

OBJECTIVES AND TARGETS OF THE BRAZILIAN BLUE INITIATIVE

Support Brazilian and international goals:

- Conserve biodiversity and its marine and coastal ecosystems;
- Contribute to mitigation and adaptation to climate change;
- Sustainable development;
- Protect Brazilian coastal and marine jurisdictional areas beyond the minimum of 10% as soon as possible, following Aichi Target 11 criteria;
- Consolidate protected areas in 5% of the coastal and marine zones in 5 years (3-fold increase) and 10% in 10 years (6-fold increase) and support management in the long term;
- Promote zero species extinction, following Aichi Target 12 criteria;
- Promote sustainable and equitable economy, integrate conservation with economic activities and support specifically the organization, empowerment and sustainable use by the traditional peoples;
- Enhance role of coastal and marine ecosystems in climate change adaptation, maintain blue carbon (particularly in mangroves) and maintain other ecosystem services provision (including sustainable fisheries);
- Raise at least US \$140 million, in the first 5-year phase, and promote innovative fundraising for long-term sustainability.

Brazilian Blue Initiative Label

Brazilian Blue Initiative articulates, structures and mobilizes diverse and innovative financial mechanisms, considering different typologies of projects, involving different stakeholders, under various governance regimes, in order to attain the goal of conserving marine biodiversity and ensuring the renewal of fish stocks within the Brazilian seascape. The Initiative promotes decentralization of fundraising and project execution activities.

It also recognizes ongoing projects, with their own funding and governance structure, when contributing to the conservation objectives of the coastal and marine zones.

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Brazilian Blue Initiative Partners

- Conservation International - CI
- Confrem
- Funbio
- GEF Mangue
- GEF Mar
- IUCN
- Pnuma
- RARE
- UNDP
- World Bank
- WWF

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MINISTRY OF THE ENVIRONMENT



Brazilian Blue Initiative 

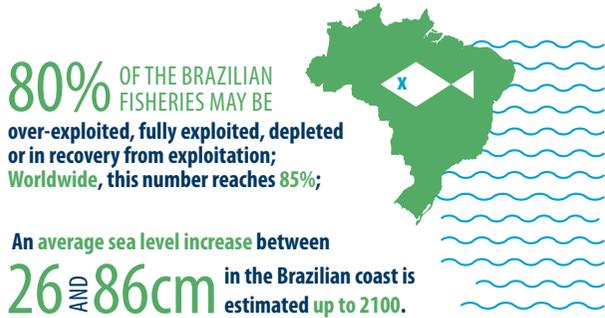
BRAZILIAN BLUE INITIATIVE

The Brazilian Blue Initiative is a strategic framework to support the country's strategic vision of sustainable development and nature conservation on the marine and coastal zones, through national and international commitments, goals and targets related to biodiversity conservation, adaptation to and mitigation of climate change and Sustainable Development Goals.

It consists of an ambitious, broad and collaborative strategy that seeks to promote, articulate, catalyze and co-ordinate projects and activities.



HISTORICALLY, oceans have been seen as inexhaustible resource areas and universal recipient of pollutants. However, this view has been changing drastically in recent times due to the growing evidences of the finiteness of its biological resources, the collapse of fish stocks (associated with habitat destruction, overfishing and other threats), the reduction of ecosystems, the mortality of marine organisms caused by pollution events and also the growing concern about the effects of climate change.



THE BRAZILIAN BLUE INITIATIVE HAS BEEN developed taking into consideration cultural heritage, equity, social involvement, economic potentials, strategic institutional arrangements and their relationship with marine biodiversity, ocean health, their role in adaptation and mitigation of climate change, the protection of traditional people and communities and the contribution to other economic activities.

Brazilian sea covers **3.6km²**;

Brazilian total mangrove area of **13,989.66 KM²** (2nd world largest);

Brazilian coastline EXTENDS OVER **8,5 thousand km**;

264 EXISTING PROTECTED AREAS areas of different types and categories, totally or partially on coastal and marine ecosystems;

26,8% of the coastal and marine ecosystems is UNDER LEGAL PROTECTION;

SOME **0.5** MILLION PEOPLE (around **100,000 families**) in coastal-marine protected areas living from artisanal fisheries and coastal gathering, including from mangroves.

SOURCE: Brazilian Mangroves Atlas

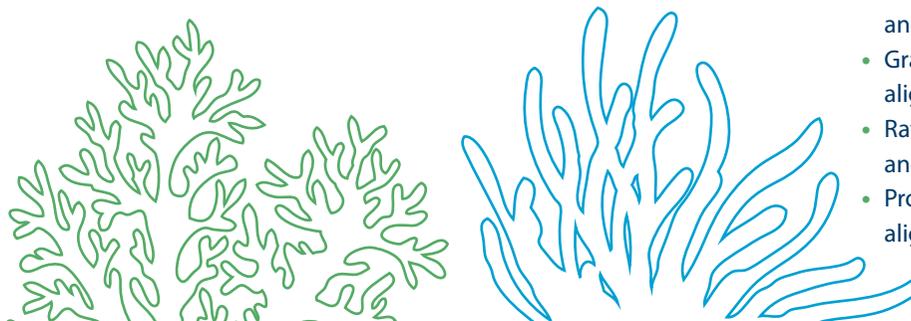
Main guidelines for the development of projects associated with the Brazilian Blue Initiative

- Promote the vision improvement and implementation of strategic and long-term actions;
- Act always in partnership;
- Seek complementarity and avoid negative competition between partners, projects and actions;
- Promote the innovation needed to fulfill the objectives;
- Promote greater and better proximity of society to the protected areas and enable its participation and engagement;
- Interact with other economic sectors and enable and stimulate the sustainability of economic, governmental and social activities;
- Promote the spatial integration, including protected and conserved areas and "OECMs"; and
- Promote production of scientific knowledge and recognition of traditional knowledge.

MARINE PROTECTED AREAS ARE social and economically beneficial, besides biodiversity conservation.

The Brazilian Blue Initiative focuses on the establishment of a representative, effective and equitable system of marine protected and conserved areas

3 implementation phases, of 5 years each.
Fundraising target: US\$ 140 million during 1st phase.



Through this Blue Initiative, Brazilian social actors have an excellent basis to support the engagement on a broad and ambitious ocean conservation strategy, well placing the country among the leading countries advancing ocean protection and sustainability. This Initiative supports the country's transition to a more sustainable society and marine-based economy, including ecological and cultural elements, providing social and economic benefits for current and future generations, restores, protects and maintains the diversity, productivity, resilience, core functions, and intrinsic value of coastal and marine ecosystems.

Advantages of the Management Platform

The coordinated and temporal structure of the Brazilian Blue Initiative financial strategy allows:

- Achieve more rapidly the initial objectives and flag actions;
- Coordinate multiple stakeholders decisions and actions, incentivizing each other;
- Integrated and long-term planning, with coordinated, strategic and planned activities, interacting more effectively with different financing niches and mobilizing resources of different natures;
- Minimizing operating costs due to scale gains;
- Better management of transaction costs and expansion of the capacity to absorb resources;
- Good environment for additional, complementary and successive investments;
- Gains in asset management and the adoption of different investments strategies;
- Risk reduction of large-scale implementation and long-term maturation projects;
- Gradual introduction of new financial mechanisms, aligning demand and funding complexities;
- Rational allocation of available resources and the coverage of essential costs;
- Progressively complex accountability aligned with results.