

エコノミスト-OPRI 共催 “マルチステークホルダーによる政策対話と戦略策定  
-持続可能なブルーエコノミーのためのリーダー育成とスタートアップ支援”

開催結果報告

2023年2月27日開催

持続可能なブルーエコノミーは、海洋・沿岸生態系の保全と海洋・沿岸資源の持続可能な利用を促進するための重要な政策方針であり、分野横断的かつマルチステークホルダーによる協力が不可欠である。しかし、海洋・海洋資源管理に関する学際的なプログラムを強化し、科学的な知識や知見、ビジネスモデルを政策立案・実施に十分に繋げられていない現状がある。それには、ステークホルダーとのインターフェース、プロジェクトや政策実施、資金調達や資源の動員、人材や報告の管理に関する能力開発が必要である。また、生物物理学的、社会経済的な条件や地域の特性が異なることを考慮することを踏まえ、これらに適応し得る投資銀行やブレンデッドファイナンスの調整機関などとの連携も含めたプログラムを考案することが求められている。

こうした背景を踏まえ、OPRI はエコノミストと連携し、海洋・沿岸資源に関する起業や政策実施を支援するための現存のプログラムを分析し、将来的に持続可能なブルーエコノミーを推進するためのリーダーシップ育成と起業支援の戦略を策定に繋げることを目的とする本セッションを開催した。本セッションには、世界の様々なセクターから World Ocean Summit 2023 の参加者である 300 人以上が参加した。エコノミストの Charles Goddard 氏はその場において、学生や実務家が海洋・海洋資源の持続的管理に関する正しい理解とビジネスモデルを開発・管理するスキルを習得するために、政策-科学-現場の行動を結びつける必要性と起業家育成を支援する必要性を強調した。OPRI の小林主任研究員は、リーダーシップ育成とスタートアップ支援の背景には、資金提供者と実務者の間にギャップがあることを指摘したうえで、特に小島嶼開発国を含む途上国からは人材やリーダーシップ育成への支援、持続可能なブルーエコノミーを目指す新しいビジネスモデルを生み出すためのスタートアップへの支援が求められていると強調した。

また、本セッションでは、リスボン大学が欧州連合の資金援助を受けて実施した「Mare Start-up」が実例として紹介された。これは、海洋と海洋資源に対する理解を深めるための1ヶ月間のサマーコースを提供し、参加者にビジネスモデルの構築、プロジェクト提案の準備、財務管理、人材育成などのトレーニングを行い、将来の起業家を育成支援することで持続可能なブルーエコノミーを促進するものである。ホセ・ゲレイロ氏からは、この Mare スタートアップ・プログラムについて、実際にヨーロッパ各地から幅広い参加者が集まり、参加者の中には小規模なビジネスで起業し、今後より大きな規模に発展していく可能性が十分にあることが述べられた。元ポルトガル海洋大臣で NOVA 法科大学院教授のアスカオ・クリスタス氏は、Mare Start-up のような学際的なプログラムを支援するためには、部局間や組織間の連携が重要であると強調した。さらに Thomas Kessler 氏は、アジア開発銀行が

アジア太平洋地域の持続可能なブルーエコノミーを支援し、小規模漁業者やビジネスオペレーターのニーズに十分配慮していると述べた。事業提案者は、資金調達や投資に対して信頼できる書類を示すことが重要であり、同時にリスクヘッジと管理を強化することでリスクを軽減することが可能となると主張した。その他、会場からも Mare Start-up のようなプログラムを他地域でも展開することの重要性や、投資家によるリスク評価やリスクヘッジも資金や投資を呼び込む上で必要不可欠であるとの指摘があげられた。

これらの点を踏まえても、太平洋の小島嶼開発途上国を含む、中南米・カリブ海地域、アフリカなどの各地域において、持続可能なブルーエコノミーを促進するためには、大学、研究機関、官民・思想団体と連携して、海洋科学、社会経済学、ビジネスモデル開発・管理を結びつけるパイロットプロジェクトが提案されることが望ましいといえる。今後も引き続き、OPRI とエコノミストは共同・連携し、持続可能なブルーエコノミーの指標フレームワークを改良・応用し、持続可能なブルーエコノミーを促進するためのリーダーシップ育成や起業支援のための実施要素やモデル、優良事例を明らかにしその成果を発信していくことが求められているといえる。

Multi-stakeholder Policy Dialogue and Strategy Formulation –  
Leadership Development and Start-up Support for Sustainable Blue Economies  
27 February 2023

Strategy Session at the World Ocean Summit, Tackling the greatest challenges  
facing the ocean: climate change, biodiversity loss, pollution  
27 February – 1 March 2023

Report

Vital to building a sustainable ocean economy, innovative start-ups don't always pop out of nowhere. They—and their leaders—need sustenance and a nurturing ecosystem if they are to have a chance of being successful. This is true for the founders of start-ups as much as for the supporting cast of people with the skills and creative ingenuity essential to getting them off the ground. Often the abilities needed, especially for leadership, are cross-sectoral, interdisciplinary and managerial in nature. Universities and other institutes are stepping up, developing networks and programmes to foster interdisciplinary ocean-related research and innovative thinking around business models as well as policy and regulatory development. But much more is needed to support the 'blue' start-up space, and the people driving this.

