



TOWARDS NATURE POSITIVE FOR THE OCEAN

ENTRY POINTS FOR FINANCIAL INSTITUTIONS

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This brief is designed to provide financial institutions (FIs) with a (non-exhaustive) set of examples that highlight how WWF's Nature Positive Ocean Pathways (NPOP) recommendations can be integrated into financial processes, policies, frameworks and products to support decisions and investments that contribute to nature-positive outcomes for the ocean.

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INTRODUCTION

At the mid-point in the UN Ocean Decade, the world faces a **triple challenge**: halting and reversing biodiversity loss, mitigating and adapting to climate change, and addressing economic inequality. A **healthy ocean** is an essential part of the solution, yet our ocean today is in steep decline. Marine species populations have decreased¹ by an average of 56% since 1970, and critical ecosystems like coral reefs, mangrove forests, kelp forests, salt marshes, and seagrass beds are diminishing in both extent and condition.² These losses pose immense risks—to people, planet, and to our collective prosperity and peace. Recovery of the ocean is possible if we act now, and the private sector—including companies and their **investors, lenders, and insurers**—has a key role to play in contributing to a nature-positive future.

During the 2025 UN Ocean Conference, WWF launched new research “Towards Nature Positive for the Ocean: Pathways to Corporate Contributions” which outlines recommendations for how companies operating in key blue economy sectors can credibly contribute to ocean health and support achievement of the nature-positive global goal.³ To enable corporate action at speed and at scale, financial institutions, policymakers, and civil society all have critical roles to play in co-creating the systems and conditions that will enable collective achievement of a nature positive ocean.

Despite the clear importance of nature for our global economy, an estimated US\$7 trillion of annual financial flows, public and private, are contributing directly to negative impacts on nature.⁴ There is an environmental, social, and economic imperative to shift these trillions towards nature positive outcomes, and the finance sector has a pivotal role to play.

1 WWF. Living Planet Report 2024 – A System in Peril. WWF International, 2024. <https://wwf.panda.org/wwfnews/?12179466/LPR-2024>.

2 IPBES. Global Assessment Report on Biodiversity and Ecosystem Services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. IPBES Secretariat, 2019. <https://doi.org/10.5281/zenodo.3831673>.

3 Nature positive is defined as halting and reversing biodiversity loss by 2030 on a 2020 baseline, and achieving full recovery by 2050. More specifically, by 2030 biodiversity loss is halted and reversed, with nature visibly and measurably on the path to recovery on a 2020 baseline; By 2050, nature must recover so that thriving, high integrity ecosystems and nature-based solutions support future generations and the diversity of life ([Nature Positive Initiative 2023](#))

4 UNEP. State of Finance for Nature: The Big Nature Turnaround – Repurposing \$7 Trillion to Combat Nature Loss. United Nations Environment Programme, 2023. <https://doi.org/10.59117/20.500.11822/44278>.

This briefing document is designed for financial institutions (FIs)—specifically commercial banks, institutional investors and insurers—and highlights discrete ways in which they can embed the recommendations for corporate action to support a nature positive future for our ocean into existing FI processes, policies, frameworks and financial products.

NATURE POSITIVE OCEAN PATHWAYS

Collective action across industry, finance, policy, civil society, and local communities can drive transformative change towards a resilient, inclusive, and sustainable blue economy that restores and regenerates the environment upon which we all depend.

