKaz3VnRKVT&index=8 (link as of 2/2/21).



Image: © Nicholas Doherty, Unsplash

ENSURING SUSTAINABLE OCEAN PRODUCTION: BLUE FOOD

“

Sustainably scaling blue food could unlock huge health, environmental and economic opportunities – including job creation and improved livelihoods. It also provides a unique chance to counter some of the most urgent challenges facing our ocean.

Gunhild Stordalen⁴

Founder and Executive Chairman
EAT Foundation
and Friend of Ocean Action

⁴ Gunhild A. Stordalen, “A Healthy Human Future Depends on Healthy Oceans. Here’s Why”, World Economic Forum, February 2020: <https://www.weforum.org/agenda/2020/02/a-healthy-human-future-depends-on-a-healthy-ocean-heres-why/> (link as of 2/2/21).



Image: © Nicole Moraira/GettyImages

Blue food, which is defined as all edible aquatic organisms, including fish, shellfish and algae from marine and freshwater production systems (aquaculture and fisheries), will play a vital role in feeding the planet. As the ever-increasing global population puts strain on limited and unsustainable food systems, we need to find new ways to meet the global demand for accessible, affordable and sustainably sourced food. Therefore, we must rethink aquatic food production systems in order to include the benefits of seafood in our diet without damaging life below water.

Over the past three years, Friends of Ocean Action has been working to fundamentally shift how we think of food by shining a light on the role of blue food in revolutionizing global food systems. Members of the platform came together to develop an initiative alongside representatives from the Stanford Center for Ocean Solutions, Stockholm Resilience Centre, EAT Foundation and UN Food and Agriculture Organization to launch the **Blue Food Assessment**: a scientific analysis to discover what the diversity of blue food can offer people and planet.

The Blue Food Assessment, along with the Friends championing blue food by developing the Blue Food Partnership, has led to a much greater recognition of blue food in the global food systems agenda. By using platforms such as the Virtual Ocean Dialogues, the UN's Voices of Food Systems Live and the upcoming 2021 UN Food Systems Summit, Friends of Ocean Action has driven conversation among stakeholders from companies, governments and civil society, and placed blue food into the heart of discussions and decisions about the future of food.



Image: Market selling smoked fish in Sekondi, Ghana © Anna Fawcus/WorldFish, Flickr

BLUE FOOD FOR A BETTER FUTURE

The Blue Food Assessment (BFA) is the first comprehensive examination of the role of aquatic foods in building healthy, sustainable and equitable food systems researched by a consortium of 28 researchers around the world. The assessment comprises a set of nine papers listed below that are to be published in Nature-Springer journals ahead of the 2021 UN Food Systems Summit, as well as a summary for decision-makers to distil the implications of that research.

- Nutrition
- Environmental impact
- Justice
- Climate change, vulnerability and resilience
- Small-scale producers
- Changing demand for blue food
- Environmental change
- Dietary scenarios
- Capability for transforming the system

Learn more about the BFA [here](#).



ENDING ILLEGAL, UNREPORTED AND UNREGULATED FISHING

Every year, the ocean is robbed of 24 million tonnes of seafood through illegal, unreported and unregulated fishing (IUU). This results in losses of over \$23 billion and disenfranchises honest fishermen and coastal communities, distorts the management of fisheries, leads to food insecurity and human rights abuses and

ravages marine ecosystems. In the fight against IUU fishing, Friends of Ocean Action has worked with actors from industry through the Global Tuna Alliance and worked with governments to implement Port State Measures in line with the FAO's Port State Measures Agreement (PSMA).

“

A billion people depend on fish as their source of protein, and in many of the countries that are most dependent, one fish in three is stolen. Illegal, unreported and unregulated (IUU) fishing defeats governments' efforts to manage their resources, and it undercuts the millions of fishers who are playing by the rules.

Jim Leape⁵

Co-Director

Center for Ocean Solutions,
Stanford University
and Friend of Ocean Action

⁵ Jim Leape, “We Have the Tools to Tackle Illegal Fishing. It's Time to Use Them”, World Economic Forum, January 2019: <https://www.weforum.org/agenda/2019/01/we-have-the-tools-to-tackle-illegal-fishing-lets-use-them/> (link as of 2/2/21).



