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**Proposal for a new marine and coastal Strategy of
United Nations Environment Programme for the period
2020–2030**

Summary

Pursuant to resolution 2/10 of the United Nations Environment Assembly, on oceans and seas, annexed is a proposal for a new marine and coastal strategy of the United Nations Environment Programme (UNEP) for the period 2020–2030 for consideration by the Environment Assembly. The proposal outlines the overall strategic direction, operational objectives, approach and priority actions of UNEP to support national, regional and global efforts to ensure healthy and sustainable oceans and coasts by 2030.

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I. Introduction

1. 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 per cent of the global population live within coastal communities and 3 billion people rely on the ocean for their livelihoods.
2. The sustainable use of ocean resources is central to maintaining vibrant national and local economies, for both countries with coastlines and landlocked 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 healthy oceans in the long-term through conservation and sustainable use.
3. 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.
4. The marine and coastal strategy sets strategic directions over the short, medium and long-term, coinciding with the 2030 Agenda, guiding and enabling the achievement of objectives laid out in the Medium-Term Strategy and programme of work of the United Nations Environment Programme (UNEP) as concerns sustainable management and the conservation of marine and coastal ecosystems. This strategy identifies and builds internal and external synergies to address cross-cutting issues that are being pursued in other thematic strategies guiding UNEP work, including the freshwater strategy for the period 2017–2021, Regional Seas Strategic Directions 2017–2020, an emerging biodiversity strategy, and a climate change strategy, to ensure overall efficiency and impact in delivering on the UNEP programme of work.
5. The implementation of the strategy will enhance UNEP 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 to 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, the implementation of the Paris Agreement under the United Nations Framework Convention on Climate Change, and the post-2020 biodiversity agenda.
6. The strategy is intended to operationalize and communicate the convening role and contributions of UNEP in its support to countries in achieving healthy and resilient marine and coastal ecosystems globally. This ranges from identifying strategies and actions to assist transitions at the national and regional levels towards sustainable blue economies, to strengthening concerted multilateral efforts in support of healthy oceans and coasts, to grounded-in-truth, effective, nature-based solutions that ensure long-term, ocean-based sustainable development.

II. Challenges and opportunities

7. Oceans face severe threats from human activities, including climate change, and suffer from the adverse impacts that those activities have 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 resource 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 of entire ecosystems, are rooted in the underlying drivers of global climate change: population growth and an increasing demand for resources.
8. Key barriers to addressing these issues include:
 - (a) **Inadequate knowledge** of dynamic and interacting ecological, social and economic drivers influencing marine and coastal health, function and services to support effective policymaking and management;

- (b) **Ineffective sector/cross-sector policies**, cooperation and governance systems, as well as lack of alignment of these with environmental sustainability considerations regarding oceans;
- (c) **Inadequate solutions and incentives** to enable and encourage resource efficiency and circular economy approaches;
- (d) **Insufficient public and private financing** for development, integration and implementation of sustainable blue economy policies, strategies and solutions.

9. Notwithstanding the challenges, there are many drivers of change, positive trends and opportunities for various actors to support the sustainability of oceans. For example, there is a realization from the individual to global levels of the problems facing oceans and coasts. Furthermore, there is 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. Increased attention to the need for cross-sectoral collaboration is coupled with advancement in technologies, from big-data systems and risk forecasting to enhanced resource efficiency, along with augmented access to financing to address threats facing the ocean. All these approaches and incentives are important to tackling the barriers outlined above in order to ensure healthy and resilient oceans and coasts.

III. Vision and mission for oceans and coasts

10. UNEP is the leading authority that sets the global environmental agenda, having an impartial convening role in fostering policy dialogue and implementing numerous global environmental conventions and commitments, which include the sustainable management of marine and coastal resources. Its 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.

11. In addition to the central role that UNEP 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, UNEP undertakes global normative work and services that include the synthesis and application of ocean-related research, integrated environmental assessments, risk assessments and vulnerability analyses, and operationalizes 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 the green economy, sustainable trade, the circular economy and sustainable consumption and production principles and approaches, and sustainable green financing.

12. UNEP hosts seven of the Regional Seas Programme secretariats, thereby creating a direct means through which the agency promotes and enhances regional integration and cooperation in many areas, ranging from science-to-policy translation, to facilitating coordination in the governance of shared coastal and marine ecosystems in the multilateral partnership arena. UNEP also hosts the autonomous secretariats for multilateral environmental agreements that are relevant to marine environment protection, such as the joint Secretariat of the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal, the Rotterdam Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade and the Stockholm Convention on Persistent Organic Pollutants Conventions and the Secretariat for the Convention on Biological Diversity.

13. Informed by the overall vision of UNEP, the management drivers and mandates given by countries, the vision and mission of the marine and coastal strategy are as follows:

- (a) **Vision.** Healthy and climate-resilient marine and coastal ecosystems that underpin human well-being and benefits for present and future generations.
- (b) **Mission.** Within its overall mission, UNEP will play a catalytic role in steering transformational and behavioural changes in current marine and coastal management systems and institutional frameworks towards sustainability and resilience. This includes the application of ecosystem and science-based management approaches, which effectively support societies in generating environmental, economic and social benefits for all, while minimizing adverse impacts on the marine and coastal environment. This will require UNEP to work in a more integrated and coordinated way, involving its human and financial resources in such a way that increased coherence,

synergies and effectiveness are better ensured in the achievement of the strategic objectives outlined in the present strategy.

14. To this end, UNEP will strengthen its work to develop and implement innovative and sustainable solutions in partnership with countries and other stakeholders, including Governments, business, civil society, academia, media and scientific communities, and, in coordination with other United Nations agencies and other relevant global and regional organizations, to achieve the many ocean-related Sustainable Development Goals of the 2030 Agenda.

15. With a view to taking an integrated approach to ocean and coastal sustainability by transitioning towards a sustainable blue economy and by connecting environmental, economic and social dimensions, UNEP will assist countries in transforming knowledge into effective decision-making processes, sound policies and the implementation of management solutions to aid in achieving more sustainable and equitable use of marine and coastal ecosystem services within ecological limits, balancing economic, environmental and social priorities. This includes addressing the impacts of climate change, the trade-offs between single-sector benefits versus their cumulative environmental and social impacts, and enhancing circularity in sustainable blue economy approaches. More specifically, this means that UNEP will support the transition to a sustainable blue economy by assisting in the design of macroeconomic policies (including the areas of investment, trade, consumption, production and distribution), national, regional and multilateral governance, and localized integrated management solutions that ensure ocean-based sustainable development. The strategy aligns with the three dimensions of sustainability by: (a) safeguarding ocean and coastal natural capital; (b) fostering sustainable and responsible consumption and production cycles, the circular economy and sustainable trade; and (c) empowering ocean-dependent communities and stakeholders, supporting livelihoods and building human capital for transition towards a sustainable blue economy.

IV. Strategy guiding principles

16. The strategy will apply the operating and guiding principles on 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-policy interface. These principles are well enshrined across the Sustainable Development Goals.

