

The 5th ESAFON Global Impact Summit

GLOBAL BLUE ECONOMY IMPACT INVESTMENT STRATEGY

*Strategic & Practical Tools for Asset Owners, Family Offices, Institutional Investors,
Social Entrepreneurs and Impact Stakeholders*

October 15th 2020 - Mövenpick Hotel - Geneva



Geneva, March 12th 2020

Dear Friends,

Two-thirds of our planet's surface and 97% of our waters are ocean. Our future is intimately linked to its future. The ocean is a climate regulator, absorbing 25% of our CO₂ emissions and releasing half of our oxygen.

Ocean routes carry 90% of world trade. **The ocean is the new economic frontier** with marine-related economies predicted to reach nearly **3 trillion dollars of global gross value by 2030**.

The ocean is a **primary source of protein** for more than **1 billion of the poorest people along the coasts of developing countries**.

With a world population predicted to reach 9 to 10 billion by 2050, pressures on the ocean are steadily increasing.

Considering the crucial role the ocean plays and how much it is endangered due to climate change, an action plan of 50 points have been issued by the United Nations, the European Commission and the EU high representatives to ensure international ocean governance protection through **safe, secure, clean and sustainable management of the ocean in Europe and around the world**.

80% of the world population is living no more than 80 kilometers from the sea-side and the **value of global ocean assets** is estimated to already be at over **US\$ 24 trillion** making it **the 7th largest economy in the world in GDP terms**. The global Blue Economy is expected to expand at twice the rate of the mainstream economy by 2030. Paradoxically, despite keen and growing investor interest in ocean-related opportunities, the ocean is still today one of the least invested of all the UN Sustainable Development Goals, particularly from a private capital point of view.

It is time for global investors to be aware of this **emerging investment theme** that will re-shape our future as human beings.

Thanks to **ESAFON long lasting vision for the future**, this **5th Annual Global Impact Summit** will allow you to understand framing issues to **the development of a sustainable blue economy to protect ocean and mitigate climate change**.

Join our 150+ delegates and learn more about **investible opportunities** already providing solutions.

François Golbery
Chairman, ESAFON

To know more about **ESAFON**, visit our web site: <http://www.esafon.com>

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Global Blue Economy Impact Investment Strategy Conference Agenda, October 15th, 2020

Invited Speakers

8.00 am-8.30 am: Registration & Welcome Coffee

8.30 am-8.45 am: Welcome Address by François Golbery, Chairman, ESAFON

And Opening Remarks by the Chairman of the Morning: Why Investing in Sustainable Blue Economy

8.45 am-9.15 am: Latest Scientific Report of the Intergovernmental Panel on Climate Change – Ocean Challenges

Prof. Dr. Hans. O. Pörtner (*confirmed*)

Marine Biology, Ecological and Evolutionary Physiology, Head Integrative Ecophysiology
Alfred Wegener Institute, Bremerhaven, Germany

9.15 am-9.30 am: The European Commission New Approach for A sustainable Blue Economy

Bernhard Friess

Director, Maritime Policy and Blue Economy
DG MARE, Brussels

9.30 am-10.00 am: Blue production program to empower the local communities to benefit from a healthy sustainable ocean for food

Jack Kittinger, PhD (*confirmed*)

Senior Director, Global Fisheries and Aquaculture program

Conservation International | Center for Oceans, US

Professor of Practice

Arizona State University | Global Futures Laboratory & School of Sustainability, US

10.00 am – 10.30 am: Blue Economy Developments in Africa

Climate change will deeply impact African coastal cities while education and training on the blue economy is critically important given its significant potential.

Ernest Tindo, President, Pan African Youth Organization for the Blue Economy OPJEB, Lomé

10.30 am – 11.00 am Coffee-Break and Networking

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TECHNOLOGY FOR IMPACT

11.00 am-11.45 am: PANEL SESSION 1: New Technology and Innovation for Ocean and Blue Economy Sustainability

Keynote Speaker and Moderator:

Claire Jolly (*confirmed*)

Head of the Innovation Policies for Space and Ocean Unit

OECD Directorate for Science, Technology and Innovation (STI)

- State of the art, pipeline and future developments
- New technologies and development in the Ocean Energy sector, combining wind, solar, waves and tidal
- The use of technology in Green Ports, MPAs and Sustainable Maritime Tourism
- Green and Blue Hydrogen, the energy for the future?

