

Website Content

Adapt and shorten the following content as needed to suit available space and website objectives. Add your own hyperlinks to related content or tools (from your organization or your partners). You may wish to upload the pdf versions of the Principles and Guidance directly to your website or link to other locations where the document and translations are hosted.

The World Economic Forum (WEF) Friends of Ocean Action, the Ocean Risk and Resilience Action Alliance (ORRAA), Salesforce, The Nature Conservancy, and Conservation International with the support of Meridian Institute developed the High-Quality Blue Carbon Principles and Guidance with insights and input from numerous organizations from around the world.

The Principles and Guidance provide a consistent and understandable approach to guide the development and management of blue carbon projects that are equitable, fair, and credible. They clearly describe what 'high quality' means for blue carbon projects and credits, to foster investments that have triple benefits for people, nature, and climate.

Download the *High-Quality Blue Carbon Principles and Guidance: A Triple-Benefit Investment for People, Nature, and Climate* [here](#).

Download Translations of the *High-Quality Blue Carbon Principles and Guidance*:

[Spanish](#)

[French](#)

[Portuguese](#)

[Bahasa Indonesia](#)

[Tagalog](#)

[Mandarin](#)

Context

Coastal ecosystems like mangrove forests, tidal marshes, and seagrass meadows mitigate climate change by: sequestering and storing vast amounts of carbon; serving as barriers against storm surges, flooding, and erosion; cleaning air and water; and providing critical habitats for fish, crustaceans and other species. Coastal blue carbon ecosystems are valued at over USD 190 billion per year for carbon sequestration and the other ecosystem services they provide.

Despite their importance, blue carbon ecosystems are some of the most endangered ecosystems on Earth. To date, an estimated 67 per cent of all mangrove forests have been destroyed by pollution, coastal development, extractive activities, and unsustainable aquaculture and agricultural practices.

Growing demand for blue carbon credits and the accompanying surge of interest in blue carbon have attracted many new actors into this space. As the blue carbon market grows, there is a need to ensure that suppliers, investors, and governments are aligned around key principles for high-quality blue carbon.

How did we arrive at the Principles and Guidance?

The Principles and Guidance were directly informed by a global consultative process that consolidated existing knowledge and best practices to build a shared vision for achieving high-quality blue carbon projects and credits for all stakeholders. Stakeholder engagement brought together thought leadership by scientists, developers, investors, buyers, and certifiers to produce a set of clear, concise principles and guidance that characterise high-quality blue carbon projects and credits.

After a year of collaboration, listening, and engagement with more than 70 leading organizations actively working on blue carbon projects and policy, *the High-Quality Blue Carbon Principles and Guidance* was developed. It was launched at the UNFCCC's COP27 by a global consortium of blue carbon leaders.

More than 20 leading organizations have already committed to becoming 'early adopters' of the guidance and incorporating the principles across their workstreams and investments.

About the High-Quality Blue Carbon Principles and Guidance

The *High-Quality Blue Carbon Principles and Guidance* is an easy-to-understand guide that clearly describes what 'high quality' means for blue carbon projects and credits. The five principles have been developed around well-established best practices for marine and coastal conservation with the goal of preserving and restoring blue carbon ecosystems.

The term 'Blue carbon' in this document refers to the intertidal ecosystems that capture and store carbon that currently have methodologies for verification and certification by an authorised certifying body. Mangrove forests, seagrass meadows, and tidal marshes are the three ecosystems highlighted in this document, however, we recognise additional intertidal systems are being developed for blue carbon credits; the addition of certifications for other coastal ecosystems should also strive to meet the qualities of 'high quality' that are provided in this guidance.

The Five Principles

The five consolidate best practices and provide a clear framework to help shape the future of blue carbon projects and investments:

- **Principle 1: Safeguard Nature** - Blue carbon projects provide unique opportunities to preserve and enhance ecosystem resilience.
- **Principle 2: Empower People** - Most blue carbon projects take place where people live and work. Blue carbon practitioners must implement social safeguards to protect and enhance community member rights, knowledge, and leadership and foster equitable access to the global carbon market.
- **Principle 3: Employ the best information, interventions, and carbon accounting practices** - The integrity of the carbon market hinges, in part, on the quality of information used to design projects and communicate the resulting carbon value of the credits generated.
- **Principle 4: Operate locally and contextually** - Blue carbon ecosystems are incredibly heterogeneous with respect to their role in local customs; gender and power dynamics; resource use, management, and ownership regimes; and social, policy, and governance structures.
- **Principle 5: Mobilise high-integrity capital** - We cannot achieve the best outcomes for people, nature, and climate without high-integrity financial flows.

Why Adopt the Principles

- **Global Impact:** Join a worldwide movement committed to creating a network of high-quality blue carbon projects that collectively contribute to global climate action.
- **Community Resilience:** Empower local communities to be active participants in the conservation and restoration of their environments, fostering resilience and sustainability.
- **Cutting-edge Practices:** Embrace the latest research, innovations, and best practices, ensuring that your projects are at the forefront of environmental conservation.
- **Investment with Purpose:** Mobilise capital that not only generates financial returns but also contributes to the well-being of the planet and its inhabitants.

Get Started

1. **Read the Guidance Document:** Begin by thoroughly reviewing the High-Quality Blue Carbon Guidance document, which serves as your comprehensive roadmap for high-quality blue carbon.
2. **Engage with Resources:** Explore additional resources, case studies, and tools to enhance your understanding and implementation of each principle.
3. **Connect with the Community:** Join discussions and connect with other individuals and organizations passionate about blue carbon conservation. Share your experiences and learn from the collective wisdom of the community.
4. **Stay Updated:** Regularly check for updates and new resources to stay informed about the latest developments in blue carbon conservation.

Suggested 'Action' Links:

[[Access the Full Document](#)] [[Join our Community](#)] [[Share Your Blue Carbon Story](#)]
 [[Register Your Support](#)] [[Get Our Newsletter](#)] [[Contact Us](#)]