



**Institute for Advanced Sustainability Studies
IASS in Potsdam**

What Future for the Blue Economy?

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A European Commission Webinar, October 2020

=> transforming **traditional marine sectors** as well as land-based activities towards ocean sustainability and circularity

=> creating new opportunities, markets and pathways in **emerging sectors** (bio-products, ocean data and resilience)

=> engaging **connected sectors** with the blue (technology, retail, fashion, health and well-being, infrastructure, finance)

7 ACTIONS TO PLUG THE FINANCE GAP

- 1** Set up and implement new common guidelines and principles that help define what sustainable investment in the ocean economy would look like.
- 2** Strengthen knowledge, data and capacity in ocean health and finance, particularly in developing countries.
- 3** Create a supportive and inclusive enabling environment.
- 4** Stimulate the pipeline of investible sustainable projects.
- 5** Explore new financing mechanisms and tools.
- 6** Develop best practices to incentivise sustainable behaviour.
- 7** Boost new approaches to insurance.

- Reframe Finance and Investment for a Sustainable Ocean Economy’
- Use #BlueInvest and other platforms to engage public and private finance
- Integrate blue finance into the climate finance architecture*
- Direct infrastructure finance to blue nature-based solutions”
- Think of Blue Natural Capital as a new asset class (bluenaturalcapital.org)
- Invest into coastal resilience to address ocean and coastal risk (oceanriskalliance.org)
- Support ocean data infrastructure with networked remote sensing
- Set up Blue banks, such as an Ocean Sustainability Bank and issue Blue bonds
- Promote sustainable Blue Economy Finance Principles and Standards
- Incentivise long-term investors/pension funds to invest into blue impact

‘ OECD ENVIRONMENT POLICY PAPER NO. 22

* <http://www.lse.ac.uk/iga/assets/documents/global-policy-lab/From-Green-to-Blue-Finance.pdf>

“ Thiele, T et al. Towards sustainable blue infrastructure finance: Key messages. IUCN, Gland, Switzerland. 2020



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LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Environnement, du Climat
et du Développement durable

Blue Natural Capital Financing Facility – *Supporting the transition towards a sustainable blue economy*

- A sustainable Blue Economy is vital for the European Union, for nature, for jobs and livelihoods and culture and science.
- It should be based on the engagement of all stakeholders, which have to include traditional, emerging and connected sectors.
- Blue Finance can play a critical role in strengthening the sustainable Blue Economy.
- The EU sustainable Blue Economy needs to be fully aligned with key European Union documents such as
 - The European Green Deal
 - The EU Biodiversity Strategy for 2030
 - The Guidance on a strategic framework for the deployment of EU-level green and blue infrastructure.

Contact



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