Panellists:

Marco Alverà

Chief Executive Officer

SNAM, Italy

DP Energy, Valencia Port Authority, SNAM, ENGIE, AIR LIQUIDE

11.45 am-12.30 pm: PANEL SESSION 2: Digital Ocean, Big Ocean Data and Ocean Cloud

Keynote Speaker and Moderator:

Pierre Bahurel, CEO, Mercator Ocean International

Real time ocean data, predictive ocean information, new technology clusters including blockchain will create new business opportunities while sustaining the health of the oceans

- Global Digital Maritime Intelligence
- ESA coordinates the Copernicus space component and ensures the delivery of data from more than thirty satellites including the Sentinels
- Ocean data and observations enabling Ocean Industries to plan ahead and innovate thanks to new indicators
- Exemples of the use of Blockchain in Blue Economy Investments

Panelists:

Prof. Jim Leape, *Co-director* (*confirmed*)

Stanford Center for Ocean Solutions, CA

Sinay (*confirmed*), **ESA, Ocean industries**

12.30 pm-1.00 pm: Deep Sea Mapping & Exploration Perspectives

Victor L. Vescovo, Member of the Explorer Club, Managing Partner & Co-founder, **INSIGHT EQUITY, NYC**

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1.00 pm-1.45 pm: Buffet Lunch and Networking

1.45 pm-2.00 pm: Opening Remarks by the Chairman of the Afternoon: How Investing in Sustainable Blue Economy

Paul Holthus (*confirmed*)

Founding President and CEO

World Ocean Council, Hawaii, USA

PITCH SESSION

1.45 pm-3.15 pm: The “Best Off” of Blue Economy Early Stage Investment Cases

- Green Shipping: TOWT, Neoline, MSC, MPS
- Green Ports: Port of Rotterdam
- Maritime Protected Areas – **Tom Birbeck, Co-Founder, ARC Marine** (*confirmed*), Blue Finance
- Marine Renewable Energy – Seabased, Corpower
- Sustainable Fisheries – Louisebourg Seafoods, Scatri
- Aquaculture - Victory Farms
- Plastics – Foundation Tara Ocean
- Fresh Water: OFW Group
- Maritime Data Intelligence: Yanis Souami, CEO, SINAY (*confirmed*)

SUSTAINABLE BLUE ECONOMY INVESTMENTS

3.15 pm-4.00 pm: PANEL SESSION 3: How to Relish Private Investment in the Blue Economy?

Keynote Speaker and Moderator:

Dennis Fritsch, PhD (*confirmed*)

Researcher

Responsible Investor, London

Interest in sustainable Blue Economy investments is high among private investors but industry expertise is still low while over a third of investor respondents seeing it as amongst the most important topics in 2030.

- What are the drivers for sustainable Blue Economy investments?
- Defining the value chain of sustainable Blue Economy Investments
- For the Fund Managers, what are the best ways to select the good sustainable companies
- How to develop innovative finance approaches to reduce risk?

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- Public Private Partnerships using innovative finance approaches to scale investment
- What is needed for Ocean Funds to deliver scalable impact as well as competitive market returns?

Panelists: Ocean14 Capital, BNPPARIBAS, Helvetic Maritime Capital, Althelia, Rotterdam Port Fund

4.00 pm-4.30 pm: Afternoon Coffee Break and Networking

4.30 pm-5.00 pm: Legal Aspects of Impact Private Investment: How Blue is the Deal?

