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Proposal for a new Marine and Coastal Strategy of UN Environment Programme for 2020-2030

Version 15.5

Proposal for a new Marine and Coastal Strategy of UN Environment Programme for 2020-2030

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1. Introduction

By 2050, the planet will need to provide food, health, jobs and energy to sustain a population of 9 billion people. A healthy ocean is essential to life on Earth: from the smallest plankton to the largest marine mammals and is the underpinning of ecosystem and human well-being. It is estimated that some 40% of the global population live within coastal communities and 3 billion people rely on the ocean for their livelihoods.

The sustainable use of ocean resources is central to maintaining vibrant national and local economies, for both countries with coastlines and land-locked countries. The critical role of the oceans in mitigating climate change means that every country and person in the world has a stake in ensuring its health and resilience. With the adoption of the 2030 Agenda for Sustainable Development, the international community has set important goals and targets to achieve in the long-term healthy oceans through conservation and sustainable use.

Realizing the full potential of oceans and coasts to sustainably contribute to these objectives will require widespread changes in how we manage our economic activity in and around coastal and marine areas. This need for change is especially clear as the impacts of resource over-exploitation, pollution, coastal development and climate change on oceans and coasts become increasingly visible.

The Marine and Coastal Strategy sets strategic directions over the short, medium and long-term, coinciding with Agenda 2030, guiding and enabling the achievement of objectives laid out in the four-year Medium-Term Strategy and bi-annual Programme of Work of the United Nations Environment Programme as concerns sustainable management and conservation of marine and coastal ecosystems. This Strategy identifies and builds internal and external synergies to address cross-cutting issues pursued in other thematic strategies guiding UN Environment Programme's work, including the Freshwater Strategy 2017-2021, Regional Seas Strategic Directions 2017-2020, an emerging Biodiversity Strategy, and Climate Change Strategy, to ensure overall efficiency and impact in delivery UN Environment Programme's Programme of Work.

The implementation of the Strategy will enhance UN Environment Programme's capacity to effectively support countries and stakeholders in their national and regional actions to sustainably use marine and coastal ecosystem services while reducing adverse human impacts, and achieve relevant Sustainable Development Goals. It will support global innovation and delivery of normative services. Where relevant, it will contribute to an enhanced coordination of actions in collaborative frameworks addressing marine and coastal issues. This includes contributing to important global processes, such as the United Nations Open-ended Informal Consultative Process on Oceans and the Law of the Sea, the Regular Process for Global Reporting and Assessment on the State of the Marine Environment, including Socioeconomic Aspects, the High-Level Political Forum on Sustainable Development, implementation of the Paris Climate Agreement, and the Post-2020 Biodiversity Agenda.

The Strategy intends to operationalize and communicate UN Environment Programme's convening role and contributions in its support to countries in achieving healthy and resilient marine and coastal ecosystems globally. This ranges from identifying strategies and actions to assist national and regional-level transitions towards sustainable blue economies, to strengthening concerted multilateral efforts in support of healthy oceans and coasts, to ground-truthing effective nature-based solutions that ensure long-term ocean-based sustainable development.

2. Challenges and Opportunities

Oceans face severe threats from human activities, including climate change, and suffer from adverse impacts on their ecosystems. Intensive negative processes in the environment, such as global warming and sea-level rise, ocean acidification, oxygen depletion, eutrophication, loss of biodiversity and natural resources depletion, are exacerbated by plastic litter, oil spills and other forms of pollution, unsustainable resource use, and further over-exploitation of natural resources. The degradation of marine and coastal biodiversity, such as loss of habitat and entire ecosystems, are rooted in the underlying drivers of global climate change, population growth and an increasing demand for resources.

Identified key barriers to address these issues include:

- **Inadequate knowledge** of dynamic and interacting ecological, social and economic drivers influencing marine and coastal health, function and services to support effective policy-making and management;

- **Ineffective sector/cross-sector policies**, cooperation and governance systems as well as lack of alignment of these with environmental sustainability considerations of oceans;

- **Inadequate solutions and incentives** to enable and encourage resource efficiency and circular economy approaches;

- **Insufficient public and private financing** for development, integration and implementation of sustainable blue economy policies, strategies and solutions.

Notwithstanding the challenges, there are many drivers of change, positive trends and opportunities by various actors to support sustainability of oceans. For example, there is a realization at levels reaching from individual to global of the problems facing oceans and coasts. There is further an increasing awareness of the interconnectedness of issues affecting the ocean. New policies, legislative instruments and fiscal incentives are emerging along with innovative implementation strategies and support mechanisms. An increased attention to the need for cross-sectoral collaboration is being coupled with advancement in technologies, from 'big data' systems and risk forecasting to enhanced resource efficiency, along with an augmented access to finances to address threats facing the ocean. All these approaches and incentives are important to tackle the outlined barriers in order to ensure a healthy and resilient ocean and coasts.

3. UN Environment Programme's Vision and Mission on Oceans and Coasts

UN Environment Programme is the leading authority that sets the global environmental agenda, having an impartial convening role to foster policy dialogue and implementing numerous global environmental conventions and commitments, which include the sustainable management of marine and coastal resources. UN Environment Programme's work is built around enabling governments, business and civil society across all levels to better integrate the foundational principles of ecosystem-based management into social and economic development through an extensive partnership network, in association with governments and multiple institutions.

Besides the central role that UN Environment Programme has in assisting the international community in making decisions to address global/transboundary environmental issues and in assisting countries in implementing environmentally sound policies and practices, global normative

work and services of UN Environment Programme include synthesis and application of ocean-related research, integrated environmental assessments, risk assessments and vulnerability analyses, and the operationalization of ecosystem-based management principles and solutions, including nature-based solutions to climate change, with capacity building as a cross-cutting focus. Other core areas of expertise relevant to oceans include green economy, sustainable trade, circular economy and sustainable consumption and production principles and approaches, and sustainable green financing.

UN Environment Programme hosts seven of the Regional Seas programme secretariats, thereby, creating a direct means, through which the agency promotes and enhances regional integration and cooperation ranging in many areas from science-to-policy translation, to facilitating coordination in governance of shared coastal and marine ecosystems in the multi-lateral partnership arena. UN Environment Programme also hosts autonomous Secretariats for multilateral environmental agreements that are relevant to marine environment protection, such as the Basel, Rotterdam and Stockholm Conventions and the Secretariat for the Convention on Biological Diversity.

Informed by UN Environment Programme's overall vision, the management drivers and mandates given by countries, the vision for the Marine and Coastal Strategy is:

Vision: Healthy and climate-resilient marine and coastal ecosystems underpinning human well-being and benefits of present and future generations.

Mission: Within its overall mission, the UN Environment Programme will play a catalytic role in steering transformational and behavioral changes of current marine and coastal management systems and institutional frameworks towards sustainability and resilience. This includes application of ecosystem and science-based management approaches, which effectively support societies in generating environmental, economic, and social benefits for all, whilst minimizing adverse impacts on the marine and coastal environment.

To this end, UN Environment Programme will strengthen its work to develop and implement innovative and sustainable solutions in partnership with countries and stakeholders including from governments, business, civil society, academia, media, scientific communities, and in coordination with other UN agencies and global and regional relevant organisations, to achieve the many ocean-related Goals of the 2030 Agenda for Sustainable Development.

Taking an integrated approach to ocean and coastal sustainability by transitioning towards sustainable blue economy: By connecting environmental, economic and social dimensions, UN Environment Programme will assist countries to transform knowledge into effective decision-making processes, sound policies and implementation of management solutions to aid in more sustainable and equitable use of marine and coastal ecosystem services within ecological limits, balancing economic, environmental and social priorities. This includes addressing impacts of climate change and trade-offs between single sector benefits vis-à-vis their cumulative environmental and social impacts and enhancing circularity in sustainable blue economy approaches. More specifically, this means the UN Environment Programme will support transition to sustainable blue economy by helping the design of macro-economic policy (investment, trade, consumption, production, distribution), national, regional as well as multilateral governance and localised integrated management solutions that ensure ocean-based sustainable development. The Strategy aligns with the three dimensions of sustainability by: (i) safeguarding ocean and coastal natural capital; (ii) fostering sustainable and responsible consumption and production cycles, circular economy and sustainable trade; and (iii) empowering ocean-dependent

communities and stakeholders, supporting livelihoods and building human capital for transition towards sustainable blue economy.

4. Strategy guiding principles

This Strategy will apply the following operating and guiding principles; enhancing ecosystem-based management, promoting source-to-sea approaches in management of land-based pollution, expanding sustainable consumption and consumption patterns, including by way of trade and trade-related policies and practices, fostering natural capital considerations in resource management and strengthening the science to policy interface. These principles are well enshrined across SDGs.

