

**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 invest better in the blue economy: the metrics that matter

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This session focused on how investors can invest better in the blue economy. The speakers discussed how companies must start looking at their value chains and identify those with a sustainable business model and strong growth potential. They explained the key performance indicators that can inform decisions that align with sustainable goals. The discussion also provided guidance on how businesses can effectively communicate their sustainability commitments to attract investment and foster stakeholder trust.

Moderator:



Martin Koehring
Global director of impact
Forum for the Future



Karen Sack
Executive director
Ocean Risk and Resilience Action
Alliance (ORRAA)



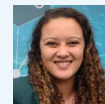
Markus Müller
Chief investment officer ESG
Deutsche Bank



Maria de Athayde Tavares
Lawyer—finance, energy and
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Linklaters



Annick Paradis
Executive director
Pollination



Clara Johnston
Account executive
NatureMetrics

The key takeaways from this session are:

1. When considering the idea of how to invest better in the blue economy, four key areas were discussed: regulation, metrics, litigation, and finance and investment.
2. To maximise impact, science, finance and policy need to work together and to speak a common language.
3. Closing the finance gap is being approached in the wrong way. A “finance gap” implies that more money is needed to close a gap. However what is actually needed is for the money to flow into the right projects. In order to achieve this, nature and ocean compliant projects need to be economically viable with a stable and attractive risk profile.
4. During this time of sustainable transition, there is regulatory ambiguity, which needs a flexible and adaptive regulatory framework.
5. The major sector incumbents in business need to be the ones to drive the necessary system changes that will create a sustainable blue economy.
6. We need new sustainable business models that recognise society’s dependence on nature. Value chains need to drive this change and disruption by innovation-driven startups can make a substantial difference in reconfiguring value chains.
7. Investors play an important role in identifying ocean-positive business models with strong growth potential. Economic viability remains important throughout the transition. This does not mean that the focus is only on direct ocean-related businesses; businesses need to rediscover and understand their value chain.
8. Fit-for-purpose metrics are critical in supporting stakeholders to make ocean-positive decisions, including investment decisions. It is the purpose of the metrics that will support ocean regeneration that matters, and not the volume.
9. Nature-related risk needs to be recognised as a material financial risk, incentivising action by business and investors.
10. The role of litigation is crucial and often overlooked: it has to be part of a sensible risk-management approach; litigation is rapidly escalating both from the authorities and third parties
11. Nature-based solutions could generate multiple revenue streams to boost economic viability (e.g. aquaculture and ecotourism). Governments and supranationals can help mobilise the necessary capital to grow nature-based solutions. A co-benefit approach needs to be embedded in the project design such as the System of Environmental Economic Accounting (SEEA), which complements GDP.



