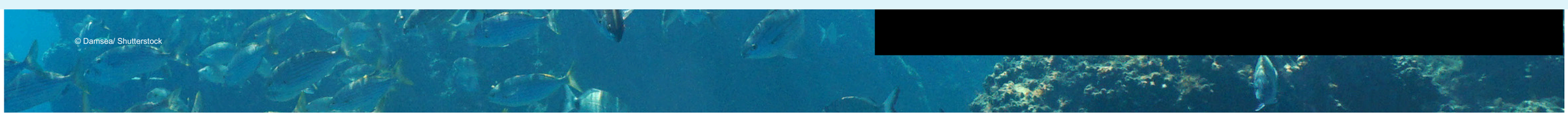
TOWARDS NATURE POSITIVE FOR THE OCEAN

PATHWAYS FOR CORPORATE CONTRIBUTIONS

SUMMARY FOR THE COASTAL & MARINE TOURISM SECTOR



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INTRODUCTION

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; it is home to the majority of life on earth, is one of the world's greatest allies against climate change, and is an engine of economic productivity. Yet the health of our ocean today is in steep decline in large part due to unsustainable industrial activity, and we are edging closer to dangerous tipping points. This poses immense risks—to people, planet, and to our collective prosperity and peace. The private sector, itself dependent on ocean health, has a particular and significant role to play. Companies' business operations and value chains often directly or indirectly interface with nature and therefore have an outsized impact on nature loss. In addition, companies often have much to lose from their collective and cumulative impacts on nature. As ocean resources are depleted, research has indicated that around $8.4 trillion of assets and revenues in the blue economy sectors are at risk globally.[1]

A new WWF report—Towards Nature Positive for the Ocean: Pathways for corporate contributions provides companies operating in marine and coastal environments with an entry point to credibly begin the transition from business-as-usual towards alignment with a sustainable, resilient, equitable, and regenerative blue economy. The principles and sector-specific actionable pathways outlined in the report are both ambitious and achievable and are designed to support corporate contributions to the nature-positive global societal goal—to halt and reverse biodiversity loss by 2030 on a 2020 baseline, and achieving full recovery by 2050.[2]

This briefing document is designed for the those working in the coastal and marine tourism sector—specifically in site planning and preparation, construction, and operation for hospitality and destination development—and highlights a selection of discrete science-based actions, drawn from the full report, to support nature-positive contributions for the ocean. Full details and information on nature positive in a cross-sector context are included in the report; this briefing provides a high-level overview of the key concepts and action pathways for this sector.

1 WWF. Navigating Ocean Risk: 2021. Gland, Switzerland: WWF, 2021. https://wwfafrica.awsassets.panda.org/downloads/navigating-ocean-risk-2021.pdf.
2 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)

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.

