

**SWEN Capital Partners**

Olivier Raybaud  
Managing Director

The efforts of ocean advocates have created a global awareness around the SDG14 and the urgency to act to preserve and regenerate our ocean. This growing awareness translates into new regulations and changes in consumer habits that are transforming global industries which are harming the ocean, such as packaging, seafood and shipping. A new wave of impact-driven entrepreneurs is leveraging technology and innovation to accelerate these market shifts and contribute to the regeneration of our ocean at scale.

To support these entrepreneurs, SWEN Capital Partners, in scientific partnership with Ifremer, has launched Blue Ocean, an impact venture capital fund. We invest in innovative startups that bring solutions to the 3 main threats to our ocean: overfishing, marine pollution, and climate change. To deliver systemic impact, we choose to invest in profitable businesses for 2 reasons:

- First, by choosing startups demonstrating a clear alignment between their positive impact and their financial performance, we create a virtuous cycle in which growth results in more impact.
- Second, by achieving high returns on our investments, we will help channel an increasing flow of private funding towards impact investing. More than 80% of our investors are already private, mainly institutional investors.

And because we need to address the threats to our ocean at a global scale collectively, we co-founded a global coalition of the ocean impact innovation ecosystem: 1000 Ocean Startups.

Created to respond to the transformations recommended by the Ocean Panel, it is a global coalition whose members pledged to join forces to scale at least 1000 transformative ocean startups by the end of the UN Ocean Decade. It brings together incubators, accelerators, competitions, matching platforms, and venture capital firms from all over the world.

This week at the UN Ocean Conference, the 1000 Ocean Startups Coalition launched the Ocean Impact Navigator. It is a shared impact measurement framework, built with the support of SystemIQ, that will help ocean entrepreneurs, their investors and their backers increase transparency, synergies and accelerate impact. The Ocean Impact Navigator will support them in:

- Identifying innovations with real impact,
- Aggregating and communicating on progress towards a sustainable ocean economy, and
- Simplifying impact measurement for startups.

The 1000 Ocean Startups coalition invites all stakeholders of the ocean impact innovation ecosystem to start using the Ocean Impact Navigator now, and to provide feedback so we can improve it. This will be critical to accelerate and amplify our collective impact.