

THE OCEAN UPLINK COMMUNITY

PROMOTED BY THE WORLD ECONOMIC FORUM

The World Economic Forum, in collaboration with the World Resources Institute, is a convener of the [Friends of Ocean Action](#), a coalition whose mission is to use knowledge, means and influence to help the international community take the urgent steps needed to conserve and sustainably use the ocean, seas and marine resources for sustainable development. Its members come from business, civil society, international organizations, science and technology.



One of the [key impact pillars](#) of *Friends of Ocean Action* is catalyzing innovation and effective solutions through the [Ocean UpLink Community](#), a digital platform for crowdsourcing solutions to achieve the UN Sustainable Development Goals. The organizers invite all interested actors to engage and connect with the Ocean UpLink Community.

The website highlights that the Ocean is critical to protect the natural world and preserve the futures of the billions of people who rely on it for their survival. The ocean is our lifeline providing 50% of the oxygen we breathe. Securing the ocean's well-being will have positive impacts across global challenges such as poverty, hunger, unemployment, innovation and more. Its health is essential to our health.

[Life Below Water](#) is one of the 17 Sustainable Development Goals (SDG) adopted by the United Nations as part of the 2030 Agenda for achieving a better and more sustainable future for all. The SDG 14 aims to sustainably manage and protect marine and coastal ecosystems from pollution, as well as address the impacts of ocean acidification. The following Facts are presented by the UN website:

- Oceans cover three quarters of the Earth's surface and represent 99 % of the living space on the planet by volume.
- Oceans contain nearly 200,000 identified species, but actual numbers may lie in the millions.
- As much as 40 % of the oceans are heavily affected by pollution, depleted fisheries, loss of coastal habitats and other human activities.
- Oceans absorb about 30 % of carbon dioxide produced by humans, buffering the impacts of global warming.
- More than 3 billion people depend on marine and coastal biodiversity for their livelihoods.
- The market value of marine and coastal resources and industries is estimated at US\$3 trillion per year, about 5 % of global GDP.

In 2020, *Friends of Ocean Action* invited entrepreneurs and change-makers to share innovative solutions through the [UpLink digital platform](#) for scaling innovation and driving progress toward the SDGs.

11 of these innovators answering the call, presented their solutions at the 2020 World Economic Forum's [Virtual Ocean Dialogues](#). These



solutions from six continents tackle a range of challenges, from freight shipping and illegal fishing, to plastic pollution and the degradation of underwater reef habitats. [Each of these solutions is presented on the initiative's website:](#)

- [Cubex Global](#). This digital marketplace for sea freight can maximize empty shipping container space while simultaneously protecting the planet with a more sustainable approach to ocean transport.
- [Oceanium](#). This innovative biotech start-up is developing products like biopackaging from sustainably-farmed seaweed.
- [Recyglo](#). This waste management and data analytics platform tackles plastic pollution at the source across southeast Asia.
- [Madiba & Nature](#). These innovators recycle plastic waste and inspire entrepreneurs in communities across Cameroon.
- [Unseenlabs](#). This special maritime surveillance service is breaking new ground in the fight against illegal fishing.
- [OLSPS](#). This analytics company is preventing illegal fishing through a fishery data management system that can record and report marine and vessel-based information.
- [Global Coralition](#). A coral reef restoration group using art as a vehicle to help alleviate poverty, implement water and waste solutions, and empower communities to activate grassroots climate change action.
- [Life Out Of Plastic](#). A clean-up campaign that empowers citizens to take action against plastic pollution.
- [Plastic LOOP](#). Innovators reducing plastic in dumpsites by formalizing waste picking.
- [The FlipFlopi Project](#). The world's first sailing boat made entirely from waste plastic, created to bring attention to the problems of single-waste plastic.
- [Pinovo](#). A zero-emission circular sandblasting system that prevents paint-based microplastics on rigs (and other marine assets) from entering the ocean.

The website also features a second group of [innovative solutions implemented by actors who have joined the UPLink Community in 2020:](#)

- [ARC Marine](#)
- [Atlantic Sea Farms](#)
- [Cascadia Seaweed](#)
- [CHARM](#)
- [Kelp Blue](#)
- [Mussel Farm Mechanization in Brazil](#)
- [Plant a Million Corals](#)
- [Sea6 Energy](#)
- [Australian Seaweed Institute](#)
- [SharkSafe Barriers](#)
- [WIPSEA](#)

By helping source and elevate innovations from across the world, the Friends of Ocean Action UpLink is becoming the open digital platform for mass participation to accelerate progress on the UN Sustainable Development Goals (SDGs). The organizers stress that the UpLink platform enables the next generation of mission-driven entrepreneurs and young innovators to join forces with a trusted community of leading organizations, experts, investors and changemakers to deliver impact at scale.

The Friends of Ocean Action coalition invites all interested actors to join the [Ocean UpLink Community](#) Action Group to connect and engage with entrepreneurs, experts and investors passionate about protecting, restoring, and supporting the ocean and its blue economy.



To know more and participate

[Friends of Ocean Action website](#)

[One year of UpLink](#)

[UpLink Ocean Community](#)

[Friends of Ocean Action Impact Report](#)

[Friends of Ocean Action resources](#)

[Innovative solution for saving seas in weforum.org website](#)

[UpLink community Global Challenges](#)

[Friends of Ocean Action in Facebook](#)

[SDG 14 Life Below Water in undp.org website](#)

[World Resources Institute website](#)

[World Economic Forum Ocean Action Agenda](#)