Image: © Paul Einerhand, Unsplash

Friends of Ocean Action | World Economic Forum

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Impact Report 16

BUILDING THE GLOBAL TUNA ALLIANCE

GTA IN THE NEWS

In this widely cited [report](#), the Global Tuna Alliance highlighted the dire state of yellowfin tuna stock in the Indian Ocean and made recommendations for recovery. Building on previous efforts and the report's findings, major British brands such as Coop, Princes and Tesco, which are also partners of the GTA, publicly announced sourcing decisions on yellowfin tuna from the Indian Ocean. This was done in the hope of spurring action from the Indian Ocean Tuna Commission (IOTC) and other stakeholders to rebuild tuna stocks to sustainable levels. This market action has triggered considerable conversation among conservationists, retailers and governments and raised calls for an early annual session of the IOTC in 2021 to urgently revise and improve the management of tuna fishing practices.

Read the news story [here](#).

Learn more about the work of the Global Tuna Alliance on its [website](#).



The Global Tuna Alliance (GTA) is an independent group of retailers and tuna supply-chain companies committed to realizing harvest strategies for tuna fisheries, avoiding IUU products, improving traceability, as well as advancing work to address any human rights risks in tuna fisheries. This commitment is delivered through active engagement with decision-makers and GTA partners' sourcing practices. Through a collaborative agreement with the World Economic Forum alongside Friends of Ocean Action, GTA has been implementing the objectives of the World Economic Forum's [Tuna 2020 Traceability Declaration](#). This non legally binding declaration was endorsed by 67 retailers and tuna supply-chain businesses and lays out commitments to the following: tuna traceability, socially responsible tuna

supply chains, environmentally responsible tuna sources and government partnership.

To accelerate the work of the Global Tuna Alliance, Friends of Ocean Action has provided resources to initiate its activities, promoted its work across media channels and collaborated with the Executive Director of GTA to connect the signatories of the Tuna 2020 Traceability Declaration to GTA. Over the past year, GTA has expanded its ranks, adding eight new partners (including major companies such as Morrison's and Harrods) and provided the Tuna 2020 Traceability Declaration signatories with the information, solutions and examples they need to implement their commitments through a series of webinars and toolkits.



Image: © GettyImages

ADVOCATING FOR THE PORT STATE MEASURES AGREEMENT



SHAPING THE APEC AGENDA

The 2019 Asia-Pacific Economic Cooperation (APEC) Summit, scheduled to be hosted by Chile in November 2019, was seen as a unique opportunity to address the scourge of illegal fishing in the Pacific and establish a PSMA implementation strategy that could serve as a model for action.

Therefore, the Friends and Stanford helped shape the text of [the APEC Roadmap on Combatting IUU fishing](#) and the roadmap was endorsed and adopted by APEC food security ministers in August 2019. However, due to political instability in Chile, the 2019 APEC Summit was cancelled.

Nevertheless, Friends of Ocean Action has been able to build support for an increasingly robust regional effort to close the Pacific to IUU fishing. The Stanford Center for Ocean Solutions participated as official observers in the 2020 APEC Ocean and Fisheries Working Group meeting. Additionally, Stanford and the Friends are actively engaged with New Zealand to identify opportunities to bring IUU fishing and port State measures into the focus of APEC as part of New Zealand's APEC 2021 presidency.

Adopted in 2009 by the UN Food and Agriculture Organization, the Port State Measures Agreement (PSMA) is the first international binding agreement to block foreign flagged vessels that engage in illegal, unreported and unregulated (IUU) fishing from docking at ports and landing or trans-shipping their catches. If implemented effectively, the PSMA will be an effective tool to stop illegally caught fish from contaminating the supply chain, obstruct foreign fleets from invading other countries' waters and additionally help rescue the victims of human rights abuses, who are often trapped in IUU vessels.

Friends of Ocean Action has therefore been working with the Stanford Center for Ocean Solutions to mobilize support for PSMA from actors around the world. This has translated into greater cross-sectoral understanding and increased political will and private-sector support for implementing the PSMA and eliminating illegal fishing. Through collaborations with

major partners such as the UN Food and Agriculture Organization, the World Economic Forum's Centre for the Fourth Industrial Revolution, the Nature Conservancy, the Pew Environment Group, WWF, Global Fishing Watch and the High Level Panel for a Sustainable Ocean Economy, Friends of Ocean Action and the Stanford Center for Ocean Solutions have contributed to heavyweight advocacy efforts for both ratification of the PSMA itself and implementation of port State measures, and provided context and motivation for ratification of the PSMA by a number of countries. For example, Stanford and the Friends have actively engaged with leading Pacific region flag States, as well as heads of government for Pacific Small Island Developing States to encourage them to implement the PSMA.

