

SUSTAINABLE  
**BLUE ECONOMY**  
CONFERENCE

**NAIROBI, KENYA**  
26<sup>th</sup> - 28<sup>th</sup> November 2018



**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
- Financing the blue economy
- Priorities and partnerships
- Women, youth and the blue economy

# Sub-Themes



Ending hunger,  
securing food  
supplies & promoting  
healthy diets



Transportation  
& global  
connectivity



Energy, mineral  
resources &  
sustainable  
development



Managing and  
sustaining marine life  
& conservation



Employment,  
job creation &  
poverty  
eradication



Climate action,  
agriculture &  
pollution-free oceans



People, communities &  
societies – the inclusive  
blue economy



Cities, tourism,  
culture & the  
blue economy



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





# 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

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[www.blueeconomyconference.go.ke](http://www.blueeconomyconference.go.ke)