4.1. Ecosystem-Based Management approach

The Strategy embodies all core principle of Ecosystem-Based Management (EBM), which aims to manage in an integrated and precautionary manner human uses and their cumulative impacts on marine and coastal ecosystem function at ecological scales, rather than confined to jurisdictional boundaries. This for example means maintaining the integrity of marine and coastal ecosystems by also taking into account management of freshwater ecosystems and terrestrial landscapes. Adopting this approach will address the shortfalls of traditional single-sector approaches and provide a comprehensive, integrated approach to the management of human-ecosystem interactions.

4.2. Source-to-Sea approach

Unsustainable activities and poor land management practices results in pollution and eutrophication, degrades freshwater ecosystems, and marine and coastal ecosystems in receiving waters. The Strategy advocates the application of source-to-sea or ridge-to-reef management principles to mitigate pollution and maintenance of water quality and ecosystem health from points of origin to zones of discharge within the marine environment. This approach is based on “connecting” coastal zone management and marine spatial planning to river basin system management, addressing cause and effect linkages between degradation of upstream and downstream ecosystems, considering the river basin as the spatial management unit. Source-to-sea management fosters coordination of action across all sectors in the continuum in pollution mitigation. It should be noted that sea-based sources also must be considered within the scope of strategic response to marine pollution and impacts to ecosystems.

4.3. Sustainable Consumption and Production

The Strategy will contribute to the decoupling economic growth from environmental degradation in the marine environment by applying lifecycle-based approaches, taking all phases of resource use into account based on use of fewer resources, including energy and water, to produce less waste and pollution, by promoting and enabling sustainable economic and trade practices, using different tools including sustainability certification, standards, and traceability systems, and by strengthening policy and governance frameworks, such as efforts at national or multilateral level to reform perverse fisheries subsidies. Sustainable Consumption and Production (SCP) cuts across all different sectors hence requires a holistic approach and wide engagement of stakeholders to consider and address the impact of consumption and production on the marine environment. It covers the whole value chain, from design, selection of materials to sustainable

production and to support to consumers to move towards sustainable consumption choices, and finally to end-of-life management.

4.4. Natural Capital approach

This principle is based on the fact that nature provides innumerable services that underpin food security, human well-being and indeed, the global economy. These services, as are often the case in the marine environment, are rarely valued in terms that can be entered into national economic accounts and national planning processes and, in lacking visible or equivalent monetary value, they are often traded away inappropriately. The biodiversity and ecosystem services within marine and coastal environments must be incorporated into policy and decision-making processes, and better described in terms that decision makers can understand and use. Lacking information on the natural asserts provided by coastal and marine ecosystems is a crucial barrier towards sustainable blue economy transition. Without this information, developing evidence-based policies, management strategies and scaling up financing for the transition would be impeded significantly.

4.5. Science - Policy Interface

A critical underpinning of the Strategy and at the core of the mandate of UN Environment Programme is to apply scientific evidence, without prejudice to the long-standing recognition of the precautionary principle, on the health, functions and value of ecosystems to trigger needed policy reform at national and regional level that enable comprehensive ecosystem-based management and more sustainable consumption and production patterns. Better scientific understanding of human stressors and implications for ecosystem functioning can enhance design and implementation of effective and adaptive management measures to increase ecosystem sustainability and resilience to global climate change. UN Environment Programme in close collaboration with multiple partners will assist development and uptake of policy-oriented research closing key knowledge gaps. This includes ensuring that collected data and information reflect the needs of policy-makers enabling more effective marine and coastal policy and management.

5. Theory of Change - Towards Ocean-Based Sustainable Development

The Marine and Coastal Strategy is designed in alignment with the 2030 Agenda for Sustainable Development, including the SDG targets, UN Environment Programme's overall mandate, and specific goals and issues related to marine and coastal ecosystems. The Strategy is intended to facilitate catalytic, positive and measurable change towards sustainable blue economy transition at global, regional and national levels.

The main problem to be addressed is the accelerating loss of ecosystem services due to deteriorating ocean and coastal health caused by climate change, intensive coastal development, pollution, and inefficient resource use, undermining long-term sustainable development. **Four critical barriers** have been identified in addressing this problem: **(1)** Inadequate knowledge and scenarios of dynamic and interacting drivers influencing ecological, social and economic processes that impact ecosystem health and services to inform effective policy-making and management; **(2)** Inadequate solutions and incentives to enable and encourage resource efficiency and circular economy approaches, particularly with respect to reducing polluting flows to the marine environment, and inadequate mainstreaming of environmental considerations of healthy oceans and coasts in social and economic policy and practice; **(3)** Fragmented of ineffective sector/cross-

sector policies, cooperation, governance and management systems to address the complexity of drivers impacting oceans and coasts; and **(4)** Insufficient public and private financing for development, integration and implementation of sustainable blue economy policies, strategies and solutions due to a lack of incentives and global standards diverting public and private financing at scale.

The Strategy centres on supporting countries to overcome these barriers and enable behavioral changes in policies and actions so that threatened marine and coastal ecosystems become well managed, healthy and climate resilient and able to sustain natural capital asserts and services for human well-being. By addressing the drivers that negatively impact the marine and coastal natural asserts and their associated ecosystem services today, successful implementation of the Strategy will create conditions for the transition towards ocean-based sustainable development ensuring human well-being and benefits of present and future generations.

The Theory of Change (Figure 1) is therefore built around **four linked Strategic Objectives** to lower these barriers, enabling transitions towards sustainable blue economies underpinning ocean-based sustainable development.

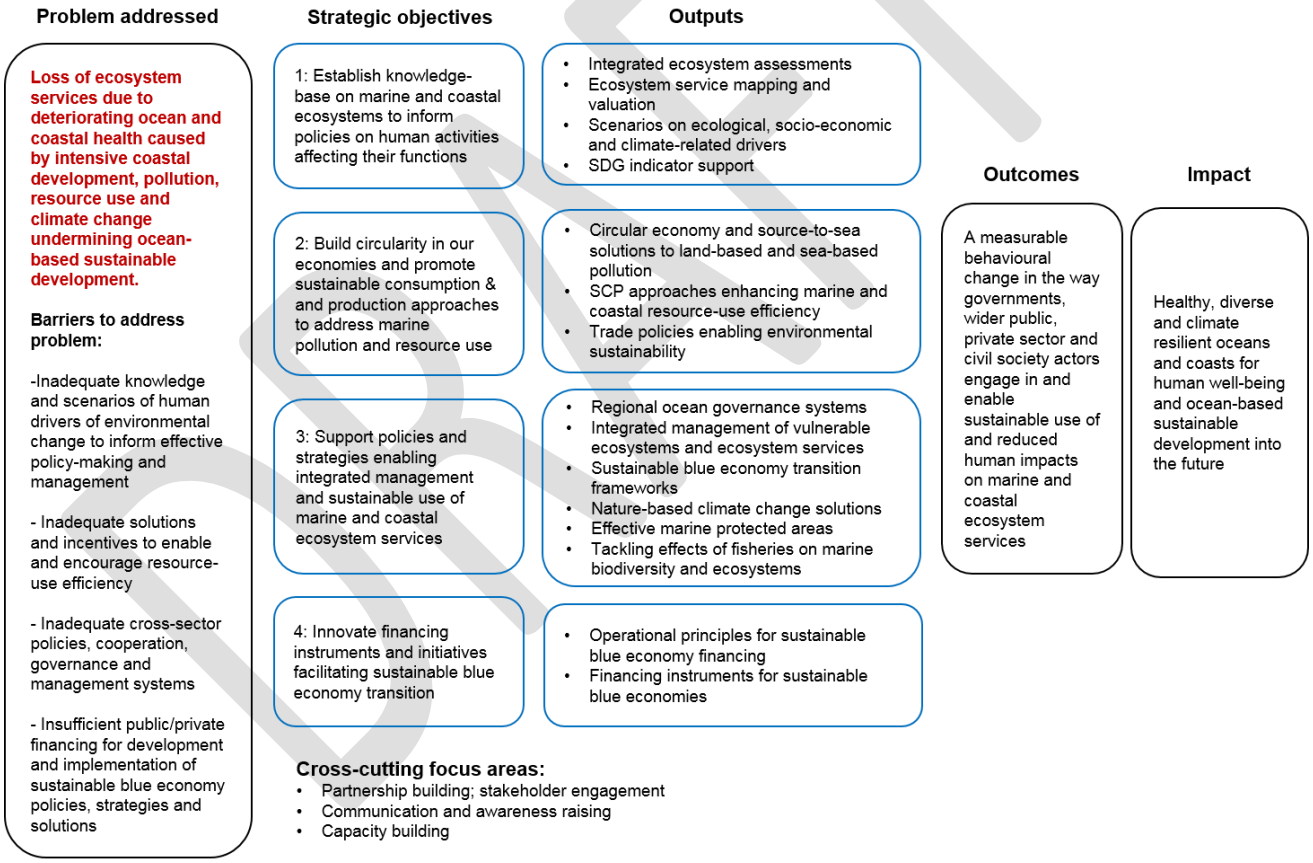

Figure 1: Theory of Change - Towards ocean-based sustainable development

6. Strategic objectives and core outputs

The Strategy consolidates UN Environment Programme's expertise and experience across relevant disciplines in a concerted effort to assist countries and regions tackle complex economic and social drivers that impact coastal and marine ecosystems and their ability to provide ecosystem

services. The four strategic objectives of the Theory of Change are translated into four corresponding work streams, as follows:

Strategic Objective 1: Establish knowledge-base on marine and coastal ecosystems to inform policies on human activities affecting their functions.