Sustainable blue economies are an important policy direction to promote marine and coastal ecosystem conservation and sustainable use of marine and coastal resources. Cross-sectoral and multistakeholder collaboration are indispensable. Interdisciplinary and innovative approaches are also vital in this respect. Universities are developing networks to promote interdisciplinary ocean related science at the undergraduate and graduate levels. Some of the graduates undertaking such programs are pursuing innovative business models and policy development. There is, however, a need to bolster the interdisciplinary programs on ocean and marine resource management in a way to link such scientific knowledge and findings to the business model and policy development and implementation including capacity development for managing stakeholder interface, projects and policy implementation, financing and resource mobilization, human resources and reporting. The EU finances such a program to support start-ups for ocean and marine resource management called "Mare

Start-up” implemented by the University of Lisbon. There is a merit in devising such programs including through partnership with investment banks and blended finance coordinating entities. It is also important to take into account varying bio-physical and socio-economic conditions and characteristics of local areas. This proposed initiative is intended to analyze the current programs for forging activities to support start-ups of businesses and policy implementation on marine and coastal resources and provide perspectives on the way to formulate strategies for leadership development and start-up support in the context of promoting sustainable blue economies.

Literature reviews were conducted on the leadership development and start-up support. One of the good examples is the Mare Start-up undertaken by the University of Lisbon with the financial support of the European Union. It provides a month long summer course to promote the better understanding of the ocean and marine resources and train the participants on the business model development, project proposal preparation, financial management and human resource development to become an future entrepreneur and promote sustainable blue economies.

The Economist has been undertaking coordination with potential speakers and invitees in partnership with the OPRI. The program was developed as attached. The session was attended by more than 300 people who were the participants of the WOS 2023 from various sectors around the world. Charles Goddard presented the narratives for the purpose of the strategy session highlighting the need to link policy-science-field actions and to support entrepreneurship development in order for prospective students and practitioners to acquire proper understanding of the ocean and marine resource sustainable management and skills to develop and manage business models. Masanori Kobayashi articulated the narratives behind the theme of leadership development and start-up support referring to the facts that there are gaps between financiers and practitioners over the issues of access to finance and a call by particularly developing countries including small island developing states for support to human resource and leadership development and support to the start-ups for creating new business models aimed at sustainable blue economies.

Jose Guerreiro explained the Mare Start-up Program of the University of Lisbon

stating that the summer course attracts a wide range of participants from around Europe and some of the participants have started their own businesses at the small scales that can have potentials of getting to the larger and wider scale. Assuncao Cristas, former Minister of Seas of Portugal and Professor of NOVA School of Law stated that it was her who have proposed and pioneered the Mare Start-up when she was the Minister of Seas. She asserted that the inter-department and institutional coordination would be a key to support an interdisciplinary program such as Mare Start-up. Thomas Kessler stated that the Asian Development Bank support sustainable blue economies in Asia and the Pacific and give due consideration to the needs of small scale fishermen and business operators. He argues that it is vital that the business proposal proponents need to demonstrate the credible documents for funding and investment while it is also important to reduce risks by refining risk hedge and management.

Audience responded to the discussions by underlining the need to replicate the program such as Mare Start-up to other regions. It was also pointed out that the risk assessment and risk hedge by investors would be also vital to attract funding and investment. It was also suggested that the pilot project to link ocean science, socio-economic studies and business model development and management in partnership with universities, research institutes and public/private/philosophical organizations for promoting sustainable development in the regions such as small island developing states in the Pacific, Latin America and the Caribbean and Africa. It is also suggested thereafter that the Economist and OPRI continue to pursue enabling factors, models and good practices for leadership development and start-up support aimed at promoting sustainable blue economies by refining and applying the sustainable blue economy index framework.