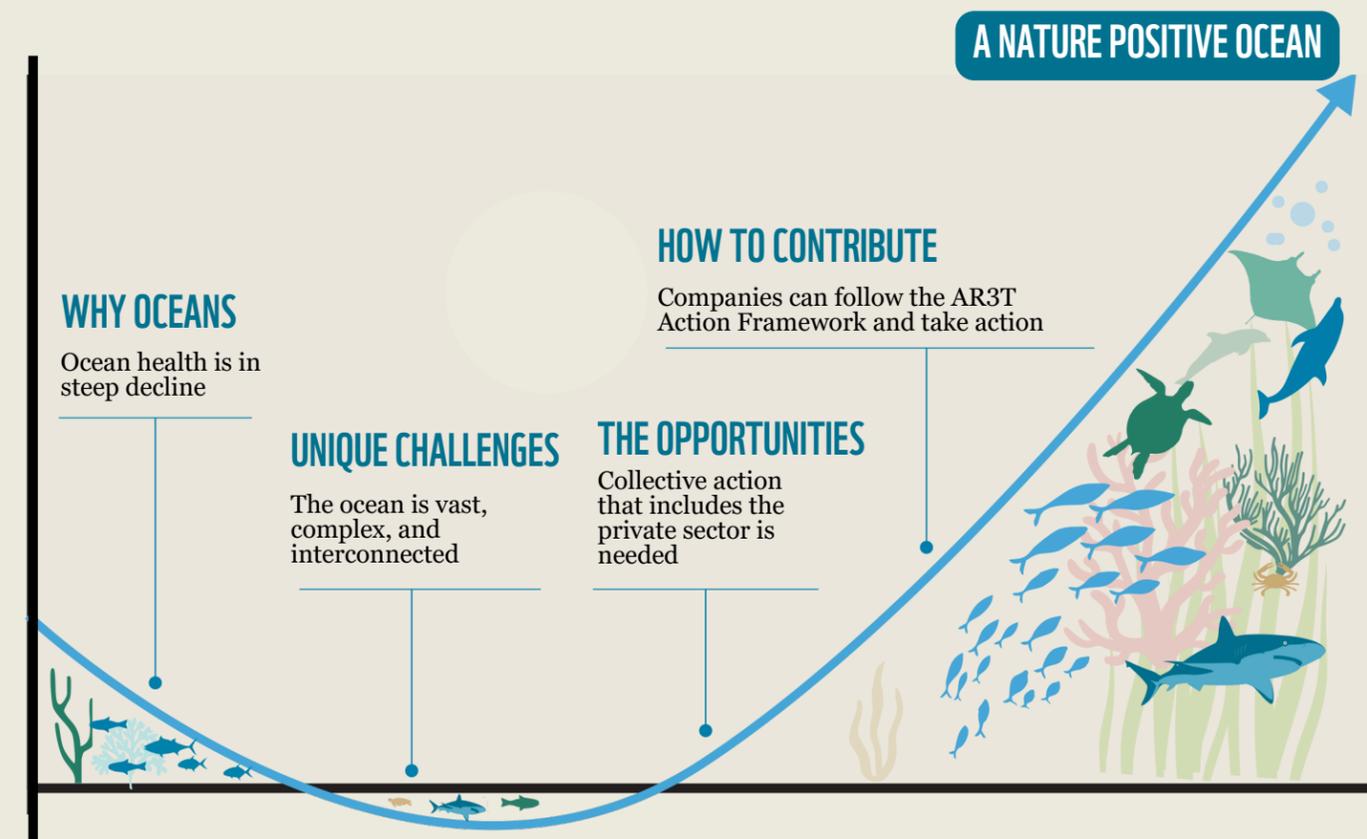


Figure 1: Charting the journey to a nature-positive future for the ocean

WHY

FIs—as lenders to, investors in, and underwriters of companies across the blue economy—are exposed to financial risks associated with ocean health decline, and research shows that this may amount to as much as **US \$8.4T** at risk during just the next decade. At the same time, FIs are uniquely positioned to redirect capital, at speed and scale, towards solutions, and incentivize improvements in corporate performance that can support long term environmental, social and business resilience.

It is therefore in FIs’ interest to support their clients and portfolio companies to take proactive steps to understand and manage their impacts and dependencies on nature, to minimize their exposure to potential risks, and to maximize their exposure to possible solutions. FIs have a wide range of tools they can use to incentivize corporate action, from exclusions and sector policies, to corporate stewardship and engagement, to transition and sustainable finance frameworks and products.

“The [2025] Blue Economy and Finance Forum and UN Ocean Conference really highlighted the growing momentum on blue finance since Lisbon 2022, in terms of the level and scope of engagement and collaboration across the blue finance space. This heightened collaboration is providing the opportunity to innovate and create long-term solutions, critically needed in the second half of the ocean decade.”⁵

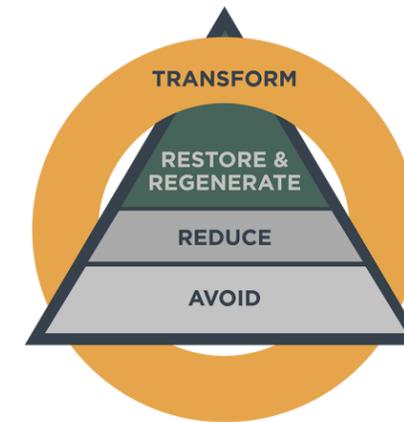


Louise Heaps, WWF Global Lead, Sustainable Blue Economy

⁵ UNEP FI, UN Ocean Conference: Key takeaways for financial institutions, 2025. <https://www.unepfi.org/themes/ecosystems/un-ocean-conference-key-takeaways-for-financial-institutions/>

HOW

WWF’s “Towards Nature Positive for the Ocean: Pathways for Corporate Contributions (e.g. Nature Positive Ocean Pathways, or NPOP) report builds on a foundational body of resources that may be familiar to FIs, notably the AR3T mitigation hierarchy (**A**void future negative impacts on marine



ecosystems, **R**educe unavoidable negative impacts, **R**estore & **R**egenerate degraded habitats and ecosystems, and **T**ransform the broader social and economic systems and value chains in which companies are embedded), as well as UNEP FI’s Sustainable Blue Economy Finance Principles and its associated Turning the Tide and Diving Deep sector guidance documents.