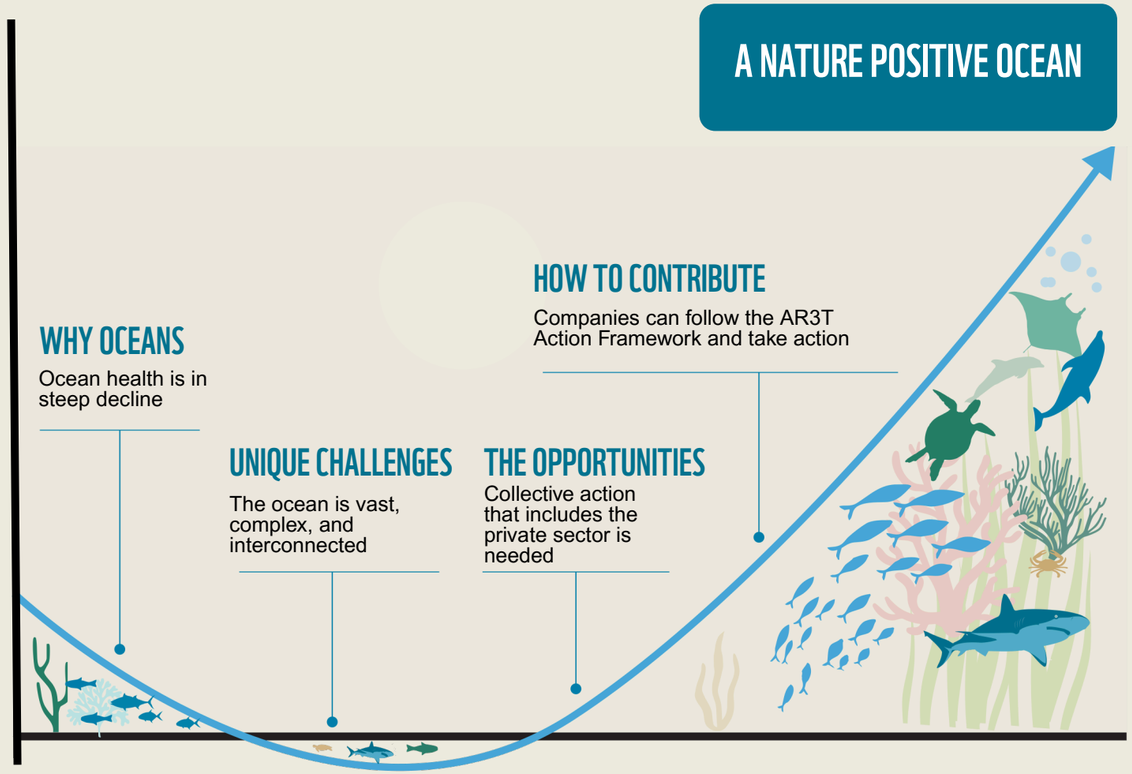


Figure 1: Charting the journey to a nature-positive future for the ocean

HOW TO GET STARTED: THE CURRENT LANDSCAPE OF NATURE GUIDANCE FOR COMPANIES

Recent momentum around "nature" has resulted in a proliferation of guidance[3] on how to understand, identify, prioritize, set targets for, report on, and ultimately manage and mitigate impacts, dependencies, risks, and opportunities associated with nature. Accounting for this increasingly complex web of recommendations, we encourage companies to take the following steps:[4]

1. **First, identify and prioritize impacts and dependencies on nature.** Both the Taskforce on Nature-related Financial Disclosures (TNFD) LEAP (Locate, Evaluate, Assess, Prepare) approach and Science Based Targets Network (SBTN) Steps 1 (Assess) and 2 (Interpret and Prioritize) are credible, stepwise processes for conducting such materiality assessments.

2. **Next, develop an action plan to begin managing impacts and dependencies in order to contribute towards the nature-positive goal.** Some companies are developing nature transition plans, so this step may occur as a part of that process.[5] The principles and sector-specific actions we outline in the report are intended to support companies operating in marine and coastal areas to begin developing their own action plans; they fill gaps in the current guidance from various available standards and frameworks that many companies are already engaged in. We recommend that companies work toward SBTN Step 3 (Targets) and then incorporate the actions in this report into SBTN Step 4 (Act) action plans where relevant.[6]

3. **Implement the action plan, and regularly monitor and measure impacts, for a defined period of time.** Companies should pursue third party impact verification and assurance following ISEAL's Code of Good Practice. Companies might also consider collaboration with a credible thought partner, including through the SBTN target-setting and validation process.

4. **Publicly report on progress**, in line with voluntary disclosure frameworks like the TNFD, and/or mandated disclosure frameworks like the European Union's Corporate Sustainability Reporting Directive (CSRD) and Environmental and Social Reporting Standard (ESRS). To date, the majority of companies operating in the blue economy do not yet publicly report on nature-related impacts, and there is a lack of consensus on reported indicators;[7] the adoption and consistent use of reporting standards can reduce this disparity.

5. **Finally, over time, adapt the action plan iteratively in response to challenges, gaps, and opportunities identified through impact monitoring.**

The report outlines sector specific guidance for corporates across four key sectors impacting and dependent on the ocean. This brief highlights key elements of the guidance relevant for companies operating in the coastal and marine tourism sector.

3 For example from TNFD, SBTN, NPI and through regulatory frameworks including the CSRD

4 This set of steps is broadly aligned with the ACT-D Framework (High-level business actions on nature)

5 "Bridging Business and Nature: New WWF Report Supports Companies in Crafting Nature Transition P." Accessed May 22, 2025. https://www.wwf.eu/?16189416/Bridging-Business-and-Nature-New-WWF-report-supports-companies-in-crafting-Nature-Transition-Plans.