Strategic Objective 2: Build circularity in our economies and promote sustainable consumption and production approaches to address marine pollution and resource use.

Strategic Objective 3: Support policies and strategies enabling integrated management and sustainable use of marine and coastal ecosystem services.

Strategic Objective 4: Innovate financing instruments and initiatives facilitating sustainable blue economy transition.

Specific focus areas of each strategic objective are summarized below, along with main outputs that will support transitions towards long-term sustainable blue economies and ocean-based sustainable development.

6.1. Strategic Objective 1: Establish knowledge-base on marine and coastal ecosystems to inform policies on human activities affecting their functions

Science-based assessment of the functioning of coastal and marine ecosystems and pressure and drivers for changes in their health will inform developing appropriate policies addressing the pressure and drivers. UN Environment Programme will generate and collate science-based knowledge on it working through strategic partnerships and collaborations, including the Regional Seas Programmes, Marine science organisations. The generated knowledge will be communicated to the other sectoral UN organisations and the World Ocean Assessment processes.

UN Environment Programme value added in this area is that it will look at whole ecosystems and their functions and review cumulative impacts of all relevant human activities. Further, UN Environment Programme will facilitate provision of the knowledge generated, collated and synthesised to other sectoral United Nations Organisations and World Ocean Assessment process. This represent a core UN Environment Programme contribution to the UN Decade of Ocean Science for Sustainable Development. The work in the area would be linked with UN Environment Programme responsibility to develop relevant indicators for Sustainable Development Goals (14.1, 14.2 and 14.5) and any future data and reporting systems.

UN Environment Programme will deliver the following core outputs and services:

a) **Integrated ecosystem assessments and ecosystem services valuation:** UN Environment Programme will move towards integrated marine ecosystems assessments, reviewing all functioning elements of the ecosystems and their interaction, involving human activities and their impacts, ecosystem services and their values, and the impacts of climate change. Specifically, **UN Environment Programme will: (i)** support development and application of a methodology for integrated assessment of ecological, socio-economic and climate related drivers and pressure impacting marine and coastal ecosystem health and function; **(ii)** support mapping, assessment and valuation of marine and coastal ecosystem services to enhance the knowledge-base for sustainable blue economy

transition planning at national and regional levels. This includes knowledge-generation, application of standards in line with the United Nations' Statistics of Environmental Economics and Assessment, translation of data in the form of blue natural capital accounts and development of information systems to support it; **(iii)** operationalize marine and coastal climate change scenario, ecosystem vulnerability and risk assessment tools to inform sustainable blue economy cost-benefit analysis and investments; **(iv)** work with networks of scientists and experts on key marine and coastal ecosystem processes and drivers, their services and benefits to human well-being to enhance the knowledge-base for sustainable blue economy transition planning and actions; **(v)** work with UNCTAD and FAO towards identifying and assessing standards and tools to respond to trade-related ocean degradation and unsustainable resource use.

b) **Enhancing scenarios on ecological, socio-economic and climate-related drivers:** Climate change influences are dramatically increasing vulnerabilities of marine and coastal ecosystems to degradation; coupled with anthropocentric influences such as unsustainable resource extraction and pollution will hasten the process of loss of essential environmental and economic services. Coral reefs are among the highly vulnerable ecosystems of concern. It is essential that countries have the capacity to track the health of their marine and coastal ecosystems through the application of assessment tools to better understand impacts and to forecast future scenarios to support planning and implementation of mitigative and adaptation measures. UN Environment Programme, including through the work of its Science Division, will strengthen the science-policy interface for decision makers through assessments and analyses in conjunction with expert networks and scientific bodies such as the Intergovernmental Panel on Climate Change (IPCC), IOC-UNESCO and the Intergovernmental and Science-Policy Platform on Biodiversity and Ecosystem Services in enhancing national capacities in responding to shifts on the health status of marine and coastal ecosystems through implementation of adaptive strategies. **UN Environment Programme, along with partners will: (i)** assist generation of knowledge and information on the stored, sequestered or released carbon in the key marine and coastal ecosystems, so that the member countries may incorporate such carbon accounting (blue carbon) into their Nationally Determined Contributions (NDCs) in the context of the Paris Agreement; **(ii)** analyze current and future trends and forecast environmental impacts and cost-benefits of possible mitigation and adaptation scenarios and measures so that the Member States can make informed decision on their national actions.

c) **SDG indicator support:** In the advancement of science-to-policy for the ocean space, UN Environment Programme plays a key role as the 'custodian agency' for three Sustainable Development Goal indicators under Goal 14; specifically (i) 14.1 on marine pollution, (ii) 14.2 on ecosystem-based management application in EEZs and (iii) 14.5 marine protected area coverage. In this regard the agency has responsibility, along with partner agencies, to assist national capacities in reporting on the indicators and for translation of progress on the indicators into policy reform and management responses. This will be achieved in close collaboration with the Regional Seas Programmes with the aim of ensuring coordination at a global level and taking advantage of assessment and reporting mechanisms within the scope of UN Environment Programme's remit. **UN Environment Programme, along with co-custodian and other technical partners will: (i)** contribute to development and adoption of the SDG 14 target indicator methodologies, drawing on and augmenting existing indicator frameworks already in use by regional seas programmes; **(ii)** guide and assist countries in data collection, reporting and dissemination for incorporation into national accounts and reporting within the UN high-level political forum for SDG

implementation, **(iii)** support awareness raising of stakeholders on processes on indicator methodology development and internalization within national accounting frameworks; **(iv)** enhance harmonization and inter-connection to other relevant SDG target indicators within the responsibility of UN Environment Programme as custodian agency.

6.2. Strategic Objective 2: Build circularity in our economies and promote sustainable consumption and production approaches to address marine pollution and resource use

In the context of sustainable marine and coastal resource management the strategy will augment UN Environment Programme's wider efforts in supporting the transition to sustainable development through multiple pathways, ensuring long-term sustainable blue economy opportunities, sustainable trade, and the adoption of sustainable consumption and production patterns at all levels. This strategy, through the interlinkages across the other strategic objectives, will assist governments to design policy and fiscal incentive frameworks build circularity in our economies and to promote more sustainable patterns of production and consumption. Private sector along value chains reliant on coastal and marine resources and whose activities may impact the integrity of downstream marine ecosystems will be assisted to implement sustainable management and eco-innovative practices and business models, and to increasingly invest in innovative technologies. Sustainable consumption patterns throughout the society will be facilitated by transparent and reliable consumer information, and sustainable public procurement. Civil society will be encouraged to transition to sustainable lifestyles through educational and awareness-raising campaigns including the Clean Seas, Beat Pollution and Sustainable Lifestyles campaigns and other initiatives, thus influencing the demand for more sustainable products and services.

UN Environment Programme will deliver the following core outputs and services:

a) **Sustainable consumption and production and source-to-sea solutions to address land-based and sea-based pollution:** Support will be extended to public and private sector partners in provision of policy, sustainable business and technological options, and capacity development across sectors and value chains, including assessments and technical assistance on life cycle-based approaches, green investment, adopting sustainable consumption and production patterns, sustainable trade practices and developing methodologies and tools for disclosing sustainability performance. **UN Environment Programme will: (i)** support evidence-based management and reduction of for example, problematic products causing marine litter and micro-plastics pollution as well as, wastewater and nutrients pollution through life cycle approaches, incorporating the work within collaborative frameworks such as the Global Partnerships on Marine Litter, Nutrients and Wastewater, the One Planet Network that is implementing the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), the Life Cycle Initiative and the Partnership for Action on Green Economy (PAGE) and other relevant initiatives such as the Strategic Approach to International Chemicals Management (SAICM) where relevant as well as through its circular economy and value chain activities; **(ii)** support countries in baseline-setting and the implementation of source-to-sea good practices whereby governments, businesses and civil society make considerable changes in their policies, strategies and action plans to tackle pollution caused by marine litter, wastewater and excessive nutrients that leads to an eventual measurable reduction in the influx of pollutants to coastal waters as a result of upstream actions within relevant multilateral environmental agreements and commitments under