A. Ecosystem-based management approach

17. The strategy embodies all core principle of ecosystem-based management, which aims to manage in an integrated and precautionary manner human uses and their cumulative impacts on marine and coastal ecosystem functioning on an ecological scale, rather than confined to jurisdictional boundaries. This means, for example, maintaining the integrity of marine and coastal ecosystems by also taking into account the 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.

B. Source-to-sea approach

18. Unsustainable activities and poor land management practices result in pollution and eutrophication and degrade 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 maintain 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 the cause-and-effect linkages between the degradation of upstream and downstream ecosystems, and considering the river basin as the spatial management unit. Source-to-sea management fosters the coordination of action across all sectors of the continuum in pollution mitigation. It should be noted that sea-based sources also must be considered within the scope of the strategic response to marine pollution and impacts on ecosystems.

C. Sustainable consumption and production

19. The strategy will contribute to the decoupling of economic growth from environmental degradation in the marine environment by applying life cycle-based approaches, taking all phases of resource use into account, based on the use of fewer resources, including energy and water, to produce less waste and pollution, by promoting and enabling sustainable economic and trade practices, using various tools, including sustainability certification, standards and traceability systems, and by

strengthening policy and governance frameworks, such as efforts at the national or multilateral levels to reform perverse fisheries subsidies. Implementing Sustainable consumption and production cuts across all sectors will require 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 the design and selection of materials, to sustainable production, to supporting consumers in moving towards sustainable consumption choices, and finally to end-of-product life management.

D. Natural capital approach

20. 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, are often traded away inappropriately. Biodiversity and ecosystem services in 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. The lack of information on the natural assets provided by coastal and marine ecosystems is a crucial barrier to progress towards a sustainable blue economy transition. Without this information, the development of evidence-based policies and management strategies and efforts to scale up financing for the transition would be impeded significantly.

E. Science-policy interface

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

V. Theory of change: Towards ocean-based sustainable development

22. The marine and coastal strategy is designed in alignment with the 2030 Agenda, including the Sustainable Development Goal targets, the overall mandate of UNEP, and specific goals and issues related to marine and coastal ecosystems. The strategy is intended to facilitate catalytic, positive and measurable change towards a sustainable blue economy transition at the global, regional and national levels.

23. The main problem to be addressed is the accelerating loss of ecosystem services due to deteriorating ocean and coastal health, which is in turn caused by climate change, intensive coastal development, pollution and inefficient resource use, all of which undermine long-term sustainable development. **Four critical barriers** to addressing this problem have been identified, as follows:

(a) Inadequate knowledge and scenarios capturing the dynamic and interacting drivers influencing the ecological, social and economic processes that impact ecosystem health and services, to inform effective policy-making and management;

(b) Inadequate solutions and incentives to enable and encourage resource efficiency and circular economy approaches, in particular with respect to reducing the flow of pollution into the marine environment, and the inadequate mainstreaming of environmental considerations that address healthy oceans and coasts into social and economic policy and practice;

(c) Fragmented or ineffective sector/cross-sector policies, cooperation, governance and management systems to address the complexity of drivers that impact oceans and coasts;

(d) 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 to divert public and private financing at scale.

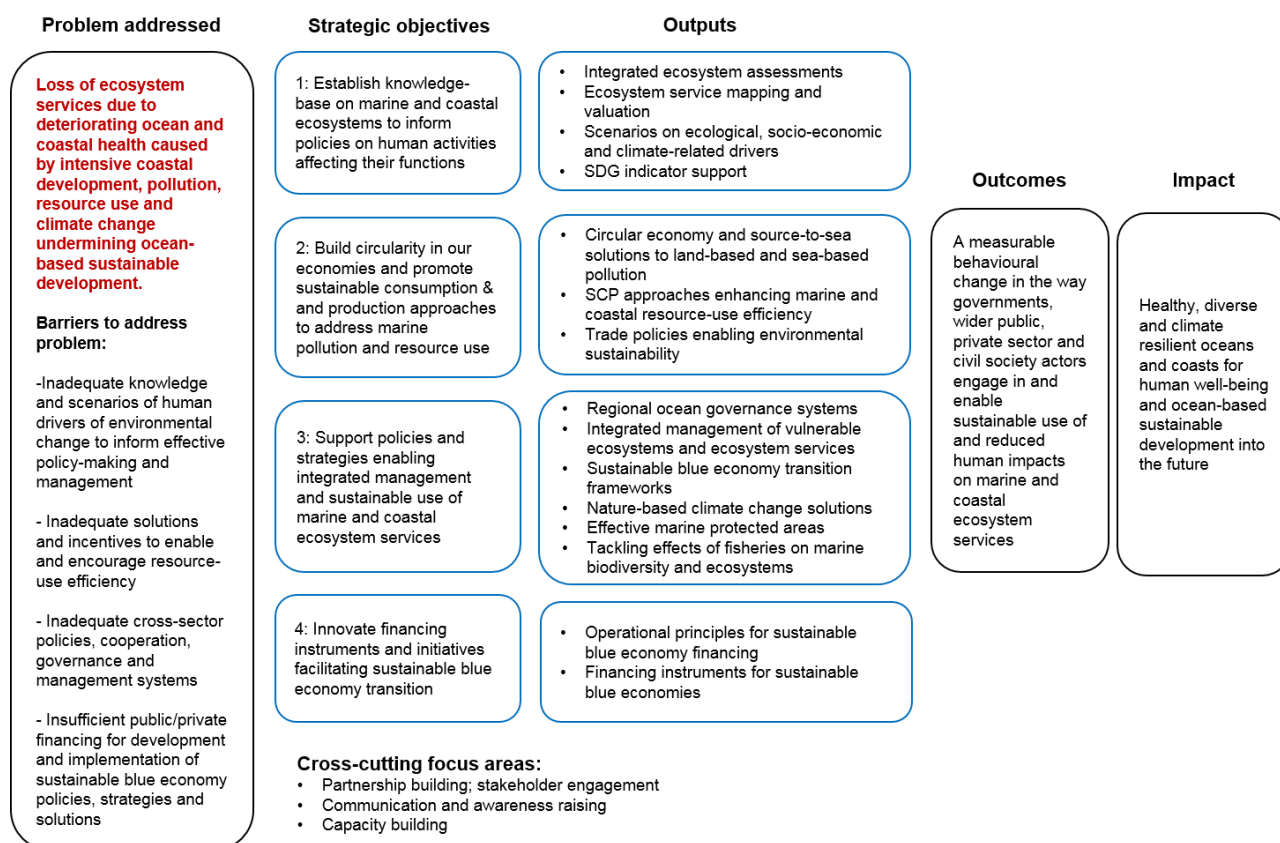
24. The strategy centres on supporting countries in overcoming these barriers and enabling behavioural changes in policies and actions so that threatened marine and coastal ecosystems become well managed, healthy and climate-resilient and able to sustain natural capital assets and services for human well-being. By addressing the drivers that negatively impact marine and coastal natural assets

and their associated ecosystem services today, the successful implementation of the strategy will create the conditions for the transition towards ocean-based sustainable development, ensuring human well-being and benefits for present and future generations.