6 Additional resources to implement science-based targets for nature (Step 4: Act) will be available later in 2025.

7 Jouffray, Jean-Baptiste, et al. A Sea of Unknowns: Corporate Reporting of Ocean Impacts. In review.

HOW COASTAL AND MARINE TOURISIM CAN CONTRIBUTE TO THE NATURE-POSITIVE GLOBAL GOAL

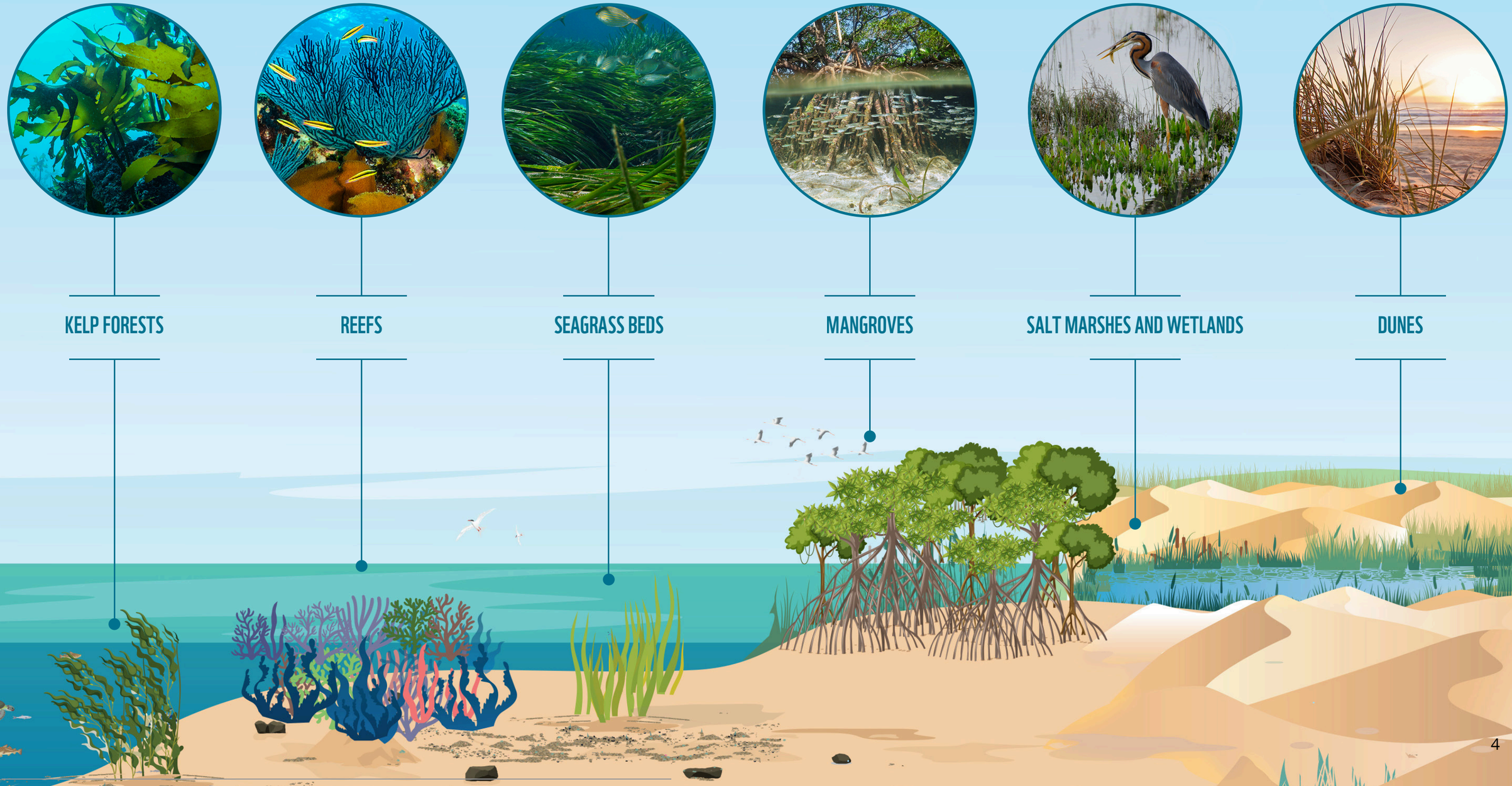
The coastal and marine tourism sector plays a significant role in the economy of coastal communities worldwide, with **50% of global tourism based near the sea**. Projections state that by 2030 it will be the **largest ocean economy sector by share of GDP**. Similarly, the cruise ship industry, a sub-sector of tourism, is growing rapidly in part due to interest from developing economies looking to increase foreign revenue.[8] This growth presents both opportunities and challenges; coordinated, nature-centric planning and sustainable development offer opportunities to contribute to nature-positive outcomes, while continued growth in an already crowded space increases pressures and impacts on coastal communities and sensitive habitats. Coastal and marine tourism tends to concentrate activities in sought-after, biodiverse coastal regions;[9] thus, cumulative impacts on sensitive areas can be significant.



8,9 Carić, Hrvoje, and Peter Mackelworth. "Cruise Tourism Environmental Impacts – The Perspective from the Adriatic Sea." Ocean & Coastal Management 102 (2014): 350–63. https://doi.org/10.1016/j.ocecoaman.2014.09.008.

