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The health of the ocean and its benefits to society are at risk, largely due to activities taking place upstream, far from its shores. SDG 14 calls for urgent action to preserve all life below water. To achieve this SDG by 2030, we must immediately adopt a coordinated, holistic approach to trace the impacts all the way back to their source and focus actions and solutions there.

Localised and fragmented management and governance cannot bring system-wide, long-lasting solutions. We must work collaboratively to effectively tackle threats to the ocean, breaking down divisions between land, coastal and marine communities, and unite across sectors and administrative borders. The source-to-sea approach highlights the links between land, freshwater, coastal and marine ecosystems, and stimulates cooperation between upstream and downstream actors as well as coordination across sectors and between countries. Upstream actors need to recognize and value the benefits they receive from a healthy ocean and take responsibility for their contribution to the challenges the ocean faces, whilst downstream actors need to look upstream for partnerships and collaborations with their neighbours while amending their own contributions to ocean decline. Together we must establish and sustain collaborations between actors from source to sea to improve freshwater and marine ecosystems.

The strength of this approach is its ability to ensure outcomes of mutual benefit from source to sea. It brings together all actors – policymakers, the private sector, scientists, NGOs, local communities, and Indigenous Peoples – to proactively co-create solutions. The source-to-sea approach places a strong value on inclusivity, participation, and equity, including groups of actors traditionally excluded from decision-making. This includes those who are dependent upon ecosystems for their livelihoods and are most vulnerable to their changes. Only through collaboration that crosses the land-freshwater-ocean boundaries, and founded on local knowledge and science, can we develop sustainable and lasting solutions with balanced benefits for our land, freshwater, oceans, and all of us.

The consequences of fragmented governance and mismanaged natural resources are now evidently clear, and the source-to-sea approach is one of the most promising tools to solve these complex challenges. Now is the time for decision-makers around the world to come together to create meaningful change through policy reforms, sustainable financing and by developing frameworks which drive stakeholder collaboration.

Immediate action from local to global scales is required. Governments, industry, businesses, academia, and citizens must work together to:

- **INVEST** in science, education, knowledge sharing, data, and monitoring to better understand the linkages across the source-to-sea continuum and ensure development on land and along rivers safeguards healthy marine and coastal ecosystems and protects livelihoods dependent upon ecosystem services.

- INCENTIVISE and implement holistic management of terrestrial, freshwater, coastal and marine systems to prevent biodiversity loss, deterioration of ocean health, ecosystem degradation, and exacerbation of climate change impacts.
- CATALYZE source-to-sea action at global, regional, national, and subnational levels by mainstreaming source-to-sea thinking in the design and implementation of projects, plans, governance frameworks and investments.
- INCLUDE all stakeholders in decision-making, ensuring that the voices and concerns of marginalized and vulnerable communities, youth, women, and Indigenous Peoples are heard at all phases of policy making, and benefits are shared equitably.
- INNOVATE transformative, replicable and scalable solutions that address source-to-sea challenges while enhancing livelihoods, ensuring equity, harnessing collective wisdom and sustaining ecosystems.
- ACCELERATE the transition towards sustainable consumption and a circular economy by developing financial and regulatory tools that stimulate cross-sectoral behaviour change, coordination, and upstream-downstream cooperation in identifying solutions at the source.

To achieve these aims, we must build and reinforce multi-stakeholder partnerships at all levels, to coordinate action and advance knowledge.

The Action Platform for Source-to-Sea Management (S2S Platform) was launched in 2014 as a multi-stakeholder initiative that strengthens partnerships between sectors and through joint action promotes holistic management of land, water, coastal and marine environments. The S2S Platform expands the understanding of source-to-sea challenges and of the solutions that will lead to sustainable development. It builds commitment so that policies and finance stimulate source-to-sea action on the ground. Membership is open to all stakeholders that are committed to improving coherence and coordination in land, water, coastal and marine management.