



 **orraa**  
Ocean Risk and Resilience  
Action Alliance

Ocean Resilience Innovation Challenge (ORIC)  
Leadership Academy & Investor Showcase

10-12 September  
2024



Organised by



Supported by



# Introduction

The **Ocean Resilience Innovation Challenge (ORIC)** is a crucial component of ORRAA's work to build a pipeline of investable finance and insurance products that deliver coastal resilience and ocean regeneration. It is driven from the ground-up, with projects delivering an impact in local communities, while also mitigating Ocean and climate risk. The latest round of ORIC has been made possible thanks to the support from the **Swiss Re Foundation**, the **UK's Blue Planet Fund** and the **United States Department of State**.

From September 10-12th, ORRAA hosted its first in-person Leadership Academy and second Investor event at the Zoological Society of London. A diverse group of ocean entrepreneurs came from all over the world - including Indonesia, Bangladesh, Mexico, the US, Kenya and Tanzania - to share common challenges and opportunities, and pitch their projects to potential investors.

The Leadership Academy is part of the capacity building support ORIC provides to its projects and is based on executive management development practices used across top business schools. The Academy focused on advanced leadership training and group dynamics and was delivered by coaches with extensive experience in personal development and leadership in the climate adaptation space.

The last day of the event was an Investor Showcase, where selected investors were invited to meet and listen to the pitches of ORIC's visionary entrepreneurs. The session highlighted the innovative, scalable and locally led business models that are helping to protect coastal and marine natural capital, mitigate financial risks, and build resilience in communities across the Global South.



