

Why Seafood Investors Need Transparency

3 Initiatives of:



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Ocean Assets: *Who We Are*



Finance



Blue Economy

- Non-profit financial research & advisory
- Sustainable seafood, shipping, energy
- Expert network in finance, science & industry
- Mandates for investment & engagement
- Global initiatives. Geneva & London team

1. Investment: *EC Blue Economy Investment*



Engagement by DG MARE:

We select innovative companies in all maritime sectors for funding by EC + Private Investors



- **Transparency:** Required at all levels for funding
- **Fishing issues:** Traceability & CFP compliance
- **Innovation:** AquaCulture, BioTech, Energy, Shipping

Example: *Transparency for EC Funding*

Eligibility Criteria

- ❑ Contribute to blue economy?
- ❑ Sustainable best practice?
- ❑ Innovative product/approach?
- ❑ Ready for business?

Quality Criteria

- ❑ Partners & Customers?
- ❑ Reliable supply chain?
- ❑ Patents or IP protection?
- ❑ Robust Financials?

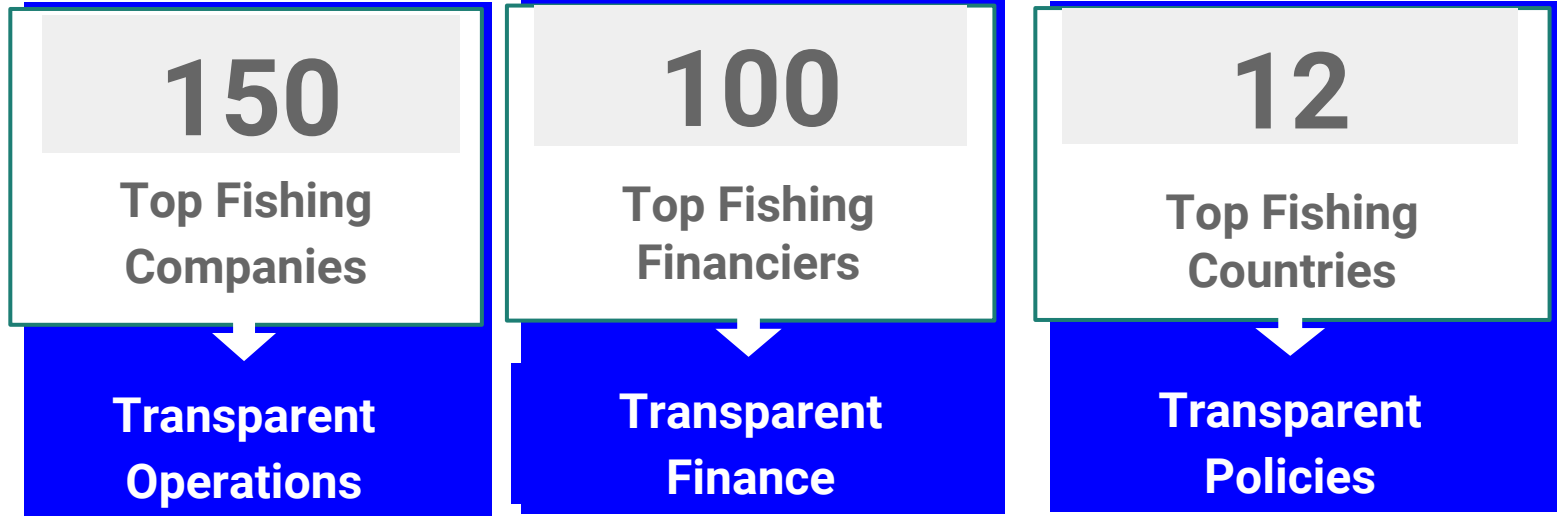


Sample Investment:
**Cloud platform: Fishing companies
can manage, trace, sell.**