Figure 2. AR3T Action Framework, Science Based Targets Network (SBTN) (Source: SBTN, 2020)

NPOP’s sector specific recommendations for corporate action cover four blue economy sectors—offshore wind, coastal and marine tourism, shipping, and seafood—and are structured along the AR3T mitigation hierarchy, and incorporate many of the “**avoid**”, “**challenge**” and “**seek out**” criteria outlined in Turning the Tide, with additional emphasis on opportunities for **restoration and regeneration**. As such, the NPOP recommendations provide a complementary resource for FIs already using, or familiar with Turning the Tide.

This brief provides FIs with a (non-exhaustive) set of examples that highlight how NPOP recommendations can be integrated into financial processes, policies, frameworks and products to support decisions and investments that contribute to nature-positive outcomes for the ocean.

EXCLUSIONS

Financial institutions can integrate NPOP “**avoid**” recommendations into existing exclusions policies or negative screens, to ensure that they are not financing activities that contribute to severe negative impacts on marine ecosystems. Often, NPOP “**avoid**” recommendations relate to activities that are not in compliance with existing global, regional or national regulations, or with global conventions that seek to minimize environmental impacts and ecosystem degradation.

Case Study: ING’s Shipping Exclusions

The NPOP **shipping** chapter includes recommendations across three sub-sectors, one of which is shipbreaking (ISIC 3830). One of the “**avoid**” recommendations for shipbreaking is:

“Avoid shipbreaking that is not in accordance with the Hong Kong Convention or the EU Ship Recycling Regulation.”

FIs can incorporate this, and other, “avoid” recommendations into exclusions policies. For example: **ING**, a Dutch bank with a longstanding commitment to vessel recycling will not finance any activities related to ship beaching, or related to ship recycling yards that are not in compliance with the EU Ship Recycling Regulations.

Case Study: Kasikorn Bank’s ESG Credit Policy Exclusion List

The NPOP **coastal and marine tourism** chapter includes recommendations across four sub-sectors, one of which is site construction (ISIC 410, 6810). One of the “**avoid**” recommendations for site construction is:

“Avoid conversion of natural habitats. Avoid construction in protected and conserved areas or other areas of particular importance for biodiversity, ecosystems, and ecosystem services.”

Kasikorn Bank (KBank) is a Thai bank that has long been a leader in sustainable finance in Southeast Asia. The bank’s ESG Credit Policy includes an exclusion list in which Kbank lists activities that it will not finance, including activities related to “destroying or encroaching upon important ecosystems such as mangrove forests and conservation areas, for example:

- Natural parks, conservation areas and animal sanctuaries per related public notifications,
- UNESCO World Heritage Sites,
- Conservation areas under the Ramsar Convention on Wetlands,
- Protected areas specified by the International Union for Conservation of Nature (IUCN Protected Area Category) and High Conservation Value (HCV) areas,
- Wetlands, swamps or other areas with high carbon stock, and
- Cultural areas, such as archaeological sites and cultural heritage sites”

The bank also explicitly requires hotel and resort business clients to prepare, submit, and receive approved Environmental Impact Assessments (EIA) reports before providing access to finance.



SECTOR POLICIES, ENVIRONMENTAL AND SOCIAL RISK MANAGEMENT (ESRM) FRAMEWORKS, AND DUE DILIGENCE

A growing number of FIs are developing or updating blue economy-specific sector policies, ESRM frameworks and due diligence processes with enhanced sustainability expectations. For example, since 2022 WWF has monitored and documented the evolution in bank and asset manager seafood policy expectations through its annual **Above Board** and **Getting Underway** reports.

Across all four sectors covered in the NPOP, recommendations across the full spectrum of the AR3T framework can be suitable for inclusion in FIs' sector policies, ESRM frameworks and due diligence processes, however, these tools are especially well-suited for implementing NPOP “**reduce**”, and “**restore and regenerate**” recommendations. Where specific relevant blue economy sector policies are not yet in place, WWF encourages (and can support) FIs to develop these. To support due diligence, FIs can consider developing sector-specific tip sheets or internal due diligence questions based on relevant NPOP recommendations.

Particularly forward-thinking financial institutions may also incorporate “**transform**” recommendations into sector policies and ESRM frameworks, wherein they outline expectations for clients and portfolio companies.