14

Project representatives



9

Target countries



7

Investment & funding organisations represented

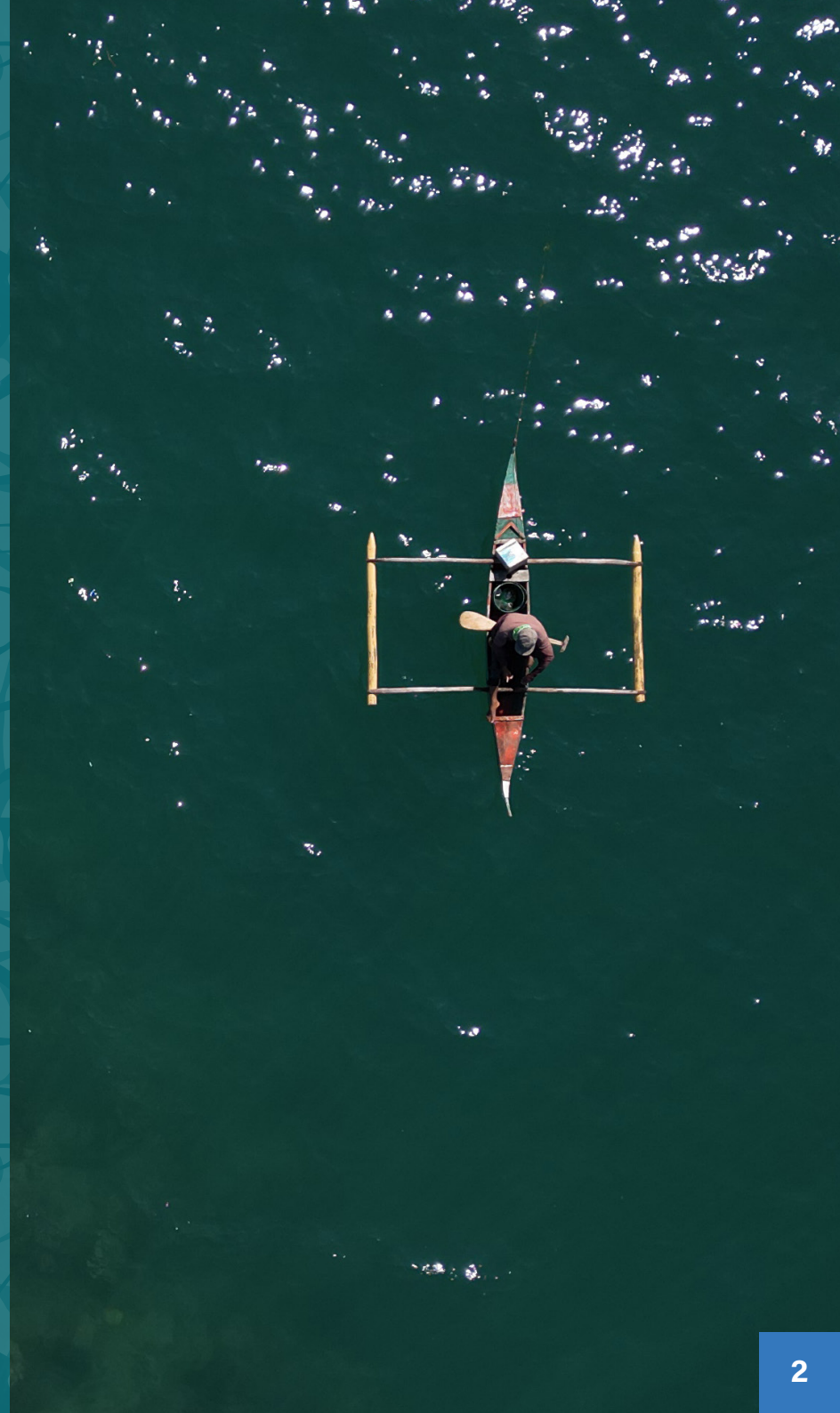


**USD \$8M**

Total amount pitched



Watch our video on ORIC Leadership Academy & Investor Showcase





# Key Highlights – Leadership Academy

## The Academy aimed to:



Emphasise the high pressure and complexity people and organisations deal with on a daily basis, and help them explore their own positions and roles, to understand some of the subconscious processes going on in both the individual and the group (including defence and coping mechanisms, deflection, scapegoating, and power play).



Look in detail at how these processes impact project design, planning, and implementation, allowing for a stronger focus on the individuals' and teams' leadership skills.



Strengthen the connections and linkages between ORIC projects.



Contribute to better development and resilience work, as well as more resilient and mentally healthy professionals and implementers.

The training was provided by the coaches Aoife Hegarty (Transformation and Strategy Consultant), Moses Kimani (Entrepreneur and Co-Founder & CEO at Lentera Africa) and Jesper Hörnberg (CEO at Global Resilience Partnership and former ORIC Lead).

The training started with an introduction and welcome from the coaches and Chip Cunliffe, ORRAA's Senior Director for Innovation and Pipeline Development. The topics covered during the first day of the three-day Academy, included leadership, teamwork, listening and negotiation skills. Day two focused on culture, personalities and managing change and partnerships, and day three on psychology at work and failure and innovation in climate. All three days of training included practical group exercises and discussions.

Two guest speakers – Ben Medland and Maurice Pigaht – were also invited to participate in the training sessions and share their experiences with the participants. Ben provided insights on his entrepreneurial journey as founder and CEO of DRIFT Energy, while Maurice facilitated a group discussion on psychology at work.



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*The session most pertinent to my work involved the treatment of team members. Each individual is unique, and a person's behaviour and decisions can be shaped by both conscious and subconscious factors. Therefore, understanding the root cause of an issue is crucial before forming a judgment or response.*

**I Wayan Jepriana**

Research and Development Lead, SLL Fisheries



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*Understanding the impact of culture on how to effectively run an organisation was very relevant to my role. Also, the opportunity to connect with other founders and projects was great.*

**Fiona Moejes**

Co-Founder, Mawimbi Ocean Innovations



# Key Highlights – Investor Showcase

The Investor Showcase focused on opportunities to invest in the Ocean space and provided a platform for projects to pitch their ideas to potential investors and funders.

During his welcome and introductory remarks, Chip Cunliffe highlighted that ORIC is a critical part of ORRAA's mission, by driving investment into locally led, small scale projects that are building the resilience of coastal communities around the world. He emphasised that, with ORIC's mentoring and support, projects have collectively raised a total of **USD \$10.6 million**, are delivering environmental and social impact and that there is a clear readiness to scale across the portfolio. Kathryn Dawson, the UK Government Department for Environment, Food & Rural Affairs (DEFRA), highlighted the important role ORIC is playing in contributing to the UK's priorities for the Blue Planet Fund.