The Economist

# Main text

World Ocean Summit & Expo

“Strategy session – supporting ocean start-ups and their leaders”

ECONMIST IMPACT

February 27, 2023

Panelists:

- Assuncao Cristas, VdA and NOVA School of Law
- Masanori Kobayashi, The Sasakawa Peace Foundation
- Thomas Kessler, Asian Development Bank
- Jose Guerreiro, Mare Startup and Faculty of Sciences,

Moderator

- Charles Goddard, Economist Impact

Opening Remarks:

Charles Goddard

Welcome everybody. My name is Charles Goddard. This is very... Thank you very much for all. Through we are all back together physically talking about the Ocean and how to move forward the a... See all friends and just basically having each other.. all this meeting arrange settled for these sessions for all the business, ... and so on. This session is quite surprising, I said it wasn't really about as one of the panelists just said to me earlier. How do we make projects move? How do we get this started? How do we populate them with the people with the skills and abilities and capabilities to really move forward? Talking about larger startups, but also we're talking about SME too, and our connections across the nations are needed in order to be able to get projects moving on forward. So, I think it's going to be an exciting session. Let me introduce all the speakers right next to me since I've presented. Assuncas Cristas, who is a professor and head of Council VdA and the Nova School of Law and also has many of you will know in this room for the Minister of the Seas and in fact, Personal Minister that persuaded The Economist Group to come first to this to... Next to him is a Who is professor, faculty and sciences in the Lisbon University and General coordinator of the Mari Startup program, right? Next to, actually is senior research that Ocean Policy Research Institute, which is part of the Sasakawa Peace Foundation and Foundation. It is very helpful supporting this particular discussion. Thank you so much about that. And of course, Thomas Kesler, who is the principal finance specialist at the Asian Development Bank and here to give us expecting... from multilateral. One group of people that we don't have here. And, Group is really the entrepreneurs themselves, so I'm looking at. From the floor, somebody will be

able to paint up at some point to tell us a little bit about the only experiences and also contributed that very important perspective, which we're unfortunately missing. And that last chair. So, let's start. Let's, sorry, I'm going to ask you just to jump in first and tell us a little bit about what we've been doing for ocean management and sustainable blue economy strategy? How is that related to this matter?

Masanori Kobayashi

Thank you for inviting me over here. Our institute has been taking research and parts down for some conservation of sustainable blue economies and one point we often encounter is that cost of funds investment. They have right to invest but they say that they have hard time in finding the right firm to invest. And when we go to like Asian countries, they say that they're struggling to get funding. They don't know how to get the funding. So, there's obviously a gap between funding and also the recipient demands. And oceans as you know that it's a very close system and the disability areas and when we go to, for instance, offshore, which project sites. There don't know energy, but they have to know how to deal with the fisherman in order to promote offshore fishing. This is a huge investment opportunities but they don't. All the civil engineering etcetera, but they don't know much about how the marine have cost and expense to deal with when their fisherman officialize doing officially over generations and this is stakeholder management is one of the key. Ocean warming is another new challenge, and we see outbreak, we see actions that the depleting all the seagrass in the base and the various set for others. What official do actually to promote collaboration with the scuba divers, the snorkelers Evans, and volunteers to collect all the sea axis that are almost empty but now they put it in the pack? And then they start working with acuaculture. And then they used to discuss all the other names of the travel that after these channels that were otherwise described and now used as the fee for the CS to factor CX not marketed through the supermarket, they have never sold Sears. So that kind of stakeholder community really require you notice new leadership and new startups. New business models and as we've been discussing this, chatting as to how we can really support, particularly Asia, Pacific, Caribbean and Africa in terms of building human resources, leadership and business model, sustainable system for blue economies, we have come to like this one university that have a wonderful startup training program and we see how that kind of success of practice can be replicated including Asia-pacific and other areas. So, this was a bit of our background as to how we have come here to discuss this topic at this session.

26:20 Charles Goddard

Thank you, Mr. Masanori That's a lot of demand from the people who are working with

particularly Pacific islands and elsewhere in Asia for just this kind of interdisciplinary training. Do they ask you a lot for this? These skills to help?

Masanori Kobayashi

So there are lots of students who studied the coral reefs but they have little knowledge about how to access the market, how to sell the products and how they can really modify the services they can provide for the newly emerging market in blue economies. So that is a reason why the people are asking how do we really try to support human resources to develop with the new concept and policy rules of the sustainable blue economies.

27: 20 Charles Goddard

They are really important. On something that's really important there, I hope we can continue to discuss this and have this this sense that there is sort of start up entrepreneurs don't always have great ideas, but they don't have the right common sensibilities and the labels to somehow translate what they know what they come up with ideas to a market, a marketable idea, but also a real business idea. Let's say I come to you because I know that this is exactly what you people are trying to build and encourage in your marine starting program.

28: 00 Jose Guerrero

Thank you very much. Actually, back in from 50s, we faced the problem that we have the... new ideas... The key issue is ... In the existing properties and creating new companies. The problem that there would be. The fire. Is that people were not being trained to develop ideas and just from the ideas and business. And So what we did was to create the problem. Actually, it's next operator. Dedicated mostly to the students at the University of the possible. For those who violate the complete their studies. By training them. To develop ideas by teaching them how to develop.

