

BLUE MARKET SEGMENTS HEATMAP

Focus Areas	Market Segments	1. Relevance to AOHP	2. Positive Social Impact	3. Positive Environmental Impact	4. Market Potential	5. Capacity for Innovation & Growth	6. Benefit from Regional Governance	7. Opportunity for SMEs	8. Private Investment Attractive	Total Blue Score
Ecosystem and Natural Resource Management	Marine/coastal and rivers to ocean									23
	Fishing									15
	Fisheries									15
	Seafood Processing & Distributions									19
	AquaCulture									21
	AlgaCulture									23
Pollution Control	Solid Waste Management									17
	Resource Efficiency And Circular Economy									20
	Non-point Source Pollution Management									21
	Wastewater Management									23
Sustainable Coastal and Marine Development	Coastal and Marine Tourism									14
	Coastal Resilience									23
	Community Infrastructure									21
	Green Ports and Shipping									22
	Marine offshore wind renewable energy									22
	Marine Tidal, Wave, Geothermal Renewable Energy									22
Grading						3	2	1	0	

Focus Areas	Market Segments	Objectives	ISIC Codes	Sample Private Investments	Sample Public Investments	Geographic Limitations	Primary SDGs & Targets	Primary ADB Operational Priorities
Ecosystem and Natural Resource Management	Marine/coastal and rivers to ocean	Sustainably manage, conserve, or restore the health and resilience of coastal, marine and river ecosystems	0210 (Forestry)	Resorts investing in coastal restoration and resilience with coral reefs and mangroves. Public/Private: Issuing environmental impact bonds to restore mangroves and seagrass, with repayments from credits sold on the voluntary carbon markets.	Establishing MPAs to run on a pay-for-use basis to dive operators, recreational fishing. Consider leasing to private park operator.	Includes projects in the coastal zone and the marine environment.	6.6, 11.4, 13.1, 14.2, 14.3	
	Fishing	Improve environmental sustainability and socio-economic benefits derived from seafood value chains	0311	New or retrofit vessels for increased capacity, energy efficiency, zero emissions & worker safety. Data systems for direct sales & catch management.	Fisheries management upgrades (vessels, data systems, personnel) to monitor & enforce science-based fishing quotas, achieve certification requirements.	Includes projects in the coastal zone and the marine environment.	1, 2.1, 5.5, 8, 10, 12.2, 14.4, 14.6, 14.7, 14.B, 15.C, 17.11	1, 3, 5
	Fisheries		0311	New or retrofit vessels for increased capacity, energy efficiency, zero emissions & worker safety. Data systems for direct sales & catch management.	Fisheries management upgrades (vessels, data systems, personnel) to monitor & enforce science-based fishing quotas, achieve certification requirements.	Includes projects in the coastal zone and the marine environment.	1, 2.1, 5.5, 8, 10, 12.2, 14.4, 14.6, 14.7, 14.B, 15.C, 17.11	1, 3, 5
	Seafood Processing & Distributions		311710	a) New and expanded facilities for refrigeration, processing and canning for local and export markets. b) Digital tools and blockchain for direct sales to customers	Processing facilities for regional stakeholders to achieve scale, social/enviro goals, and certifications			
	AquaCulture and MariCulture		0321, 0322	a) Establishment and expansion of land-based aquaculture farms, meeting standards of Aquaculture Stewardship Council (ASC). b) Development of feeds, vaccines, processing, canning and management systems to improve sustainable aquaculture and mariculture production.	Shared investments and control of aquaculture production and certifications across regions			
	AlgaCulture		112519, 325411	a) Establishment and expansion of Algae and Seaweed farms, some in coordination with aquaculture farms for more sustainable feeds. b) Production of products for food, medicines, biofuels, cosmetics	Establishment of Algaculture regional accelerators & research hubs			
Pollution Control	Solid Waste Management	Reduce marine debris and impacts to marine life, coastal livelihoods, and human health	3900 (Waste Mgt), 3830 (Materials Recovery/Recycling)			Includes projects in the coastal zone or within 50 km of major rivers and their tributaries that flow to the ocean.	3.9, 6.1, 6.3, 11.6, 14.1	3, 4
	Resource Efficiency And Circular Economy					Includes projects anywhere in the DMC which have demonstrable impacts to the coastal zone or marine environment.	5.5, 12.4, 12.5, 14.1	3, 4
	Non-point Source Pollution Management	Reduce pollution (nutrients, sediments, chemicals) of coastal and/or marine environments	9511 (Pollution Control), 3822 Hazardous Waste Treatment			Includes projects within 200 m of the ocean and projects further from the ocean that can demonstrate quantifiable benefits to coastal and/or marine ecosystems.	2.4, 3.9, 6.1, 6.3, 14.1, 15.1	3, 4, 5