*Great networking opportunities, hopefully resulting in investments soon. We had conversations with at least 3 investors who want to support our work either through technical capacity building or funding.*

**Arnold Shoko**  
Programs and Fundraising Manager,  
Aqua-farms Organisation (AFO)



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Building and Adapting  
Resilient Coastal  
Communities

The Showcase included nine project pitches. Each project had an opportunity to present for five minutes, where they provided clear asks for funding to support the continuous development and implementation of their activities. The projects ranged across a variety of geographies and innovation types asking for approximately USD 8 million in total.

Closing remarks were made by Chip, who emphasised how inspiring the projects were and how investment into these companies represents a good opportunity for investors to contribute to driving positive change in the Global South.

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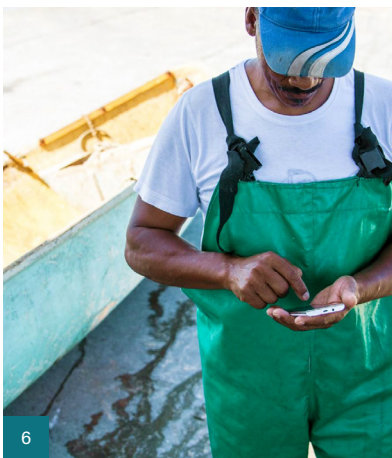


Building and Adapting  
Resilient Coastal  
Communities

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# ORIC Investment Opportunities



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**ABALOBI** is a technology-driven company that is enhancing the livelihoods of small-scale fishing communities in South Africa and beyond. By applying data and Technology for Good, ABALOBI aims to develop thriving, equitable, resilient and sustainable fishing ecosystems that empower local fishers and promote responsible fishing practices.



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**Acari LLC** is an innovative company that produces pet food from invasive fish species. It is already working with the devil fish (armoured catfish), silver carp and lionfish. By transforming invasive species into nutritious pet treats, Acari addresses both environmental challenges and market needs.



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**AFO** aims to offer an innovative financing solution to empower women seaweed farmers in East Africa. Through a rent-to-buy approach, AFO provides affordable access to essential equipment, training and resources for the more productive deep-water seaweed farming using tubular net technologies. The produce is then aggregated, processed and linked to the market, both for bulk buyers of raw material as well as a specialist shop that sells value-added products.



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**AFO** is also working to establish new sustainable sources of income from the rehabilitation of mangrove forests. The community-led solution is creating ways for people to benefit from mangrove conservation by creating a Voluntary Community Mangrove Carbon Credit market. The project's goal is to improve the communities' resilience by generating long-term revenue from their local forests.



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**Mawimbi Ocean Innovations** is a pioneering company in the East African seaweed sector, revolutionising the way seaweed is produced in the region. By adopting a vertically integrated approach, the company seeks to create a sustainable and profitable seaweed industry that benefits both farmers and the environment.



# ORIC Investment Opportunities



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**PescaData** is a social enterprise dedicated to enhancing the productivity and quality of life for small-scale fishers while promoting sustainable fishing practices and protecting marine ecosystems. By leveraging digital technology, PescaData aims to empower fishing organisations and communities.



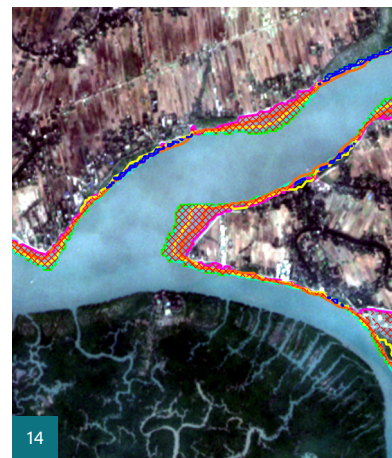
12

**Pula Advisors** is an innovative Insurtech, developing parametric insurance products and data services, tailored to protect agricultural communities against climate shocks across 19 countries in Africa and Asia. Bangladesh is the 7th most vulnerable country to climate disasters, impacting coastal agriculture communities. Pula is developing an insurance product specifically to address the shocks of typhoons and to ensure predictable and timely financial support for populations affected by these events.



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**Sahabat Laut Lestari (SLL Fisheries)** is developing the Perahu App, a mobile application designed to empower small-scale fishers in Indonesia. This innovative tool aims to enhance fishing practices and improve traceability within the fisheries sector. By enabling fishers to record essential data related to their catches—including fishing locations, gear used, and landing details—the app streamlines fishing operations and provides valuable insights into market dynamics and economic trends.