Case Study: BNP Paribas' Ocean Protection Statement

The NPOP **offshore wind** chapter includes recommendations across six sub-sectors, one of which is marine groundworks and installation (ISIC 4312, 7112, 4220). Two of the “**reduce**” recommendations for marine groundworks and installation are:

“Reduce seafloor sediment disruption through low-impact construction techniques.”

“Reduce entanglements of marine wildlife (for example, sea turtles) in gear used during construction, like buoys and lines for floating OSW by securing and tightening lines, eliminating the use of rope where possible, and recovering lost gear/equipment/ lines as quickly as possible.”

Additionally, one of the “**restore and regenerate**” recommendations is:

“Prioritize the restoration and regeneration of especially biodiverse habitats that could be impacted by groundworks and installation, or that existed in the area previously to restore it to a pre-degraded state.”

FIs can incorporate these, and other, “reduce” and “restore and regenerate” recommendations into their sector policies, ESRM policies and due diligence processes. For example: **BNP Paribas**, a French bank published a first-of-its-kind Ocean Protection statement by a bank in 2019, where it outlined “dedicated criteria to frame its financing and investing activities” in a selection of industries with “a strong impact on the ocean.” Therein, BNP outlined the bank’s objectives related to financing offshore renewable marine energy as follows: “[BNP Paribas is] Keen to support infrastructure projects that minimize their impact on marine biodiversity, BNP Paribas pays particular attention to technological and ecological challenges related to the construction and operations of these activities. In line with its Commitments to the Environment, BNP Paribas analyzes projects in this sector in light of the highest international standards in terms of impact on the environment and on marine biodiversity, especially in deep waters and in areas of high biodiversity value such as Marine Protected Areas, and encourages measures taken to reduce and compensate those impacts as much as possible.”



SECTOR POLICIES, ENVIRONMENTAL AND SOCIAL RISK MANAGEMENT (ESRM) FRAMEWORKS, AND DUE DILIGENCE

Case Study: Standard Chartered's Agribusiness Position Statement

The NPOP **seafood** chapter includes recommendations across several sub-sectors including wild capture fishing and aquaculture. Two of the recommendations for seafood are:

“Improve wild-capture fishing and sourcing by ensuring that fisheries are MSC certified and/or actively making improvements to the health of the target and non-target species, habitats, ecosystems, and fisheries management and governance through comprehensive fishery improvement projects (FIPs).”

“Improve traceability by ensuring wild and farmed products are traceable from point of capture to point of sale.”

Standard Chartered is a British bank that has long been a leader in sustainable finance globally. In 2024, the bank updated the aquaculture and wild fisheries section of their Agribusiness Position Statement, which includes the following client expectations, among others:

“We will only provide financial services to clients who:

- Operate in or source from fisheries that are certified by the Marine Stewardship Council (MSC), or equivalent certifications, or have in place a time-bound plan to increase their sourcing from certified fisheries – applicable to wild capture fisheries.

We expect clients to:

- Have mapped or are working to map the supply chain traceability of their seafood products from the place of origin—applicable to midstream.”

Since 2022, WWF has conducted annual assessments of 40 banks' and 42 investors' seafood-related policies and disclosures to understand how they are, or are not, effectively implementing the tools at their disposal—such as sector policies, due diligence processes, and sustainable finance products—to manage, minimize and eliminate risks as well as maximize opportunities related to the sustainability and resilience of their seafood portfolios.

WWF has worked with many of these banks and investors, including Standard Chartered, to support policy development and enhancement.

For more information about these assessments and WWF's bilateral bank and investor engagement work, please visit:

<https://www.worldwildlife.org/pages/blue-finance>

SECTOR POLICIES, ENVIRONMENTAL AND SOCIAL RISK MANAGEMENT (ESRM) FRAMEWORKS, AND DUE DILIGENCE

Case Study: Norges Bank Investment Management (NBIM)'s Ocean Sustainability Expectations Statement

The NPOP **offshore wind** chapter includes recommendations across six sub-sectors, one of which is marine groundworks and installation (ISIC 4312, 7112, 4220). One of the “**transform**” recommendations for marine groundworks and installation is:

“Advocate for a well-designed, inclusive, and ecosystem-based marine spatial planning process.”

Additionally, the NPOP **coastal and marine tourism** chapter includes recommendations across four sub-sectors, one of which is site planning and preparation (ISIC 4100, 6810, 7110). One of the “**transform**” recommendations for site planning and preparation is:

“Advocate for government protection and acknowledgement of coastal ecosystems that improve coastal resilience.”

Complementing the sector-specific recommendations, the NPOP report also highlights **crosscutting transformative activities** that companies can take to support nature positive outcomes for the ocean. One of the “internal” activity recommendations therein is:

“Incentivize nature action in corporate governance.”