These efforts were further bolstered through the following publications and statements such as the

[Ending Illegal Fishing: Data Policy and the Port State Measures Agreement white paper](#); a joint op-ed calling on G20 members to ratify and implement the PSMA written by Erna Solberg, Prime Minister of Norway, Co-Chair of the High Level Panel for a Sustainable Ocean Economy and member of Friends of Ocean Action, and Shigero Ito, Chairman of the Seafood Business for Ocean Stewardship (SeaBOS) initiative and Chief Executive Officer and President of Maruha Nichiro Corporation; an official [communiqué](#) from the 2019 G20 meeting in Japan, calling on members to take action on IUU fishing, and a [statement](#) by a private sector meta-coalition (SeaBOS, International Seafood Sustainability Foundation and Global Tuna Alliance) committing to traceability and support for the strengthening of Port State Measures to combat IUU fishing and encouraging governments to do the same.

ELIMINATING HARMFUL FISHERIES SUBSIDIES



Left and right: © Getty Images



For almost 20 years, members of the World Trade Organization (WTO) have been negotiating to end publicly funded subsidies that encourage overfishing. While artisanal fisheries struggle to cope with declining fish stocks as a result of unsustainable fishing, foreign vessels are still able to extract the few remaining fish due to government-funded subsidies. As a third of fish stocks are overfished and 60% are being fished at their sustainable limit, it is imperative that the subsidies driving overfishing and IUU fishing are stopped once and for all.

The deadline set to end harmful fisheries subsidies was 2020, enshrined in SDG 14.6; despite great efforts, the process was delayed again in 2020 due to COVID-19 complications

and disagreements on policy details. However, calls to end harmful fisheries subsidies have continued unabated, and progress was still achieved, thanks in large part to the efforts of the chair of these negotiations, Santiago Wills of Colombia. Friends of Ocean Action and partner organizations have been amplifying these calls through political advocacy and media campaigns, leading to growing optimism that 2021 could be the much-awaited tipping point that lands a deal.

Friends of Ocean Action has worked with the WTO to end these subsidies by participating in WTO panels and working with its secretariat and members. It has also convened leading actors in major events, such as the Annual Meeting of the World Economic Forum

in Davos, the Economist World Ocean Summit and a series of Friends of Ocean Action webinars, including an exploration session during the Virtual Ocean Dialogues that featured a cohort of WTO ambassadors and Chairperson Santiago Wills.

By using their influence and the power of the media, the Friends have raised public awareness about these inequality-fuelling subsidies by contributing to the effective **Stop Funding Overfishing** campaign and working with partners to create two short films: one uses the renowned storytelling abilities of David Attenborough and the other highlights the human cost of these subsidies by showcasing the plight of a local fishing community in Ghana (see box).

USING STORYTELLING TO FIGHT AGAINST HARMFUL FISHERIES SUBSIDIES

David Attenborough explains what we need to do to stop overfishing

This film was shown in October 2019 at the World Trade Organization's Public Forum, the WTO's largest annual outreach event with a regular attendance of more than 1,500 participants who convene to discuss the latest issues in relation to global trade and how to improve it. Clocking up 150,000 views on social media, the film clearly illustrates the urgent imperative to cease harmful subsidies.

Watch the film [here](#).

Fisheries on the brink

This film was released during a Friends of Ocean Action webinar in September 2020 amid critical WTO trade negotiations and has amassed almost 17,000 views so far. By bringing in the voices of those who are the hardest hit but the least heard, it highlights the impacts of subsidies on small-scale fishing communities and resounds with a cry for justice.

Watch the film [here](#).



“

Fishing subsidies are estimated to be as high as \$35 billion worldwide of which \$20 billion directly contributes to overfishing. This not only leads to lost revenue of upwards of 80 billion, but also puts enormous pressure on the already stressed ocean ecosystems. It contributes to the loss of marine biodiversity and compromises on the foundation of livelihoods and nutrition for so many around the world.

Elizabeth Mrema⁶

Executive Secretary

Convention on Biological Diversity and Friend of Ocean Action

⁶ UN Biodiversity, Twitter, November 2020: <https://twitter.com/unbiodiversity/status/1332337811408773121> (link as of 2/2/21).



DECARBONIZING SHIPPING

GETTING TO ZERO COALITION

GETTING LARGER TO GET TO ZERO

In less than two years, the **Getting to Zero Coalition** has grown to include **more than 150 companies**, **nine knowledge partners** and **14 supporting governments**.