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**Satsense Solutions** utilises advanced satellite earth observation and geospatial analytics to provide comprehensive solutions for planning and managing key blue economy sectors, comprising natural capital, aquaculture, tourism and infrastructure. By mapping climate risks to sustainable tourism and nature-based resilience provided by mangroves, Satsense Solutions aims to promote economic development while preserving this unique ecosystem and enhancing community resilience.



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**Save the Waves Coalition** is developing groundbreaking parametric insurance solutions to safeguard surf ecosystems and the communities that depend on them. The parametric insurance product is designed to be triggered based on a set of predefined parameters, such as wave height, storm intensity, or sea temperature. When these parameters are met, indicating potential damage to the surf ecosystem, the policy will automatically pay out to the affected communities.



# Key Moments



*It was a really inspiring event!*

**Gareth Padfield**

Head of International Marine Programmes and Strategy, Blue Planet Fund, DEFRA



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*The pleasure was ours in attending such a well-organised and insightful event. We have connected with the companies & projects most relevant for our work to keep the conversation going and shared insights with our internal teams. Looking forward to seeing the progress of these businesses!*

**Deia Housen**

Associate Director, Pollination



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# References

- 1 ©ORRAA. (L-R) ORIC project participants Stuart Fulton (PescaData), Mike Mitchell (Acari LLC), I Wayan Jepriana (SLL Fisheries) and Grizelda LaCock (Abalobi) discuss during an exercise on roles and positions, and how individuals relate to one another on the surface and subconsciously
- 2 © ORRAA. Aoife Hegarty, Transformation and Strategy Consultant, introduces the session on failure and innovation in climate work
- 3 © ORRAA. Arnold Shoko presents AFO's pitch on a voluntary carbon market for mangrove restoration in Tanzania
- 4 © ORRAA. Investor Showcase participants during Abalobi's pitch presented by Angela Heyburgh
- 5 © ORRAA. (L-R) Diego Sancho Gallegos and Lauren Parrino (Save the Waves) answer questions from the audience regarding their project on parametric insurance for surf ecosystems
- 6 © ABALOB I
- 7 © Acari LLC
- 8 © AFO
- 9 © AFO
- 10 © Karel De La Cruz Victoria/ Mawimbi Ocean Innovations
- 11 © Servicios Digitales por la Pesca Sostenible
- 12 © Pula Advisors
- 13 © Sahabat Laut Lestari
- 14 © Satsense Solutions
- 15 © Esteban Delgado/Save the Waves
- 16 © ORRAA. Chip Cunliffe, ORRAA's Senior Director for Innovation and Pipeline Development, makes his introductory remarks at the Investor Showcase
- 17 © ORRAA. ORIC project leads pose for a picture with the training coaches and the ORRAA team
- 18 © ORRAA. Fiona Moejes, Co-Founder of Mawimbi Ocean Innovations, speaks about her work developing a sustainable and profitable seaweed industry in Kenya
- 19 © ORRAA. After the Investor Showcase, Lauren Parrino and Diego Sancho Gallegos share impressions and feedback on their pitch with the Leadership Academy coach Moses Kimani







## ORRAA

ORRAA is the only multi-sector collaboration connecting the international finance and insurance sectors, governments, non-profits, and stakeholders from the Global South to pioneer finance products that incentivise investment into coastal and ocean Nature-based Solutions. Our mission, by 2030, is to activate at least USD\$500million of investment into this space, and in so doing, help build the resilience of 250 million climate vulnerable coastal people in the Global South.



## ORIC

The Ocean Resilience Innovation Challenge (ORIC) is a crucial component of ORRAA's platform to build a pipeline of investable projects. It is driven from the ground-up, with projects delivering a genuine impact in local communities, while also mitigating ocean and climate risk. Drawing on the multi-sector expertise of our members and partners, the Challenge surfaces, grows and scales promising solutions, acting as a catalyst to accelerate both locally led innovation and investment to protect the Ocean and the communities whose lives and livelihoods depend on it.

### Chip Cunliffe

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#### Senior Director, Innovation & Pipeline Development

Ocean Risk and Resilience Action Alliance

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For further details on ORIC, click here.

