

[WWF Baltic Ecoregion Programme](#) is made up of WWF and longstanding environmental organisation partners in each of the nine coastal Baltic countries. Our team of specialists have a huge range of experience and expertise in agriculture, marine, freshwater and terrestrial ecosystems. We also have experts in policy and legislation, blue economics, conservation and communications. Together, we work to identify solutions to restore the Baltic Sea to a healthy state.

The Baltic Sea region is positioned to become the world's first truly sustainable blue economy. Many of the policies already in place hold great promise if implemented. We have the necessary know-how, technology and capital. Our population appears willing to invest in a healthy sea. However, to succeed, we need to move from rhetoric to action and use the tools at our disposal. We know that creating a sustainable Blue Economy can provide thousands of new jobs and billions in additional income and that citizens around the Baltic Sea are willing to make the necessary investment to restore the health of the Baltic Sea.

Yet for sustained long-term financial investment, financial institutions (FIs) must back sustainable economic activities that the EU and national governments support. Nevertheless, in most seascapes today, flows of finance to unsustainable activities are much larger than those to sustainable ones. Furthermore, most investors (private, public and civic) are not investing with a sustainable seascape context or goal in mind. Despite rising blue/sustainable finance, financial institutions still largely pursue models that focus on a single objective within a seascape, such as fishing, marine restoration, or climate adaptation or mitigation. Few investments are designed to achieve multiple objectives within seascapes and there are still few efforts to coordinate finance within seascapes to address interdependencies, conflicts, spatial connectivity, or the synergies needed to achieve seascape ambitions at scale.

A critical step toward shifting the flows of finance to integrated seascape investments is to identify and characterize the most important financial flows within the seascape. It is important to map out the relevant actors, what they are financing, and the details of the financing arrangements, as well as the impacts of these flows on the key performance indicators that have been set by seascape stakeholders. With these insights gained, stakeholders and investors can develop ideas for how to influence key flows of finance and cultivate new flows that may better align with a sustainable blue economy. WWF BEP in 2021 will embark on just such a quest to answer the following two research questions:

**Do current Baltic seascape financial investments support ecosystem-based integrated ocean management and a sustainable blue economy?**

**Do planned future (next 5 years) Baltic seascape financial investments support ecosystem-based integrated ocean management and a sustainable blue economy?**

We are looking for a consultant or consortium of consultants to help us achieve the aims and objectives of the following study: **Seascape Assessment of Financial Flows and Key Financial Actors in the Baltic Ecoregion, and their impact towards delivering the SDGs (7, 8, 9, 13, 14), 2030 European Green Deal (EGD) marine goals and HELCOM Baltic Sea Action Plan (BSAP)**. The Study's Terms of Reference cover expected deliverables. If interested send work plan, CVs, Organisations Bio, and work samples to Valerie de Liedekerke (Valerie.deLiedekerke@wwf.se).