Generating saleable carbon credits from mangrove and seagrass protection, restoration and/or creation, including through sustainable livelihood development.

Sustainable aquaculture activities, including seaweed farming, coastal abalone ranching and onshore kob aquaculture.

Adding value to small-scale fisheries, including shared-use, shared infrastructure and business centres for fishing communities/ cooperatives, and development of market channels through technology.

Locally managed eco-tourism offering in Madagascar, including community-led accommodation and demonstration activities.

Generating income through the interest payment from loans and saving schemes, which enable coastal communities to invest in sustainable blue economy activities.

The establishment of a marine park, including development and renovation, implementation of demarcated zones, and the training of park management and operational staff.

In the South Western Indian Ocean (SWIO) region, 28 sustainable blue economy projects have been identified that have the greatest potential to provide alternative or improved livelihoods for coastal communities. These projects require financial and non-financial support to attract investment at scale.

**BARRIERS TO SUSTAINABLE PROJECTS**

Short-term economic gains have often been put ahead of social inclusion and environmental responsibility. WWF, Finance Earth, Technoserve, Ocean Hub Africa, GIZ, Miarakap and SWIOTUNA are co-leading the development of the Regional Venture Builder.

Why do sustainable activities in the SWIO region struggle to access finance?

- Underdeveloped business models and uncertain commercial viability
- Typically operated at community level and therefore sub-scale for commercial investment
- Longer-term return profiles than commercial investment activities

**SUSTAINABLE BLUE ECONOMY OPPORTUNITIES**

An Venture Builder programme tailored to the needs of SWIO coastal communities has the potential to support the transition to a sustainable blue economy across the region.

Working with SWIOTUNA, a network of community organisations across the region, WWF and Finance Earth are co-leading the development of the Venture Builder.

The programme will equip communities with the capacity and resources to activate sustainable enterprise models that reduce negative impacts on the marine environment and build their social and economic resilience.
WHAT IS A SUSTAINABLE BLUE ECONOMY?

The Sustainable Blue Economy provides social and economic benefits for current and future generations; restores, protects and maintains diverse, productive marine ecosystems; and preserves natural resources through clean technologies, renewable energy and circular material flows.

THE SUSTAINABLE BLUE ECONOMY AT A GLANCE

THE POTENTIAL

Investors and policymakers are increasingly turning to the ocean for economic opportunities.

The sustainable blue economy is estimated to be worth $24 trillion.*

The ocean economy is forecast to double in size between 2010 and 2030.*

THE THREATS

Unsustainable activities are eroding the natural capital on which the sustainable blue economy depends.

Less than 1% of the total value of the blue economy has been invested in sustainable projects in the last 10 years.**

THE GOAL

We need to ensure that economic activities along our coast and in our ocean are sustainable and meet the needs of dependent communities.

This means putting coastal communities at the centre of global, regional and local sustainable development efforts.

* OECD, 2016
** Ocean Finance, 2020