25. A theory of change is built around four linked strategic objectives in order to lower these barriers and enable transitions towards the sustainable blue economies that underpin ocean-based sustainable development (see figure below).

Figure

Theory of Change: Towards ocean-based sustainable development



VI. Strategic objectives and core outputs

26. The strategy consolidates UNEP expertise and experience across relevant disciplines in a concerted effort to assist countries and regions in tackling 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:

- (a) **Strategic objective 1:** Establish knowledge-base on marine and coastal ecosystems to inform policies on the human activities that affect their functions;
- (b) **Strategic objective 2:** Build circularity in our economies and promote sustainable consumption and production approaches to address marine pollution and resource use;
- (c) **Strategic objective 3:** Support policies and strategies that enable the integrated management and sustainable use of marine and coastal ecosystem services;
- (d) **Strategic objective 4:** Innovate financing instruments and initiatives to facilitate a sustainable blue economy transition.

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

A. Strategic objective 1: Establish knowledge-base on marine and coastal ecosystems to inform policies on the human activities that affect their functions

28. The science-based assessment of the functioning of coastal and marine ecosystems and the pressure and drivers that lead to changes in their health will inform the development of appropriate policies to address those pressure and drivers. UNEP will generate and collate relevant science-based knowledge by working through strategic partnerships and collaboration, including with the regional seas programme and marine science organizations. The knowledge generated will be communicated to the other sectoral United Nations organizations and the World Ocean Assessment processes.

29. UNEP value added in this area is that it will look at whole ecosystems and their functions and review the cumulative impacts of all relevant human activities. Furthermore, UNEP will facilitate the provision of the knowledge generated, collated and synthesized to other sectoral United Nations organizations and the World Ocean Assessment process. This represents a core UNEP contribution to the United Nations Decade of Ocean Science for Sustainable Development. The work in the area would be linked with UNEP responsibility to develop relevant indicators for Sustainable Development Goals targets 14.1,¹ 14.2² and 14.5³ and any future data and reporting systems.

30. UNEP will deliver the following core outputs and services:

(a) **Integrated ecosystem assessments and ecosystem services valuation.** UNEP will move towards integrated marine ecosystems assessments, reviewing all functioning elements of the ecosystems and their interaction, along with human activities and their impacts, ecosystem services and their values, and the impacts of climate change. Specifically, UNEP will:

- (i) Support the development and application of a methodology for the integrated assessment of ecological, socioeconomic and climate-related drivers and pressures impacting marine and coastal ecosystem health and functions;
- (ii) Support the mapping, assessment and valuation of marine and coastal ecosystem services to enhance the knowledge base for sustainable blue economy transition planning at the national and regional levels. This includes knowledge-generation, the application of standards in line with the *System of Environmental-Economic Accounting 2012–Central Framework*,⁴ the translation of data in the form of blue natural capital accounts and the development of information systems to support it;
- (iii) Operationalize marine and coastal climate change scenarios and ecosystem vulnerability and risk assessment tools to inform sustainable blue economy cost-benefit analyses and investments;
- (iv) Work with networks of scientists and experts on key marine and coastal ecosystem processes and drivers and their services and benefits to human well-being to enhance the knowledge base for sustainable blue economy transition planning and actions;
- (v) Work with the United Nations Conference on Trade and Development (UNCTAD) and the Food and Agriculture Organization of the United Nations (FAO) towards identifying and assessing standards and tools to respond to trade-related ocean degradation and unsustainable resource use.

(b) **Enhanced scenarios on ecological, socioeconomic and climate-related drivers.** The impact of climate change is dramatically increasing the vulnerability of marine and coastal ecosystems to degradation. Coupled with anthropocentric influences, such as unsustainable resource extraction and pollution, it 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

¹ By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

² By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.

³ By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.

⁴ Available at <https://seea.un.org/content/seea-central-framework>.

assessment tools to better understand impacts and to forecast future scenarios to support planning and implementation of mitigative and adaptation measures. UNEP, 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, the Intergovernmental Oceanographic Commission of the United Nations Educational, Scientific and Cultural Organization (IOC/UNESCO) and the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, in enhancing national capacities in responding to shifts in the health status of marine and coastal ecosystems through the implementation of adaptive strategies. UNEP, along with partners, will:

- (i) Assist the generation of knowledge and information on the carbon that has been stored, sequestered or released in key marine and coastal ecosystems, so that Member States may incorporate such carbon accounting (blue carbon) into their nationally determined contributions in the context of the Paris Agreement;
- (ii) Analyse current and future trends and forecast the environmental impacts and costs versus benefits of possible mitigation and adaptation scenarios and measures so that Member States can make informed decision on their national actions.

(c) **Sustainable Development Goal indicator support.** In advancing the application of science to policy on the oceans, UNEP plays a key role as the custodian agency for targets 14.1, 14.2 and 14.5. In this regard the agency has responsibility, along with partner agencies, for assisting national entities in reporting on the indicators and for translating 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 the remit of UNEP. UNEP, along with co-custodian entities and other technical partners, will:

- (i) Contribute to the development and adoption of Goal 14 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 context of the High-level Political Forum on Sustainable Development;
- (iii) Support efforts to raise awareness among stakeholders regarding processes to develop and internalize indicator methodology within national accounting frameworks;
- (iv) Enhance harmonization with and connections to other relevant Sustainable Development Goal indicators within the responsibility of UNEP as custodian agency.

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

31. In the context of sustainable marine and coastal resource management, the strategy will augment the wider efforts of UNEP 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 interlinkages to the other strategic objectives, will assist Governments in designing policy and fiscal incentive frameworks to build circularity in our economies and to promote more sustainable patterns of production and consumption. Private sector entities along value chains that rely on coastal and marine resources and whose activities may impact the integrity of downstream marine ecosystems will be assisted in implementing sustainable management and eco-innovative practices and business models, and in increasing their investment 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 and the Beat Pollution campaigns, the Sustainable Lifestyles and Education programme and other initiatives, thus influencing the demand for more sustainable products and services.

32. UNEP 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 the provision of policy, sustainable business and technological options, and capacity development across sectors and value chains, including through assessments and technical assistance in life cycle-based approaches, green investment, the adoption of sustainable consumption and production patterns, sustainable trade practices and the development of methodologies and tools for disclosing sustainability performance. UNEP 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 Partnership on Marine Litter, the Global Partnership on Nutrient Management, the Global Wastewater Initiative, the One Planet Network (which is implementing the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns), the Life Cycle Initiative and the Partnership for Action on Green Economy, and other relevant initiatives such as the Strategic Approach to International Chemicals Management, 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, which lead to an eventual measurable reduction in the influx of pollutants into coastal waters as a result of upstream actions, within relevant multilateral environmental agreements and commitments under resolutions of the United Nations Environment Assembly, and in alignment with Sustainable Development Goal targets 6.3 and 14.1;
- (iii) Expand the use of available monitoring and assessment tools and methodologies to enhance national and regional capacities in the context of meeting the Sustainable Development Goal targets related to freshwater and marine pollution;
- (iv) Promote sustainable consumption patterns and demand for sustainable products through campaigns, including the Clean Seas and the Beat Pollution campaigns, the Sustainable Lifestyles and Education programme, as well as other communication efforts around UNEP priority areas and work, including on climate change.