And we did with the program actually is the next ...possibility ... students at the university ...is that people in the market... How do we ... with the possible market? and also to develop an ecosystem where they can feel comfortable to develop their ideas. So, what we need is the program it is you won't have this thing which is very important the support for ... from technicians with the ocean practices and also necessary support to startup. So the problem that the necessary support to reach demand that as an algorithm was talking about. So it's a problem that was supported by also which is backed by the by setup, which is the biggest set setting with several possibilities from aquaculture...this from engineering, but also with the university, particularly the law school and the Business School and those with the private company which the company which can work on risk assessment and writing and this most



often provided the right ecosystem to develop these new ideas and these startups, leaving because the problem is the lack of training, including the university, for students to be able to develop to bring their research to the business and to a successful business, this is the problem. The other what we have trying is to how overcome. It's very tough to develop a good ecosystem from the ship. If the society doesn't know anything about it or even the license type. Office storage is the bank system. That's not feel comfortable with the investment ...in this people. That we have trying. So we are also developing from even from the high school specific panel programs, training young students at the top right to develop not only they are. Ocean literacy about the just, I think building the ocean but also trying to be the first steps on the machine. Actually we wouldn't have this problem which is found project, so the idea is to fulfill this guy training capacity building to develop for blue ocean.

32:03 Charles Goddard

Obvious question I think is happening. Is it well populated? You're or lots of people that are really interested in trying to understand how to make this move.

Participant A

I.. So, that is the problem. Because for decades and decades in techniques this was not a subject. I don't that was training. This was not so. And so we are trying to help them fulfill that, yes, I can say. However, it doesn't work like that. Each and every year we open the call, we launch the first intervention model. 7 schools to initiate together, for instance with the offline. We are lacking information and we need bigger projects ..Next..

The project it's finding projects that are investable at a level that. That's the financial institutions and venture capitalists to invest.

34:10 Charles Goddard

In short, it is easier to find How does that link you? And I think it's like the idea of sort of ocean literacy and you're right. Ocean the oceanic generation. The various pieces together. A university program..

34:20 Assuncas Cristas

Thank you, Charles, for medications to bring you to be here with you. Thank you all. And 1st I well my life as an academic part and the political part and it's quite active back to my diversity. What I figured out is that we normally think in our desert boxes, so always small economy is economy, and biology is biology and so on and so on. But the whole world outside, it's not like that. This is move like that. So, we need to be to bring people together to make sure that they

can talk to each other and that they can at least understand the minimum of what the others are too bring enough for, the others are saying they are trying to develop and when I came back my school portal ready is very good to masters degree on logic nomics of the sea ocean governance. But I changed a little bit that I think social policies and change it to English. We made some very good and very happy to say that we're now number one growth... we have No.1, what we changed again is that the law School of Business and economic setting. So next September will be to two different schools law and this economics. Why? Because we wanted students who want to have proper courses, namely on internship. So of course not all the students want to start up with this or working, that is, last day wants to work on public policies and part of institutions and international institutions, and so on and so on. But what we feel is that we need to have a broader perspective within to make people from a lot of background to learn economics and to learn other sides of people that come from other sites to learn more. And you cannot, except I have to say, I'm very proud because one of our best students concluded the Masters last December. And she came from biology. She said she had an undergraduate study biology, and she came to this masters degree and she did very well. She's so good that she wants to move on for a PhD on law and they can nomics and and things like that, so it works. But what I feel is that we need to go deeper on that. Where do I see the lag? I see the lag. Well, of course we need to have progress system. Very first, early years of education and we have. ..We have very good on that at my time, the government, we have the approvals on that and keeps for the ocean that was. And, well, some materials organized and launching schools, so that could be properly used by professors and students. Now we have to good schools, we have a lot of institutions supporting that. What I found is that we needed to have an undergraduate degree fully dedicated to the ocean. Because of these needs of interdisciplinary as use of people knowing a little bit from everything so that we can create an oceanic generation, we can build a group of people that actually know what our leads. What are the obstacles, what are the opportunities and know exactly where the good expertise is. Of course it's in biology. It's in people that work, bioeconomy, biotechnology and blue biotechnology people have worked on this very highly sophisticated systems and they take formation and all that, but we need people to have a Common Core of knowledge and to share a common language. And that's profoundly knows about the ocean. That's why we are right now preparing the batteries of the ocean and that's brings not to schools but schools but another. The university is low, low economics and social sciences and technology and information, and also the University of the algorithm, and we're waiting for the application to launch. This should be A and the idea is and when people ask me words, people going to do well, I normally answer wherever they like to, but hopefully we will provide them with the necessary tools to start companies, help companies. There's a lot of companies that need fresh

ideas and people that come with different views to insufflate these views into the old companies, but also people that will work and the public sector and in NGOs and foundations and so on. But this is shared common language.

39:10 Charles Goddard

So would you, would you agree that there is a gap in trying to bridge ideas with the market sensibility somehow you're trying to do it, along with my money program is to bridge that gap.

