



The International Business Alliance
for Corporate Ocean Responsibility

News Release

FINANCING THE BLUE ECONOMY: WOC AND EUROPEAN MARITIME DAYS WORKSHOP

World Ocean Council and EU BlueInvest Platform Continue to Collaborate to Advance Financing for Ocean Sustainable Development

20 May 2021

European Maritime Days 2021 includes a special workshop on “Financing a Sustainable Blue Economy: From Pipe Dream to Pipeline”, 21 May, 14:00-16:00 CET. The workshop features a panel discussion on the state of green/blue financing in the context of the EU Green Deal.

WOC CEO, Paul Holthus, will address “Towards a Common ESG Framework for the Ocean – Why This is Important for Investors” – which refers to efforts of the WOC Task Team of investment community representatives to develop an Ocean ESG/Impact Investing Framework (i.e. impact categories, metrics, indicators, reporting).

The WOC Ocean ESG/Impact Investing Framework Task Team has emerged from the ongoing WOC Ocean Investment Platform, especially the monthly Ocean Investor Roundtable which has been steadily developing a Blue Finance global community of practice since early 2020.

The European Maritime Days 2021 workshop also will showcase three EU blue project pipelines, and founders of two innovative projects shall present possible market paths for marine litter solutions. A virtual idea canvas is open for viewers to post their own ideas, initiatives and feedback on activities to boost investment on green transition and green recovery for the blue economy.

Outcomes from the workshop will feed into the BlueInvest platform, within its mission to boost innovation and investment in technologies for a sustainable blue economy, by supporting readiness and access to finance for early-stage businesses, SMEs and scale-ups.

For more information and to register for European Maritime Days, [click here](#).

UPCOMING WOC EVENT

Global Blue Finance Summit (BlueFIN '21) – *Dates to be determined*

Recent and Upcoming WOC Outreach and Engagement

18-19 May, Online event

Summit4Oceans – Blue Economy: An Opportunity for Sustainability and Economic Growth
(Partner, Plenary Speaker)

18-21 May, Online event

Ocean Visions Summit (Ocean Visions Partner)

21 May, Online event

European Maritime Days: Special BlueInvest Workshop “Sustainable Blue Finance(Panellist)

25 May, Online event

ARPA-E Energy Innovation Summit: “The Blue Economy: An Ocean Full of Energy and Climate Opportunities (Plenary Session Moderator)

World Ocean Council (WOC) – The Global Blue Economy Business Organization

The WOC is the international, cross-sectoral alliance for private sector leadership, collaboration and action on ocean sustainability, stewardship and science. Companies from a range of industries worldwide are distinguishing themselves as leaders in “Corporate Ocean Responsibility”, including: shipping, oil and gas, tourism, fisheries, aquaculture, mining, renewable energy, ocean technology and investment.

WOC Members are listed [here](#), a part of the WOC Network of 35,000+ ocean industry stakeholders around the world. The WOC is a registered not-for-profit organization in the US, UK and France.

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