(b) **Sustainable consumption and production approaches enhancing marine and coastal resource-use efficiency.** UNEP 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 sustainable consumption and production approaches under the Mediterranean Action Plan and through the SwitchMed Programme (among others) to facilitate the 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 and key United Nations partner agencies such as FAO, UNCTAD and the United Nations Industrial Development Organization (UNIDO), as well as trade-related efforts to promote sustainable fisheries, including the “Friends of Fish” group of member States of the World Trade Organization (WTO). In addition to Governments, core targets for uptake of sustainable consumption and production approaches will be manufacturers and retailers, working through the respective industry associations. Sectors of interest will include the fisheries, aquaculture, extractives and the tourism sectors. UNEP, in collaboration with partners, will:

- (i) Provide advisory support services on innovative decision-support tools, policies and regulatory and fiscal instruments that are designed around life-cycle management approaches that contribute to the conservation and sustainable management of marine biodiversity and ecosystems;
- (ii) Support the strengthening of capacities of private-sector stakeholders, Governments, other policy-setting entities, financing agents and consumers/civil

society to facilitate and implement sustainable consumption and production solutions in the resource-efficient utilization of marine and coastal resources through the 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 through, for example, promoting sustainable trade in seafood and other ocean resources and supporting services and the development of related sectors, such as ecotourism, through supportive trade policies such as subsidy reform (eliminating harmful fisheries subsidies and reinvesting those subsidies in ecosystem management), and through trade-related policies on certification and standards. UNEP will:

- (i) Work with FAO and UNCTAD to support countries in reforming, designing and implementing trade-related policies and practices towards supporting healthy oceans, and to promote political efforts at the multilateral level to reform unsustainable practices. This includes activities to support States in designing and implementing trade-related policies towards fulfilling their commitments under Goal 14 to eliminate harmful fisheries subsidies and provide market access to small-scale and artisanal fisheries.

C. **Strategic objective 3: Support policies and strategies that enable the integrated management and sustainable use of marine and coastal ecosystem services**

33. Marine and coastal ecosystem services are declining owing to increasing levels of often competing human activities that degrade 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 various human activities and their cumulative environmental impacts. Integrated policies and management across sectors have the potential to reduce undesirable sector impacts and enable the sustainable use of the system overall, balancing the provision of ecosystem services to various users at appropriate spatial scales. Ecosystem-based coastal and marine planning and management is a key approach to ensuring long-term ecosystem service delivery and resilience to environmental change. UNEP therefore will support the development of policy frameworks and decision-support to inform and enable cross-sector policy dialogues and processes, with a view to identifying and outlining regional and national sustainable blue economy pathways, strategies and action plans. A wide range of ecosystem services essential for long-term human well-being will be considered, duly recognizing 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 the management of human impacts and environmental change, thereby building the resilience of marine and coastal ecosystems and dependent human communities.

34. UNEP 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 an increase in dialogue, collaboration and coordination mechanisms among maritime sectors and stakeholders. Four important frameworks are considered in this regard: Regional Seas programmes; Regional Fisheries Bodies; Large Marine Ecosystems projects; and Regional and subregional economic commissions and communities. UNEP, FAO and the Intergovernmental Oceanographic Commission of UNESCO are already working to enhance cooperation among these frameworks. Cooperation in that regard was highlighted through global dialogues processes, including the Sustainable Ocean Initiative and the process emerging from the regional ocean governance conference held in Cape Town in November 2017. UNEP will further contribute to strengthened regional ocean coordination frameworks through capacity-building and collaboration among regional actors. Moreover, collaboration and support will be extended towards the effective implementation of marine-related multilateral environmental agreements, such as the Convention on Biological Diversity, the Convention on the Conservation of Migratory Species of Wild Animals, the Basel, Rotterdam and Stockholm Conventions and the Minamata Convention on Mercury. Specifically, UNEP will:

- (i) Provide capacity support for regional and national authorities to apply ecosystem-based management principles in the use of shared ocean resources;

- (ii) Support the development of cross-sector regional ocean policy dialogue and coordination frameworks that promote sustainable blue economy principles and pathways;
- (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 marine and coastal ecosystems, underpinning sustainable blue economies. UNEP 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 information and knowledge on integrated ecosystem assessments and ecosystem service valuations in cross-sector policymaking, trade-off analysis, vulnerability- and risk-projections, marine spatial planning and integrated management through capacity-building and targeted communication;
- (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 of 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. UNEP will continue to promote nature-based solutions, such as ecosystem-based mitigation of and adaptation to climate change. More concretely, UNEP 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 practices can be appropriately addressed in marine spatial planning and integrated coastal zone management mechanisms;
- (v) Engage with the post-2020 global biodiversity framework under the Convention on Biological Diversity 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 the populations dependent on them. Under the regional seas conventions, in particular under their specially protected areas protocols, regionally coordinated networks of marine protected areas have been established. UNEP will:

- (i) Develop science-based assessments of ecological connectivity and regional representativeness to support the design of marine protected area networks that maximize ecological connectivity and the 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 managers of marine protected areas, facilitating peer-to-peer exchanges of knowledge and good practices;
- (iv) Work through the UNEP World Conservation Monitoring Centre to continually monitor the coverage and effectiveness of marine protected areas and to introduce ecological effectiveness and management performance into the global statistics.

(e) **Measures mitigating the environmental effects of fisheries on biodiversity and ecosystems.** UNEP is expanding its collaboration with FAO on issues related to the environmental aspects of fisheries and the formulation of tools and guidance to support blue economic growth/sustainable blue economies. In this regard, UNEP will:

- (i) Support assessment of the 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 for achieving this;
- (ii) Promote wise use of conservation measures for fisheries benefits (e.g., fisheries refugia within wider spatial planning) and explore means of engaging 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, partnerships with industries and other private-sector entities 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 fishery subsidies that contribute to illegal, unregulated or unreported 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 levels, as well as to negotiate at the multilateral level, including under the auspices of the WTO, as well as implementing advocacy activities to assist the reform of fisheries subsidies disciplines at WTO.

D. Strategic objective 4: Innovate financing instruments and initiatives to facilitate a sustainable blue economy transition

35. Traditional investments in the ocean economy have often resulted in negative impacts and externalities, damaging the health of marine and coastal ecosystems. Sustainable investments need to meet the triple bottom line of providing environmental, social and economic benefits. Through this approach, the intended 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. UNEP will play an important role in facilitating innovative financing for sustainable oceans and coasts. Furthermore, the objective is to stimulate sustainable businesses and business models that are 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.

