

# PROGRAMME



## Registration

4.00pm Registration opens

Wednesday, June 3rd 2015

## Welcome reception

6.00pm Welcome cocktail reception

6.45pm Welcome remarks

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**;  
editorial director, **World Ocean Summit**

6.55pm Special remarks

Aníbal Cavaco Silva, president, **Portugal**

7.05pm Networking

8.00pm Close of cocktail reception

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## World Ocean Summit, day one

Thursday, June 4th 2015

**8.00am** Registration and refreshments

**8.30am** Opening remarks

Daniel Franklin, executive editor, *The Economist*

**9.00am** Keynote interview: Defining the “Decade of African Seas and Oceans”

The African Union Commission recently celebrated the start of its Decade of African Seas and Oceans. This new maritime strategy aims to “address Africa’s maritime challenges for sustainable development and competitiveness”. In this opening keynote interview, Nkosazana Dlamini Zuma, chairperson of the African Union Commission, gives an overview of the strategy and its potential to create blue opportunity for Africa’s coastal nations.

Nkosazana Dlamini Zuma, chairperson, **African Union Commission**

*Moderator*

Daniel Franklin, executive editor, *The Economist*

**9.30am** Lightning round: The science of the blue economy

In this session, a leading scientist reflects on the concept of the “blue economy”, assessing the ocean’s health and giving an outlook for its future.

*Presenter*

Alex Rogers, professor of conservation biology, **University of Oxford**

**9.40am** Presentation: The state of the blue economy

There is a growing interest in the ideas of a blue economy and sustainable growth in the ocean. But these are not yet widely or deeply understood, and there is variation in how narrowly or expansively they are interpreted. Notably, the core concepts of “blue economy” and “blue growth” lack definition. It is also unclear, given how much our oceans have already been damaged, what a sustainable ocean economy would look like and what conditions might allow it to develop and be sustained. How these issues are resolved will affect everything we do in the ocean: from new and innovative activity built around sustainable business models to existing ocean industries’ efforts to transition to sustainable practices.

This scene-setting presentation will feature new original research from The Economist Intelligence Unit, outlining the current state of the blue economy and the policy initiatives fostering its development.

*Presenter*

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit;** editorial director, **World Ocean Summit**

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## 9.55am **On the sofa: New ocean industries, new ocean opportunities**

We are now more aware than ever of the effects of unsustainable human activity on ocean ecosystems and habitats, and the problems and challenges these can present for industry. Yet we are struggling to appreciate the opportunity to create viable blue businesses that marry value creation with conservation.

The good news is that these opportunities are real, and there is a growing body of ideas and case studies that show how blue business can be done successfully.

What are the key features of new and emerging “blue economy” sectors? How can emerging industries be environmentally sustainable? Where do the greatest opportunities exist?

This session will assess two industries that offer significant potential and challenges: aquaculture and deep-sea mining.

### *Panellists*

Shontel Norgate, chief financial officer, **Nautilus Minerals**

Knut Nesse, chief executive officer, **Nutreco**

### *Moderator*

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**; editorial director, **World Ocean Summit**

## 10.30am **EIU Presentation: Coastal Governance Index (CGI)**

The Economist Intelligence Unit (EIU) has measured the extent of coastal government regulation and management across 20 key ocean economies to identify best practices and areas for improvement in six thematic categories: policy and institutional capacity, the business environment for coastal activities, water quality, minerals and energy, land, and living resources.

This session will give an overview and analysis of key findings of the CGI and rank countries based on their performance.

### *Presenter*

Leo Abruzzese, global director of public policy, **The Economist Intelligence Unit**

## 10.40am **Panel discussion: The emerging policy environment**

How are policymakers thinking about the blue economy? What ideas, policy statements, legislation, frameworks and guidelines (legal, institutional, financial) are being considered, put forward, expanded on and put into practice? What common threads are there in differing policy environments? Are policies oriented more towards economic growth or sustainability?

