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

Source: Global Mangrove Alliance and http://www.un.org/sustainabledevelopment/oceans/
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

Source: About Blue Carbon, The Blue Carbon Initiative • Source: Griscom, Natural Climate Solutions, 2017
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.

The BCBA will be administered and incubated under the Business Alliance the Scale Climate Solutions (BASCS) and will aggregate, educate, and enable blue carbon buyers through the BASCS approach summarized above. The BCBA will do this work through collaborative partnerships and through jointly using best practices for procurement and RFPs.
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

Participation in this initiative is by invitation only.
Thank You

ScalingClimateSolutions.org
BASCS@bsr.org

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