36. UNEP will deliver the following core outputs and services:
- (a) **Operational principles for sustainable blue economy financing, including:**
 - (i) Evolve and operationalize the Sustainable Blue Economy Finance Principles;
 - (ii) Serve as institutional host for those principles through a sustainable blue economy finance initiative, working in close collaboration with a range of partners and leading financial institutions;
 - (iii) Engage with the regional seas programmes, Governments, the private sector, the UNCTAD-FAO-UNEP 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 and offshore renewable energy);
 - (v) Support countries and business in transitioning 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, to influence and enable the implementation of the identified and targeted projects;
 - (viii) Support the 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 International Maritime Organization (IMO) towards incentivizing and supporting transport providers and other stakeholder in shifting towards less polluting and more efficient alternatives;
 - (ii) Map best-practice examples of sustainable sea-based transport.

VII. Basis for action

A. International frameworks guiding the strategy

37. UNEP plans to work through relevant frameworks to achieve integrated and efficient delivery of the strategic objectives. The Sustainable Development Goals, the United Nations Convention on the Law of the Sea (UNCLOS) and the Small Island Developing States (SIDS) Accelerated Modalities of Action (SAMOA) Pathway are essential to the ocean work of UNEP, as follows:

(a) **2030 Agenda for Sustainable Development.** The 2030 Agenda sets the overall context for the strategy and directs UNEP to assist countries in meeting the Sustainable Development Goals. The strategy is closely linked to Goal 14, while also recognizing that ocean-related issues are not restricted to Goal 14, but integral to the full range of Goals, in particular those related to food security, freshwater and terrestrial ecosystems, poverty reduction, clean water, good jobs, economic growth, sustainable consumption and production and climate resilience. UNEP will assist in strengthening national and regional capacities to identify and utilize synergies across ocean-related issues, goals and targets, which can bring about significant time and cost savings in Goal delivery, monitoring and reporting. The strategy thereby responds to the needs expressed at the High-level Political Forum on Sustainable Development and in the Call for Action of the 2017 United Nations Oceans Conference for capacity-building and actions for delivery on the Goals at the national level, including the preparation and implementation of development plans. UNEP is the custodian agency for ecosystem integrity targets related to its mandate under Goal 14, notably targets 14.1, 14.2 and 14.5. In this regard, UNEP has responsibility, along with partner agencies, to assist countries in target assessment, reporting, translation into policy, reform and management response. In this role, UNEP will work with partner agencies in advancing the development and adoption of methodologies associated with the goal targets, which are in turn linked to technical and policy support to implement actions to meet the targets.

(b) **United Nations Convention on the Law of the Sea.** UNCLOS sets forth the wider global commitment on sustainable management of marine resources, several provisions of which have been fully taken into account in the strategic outlook of the strategy. Particularly important are parts V and VII of the Convention, which relate to the management obligations of countries within exclusive economic zones and on the high seas with respect to conservation and utilization of living resources. Part XII of the Convention provides for the protection and preservation of the marine environment through actions by countries to implement measures to prevent, reduce and control pollution of the marine environment, reduce the risk of introducing alien species, fostering global and regional cooperation, investment in research and the 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 the General Assembly to develop a legally binding instrument under UNCLOS on the conservation and sustainable use of biological diversity in areas beyond national jurisdiction. UNEP is engaging in the United Nations Open-ended Informal Consultative Process on Oceans and the Law of the Sea, which provides a platform for addressing issues and improving coordination and cooperation among States and strengthening contributions to the General Assembly on oceans and the law of the sea. Also, UNEP directly supports the Regular Process for Global Reporting and Assessment of the State of the Marine Environment, including Socioeconomic Aspects, including through the regional seas programme. That has led to the first World Ocean Assessment, which provides an important informational basis for directing strategic action.

(c) **SIDS Accelerated Modalities of Action (SAMOA) Pathway.** UNEP is contributing to the ocean-related section of the SAMOA Pathway, in particular to integrated ecosystem management and SIDS participation in the regional seas programmes, for example, by addressing marine pollution and protection of coral reef and other vulnerable marine ecosystems through the development and implementation of comprehensive and integrated approaches for enhancing their resilience to withstand pressures.

38. Moreover, there is a broad landscape of multilateral environmental agreements and organizations whose activities are key for the protection and management of the oceans, including Convention on Biological Diversity, the Basel, Rotterdam, Minamata and Stockholm Conventions, and the Convention on Migratory Species, all with secretariats under the auspices of UNEP. Others relevant multilateral environmental agreements include United Nations Framework Convention on Climate Change (UNFCCC) and those under the auspices of other international organizations, notably those administered by IMO on shipping and dumping issues (such as the International Convention for the Prevention of Pollution from Ships, 1973, as modified by the Protocol of 1978 relating thereto) and FAO at the global and regional levels.

B. United Nations Environment Programme framework that guides the strategy

1. Resolutions of the United Nations Environment Assembly

39. The strategy responds to specific resolutions adopted by Member States on topics of special concern that require focused attention. The resolutions are embedded within the Medium-Term Strategy and the programme of work for action through the commitment of resources 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:

- (a) Resolution 1/6 (Marine plastic debris and microplastics);
- (b) Resolution 2/4 (Role, functions and modalities for United Nations Environment Programme implementation of the SAMOA Pathway as a means of facilitating achievement of the Sustainable Development Goals);
- (c) Resolution 2/5 (Delivering on the 2030 Agenda for Sustainable Development);
- (d) Resolution 2/8 (Sustainable consumption and production);
- (e) Resolution 2/10 (Oceans and seas);
- (f) Resolution 2/11 (Marine plastic litter and microplastics);
- (g) Resolution 2/12 (Sustainable coral reefs management);
- (h) Resolution 2/13 (Sustainable management of natural capital for sustainable development and poverty eradication);
- (i) Resolution 3/7 (Marine litter and microplastics);

- (j) Resolution 3/10 (Addressing water pollution to protect and restore water-related ecosystems).

2. Medium-Term Strategy (2018–2021) and the programme of work

40. UNEP executes its mandate within the scope of its Medium-Term Strategy and programme of work, which draw on the directions laid out in the frameworks described above. The Medium-Term Strategy and the programme of work are informed by the strategies and plans of multilateral environmental agreements and other internationally agreed environmental goals. In the framework of the Medium-Term Strategy (2018–2021) and the programme of work, UNEP supports countries in adopting an integrated approach in their efforts to become more environmentally sustainable, while also ensuring the achievement of the economic and social dimensions of sustainable development. UNEP is uniquely positioned to provide an environmental lens through which to view, understand and provide advice on sustainable development.

41. The response to marine and coastal issues under the Medium-Term Strategy and the programme of work is executed through all seven UNEP subprogrammes. Those with most direct relevance to service delivery to countries and stakeholders include subprogramme 1 (Climate change), subprogramme 3 (Healthy and productive ecosystems), subprogramme 5 (Chemicals, waste and air quality), subprogramme 6 (Resource efficiency) and subprogramme 7 (Environment under review). The expected accomplishments associated with the subprogrammes are key metrics for the assessment of delivery that the strategy emulates. A table explaining the objectives of the subprogrammes and main expected accomplishments most closely related to the marine and coastal strategic outlook can be found consulted in **annex 1**, and a mapping of specific strategy outputs across subprogrammes is set out in **annex 2**.