COASTAL AND MARINE TOURISM: THE INTERFACE WITH NATURE

A non-exhaustive selection of coastal and marine ecosystems that are impacted by the tourism sector. The selected ecosystem types are also those that restorative and regenerative interventions have been scientifically designed and deployed to rehabilitate and repair the system, which can be scaled to restore ecosystem services. ***Note: the figure includes a mix of tropical, temperate, and polar ecosystems, and is meant to be illustrative as these ecosystems are not always located in the same latitudes. See the full report for additional details on each ecosystem type as well as its interface with the coastal and marine tourism sector.***



NATURE-POSITIVE PATHWAYS IN COASTAL AND MARINE TOURISM

Adapting business models to contribute to the nature positive goal represents a new opportunity for the private sector. When companies begin to understand the extent of their impacts and dependencies on nature (e.g. connections to ecosystems shown on the previous page), the case for investing in nature's resilience becomes clearer. For example, an economic analysis by the World Economic Forum (WEF) found that that corporate actions contributing to nature positive could generate up to US $10.1T[10] in new opportunities for business and create 395 million jobs by 2030, demonstrating that prioritizing nature does not have to come at a cost for business and society.



10 World Economic Forum. The Future of Nature and Business. New Nature Economy Report II. In collaboration with AlphaBeta. World Economic Forum, 2020. https://www3.weforum.org/docs/WEF_The_Future_Of_Nature_And_Business_2020.pdf.