UNEA resolutions, in alignment with sustainable development goal targets 6.3 and 14.1; **(iii)** expand use of available monitoring and assessment tools and methodologies to enhance national and regional capacities in the context of meeting the SDG targets related to freshwater and marine pollution; (iv) promote sustainable consumption patterns and demand for sustainable products through campaigns including the Clean Seas, Beat Pollution and Sustainable Lifestyles campaigns, as well as other communication efforts around UN Environment Programme's priority areas and work including on Climate Change.

b) SCP approaches enhancing marine and coastal resource-use efficiency: UN Environment Programme will support the further mainstreaming of sustainable consumption and production into marine and coastal ecosystem resource use, building on existing initiatives, with emphasis on the Regional Seas Programmes as primary avenues. Experiences will be drawn from application of SCP approaches under the Mediterranean Action Plan and through the SwitchMed programme (among others) to facilitate replication to other regional seas programmes. The work will require a multi-disciplinary effort in association with *inter-alia* the One Planet Network, the Partnership for Action on Green Economy (PAGE) and key UN partner agencies such as FAO, UNCTAD and UNIDO, as well as trade-related efforts to promote sustainable fisheries including the 'Friends of Fish' Group of WTO Member States. In addition to governments, core targets for uptake of SCP approaches will be manufacturers and retailers working through respective industry associations. Sectors of interest will include fisheries, aquaculture, extractives and the tourism sector. **UN Environment Programme, in collaboration with partners will (i)** provide advisory support services on innovative decision-support tools, policies, regulatory and fiscal instruments designed around life-cycle management approaches that contribute to conservation and sustainable management of marine biodiversity and ecosystems; **(ii)** support strengthening of capacities of private sector stakeholders, government, other policy-setting entities, financing agents and consumers/civil society to facilitate and implement SCP solutions in resource-efficient utilization of marine and coastal resources through exchange of best practices and raising awareness.

c) Trade and trade-related policies for environmental sustainability and resource efficiency: Current unsustainable trade practices contribute to vulnerabilities and undermine the optimal and sustainable use of ecosystem services. Instead, trade and trade-related policies should support and enable the sustainable use of ecosystem services and the reduction of vulnerabilities. This can be achieved for example through promoting sustainable trade in seafood and other ocean resources and supporting services and the development of related sectors, such as ecotourism; and through supportive trade policies such as subsidy reform (eliminating harmful fisheries subsidies, reinvesting those subsidies in ecosystem management), and trade-related policies like certification and standards. **UN Environment Programme will: (i)** work with the Food and Agriculture Organization and the UN Conference for Trade and Development to support countries reform, design and implement trade related policies and practices towards supporting healthy oceans, as well as to promote political efforts at multilateral level to reform unsustainable practices. This includes activities to support States to design and implement trade-related policies towards fulfilling their commitment under SDG 14 to eliminate harmful fisheries subsidies and provide market access to small-scale and artisanal fisheries.

6.3. Strategic Objective 3: Support Policies and Strategies Enabling Integrated Management and Sustainable Use of Marine and Coastal Ecosystem Services

Marine and coastal ecosystem services are declining due to increasing, often competing human activities degrading ecosystem health and functions. The situation is exacerbated by uncoordinated sector policies and management arrangements. There are often trade-offs between the benefits generated by different human activities and their cumulative environmental impacts. Integrated policies and management across sectors have the potential to reduce undesirable sector impacts and enable sustainable use of the system overall, balancing ecosystem service provision to different users at appropriate spatial scales. Ecosystem-based coastal and marine planning and management is a key approach to ensure long-term ecosystem service delivery and resilience to environmental change. UN Environment Programme therefore will support development of policy frameworks and decision-support to inform and enable cross-sector policy dialogues and processes to identify and outline regional and national sustainable blue economy pathways, strategies and action plans. These will consider a wide range of ecosystem services essential for long-term human well-being, duly recognising environmental, economic and social development objectives, benefits and needs. It will enable fully ecosystem-based integrated coastal zone management and marine spatial planning approaches, as well as support nature-based approaches to management of human impacts and environmental change, building resilience of marine and coastal ecosystems and dependent human communities. UN Environment Programme will deliver the following core outputs and services:

a) **Regional ocean and coastal governance, cross-sector policy dialogue and coordination frameworks:** The sustainable use of shared marine ecosystem services and resources requires increased dialogue, collaboration and coordination mechanisms among maritime sectors and stakeholders. Four important frameworks are considered in this regard: (a) regional seas programmes, (b) regional fisheries bodies, (c) large marine ecosystems projects and (d) regional and sub-regional economic commissions/communities. UN Environment Programme, FAO, and UNESCO's Intergovernmental Oceanographic Commission are already working to enhance cooperation between these frameworks. Cooperation among them was highlighted through the global dialogues processes including the Sustainable Ocean Initiative of the Convention on Biological Diversity as well as the Cape Town regional ocean governance conference (November 2017). UN Environment Programme will further contribute towards strengthened regional ocean coordination frameworks through capacity building and collaboration among regional actors. Moreover, collaborations and support will be extended towards the effective implementation of marine-related multilateral environmental agreements, such like CBD and CMS, and the Basel, Rotterdam, Stockholm and Minamata Conventions. Specifically, **UN Environment Programme will: (i)** provide capacity support for regional and national authorities to apply ecosystem-based management principles in use of shared ocean resources, **(ii)** support development of cross-sector regional ocean policy dialogue and coordination frameworks that promote sustainable blue economy principles and pathways, and **(iii)** engage in processes and innovative partnerships to develop and implement transboundary and regional-scale sustainable blue economy strategies and action plans.

b) **Integrated planning, decision-support and management of vulnerable ecosystems and ecosystem services:** Integrated management of cumulative impacts of human activities and climate change on valuable ecosystem services can ensure sustained

economic and social benefits from the marine and coastal ecosystems, underpinning sustainable blue economies. **UN Environment Programme will: (i)** develop decision-support frameworks and guidance to identify transition pathways guiding national and regional sustainable blue economy planning and implementation strategies, **(ii)** enable effective uptake of integrated ecosystem assessments and ecosystem service valuation information and knowledge in cross-sector policy-making, trade-off analysis, vulnerability- and risk-projections, marine spatial planning and integrated management through capacity building and targeted communication, and **(iii)** support Integrated Coastal Zone Management and Marine Spatial Planning as ecosystem-based management tools underpinning sustainable blue economy transition strategies and action plans through, *inter-alia*, the regional seas frameworks. Such ecosystem-based coastal zone management schemes would be backed up by ecosystem function knowledge, modelling and scenarios on ecosystem changes, valuation assessment and valuation of ecosystem services, and management of sectoral activities impacting and impacted by ecosystem services.

c) **Nature-based climate change solutions supporting sustainable blue economies:** Ocean and coastal carbon has not been fully incorporated into national actions on climate change mitigation, and nature-based adaptation measures have not been fully implemented under the national action plans on adaptation. UN Environment Programme will continue to promote nature-based solutions, such as ecosystem-based mitigation of and adaptation to climate change. More concretely, **UN Environment Programme will: (i)** develop ecosystem-based adaptation measures and demonstrate when they are more cost-effective and effective in addressing climate change impacts; **(ii)** enhance capacities of countries to protect vulnerable habitats such as seagrass, mangroves, tidal marshes and coral reefs, which are important blue carbon sinks or provide adaptation services, but also highly vulnerable to climate change impacts; **(iii)** generate knowledge and information on climate change-related ecosystem services (blue carbon and resilience to natural disasters); **(iv)** develop good practices including supporting an enabling policy environment for the management and restoration of these ecosystems, so that these can be appropriately addressed in marine spatial planning and integrated coastal zone management mechanisms and **(v)** engage with the Convention on Biological Diversity post-2020 Biodiversity Framework and the “New Deal for Nature” to ensure that targets for critical coastal ecosystems are included.

d) **Effective marine protected areas:** Marine protected areas are essential and powerful tools for the conservation of important marine and coastal biodiversity and ecosystems, while ensuring sustainable livelihoods for populations dependent on these. Under the Regional Seas conventions, particularly under their Specially Protected Areas Protocols, regional coordinated networks of marine protected areas have been established. **UN Environment Programme will: (i)** develop science-based assessments of ecological connectivity and regional representativity to support design of marine protected area networks that maximize ecological connectivity and representation of ecological uniqueness in target regions; **(ii)** further develop and apply tools and guidance on marine protected area governance to enhance management effectiveness and ensure equitable distribution of marine protected area costs and benefits among relevant stakeholders; **(iii)** provide targeted capacity building through regional networks of MPA managers, facilitating peer-to-peer exchanges of knowledge and good practices and **(iv)** work through the UN Environment Programme-World Conservation Monitoring Centre to continually monitor the

coverage and effectiveness of marine protected areas, introducing ecological effectiveness and management performance in the global statistics.