Annucas Cristas

From my other points of our selection, that is really A and also in the couple capital that's a venture capital fund. What we see is that there's a very good ideas that university, but there's it's very difficult to transform those ideas into bankable good business that will come to law firms and all that and they have something to work with and to scale up and this I feel that. And leaves a lot of words from universities and matters startup and we DX also bargain of money startup and there's a lot of work that has been doing in the last years, but still a lot to be done. At first, people need to know more about the ocean otherwise they will not and then reach that when I say people from different backgrounds so that they can globalize their own knowledge and apply it to the ocean issues. I think that is something that's that's why this message. Be well and school officials to see people that have the business and economics background to come to this and gain some knowledge on the ocean. Next started using their own knowledge to build more companies and startups and help SMS to run differently and so on and so on.

40:50 Thomas Kessler

So I think that's exactly. You're one of the big concerns living in Asia myself. I know this one of the big concerns manager is this question of a content to find investable projects and B getting the right skill sets behind them and be able to scale with and I know that's something you're deeply concerned with because about the ADB is that Development Bank is doing. Happening here and therefore he gave it to present A and then we come to that like probably just to give a little bit of flavor. Countries developed in developing countries and forty of these developing member countries are eligible to grant and give a sovereign loans, equities and guarranties. And these are all in Asia. And we are extremely committed to healthy oceans and sustainable blue economic development. We have a large action plan 2019 committing by 2020 \$4-5 billion that that would be invested in order to develop sustainable blue economies. We're on track. You have 2.2 billion of this worst operations 2024 to reach a goal that we can do more and we need to do more, and so this this program is is really focusing on You know

restoring poor constant in marine ecosystem to bid president coastal communities to promote inclusion, livelihoods, to grow sustainable economy and to contribute to the food security in Asia. We do have finance and financial instruments. For instance, we issue the blue bonds of sweet. we have lots of funds provided by our member of config domains that are ready to deploy that one of the big issues reading the business pipeline and the investment. Business case here. I would like actually to the outline the various regional halves and and funds and issues that we are creating in order to to to bridge this financing and and and to develop these these business. So we do have like ... venture, which is a specific entity that looks at seeds equity into startups and to help them really to get to get known, to develop their business. We do have, you know blue finance have to do Southeast Asia finance hubs in Pacific Finance Hub which is financing instruments that help Established they begin environment so that businesses can grow and entrepreneurship is actually taking place. So, these are all really focusing on developing startup and leadership, which is the topic I think we also specifically need to understand that there is an economy there that our estimates already existing. It's actually 40% of the GDP. It's 70% of the job, it's 90% of all the enterprises and they have a direct impact for the time being, perhaps more negative on the environment and on the ocean. And So what we have established together with the help of Ocean Assets Institute is actually to create a platform to school lesson impact, which is copied by a model which the European Developing Community has had stablished which school invest and which looks at financing. That need that want to convert into three ...blue and they need access to finance in order to to to get there in the range of some of the thousands us dollars. You will stop this up to 10 million and that's exactly the space where for the time being. Which is missing. So Asian Development Bank that in the private sector is is providing the money. That's based because it's risky and so this platform is to identify and help the disease to establish profit ...business case that are replicable, scalable across Asia that are aggregated into portfolios and then you know private sector investors can be coming in to get this capability finance one from our side.

46:25 Charles Goddard

So you also asking the question what is the startup and draw? You're starting at the point to the same rather than one thing which is a little bit earlier so I guess.

46:35 Thomas Kessler

So I think it's both, right? Because we need to start up in the new ideas that helps the needs and to which creates a new technology, let's see food processing for instance, where there are thousands of seafood processing companies already there but this idea have implement it but they need financing and they need access to finance. But perhaps the last point I want to make

also where we investing a lot, it's. And it's indication sector. So we need to be mindful of that, you know, especially in Asia, but in other emerging. There is there is a problem of literacy, financial literacy and bio literacy. And so if you can, if you get really at school. So we need we have spent, you know, 15 billion of financing also in in into that space. So, this is probably an additional element which we need to to consider and we have to multilateral development.

47:45 Charles Goddard

Have them share in some of some of these investments you can make into as that means what kind of things are you looking at?

Yes. So I mean it's a process. The sustainable economy, which are different statements from seafood processing, aquaculture and also in the area of green and points of shaping of pollution. So many ... impact. And any time that might actually to take one example, you know where we have this different assumes that we need to work together about marine protected areas and we are supporting this models that manage this marine protected areas, it's stable way and profitable way. So you may have tourism entities and components in there. You may have the official corporation you may have... see it elements and all of them need the model that is sustainable and that is profitable and they need access to finance. And so you know that's what we are trying to make good examples. The requirement and investment .. Do we climb the investment in others? Perhaps a few 100,000 or 2,000,000, and that's very difficult to understand the Nazis. But we three have to make the case and we bring this case to private sector investors and we create aggregated for you, which needs to be risky.

