



BLUE FINANCE

Finance for a Sustainable and Nature-Positive Blue Economy

OUR VISION

The blue economy is worth US\$24 trillion, but declining ocean health and mismanagement of marine resources threaten the future of ocean-based communities and economies. By contrast, a nature-positive and sustainable blue economy significantly benefits the planet, people's food and job security, economic prosperity, and global peace and security. To achieve this vision, capital must be directed away from destructive activities, and towards those that offer sustainable outcomes; and we must develop new innovative financial products that drive capital into building resilient coastal communities and seascapes, where it is needed the most. WWF is working with major financial institutions to do just that.

OUR SECTORS



OUR APPROACH



Finance Sector Transformation

According to UNEP, \$7 trillion in annual financial flows have a direct negative impact on nature. Transforming financial markets is therefore mission critical. WWF is working with leading lenders, investors, and insurers to align their business practices with best-in-class scientific and data-driven approaches leading to nature-positive outcomes and a sustainable blue economy. Our blue finance work also aims to positively impact corporate behavior and the enabling environment, driving system-wide transformation.

Financing the transition to sustainable seafood. WWF has been at the forefront of developing science-driven criteria for sustainable financing for seafood companies together with leading banks and investors. "WWF's work has played an important role in helping shape our Aquaculture and Fisheries Position Statement, aimed at managing nature-related risks and impacts in the seafood sector and safeguarding our ocean's natural capital" – Claire Orton, Global Head of Environmental and Social Risk Management, Standard Chartered.



Innovative Financial Product Design

There is an urgent need to develop new financing approaches for the oceans that can channel capital at speed and scale to support our priority seascapes in perpetuity. To succeed, we will need to blend philanthropic and public capital with private finance and link access to capital to the achievement of environmental and social performance indicators. WWF is exploring access to credit or insurance for ocean-dependent coastal communities, bonds for nature and debt restructuring, and delivering large-scale funding models such as Project Finance for Permanence.

CASE STUDY: WWF recently launched the Fisheries Improvement Fund (FIF) in partnership with Finance Earth, a financing mechanism that will support improvements in fisheries globally. The Fisheries Improvement Fund aims to catalyze \$100m into fisheries improvement by 2030 using an innovative financial mechanism that streamlines the funding process for fisheries improvement and encourages private sector engagement.

The FIF's innovative financing model aims to reverse the trend of fisheries decline and scale global fisheries improvements toward nature-positive outcomes for healthier marine ecosystems, thriving fishing communities, and a sustainable blue economy.



Campaigns

WWF develops research and analysis that provides thought leadership and informs global advocacy campaigns that advance and accelerate the transition to a nature-positive and sustainable blue economy. Premiere media and global platforms frequently feature our points of view and perspectives.



For more information about our blue finance work, visit:
<https://www.worldwildlife.org/pages/blue-finance>

WWF-US BLUE FINANCE TEAM

Our team welcomes the opportunities to develop powerful partnerships in blue finance. Come partner with us.



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