C. Collaborations and partnerships

42. 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 UNEP, extending beyond the organization to UNEP collaborating centres,⁵ other United Nations agencies and many external partners. Achieving several of the expected outcomes will require new types of cooperation across environmental, social and economic disciplines.

43. 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, UNEP will further work both within and outside the United Nations system to advance synergetic and cost-effective collaboration and programmes, ranging from global normative knowledge generation, innovation and advice to capacity-building and in-country delivery.

44. To this end, UNEP will work with both environmental institutions and those in other sectors to support national and regional activities. Partnerships with research institutes and non-government organizations across international, regional and national levels is a further priority.

1. Multilateral partnerships

45. Through the implementation of the marine and coastal strategy, UNEP anticipates existing partnerships, particularly with United Nations organizations participating in UN-Oceans, which, as an inter-agency mechanism, seeks to enhance the coordination, coherence and effectiveness of competent United Nations organizations, including UNEP, with shared mandates for marine and coastal management within the framework of UNCLOS. Over the years, UNEP has collaborated effectively with many partners through UN-Oceans on various initiatives and will continue to coordinate its activities with these organizations to complement activities, reducing overlap and optimize available resources. Considering the multiple existing sectoral legal and management regimes (e.g. those of FAO and IMO and multilateral environmental agreements), UNEP will engage in conversations around possible intervention routes for the protection and management of the oceans. Further extending partnerships to other United Nations agencies, to the UNFCCC secretariat and through UN-Water, is also regarded as essential for successful implementation of the strategy.

2. United Nations Decade of Ocean Science for Sustainable Development

46. An important priority of UNEP will be to support the United Nations Decade of Ocean Science for Sustainable Development (2021-2030), which is coordinated by the Intergovernmental Oceanographic Commission and in collaboration with partners through UN-Oceans, to support

⁵ For example, the UNEP World Conservation and Monitoring Centre, GRID-Arendal and the UNEP-DHI Centre for Water and Environment.

collaborative efforts to reverse the cycle of decline in ocean health and to 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 oceans.

47. UNEP will work with a wide range of partners to enable basic and applied research informing science-based policymaking and management solutions to sustainable development. Basic research is needed to enhance our fundamental understanding of oceans and coastal systems, which host complex processes and services that underpin human well-being. Applied research is needed to advance effective decision-making and practical management solutions for sustainable development that link natural, social and economic issues.

48. UNEP has identified the following strategic areas for collaboration throughout the Ocean Decade:

- (a) Enhancing data and science on natural, social and economic conditions, processes and drivers impacting oceans and coasts through interdisciplinary studies, expert groups and research collaboration;
- (b) Targeting innovation in research and tools to strengthen ecosystem-based ocean and coastal policymaking, planning and management;
- (c) Enhancing regional and global cooperation, knowledge integration and the science-policy interface to support ocean governance for sustainable development;
- (d) Enhancing national, regional and global capacities and awareness to achieve ocean-related sustainable development.

3. National-to-global collaboration

49. UNEP will implement the strategy in partnerships and collaborations at three levels:

(a) **Global collaborations** will serve as important avenues to advance the work of UNEP, where they will be catalytic in the development and application of innovative approaches and will deliver solutions to enhance sustainable marine and coastal resource management (see section 3.3 below for a non-exhaustive list of several key initiatives through which UNEP is centrally positioned to contribute to strategy execution).

(b) **Regional collaboration** and intergovernmental cooperation will be primarily through regional seas conventions and action plans, in close coordination with UNEP regional offices. These frameworks will serve as conduits for the delivery of decision-support tools, guides and assessments that are 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 at the national level towards regional integration. Regional seas programmes will serve as important implementing platforms for the strategy, including through capacity-building, knowledge-sharing, pilot activities and the exchange of experiences among policymakers, planners and managers.

(c) **National collaborations** will continue to expand on a demand-driven basis depending on specific areas of interest to Member States, in keeping with local-to-national mandates on sustainable marine and coastal management and on the sustainable use of ocean and living marine resources. Direct technical and policy support will be rolled-out, including through close collaboration with the regional seas programme mechanisms, other United Nations agencies and beyond, to ensure complementarity and build synergies with wider efforts.

4. Thematic partnerships

50. Addressing specific thematic issues, UNEP has spearheaded a range of collaborations relevant to marine and coastal issues, examples of which include:

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

(b) **Resource efficiency and sustainable consumption and production.** The International Resource Panel, the One Planet Network (10-Year Framework of Programmes on Sustainable Consumption and Production Patterns), the Life Cycle Initiative, the Resource Efficient and Cleaner Production Network, and the Partnership for Action on Green Economy will be among key delivery mechanisms.

(c) **Land-based pollution.** The Global Partnership on Nutrient Management, the Global Partnership on Marine Litter, and the Global Wastewater Initiative are contributing to efforts to address land-based sources of pollution within the framework of the Global Programme of Action for the Protection of the Marine Environment from Land-Based Activities.⁶

(d) **Sea-based pollution.** IMO and its Marine Environment Protection Committee to promote effective implementation of a wide range of measures to prevent and control pollution caused by shipping and other maritime operations. The United Nations-based Climate and Clean Air Coalition to Reduce Short-lived Climate Pollutants will further policies that address the impacts on air-quality and climate of shipping at the international, regional, national and local (i.e. port) levels.

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

(f) **Sustainable trade.** UNEP delivers support to Member States jointly with UNCTAD and FAO, under the joint voluntary commitment among three agencies issued in 2017, to address unsustainable fisheries practices and deliver on trade-related targets of Goal 14. Going forward, the three agencies are proposing a Goal 14 trade-related joint plan of action, to be able to upscale their support to Member States in this area.

(g) **Sustainable financing.** The Sustainable Blue Economy Finance Principles will become part of a new sustainable blue economy finance initiative under the auspices of UNEP 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 Global Environment Facility, bilateral donors and philanthropic foundations are all key partners in implementing the strategy. It is anticipated that the implementation of the strategy will provide opportunities to deepen and extend existing financial partnerships and create new partnerships, as required.

(h) **Private sector engagement.** Partnerships with the private sector to support the sustainable use and conservation of oceans and coasts are being explored through an action platform for sustainable ocean business under the United Nations Global Compact.

VIII. Communication and education

51. Effective and targeted communication, education and public engagement will drive progress towards achieving the strategic objectives of the strategy.

A. Facilitating uptake of results

52. 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 the successful implementation of the strategy. Targeted communication on the practical application and customization of new knowledge, management approaches and guidance that are generated through the strategy is essential to enabling Member States to tackle key environmental issues and implement solutions that ensure sustainable and resilient oceans and coasts.

