



MEDIA KIT



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BLUE PROSPERITY COALITION

On March 6, 2019, government officials, ocean experts, and NGOs joined together at the 6th [World Ocean Summit](#) to announce the creation of the Blue Prosperity Coalition, a network of global partners advancing sustainable oceans by balancing marine protection with economic development. Founding members of the Coalition include the [Waitt Institute](#), [National Geographic Pristine Seas](#), [Oceans 5](#) and [Dynamic Planet](#), as well as government partnerships with the [Azores](#), [Barbuda](#), [Curaçao](#), and the [Kingdom of Tonga](#).

By providing expert resources to support comprehensive marine spatial planning and capacity building of local agencies, the founding members of the Blue Prosperity Coalition aim to turn marine commitments into action.

On February 28, 2019 the Blue Prosperity Coalition joined the *Blue Azores Program* established by a partnership between the Waitt Institute and the Oceano Azul Foundation in collaboration with the Regional Government of Azores. As part of the *Blue Azores Program*, the Azorean government has committed to designate an additional 150,000 sq. km of its waters as new no-take protected areas, while creating a holistic ocean plan to sustainably improve ocean economies like fishing and tourism.

VIDEO CONTENT AND PHOTOGRAPHY STILLS

Content captured at the launch announcement at the World Ocean Summit will be available shortly after the event via <https://worldoceansummitmedia.com/>

Content captured at the Blue Azores MOU signing ceremony is available via <https://worldoceansummitmedia.com/story/10302/150-000-square-kilometers-of-new-marine-protected-areas-in-the-azores>

INTERVIEW OPPORTUNITIES 6-7 MARCH

Interviews with spokespeople representing the founding partner organisations of the Blue Prosperity Coalition and government partners can be conducted onsite at the World Ocean Summit or remotely via telephone or via satellite for TV broadcast opportunities.

Interviews

- Ted Waitt, Founder, Waitt Institute & Waitt Foundation
- Dr. Kathryn Mengerink, Executive Director, Waitt Institute
- Dr. Enric Sala, Explorer-in-Residence, National Geographic Society, Pristine Seas
- Seth Horstmeyer, Program Director, Oceans 5
- Honorable Siaso Solvaleni, Member of the Legislative Assembly and Chairman of the Legislative Assembly's Standing Committee on Environment and Climate Change, Tonga
- Dr. Gui Menezes, Government of Azores
- Dr. Emanuel Gonçalves, Board of Directors of Oceano Azul
- Kirsten Rechberger, Founder & CEO, Dynamic Planet
- Karen Stone, Executive Director, Vava'u Environmental Protection Association (Tonga)



Interviews Continued

- Kendra Beazer – Barbuda Council
- Rosamond Bing, CEO, Ministry of Lands and Natural Resources (Tonga)
- Dr. Siola’a Malimali, Deputy CEO of Ministry of Fisheries (Tonga)
- Jacob James, Senior Advisor, Waitt Foundation
- Faisal Dilrosen, Policy Advisor, Ministry of Health and Environment (Curacao)

TO SCHEDULE AN INTERVIEW PLEASE CONTACT

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PRESS RELEASE - BLUE PROSPERITY COALITION LAUNCH

NEWS RELEASE **EMBARGOED UNTIL 00:01 GMT MARCH 07, 2019

OCEAN EXPERTS UNITE TO PROTECT THE OCEAN AND GROW ECONOMIES

It is possible to improve the economy AND protect the ocean at the same time. Here's how

- Global network of ocean experts launches Blue Prosperity Coalition to improve sustainable oceans
- Government partners & ocean experts seek to balance economic growth with marine protection
- Fully protected areas provide immense benefits for marine economies and ecosystems – not just for fish, but for all ocean economies and livelihoods
- Over 70 countries have made commitments to protect portions of their ocean territories, yet less than 5% of the ocean is currently designated as fully protected no-take areas, falling massively short of the 30% by 2030 target
- 19+ global ocean organizations and experts are uniting to launch the Blue Prosperity Coalition, a growing network of experts who can provide the funding, tools and expertise to support governments to properly implement ocean plans that benefit all ocean users over the long term

Abu Dhabi, UAE (March 7, 2019)—Government officials, ocean experts, and NGOs joined together to announce the creation of the Blue Prosperity Coalition, a network of global partners advancing sustainable oceans by balancing marine protection with economic development. Founding members of the Coalition include the [Waitt Institute](#), [National Geographic Pristine Seas](#), [Oceans 5](#) and [Dynamic Planet](#), as well as government partnerships with the [Azores](#), [Barbuda](#), [Curaçao](#), and the [Kingdom of Tonga](#).

