



HEALTHY OCEANS

that benefit the planet, people, prosperity, and peace

The oceans inspire and offer hope for nature and people worldwide. When the oceans thrive, the planet regains its natural strength and flourishes, people thrive, societies are prosperous, and the world is more peaceful.

We take an integrated approach to our oceans, combining place-based seascape conservation work with global-scale markets and blue finance initiatives. We also focus on oceans futures, where we incubate, develop, and launch innovative programs at the intersection of climate change, ocean health, and peace and security.

Our 2030 impact targets are audacious, because the times call for it.

OUR 2030 IMPACT TARGETS



PLANET

Halt declines, recover and grow ecosystems and marine resources in the places that we work



PEOPLE

Deliver resilient food and livelihood security for 100 million people



PROSPERITY

Protect billions in economic infrastructure through nature-based solutions



PEACE

Reduce conflict, crime, and societal instability via effective marine natural resource management

Nature-Positive Seascapes

Our team works to deliver nature-positive seascapes. We use a science-based methodology for seascape selection, design, and management. Our place-based conservation work in seascapes takes an integrated, holistic approach that benefits indigenous people and local communities. We deploy nature-based solutions to achieve climate adaptation, mitigation, and resilience. We deliver sustainable fisheries management for food and livelihood security. And we establish and build management of conservation areas, ranging from marine protected areas to other effective area-based conservation efforts. To achieve financial longevity for conservation, we support the design and delivery of marine Project Finance for Permanence initiatives and work with public finance bodies to drive resources where they are most needed. We monitor, evaluate, and learn from our impact.

Oceans Markets and Blue Finance

Our markets and finance work combines nature-positive business with innovative blue financing to deliver scalable, durable, global oceans solutions, as well as support our nature-positive seascape work. Nature-positive business supports the seafood, marine renewables, coastal development, and shipping sectors to better address their environmental and social footprint, bring forth green and blue infrastructure solutions, and establish long-term investments in the seascapes where they do business. Our innovative blue financing work influences and engages financial markets using a strong case for action to shift capital away from harmful activities within key blue economy sectors and toward sustainable blue economy pathways that strengthen environmental, social, and economic resilience.

Oceans Futures

The nexus of oceans, geopolitical tension, conflict, crime, and societal instability is on the rise. A robust ocean conservation agenda must include natural resource conflict resolution, peace building, and law enforcement capacity building. With our oceans futures work, WWF offers predictive analytics for early warning, strategic planning, and preventive conservation solutions that global maritime security and enforcement organizations can use to build a science-driven and networked approach to unsustainable marine resources extraction.

WWF-US OCEANS LEADERSHIP TEAM

Learn more about our work and partnership approach by contacting a member of the WWF-US Oceans leadership team.



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