



2022 United Nations Ocean Conference Side Event

The Ocean Impact Navigator: Harnessing Innovation and a New Impact Measurement Framework to Regenerate Ocean Health

29th June, 10:00-11:15am, Reef Action Hub

Organized by: 1000 Ocean Startups & SYSTEMIQ

Background on the event

This session was the launch event for the Ocean Impact Navigator, a new open-source impact KPI framework, designed to simplify, harmonize and strengthen impact measurement and reporting for the Ocean Impact Innovation ecosystem. The event featured a panel of blue economy entrepreneurs and high-level speakers on the growing transition to a sustainable ocean economy, including The Honorable Jane Lubchenco (Deputy Director for Climate and Environment, White House Office of Science and Technology Policy, Executive Office of the President), Gim Huay Neo (Managing Director, Centre for Nature and Climate, World Economic Forum), Alison Clausen (Programme Specialist, Marine Policy and Regional Coordination Section, Intergovernmental Oceanographic Commission, UNESCO), Laura Plant (Business Development Director, Nature Metrics), and Sara Andreotti (COO SharkSafeBarrier). The event explored the Ocean Impact Navigator itself in detail, and elaborated on key insights from the newly published report developed by 1000 Ocean Startups and SYSTEMIQ, which is available here: <https://www.1000oceanstartups.org/navigator>. The event also profiled recent success stories of 1000 Ocean Startups - the coalition pioneering the Ocean Impact Navigator, and outlined the coalition's next steps to advance Ocean Impact Navigator initiative.

Key issues discussed

- Trends and dynamics in the growing community of blue innovators and investors, including reflections on scaling up solutions and mobilising capital
- The importance of unifying ocean science and data with investment in the ocean
- Challenges of impact measurement in the ocean innovation ecosystem today
- An introduction to a new impact measurement framework - the Ocean Impact Navigator, including an explanation of what it is, the KPIs it comprises, and the contribution it offers to investors and start-ups
- Next steps for the Ocean Impact Navigator – including the process for soliciting feedback, and plans to build an online tool to enhance accessibility and functionality

Key recommendations for action

The ocean impact and innovation community was encouraged to:

- Explore the Ocean Impact Navigator in greater detail, by download the report and accompanying Technical Appendix
- Support ongoing refinement and enhancement of the Navigator by sharing reflections and feedback with the 1000 Ocean Startups Coalition, through this form:
https://docs.google.com/forms/d/e/1FAIpQLSfYemyKURsi_0DpiYqLNig9l6CldR-146_RpxLQtyWgY0aQkw/viewform
- Adopt the Ocean Impact Navigator as the basis for their organisation's impact measurement, to support robust and consistent evaluation of the impact of innovation and investment on the ocean
- Leverage the data that will ultimately be generated by the Ocean Impact Navigator to derive insights and greater visibility on shared impact, and leverage these conclusions to coordinate collective strategy, and communicate impact to mobilise more capital for investment in the ocean