Norges Bank Investment Management (NBIM) is the investment management division of Norges Bank, and manages Norway’s sovereign wealth fund—Government Pension Fund Global—the largest sovereign wealth fund by AUM in the world. In NBIM’s Ocean sustainability expectations statement, NBIM outlines its expectations for “companies with activities directly in or on the ocean, and at those with land-based activities or value chains that are materially dependent on, or affect, the ocean.”

Therein, NBIM lists a wide range of expectations, including:

- “Companies should respect collective efforts towards ocean sustainability, such as the protection of marine areas, biodiversity or ecosystems.”
- “Companies should have policies or guidelines for engaging with policy makers and regulators that cover ocean-related issues and publicly outline their position on evolving regulation relevant to their business.”
- “Companies should regularly consider whether their organisational structure, incentive systems, training programmes and wider company culture integrate sustainable business practices appropriately. Employees and contractors should be engaged in these efforts and made aware of company policies and practices.”



ENGAGEMENT

Engagement is a powerful tool that asset managers in particular can use to encourage improvements in portfolio company behaviour. As such, asset managers can incorporate NPOP recommendations across the full range of the AR3T hierarchy into their engagement asks. In particular, engagement can be a strategic avenue for incorporating NPOP “**transform**” recommendations into dialogues with companies and policymakers, as these can require longer-term, more iterative, and sometimes multi-stakeholder approaches to implementation.

More generally, FIs can also “engage with” a broader set of relevant stakeholders, including policy makers, likeminded peers, and NGOs, to drive change in the policy and civil society spheres.

Case Study: Robeco’s Ocean Health Engagement

The NPOP **shipping** chapter includes recommendations across three sub-sectors, one of which is shipping operations (ISIC 5012, 5229). A few of the “**reduce**” recommendations for shipping operations related specifically to pollution include:

“Reduce emissions of black carbon, particularly in Arctic waters, through use of cleaner fuels and/or mitigation technologies such as diesel particulate filters...”

“Reduce wildlife disturbance from noise pollution by routing around and maintaining distance from sensitive areas...”

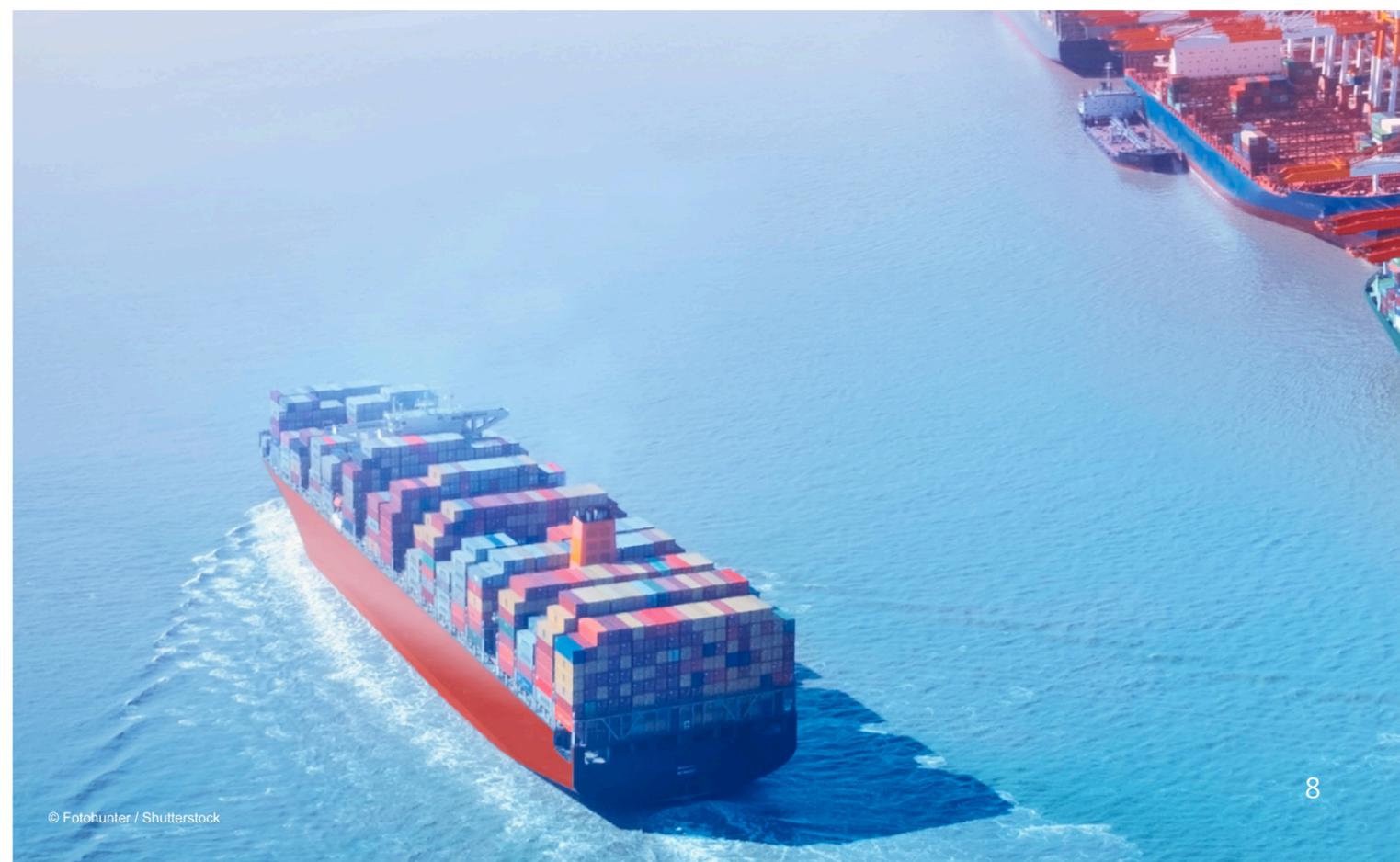
“Reduce disturbance to wildlife from light pollution by having “dark” hours or only use lighting necessary for navigation where possible...”