e) **Measures mitigating environmental effects of fisheries on biodiversity and ecosystems:** UN Environment Programme is expanding its collaboration with the Food and Agriculture Organisation of the United Nations on issues related to environmental aspects of fisheries and formulation of tools and guidance to support blue economic growth/sustainable blue economies. In this regard, **UN Environment Programme will (i)** support assessment of environmental impacts of fisheries on marine and coastal ecosystems and explore innovative ways to reduce these impacts. Cooperation frameworks between the regional seas and regional fisheries bodies will be important platforms to realize this; **(ii)** promote wise use of conservation measures for fisheries benefits (e.g., fisheries refugia within wider spatial planning) and explore means to engage fishing communities in implementing marine and coastal ecosystems conservation tools to aid in recovery of fish populations and maintenance of trophic structures; **(iii)** promote sustainable consumption and production approaches as a solution to address environmental issues by applying whole fish value chain approaches through, *inter-alia* partnership with industries and private sectors within the value chain; **(iv)** assist the development of trade and trade-related policies promoting environmental sustainability with a focus on sustainable fisheries, by way of addressing fisheries subsidies that contribute to IUU fishing, overcapacity and overfishing, and promoting the uptake of sustainability certification and standards as well as supply chain transparency and traceability. This includes supporting Member States in their ability to foster policy change at national and regional level, as well as negotiate on multilateral level, including under the auspices of the WTO, as well as implementing advocacy activities to assist reform of fisheries subsidies disciplines at the WTO.

6.4. Strategic Objective 4: Innovate Financing Instruments and Initiatives Facilitating Sustainable Blue Economy Transition

Traditional investments in the ocean economy have often resulted in negative impacts and externalities, damaging the health of marine and coastal ecosystems. Rather, sustainable investments need to meet the triple bottom line, meaning environmental, social and economic benefits. Through this approach the aimed impact will be healthy and productive marine and coastal ecosystems, while ensuring job creation, business development and sustained economic growth. For economic benefits, trade flows and investments to be considered truly “green,” maintaining healthy and resilient ocean and coastal ecosystems must be a core priority for human well-being. UN Environment Programme will play an important role in facilitating innovative financing for sustainable oceans and coasts. Further, the objective is to stimulate sustainable businesses and business models built on healthy coastal and marine ecosystems, for example through fostering nature-based solutions that sustain blue natural capital. Long-term investments need to enhance climate change mitigation and adaptation to safeguard resources and services for current and future generations. Through sustainable banking, businesses and business models, insurance and investment practices, the intent is to drive a shift across ocean-based and other relevant sectors to address the widely documented decline in marine and coastal ecosystems and support development along the most sustainable pathways possible.

UN Environment Programme will deliver the following core outputs and services:

a) **Operational principles for sustainable blue economy financing:** With partners, **UN Environment Programme will (i)** evolve and operationalize the 'Sustainable Blue Economy Financing Principles; **(ii)** serve as institutional host for these Financing Principles through the 'Sustainable Blue Economy Financing Initiative' working in close collaboration with a range of partners and leading finance institutions; **(iii)** engage with the Regional Seas programmes, governments, private sector, the UNCTAD-FAO-UN Environment Programme joint initiative on sustainable fisheries, and other relevant stakeholders to identify and support Sustainable Blue Economy projects, business case identification and pipelining; **(iv)** develop business models for sustainable coastal and marine production and consumption (e.g. sustainable fisheries, eco-tourism, offshore renewable energy among others); **(v)** support countries and business to transition towards sustainable seafood practices, including by supporting the adoption of relevant sustainability standards and certification; **(vi)** explore ways of mobilizing climate finance and other financing mechanisms to aid sound ecosystem-based management and restoration of vulnerable habitats; **(vii)** facilitate links to public agents, including local governments and public marine management bodies, influencing and enabling implementation of the identified and targeted projects; and **(viii)** support raising of operational grant or commercial investment funding utilizing innovative mechanisms for financing measures that enable sustainable marine and coastal resource management.

b) **Reducing the negative impacts of sea-based transport on ecosystems**: (i) Explore opportunities for collaboration with the IMO towards incentivizing and supporting transport providers and other stakeholder to shift towards less polluting and more efficient alternatives, ii) map best-practice examples on sustainable sea-based transport

7. Basis for Action

7.1. International Frameworks Guiding the Strategy

UN Environment Programme wants to work through relevant frameworks to achieve integrated and efficient delivery of the strategic objectives. The Sustainable Development Goals (SDGs), the United Nations Convention on the Law of the Sea (UNCLOS) and the Small Island Development States (SIDS) Accelerated Modalities of Action (SAMOA) Pathway are essential to the ocean work of UN Environment Programme.

7.1.1. The 2030 Agenda for Sustainable Development sets the overall context for the Strategy and directs the UN Environment Programme to assist countries meet the Sustainable Development Goals (SDGs). The Strategy is closely linked to Goal 14 (*Life below Water)*, while also recognizing that ocean-related issues are not restricted to Goal 14, but integral to the full range of SDGs, particularly those related to food security, freshwater and terrestrial ecosystems, poverty reduction, clean water, good jobs, economic growth, sustainable consumption and production, and climate resilience. UN Environment Programme will assist strengthening national and regional capacities to identify and utilize synergies across ocean-related issues, goals and targets, which can realize significant time and cost savings in SDG delivery, monitoring and reporting. The Strategy thereby responds to needs expressed by the High Level Political Forum on Sustainable Development and the Call for Action of the 2017 UN Oceans Conference towards for capacity building and actions for national delivery of the SDGs, including preparation of development planning and implementation.

UN Environment Programme is *custodian agency* for ecosystem integrity targets related to its mandate under Goal 14, notably **Target 14.1** (pollution); **Target 14.2** (ecosystem management) and **Target 14.5** (marine protected area coverage). In this regard, UN Environment Programme has responsibility, along with partner agencies, to assist countries in target assessment, reporting and translation to policy reform and management response. In this role, UN Environment Programme will work with partner agencies in advancing development and adoption of methodologies associated with the goal targets that are in turn linked to technical and policy support to implement actions to meet these targets.

7.1.2. United Nations Convention on the Law of the Sea (UNCLOS) sets forth the wider global commitment on sustainable management of marine resources and several provisions which this Strategy fully considers in its strategic outlook. Particularly important are Parts V and VII of the Convention relating to management obligations of countries within exclusive economic zones and the high seas with respect to conservation and utilization of living resources. Part XII of the Convention makes provision for the protection and preservation of the marine environment with countries actions to implement measures to prevent, reduce and control pollution of the marine environment, reduce risk due to introduction of alien species, fostering global and regional cooperation and investment in research and exchange of information and data. Working through UNCLOS thus provides a global legal framework for the Strategy. The governance of areas beyond national jurisdiction is currently at the core of negotiations in UNGA to develop a legally binding instrument under UNCLOS on the conservation and sustainable use of biological diversity in areas beyond national jurisdiction.UN Environment Programme is engaging in the *Open-ended Informal Consultative Process on Oceans and the Law of the Sea* under UNCLOS*,* which provides a platform for addressing issues and improving coordination and cooperation between States and strengthening contributions to the General Assembly on oceans and the law of the sea. Also, UN Environment Programme directly supports the *Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects,* including through the Regional Sea's programme. This has led to the first World Ocean Assessment, an important informational basis for directing strategic action.

7.1.3. The SIDS Accelerated Modalities of Action (SAMOA) Pathway. UN Environment Programme is contributing to the ocean related section of the SAMOA Pathway, particularly integrated ecosystem management, SIDS participation in the Regional Seas programmes, for example addressing marine pollution and protection of coral reef and other vulnerable marine ecosystems through the development and implementation of comprehensive and integrated approaches for enhancement of their resilience to withstand pressures.

Moreover, there is a broad landscape of multilateral environmental agreements and organizations whose activities are key for the protection and management of the oceans. MEAs include for example the Convention for Biological Diversity, the Basel, Rotterdam, Stockholm and Minamata Conventions, and Convention for Migratory Species, all with secretariats under the auspices of UN Environment Programme. Others relevant MEAs include UN Framework Convention on Climate Change (UNFCCC) and those under the auspices of other international organizations, notably those administered by the International Maritime Organization (IMO) on shipping and dumping issues (such as MARPOL, the London Convention and the London Protocol strengthening the Convention) and the FAO (at the global and regional level).

