



Seaweed Manifesto: Towards implementation

Date: Thursday, 24 September 10:00 a.m. (New York) | 3:00 p.m. (London) | 4:00 p.m. (Cairo)

The meeting brings together a select and diverse group of **innovative seaweed businesses, projects and entrepreneurs with top decision-makers** from the **UN** and other **international institutions and organizations**. It showcases the many ways the ambitions and initiatives of the Seaweed Manifesto are being driven forward across the world. The event is taking place on the margins of the **75th UN General Assembly**.

Background

Sustainable Ocean Business Action Platform

The UN Global Compact [Sustainable Ocean Business Action Platform](#) convenes leading actors from business, academia, and government institutions to determine how ocean industries can advance progress towards the Sustainable Development Goals. The work of the platform also builds upon the ten principles of the UN Global Compact, which outline business responsibilities in the areas of human rights, labour, environment, and anti-corruption.

Seaweed Manifesto

The [Seaweed Manifesto](#) is a visionary document developed by Lloyd's Register Foundation and the UN Global Compact. Published on June 4, 2020, it outlines how seaweed can contribute to delivering on the sustainable development goals. It defines a vision for the industry, explores the opportunities and benefits, as well as outlining the challenges and barriers for responsible development of the industry.

The focus is on the untapped potential, which might not be met without new thought-leadership and convening power to improve knowledge and expertise, develop new funding initiatives and influence policy makers, regulators and consumers.

Session Agenda

Moderated by: Mr. Erik Giercksky, Head, Sustainable Ocean Business Action Platform

Part 1: Top-down drivers of the Seaweed Industry

- Introduction: The roadmap since the Manifesto launch and the Safe Seaweed Coalition*
Mr. Erik Giercksky (UN Global Compact) & Mr. Vincent Doumeizel (Lloyd's Register & UN Global Compact)
- Towards food security: the role of seaweed in supporting new aquaculture*
Mr. Matthias Halwart (Aquaculture Branch Head, Food and Agriculture Organisation of the United Nations (FAO))
- Seaweed supporting coastal communities in emerging countries*
Ms. Dr. Flower Msuya (Chairperson, Zanzibar Seaweed Cluster Initiative)
- Seaweed for carbon sequestration and ocean abundance restoration*
Ms. Alexandra Cousteau (CEO, Oceans 2050)
- Advancing aquatic farming for climate gains*
Mr. Paul Dobbins (Senior Director of Impact Investing and Ecosystems Services, WWF)

Part 2: Driving innovation all around the globe - a showcase of seaweed entrepreneurs



**Sustainable
Ocean Business**
Action Platform

6. Africa : Ms. Viviane Kinyaga, Managing Director, Kelp Blue
7. America: Mr. Bren Smith, Co-Founder, US, Greenwave
8. Europe: Ms. Emile Ducat, Business Manager, Algolesko
9. Asia-Pacific: Ms. Al Jeria Abdul, Manager, Seadling

Concluding remarks:

Mr. Vincent Doumeizel (Lloyd's Register & UN Global Compact)

Please note the meeting will be conducted in **English**; simultaneous translation will not be available at this session.

Social Media

Please do share your participation in this open event widely.

Interested parties can register using the [following link](#):

Twitter: [@globalcompact](#)

Instagram: [@globalcompact](#)

Hashtag: #OceanAction #SeaweedManifesto