“Reduce wastewater discharge (sewage, gray water, etc.) by disposing of it at port at proper pump out stations instead of releasing into marine habitat...”

“Reduce pollution from ships and ship cleaning and mitigate against incidents by designing robust waste and pollution management plans...”

FIs can leverage their stewardship teams and engagement activities to advocate the business case for reducing multiple types of shipping pollution. For example, Dutch asset management firm, **Robeco**, announced in their [Q4 2024 Active ownership report](#) that they were kicking off a new Ocean Health engagement theme starting in 2025.

“The ‘Ocean Health’ engagement will cover three of the most important ocean-based sectors: seafood (both wild catch and aquaculture), shipping and cruise lines... The engagements will focus on companies’ management of both their impacts and dependencies on marine health, and will explore the opportunities that exist in the transition towards nature-neutral and even restorative value creation models... We expect companies to set out high-level climate and biodiversity ambitions, and to develop quantifiable and timebound roadmaps... We will ask shipping and cruise lines to focus more on reducing greenhouse gas emissions, water and air pollution, especially in the light of growing discussions around carbon taxes and repeated pollution controversies.”



ENGAGEMENT

Case Study: FAIRR's Seafood Traceability Engagement

The NPOP **seafood** chapter includes recommendations across several sub-sectors including wild capture fishing and aquaculture. One of the recommendations for seafood is:

“Participate in initiatives that define and enable full-chain, digital and interoperable traceability across seafood supply chains based on collaborative action, such as the Global Dialogue on Seafood Traceability (GDST).”

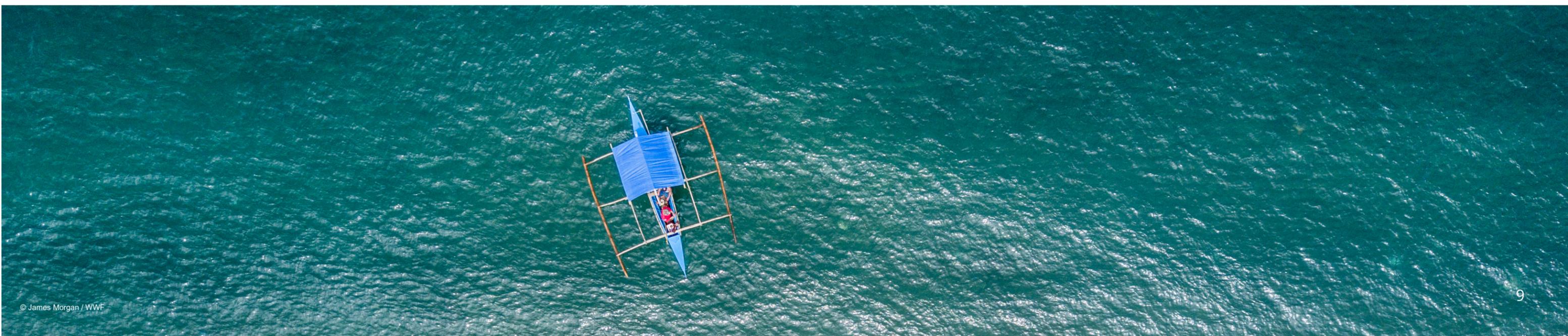
FIs can leverage their stewardship teams and engagement activities to advocate the business case for enhanced seafood traceability. For example: During 2025, the FAIRR-Coller initiative, in collaboration with World Wildlife Fund (WWF-US), Planet Tracker, the World Benchmarking Alliance (WBA), and UNEP FI's Sustainable Blue Economy Finance Initiative, are supporting a group of 45 investors representing US \$9.6T in combined assets to engage with seven major seafood companies to strengthen companies' commitments to and implementation of best practice in seafood traceability. Early evidence from Phase 2 of the engagement, ongoing through early 2026, indicates that engaged companies are making progress on traceability, through new and enhanced commitments

