

Blue Bonds Course

1 BACKGROUND

During the past decade, Green Bonds have risen to become one of the world's leading financial instruments within sustainable finance. However, only a small portion of the total proceeds have been used to specifically protect marine life and water resources.

Our oceans and waters deserve better. They are the basis for all life on Earth. Because of this, a new financial instrument called Blue Bond, has been introduced. Blue Bonds focus exclusively at financing projects aimed at establishing a sustainable approach to the use of our oceans and waters.

2 LEARNING

After diving into the subject, we learned that while it is possible to finance projects through Blue Bonds, few corporate actors are aware of their existence and/or are familiar enough with the criteria that have to be met. In other words, there is a lack of awareness and knowledge regarding Blue Bonds since they are relatively new.

3 OUR PLAN

To reduce the information barriers, we decided to create an online video course. In order to optimize the procedure, we chose SEB as a lead advisor since they are a leading bank within sustainability. By spreading knowledge in an impactful way to mainly large and medium-sized corporations, we are optimistic that more companies could aim at achieving the following global goals:



Market value of marine & coastal resources and industries are **\$3tn per year or 5% of global GDP**.



Marine fisheries directly or indirectly **employ over 200 million people**.



3 billion people depend on marine and costal biodiversity for their livelihoods.

4 THE VIDEO COURSE

1 Course – 3 Videos



Module 1: Introduction to Sustainable Finance and in particular the Sustainable Bond Market, as well as the importance of Blue Bonds for wildlife and our society at large.



Module 2: A walkthrough of projects with the potential of being funded through Blue Bonds to minimize information barriers and influence the corporate world to embark on more sustainable projects.



Module 3: A more in-depth view into the evaluation & selection process of projects, how the reporting of projects are carried out and how project assessments work.

There is a reason we call our home the 'Blue Planet'

5 IMPACT

We are proud to announce that we have created an impactful and pedagogical course on Blue Bonds. The project has successfully resulted in a tool that SEB can use in their communication channels. By way of SEB's network of corporate organizations and government entities, this course has the potential to reach over 3,000 large corporations and 400,000 SME customers – actors who have the potential to drastically advance our societies.

6 LESSONS LEARNED

Working with SEB has tested our negotiation skills, but more importantly it has taught us the value of flexibility. The project has taught us how one can achieve impact by working with large organizational actors. In addition, it has demonstrated the great willingness many corporations have to cooperate with others to not only achieve impact and build their own brand, but also to influence people and build a society defined by teamwork, optimism and sustainability.

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BlueBondsCourse.com