7.2. UN Environment Programme's Framework that Guides the Strategy

7.2.1. UN Environment Assembly Resolutions: The Strategy responds to specific resolutions adopted by Member States on topics of special concern that requires focus attention. These resolutions are embedded within the Medium-Term Strategy and Programme of Work for action through resource commitment and reporting to States on implementation progress. Although a large majority of the adopted resolutions are relevant to marine and coastal issues and are interconnected, key resolutions that fall within the remit of this Strategy include:

- UNEP/EA.1/Res.6 Marine plastic debris and microplastics
- UNEP/EA.2/Res.10 Oceans and seas
- UNEP/EA.2/Res.4 Role, functions and modalities for UNEP implementation of the SAMOA Pathway as a means of facilitating achievement of the Sustainable Development Goals
- UNEP/EA.2/Res./5 Delivering on the 2030 Agenda for Sustainable Development
- UNEP/EA.2/Res./8 Sustainable consumption and production
- UNEP/EA.2/Res.11 Marine plastic litter and microplastics
- UNEP/EA.2/Res.12 Sustainable coral reefs management
- UNEP/EA.2/Res./13 Sustainable management of natural capital for sustainable development and poverty eradication
- UNEP/EA.3/Res.7 Marine litter and microplastics
- UNEP/EA.3/Res.10 Addressing water pollution to protect and restore water-related ecosystems

7.2.2. Medium-Term Strategy (MTS) 2018-2021 and Programme of Work: UN Environment Programme executes its mandate within the scope of its *Medium-Term Strategy* and *Programme of Work* that is drawn on the directions laid out in the frameworks described above The Medium-Term Strategy and Programme of Work is informed by the strategies and plans of multilateral environmental agreements and other internationally agreed environmental goals. In the framework of the Medium-Term Strategy (MTS) 2018-2021 and Programme of Work (PoW), UN Environment Programme supports countries to adopt an integrated approach in their efforts to become more environmentally sustainable, while also ensuring achievement of economic and social dimensions of sustainable development. UN Environment Programme is uniquely positioned to provide an environmental lens through which to view, understand and provide advice on sustainable development.

The Medium-term Strategy and PoW response to marine and coastal issues is executed through all UN Environment Programme's seven **Sub-programmes**, however those with most direct relevance to service delivery to countries and stakeholders include 'Healthy and Productive Ecosystems', 'Chemicals, Waste and Air Quality', 'Climate Change', 'Resource Efficiency' and 'Environment Under Review'. The expected accomplishments associated with the sub-programmes are key metrics for assessment of delivery which the Strategy emulates. A table explaining the objectives of the sub-programme and main expected accomplishments most closely related to the marine and coastal strategic outlook, can be found consulted in **Annex 1**, along with a mapping of specific Strategy outputs across sub-programmes in **Annex 2**.

7.3. Collaborations and Partnerships

The multi-layered and multi-sectoral nature of integrated policies and management of marine and coastal ecosystems and resources calls for collaboration across all parts of UN Environment Programme, extending beyond the organization to UN Environment Programme collaborating

centres[1], other UN agencies and many external partners. Achieving several of the expected outcomes will require new types of cooperation across environmental, social and economic disciplines.

Already, local, regional and international institutions are working in partnership to achieve various marine and coastal policy and management goals. To effectively achieve the outcomes of the Marine and Coastal Strategy, UN Environment Programme will further work both within and outside of the UN system to advance synergistic and cost-effective collaborations and programmes, ranging from global normative knowledge generation, innovation and advice to capacity building and in-country delivery.

To this end, UN Environment Programme will work with both environmental and other sector institutions to support national and regional activities. Partnerships with research institutes and non-government organizations across international, regional and national levels is a further priority.

7.3.1 Multilateral Partnerships

Through the implementation of the Marine and Coastal Strategy, UN Environment Programme anticipates existing partnerships, particularly with UN organizations participating in **UN-Oceans.** UN-Oceans is an inter-agency mechanism seeking to enhance the coordination, coherence and effectiveness of competent UN organizations, including UN Environment Programme, with shared mandates for marine and coastal management within the framework of the UN Convention on the Law of the Sea. Over the years, UN Environment Programme has collaborated effectively with many UN-Oceans partners on various initiatives and will continue to coordinate its activities with these organisations to complement activities, reducing overlap and optimize available resources. Considering the multiple existing sectoral legal and management regimes (e.g. FAO, IMO, MEAs), it will engage in conversations around possible intervention routes for the protection and management of the oceans. Further extending partnerships to other UN agencies, such as UNFCCC and through UN-Water, is also regarded essential for achievement of the Strategy.

UN Decade of Ocean Science for Sustainable Development

An important priority of UN Environment Programme will be to support the *UN Decade of Ocean Science for Sustainable Development (*2021-2030), coordinated by IOC/UNESCO and in collaborations through UN-Oceans, to support collaborative efforts to reverse the cycle of decline in ocean health and gather ocean stakeholders worldwide behind a common framework that will ensure ocean science can fully support countries in creating improved conditions for sustainable development of the Ocean.

UN Environment Programme will work with wide-ranging partners to enable basic and applied research informing science-based policy-making and management solutions to sustainable development. Basic research is needed to enhance our fundamental understanding of oceans and coastal systems, complex processes and services underpinning human well-being. Applied research are needed to advance effective decision-making and practical management solutions for sustainable development, linking natural, social and economic issues.

UN Environment Programme has identified the following strategic areas of collaborations through the Ocean Decade:

[1] For example, UNEP-WCMC, GRID-Arendal and UNEP-DHI Centre for Water and Environment.

i. Enhancing data and science on natural, social and economic conditions, processes and drivers impacting oceans and coasts through interdisciplinary studies, expert groups and research collaborations;
ii. Targeted research and tool innovation to strengthen ecosystem-based ocean and coastal policy-making, planning and management;
iii. Enhancing regional and global cooperation, knowledge integration and science-policy interface to support ocean governance for sustainable development;
iv. Enhancing national, regional and global capacities and awareness for achieving ocean-related sustainable development.

7.3.2 National-to-global collaboration

UN Environment Programme will implement the Strategy in partnerships and collaborations at three levels:

Global collaborations will serve as important avenues to advance the work of UN Environment Programme, where they will be catalytic in development and application of innovative approaches and will deliver solutions to enhance sustainable marine and coastal resource management. The following is a non-exhaustive account of some of the key initiatives that UN Environment Programme is centrally positioned to contribute to Strategy execution.

Regional collaboration and intergovernmental cooperation will be primarily through Regional Seas Conventions and Action Plans (RSCAPs) in close coordination with UN Environment Programme's regional offices. These frameworks will serve as conduits for delivery of decision-support tools, guides and assessments built around ecosystem-based approaches. The Regional Seas Programmes include within their frameworks extended networks of indigenous national and regional institutions that contribute to the generation and analysis of scientific and policy options to enhance decision making from national level toward regional integration.

Regional Seas Programmes will serve as important implementing platforms for the Strategy, including through capacity building, knowledge-sharing, pilot activities, and exchange of experiences among policy-makers, planners and managers.

National collaborations will continue its expansion on a demand-driven basis depending on specific areas of interest of Member States, in keeping with local to national mandates in sustainable marine and coastal management, and the sustainable use of ocean and living marine resources. Direct technical and policy support will be rolled-out, including also through close collaboration with the Regional Seas mechanisms, other UN agencies and beyond, to ensure complementarity and building synergies with wider efforts.

7.3.3 Thematic partnerships

Addressing specific thematic issues, UN Environment Programme has spearheaded a range of collaborations relevant to marine and coastal issues. For example:

Ecosystem assessment and ecosystem services valuation: Global Coral Reef Monitoring Network (GCRMN); Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES); The Economics of Ecosystems and Biodiversity (TEEB) for Oceans.

Resource efficiency and sustainable consumption and production: International Resource Panel, the One Planet Network (10-Year Framework of Programmes on SCP patterns), the Life

Cycle Initiative, the Resource Efficient and Cleaner Production Network and the Partnership for Action on Green Economy (PAGE) will be among key delivery mechanisms.

Land-based pollution: Global Programme of Action for the Protection of the Marine Environment from Land Based Activities and its partnerships, the Global Partnership on Nutrient Management (GPNM), the Global Partnership on Marine Litter (GPML) and the Global Wastewater Initiative (GW^{2}I) are contributing to address land-based sources of pollution[2].

Sea-based pollution: International Maritime Organization (IMO) and its Marine Environment Protection Committee (MEPC) to promote effective implementation of a wide range of measures that prevent and control pollution caused by shipping and other maritime operations. The UN-based Climate and Clean Air Coalition (CCAC) will further policies that address air-quality and climate impacts of shipping at the international, regional, national, and local (port) levels.

Science-policy support: The Group of Experts on Scientific Aspects of Marine Environmental Protection (GESAMP), the Intergovernmental Panel on Climate Change (IPCC), and the Global Environment Outlook (GEO) process are among the primary collaborative frameworks.

Sustainable trade: UN Environment Programme delivers support to Member States jointly with UNCTAD and FAO, under the joint voluntary commitment of three agencies issued in 2017, to address unsustainable fisheries practices and deliver on trade-related targets of SDG 14. Going forward, the three agencies are proposing a SDG 14 Trade-related Joint Plan of Action, to be able to upscale their support to Member States on this area.