Case Study: Insurance Industry IUU Statement

The NPOP **seafood** chapter includes recommendations across several sub-sectors including wild capture fishing and aquaculture. One of the recommendations for seafood is:

“Advocate for the agreement and implementation of national, regional and global policies which can improve management of fisheries and farms, and support the enabling environment for progress to be made through sourcing commitments and scaling efforts.”

In 2017, a group of more than **20 insurers**, led by Allianz Global Corporate & Specialty, AXA, Generali, Hanseatic Underwriters and The Shipowners' Club, issued the world's first insurance industry statement on sustainable marine insurance, committing to not knowingly insure vessels that have been blacklisted for involvement in illegal, unreported or unregulated (IUU) fishing. In issuing this statement, these insurers are communicating both directly to their clients about the activities they will and will not insure, and they are sending a broader message to peer insurers, policy makers, and civil society about the risks that IUU fishing poses, and what can be done to mobilize action.



SUSTAINABLE FINANCE/INVESTMENT FRAMEWORKS AND PRODUCTS

As a growing number of FIs make quantified “sustainable finance” commitments, there is, appropriately, increasing scrutiny around what qualifies as “sustainable”. FIs can support nature-positive contributions in the ocean by including definitions of credible and proactive actions that support ocean health in sustainable finance frameworks, and by directing finance towards these opportunities. In many cases, existing sustainable finance or investment frameworks can be updated to include references to NPOP “**restore and regenerate**” and “**transform**” recommendations.

The [Blue bond practitioners guidance](#) published by ICMA, IFC, UNEP FI, UNGC and ADB in 2023 provides FIs with helpful guidance and a set of example project outputs and impact indicators and has been used by a growing number of FIs to get started.

While sustainable finance frameworks are essential tools to support financial institutions to meet sustainable finance commitments and targets, it is the design and issuance of specific products that ultimately mobilizes impact on-the-water; yet “blue” themed bonds and other financial products continue to lag behind “green” products, and in 2024 represented just 0.24% of the overall \$1t in sustainable bond issuance. Fortunately, [research](#) shows that momentum in the blue product space is growing.

There is a wide range of sustainable financial instruments that can, and in many cases are already deploying capital into the blue economy. These span insurance, debt, equity, and impact-only instruments, including (but not limited to): parametric insurance, sustainability-linked loans (SLLs), blue bonds, debt-for-nature Swaps, and impact investments. [Mangrove Breakthrough’s “Financial Roadmap”](#) published in 2023 provides a more comprehensive list of product types and examples on pages 44-45.

Case Study: [Standard Chartered’s Green Sustainable Product Framework Version 6.0](#)

The NPOP **coastal and marine tourism** chapter includes recommendations across four sub-sectors, one of which is hotel or destination operation (ISIC 5510, 5610, 9329). Three of the “**restore and regenerate**” recommendations for hotel or destination operation are:

“Incorporate native features and habitats into operational site and design plans, and/or restore degraded habitats for recreational activities and nature.”

“Rehabilitate onsite habitats that could contribute to habitat connectivity.”

“Integrate species-specific habitat needs into restoration planning.”

Additionally, one of the “**transform**” recommendations is:

“Consider and advocate for the establishment of or investment in protected areas and/or other effective area-based conservation measures (OECMs).”

In [Standard Chartered’s Green Sustainable Product Framework Version 6.0](#) the bank defines what it considers as Green, Social and/or Sustainable activities, and sets out its overarching approach to governing sustainable finance, with the stated ambition of mobilizing USD300 billion by 2030. Activities are categorized as they related to the Green Bond Principles (GBP) and are mapped to relevant SDGs.