It would be a match. And this basically, you know there's huge potential because we have identified with the heavy end of Ocean Institute that alone the financing efforts in Asia Pacific is about 2 trillion.

49:40 Charles Goddard

I turn around to the room. Still don't. I think comments of course in the road, I said question down everything bring a microphone there or account question. Through any entrepreneurs and your people, who is just like the early stages of startups who are experiencing some of these problems, I got two more questions over there. Looks like please do.

Participants B

Hello. Good afternoon. My name is Luke. of the East Coast of England collecting trying plastic engagement with councils and authorities about what to do at this massive today really representing the current state. And it starts the whole town. What project are you aware of

that is the best for reducing pollution of our oceans? Very mind that in that's 30 years the rate of plastic classification versions is going to travel.

So it has to be done, but you are too. Is it something? Why like?

51:10 Assuncas Cristas

Just getting what crossed my mind. Well, the work that so many institutions and NGOs are doing, I can recall that the clean up. Uh, it was enough that I see huge and huge program around the world and to take classes out of the ocean and to reduce these plastics as a raw material for other things. These circular economy approach, but there's a lot of different institutions and NGOs, and foundations that are working hardly in this area and that university level, of course, there's a lot of research in this topic, so. I'm always optimistic. I guess solutions are there and will scale up.

51:55 Participant C

Because one of the flagship that's that our Ocean action plan is supporting at you know there's a lot of people who actually were knowledgeable working on that, but we just discussed about you know in Indonesia, there's a lot of plastic that is actually going, you know, ending up in the islands of copying the Asia sometimes very remote places where we're, you know, local communities are out there. And so there are programs that are coming up which help communities together aware of collecting them and then creating assemblies that are. Couple of weeks pyrolysis system. Putting them back into the oil and petrol and so they actually really benefit from having access to energy in order to operate the bolts. Of course, they're going to be more sustainable going forward because they're going to have some input in incomes, they're going to be able to invest into more environment friendly. Meeting. And so there is really a circular economy because that will also help track tourism and to create again in some new tourism. This is really the approach that we are looking at. The There are many I think ideas but how to bring these ideas on the ground and to make them in such a way that finally the communities are ... for them. Benefit from there and that they create. Business synergies in up around it and create new attractive business.

53:55 Masanori Kobayashi

In Palau, hat that was created with the coral state... What they doing is that they really collect plastics, the waste. At least that it together and generate the view, and then they also for the ... . And then they combine it into the like artwork and glasswork. And if they say that that there are made in Palau so that many to sell this glasswork from the recycling materials and that is a very good practice by took ten years to successfully run. It's only applicable for coral

state the commercial, all the relevant data, they don't have that kind of system, so it's a long way and you have to find a way have we can scale up that kind of.

55:00

OK. Thank you. My name is Kesalya from Indonesia and the director of Indonesia and the Economic Center at Indonesia, personal economics. We have the Research Center and business people open center. So it is my honor to be here and I really appreciate the ADB as the bank's concern with the economy. We had people up two things. First, what we have people of Masters degree. With the concentration of fuel economy, business management in Jakarta and the evolution of economics, and we can collaborate, Madam Cristas and Professor Jose, we can pull up some population to incubate a new inter finance economy. And that, to Mr. Thomas Li, have the question we have developed the blue Economy Company index to identify and certify or then companies, we are trying their business meeting the blue economy policy first. Yes. Is the case in the coastal states. So is it possible to ADB to finance us to fund us to organize to conduct the pilot project, to certify maritime companies to blue economy companies for specifically in SL, thank you.

Yeah, that's really. But I think you know one one thing is you know the indicators, right, in All in all the activities and all the businesses that is financed and that's part of the sort of what you're doing in the impact pilot project is to call in these various different sustainable blue economy segment with the standards the guidelines that are existing from different perspectives from the government perspective, the enemy and from the investor in order to make sure that we have a catalog that we invest that make sure that we are G. Uh, you know, impactful and you know that we avoid, you know, the bushing we are talking about. So I think you know, whatever initiative in this regard helps. You know we look at suggest you take the conversation off with them.

Participant C

My name is Johan and runs really ventures impressive and sea fund focused on major tech oceans etcetera. We'll keep it quick. You folks mentioned something earlier conversation about Preston Seed funding for these ventures. And so for my vantage point, there's probably 2030 kilometers for us to have this stage where we're looking at tech that's supporting early stage founders. What we've seen is there's a big gap between freezing and seed and growth. So basically like series B. Your father's have treated technology efficacy, but there's there's still three revenue and so they need help getting to that stage where growth fund like or you know and this institutional like foundation or the ADB will come in. So I like to understand

like is that a perspective that you're seeing as well or and if you are what community support those founders, it's serious be to achieve growth station scale? It might. It might have the finances, but here's you actually answer that.

58:45 Participant D

Thomas, can I just get the of this title? We are doing very specifically, which is called this. Really building up on, you know, automotive.

