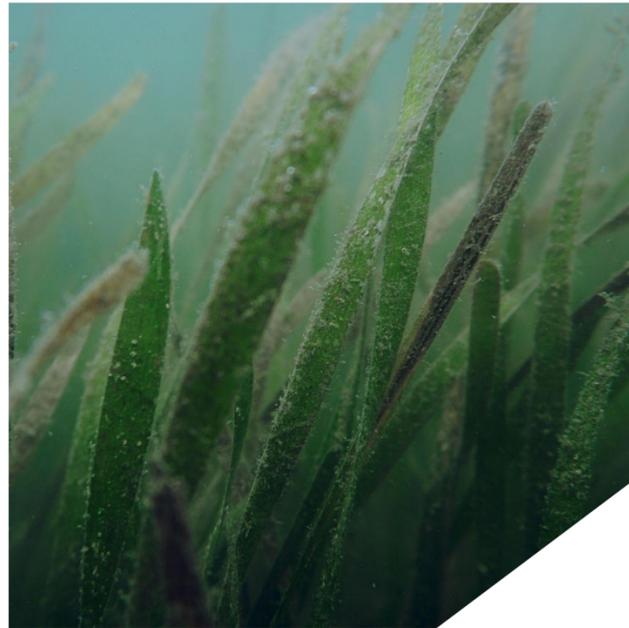


Blue Carbon Buyers Alliance

Scaling Blue Carbon Markets to Conserve and Restore Coastal Ecosystems



The Value of Blue Carbon Ecosystems



Climate

Carbon Sequestration

1.4 Gt of mitigation potential by 2050 from protecting and restoring coastal ecosystems alone

Nature

Biodiversity

80% of global fish populations depend on healthy mangrove ecosystems

People

Resilience

>3 Billion people depend on coastal and marine biodiversity for their livelihoods