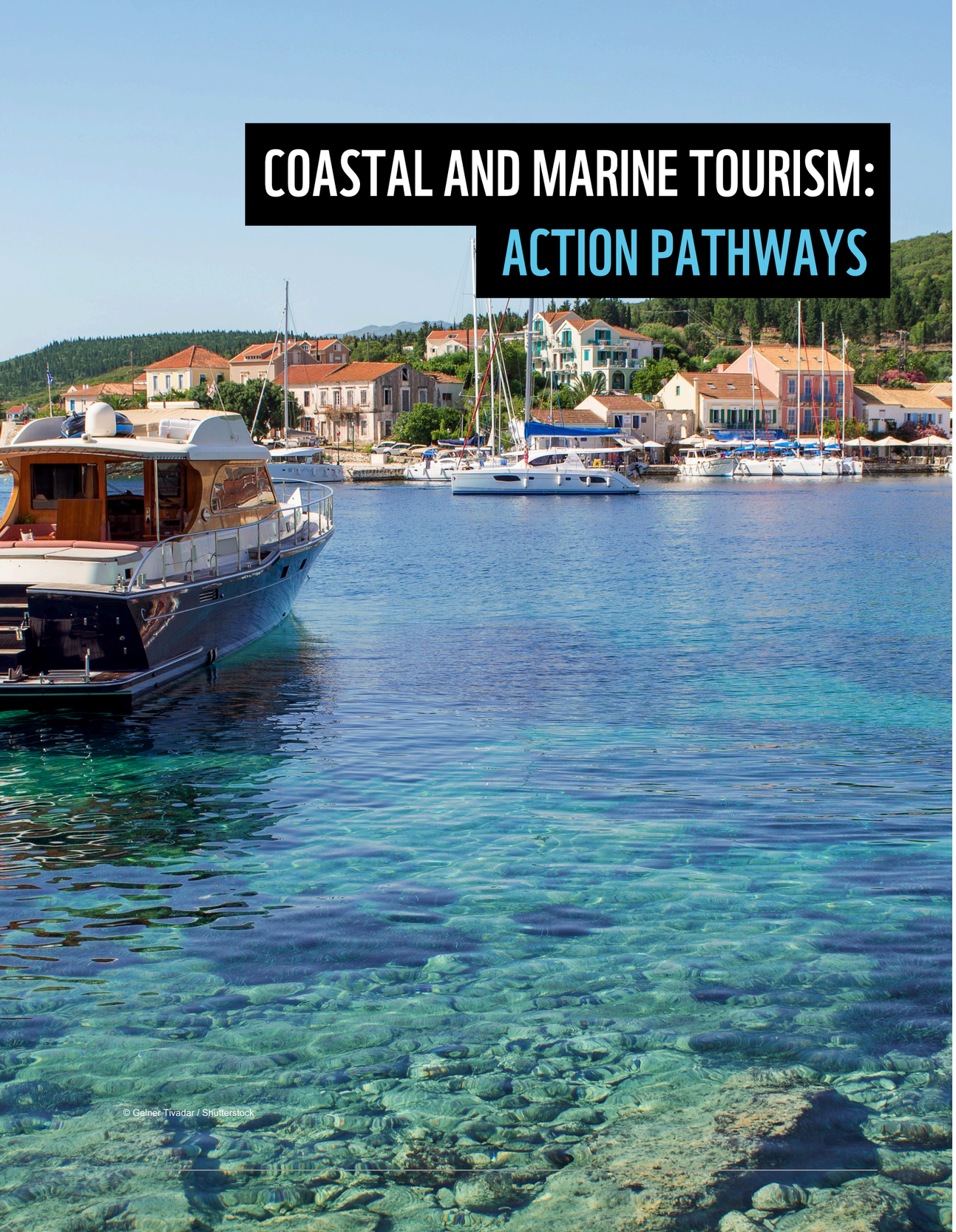
AR3T ACTION FRAMEWORK: A CONSERVATION HIERARCHY FOR NATURE POSITIVE

In 2020, the SBTN's Guidance for Business introduced a new action framework to support private sector action for nature positive referred to as AR3T. This framework covers actions to Avoid future impacts, Reduce unavoidable impacts, Restore and Regenerate ecosystems and nature's contributions to people, and Transform the broader social and economic systems in which companies are embedded. The AR3T framework is built on the mitigation hierarchy set out in the International Financial Corporation's (IFC) Performance Standard 6, as well as the conservation hierarchy, which, importantly, expands the mitigation hierarchy concept to include proactive, positive steps for nature. It also includes Transform as a cross-cutting step, reflecting the system-wide changes required to bend the curve for nature.[11]



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

11 Science Based Targets Network (SBTN). Science-Based Targets for Nature: Initial Guidance for Business. September 2020. https://sciencebasedtargetsnetwork.org/wp-content/uploads/2020/09/SBTN-initial-guidance-for-business.pdf.)



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The report provides sector-specific recommended action pathways according to each step in the AR3T hierarchy to support private sector contributions to the nature-positive goal.

The coastal and marine tourism chapter outlines recommended action pathways for hospitality and destination development projects across four discrete types of business activities:

1. **Site planning and preparation**,
2. **Site construction**,
3. **Hotel or destination operation**, and
4. **Vessel operation**.

These business activities were selected as those that have been shown to impact nature, such as through loss or reduction in marine biodiversity or degradation of coastal and marine habitats, and where the available evidence supports science-based approaches to address these impacts or enable positive contributions for nature. These illustrative, evidence-based, nature-positive ocean pathways build on existing guidance and scientific literature and are intended to complement and further inform existing efforts, notably (but not limited to) the SBTN Ocean Hub and cross-realm guidance for setting science-based targets, and the TNFD's LEAP approach and disclosure recommendations, and other sector specific guidance. This report draws from and builds on established resources, notably UNEP FI's Turning the Tide and Diving Deep sector guidance for financing the Sustainable Blue Economy. An illustrative sample of recommended actions and pathways are provided below – for the full list of recommended actions, please refer to the main report.

BELOW WE INCLUDE A NON-EXHAUSTIVE SELECTION OF EXAMPLE COASTAL AND MARINE TOURISM ACTION PATHWAYS FOR THE SECTOR TO CONTRIBUTE TO NATURE-POSITIVE. PLEASE SEE THE FULL REPORT FOR CROSS-SECTOR PRINCIPLES AND APPROACHES, AS WELL AS ALL ACTIONS AND EXAMPLES TO CONSIDER.



SITE PLANNING AND PREPARATION

Related impacts:

- Loss or degradation of coastal and marine habitats
- Loss of ecosystem resilience and provision of ecosystem services
- Loss or reduction in marine biodiversity, including loss of ETP species

RISK MANAGEMENT → OPPORTUNITIES

AVOID

- Avoid siting infrastructure for coastal development and tourism in migratory pathways of marine and coastal species or disrupting habitat connectivity for key species.
- Avoid conversion of natural habitats.
- Avoid development in protected and conserved areas or other areas of particular importance for biodiversity, ecosystems, and ecosystem services. For example, where hotel development or cruise destination development areas include vulnerable or ecologically significant habitats like coral reefs or mangroves, or where coastal structures intersect with native dunes, the developer should aim to site infrastructure to avoid damage to the reefs, mangroves, or dunes, maintain the habitats as features on site, and prioritize placement of structures in degraded habitats, such as areas that were already developed (brownfield sites).
- Avoid development in areas without the capacity and infrastructure to handle tourism.
- Avoid siting any infrastructure on the beach (within the range of high tide).

REDUCE

- Reduce impacts to beach and coastal dune habitats and vegetation by siting infrastructure with the appropriate building setbacks from the line of permanent vegetation.
- Reduce micro-site selection where sediment disruption due to construction or operation of the property would be significant in order to reduce impacts to water quality and the seabed and coastal habitats.
- Reduce impacts on marine or coastal biodiversity by salvaging marine organisms or coastal flora from areas that will be impacted based on the siting plan and relocate to analogous habitats outside the impact area using local data and technical expertise for site selection, transplanting techniques and monitoring efforts.