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This panel discussion will bring together policymakers from around the world for a discussion of the differences and similarities between their approaches and the challenges they face.

How are governments likely to adopt practical measures that foster blue growth? What capabilities do they have in this area? How important is the role of government in setting the agenda for the blue economy?

## *Panellists*

Karmenu Vella, commissioner for environment, maritime affairs and fisheries, **European Commission**

Kathryn Sullivan, under-secretary for oceans and atmosphere, **U.S. Department of Commerce**; administrator, **National Oceanic and Atmospheric Administration**

Elisabeth Aspaker, minister of fisheries, **Norway**

Assunção Cristas, minister of agriculture and sea, **Portugal**

## *Moderator*

Daniel Franklin, executive editor, ***The Economist***

**11.30am**    **Networking break**

**12.00pm**    **Panel discussion: Fisheries and the blue economy**

Fishing rights are a crucial part of ocean governance: they belong to a system of institutional arrangements and science-based management that has allowed governments and the private sector to anchor a recovery of fish stocks while making fishing a more attractive investment proposition.

This session sees the release of several important pieces of research that quantify the potential upside of fisheries reform globally—for economies, the longer-term viability of the fishing sector, and the health of the ocean itself. The World Bank will update its 2009 “Sunken Billions” report on economic losses due to market failures and inefficiencies in wild-catch fishing. Additional new research will, for the first time, estimate the economic benefits of fisheries reform on a country-by-country basis.

Following the presentation of these reports, we will invite additional participants for a panel discussion to address the following questions:

- Armed with this new analysis, how might governments approach their fisheries policies differently?
- How important is the private sector in driving the transformation of fisheries?
- What financial instruments could provide the upfront capital to fund a fisheries transition that will be difficult in the short term but have a long-term payback?

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## *Panellists*

Susi Pudjiastuti, minister of marine affairs and fisheries, **Indonesia**

Mario Aguilar, national fisheries commissioner, Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food, **Mexico**

Christopher Costello, professor of environmental and resource economics, **University of California, Santa Barbara**

Paula Caballero, senior director, global practice for environment and natural resources, **World Bank Group**

## *Moderator*

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**; editorial director, **World Ocean Summit**

**12.50pm**    **Welcome remarks**  
Miguel Pinto Luz, vice-president, Municipality of Cascais, **Portugal**

**12.55pm**    **Networking lunch**

**2.10pm**    **Streams: Roadmap to blue**  
These focused, thematic sessions will investigate challenges that affect multiple blue-economy sectors, and evaluate steps that could increase collaboration between the business community, regulators and conservationists to construct a realistic roadmap to a blue economy.

In each stream, an interactive dialogue will follow the panel discussion.

### **Stream 1: Tug-of-war? The trade-offs in building a blue economy**

This stream will address what institutional, economic and governance mechanisms are needed to build a fully functioning blue economy. What conflicts or tensions arise as a consequence of competing considerations? Who are the key stakeholders that deserve a seat at the table?

## *Panellists*

Ronan Uhel, head of programme, natural systems and vulnerability, **European Environment Agency**

Stefan Micallef, director of marine environment division, **International Maritime Organization**

Rupert Thomas, vice-president environment, **Royal Dutch Shell**

Maria Damanaki, global managing director for oceans, **The Nature Conservancy**

## *Moderator*

Daniel Franklin, executive editor, **The Economist**

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## **Stream 2: Why does natural capital matter?**

Putting a valuation on natural capital, and incorporating it in costings of public- and private-sector activities in the ocean, is often said to be the cornerstone of any future blue economy. In the area of fresh water, and to a lesser extent in the ocean, there are already examples that suggest how such a financial accounting methodology could benefit business and ecosystems alike. Yet the hype overshadows the substance. The plethora of accounting models appearing could choke the good ones before they can rise and flourish. Regulatory measures to correct market failures are still largely absent, as are incentives for businesses to put a value on the waters they rely on.