Sustainable financing: The *Sustainable Blue Economy Finance Principles* will become part of a new Sustainable Blue Economy Finance Initiative under the auspices of UN Environment Programme Finance Initiative. Global financial institutions, such as the World Bank and other development banks, will be essential in providing financial support to marine and coastal management initiatives. International funds, such as the GEF, bilateral donors and philanthropic foundations are all key partners to implement the strategy. It is anticipated that implementation of the Strategy will provide opportunities to deepen and extend existing financial partnerships and create new partnerships as required.

Private sector engagement: Partnerships with private sectors to support sustainable use and conservation of oceans and coasts are being explored in collaboration with the *UN Global Compact – Business Action Platform for the Ocean.*

8. Communication and education

Effective and targeted communication, education, and public engagement will drive progress toward achieving the strategic objectives of the Strategy.

[2] The future operational modalities of the Global Programme of Action for the Protection of the Marine Environment from Land Based Activities are under review by countries pursuant to the 4th Intergovernmental Review of November 2018. Regardless of the outcome of the review, UN Environment will continue to play a leading role on land-based sources of marine pollution.

8.1. Facilitating uptake of results

Communication of results, lessons and challenges encountered during the implementation of the Strategy to Member states, partners and donors is considered a critical factor for achievement of impact of the Strategy. Targeted communication on the practical application and customization of new knowledge, management approaches and guidance generated through the Strategy is essential to enable Member States tackle key environmental issues and implement solutions that ensure sustainable and resilient oceans and coasts.

Targeted awareness-raising will be achieved through training/outreach and new knowledge-sharing platforms. Capacity building initiatives including training-of-trainers, master classes, along with massive online open courses, with specific focus on oceans and coastal ecosystems, will increase capacities, networking and experience-sharing on ocean-related issues.

UN Environment Programme will develop and implement a publication approach to communicate the results and outcomes of the Strategy. Awareness of progress towards SDG targets will be strengthened by communicating the monitoring findings through a range of media and fora.

8.2. Communication with wider Public and Awareness-Raising

UN Environment Programme campaigns to stimulate wide public engagement and behavioral changes towards sustainable oceans and coasts include Clean Seas, Wild for Life, a recently launched coral reef campaign, as well as the #BeatPollution initiative. These all play important roles in building awareness, inspiring people to join the cause, and changing destructive practices and behavior across relevant sectors. Central to the campaigns is multimedia storytelling and activations to mobilize people around the issue and the solutions – where possible, showcasing the impact of UN Environment Programme's interventions. The campaigns also provide good platforms to form new partnerships with civil society actors and the private sector.

9. Monitoring and Reviewing the Strategy

An adaptive management approach will be utilized in monitoring and revising the marine and coastal Strategy. The Strategy is intended as a 'living document', which will be revised through regular internal review processes every two years. In these reviews the accomplishments, lessons learned, challenges, and evolving global dynamics of leadership in the marine and coastal environmental sphere will be considered. This will allow the Strategy to be adapted to major environmental or political changes occurring globally. Regular reviews of achievements and challenges will not only provide an opportunity to evaluate progress, but will also allow provide communication opportunities to tell the story of UN Environment Programme's leadership on marine and coastal environmental issues. Monitoring and revision of the marine and coastal Strategy will draw on the regular Programme of Work reporting of the various marine-related Projects that have been approved by UN Environment Programme and that lay out specific activities, outputs and outcomes in logical frameworks.

Annex 1: UN Environment Programme Sub-programme objectives and main expected accomplishments most closely related to the marine and coastal strategic outlook

Sub-programme and objective	Programme Expected Accomplishments (2018-2021)
Healthy and productive ecosystems **Objective:** Marine, freshwater and terrestrial ecosystems are increasingly managed through an integrated approach that enables them to maintain and restore biodiversity, ecosystems' long-term functioning and supply of ecosystem goods and services	The health and productivity of marine, freshwater and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at the national and international levels; Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making
Chemicals, waste and air quality **Objective:** Sound management of chemicals and waste and improved air quality contribute to a healthier environment and better health for all	Policies and legal, institutional and fiscal strategies and mechanisms for sound chemicals and waste management developed or implemented in countries within the framework of relevant multilateral environmental agreements
Resource efficiency **Objective:** Countries transition to sustainable development through multiple pathways, including inclusive green economy and trade, and the adoption of sustainable consumption and production patterns, increasingly decoupling economic growth from unsustainable resource use and environmental impacts while improving human well-being	Public, private and financial sectors increasingly adopt and implement sustainable management frameworks and practices
Environmental Governance Objective: Policy coherence and strong legal and institutional frameworks increasingly achieve environmental goals in the context of sustainable development	The international community increasingly converges on common and integrated approaches to achieve environmental objectives and implement the 2030 Agenda for Sustainable Development Institutional capacities and policy and/or legal frameworks enhanced to achieve internationally agreed environmental goals, including the 2030 Agenda for Sustainable Development and the Sustainable Development Goals
Environment under review **Objective:** Governments and other stakeholders are empowered with quality assessments and open access to data and information to deliver the environmental dimension of sustainable development	Governments and other stakeholders use quality open environmental data, analyses and participatory processes that strengthen the science-policy interface to generate evidence-based environmental assessments, identify emerging issues and foster policy action
Climate change **Objective:** countries increasingly make the transition to low-emission economic development, and enhance their adaptation and resilience to climate change	Countries increasingly advance their national adaptation plans which integrate ecosystem-based adaptation

Annex 2: Mapping Marine and Coastal Strategy strategic objectives and outputs across UN Environment Programme Medium Term Strategy (2018-2021)

OBJECTIVES	OUTPUTS	Medium Term Strategy 2017-2021 Expected Accomplishments (primary contributions)
Strategic objective 1: **Establish knowledge-base on marine and coastal ecosystems to inform policies on human activities affecting their functions**	**1.1 Integrated ecosystem assessments and ecosystem service valuation:** • Enhanced integrated ecosystem assessments tools and capacities at national/regional level. • Mapping, assessment and valuation of marine and coastal ecosystem services and natural capital to guide blue economy transition planning. • Operational marine and coastal climate change scenario, ecosystem vulnerability and risk assessment tools to inform sustainable blue economy cost-benefit analysis and investments. • Networks of scientists and experts on key marine and coastal ecosystem processes and drivers, their services and benefits to human well-being to enhance the knowledge-base for sustainable blue economy transition planning and actions.	**ENV UNDER REVIEW SP7 EA(a)** Governments and other stakeholders use quality open environmental data, analyses and participatory processes that strengthen the science-policy interface to generate evidence-based environmental assessments, identify emerging issues and foster policy action. **ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level. **DISASTER & CONFLICTS SP2 EA(a)** Countries and international partners have integrated environmental measures for risk reduction in key policies.
	1.2 Scenarios on ecological, social and climate-related drivers: • Knowledge and information on stored and sequestered carbon in key marine and coastal ecosystems available so that member states can incorporate carbon accounting (blue carbon) into Nationally Determined Contributions (NDCs) in context of the Paris Agreement. • Analyses of current and future trends and forecast environmental impacts and cost-benefits of possible mitigation and adaptation scenarios and measures to support decisions on national actions.	**CLIMATE CHANGE SP1 EA(a)** Countries increasingly advance the near and long-term national adaptation plans (NAPs), which integrate Ecosystem-based Adaptation. **CLIMATE CHANGE SP1 EA(b)** Countries increasingly adopt and/or implement low emission development plans and invest in clean technologies.