RESTORE AND REGENERATE

- Plan for sufficient area for restoration activities and/or relocation of salvaged species (both coastal and marine) onsite, which is preferable for like-for-like restoration.
- Rehabilitate ecosystems at scale for nature, climate, and societal benefits.
- Incorporate reef modules in the siting plan as standalone structures to restore degraded reef habitats and provide coastal resilience benefits.
- For successful reef module design and deployment, implement robust habitat mapping and baseline data collection of the site; conduct modeling; set clear and measurable objectives; identify the ecologically and biologically relevant species (target species) of the site (e.g. through baseline studies from the environmental impact assessment, historical data, local expertise, and Indigenous knowledge); and incorporate natural designs, materials, and surface textures that biomimic the natural habitat (meeting habitat needs of target species).

TRANSFORM

- Advocate for a well-designed, inclusive, and ecosystem-based MSP process that will mitigate impacts of coastal marine work and installations in biologically sensitive areas or habitats that host spawning, migration, and breeding of commercially important, vulnerable and endangered, threatened, or protected (ETP) species.
- Supporting the implementation of coastal destination and land-use planning will help minimize and avoid over-tourism and overexploitation of natural resources through comprehensive zoning that balances community and economic needs, while safeguarding ecosystem services and natural spaces.
- Participate in collective action especially where a land/seascape approach is needed to achieve restorative/regenerative goals.
- Advocate for government protection and acknowledgement of coastal ecosystems that improve coastal resilience.
- Advocate and hold governments accountable for making those who damage critical ecosystems subject to fines and compensation for loss and damage to dependent sectors like tourism
- Support data availability, access, and shared knowledge by submitting the Environmental Impact Assessment-related primary biodiversity data to databases to foster data sharing and collaboration



SITE CONSTRUCTION

Related impacts:

- Loss or degradation of coastal and marine habitats
- Loss or reduction in marine biodiversity, including loss of ETP species
- Reduction in animal welfare
- Increased GHG concentrations

RISK MANAGEMENT → OPPORTUNITIES

AVOID

- Avoid conversion of natural habitats.
- Avoid construction in protected and conserved areas or other areas of particular importance for biodiversity, ecosystems, and ecosystem services.
  - For example: Any project that may impact a coastal mangrove habitat should make every effort to avoid mangrove removal to begin to contribute to nature positive. A restored mangrove habitat, even of the same area of the impacted mangroves, is not equivalent in terms of the ecosystem services (e.g., carbon storage) or the biodiversity it provides.
- Avoid construction at night to prevent disruption to sensitive nocturnal species and coastal communities.
- Avoid construction during spawning, migratory, or breeding seasons for commercially important, vulnerable and ETP species known to utilize the site.
- Avoid construction or other activities through nesting sites or during nesting months in known nesting areas.

REDUCE

- Reduce seabed and coastal disturbance and impact by utilizing techniques such as horizontal directional drilling and refilling trenches with the same excavated material.
- Reduce the impact of infrastructure on the seabed by deploying artificial structures over any piping that may be exposed (e.g. for sewage lines or intake/outflow pipes for desalination plants).
- Reduce opportunities for waste by taking a circular economy approach to construction and recycling and upcycling materials for development.
- Reduce chemical pollution by prioritizing the use of inert materials in construction.
- Reduce light pollution by restricting construction working hours and consecutive days of activity, and restricting light during peak nesting seasons of light-sensitive species.
- Reduce noise pollution by establishing and monitoring noise threshold values and durations to ensure emissions remain at acceptable levels, and by restricting working hours and consecutive days of activity.
- Reduce stormwater runoff and other construction pollution and mitigate for incidents by designing robust waste and pollution management plans.
- Reduce entanglements of marine wildlife in any lines used during construction and operational phases by securing and tightening lines, eliminating the use of rope where possible, and recovering lost gear/equipment/line as quickly as possible.
- Reduce seafloor sediment disruption through low-impact construction techniques.
- Reduce coastal sedimentation from construction works by deploying silt curtains in nearshore waters or along coasts to contain any sedimentation or plumes.
- Reduce emissions by supporting renewable energy integration into desing of the development (e.g. solar panels on roofs).

RESTORE AND REGENERATE

- Prioritize the restoration and regeneration of especially biodiverse habitats that could be impacted by construction or that existed in the area previously to restore it to a pre-degraded state. Follow best management practices per ecosystem type.
- Incorporate nature-inclusive and nature-based design approaches into marine or coastal infrastructure appropriate for the location, habitat, and native species.
- Where it is not possible to substitute a nature-based solution or restorative action for grey infrastructure (e.g., constructing a seawall for a marina), reduce impacts by enhancing the materials to support habitat creation and biocolonization.
- Maximize the use of nature for stormwater and drainage management.

