



Launching the East Asian Seas Sustainable Business Network

East Asian Seas Congress

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Challenges and Opportunities in a Blue Economy

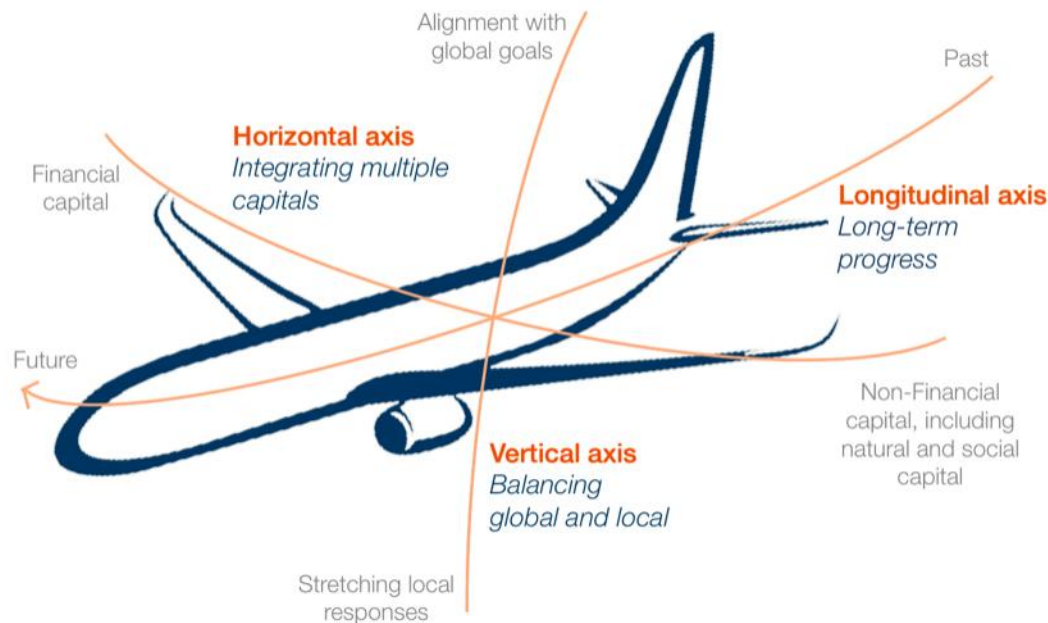
- Increasing levels of public scrutiny and accountability for how complex sustainable development issues are managed
- Emerging global trends are generating new market opportunities, many in the coastal and marine context
- Issues impacting companies are systemic in nature, cutting across resources, industries and geographies
- An integrated approach—across multiple industry sectors and government—will be critical for sustainable growth.
- Industry disruption is inevitable!



Challenges and Opportunities in a Blue Economy

“...sustainability leaders shift their focus beyond incumbent challenges to insurgent opportunities. In the process, we must engage and inspire market disruptors — from drone designers and artificial intelligence engineers through to nanoscientists and synthetic biologists... Each era of creative destruction brings new types of externality, both positive and negative.”

-John Elkington, September 14, 2015





East Asian Seas Sustainable Business Network

Network of forward-thinking companies and investors focused on building a blue economy in the region

- Shared strengths and learning from multiple companies and industries
- Connection to regional dialogue with local and national government
- Awareness of potential investment and business opportunities through link to local government network and regional investment platform
- Access to best practices through regional scientific network
- Resource for spotting emerging trends in ocean and coastal issues and aligning company strategy with ocean policy development
- Opportunities for enhanced reputation and recognition as a leader

Blue Economy Industries

- Fisheries and Aquaculture
- Ports, Shipping and Marine Transport
- Tourism, Resorts and Coastal Development
- Oil and Gas
- Marine Technology and Environmental Services
- Coastal Manufacturing
- Seabed Mining
- Renewable Energy
- Marine Biotechnology
- Spanning Industries (e.g., Marine Finance and Legal Services)



Joining the Network

- Members join the SBN not out of philanthropy, but as a means for generating value for the company
- By invitation, for companies demonstrating a commitment to environmental, social and financial performance
- Representatives are senior leaders with oversight for their company's environmental and social strategy and performance
- Highly interactive, with members driving the focus for initiatives, working groups, research, meeting topics and other activities
- Founding members have the opportunity to shape the direction and programming for the network



Benefits

- Annual meeting with other member companies, including discounted admission to the East Asian Seas Congress
- Newsletter / research briefs with updates on important coastal management issues relevant to business in the region
- Special topic webinars with ICM and other experts
- Access to an online member center for networking, knowledge sharing and identifying coastal and marine investment opportunities
- Participation in issues-focused working groups & initiatives
- Customized and discounted PEMSEA Services
- Opportunity to be highlighted in PEMSEA materials



Discussion

1. What benefits would be most valuable for your company as part of the network?
2. What priority issues should the network focus on in 2016?
3. What role could your company play in the SBN?

Next Steps:

1. To join the East Asian Seas Sustainable Business Network, leave your contact details or email Ryan Whisnant at rwhisnant@pemsea.org
2. We will follow up next month with a summary of outcomes from the Congress and draft 2016 plan for the SBN



Philippines Workshop: Blue Economy Themes Identified

1. **Value-chain dependency on marine ecosystems**
2. **Shift towards strategic view of blue economy issues e.g. shared value, competitiveness**
3. **Disrupt or be disrupted**
Need to position businesses amidst global megatrends, changing regulations and incentives
4. **Address the needs of the next billion: consumers and businesses**
Value-added services tailored for the blue economy: from science to enterprise

Philippines Workshop: Business Risks Identified

1. Prevailing gaps in:

- Regulation/compliance
- Data
- Capacity
- Financial resources
- Public/consumer awareness

2. Difficulty competing with sustainability laggards, market competition

3. To lead vs. to follow in a blue economy

4. Climate change impacts

5. Barriers to entry

- Dealing with standard business risks and other particularities of a blue economy
- Conversion/success rate of “sustainable” / “triple bottom line” businesses



Philippines Workshop: Business Opportunities Identified

1. **Technology as an enabler**
2. **Role of government as regulator/standard setter, incentivizer and partner (“create a level playing field”)**
3. **Disrupting incumbents**
 - Innovating finance, technology (e.g., “Internet of Things”), value chain, market differentiation/segmentation, shifting towards sustainable business models
4. **Accessing/catering to new markets**
 - Establishing premium markets
5. **Building momentum through integration**
 - Cross industry collaborations/fellowships

Philippines Workshop: Partnership Opportunities Identified

- 1. Building an industry coalition to push private sector agenda**
- 2. Building a (technology) ecosystem/platform tailored for the blue economy**
 - Data collection
 - Compliance / tracking and monitoring
 - Creating / accessing new markets in a blue economy
- 3. Sharing success stories, best practices, victories in the blue economy**
- 4. Mobilizing a community of practice / “Solution exchange”**
 - World Bank/ PEMSEA Regional Knowledge Platform (innovative finance, knowledge sharing)
 - “Blue Fellowships”
- 5. Developing a “Blue Economy Business Model / Standard”**
Implementing / Expanding the ISO 9001/14001 series
- 6. Capacity building**