



## FACTS & FIGURES

**24**  
Missions

**10**  
Pilot Sites

**16**  
Trainings

**4**  
Toolkits

**350**  
Direct beneficiaries  
(MPA management unit members)

**1**  
Blue Business Incubator

**10**  
MPAs Supported

Participation in  
**12**  
Public Events  
Conferences & International Meetings

**23**  
Partners  
(Mediterranean & International)

**2**  
Research papers

Business Plans developed for  
**4**  
Marine Protected Areas

Business Plans developed for  
**3**  
Terrestrial Protected Areas

## TEAM

BlueSeeds' core unit is composed of five members with multidisciplinary skills in economy, biology/ecology, finance, project management, international relations, education and research to create innovative economic models and to rethink the future of conservation.



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## PARTNERS



CRITICAL ECOSYSTEM PARTNERSHIP FUND



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MAKE MARINE CONSERVATION  
MORE EFFICIENT &  
FINANCIALLY SUSTAINABLE

## SUMMARY

BlueSeeds project started in 2018 after identifying the urgent need to increase **the financial sustainability of marine conservation projects** in the Mediterranean Sea. Only 12% of the Mediterranean MPAs financial needs are currently covered and the financial gap rose to 700 million Euros per year (VertigoLab, 2015). Thus, with the financial support of the MAVA Foundation, BlueSeeds has focused on research, proposed and implemented solutions to allow financial sustainability to marine conservation initiatives.

BlueSeeds vision is to replace **positive impact, sustainability, and scalability** at the centre of the logic of conservation projects. To fulfil this, BlueSeeds supports marine conservation initiatives as a **catalyst** and **matchmaker** through three axes of intervention: **'Evaluation'** to assess sustainability and positive impacts of ocean initiatives, **'Support'** to strengthen capabilities and management skills of conservation managers, and, **'Solutions'** to experiment and implement sustainable financing mechanisms, set up global approach based on local entrepreneurship for marine positive impact. BlueSeeds researches, experiments and innovates **to conciliate conservation effectiveness and sustainability with innovative economic approaches.**

Since January 2018, BlueSeeds has worked on **9 pilot sites** across the Mediterranean Sea with **350 beneficiaries**. BlueSeeds has undertaken **24 field missions**, accomplished several tens of **diagnosis** and innovative **evaluations**, developed **4 toolkits**, accomplished **16 trainings**, developed a dozen of **business plans** for marine and terrestrial protected areas, launched one **Blue Business Incubator** (e.g. Blue Local Incubator in Croatia with 13 applications for blue businesses) and developed an app for Eco-mooring management. BlueSeeds has developed an **extensive network of partners** across the Mediterranean as WWF, UNDP, CEPF, MedPAN, SPA/RAC, Adessium Foundation, University Côte d'Azur, Coalition for Private Investment in Conservation (CPIC), or Environmental Resources Authority in Malta, etc.

Through BlueSeeds research-action activities, the field-missions, experiments and feedbacks from the donors and conservation project managers, BlueSeeds has built a vision on how to **implement solutions for an impactful and sustainable marine conservation**. Currently, well implanted in the Mediterranean with the support of a wide range of financial and conservationist partners, BlueSeeds aims to put forward the implementation of sustainable solutions. In a global and integrated approach, BlueSeeds seeks to replicate its Blue local incubator model, foster public, and private partnerships and set up innovative sustainable financial mechanisms. BlueSeeds grew up in the Mediterranean basin and is now enlarging its scope of action to global ocean. BlueSeeds is also enlarging its scope by adopting an integrated coastal zone management approach.

## DIAGNOSIS

Integrated diagnoses are essential steps prior to each BlueSeeds intervention. The sustainability pathway is a tool proposed by BlueSeeds to have an assessment of the six pillars of sustainability during a mission: field visits and meetings with local stakeholders helps **stressing local stakes** (environmental, economic and social) and involving **local communities** in the process.

### STATUS OF THE 6 PILLARS OF SUSTAINABILITY



### BlueSeeds is working with conservation stakeholders in 10 different sites in the Mediterranean Sea



## INNOVATION

### INNOVATION IS AT THE CORE OF BLUESEEDS ACTIVITIES TO ASSESS THE SUSTAINABILITY AND THE IMPACT OF CONSERVATION INITIATIVES.

Through its **research-action approach**, BlueSeeds is (re)thinking the current stakes of conservation, e.g. the limits of the project approach, the sources and the extents of the financing gap and the challenges for evaluation. BlueSeeds identified some crucial needs of improvements: **impact measurement, relevance of evaluation indicators and financing sustainable mechanisms**. In parallel, BlueSeeds is undertaking a **large-scale watch** on innovative mechanisms for conservation impact and sustainability.

## #1 EVALUATION

BlueSeeds **innovative methodology** of evaluation is focusing on the improvement of **efficiency** and **sustainability** of projects. Evaluations are conducted at different stages of project implementation through an adapted methodology and a specific set of measurable indicators.

### TOOLBOX

- Sustainability pathway (diagnosis)
- Aggregated mind map for coherence in projects or actions for different partners (integrated theory of change)
- Evaluation of potential of impact and sustainability
- Identification of criteria for replicability
- Design specific and measurable set of indicators for long-term monitoring



## #1 EVALUATION

## #2 SUPPORT

## #3 SOLUTIONS

## #2 SUPPORT

Following the results of the Sustainability diagnosis, BlueSeeds proposes a technical assistance programme that includes various capacity building modules to strengthen internal management and initiatives' economic model.

### TOOLBOX

- Theory of change for marine conservation project
- Training on business approach for conservation (business plan, business model, identification of innovative financial solutions)
- Trainings for long term internal strategies
- Fostering community entrepreneurship
- Face-to-face assistance at different stages: before, during and after project



## #3 SOLUTIONS

BlueSeeds conceives and support the implementation of innovative solutions to improve efficiency and sustainability of conservation initiatives.

### TOOLBOX

- Local business incubator for conservation
- Conservation start-up development (eco-mooring app under development)
- Financing mechanisms development