TRANSFORM

- Support local businesses by purchasing supplies locally which can enhance the destination's economy and well-being.
- Use recycled materials in manufacture wherever possible.
- Build for the environmental and climate conditions of today, but also for future scenarios in light of climate change—such as by preparing for eventual sea level rise.
- Advocate for regulatory requirements that promote robust forecasting for all coastal tourism and destination development, as well as measures that improve resilience to climate change.
- Advocate for regulations that prohibit building in flood-prone coastal areas.



HOTEL OR DESTINATION OPERATION

Related impacts:

- Loss or degradation of coastal and marine habitats
- Loss or reduction in marine biodiversity, including loss of ETP species
- Loss of ecosystem resilience and provision of ecosystem services
- Increased GHG concentrations

RISK MANAGEMENT → OPPORTUNITIES

AVOID

- Avoid activities during spawning, migratory, or breeding seasons.
- Avoid sourcing products from overexploited species.
- Avoid beach renourishment where possible.

REDUCE

- Reduce habitat loss by preserving as much native vegetation and habitat on site as possible.
- Reduce light pollution and wildlife disturbance by restricting operational lighting where possible and limit bright lighting at night.
- Reduce harmful impacts of invasive species in coastal landscaping by prioritizing native plantings, rather than ornamentals or non-natives.
- Reduce emissions from transportation by sourcing materials and food locally.
- Reduce visitor and tourism impact on wildlife by minimizing visitor numbers in sensitive areas, and providing behavior guidelines for visitors, tour operators, and guides.
- Reduce biological pollution from wastewater and sewage by selecting robust sewage systems and designing a comprehensive site wastewater management plan that includes measures to address stormwater and runoff.
- Reduce noise pollution from operational activities by establishing and monitoring noise threshold values and durations to ensure emissions remain at acceptable levels.
- Reduce the impact of waste on wildlife and nature by transitioning away from single use and taking a circular economy approach.
- Reduce entanglements of marine wildlife in any lines used during construction and operational phases by securing and tightening lines, eliminating the use of rope where possible, and recovering lost gear/equipment/line as quickly as possible.
- Reduce the impact of invasive species on natural habitats by including invasive species on the menu where available (and confirm with credible experts that they are indeed invasive to the region).

RESTORE AND REGENERATE

- Extend the lifespan of a beach and maintain ecosystem services such as coastal stability and resilience (thus reducing the need for beach renourishment) by prioritizing dune restoration and planting of native vegetation (if and where appropriate) to capture and accrete sand, and/or by deploying well designed and modeled reef structures in the marine environment to promote accretion nearshore.
- 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.
- Create responsible, nature-based guest experiences led by local, scientific expertise and conservation bodies and using the best available science, that educate participants and also allow for continued funding of restoration, regeneration and research efforts.
- Integrate species-specific habitat needs into restoration planning to restore and regenerate nesting, foraging, and breeding areas for vulnerable populations on the site.

TRANSFORM

- Consider and advocate for the establishment of or investment in protected areas and/or other effective area-based conservation measures (OECMs) in nearshore waters of the destination site.
- Advocate for collective destination stewardship around the habitat commons.
- Support livelihoods of local operators by prioritizing hiring local and/or exclusively sourcing sustainably caught fish from local fishers, and/or purchasing native plants, fruits, and vegetables from local businesses.
- Consider investing in the community, e.g., with low- or no-interest loans to support developing community businesses that could improve the economic health of the community.
- Raise awareness and educate travelers by integrating habitat and wildlife rules of engagement into welcome packages or briefings, such as by providing guests with a list of vulnerable/ETP wildlife they may encounter while on site, and proper interaction protocols.



VESSEL OPERATION

Related impacts:

- Loss or degradation of coastal and marine habitats
- Loss or reduction in marine biodiversity, including loss of ETP species
- Loss of ecosystem resilience and provision of ecosystem services
- Increased GHG concentrations

RISK MANAGEMENT → OPPORTUNITIES

AVOID

- Avoid routing voyages through migratory pathways of ETP species or disrupting habitat connectivity for key species.
- Avoid anchoring cruise ships or vessels in natural habitats.
- Avoid anchoring in areas that are biodiverse, vulnerable and ecologically valuable, or protected and conserved areas.
- Avoid habitat disruption by maintaining safe distances from natural habitat areas such as those ecosystems highlighted in this report.
- Avoid pollution by abiding by vessel laws and regulations on topics such as ballast water, wastewater, sewage and emissions management to prevent harm to wildlife or disruption of ecosystem processes.