- Why is it proving so difficult to sell business on the idea of valuing natural capital?
- Does the ocean present a special set of difficulties in this area?
- What are the lessons from how we deal with greenhouse-gas emissions?
- Do different sectors (fishing and renewable power, for example) need different pricing systems? Does our current approach need sharpening?
- What would shadow-pricing mechanisms look like in these sectors?

### *Panellists*

Torsten Thiele, founder, **Global Ocean Trust**

Dorothy Maxwell, author, “Valuing Natural Capital: Futureproofing Business and Finance”; director, **The Sustainable Business Group**

Richard Mattison, chief executive officer, **Trucost**

Carl Obst, honorary research fellow, **University of Melbourne Sustainable Society Institute**

### *Moderator*

Andrew Palmer, business affairs editor, **The Economist**

## **Stream 3: Restricting the flow—Managing marine pollution**

Marine pollution such as industrial, urban and agricultural runoff, along with plastics and other debris, comes largely from on-land activities. While many governments and corporations are starting clean-up programmes, are they doing enough to restrict the flow of land-based pollution into the ocean? This stream will examine what progress is being made and what further action is needed.

### *Panellists*

Andrew Morlet, chief executive, **Ellen MacArthur Foundation**

Stephen de Mora, chief executive, **Plymouth Marine Laboratory**

Karl Foerster, executive director, **PlasticsEurope**

José Melo Bandeira, country director, Portugal, **Veolia**

### *Moderator*

James Astill, political editor and Bagehot columnist, **The Economist**

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**3.10pm**      **Networking break**

**3.40pm**      **In conversation: Blue growth in the high seas**

José María Figueres, former president, **Republic of Costa Rica**; co-chair, **Global Ocean Commission**

*Moderator*

James Astill, political editor and Bagehot columnist, **The Economist**

**4.00pm**      **Ocean Innovation Challenge: Time to innovate**

Joseph Schumpeter believed that entrepreneurs are innovators: people who come up with ideas. The new, blue ocean economy is an opportunity for established ocean businesses to radically rethink the way they operate, and for entrepreneurs to make their new, creative ideas a reality.

This session will showcase the top three shortlisted entries from the Ocean Innovation Challenge. Each innovator will have four minutes to present their innovation. One winner will be selected based on the following criteria:

- To what extent does the innovation demonstrate inspiring, breakthrough processes or technologies that contribute to building a sustainable blue economy?
- Is it market-ready or near-market, with a working prototype?
- Is it scalable?

*Presenters*

Warwick Norman, chief executive officer, **RightShip**

Tony Long, director, Pew Charitable Trusts, **Project Eyes on the Seas**

Roger Hine, co-founder and chief technology officer, **Liquid Robotics**

*Judging panel*

Adam Anders, managing partner, **Anterra Capital**

Margot Kane, vice-president, strategic initiatives, **Calvert Foundation**

Kelly Wachowicz, partner, **Encourage Capital**

*Moderator*

Andrew Palmer, business affairs editor, **The Economist**

**4.50pm**      **Keynote interview**

Catherine Novelli, under-secretary of state for economic growth, energy and the environment, Department of State, **United States**

*Moderator*

Zanny Minton Beddoes, editor-in-chief, **The Economist**

**5.20pm**      **Closing remarks**

Zanny Minton Beddoes, editor-in-chief, **The Economist**

**5.25pm**      **Close of day one**

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## Gala dinner

Thursday, June 4th 2015

- 7.00pm**      **Cocktail reception**
- 7.30pm**      **Ocean Innovation Challenge winner announcement**  
Chris Stibbs, chief executive officer, **The Economist Group**
- 7.35pm**      **Welcome remarks**  
Marc Hayek, president and chief executive officer, **Blancpain**
- 7.40pm**      **An ocean conversation**  
Zanny Minton Beddoes, editor-in-chief, *The Economist*  
Terry Garcia, chief science and exploration officer, **National Geographic Society**
- 7.55pm**      **Dinner served**
- 9.00pm**      **Special presentation**  
Brian Skerry, photojournalist, **National Geographic Society**
- 9.40pm**      **Closing remarks**  
Terry Garcia, chief science and exploration officer, **National Geographic Society**
- 9.45pm**      **Close of evening**