- Legal considerations for investors and promoters in equity and VC investments in Blue tech, including in M&A transactions
- Revisiting liability risks, ESG factors, standards and governance

Laurent Develle (*confirmed*)

Attorney at Law, Of Counsel

FRORIEP Legal S.A., Geneva

5.00 pm – 5.45 pm: PANEL SESSION 4: How Institutional Investors and Pension Funds can finance the Blue Economy?

Keynote Speaker and Moderator: AGAWA Partners

- What are blue bonds?
- MPA plan, policy and regulation
- Key steps to the financial set-up of a debt-for-ocean deal
- Private Partnerships using innovative finance approaches to scale investment

Panelists: EIF, The Nature Conservancy, TNC, Institutional Investors, Pension Funds, Sovereign Funds

5.45 pm – 6.15 pm: PANEL SESSION 5: The role of Blue Tech Incubators

Keynote Speaker, Moderator:

Maren Hjorth Bauer (*confirmed*)

CEO and Co-founder,

Katapult Ocean, Norway

Technology companies and entrepreneurs have a central role to play to create business models that can support the development of global applications and innovations for ocean sustainability.

Panelists:

- Creating Investable solutions to finance marine conservation on coastal territories
Brett Jenks,
President & CEO,
RARE, VA, USA
- Highlighting the role of incubators, seed investors, VC's and iterative steps to first round of financing
Sea Ahead

6.15 pm-6.30 pm: Closing Session by the Chairman

6.30 pm-7.30 pm: Closing Cocktail



ESAFON is an independent **non-profit Swiss Association** created 17 years ago by two partners **Anne & François Golbery** with the sole objective to drive the impact agenda forward and **encourage private and public investors** to use **impact investment** to **enhance financial and social returns, better manage risks** taking into account **externalities** and **engage** stakeholders within the impact ecosystem while preserving the interests of investees. **ESAFON** has launched a **Swiss Impact Initiative** with the objective to **gather expertise to scale impact globally from Switzerland**.

This implies to transform the **Swiss Impact Investment Ecosystem** including private banking, philanthropic foundations, family offices as well as pension funds and life insurance/re-insurance to drive **economies of scale and collaboration amongst investors, intermediaries and investees**.

ESAFON supports several SDG 14 projects including an international coalition to **safeguard the Red Sea coral reef** and the business development of the first **cargo using sails as main propulsion** on North Atlantic Roll on/ Roll off route.

ESAFON is a **Member of the World Ocean Council (WOC)**, an international, cross-sectoral, not-for-profit industry alliance for “Corporate Ocean Responsibility”. **ESAFON** and **WOC** share the same vision for a responsible use of an healthy ocean. They join forces to enhance collaboration in bringing together all stakeholders and the investment community to **advance the development of a sustainable and productive blue economy**.

About the Sustainable Development Goals

The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. The Goals interconnect and in order to leave no one behind, it is important that we achieve each Goal and target by 2030.

Click on the link to learn more about each specific Goal:

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

ESAFON Partners 2020

 <p>WORLD OCEAN COUNCIL The International Business Alliance for Corporate Ocean Responsibility</p>	<p>The World Ocean Council (WOC) www.oceancouncil.org is a global, cross-sectoral ocean industry leadership alliance committed to “Corporate Ocean Responsibility”, developed by and for the private sector, with a unique and multi-sectoral approach to address cross-cutting issues affecting ocean sustainable development, science and stewardship of the seas.</p> <p>The WOC believes that responsible and coordinated Ocean Business Community efforts are essential to a healthy and productive global ocean and its sustainable use, development and stewardship by a responsible Ocean Business Community.</p> <p>The private sector is the primary user of the ocean, which covers over 71% of the planet, and resources. As such, the Ocean Business Community has a vital role to play in ensuring the sustainable development of our oceans and coasts. Oceans and their resources are interconnected in complex ways, and tackling sustainability and “Corporate Ocean Responsibility” requires substantial and coordinated effort across industrial sectors.</p> <p>The WOC offers the Ocean Business Community the structure and process to collaborate on sustainable development and ensures that the policy makers and other stakeholders understand and engage with leadership companies from the Ocean Business Community.</p>
 <p>Katapult Ocean</p>	<p>In Katapult Ocean (www.katapultocean.com), we invest in and support startups with a positive impact on our oceans. We do this through our ocean impact accelerator, the Katapult Ocean fund and by creating a positive awareness of the great business opportunities in a sustainable ocean.</p> <p>We have made 23 investments in exciting ocean tech companies from all over the world (7 countries, 4 continents). We have brought them through a 3-month long accelerator program out of Oslo, Norway. We have a global network of more than 100 mentors supporting this, and a team based in Oslo, Norway and San Francisco, US. The investments are backed by a fund with international investors (Norway, Sweden, Germany, the Netherlands, Canada, Singapore). We have built a platform to push the green shift in the ocean industries, our impact is much bigger than the direct investments we make. We work with corporates and investors to encourage more investment, piloting and engagement with ocean tech startups. We attract interest from start-ups all over the world, and currently have a pipeline of more than 1000 ocean technology start-ups. Together with McKinsey & Co we published our report Blue World Perspective during Our Ocean this fall. This outlines the trends we see in the global landscape for ocean tech startups.</p> <p>Since Katapult Ocean was founded in April 2018, we have become a leading force in ocean technology impact investments. We recently joined the accelerator network of the UN Global Compact Action Platform for Sustainable Ocean Business, and we have been invited to sit on the Norwegian Prime Ministers advisory network for the High-Level Panel for a Sustainable Ocean Economy. We also collaborate with the WEF and Friends of Ocean Action on the Uplink platform to connect the WEF network with ocean startups.</p>

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ESAFON Partnership Opportunities 2020

Should you like to **enhance your brand** and **promote your impact expertise, products and services** to **high profile Single Family Offices, Impact Private & Institutional Investors and Impact Fund & Asset Managers**, don't hesitate to benefit from the **ESAFON Partnership Opportunities** now available for the 5th Annual Global Impact Summit, October 15th, 2020, Geneva.

"EXHIBITOR PARTNER": 2'450 CHF

- partner logo & corporate profile inserted in the conference brochure
- an exhibition space in the conference foyer for the duration of the conference to set-up your booth
- a personalised invitation to send to your contacts with a VIP ticket of 300 CHF for your contacts
- your Corporate Profile distributed to the participants
- 3 complimentary conference invitations for your colleagues or clients (value: 1'800 CHF)
- the complete mailing list of the conference participants

"FIRST CLASS PARTNER": 2'950 CHF

- partner logo & corporate profile inserted in the conference brochure
- participation in a panel with a 10 min case study presentation
- a personalised invitation to send to your contacts with a VIP ticket of 300 CHF for your contacts
- your Corporate Profile distributed to the participants
- 3 complimentary conference invitations for your colleagues or clients (value: 1'800 CHF)
- the complete mailing list of the conference participants

"SILVER PARTNER": 5'450 CHF

- partner logo on front page of the conference brochure
- a 15 minute case study presentation as speaker or panellist with a formal introduction by the chairman
- lunch or cocktail hosted by your organisation (luncheon costs included in the package of 5'450 CHF)
- partner's logo appears on the schedule in participant folders
- your Corporate Profile published on our web site and distributed during the conference
- a personalised invitation to send to your contacts with a VIP ticket of 300 CHF for your contacts
- 5 complimentary conference invitations for your colleagues, prospects or clients (value: 3'000 CHF)
- the complete mailing list of the conference participants

"GOLD PARTNER": 6'450 CHF

- partner logo on front page of the conference brochure
- a 20 minute case study presentation as a guest speaker with a formal introduction by the chairman
- lunch or cocktail hosted by your organisation (lunch included in the total package of 6'450 CHF)
- partner's logo appears on the schedule in participant folders
- your Corporate Profile published on our web site and distributed during the conference
- a personalised invitation to send to your contacts with a VIP ticket of 300 CHF for your contacts
- 7 complimentary conference invitations for your colleagues, prospects or clients (value: 4'200 CHF)
- an exhibition space in the conference foyer for the duration of the conference to set-up your booth or a banner
- the complete mailing list of the conference participants

