

A large whale breaching the ocean surface, with water splashing around its dark, curved back. In the background, a yellow fishing boat and a red buoy are visible on the blue sea under a clear sky.

OCEAN MARKETS & FINANCE

Leveraging private sector action to deliver scalable, durable global oceans solutions

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. What's good for the oceans is good for business.

Our oceans provides humans with integral economic and ecosystem services. Over 40 percent of the global population live within 100 km of the coast, while the ocean is the vehicle for over 80 percent of global trade. The marine world is also a source of affordable, reliable, and sustainable energy as well as healthy and low carbon food. The value of marine and coastal resources and industries is estimated at \$3 trillion per year, close to 5 percent of global Gross Domestic Product (GDP).

The scale of human activity today is driving pressures on ocean health that risk compromising these services. Climate change is threatening ecosystem functions at a faster rate than ocean models anticipated. Biodiversity loss is putting immense pressure on global food systems. Pollution is entering our oceans at an alarming rate. Shipping, port development, and tourism are driving large transformations of coastal areas and jeopardizing ocean ecosystems of high ecological importance.

WWF takes 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. Business has an important role to play—and the future of ocean industries is on the line.

OUR APPROACH

WWF US aims to grow our global leadership in holistic ocean markets engagement. For WWF US Oceans Markets and Finance, we are launching two new major integrated initiatives to impact ocean productivity and resilience and supporting reaching our WWF US Ocean 2030 impact targets. **Our Oceans Markets and Blue Finance work combines nature-positive business with innovative blue financing to deliver scalable, durable global oceans solutions, as well as supports our nature-positive seascape work.** Our innovative blue financing work focuses on influencing and engaging financial markets using a strong case for action to shift capital away from harmful activities within key blue economy sectors and towards sustainable pathways that strengthen environmental, social, and economic resilience. 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 operate.

Nature-Positive Business

Nature-positive is defined as halting and reversing nature loss measured from 2020 levels, through increasing the health, abundance, diversity and resilience of species, populations, and ecosystems so that by 2030 nature is visibly and measurably on the path of recovery.

Building a nature-positive business requires a new kind of thinking. It's a bold vision that replaces the idea of the managed decline of our natural world with one that taps into the potential of businesses to transform corporate stewardship with new modes of working to restore nature. For Nature Positive Business, indicators are targeted to reach net-positive impacts on biodiversity, people, and climate.

Our nature-positive business efforts will support 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.

Blue Finance

A sustainable blue economy is one that provides social and economic benefits for current and future generations; restores, protects, and maintains diverse and productive marine ecosystems; and preserves nature. In order to achieve this vision for a healthy ocean and thriving blue economy, financial flows must be aligned and capital redirected towards sustainable investments. And we must find creative and collaborative ways to channel capital into the seascapes and coastal communities where it is most required.

Our blue finance work will influence and engage financial markets using a strong case for action to shift capital away from harmful activities within key blue economy sectors and towards sustainable pathways that strengthen environmental, social, and economic resilience through two major areas of work: Blue Financial Markets and Innovative Blue Finance for Nature Positive Impacts.

WWF believes that when the planet regains its natural strength and flourishes, people thrive, societies prosper, and the world is more peaceful. The private sector and financial institutions have an important role to play in our planet's future. **Join us.**