# PROGRAMME



## World Ocean Summit, day two

Friday, June 5th 2015

**8.30am** Registration and refreshments

**9.00am** Opening remarks

Zanny Minton Beddoes, editor-in-chief, *The Economist*

**9.30am** Panel discussion: Investing in the blue economy—Opportunities, challenges, solutions

Pressures on the ocean are mounting as countries and companies seek new sources of growth and food security, and natural resources from coasts and seas. Investing in the blue economy is now often seen as an important goal of maritime development, and it is a great economic opportunity if it can be done right. Yet many businesses are scrambling to understand how.

Established corporations that have relied on traditional business models recognise the opportunity in going “blue”, yet in many cases they are deterred by the costs such a transformation would require. Meanwhile, newer ocean industries with “blue” business models often face an unfavourable regulatory regime or challenges in securing funding.

- Can money be made from transforming existing business models into sustainable investments in the ocean? In what sectors is this possible? What is the business case for transitioning to a “blue” business model?
- Where are the greatest opportunities for existing industries to develop new, “blue” products and services that sit alongside (or even replace) their current offerings?
- What policy settings and incentives need to be in place?

### *Panellists*

James Hnat, executive vice-president of corporate affairs, general counsel and corporate secretary, **JetBlue Airways**

Mark Shorrock, chief executive officer, **Tidal Lagoon Power**

Roger Strevens, chairman, **The Trident Alliance**; vice-president, environment, **Wallenius Wilhelmsen Logistics**

### *Moderator*

Dominic Ziegler, Asia editor, *The Economist*

**10.15am** Lightning round: Blue data

With advances in tracking technology, data-driven monitoring platforms can give companies and governments near real-time data on activity in the seas.

The immediate benefits are to the fishing and shipping industries, through enhanced transparency, fuel economy and shipping-route efficiency, and control of piracy and human trafficking.

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Yet these advancements do not come without challenges—data manipulation chief among them. Law-breaking companies and individuals have previously found ways to falsify their surveillance information and work around technologies like Automatic Identification System (AIS) transmitters.

In this series of back-to-back presentations, we explore the new data-driven technology platforms and services coming to market. How will these surveillance systems add to the “blue economy” and help curb illegal activity on the high seas? How do they address the challenges faced by previous technologically enabled tracking and policing initiatives? And what practical measures can businesses take to adopt and benefit from this new wave of blue data?

## *Presenters*

Brian Sullivan, program manager, **Google Ocean**

Ami Daniel, co-founder and chief executive officer, **Windward**

## **10.35am Introduction to working groups: Blue opportunities, blue growth?**

This brief introduction will outline the working groups’ scope and focus. Each will begin with a panel discussion, to be followed by an interactive dialogue between participants examining new “blue” business opportunities and approaches at an industry level.

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**;  
editorial director, **World Ocean Summit**

Paul Holthus, founding chief executive officer and president, **World Ocean Council**

## **10.50am Networking break**

## **11.20am Stream 1: Resources**

Kris Van Nijen, general manager, **Global Sea Mineral Resources**

Ian Wright, director of science and technology, **National Oceanography Centre**

Linda Reiners, director, **UK Seabed Resources**

## *Moderator*

Andrew Palmer, business affairs editor, **The Economist**

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## **Stream 2: Renewables**

Kieran O'Brien, executive director, **Carnegie Wave Energy**

Frank Verschraegen, project director, **THV iLand**

Edward Northam, head of investment banking, **UK Green Investment Bank**

*Moderator*

James Astill, political editor and Bagehot columnist, **The Economist**

## **Stream 3: Coastal and offshore infrastructure**

Gary Lawrence, vice-president and chief sustainability officer, **AECOM**

Marco Pluijm, ports and marine sector manager, **Bechtel**

*Moderator*

Leo Abruzzese, global director of public policy, **The Economist Intelligence Unit**