"LEAD PARTNER": 7'450 CHF

- all the conditions applying to GOLD partnership, plus exclusivity of partnership to company's market sector

If interested, please return this form to **Dr Anne Golbery, Senior Managing Director, ESAFON**,
by e-mail at a.golbery@esafon.com, or by phone at **00 33 6 45 83 67 67**

- Yes, I am interested by your Partnership Opportunities
- Surname, Last Name, Company:
- Signature:

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ESAFON Board Members

François Golbery, Chairman, ESAFON, Switzerland f.golbery@esafon.com



François Golbery is the Chairman of ESAFON, a not-for-profit independent association registered in the Registrar of the Federal Office in Bern with the objective of promoting and facilitating best practices within the Finance industry. At ESAFON, we are committed to help drive the impact agenda forward as we firmly believe that environmental and social unbalances - well described under the UN SDG's - need urgently to be addressed strategically and financially.

François strongly supports the development of a mainstream global impact capital market driven by investor's willingness and preference to achieve alongside financial returns, environmental and social returns as well.

Through ESAFON and its high profile expert network, Family Offices, strong drivers of Impact Investing, will learn how to develop the strategic and practical tools to master the hard compiling process to due diligence and risk assessment.

François is a Senior Managing Partner at MGFF Ltd, a global strategic advisor to Institutional & Private Investors involved in impact and sustainable investments.

In 1988, he started-up and grew the French subsidiary of IIR, a US leading conference business organization in Paris as the most profitable entity of the group and was elected Manager of the Year in 1992 & 1993. He received his prize from Edward de Bono, the originator of the lateral thinking concept. Took over the overall responsibility of the Portuguese office and consequently had a team of 150 people under his responsibility.

He holds an MBA in Finance from the University of Hartford (Connecticut), under the patronage of Michel Barnier, former Commissioner of the Internal Market Division of the European Commission and now in charge of negotiating the Brexit for the EU.

Dr Anne Walhain Golbery, Senior Managing Director, ESAFON, Switzerland
a.golbery@esafon.com



Dr Anne Walhain Golbery is Co-Founder, Managing Director and Board Member of ESAFON, a non-profit independent association started in 2001.

ESAFON new objectives from 2015 are to help family offices, private and institutional investors increase access, scalability and effectiveness of their Global Impact Investments.

Anne is Managing Partner of MGFF Ltd, a global impact investment advisor helping managers structure their impact investments and supporting social entrepreneurs to develop their business internationally and to raise funds.

François & Anne are Partners in life and in business; Anne has been the co-founder of MGI Management Global Information SA, managing the global operations of MGI for 18 years.

Previously, as IT Program Manager, Anne has been designing and implementing Technical Information Systems for the Space Electronic Equipments at EADS (ex-Matra Marconi Space), Velizy, France, for 12 years, from 1982 to 1994.

Anne held a Doctorate in Atomic Physics, University of Caen, France, 1979.

Anne has been racing as navigator during the sadly famous Fasnet Race 1979.

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ESAFON 2020

**If you are an Asset Manager, a Fund Manager, the Head of a Family Office or a Strategic Advisor, join
ESAFON – The European & Swiss Network of
Asset and Fund Managers, Family Offices and Strategic Advisors**

ESAFON is a Swiss registered non-profit association located in Switzerland that includes **family offices, institutional investors and best in class impact experts** addressing **global strategic impact investment issues**.

With 100 honorary members, the primary objective for **ESAFON** in 2020 is to help **family offices and institutional investors** increase **access, scalability and effectiveness** of their **Global Impact Investments**.

Thanks to **ESAFON** and its high profile impact expert network, the **Family Offices** which are strong drivers of **Impact Investing**, will learn **how to develop the strategic and practical tools to master the hard compiling process to due diligence and risk assessment**.

ESAFON members network with major international impact leaders through think tank meeting, workshop and social events.

