



BLUE NATURE
ALLIANCE

A Global Partnership Catalyzing Momentum for
Large-Scale Ocean Conservation

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Conserving the Ocean for Nature and People

The ocean covers more than two-thirds of the Earth and provides food and livelihoods to billions of people, produces most of the air we breathe, and absorbs nearly half of the world's carbon emissions. However, damaging fishing practices, pollution, and climate change are devastating global ocean health, and threatening ocean-connected communities, marine life, and our planet.

Science shows that halting and reversing this decline requires conserving large areas of the ocean. The Blue Nature Alliance, an ambitious global partnership, engages locally in new and existing ocean conservation areas. These efforts are designed to build momentum required to achieve the global target of conserving at least 30% of the ocean by 2030.

To help achieve that goal, the Blue Nature Alliance aims to catalyze 18 million square kilometers (7 million square miles) of large-scale marine conservation areas in collaboration with governments, NGOs, Indigenous peoples and local communities, ocean conservation experts, scientists, communities of practice, and financial strategists.

We believe that the only way to achieve the pace and scale of conservation needed is by joining and aligning with those that share our ambition.

Striving for Equity

Centered on Indigenous peoples and local communities' goals to protect nature and enhance social and ecological outcomes, equity underpins the Blue Nature Alliance's work. This approach ensures the legitimacy and durability of ocean conservation areas.

Collaboration, Technical Expertise, and Financial Resources

Working in partnerships at all levels – from local communities and Indigenous peoples to national leadership – together we create and implement bold, transformative plans at scale. The Blue Nature Alliance brings together the **technical expertise, financial support, global network, and lessons learned** to achieve clear, shared, and time-bound goals for establishing or expanding ocean conservation areas, improving management or strengthening level of protections in existing protected areas, and *'growing the field'* of large-scale ocean conservation.



Technical Assistance



Knowledge Generation + Sharing



Advocacy + Coalition Building



Management Planning



Capacity Building



Designing Long-Term Financing

Site Selection

Potential sites are evaluated by six criteria:

Significant

Large areas that include coastal ecosystems and/or open ocean that are vital to people and nature

Catalytic

Ideas and opportunities that build momentum for durable protections, inspire innovation, or push conservation to new scales

Political will

Decision-makers express strong vision for ocean conservation and are prepared to take action

Local engagement

Local champions ready to work with partners to drive outcomes through community engagement

Achievable

Partners working together around a set of clear outcomes with a high likelihood of success

Leverage

Co-investment and match funding, which may include government revenue, public funding, or other philanthropic support

How We Engage

1 Scoping

Stakeholder and potential partner discussions to understand the vision and whether the Blue Nature Alliance might contribute to the shared goal.

2 Engagement framework

In collaboration with partners, we develop an engagement framework articulating what is needed to achieve the shared goal.

3 Endorsement

The relevant local decision-makers and/or partners, and the Blue Nature Alliance endorse the engagement framework.

4 Implementation

The Alliance engages with partners, deploys technical assistance, and/or provides financial support.

Who We Are

The Blue Nature Alliance is a global partnership founded and led by Conservation International, The Pew Charitable Trusts, The Global Environment Facility, Minderoo Foundation, and the Rob & Melani Walton Foundation. We believe the only way to achieve the pace and scale of conservation needed is by joining and aligning with those that share our ambition to protect our ocean.