The global ocean economy is estimated at \$24 Trillion USD, yet ocean resources are declining rapidly worldwide - bombarded with human-imposed threats like overfishing, pollution and climate change. Scientific research shows that strongly protecting at least 30% of the world's ocean will help maintain marine resources while maximizing yields and sustainable economic growth. In 2016, intergovernmental organization IUCN (International Union for Conservation of Nature) set a global target to protect “30% of each marine habitat” in “highly protected areas with no extractive activities” by 2030.

“No one person, no one entity can save the oceans, but if we work together this is a problem we can fix,” said philanthropist Ted Waitt, founder of Waitt Institute.

5 Key Principles of Blue Prosperity

1. Our oceans need URGENT protection.
2. We can improve both the ENVIRONMENT and the ECONOMY at the same time.
3. At least 30% OCEAN PROTECTION is required.
4. Protection is best achieved via COMPREHENSIVE, science-based plans in consultation with key stakeholders.
5. Working together with committed Government leadership, we can achieve SUSTAINABLE and PRODUCTIVE oceans.

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According to Blue Prosperity Coalition partner, Dr. Enric Sala, National Geographic Explorer in Residence, “We don't need to choose between the economy or the environment. By providing the right level of protection, we can restore marine environments and the local economies and livelihoods that depend on them.”

The depletion of the ocean resources is one of the biggest challenges of our generation. Over 70 countries have made commitments to protect portions of their ocean territories, yet less than 5% of the ocean is currently designated in no-take areas. Science shows that if we protect 30% of our oceans through Marine Protected Areas (MPAs) then nature can bounce back. Studies also show that conserving 30% of oceans will serve to both sustain economic interests and protect ecosystems.

By providing expert resources to support comprehensive marine spatial planning and capacity building of local agencies, the founding members of the Blue Prosperity Coalition aim to turn marine commitments into action. The Coalition will offer financing and world-class planning, legal, advocacy, strategy, implementation and scientific expertise to countries interested in developing their Blue Economies.

“By engaging teams of local and international experts, we work with governments to provide the tools and resources they need to ensure their oceans will thrive.” said Dr. Kathryn Mengerink J.D., Executive Director of the Waitt Institute.

In February 2019 the Blue Prosperity Coalition joined the *Blue Azores Program*, established by a partnership between the Waitt Institute and the Oceano Azul Foundation in collaboration with the Regional Government of Azores. As part of the *Blue Azores*, the Azorean government has committed to designate an additional 150,000 square kilometers (15%) of its waters as new fully protected no-take areas, while creating a holistic ocean plan to sustainably improve ocean economies like fishing and tourism. This plan aims to preserve important feeding grounds for commercially important fish stocks, migratory routes for marine mammals, and deep-sea ecosystems like seamounts and hydrothermal vents.

“Our ocean is at a critical tipping point. There is enough information to act now. We need to make effective ocean protection a reality in the next decade or it'll be too late.” Said Dr. Emanuel Gonçalves, Member of the Board of Directors of Oceano Azul Foundation.

The new Blue Prosperity Coalition builds upon the concepts developed by the Waitt Institute to advance sustainable oceans through marine spatial planning, including programs in the Caribbean and Pacific. In 2014, Barbuda protected 33% of its waters as no-take marine protected areas. Partners also include Tonga and Curaçao, whose governments both have committed to protect at least 30% of their ocean areas.



Already in progress is the Tonga national marine spatial planning effort that embodies the core values of the Blue Prosperity Coalition. The Tonga partnership demonstrates the strength and importance of community engagement to achieve these goals. In a planning process that focuses on 700,000 square kilometres of ocean with more than 140 islands, the Kingdom of Tonga has a robust consultation process involving every coastal community in the Kingdom. “Communities and oceans are intertwined. Ensuring communities are involved throughout ocean planning and management will help secure a healthy ocean future.” said Karen Stone, Executive Director of the Vava’u Environmental Protection Agency (VEPA), an implementing partner in Tonga.

- ENDS -

For more information about the Blue Prosperity Coalition contact:

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FAQ'S

Q1) What is the Blue Prosperity Coalition?

The Blue Prosperity Coalition is a network of global experts engaging in a multi-year partnership with Governments to designate and implement 30% marine protection and establish a Blue Prosperity Plan.

Providing expertise, funding, human capital and tools to governments, the Blue Prosperity Coalition aims to promote growth and prosperity while empowering sustainable management of marine resources and ecosystems.

The Blue Prosperity Coalition's 5 Principles

1. Our oceans need URGENT protection.
2. We can improve both the ENVIRONMENT and the ECONOMY at the same time.
3. At least 30% ocean PROTECTION is required.
4. Protection is best achieved via a COMPREHENSIVE, science-based plan in consultation with key stakeholders.
5. Working together with committed Government leadership, we can achieve SUSTAINABLE and PRODUCTIVE oceans.

Q2) Who are the founding members of the Blue Prosperity Coalition?