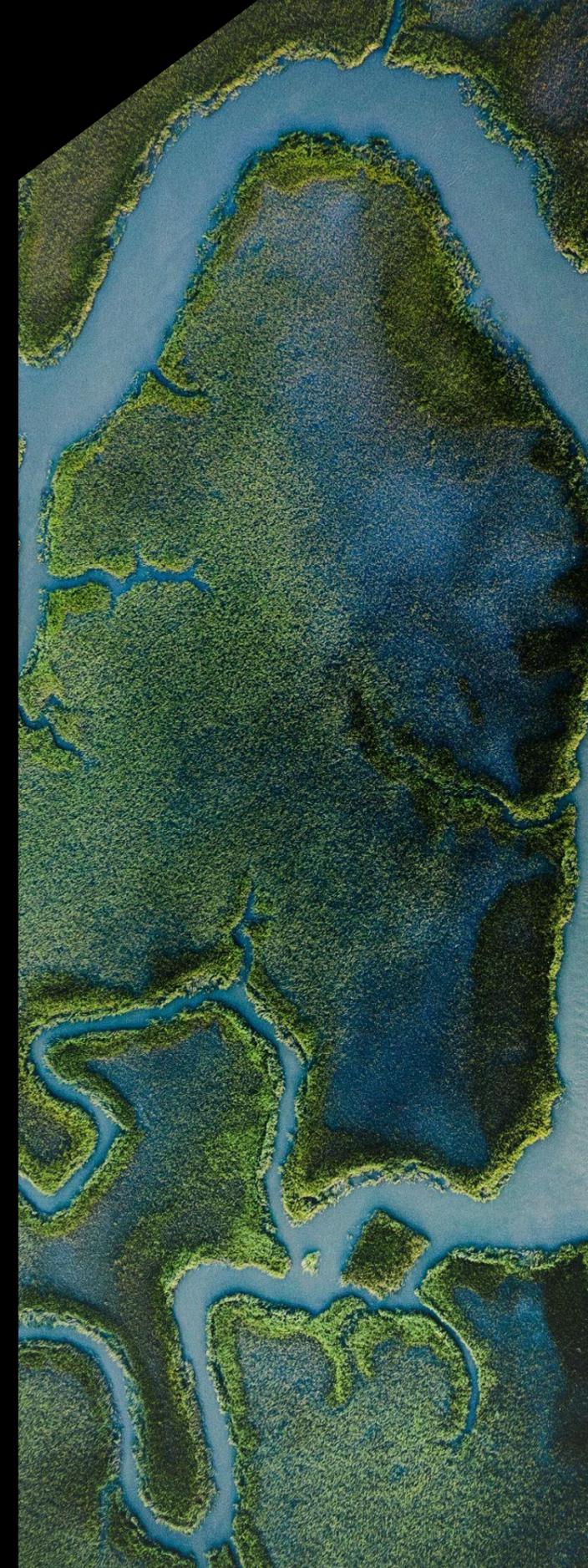
Blue Carbon ecosystems are in decline

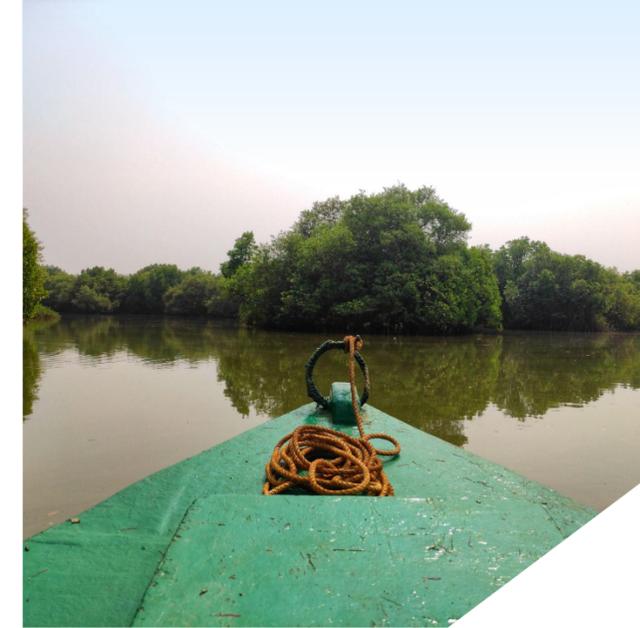
┌ **30-50%**

of the world's historical mangrove, tidal marsh and seagrass coverage has been lost

┌ **1-2%**

of these coastal blue carbon ecosystems continue to be lost each year





The Opportunity

Carbon markets are rapidly scaling and could bring a large amount of funding to these important ecosystems

The Problem

Shortage in supply of high quality blue carbon credits

Resource intensive to bring to market

The Solution

Blue Carbon Buyers Alliance will create:

A clear demand signal for high quality blue carbon credits

A coordinated and educated alliance of buyers whose purchases are leveraged with partners for multiples of impact and for scaling supply

Members are Aligned by Shared Vision and Values

Vision

To conserve and restore blue carbon ecosystems through voluntary carbon markets and improved public private partnerships and policy.

Values

Equality

We take actions guided by and for local communities and the planet.

Impact

Our actions are informed by best understanding of the science and evolve over time, as we seek the highest quality environmental and social outcomes.

Collaboration

We don't have all the answers, and we can't succeed alone. We work at all levels of public and private sectors to deliver scaled outcomes, faster.



Scale Demand

The BCBA will aggregate and educate buyers around a clear demand signal

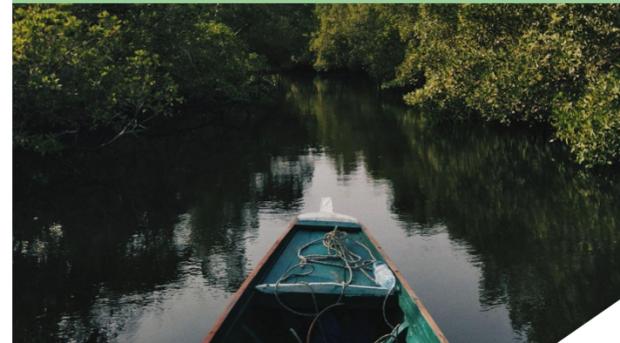
Scale Impact

Meet, learn, and act together to scale climate solutions including avoidance, abatement, and removals.



Learn & Act Together

Access resources and advance understanding of emerging climate solutions, standards, and approaches.



Co-Invest with Peers

Identify and share opportunities to co-invest in high-impact climate solutions with peers.



Amplify Success

Share success stories and build the narrative for high-impact, high-integrity climate solutions.