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

54. UNEP will develop and implement a publication approach to communicate the results and outcomes of the strategy. Awareness of progress towards Sustainable Development Goal targets will be strengthened by communicating the monitoring findings through a range of media and forums.

B. Communicating with the wider public and raising awareness

55. UNEP campaigns to stimulate wide public engagement and behavioural change to achieve sustainable oceans and coasts include the Clean Seas and Beat Pollution campaigns, and “Wild for Life”, a recently launched coral reef campaign. These all play important roles in building awareness,

⁶ During the fourth intergovernmental review of the Global Programme of Action for the Protection of the Marine Environment from Land Based Activities, in November 2018, agreement could not be reached on the programme of work for the period 2018–2022 or on the future of the Programme. The Programme is presently being reviewed by countries.

inspiring people to join the cause, and changing destructive practices and behaviour across relevant sectors. Central to the campaigns is multimedia storytelling and activities to mobilize people around the issue and the solutions – where possible, by showcasing the impact of UNEP interventions. The campaigns also provide good platforms for forming new partnerships with civil society actors and the private sector.

IX. Monitoring and reviewing the strategy

56. An adaptive management approach will be utilized in monitoring and revising the marine and coastal strategy. The strategy is intended to be a living document, which will be revised through regular internal review processes every two years. As part of 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 and political changes occurring globally. Regular reviews of achievements and challenges will not only provide an opportunity to evaluate progress, but will also provide communication opportunities to tell the story of UNEP 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 on the various marine-related projects that have been approved by UNEP and that lay out specific activities, outputs and outcomes in logical frameworks.

Annex I

Subprogramme objectives and expected accomplishments of the United Nations Environment Programme that are most closely related to the marine and coastal strategy

<i>Subprogramme and objective</i>	<i>Expected accomplishments (2018-2021)</i>
<p>Subprogramme 3 (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, the long-term functioning of ecosystems and the supply of ecosystem goods and services</p>	<p>(a) 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</p> <p>(b) Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making</p>
<p>Subprogramme 5 (Chemicals, waste and air quality) Objective: To promote the sound management of chemicals and waste and to improve air quality in order to enable a healthier environment and better health for all</p>	<p>Policies and legal, institutional and fiscal strategies and mechanisms for sound chemicals management developed or implemented in countries within the framework of relevant multilateral environmental agreements and the Strategic Approach to International Chemicals Management</p>
<p>Subprogramme 6 (Resource efficiency) Objective: To support countries' transition to sustainable development through multiple pathways, including green economy in the context of sustainable development and poverty eradication, and the adoption of sustainable consumption and production patterns</p>	<p>Public, private and financial sectors increasingly adopt and implement sustainable management frameworks and practices</p>
<p>Subprogramme 4 (Environmental governance) Objective: To foster policy coherence and strong legal and institutional frameworks to increasingly achieve environmental goals in the context of sustainable development</p>	<p>(a) The international community increasingly converges on common and integrated approaches to achieve environmental objectives and implement the 2030 Agenda for Sustainable Development</p> <p>(b) Institutional capacities and policy and/or legal frameworks enhanced to achieve internationally agreed environmental goals, including the 2030 Agenda for Sustainable Development/the Sustainable Development Goals</p>
<p>Subprogramme 7 (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</p>	<p>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</p>
<p>Subprogramme 1 (Climate change) Objective: To strengthen the ability of countries to transition to low-emission economic development and enhance their adaptation and resilience to climate change</p>	<p>Countries increasingly advance their national adaptation plans, which integrate ecosystem-based adaptation</p>

Annex II

Mapping the strategic objectives and outputs of the marine and coastal strategy across the Medium-Term Strategy (2018–2021) of the United Nations Environment Programme

<i>Objectives</i>	<i>Outputs</i>	<i>Medium Term Strategy 2017-2021 Expected accomplishments (primary contributions)</i>
<p>Strategic objective 1: Establish a knowledge base on marine and coastal ecosystems to inform policies on the human activities that affect their functions</p>	<p>1.1: Integrated ecosystem assessments and ecosystem service valuation</p> <ul style="list-style-type: none"> • Enhanced integrated ecosystem assessments tools and capacities at the national and regional levels • 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 scenarios and 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 <p>1.2: Scenarios on ecological, social and climate-related drivers</p> <ul style="list-style-type: none"> • 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 in the context of the Paris Agreement • Analyses of current and future trends in and forecasts of environmental impacts and the cost and benefits of possible mitigation and adaptation scenarios and measures to support decisions on national actions <p>1.3: Support for monitoring of Sustainable Development Goal indicators through method development and capacity-building</p> <ul style="list-style-type: none"> • Sustainable Development Goal 14 (targets 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 on Goal implementation to the High-level Political Forum on Sustainable Development. • Awareness raised among stakeholders on processes relating to indicator 	<p>SP7 (Environment under review), 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</p> <p>SP3 (Healthy and productive ecosystems), EA(a) 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</p> <p>SP2 (Resilience to disasters and conflicts), EA(a) Countries and international partners integrate environmental measures for risk reduction in key policies and frameworks</p> <p>SP1 (Climate change), EA(a) Countries increasingly advance their national adaptation plans, which integrate ecosystem-based adaptation.</p> <p>SP1 (Climate change), EA(b) Energy efficiency is improved and the use of renewable energy is increased in countries to help reduce greenhouse gas emissions and other pollutants as part of their low-emission development</p> <p>SP7 (Environment under review), 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</p> <p>SP3 (Healthy and productive ecosystems), EA(a) 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</p>

Objectives	Outputs	Medium Term Strategy 2017-2021 Expected accomplishments (primary contributions)
Strategic objective 2: Build circularity in our economies and promote sustainable consumption and production approaches to address marine pollution and resource use	<p data-bbox="600 221 1007 302">methodology development and internalization within national accounting frameworks</p> <ul data-bbox="555 315 967 450" style="list-style-type: none"> • Enhanced harmonization of and inter-connection to other relevant Sustainable Development Goal target indicators within the responsibility of UNEP as custodian agency <p data-bbox="504 465 975 546">2.1: Sustainable consumption and production and source-to-sea solutions to address land-based and sea-based pollution</p> <ul data-bbox="555 560 1007 1155" style="list-style-type: none"> • 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 Sustainable Development Goal targets 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 Sustainable Development Goal targets related to fresh and marine pollution <p data-bbox="504 1171 975 1254">2.2: Sustainable consumption and production approaches enhancing marine and coastal resource efficiency</p> <ul data-bbox="555 1267 1007 1715" style="list-style-type: none"> • 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 sustainable consumption and production solutions in the resource-efficient utilization of marine and coastal resources through the exchange of best practices and raising awareness <p data-bbox="504 1731 943 1814">2.3: Trade and trade-related policies for environmental sustainability and resource efficiency</p> <ul data-bbox="555 1827 943 1935" style="list-style-type: none"> • Support provided to help countries reform, design and implement trade-related policies and practices towards supporting healthy oceans 	<p data-bbox="1034 465 1541 633">SP5 (Chemicals, waste and air quality), EA(b) Policies and legal, institutional and fiscal strategies and mechanisms for waste prevention and sound waste management developed or implemented in countries within the frameworks of relevant multilateral environmental agreements</p> <p data-bbox="1034 647 1541 831">SP6 (Resource efficiency), EA(a) Science-based approaches that support the transition to sustainable development through multiple pathways, green economy in the context of sustainable development and poverty eradication, and the adoption of sustainable consumption and production patterns at all levels</p> <p data-bbox="1034 1171 1541 1364">SP6 (Resource efficiency), EA(a) Science-based approaches that support the transition to sustainable development through multiple pathways, green economy in the context of sustainable development and poverty eradication, and the adoption of sustainable consumption and production patterns at all levels</p> <p data-bbox="1034 1377 1541 1482">SP6 (Resource efficiency), EA(c) Public and private sectors are increasingly aware of and support the adoption of sustainable lifestyles and consumption patterns</p> <p data-bbox="1034 1731 1541 1935">SP6 (Resource efficiency), EA(a) Science-based approaches that support the transition to sustainable development through multiple pathways, green economy in the context of sustainable development and poverty eradication, and the adoption of sustainable consumption and production patterns at all levels</p>

