

#EU4OCEAN

Webinar Series

Where Ocean Literacy Meets Blue Biotechnology

The third webinar in the series set out to understand the interplay between the Blue Biotechnology industry and awareness of environmental sustainability. Our panelists were We were joined by Elisabete Costa from Blue Bio Alliance and Katerina Kousoulaki from Nofima in Norway to discuss the potential of blue biotechnology to address global challenges. The session was moderated by Gary Kett.



#3

Gary Kett



“For each one Euro that we invest in project that support the conservation of ocean we can generate up to 10 euro of benefit for the local community.” -Luca Barani.

Challenges

CSR requires balance between economic, environmental and social obligations.

Companies struggle to integrate CESR/CSR into their sustainability strategies.

Drivers of change include new legislation, customer needs, ESG investment criteria, talent acquisition, brand reputation, and competitiveness.

Consumers are demanding greater transparency and responsibility from companies.

Elisabete Costa



Katerina Kousoulaki



Ideas

Investment in marine conservation and sustainability provides tangible returns for communities.

Tracking impact through stakeholder engagement is essential.

Local efforts are more impactful.

Small to mid-sized companies, not obliged to adhere to the EU CESR Directive, need other motivation to adopt an environmentally-conscious culture.

Solutions

Investment in the Green transition is essential, particularly for younger companies with competing priorities and limited funds.

ESG (environmental, social & governance) principles can be leveraged to create more CESR among EU businesses. Ocean Literacy can help inform the process and provide experiences to companies to encourage adoption of ESG values.

Watch it again...



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