REDUCE

- Reduce wildlife disruption and collisions by reducing and regulating vessel speed in habitats that support a diversity of species that could be susceptible to collisions or noise (e.g., whales, turtles, dolphins, reef organisms in general), or during migration periods, implementing quiet hours, and minimizing the number of vessel trips where possible.
- Reduce seabed disruption from anchor drag by designating fixed mooring points and mooring buoys.
- Reduce entanglements of marine wildlife in any lines used for vessel activity, like buoys and lines for floating docks, by securing and tightening lines, eliminating the use of rope where possible, and recovering lost gear/equipment/lines as quickly as possible.
- Reduce pollution and mitigate incidents by designing robust waste and pollution management plans. Ensure vessels are regularly maintained, in compliance with relevant laws and regulations.
- Reduce conflict with other industries that operate in the same space (e.g., fishing, aquaculture, marine renewables, shipping) by carefully planning cruise routes that coexist with these other industries while also being cognizant of the cumulative impacts of all operations in the marine ecosystem.

RESTORE AND REGENERATE

- Restore degraded habitats onsite to meet the needs of ecosystem repair, and at the same time integrate nature-based design into mooring and anchoring systems for vessels, specifically by using artificial reef modules to create fixed anchor points in frequented areas that provide a reliable and predictable location for vessels to moor, while serving as artificial habitat for native wildlife.

TRANSFORM

- Support research and case studies for newer concepts such as artificial module mooring and anchor bases, to evaluate the science, and support the field in new, less invasive and disruptive techniques for vessel and cruise anchoring and mooring.
- Support research on updated habitat maps to ensure vessel activities do not disrupt sensitive species or damage key habitats.

COASTAL AND MARINE TOURISM: HOSPITALITY AND DESTINATION DEVELOPMENT

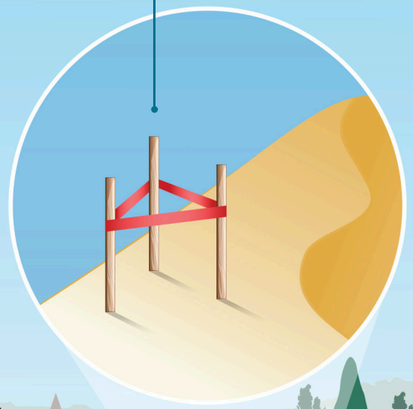
A nature-positive vision for coastal and marine tourism: Visualizing illustrative pathways for the sector.

(Note: Figures are not to scale, and do not depict all actions recommended herein.)



PARTICIPATE IN INCLUSIVE ACTOR ENGAGEMENT
and robust ecosystem-based marine spatial planning processes

AVOID CONVERSION OF NATURAL HABITATS,
e.g. dunes,for developmentor activities, so thatspecies likeseaturtles cannest



AVOID CONVERSION OF NATURAL HABITATS
for development, and maintain them as natural features

REGULATE AND REDUCE VESSEL SPEED
in known sensitive areas to reduce wildlife disruption or collisions and avoid anchoring in natural habitats

USE WILDLIFE-FRIENDLY LIGHTING
on vessels and on the coast to reduce wildlife disturbance and light pollution

REDUCE EMISSIONS
from transportation by sourcing materials and food locally

RESTORE DEGRADED REEF HABITATS
with reef modules to provide coastal resilience and support biodiversity

CREATE RESPONSIBLE, NATURE-BASED GUEST EXPERIENCES
and reduce visitor impacts on wildlife

DEPLOY MODULAR STRUCTURES
over any piping deployed on the seabed to reduce impact and create habitat

SELECT ROBUST SEWAGE SYSTEMS
to reduce pollution from wastewater

SITE INFRASTRUCTURE WITH APPROPRIATE BUILDINGS
set back from the beach to reduce impacts to coastal habitats

INCORPORATE NATURE-BASED DESIGNS
and renewable technology into buildings, such as solar panels ,structures to harvest rainwater, or vegetated swales to filter runoff



© Jürgen Freund/WWF

CALL TO ACTION

The coastal and marine tourism sector stands at the forefront of the nature-positive transition, offering corporate leaders a timely opportunity to manage risks, seize emerging opportunities, and position themselves as pioneers in shaping a sustainable future. By implementing the recommended actions outlined in this briefing and considering their relevance to individual operations, companies can lead by example—setting a powerful precedent for ocean stewardship and inspiring broader industry engagement in building a resilient, equitable, regenerative, and nature-positive blue economy.

Authors: Alanna Waldman Carrow (WWF-US), Lauren Lynch (WWF-US), Rachel Golden Kroner (WWF-US)

With contributions from: Klaas de Vos (Ocean Fox Advisory), Gabby Ahmadia (WWF-US), Lucy Holmes (WWF-US)

To download the full report, please visit our page: Towards Nature Positive for the Ocean: Pathways for Corporate Contributions | Projects | WWF

If you are interested in learning more or partnering with us, please do not hesitate to reach out to naturepositiveoceans@wwfus.org.