	Wastewater Management	Reduce volume and damage to the coastal and/or marine environment from wastewater pollution	3600 (Water Treatment)			Includes projects in the coastal zone and projects further from the ocean that can demonstrate quantifiable benefits to coastal and/or marine ecosystems.	3.9, 6.2, 6.3, 11.6, 14.1	3, 4
Sustainable Coastal and Marine Development	Coastal and Marine Tourism	Improve environmental, economic, social, and cultural sustainability of coastal and marine tourism	7990 (Tourism Services), 9000 (Creative, Arts, Entertainment), 8541 (Sports & Recreation Education)	Recreation facilities/services that preserve natural habitats	Establishing conservation & marine parks with pay-for-access model	Includes projects in the coastal zone and the marine environment.	1, 6.B, 8.9, 10, 11.4, 12.B, 13.1, 14.7, 15.C	3
	Coastal Resilience	Enhance resilience of coastal communities to damage from natural hazards and climate change impacts	4312 (SitePreparation), 7210 (NaturalScience/Engineering)	1) Protecting ports and urban centers by installing sea barriers, piers and docks made of composite green-grey materials 2) Use hybrid insurance-investment vehicles for reef and mangrove restoration, in collaboration with coastal resorts	1) Scaling Carbon Resilience Credit Projects for coastal areas by funding credit markets 2) Improving early warning systems with new technology	Includes projects in the coastal zone and in nearshore marine environments (50 km seaward of the coastline).	9, 11.2, 11.B, 13, 14, 15	3, 4
	Community Infrastructure	Improve coastal community infrastructure to enhance amenity, recreational, and cultural values	9000 (Cultural Facilities), 9329 (Recreation Facilities)	1) Fund data/telecoms upgrades for operators of community facilities 2) Issue blue bonds or establish a government trust for marine parks with recreational pay-for-access	Issue municipal bonds for cultural facilities, with revenues from usage by both residents and visitors	Includes projects in the coastal zone	3, 9, 11	4
	Green Ports and Shipping	Increase sustainability of maritime infrastructure and transport	5229 (Transport Support), 336611 (ShipBuilding & Repair)	Retrofit/newbuild regional private fleets with energy efficient & zero-emission tech	Retrofit/newbuild regional public fleets (ferries and cargo) with energy efficient & zero-emission tech	Includes projects in the coastal zone and the marine environment.	9, 11.2, 11.C, 14.A	3
	Marine offshore wind renewable energy	Increase marine renewable power to ADB developing member country communities and enterprises	221114 (Solar), 221115 (Wind)	a) Floating solar installations b) Offshore wind installations	Onshore solar & wind installations at	Includes projects in the coastal zone and the marine environment.	1, 2.1, 8, 10, 14.4, 14.7, 15.7, 15.C, 17.11	1, 3, 5
	Marine Tidal, Wave, Geothermal Renewable Energy		221111 (HydroElectric), 221116 (GeoThermal)	In-stream tidal energy generation facilities (e.g. vertical or horizontal axis turbines, lagoons, barrage technologies, in-stream generators)	Energy generation facilities using waves, ocean current, river current, ocean thermals*, salinity gradients	Includes projects in the coastal zone and the marine environment.	7.2, 7.A, 7.B, 8, 10, 12.C, 14.A	3, 5