	1.3 SDG indicators support through method development and capacity building: • SDG 14 (target 1, 2 and 5) indicator methodologies developed and adopted, drawing on and augmenting existing indicator frameworks already in use by regional seas programmes. • Guidance and assistance provided to countries/regions in data collection, reporting and dissemination for incorporation into national accounts and reporting within the UN high-level political forum for SDG implementation. • Awareness raised among stakeholders on processes on indicator methodology development and internalization within national accounting frameworks. • Enhanced harmonization and inter-connection to other relevant SDG target indicators within the responsibility of UN Environment Programme as custodian agency.	**ENV UNDER REVIEW SP7 EA(a)** Governments and other stakeholders use quality open environmental data, analyses and participatory processes that strengthen the science-policy interface to generate evidence-based environmental assessments, identify emerging issues and foster policy action. **ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level.
Strategic objective 2: **Build circularity in our economies and promote sustainable consumption and production approaches to address marine pollution and resource use**	**2.1 Sustainable consumption and production and source-to-sea solutions to address land-based and sea-based pollution:** • Evidence-based management and reduction of for example, problematic products causing marine litter and micro-plastics pollution as well as, wastewater and nutrients pollution through life cycle approaches. • Baseline-setting and source-to-sea good practices implemented whereby governments, businesses and civil society make considerable changes in their policies, strategies and action plans to tackle pollution caused by marine litter, wastewater and excessive nutrients in alignment with SDG 6.3 and 14.1. • Expanded use of available monitoring and assessment tools and methodologies to enhance national and regional capacities in the context of meeting the SDG targets related to fresh and marine pollution.	**CHEMICALS & WASTE SP5 EA(b)** Science-based policies and legal, institutional and fiscal strategies and mechanisms for waste prevention and sound management developed and implemented by countries with UNEP's support and within the frameworks of relevant MEAs **RESOURCE EFFICIENCY SP6 EA(a)** Science-based approaches that support the transition to Inclusive Green Economy pathways and Sustainable Consumption & Production patterns are increasingly embedded in regional, national and sub-national frameworks, policies, strategies and action plans

	2.2 Sustainable Consumption and Production (SCP) approaches enhancing marine and coastal resource efficiency: • Advice on innovative decision-support tools, policies, regulatory and fiscal instruments designed around life-cycle management approaches that contribute to conservation and sustainable management of marine biodiversity and ecosystems. • Capacities of private sector stakeholders, government, other policy-setting entities, financing agents and civil society strengthened to facilitate and implement SCP solutions in resource-efficient utilization of marine and coastal resources through exchange of best practices and raising awareness.	**RESOURCE EFFICIENCY SP6 EA(a)** Science-based approaches that support the transition to Inclusive Green Economy pathways and Sustainable Consumption & Production patterns are increasingly embedded in regional, national and sub-national frameworks, policies, strategies and action plans **RESOURCE EFFICIENCY SP6 EA(c)** Public and private sectors are increasingly aware of and support the adoption of sustainable lifestyles and consumption patterns
	2.3 Trade and trade-related policies for environmental sustainability and resource efficiency: • Support provided to help countries reform, design and implement trade related policies and practices towards supporting healthy oceans.	**RESOURCE EFFICIENCY SP6 EA(a)** Science-based approaches that support the transition to Inclusive Green Economy pathways and Sustainable Consumption & Production patterns are increasingly embedded in regional, national and sub-national frameworks, policies, strategies and action plans
Strategic objective 3: **Support policies and strategies enabling integrated management and sustainable use of marine and coastal ecosystem services**	**3.1 Regional ocean and coastal governance, cross-sector policy dialogue and coordination frameworks:** • Capacity support provided for regional and national authorities to apply ecosystem-based management principles in use of shared ocean resources. • Cross-sector regional ocean policy dialogues and coordination frameworks developed promoting sustainable blue economy principles and pathways. • Engagement in processes and innovative partnerships to develop and implement transboundary and regional-scale sustainable blue economy strategies and action plans.	**ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level. **ECOSYSTEM MANAGEMENT SP3 EA(b)** Countries and the private sector initiate and test the inclusion of the health and productivity of ecosystems in finance allocation decisions **ENVIRONMENTAL GOVERNANCE SP4 EA(a)** Advisory services and secretariat support to global, regional and sub-regional intergovernmental processes and for addressing the environmental dimension of the 2030 Agenda for Sustainable Development

		Advisory services to Governments to promote synergies in the implementation of MEAs and other multilateral institutional arrangements Technical support to cooperation frameworks for the management of transboundary natural resources and intergovernmental processes that regulate international environmental issues **ENVIRONMENTAL GOVERNANCE SP4 EA(b)**: Advisory services and capacity development to strengthen institutional capacity and policy and legal frameworks for effectively and inclusively addressing the environmental dimension of Sustainable Development Goals
	3.2 Integrated planning and management of vulnerable ecosystems and ecosystem services to support sustainable blue economy transition: • Decision-support frameworks available to help identify transition pathways for national and regional sustainable blue economy planning and implementation strategies. • More effective uptake of integrated ecosystem assessments and ecosystem service valuation information and knowledge in cross-sector policy-making, trade-off analysis, vulnerability- and risk-projections, marine spatial planning and integrated management through capacity building and communication. • Integrated Coastal Zone Management and Marine Spatial Planning enabled as ecosystem-based management tools to support implementation of sustainable blue economy transition strategies and action plans through, *inter-alia*, the regional seas frameworks.	**ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level. **ECOSYSTEM MANAGEMENT SP3 EA(b)** Countries and the private sector initiate and test the inclusion of the health and productivity of ecosystems in finance allocation decisions
	3.3 Nature-based climate change solutions: • Ecosystem-based adaptation measures developed and demonstrated in term of cost-effectiveness in addressing climate change impacts.	**CLIMATE CHANGE SP1 EA(a)** Countries increasingly advance the near and long-term national adaptation plans (NAPs), which integrate Ecosystem-based Adaptation.

	• Enhanced capacities of countries to protect vulnerable habitats such as seagrass, mangroves, tidal marshes and coral reefs, which are important blue carbon sinks or provide adaptation services, but also highly vulnerable to climate change impacts. • Knowledge and information generated on climate change-related ecosystem services (blue carbon and resilience to natural disasters). • Good practices developed including supporting an enabling policy environment for the management and restoration of these ecosystems, so that these can be appropriately addressed in marine spatial planning and integrated coastal zone management mechanisms. • Input provided to CBD post-2020 Biodiversity Framework to ensure that targets for critical coastal ecosystems are included.	**CLIMATE CHANGE SP1 EA(b)** Countries increasingly adopt and/or implement low emission development plans and invest in clean technologies. **CLIMATE CHANGE SP1 EA(c)** REDD+ countries increasingly adopt and implement policies and measures that achieve quantifiable carbon and social and environmental benefits. **ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level.
	3.4 Effective marine protected areas: • Criteria developed for science-based assessments of ecological connectivity and regional representativity to support design of marine protected area networks that maximize ecological connectivity and representation of ecological uniqueness in target regions. • Tools and guidance developed and applied on marine protected areas governance to enhance management effectiveness and ensure equitable distribution of marine protected area costs and benefits among relevant stakeholders. • Targeted capacity building through regional networks of MPA managers, facilitating peer-to-peer exchanges of knowledge and good practices. • Monitoring, trough the UN Environment Programme-World Conservation Monitoring Centre, the coverage and effectiveness of marine protected areas, introducing ecological effectiveness and management performance in the global statistics.	**ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level. **ECOSYSTEM MANAGEMENT SP3 EA(b)** Countries and the private sector initiate and test the inclusion of the health and productivity of ecosystems in finance allocation decisions

	3.5 Measures mitigating environmental effects of fisheries on biodiversity and ecosystems: • Assessment of environmental impacts of fisheries on marine and coastal ecosystems supported and innovative ways to reduce these impacts explored; • Wise use of the conservation measures for fisheries benefits (e.g., fisheries refugia within wider spatial planning) promoted and means to engage fishing communities in implementing marine and coastal ecosystems conservation tools explored to aid in recovery of fish populations and maintenance of trophic structures. • Sustainable consumption and production approaches to address environmental issues by applying whole fish value chain approaches promoted through, *inter-alia* partnership with industries and private sectors within the value chain.	**ECOSYSTEM MANAGEMENT SP3 EA(a)** The health and productivity of marine and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at country and international level. **RESOURCE EFFICIENCY SP6 EA(a)** Science-based approaches that support the transition to Inclusive Green Economy pathways and Sustainable Consumption & Production patterns are increasingly embedded in regional, national and sub-national frameworks, policies, strategies and action plans
Strategic objective 4: **Enable innovative financing instruments and initiatives facilitating sustainable blue economy transition**	**4.1 Operational principles for sustainable blue economy financing**: • Sustainable Blue Economy Financing Principles operationalized for broad use by relevant stakeholders. • **I**nstitutional hosting provided for Blue Economy Financing Financing Principles through the 'Sustainable Blue Economy Financing Initiative' in close collaboration with a range of partners and leading finance institutions. • Regional Seas programmes, governments, private sector, philanthropies, and relevant stakeholders engaged in identifying and supporting Sustainable Blue Economy projects, business case identification and pipelining. • Business models developed for sustainable coastal and marine production and consumption (e.g. sustainable fisheries, eco-tourism, offshore renewable energy among others). • Mobilization of climate finance and other financing mechanisms explored to aid sound ecosystem-based management and large-scale restoration of marine and coastal habitats.	**RESOURCE EFFICIENCY SP6 EA(b)** Public, private and finance sectors increasingly adopt and implement sustainable management frameworks and practices **ECOSYSTEM MANAGEMENT SP3 EA(b)** Countries and the private sector initiate and test the inclusion of the health and productivity of ecosystems in finance

	• Links to public agents faciltiated, including local governments and public marine management bodies, influencing and enabling implementation of the identified and targeted projects. • Support in raising operational grant or commercial investment funding provided utilizing innovative mechanisms for financing measures that enable sustainable marine and coastal resource management.	