- Their details are added to the **ESAFON DIRECTORY** which is updated on a monthly basis.
- They benefit from **one personal complimentary invitation to the ESAFON conference 2020** and from a **50% discount** on their registration fee to the **ESAFON seminars 2020**
- The Annual **Individual Membership Fee 2020** is **400 CHF**.
- The Annual **Institutional Membership Fee 2020** is **900 CHF**. It allows each Institution, Member of ESAFON, to register until **3 executives** as **ESAFON Members**
- **ESAFON Honorary Membership**: this membership is restricted to the Donors willing to support the Association **ESAFON** for one year: **from 1'000 CHF**.

The 5th Annual Global Impact Summit, October 15th, 2020, Geneva

ESAFON has launched **The Swiss Impact Investment Initiative S3I** with the objective to gather **expertise to scale impact globally** from Switzerland.

This implies to transform the **Swiss Impact Investment Ecosystem** including **private banking, philanthropic foundations, family offices as well as pension funds and life insurance/re-insurance, NGO, Academia, & Government** to drive **economies of scale and collaboration amongst investors, intermediaries and investees** around **Global Impact Investment Projects** with a **dual approach bottom-up and top-down centered on the interests of investees**.

ESAFON is a Member of the **World Alliance for Efficient Solutions** set-up by the **Solar Impulse Foundation** sourcing **1000 investible solutions** to bridge the gap between **economy and ecology** and **fast-track clean global economic growth**.

HOW TO REGISTER TO ESAFON:

<input type="checkbox"/> Yes, I wish to register to ESAFON	
<input type="checkbox"/> ESAFON Individual Membership Fee including your participation to the 5th Annual Global Impact Summit on October 15th 2020 <i>Please tick your selection</i>	400 CHF
<input type="checkbox"/> ESAFON Institutional Membership Fee including 3 tickets to the 5th Annual Global Impact Summit on October 15th 2020 <i>Please tick your selection</i>	900 CHF

Name, First Name, Company name:

Signature:

**For more information regarding ESAFON Membership and to register, you can also contact:
Dr Anne Golbery, Senior Managing Director, ESAFON, a.golbery@esafon.com, Phone: + 33 6 45 83 67 67**

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How to Register

Please send back this Form fulfilled and signed to our Customer Service at customer.service@esafon.com

CONFERENCE: (cpe: 8 hours)

12.03.2020

Title: GLOBAL BLUE ECONOMY IMPACT SUMMIT

Date: October 15th, 2020

Conference Venue: Mövenpick Hotel, Geneva

Conference Code: C2020

www.movenpick.com

This 5 Business Hotel is very closed to the Airport and has a free shuttle available every 20 min for its clients*

REGISTRATION:

Name.....First Name.....

Position.....

Company.....

Address.....

E-mail.....Tel.....

GLOBAL BLUE ECONOMY IMPACT SUMMIT *Please tick your selection	Fee includes Refreshments, Buffet Lunch, a Full Documentation Package and the electronic speaker presentations sent to each delegate at the end of the conference
<input type="checkbox"/> Yes, I wish to register * October 15 th , 2020, Mövenpick Hotel, Geneva Code C2020 <input type="checkbox"/> Yes, I wish to book a room at Mövenpick Hotel At the special ESAFON rate of 200 CHF	
<input type="checkbox"/> Standard Registration Fee including your participation to the Global Blue Economy Impact Summit, October 15 th , 2020, Geneva	600 CHF
<input type="checkbox"/> Early Registration Fee including your participation to the Global Blue Economy Impact Summit, October 15 th , 2020, available by April 30, 2020	400 CHF* *early registration fees available by April 30, 2020
<input type="checkbox"/> Speaker Registration Fee including speaker participation to the Global Blue Economy Impact Summit, October 15 th , 2020, Geneva	400 CHF* *early registration fees available by April 30, 2020
Date:	Signature:

Yes, I will pay by wiring transfer upon the receipt of my invoice

Please send the invoice to the following address:

Name, Job Title:.....

Address:.....