Under the GBP Category “Sustainable management of living and natural resources”, Standard Chartered recognizes the following (among others) as “eligible activities”:

“Activities that contribute to the ecosystem and biodiversity conservation:

- Investment in restoration, conservation, management and maintenance of degraded terrestrial, inland water, coastal and marine ecosystems, protected areas (national and regional natural parks and other protected areas)
- In-situ marine, aquatic and terrestrial conservation in the vicinity of certified sustainable tourism areas covering: (i) development, operations, and maintenance of conservation areas; and (ii) development and construction of eco-tourism hotels and resorts”

SUSTAINABLE FINANCE/INVESTMENT FRAMEWORKS AND PRODUCTS

Case Study: Mizuho's Blue-Sustainability Loan

In 2023 **Mizuho Bank** arranged Japan's first blue-sustainability loan—a syndicated loan to Proximar Ltd, to fund the development of a land-based recirculating aquaculture system for Atlantic salmon. The project aims to support SDG 14 (Life below water) by preventing marine pollution and conserving biodiversity, while also enhancing national food security and sustainable food supply and revitalizing local industry.



Case Study: D.P. World's Blue Bond

In 2024, **DP World**—a cargo logistics, port operations and maritime services company—became the first company in the middle east to issue a Blue Bond, raising \$100M to fund sustainable projects cutting across marine transportation, port infrastructure, marine pollution, as well as nature and water positive initiatives. Arranged by Citi, with T. Rowe Price serving as the key investor, the 5-year Blue Bond is being used to support:

- Research, development, and procurement of alternative fuels and technologies to reduce carbon emissions, and other sources of marine pollution in the maritime sector.
- Infrastructure upgrades to minimise environmental impacts, noise and air pollution
- Expanding Nature Based Solutions projects to conserve and restore marine ecosystems, and innovations to enhance biodiversity.
- Initiatives to tackle waste and pollution in coastal and marine environments, as well as improvements to water quality and ensuring the equitable access to water.

The Bond follows the publication of DP World's recently enhanced Sustainable Finance Framework, which is aligned with various international standards. The Framework takes into consideration the Guidelines for Blue Finance from the International Finance Corporate and the 'Bonds to Finance the Sustainable Blue Economy—A Practitioner's Guide'.

Important Note:

WWF does not endorse any of the above policies, processes or financial products. These examples are included solely for the purpose of illustrating the current breadth and depth of current, real-world FI actions that align with at least some of the recommendations of the NPOP framework. These examples are intended to provide a pragmatic starting point for lenders, investors, and insurers as they work towards implementing the full suite of NPOP recommendations into their own decision making.

APPENDIX 1:

Linkages to other sustainable blue economy and blue finance initiatives

The sustainable blue economy and blue finance realm is rapidly evolving, and several organisations have developed frameworks to support best practice. NPOP was designed to align with and complement existing resources, and fill gaps identified in the current landscape.

For example, in preparation for this body of work and to inform future work by the Science-Based Targets Network (SBTN), a [landscape analysis](#) was conducted to identify the current standards, frameworks, and guidance for companies that address ocean health. Twenty-five frameworks relevant to marine industries in marine renewables, shipping, coastal tourism, and coastal development were evaluated to understand the scope of each, identify gaps in applicability and effectiveness, and inform approaches to science-based target-setting. This analysis found that many existing frameworks lack robust, consistent metrics for companies to measure their impacts on the ocean, and that mitigation strategies vary across frameworks. For example, many frameworks include avoidance and reduction strategies, but restorative, regenerative, and transformative efforts are largely excluded. The NPOP recommendations contribute to filling this critical gap.

For FIs, some of the most important links to consider when incorporating NPOP recommendations into FI processes, policies, frameworks and products are alignment with:

1. the Taskforce on Nature-related Financial Disclosures (TNFD) LEAP (Locate, Evaluate, Assess, Prepare) process, relevant sector guidances, and disclosure framework,
2. the Science Based Targets Network (SBTN) five step target setting process, and
3. mandatory disclosure frameworks like the European Union's Corporate Sustainability Reporting Directive (CSRD) using the European Sustainability Reporting Standards (ESRS).

Recommendations to support streamlining these frameworks and processes is outlined in detail on page 17 of [the full NPOP report](#).

APPENDIX 2:

Preview of WWF's next steps on nature positive for the ocean

Following the publication of "[Towards Nature Positive for the Ocean: Pathways to Corporate Contributions](#)" in June 2025, WWF began work on a complementary body of research that aims to offer quantitative guidance to shape contributions to nature positive in the blue economy. This body of work, which is being developed during 2025 and 2026, will focus on recommendations for effective measurement and tracking of progress toward nature-positive goals in the ocean, especially those contributions that the private sector can make.



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To download the full NPOP report, please visit our webpage: [Towards Nature Positive for the Ocean: Pathways for Corporate Contributions | Projects | WWF](#)

If you are interested in learning more or partnering with us, please reach out to naturepositiveoceans@wwfus.org.