The Blue Prosperity Coalition Founding partners are:

- Waitt Institute
- Waitt Foundation
- National Geographic Pristine Seas
- Oceans 5
- Dynamic Planet

Q3) Who are the current BPC Government Partners?

- Tonga
- Barbuda
- Curacao
- Regional Government of the Azores



Q4) Who are the supporting partners of the Blue Prosperity Coalition?

- Institute of the Environment & Sustainability, University of California Los Angeles
- Florida State University
- Marine Conservation Institute | MPAtlas
- SeaSketch
- Vava'u Environment Protection Association (VEPA)
- Oceano Azul Foundation
- Wildlife Conservation Society
- Environmental Law Institute
- Bren School of Environmental Science & Management, University of California Santa Barbara
- Sustainable Fisheries Group, University of California Santa Barbara
- Scripps Institution of Oceanography, University of California San Diego
- Global Fishing Watch
- Global Island Partnership (GLISPA)
- Vulcan | Skylight

Q5) Why has the Blue Prosperity Coalition been launched?

The Earth's ocean contains most of its biodiversity, yet only a tiny fraction of the ocean is protected. Overfishing, habitat degradation, pollution, and climate change threaten to degrade the last pristine ecosystems in our ocean that remain healthy and teeming with life. Therefore, it is critical to encourage protection of these areas before it is too late.

The global ocean economy is worth USD \$24 trillion and over 1 billion people rely on seafood as their primary source of protein. Yet ocean resources are declining rapidly worldwide due to human-imposed threats.

The depletion of the ocean resources is one of the biggest challenges of our generation. International objectives of 30% ocean protection have been set by the [UN 2030 Agenda for Sustainable Development](#), the [Convention on Biological Diversity](#) and the [International Union for the Conservation of Nature](#). However less than 5% is fully protected in no-take areas.

Science shows that if we protect 30% through MPAs, nature can bounce back. After 10 years of conservation experience, we now understand that Marine Spatial Planning & Blue Economy are best available tools to protect and restore the ocean. We cannot do this alone; therefore, 19+ global ocean organizations and experts are uniting to create Blue Prosperity Coalition, a network of experts who can provide the funding, tools and expertise for successful implementation of strategic marine protection plans.



Our efforts will focus on partnering with committed governments and providing them resources needed to develop and implement ocean plans by providing world-class technical support and customized partnerships.

Q6) Why Protect 30%? - Balancing Economy & Environment

Experts agree that 30% of the ocean must be fully protected in no-take Marine Protected Areas to maximize fisheries yield and safeguard marine resources.

Benefits of 30% Protection:

- Bigger, more abundant fish
- Healthier marine ecosystems
- Improved fishing & tourism livelihoods
- Improved ecosystem resilience in the face of climate change
- More opportunities for future generations

Q7) How does the Blue Prosperity Coalition work?

Strategic Principles:

- Use a holistic approach that considers ECONOMIC & CULTURAL factors in addition to ENVIRONMENT
- Leverage outside resources to provide a range of services via the Blue Prosperity Coalition
- Build human & financial capacity for successful long-term management

Key Features:

- Multi-year partnership with Governments and coalition of partners to designate and implement 30% marine protection.
- Achieves a sustainable Blue Economy and marine protection, by:
 - Developing and implementing comprehensive marine spatial plans
 - Supporting blue economy planning
 - Using scientifically sound conservation and economic goals
 - Strengthening the capacity of governments and civil society to implement plans

Q8) Over 70 countries have made commitments to protect their oceans and yet less than 5% is fully protected in no-take areas. Why are we so far behind target?



It's clear that the will and intent is there. The big challenge is in successfully implementing strategies. This is often due to lack of capacity, resources, funding, access to the right mix of tools and services or a poorly devised implementation plan.

Q9) How is the Blue Prosperity Coalition approaching the problem?

Our core approach is development of comprehensive Marine Spatial Plans to achieve Blue Prosperity .

- Map-based ocean designating protected areas and other areas to achieve blue economy goals.
- Mapping existing resources and uses is the first step in designing forward-looking long-term sustainable plans
- Includes robust government and stakeholder participation
- Makes trade-offs among competing uses, reduces user conflict, and creates regulatory certainty
- Envisions and plans for the future

Q10) What tools and services do the Blue Prosperity Coalition provide to governments?

The Blue Prosperity Coalition offers a complete plan via our network of world-class experts

- Scientific Surveys & Assessments
- Legal Analysis, Development & Advocacy
- Government & Civil Society Capacity Building
- Community Consultation, Education & Outreach
- Marine Spatial Planning & Protected Area Plans
- Blue Economy Long-term Planning
- Communications & Political Strategy
- Funding Resources & Sustainable Financing
- Disaster Preparedness within MSP
- Enforcement Planning & Assistance
- Monitoring
- Customized Implementation

Q11) What is an MPA?

