The blue economy:
Prosperous. Inclusive. Sustainable.
What is the conference?

- First global conference on the sustainable blue economy
- Dedicated to realizing the untapped potential found on our shores and in our oceans, seas, lakes & rivers
- Focused on integrating economic development and sustainability

- Will advance the UN’s 2030 Agenda for Sustainable Development & the SDGs (Sustainable Development Goals)
- Will promote a blue economy which is: **Prosperous. Inclusive. Sustainable.**
Why the conference?

- To accelerate the implementation of the UN’s 2030 Agenda & SDGs
- To address the challenges of protecting our oceans, seas, lakes & rivers
- To realize the potential of our waters to create jobs & combat poverty
- To align the blue economy with the needs of society
- To bring together the players from all sectors of the blue economy
- To encourage businesses & private sector to collaborate with governments & civil society
- To harness the latest technology, innovation, science & research to ignite blue growth
Who should participate?

- Heads of State & government
- Ministers
- Governors & mayors of ocean- and lake-facing cities
- International, regional & national organizations
- Universities, research institutions & innovators
- Business & private sector
- Community leaders & civil society
- Women, youth & Indigenous people

Where will it take place?

- Nairobi, at the Kenyatta International Conference Centre

When do we gather?

- November 26 to 28, 2018
- 18 months after UN Oceans 2017
- 18 months before UN Oceans 2020
Participants

- 4,000+ participants
- Enabling developing states to participate

Participants will:

- Help shape the transition to a blue economy that is prosperous, inclusive & sustainable
- Help create new partnerships & projects that transcend boundaries
- Learn about success stories & concrete actions for driving sustainable blue growth
- Share strategies for transitioning to a blue economy in different countries
- Be mobilized for change
The Road to Nairobi

- The 2030 Agenda for Sustainable Development & the SDGs

- Climate Change Conference (COP 21), Paris

- UN Ocean Conferences 2017 & 2020
  - Bringing attention to the huge challenges facing the health of the oceans and the communities & industries that rely on them

- Most international conferences focused on finding solutions for sustaining ocean ecosystems

- Not enough focus on how economic development of our waters can go hand-in-hand with sustainability
Goals of the Conference
This conference will:

**Share** innovation including the latest science and cutting-edge technology to ignite promising sectors for blue growth

**Promote** strategies and best practices from around the world on how to implement the sustainable blue economy approach

**Bridge the gap** in participation and bring together all levels of government (local, regional, national) and non-governmental actors (scientists, academics, civil society)

**Create** and foster new partnerships and projects
This conference will:

- **Motivate** the business community, philanthropists, and innovators to invest in blue economy sectors
- **Increase** women and youth participation in the blue economy, ensuring marginalized groups & the poor benefit
- **Contribute** to achieving the UN’s 2030 Agenda, SDGs & the Paris Climate Change Agreement
- **Enhance** collaboration between lake-facing cities & communities to address the challenges of growth & poverty alleviation
Conference Themes

Main theme:
The blue economy and the 2030 Agenda for Sustainable Development

Cross-cutting themes:
- New technologies and innovations
- Priorities and partnerships
- Financing the blue economy
- Women, youth and the blue economy
Sub-Themes

Ending hunger, securing food supplies & promoting healthy diets

Managing and sustaining marine life & conservation

People, communities & societies – the inclusive blue economy

Transportation & global connectivity

Employment, job creation & poverty eradication

Cities, tourism, culture & the blue economy

Energy, mineral resources & sustainable development

Climate action, agriculture & pollution-free oceans

Maritime security & enforcement
Conference Events

• Opening plenary – all participants, with Heads of State

• Concurrent main events – on each sub-theme

• Side events – on specialized topics

• Seminars – on the latest academic & scientific thinking on the blue economy

• Exhibitions – trade, investment & tourism showcase for the blue economy

• Business forum – for businesses to network & pursue investment opportunities

• Closing plenary
Outcomes

- Blue Economy Pledge – by all conference participants
- Pledging Board – record of commitments by governments & stakeholders
- Strategic networks & clusters to promote the blue economy
- Final conference report

- Partnerships & joint projects across:
  - Governments
  - Parliaments
  - Businesses
  - Cities
  - Academia
  - Civil society
  - All sectors
International Partnerships

- Kenya
  - Conference Coordination Office
  - UN and other international organizations

- Canada
  - Co-hosts
  - Sponsors
  - Advisory group
Opportunities to Contribute

- Participate & mobilize others to participate
- Become a co-host or co-sponsor
- Provide financial support
- Join the advisory committee – “Informal Friends of the Blue Economy”
- Organize side events and seminars
- Mobilize experts and speakers for program themes
- Encourage the private sector & business community to participate in the events, business forum & exhibitions