However, its reach extends much further. Getting to Zero has been recognized as the main platform for decarbonizing shipping by the **Mission Possible Partnership**, a coalition aiming to accelerate the decarbonization of seven global industries representing 30% of global emissions. In addition, the members of GtZ have joined H.R.H. the Prince of Wales to explore how his Sustainable Markets Initiative could support the decarbonization of shipping.

Learn more about GtZ [here](#).



“
We must address the climate crisis, if we're going to address the ocean ... Every company, every country, every organization, every individual must commit now to becoming net-zero.

Marc Benioff⁷

Chairman and Chief Executive Officer
Salesforce
and Friend of Ocean Action

⁷ “Quotes on the Future of Our Ocean from Queen Noor of Jordan, Marc Benioff and More”, World Economic Forum, June 2020: <https://www.weforum.org/agenda/2020/06/quotes-ocean-future-environment-climate-change/> (link as of 2/2/21).



Image: Panel on the Getting to Zero Coalition at the 2020 Annual Meeting of the World Economic Forum

If the shipping sector was a country, it would be the world's sixth-biggest greenhouse gas emitter. It is responsible for 3% of the world's carbon dioxide emissions and this figure is expected to grow. The UN International Maritime Organization has therefore issued a 2050 deadline for the shipping sector to cut its greenhouse gases by half (relative to 2008 levels). Industry leader Maersk has raised the stakes and announced that it is aiming to become carbon neutral by 2050, which means that newly designed zero-emission vessels (ZEV) will be required to replace current vessels by 2030.

To boost these efforts and demonstrate the viability of a net-zero future in the shipping sector, Friends of Ocean Action partnered with the Global Maritime Forum and the World Economic Forum to create a new platform called the **Getting to Zero (GtZ) Coalition**. Launched in 2019, the Getting to Zero Coalition is rapidly boosting ambitions for a carbon-free future and has already grown to possess an invite-only membership of dozens of leading companies.

In its work, the Getting to Zero Coalition has raised awareness through visible leadership and public commitments to make commercially viable ZEVs

possible by 2030; it has done so by enabling collaboration across industries and with public-sector actors. It has also developed a shared knowledge base to create alignment across the coalition on the elements needed to make commercially viable ZEVs a reality in 2030, and is identifying the most promising pathways to achieve this, including zero-carbon energy sources. Lastly, it has contributed to the sharing of important findings from existing initiatives to amplify their impact and encouraged collaborations in research and development, as well as access to public innovation funding.

In under **2** years:

150+ companies

14 supporting governments

9 knowledge partners

LIBERATING OCEAN DATA

Data could be a powerful weapon in the fight for ocean protection. In 2015, the island nation of Kiribati used satellite tracking data from Global Fishing Watch to prove that a fishing vessel had infiltrated one of its protected areas and therefore was able to issue a \$2 million fine. However, the field of ocean data is relatively nascent. More than 80% of the ocean is still left unexplored. Ocean data holds exponential potential for policy-makers, science, business and ocean conservation and will play an essential part in 2021–2030, set as the UN's Decade for Ocean Science for Sustainable Development. Data undergirds all of the workstreams of Friends of Ocean Action and will continue to play a vital role in Phase II and other projects in the wider ocean conservation ecosystem. To unlock the power of ocean data, Friends of Ocean Action collaborated with REV Ocean to establish the Ocean Data Platform (ODP). This is a global, open-source, integrated data digital ecosystem built to pilot and support new data-driven tools and improve ocean health and productivity.

The Ocean Data Platform was previewed at a session of the World Economic

Forum's 2020 Sustainable Development Impact Summit, which convened more than 50 leaders from business, science and policy-making, including former US Secretary of State John F. Kerry. This session held discussions on the power of this new platform and how to chart the path forward.

More recently, the mandate of the ODP has grown thanks to the merger with the Centre for the 4th Industrial Revolution (C4IR) Ocean – an affiliate center of the World Economic Forum's C4IR Network and a partner organization of Friends of Ocean Action. The C4IR Ocean brings together businesses, governments, academia and conservation organizations to identify and solve challenges that might impede the socially beneficial application of 4IR technologies to ocean problems.



Image: © Getty Images

CONNECTING PEOPLE, DATA AND TECHNOLOGY FOR A HEALTHY AND PRODUCTIVE OCEAN.