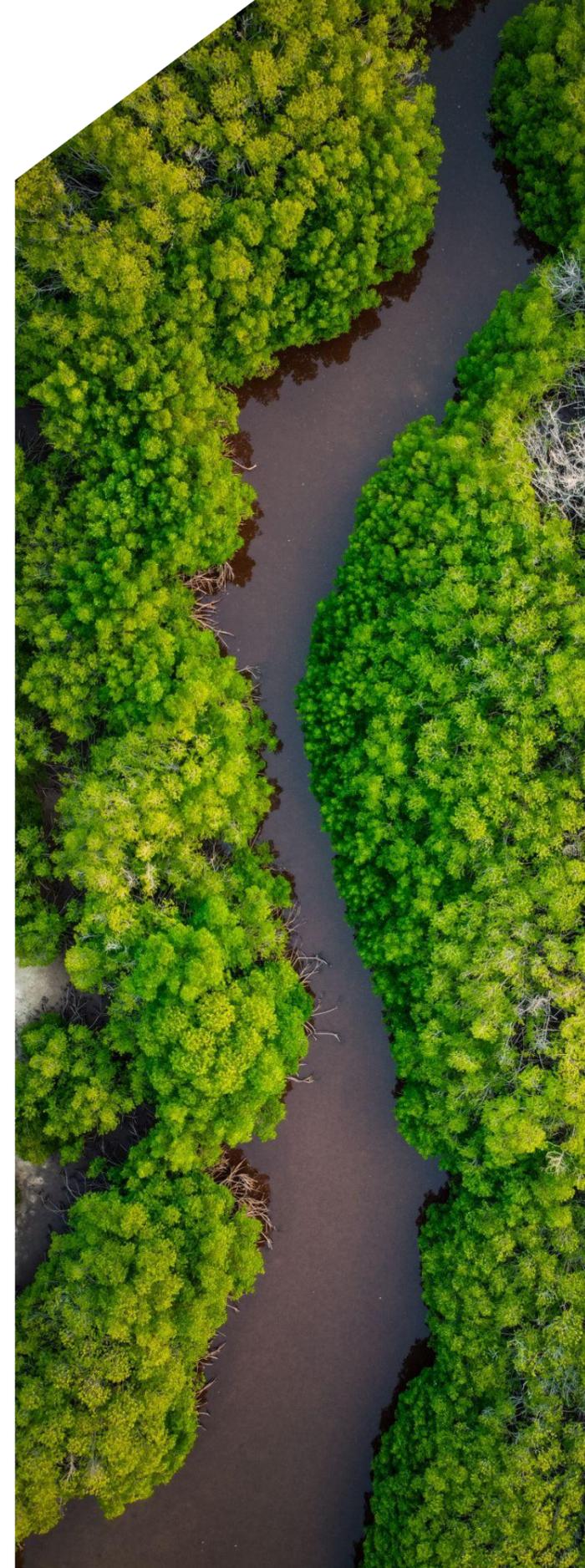


Supply Side Work and Partnerships

The BCBA will serve as the “buyers voice” in the growing blue carbon community of practice.

There is more work to be done to scale supply, and it must be done together through collaboration and partnerships.

- Link project-based and jurisdictional approaches
- Scale best practices through networked “Blue Carbon Hubs”
- Partner with leading NGOs and governments to foster capacity building for local communities
- Mobilize public and private capital more efficiently
- Advance the next generation of digital tools
- Inform emerging policy



Join Us

4 steps to joining the Blue Carbon Buyers Alliance

┌ **Be a member**
of the UN Race
to Zero and a
member of the
[Business Alliance to
Scale Climate
Solutions](#)

┌ **Indicate
interest**
in becoming a
founding BCBA
member to the
organizing team →
BASCS@bsr.org

┌ **Submit**
your non-binding
commitment, which
can include one or
both of the following:

- “XXX commits to purchase up to X million tons of blue carbon credits annually between 2022 and 2025 from projects that meet key price and quality criteria*”
- “XXX will provide \$XXX in funding to support XYZ work in advancing blue carbon

┌ **Review**
and clear press
release and
provide quote



Thank You

ScalingClimateSolutions.org

BASCS@bsr.org

Participation in this initiative is by invitation only.