

**ECONOMIST
IMPACT**



The 11th annual

WORLD OCEAN Summit & Expo

“How to” sessions summary report

March 11th-13th | Lisbon, Portugal

Summary

The 11th annual World Ocean Summit launched the “How to” working group sessions this year.

The purpose of the sessions was to create a set of action points and practical takeaways for individuals and organisations committed to restoring ocean health. These sessions, for small, focused groups of subject-matter experts and a carefully picked audience were interactive, engaging and solution oriented. This report shares the key takeaways from the speakers and audience from each discussion.



How to scale the seaweed industry sustainably

Sponsored by



Seaweed remains a great untapped resource. From providing nutritious food for humans and animals to acting as a substitute for hydrocarbon-based plastics, to sequestering carbon and restoring oceanic biodiversity, seaweed has myriad uses as well as the potential to address many of the UN's sustainable development goals.

This session explored how to create a sustainable pathway for scaling the seaweed industry to realise these diverse benefits. Speakers and participants addressed how to approach the complex challenges and ethical considerations inherent in cultivating and engineering our ocean on a global scale. They considered how to overcome cultivation complications exacerbated by climate change, and how to operate without policies to empower and extend access to seaweed farmers. The session focused on how to foster collaboration within the broader value chain including farmers, indigenous communities, scientists, entrepreneurs, investors and policymakers, to overcome these complex issues. Attendees left with a deep understanding of seaweed's potential, insights into its multifaceted capabilities, and how to play a part in the industry's success.

Moderator:



Adrien Vincent
Programme director
Seaweed for Europe



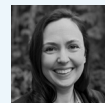
Peter Thomson
UN secretary-general's special
envoy for the ocean



Neha Jain
Founder
ZeroCircle



Bill Collins
Chief executive and founder
Cascadia Seaweed



Alexandra Carter
Policy director
Urban Ocean Lab

The key takeaways from this session are:



Following a fascinating panel discussion and inspiring remarks from Peter Thomson, the UN secretary-general's special envoy for the ocean, more than 50 participants actively discussed in break-out groups some concrete ideas to scale up seaweed sustainably.

- 1.** How to reform policies. Ideas included: improving efficiency and governmental co-ordination in the permitting process; facilitating access to insurance, grants, loans and other resources terrestrial farmers traditionally have; and engagement with policymakers to increase knowledge of the benefits of seaweed.
- 2.** How to engage with coastal and indigenous communities. Recognising from the outset that community is the foundation of the industry, participants highlighted the importance of sharing transparently with them the seaweed projects and associated data and facts, building capacity while leveraging local knowledge.
- 3.** How to raise awareness about the benefits and potential of seaweed, in order to stimulate demand and increase acceptance. After clarifying that we need both to outline benefits and ensure acceptance of seaweed, participants suggested mobilising modern communication and marketing tools and techniques, and engaging children as powerful ambassadors and vectors of change.
- 4.** How to innovate and mobilise capital. Participants mentioned the need to continue innovating in terms of seaweed-product applications, but also called for vertical integration to accelerate scale-up. Maybe one of the most important levers, the group was unanimous about the importance of securing long-term offtake agreements with buyers, and being creative about the terms of these agreements so both parties have security without feeling too locked in.