The ambition for the Ocean Data Platform is to become the largest, most inclusive hub for data-driven solutions for the ocean. It provides easier and more rapid access to ocean data, including the world's largest ocean dataset consisting of data from 220,000 research cruises since 1890; 1.95 billion temperature profiles; and 1.13 billion salinity profiles. And this is only the beginning. The platform is ingesting more open data – including environmental impact, biodiversity, and industrial data.

Learn more [on the Ocean Data Platform's website](#).



“

There is a lot of talk about data collection - what additional data needs to be collected and how to make use of it. But I think we also really need to talk about how we make sure this data gets put into the right hands - enabling decision-makers to get access to that data and possibly also enabling citizens to better track and hold our decision-makers accountable. Making the whole data system more transparent is an essential part of that.

Nina Jensen⁸

Chief Executive Officer
REV Ocean
and Friend of Ocean Action

⁸ https://www.youtube.com/watch?v=oEsgLz7INLk&list=RDCMUcw-kH-Od73XDA7qtHguBYA&start_radio=1&t=1935 (link as of 2/2/21).

Image: © Getty Images

FINANCING OCEAN INNOVATION

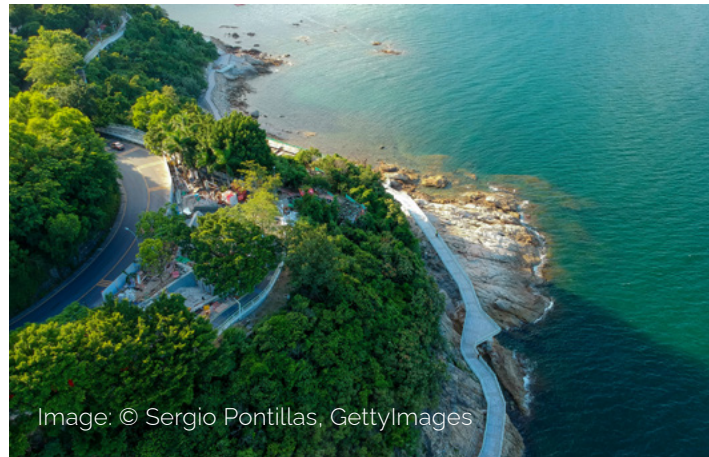


Image: © Sergio Pontillas, GettyImages



Image: © GettyImages

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There is an opportunity for good investment with the ocean. That means that private money can connect with ocean conservation. The problem is that the money going to ocean conservation per se is very small.

Maria Damanaki⁹

Principal Advisor

The Paradise International Foundation
SYSTEMIQ
and Friend of Ocean Action

⁹ “Can Ocean Health Lead to Wealth? Our Latest House on Fire Podcast Tackles Blue Finance”, World Economic Forum podcast, December 2020: <https://www.Weforum.Org/Agenda/2020/12/Blue-Finance-Ocean-Health-Wealth-House-On-Fire-Podcast/> (link as of 2/2/21).

FINANCING OCEAN SOLUTIONS BY FILLING KNOWLEDGE GAPS

The *Ocean Finance Handbook* provides a synthesis of the current ocean finance landscape and has been cited in the High Level Panel for a Sustainable Ocean Economy Blue Papers and Summary Report; the Economist World Ocean Initiative reports and blogs; a 2020 European Commission report on Finance in the Blue Economy and numerous media outlets. It has also been presented at Standard Chartered Bank's Sustainable Finance Conference.



With an estimated value exceeding \$24 trillion, the “blue economy” provides livelihoods for billions of people and already contributes \$2.5 trillion in goods and services per year. Maximizing the financial future of the ocean will depend on the sustainable management of its resources and drawing enough investment to fund the innovations required to build back bluer after the pandemic. There is great interest in investing in the blue economy, but it remains a niche area that has not yet been adequately explored due to a lack of knowledge.

Closing this knowledge gap could open up new opportunities to mobilize much-needed capital for scaling ocean solutions. Hence, Friends of Ocean Action has explored the opportunities for, risks of and barriers to deploying financing solutions for sustainable investment in the ocean. This culminated in the publication of *The Ocean Finance Handbook*, a vital resource to elevate understanding and engender a common sustainable blue economy language in relation to ocean finance.

Friends of Ocean Action has convened roundtables, webinars and discussions on financing ocean innovation by targeting engagement with financial institutions, philanthropists and the wider ocean community, to further debate and understanding in the field of sustainable ocean finance. Friends of Ocean Action also engaged leaders and stakeholders in China using the World Economic Forum's China Business Roundtable and produced a session on the Economic Opportunities for a Blue Investment.