Objectives	Outputs	Medium Term Strategy 2017-2021 Expected accomplishments (primary contributions)
Strategic objective 3: Support policies and strategies that enable the integrated management and sustainable use of marine and coastal ecosystem services	<p>3.1: Regional ocean and coastal governance, cross-sector policy dialogue and coordination frameworks</p> <ul style="list-style-type: none"> • Capacity support provided for regional and national authorities to apply ecosystem-based management principles in the use of shared ocean resources • Cross-sector regional ocean policy dialogues and coordination frameworks developed to promote 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 <p>3.2: Integrated planning and management of vulnerable ecosystems and ecosystem services to support a sustainable blue economy transition</p> <ul style="list-style-type: none"> • Decision-support frameworks available to help identify transition pathways for national and regional sustainable blue economy planning and implementation strategies • More effective uptake of information and knowledge on integrated ecosystem assessments and ecosystem service valuation in cross-sector policymaking, 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 <p>3.3: Nature-based climate change solutions</p> <ul style="list-style-type: none"> • Ecosystem-based adaptation measures developed and demonstrated in terms of cost-effectiveness in addressing climate change impacts • 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, and are also highly vulnerable to climate change impacts • Knowledge and information generated on climate change-related ecosystem services 	<p>SP3 (Healthy and productive ecosystems), EA(a) 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</p> <p>SP3 (Healthy and productive ecosystems), EA(b) Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making</p> <p>SP4 (Environmental governance), EA(a) The international community increasingly converges on common and integrated approaches to achieve environmental objectives and implement the 2030 Agenda for Sustainable Development multilateral environmental agreements</p> <p>SP4 (Environmental governance), EA(b) Institutional capacities and policy and/or legal frameworks enhanced to achieve internationally agreed environmental goals, including the 2030 Agenda for Sustainable Development/the Sustainable Development Goals</p> <p>SP3 (Healthy and productive ecosystems), EA(a) 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</p> <p>SP3 (Healthy and productive ecosystems), EA(b) Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making</p> <p>SP1 (Climate change), EA(a) Countries increasingly advance their national adaptation plans, which integrate ecosystem-based adaptation</p> <p>SP1 (Climate change), EA(b) Energy efficiency is improved and the use of renewable energy is increased in countries to help reduce greenhouse gas emissions and other pollutants as part of their low-emission development</p> <p>SP1 (Climate change), EA(c) Countries increasingly adopt and implement forest-friendly policies and measures that deliver quantifiable emissions reductions recognizing the importance of noncarbon benefits resulting from such policies and measures, including social and environmental co-benefits</p>

Objectives	Outputs	Medium Term Strategy 2017-2021 Expected accomplishments (primary contributions)
	<p>(blue carbon and resilience to natural disasters)</p> <ul style="list-style-type: none"> • Good practices developed including supporting an enabling policy environment for the management and restoration of ecosystems, so that these practices can be appropriately addressed in marine spatial planning and integrated coastal zone management mechanisms • Input provided on the post-2020 global biodiversity framework to ensure that targets for critical coastal ecosystems are included 	<p>SP3 (Healthy and productive ecosystems), EA(a) 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</p>
	<p>3.4: Effective marine protected areas</p> <ul style="list-style-type: none"> • Criteria developed for science-based assessments of ecological connectivity and regional representativeness to support the design of marine protected area networks that maximize ecological connectivity and the 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 and facilitating peer-to-peer exchanges of knowledge and good practices • Monitoring, through the UNEP-World Conservation Monitoring Centre, the coverage and effectiveness of marine protected areas, introducing ecological effectiveness and management performance into the global statistics 	<p>SP3 (Healthy and productive ecosystems), EA(a) 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</p> <p>SP3 (Healthy and productive ecosystems), EA(b) Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making</p>
	<p>3.5: Measures mitigating the environmental effects of fisheries on biodiversity and ecosystems</p> <ul style="list-style-type: none"> • Assessment of environmental impacts of fisheries on marine and coastal ecosystems are supported and innovative ways to reduce these impacts are 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 the recovery of fish populations and the maintenance of trophic structures • Sustainable consumption and production approaches to address environmental issues by applying whole-fish value chain approaches promoted through, inter alia, partnerships with industries and other private-sector entities within the value chain 	<p>SP3 (Healthy and productive ecosystems), EA(a) The health and productivity of marine, freshwater and terrestrial ecosystems are institutionalized in education, monitoring and cross-sector and transboundary collaboration frameworks at national and international levels</p> <p>SP6 (Resource efficiency), EA(a) Science-based approaches that support the transition to sustainable development through multiple pathways, green economy in the context of sustainable development and poverty eradication, and the adoption of sustainable consumption and production patterns at all levels</p>

<i>Objectives</i>	<i>Outputs</i>	<i>Medium Term Strategy 2017-2021 Expected accomplishments (primary contributions)</i>
<p>Strategic objective 4: Innovate financing instruments and initiatives to facilitate a sustainable blue economy transition</p>	<p>4.1: Operational principles for sustainable blue economy financing</p> <ul style="list-style-type: none"> • Sustainable Blue Economy Finance Principles operationalized for broad use by relevant stakeholders • Institutional hosting provided for Blue Economy Finance Principles through a sustainable blue economy finance initiative, in close collaboration with a range of partners and leading financial institutions • Regional seas programmes, Governments, the private sector, philanthropies and relevant stakeholders are 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 and 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 • Links to public agents facilitated, including local governments and public marine management bodies, influencing and enabling the 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 	<p>SP6 (Resource efficiency), EA(b) Public, private and financial sectors increasingly adopt and implement sustainable management frameworks and practices</p> <p>SP3 (Healthy and productive ecosystems), EA(b) Policymakers in the public and private sectors test the inclusion of the health and productivity of ecosystems in economic decision-making</p>