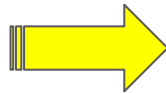
Support



2. Engagement: *EU Fishing Finance*

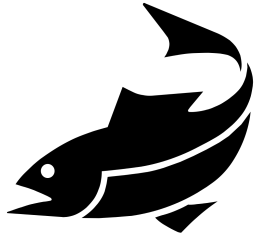


FUNDING
FISH



1. Fully Documented Fisheries
2. CFP Landing Obligation
3. EU Quota Transparency

3. Standards: *Marine Green Bonds*

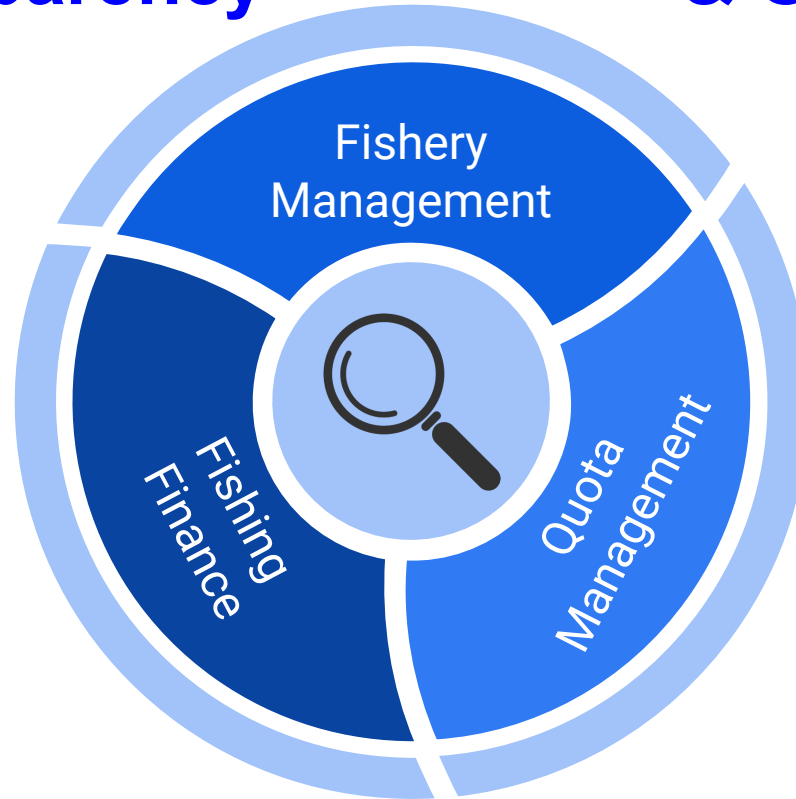


Helping maritime companies access the
\$200bn Green Bond Market.
Transparency needed → Issuers meet criteria



Policy Transparency

& Quota Reform



Fisheries

- Science-based
- MSY by 2020
- End Overfishing

Support



Quotas

- Science-based
- Longer Term
- Public disclosure



Vote with Science!


Tale of 2 Commodities:

Harvested, Renewable Resources

Timber

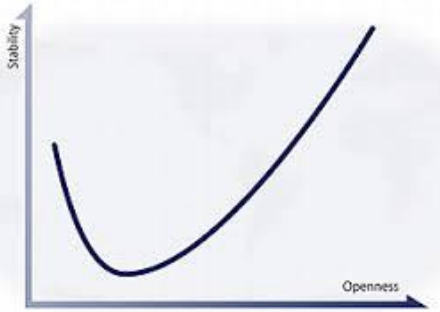
- ★ Asset Transparency
 - Policy Transparency
 - Company Transparency
 - Accepted FSC Certification
- 
- Many Equities, Funds, Direct Inv.
 - Inflation hedge: 5%/yr over 50 yrs
 - Standard in institutional portfolios
 - Timber cos well-capitalised

Fish

- Less Transparency on Fisheries
 - Less Certainty on Policy, Quotas
 - Fewer Investment Options
 - Some MSC controversy
- 
- Aquaculture wins investment
 - 20 seafood stocks. 2 PE funds
 - Limited fishery return history
 - Capital: 30 yrs behind timber

3 Invest Strategies:

Fisheries: J Curve



Impacts:

Livelihoods
Fish Stocks
Nutrition

Fishing Business:

Source, Process,
Distribute, Service



Large Fisheries:

- Returns 5-15%
- Impact returns
- Scale Production

Small Fisheries:

- Returns 15-30%
- Impact returns
- Artisanal



Investors Need:

Transparency
Invest Vehicles
Risk Mitigation

Moral of the Story



Finance is...

- Lever for Sustainability
- Partnership based on Trust
and...

Money loves Transparency!



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Support