OTHER AREAS OF WORK

In addition to the workstreams outlined above, Friends of Ocean Action also worked to advance the following: gender parity in ocean sectors; science-based goal setting; a conversation on deep-sea minerals; and the Neptune Declaration. In regards to gender parity, Friends of Ocean Action co-signed [a statement](#) published by members of the Council of Women World Leaders (including 16 sitting and former heads of state and government) and other ocean experts calling for greater recognition of the role of women in saving our ocean. It has also held sessions to expand understanding of gender and ocean issues, and how

the two factors connect, at the 2020 World Economic Forum Annual Meeting and the Virtual Ocean Dialogues. As for setting science-based targets, this underpins all the action tracks of Phase I and, along with gender parity, will continue to feature in the next phase of Friends of Ocean Action as part of the SDG 14+ agenda.

The conversation on deep-sea minerals has now spun off into an independent initiative hosted by the World Economic Forum. The [Deep-Sea Minerals Dialogue](#) provides an impartial space for responsible downstream brands to learn about the environmental, social and economic considerations of this potential mineral

source, and to promote wise decision-making for all humankind and our planet.

Lastly, Friends of Ocean Action supported the World Economic Forum in developing the [Neptune Declaration on Seafarer Wellbeing and Crew Change](#) alongside other members of the founding taskforce. Due to COVID-19 restrictions, 400,000 seafarers have not been able to disembark and swap crews, leaving thousands stranded at sea and thousands more on land left without an income. This declaration, now signed by more than 450 companies and organizations, outlines specific actions to be implemented and calls for an end to the crisis.

LOOKING TO THE FUTURE

Friends of Ocean Action began with a big dream, arguably as vast as the ocean itself. It has sped forward with an acknowledgement of how much the ocean has lost, the recognition of the opportunities that lie in our hands and a vision of ocean restoration for a thriving future. As we reflect on how much ground we have covered in Phase I and the communities that have been mobilized for ocean solutions by creating partnerships,

deploying funding, advancing knowledge, shaping global agendas and scaling innovations, we can be optimistic about the future.

However, as the world continues to reel from unprecedented challenges, we are launching the next phase of Friends of Ocean Action to be even stronger and more dedicated to a healthy ocean than before. The lessons we learned in Phase I have

taught us the importance and value of effective and strategic engagement and impact. Moving forward, Friends of Ocean Action will be welcoming a cohort of new Friends from underrepresented communities to deliver its mission and will engage Friends along with the work they are already championing to create stronger partnerships in the Friends of Ocean Action platform.

In line with this, the action tracks of Phase I will be streamlined into the five impact pillars on the following page.

These pillars offer more strategic engagement points for Friends with more focused objectives towards measured impact anchored by an Impact Measurement and Management framework in Phase II. They will also engage with committed stakeholders who are better positioned to use their

resources, experience and networks to spur progress on SDG 14. Furthermore, Phase II will forge ahead with two agendas that will cut across these five pillars: actively engaging actors in China, as it holds great influence for overcoming important ocean challenges, and promoting the SDG 14+ agenda to reinforce the central role of the ocean in sustainable development.

The next phase for Friends of Ocean Action will hold

new milestones such as the previously postponed UN Ocean Conference, the UN Food Systems Summit, the UN Climate Change Conference, the World Economic Forum's Annual Meetings and Sustainable Development Impact Summit and the Convention on Biological Diversity (CBD) Conference of the Parties. It also bears great promise as the Friends continue to work to finalize and deepen the work established in Phase I.








IMPACT PILLARS

PHASE II: 2021 – 2024

The world stands at a critical juncture in history and the fate of our ocean – and therefore our future – rests on what we do now to build an ocean that is healthy, resilient and secure. Through the work of the following pillars, Friends of Ocean Action remains steadfast in its ongoing efforts to forge partnerships, scale innovation, fight against injustice and deliver impact for ocean recovery and long-term ocean health.



BUILDING A RESILIENT OCEAN	CREATING A DIGITAL OCEAN	NOURISHING BILLIONS	ACTIVATING OCEAN FINANCE	UPLINK 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	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	Improving food security, nutrition and livelihoods from blue food through the expansion in and abundance of fish stocks and growth in sustainable aquaculture practices	Enhancing levels of finance, from across the spectrum, that flow towards sustainable blue economy activities	Nurturing and connecting ocean innovators to influential networks in order to scale their solutions

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Steering Group

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Helen Ågren, Ambassador for the Ocean at the Swedish Ministry for Foreign Affairs

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Vulcan

Friends of Ocean Action in Phase I

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