## **Stream 4: Shipping**

Pace Ralli, co-founder and chief executive officer, **Clean Marine Energy**

John Lyras, vice-chairman, **International Chamber of Shipping**

Chris Bhatt, managing director, marine, **Willis**

*Moderator*

Dominic Ziegler, Asia editor, **The Economist**

## **Stream 5: Fishing**

Gorjan Nikolic, associate director, animal protein, **Rabobank International**

Stephen Hall, director-general, **WorldFish**

*Moderator*

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**;  
editorial director, **World Ocean Summit**

## **Stream 6: Aquaculture**

Mike Velings, founder and managing partner, **Aqua-Spark**

Magdalena Lamprecht Wallhoff, director, **Regal Springs Tilapia**

*Moderator*

Drew Cherry, editorial director, **Intrafish Media**

**12.50pm    Networking lunch**

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## 2.20pm **Panel discussion: Financing the transition to a blue economy**

For many industries and individual companies, there is a clear business case for transitioning to a “blue economy” model. Corporate leaders in fishing, retail and tourism cannot ignore it when the natural resources they rely on are depleted or destroyed—it threatens their very existence. Others, such as those in the shipping and chemical industries, know sweeping regulatory change will soon compel them to act. And still others see business opportunities in nascent “blue-economy” industries. Yet all these leaders ask a common question: who will pay for the transition? “Blue bonds” are often touted as the answer, yet they have so far proven more of a philanthropic exercise than a real and scalable solution.

How can existing businesses finance the transition to a new, blue future? How can new industries attract the capital they need to realise their ambitions? What obstacles do banks and financial institutions face in developing “blue-economy” products? How can “blue bonds” be developed into a mainstream financial instrument capable of funding large commercial operations?

### *Panellists*

Sean Kidney, chief executive officer, **Climate Bonds Initiative**

John Tobin-de la Puente, managing director and global head of sustainability, **Credit Suisse**

Mark Tercek, president and chief executive officer, **The Nature Conservancy**

Justin Mundy, director, **The Prince of Wales’s International Sustainability Unit**

### *Moderator*

Andrew Palmer, business affairs editor, **The Economist**

## 3.10pm **On the sofa: What if? Ocean 2050**

We ask thought leaders to share their visions of what a blue economy will look like in 2050. What will the success stories be? How does the blue economy fit within the stories of emerging markets and the developed-world recovery? What challenges lie beyond the horizon? And what do our visions of the future mean for businesses investing in ocean-facing industries now?

### *Panellists*

Jon Hindar, chief executive officer, **Cermaq**

Pavan Sukhdev, goodwill ambassador, **United Nations Environment Programme (UNEP)**; chairman of the advisory board, **Gulbenkian Oceans Initiative**

Cecilia Reyes, chief investment officer and regional chairman of Asia-Pacific, **Zurich Insurance Group**

### *Moderator*

Dominic Ziegler, Asia editor, **The Economist**

## 3.50pm **Networking break**

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- 4.20pm**      **Spotlight interview: China's vision for the blue economy**  
China's State Oceanic Administration (SOA) will outline its vision for growth and development in the ocean.
- Zhang Zhanhai, director-general, Department of Strategic Planning and Economy, State Oceanic Administration, **People's Republic of China**
- Moderator*  
Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**; editorial director, **World Ocean Summit**
- 4.50pm**      **In conversation with the United Nations**  
We hear from the United Nations on the World Ocean Assessment, its Sustainable Development Goals and its view of the blue economy.
- Miguel de Serpa Soares, under-secretary-general for legal affairs and UN legal counsel, **United Nations**
- Moderator*  
Zanny Minton Beddoes, editor-in-chief, **The Economist**
- 5.20pm**      **Keynote remarks**  
Pedro Passos Coelho, prime minister, **Portugal**
- 5.35pm**      **Closing remarks**  
Zanny Minton Beddoes, editor-in-chief, **The Economist**
- 5.40pm**      **Close of conference**