How's that? I mentioned 80 eventually, for instance, or or go finance accelerator, which is really providing this first. See it, but then the business is growing, right? You need access to to CapEx and to ... investment that's where the is coming where? Together with the Institute, who have, you know, a great experience actually in developing such more modeling in in Europe, which is called as whereas invest which is exactly taking those.

Umm, those stages and it's make them investment ready, so help them to make a business plan and to make the pitch to the private sector investors who are here. They said this this so much money that we need, we need them actually to make that pitch and that's what is is happening and you will hear a little bit later I think in the data will be a session and ...will talk more about that but that's really to take them to this.

1:00:28 Participant

Thank you. My name is Bill Collins. I'm sheriff Cascadia seaweed, where the North American context and we are exactly the company that you folks are talking both from the perspective of ocean literacy training at the university level, because I'm in my 5th decade will be ocean entrepreneur. We have asked the tour charms the next generation they have been with and they don't have 20 years to make themselves in a position to do good for the planet, have to do that now. So my question to the panel and I'll save you raised about 8 billion Canadian thus far, we have become the largest seaweed cultivator, North America, and the reason is quite simple. We don't have decades to wait. So when you take a normal business, you would expect 20 to 30 year runway to give yourself the time to make the mistakes without them costing you money. Where does position where we may have less than a decade obviously.

To get the 2030 for many of our targets asset as that starting point, we have to make change. So I urge everybody in the room to think about SMEs, to think about this exactly late stage Series A moving to series be seeing cultivation techniques are very expensive business. Anything you put in the water is very expensive.

So please come get him that question. Can I ask you what your yes would have needed it at the beginning of your process that you didn't have that would have made a difference?



We can bring good ideas to market. We were missing today that gap that Mister Kessler mentioned. It's for example. We know to do this correctly and by the way, we don't. The first coastal communities and First Nations, only firms we own the front end on the science side and we have the back end and trying to develop the ... So the reasonable prices can be take these people to farm. So time is of the essence and then come together to look at companies such as ourselves. We 10 more companies like us to really demonstrate the unit economics and we'll come down to unit economics in the end.

...business plan was needed to not be able to schedule.

Yes, I did because of my experience in being entrepreneur. But being marine entrepreneur is unlike anything. So you take very challenging. Any business is challenging, one in 10 fail if you put it in the marine context and it's probably closer to 1 to 100. So this support I really thought the session because the support are really necessary and alert and not crack here and all hands on deck to get it done.

1:03:30

I just got with something and I guess this is one of the reasons why it is so difficult because when you compare where to put your efforts and your money, there's always something easier to do in land. So, you have to transpose that moved here. That is really important to do something very different and willing to take the risk and to do something really innovative. And there's not so many people willing to do that. I did a staff once we join this with the needs and the sense of urgency. Once we look at what the planet is asking us to do, then we can make some cases that really put some extra benefits in working in the ocean. And once we find that possibilities, then the I guess it's you have more pros to work in the ocean than this excited. It's a so that I guess this is really one of the most difficult topics.

One more question if I may. I can follow his power. I worry as I listen to this. You're not. Applying conventional behavior, So the Business School model and the law school model and the banking model, moderate thinking are incompatible with the actual needs of the new way of being an entrepreneur in this world, whether it's ocean or otherwise. So I don't hear things like the ocean cluster. There's a permutation of collaboration and then and the extents. I don't hear any talk about definition of risk. Because every deck I ever sees exactly the same and it's all based on essentially trying to satisfy our conventional ideas and definitions of risk. Accounting is completely incompatible because we don't fully account for the true value of

anything that we do in these enterprises. So I worry about this school. Not eating by using your imaginations, entrepreneur going creativities to actually meet the needs.

Thank you so much. And that's an interesting observation I've been asking. Did you want to reply to that very quickly since that very briefly because we've got one minute.

That is the key issue because. Being that the the injection is not business. And so to build this At the I don't think model. The model and the banking system and that's it's not it isn't. Since that possible, I totally agree. That's why we are preparing a new cycle of studies and new degree at still totally different from what we have now. And really it's not, it's not, it's not, it's not management is ocean and the idea is to create an oceanic generation because it's a different.

I am sorry we have problem. Out of all the possible cost. Which is see size question. Fixing all this. I have the number that sounded your question and we haven't had enough time to do justice.

Thank you very much for all those questions. Thank you very much to our wonderful talent and since you ... Masanori and Thomas, thank you. That's the first session. I think we've started off in a in the way that I hope we all around. Sorry we didn't actually get some of the questions. Thank you. Those people that are going to the ocean and data discussion that is in another room and you will need to go across that. So we look forward to see you there.

