

GUIDE TO BLUE ECONOMY METRICS

2.1 Overview of the Guide

The guide is a practical library referencing sustainable standards used across sectors and stakeholders in the Blue Economy. It is meant for financiers, project developers and policymakers that seek ocean and community benefits through sustainable projects in the Asia-Pacific region. It provides a background to navigate the fast-developing and complex field of Environmental, Social & Governance (ESG) and Sustainable Development Goals (SDG).

Ocean, environmental and community benefits through sustainable projects are sought-after by many market participants. This helps financiers, project developers and policymakers to monitor and establish the impact of their potential investments and use these potential positive impacts to increase the bankability of their projects towards investors seeking ESG benefits. We recommend using it in conjunction with the heatmaps of section 1 to first define the relevant opportunities and how to capitalise on them. Section 4 further discusses the appetite of different investors for social and environmental returns and how to best capitalise on that to raise new capital.

This is an important diligence that should be balanced equally with financial aspects in the investment process. Investors are increasingly aware and non-forgiving of “greenwashing” and other marketing malpractices. Incorrect measurements and non-respect of standards can lead to unsustainable investments and failure to attract private capital.

2.2 How to Use the Guide

The tool is available in PDF format on the knowledge web portal along this user guide. Due to the comprehension nature of the tool, it cannot be reported in its initial form in this report. We however provide a simplified example for Pollution Control in section 2.3.¹

2.3 Example for Pollution Control

An example can be found below for the theme Pollution Control, whilst the full version of the tool can be found on the knowledge web portal in PDF format.

Figure 3: Guide to Blue Economy Metrics - Water Pollution example

BLUE ECONOMY METRICS									
		GOALS & PRINCIPLES		INVESTMENT METRICS			INDUSTRY METRICS	GOVERNMENT METRICS	CASE STUDIES
Pollution Control	Solid waste management	6.2, 6a, 6b	OECD Waste Mgt Guide	IRIS: Waste Metrics	CBI Standard: Waste Mgt	GBP Project for Infrastructure	Bureau of International Recycling	ASEAN: Waste Mgt	Maldives Waste Mgt Program
	Resource efficiency and circular economy	12.2, 12.5, 12a	OECD, Ibid	IRIS: Pollution Metrics	CBI, Ibid		SEA Material Flow Accounts	PRIF: Pacific Region Infrastructure Facility - Waste Handbook	Ellen MacArthur Foundation
	Non-point source pollution management	6.3, 6.6, 6a, 6b, 14.1	PRI: Plastic waste investment guide	Waste-Ocean Stewardship 2020	CBI, Ibid	GBP Water Guidelines	Water Industry Association	COBSEA: Marine Litter	Friends of Ocean Action
	Wastewater management	6.3, 6.4, 6.5, 6.6	PRI Water Engagement	IRIS: Water Metrics	CBI Water Standard	IRIS Water Metrics	The System of Environmental-Economic Accounts for Water	ADB Roundtable: Water Finance	Singapore's Waste-Water Practice

¹ The format of this example has been simplified for better visibility in this report. Stakeholders should however refer to the User Guide and the Excel version when using the tool.

One can see here all the different standards relevant to *Pollution Control* across an array of stakeholders. The Wastewater management has many different types of standards depending on the type of stakeholders involved. We see that The Sustainable Finance Industry, Impact Investors, Climate Bonds, Green Bonds, Industry and Government all have different methodologies regarding the reporting of impact considerations in the Wastewater management. A case study on the state-of-the-art water infrastructure of Singapore illustrates one effective approach to complement the picture.

Unfortunately, a common standardisation is still far down the road as even mainstream climate standards are yet to reach a common framework. This Guide however refers every single standard in a single format; a first-of-its-kind tool. It acts as a reference map for any stakeholder wishing to retrieve the specific standards relevant to his type of project. It further gives the reader a perspective at the depth of standards in the space and why finding the right reference is necessary to advertise blue benefits in a given project. We recommend that, for any Blue Economy sector, one should consider the full combination of case studies and metrics from finance, industry, policy sources together with SDGs, ADB and PEA targets. This gives the project manager a comprehensive picture of the landscape of a given sector and how to approach best its different type of stakeholders.