MPAs or Marine Protected Areas are a place in the ocean where human activities are limited. The most effective Marine Protected Areas prohibit all extractive use (fishing, mining, etc.)



Q12) What is Marine Spatial Planning?

Marine Spatial Planning (MSP) is an approach that uses spatial information about natural resources and human uses to develop a comprehensive ocean management system. This approach aims to balance economic growth with environmental sustainability. Over 60 countries are already using Marine Spatial Planning to manage their ocean economies.

Q13) Can other organizations join the coalition?

Yes, the Blue Prosperity Coalition seeks to widen the network of partners and experts to provide tools and services to governments around the world. To discuss further, contact the team via info@waittinstitute.org

Q14) How can I find out more?

For more information about the Blue Prosperity Coalition visit www.BlueProsperity.org

Or contact:

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BLUE AZORES

On February 28 2019 the Blue Prosperity Coalition joined the *Blue Azores Program*, with the Regional Government of Azores and Oceano Azul Foundation. As part of *Blue Azores*, the Azorean government has committed to designate an additional 150,000 square kilometres (15%) of its waters as new no-take protected areas, while creating a holistic ocean plan to sustainably improve ocean industries like fishing and tourism. This plan aims to preserve important feeding grounds for commercially important fish stocks, migratory routes for marine mammals, and deep-sea ecosystems like seamounts and hydrothermal vents.



****MEDIA RELEASE****

FOR IMMEDIATE RELEASE

150, 000 square kilometers of new marine protected areas in the Azores

Faial, February 28th 2019 – The **Regional Government of the Azores** announced the implementation of new marine protected areas covering 15% of the Azorean Exclusive Economic Zone. This decision corresponds to a new international alliance between the Regional Government of the Azores, the Oceano Azul Foundation and the Waitt Institute under the aim of promoting marine conservation, the sustainable use of the Azores, and the valorization of the region's unique natural heritage, through the *Blue Azores* program.

According to the President of the Regional Government of the Azores, **Vasco Cordeiro**, this partnership will span generations, because this “work will not conclude in the time defined in this memorandum. We should view this work not as a point of arrival, but rather as one more step in the larger goal of preserving the Azores for generations to come. ”

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Ted Waitt, Founder and Chairman of the Waitt Foundation, said, “The vision and leadership of the Regional Government of the Azores is why we are here. With this path to Blue Prosperity, the Azores can be a global leader in both marine protection and growing the blue economy. Our partnership will accelerate the Azores' efforts to improve the long-term prosperity of the people while safeguarding the unparalleled marine resources that make the Azores unique.”

José Soares dos Santos, president of the Oceano Azul Foundation, believes “*The Azores can be an example on a global scale, in which natural capital is protected, promoted, and valued, with the integral involvement of its major stakeholders: the Azorean community. And, more and more, the world calls for joint actions, concerted efforts.*”

The **Blue Azores** program focuses on the conservation and sustainable use of resources, involving education, economics and fisheries management. The Blue Azores is based on the following actions:

- / Declare 15% of the Exclusive Economic Zone (EEZ) of the Azores as new marine protected areas;
- / Create and implement management plans for the new marine reserves and all existing marine protected areas;
- / Develop and legally adopt a marine spatial plan;
- / Develop studies and approaches contributing to the sustainable management of fisheries;
- / Identify new areas of interest for conservation;
- / Implement a blue literacy program for schools and the community.

The *Blue Azores* program will also support the Azores and Portugal to achieve the international objectives established by the United Nations Agenda 2030 for Sustainable Development, the Convention on Biological Diversity and the objectives of the International Union for the Conservation of Nature.

- ENDS -

About the Waitt Foundation and Institute

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The **Waitt Foundation**, established by Gateway, Inc. co-founder Ted Waitt in 1993, specializes in public-private partnership and supports global ocean initiatives with the goal of sustainable, resilient and thriving seas by partnering with unique coalitions of government, philanthropists, NGOs, academics, and businesses. The operational arm of the foundation, the **Waitt Institute**, partners with committed governments to develop and implement comprehensive, science-based ocean management plans that benefit both the economy and the environment. Learn more at www.waittfoundation.org (@WaittFdn) and www.waittinstitute.org (@Waittinstitute).

About Oceano Azul Foundation

Founded in 2017 with the motivation to promote healthier, productive oceans through literacy, conservation and capacity building, the Oceano Azul Foundation serves as a voice for the sustainable use of the ocean.

Based in Portugal, the Oceano Azul Foundation works to position the country as an international leader in ocean-related issues by developing a blue generation and blue economy, while supporting innovation in scientific research. The Oceano Azul Foundation works toward a sustainable future for both humans and the ocean, under its motto, “From the ocean’s point of view.”

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