# Appendix I Concept Note

World Ocean Summit 2023

Lisbon, Portugal

Multi-stakeholder Policy Dialogue and Strategy Formulation - Leadership Development and Start-up Support for Sustainable Blue Economies

Draft Concept Note

## Background

Sustainable blue economies are an important policy direction to promote marine and coastal ecosystem conservation and sustainable use of marine and coastal resources. Cross-sectoral and multistakeholder collaboration are indispensable. Interdisciplinary and innovative approaches are also vital in this respect. Universities are developing networks to promote interdisciplinary ocean related science at the undergraduate and graduate levels. Some of the graduates undertaking such programs are pursuing innovative business models and policy development. There is, however, a need to bolster the interdisciplinary programs on ocean and marine resource management in a way to link such scientific knowledge and findings to the business model and policy development and implementation including capacity development for managing stakeholder interface, projects and policy implementation, financing and resource mobilization, human resources and reporting. The EU finances such a program to support start-ups for ocean and marine resource management called “Mare Start-up” implemented by the University of Lisbon. There is a merit in devising such programs including through partnership with investment banks and blended finance coordinating entities. It is also important to take into account varying bio-physical and socio-economic conditions and characteristics of local areas. This proposed initiative is intended to analyze the current programs for forging activities to support start-ups of businesses and policy implementation on marine and coastal resources and provide perspectives on the way to formulate strategies for leadership development and start-up support in the context of promoting sustainable blue economies.

## Activities

- Collecting information and analyzing thereon related to start-up support programs, their needs and challenges,
- Organizing a strategy session at the 2023 World Ocean Summit to discuss achievements and challenges for promoting leadership development and start-up support in the context of advancing sustainable blue economies, and
- Formulating a strategy to promote leadership development and start-up support for

sustainable blue economies.

Duration:

22 February 2023 – 24 March 2023

Draft Program

Strategy session “Leadership development and start-up support for sustainable blue economies”

13:00 – 14:00, Monday 27 February 2023

Moderator:

- Charles Goddard, Chief Editor, Asia-Pacific Bureau, Economist

Panelist:

- Assuncao Cristas, VdA and NOVA School of Law
- Masanori Kobayashi, The Sasakawa Peace Foundation
- Thomas Kessler, Asian Development Bank
- Jose Guerreiro, Mare Startup and Faculty of Sciences,

# Appendix II List of Participants

## List of Participants

	Name	Position	Affiliate
1	Assunção Cristas	Head of counsel, VdA and professor	NOVA School of Law
2	Thomas Kessler	Principal finance specialist, sustainable development and climate change department	Asian Development Bank
3	José Guerreiro	Professor, Faculty of Sciences, Lisbon University and general coordinator	Mare Startup
4	Charles Goddard	Editorial director	Economist Impact
5	Martin Koehring	Head, World Ocean Initiative	Economist Impact
6	Brian Helmuth	Professor, marine and environmental sciences, Northeastern University and chief scientist	Proteus Ocean Group
7	Ana Oliveira	Remote sensing and geospatial data analyst	+ATLANTIC
8	Kendra MacDonald	Chief executive	Canada's Ocean Supercluster
9	Anya Waite	Chief executive and scientific director	Ocean Frontier Institute
10	Eleanor Mackay	Chief executive and founder	Ellipsis Earth
11	Sara Pittonet Gaiarin	Project coordinator	Blue Cloud
12	Lisa Kurbiel	Head of secretariat	Joint SDG Fund
13	Karen Sack	Executive director	Ocean Risk and Resilience Action Alliance (ORRAA)
14	Keith Lawrence	Project director, conservation support	The Pew Charitable Trust
15	Karine Measson	Head of division, water management and blue economy – projects directorate	European Investment Bank
16	Marisa Drew	Chief sustainability officer	Standard Chartered
17	Francisco Saraiva Gomes	Chief investment officer	Ocean 14 Capital
18	Oliver Steeds	Chief executive	Nekton Foundation
19	Kimberly Matthisen	Chief executive	HUB Ocean (sponsor)
20	Jamie McMichael-Philips	Director	Seabed 2030
21	Andre Beirao	Head	Brazilian Observatory of Maritime Policies
22	Markus Müller	Managing director, chief investment officer ESG and global head of chief investment office	Deutsche Bank
23	Michael Adams	President	Ocean Assets Group
24	Chris Gorell Barnes	Founding partner	Ocean 14 Capital
25	Suzanne Johnson	Senior advisor ocean	United Nations Global Compact
26	Rémy Simide	Lead scientist and marine biologist	Marine Coastal Ecosystems Biodiversity and Services
27	Jessica Smith	Nature lead	UNEP Finance Initiative
28	Isabelle Combarel	Deputy chief executive, head of development and ESG	Swen Capital Partners
29	Charlie Enright	Skipper	11th Hour Racing Team
30	Huw Gullick	Associate director of innovation	National Oceanography Centre

Note: Participants were over 300 people. The list shown above is an indicative of main invitees and participants.