

APRIL 2024

The Octopus Desk - A financial marketplace for a regenerative and sustainable blue economy

The [Ocean Risk and Resilience Action Alliance](#) (ORRAA) and [Investable Oceans](#) are collaborating to develop **The Octopus Desk** - [a global blue finance marketplace to connect commercial, impact, public, and philanthropic investors with project developers and small and medium-sized enterprises \(SMEs\) seeking investment through curated pipelines and introductions.](#)

Financial Innovation

- A high-tech, high-touch platform blending technology with experienced staff to match-make, connect and drive blended finance deals into the six ORRAA-identified regenerative and sustainable blue economy sectors¹ with a focus on projects developed in the Global South.
- The Octopus Desk will operate globally and will construct and manage a series of detailed databases including donors, project developers, a deal library, advisors, and investors.

Snapshot

- The first global blue finance marketplace and hub, connecting commercial, impact, public, and philanthropic investors with “implementers” – the project developers and companies requiring investment – through curated pipelines and introductions.
- The digital platform will be complemented by a team of financial advisers and blue finance experts who provide transaction structuring services for larger deals and actively make connections between market participants and investment opportunities.

Purpose

- Facilitate and accelerate blended finance investments. Blended finance plays a critical role in ORRAA’s mission to drive investment through finance and insurance products, into coastal and ocean regeneration and resilience in the Global South.

¹ The six [ORRAA-identified regenerative and sustainable blue economy sectors](#) are: Ocean Conservation, Ridge to Reef, Sustainable Seafood, Sustainable Blue Infrastructure, Circular Economy and Blue Technology, and Ocean Based Renewables.

Purpose (continued)

- While sustainable ocean investment is rapidly expanding globally, it remains a fragmented and dispersed marketplace.
- The Octopus Desk provides a centralised platform to unite all relevant constituents, working closely with other ORRAA finance initiatives which are market building and market making.

Impact

The Octopus Desk will bring greater transparency and coherence to the developing regenerative and sustainable blue economy marketplace while also seeking to drive investment into coastal and ocean resilience by:

- Connecting investors with investible opportunities based on their profiles.
- Offering market insights on financial performance, impact, and resilience.
- Becoming a leading platform for cooperation, working to harmonise impact measurement, KPIs, monitoring, and reporting.

Current Stage of Development: [ESTABLISHMENT PHASE]

ORRAA and Investable Oceans are collaborating to:

- Develop a deep understanding of the current marketplace through 30 targeted interviews and surveys.
- Search for complementary/alternate platforms to ensure additionality.
- Identify a pipeline of projects to use as test cases for developing workflows.
- Initial Platform focus areas:
 - Blue carbon investments for climate mitigation, resilience, adaptation and biodiversity regeneration;
 - Sustainable seaweed aquaculture boosting coastal resilience and food security.
- This targeted approach will accelerate progress and showcase platform effectiveness for future expansion.
- Objective: launch a beta version by World Ocean Day (June 8th) in 2024, with a more market-ready version by the [UN Ocean Conference](#) (June 9th-13th) in 2025.

Investing in coastal communities and the Ocean

Support Needed

1. Investment Engagement

- a. *Committed (2023-2025):* USD\$100k to scope and develop
- b. *Requested:* USD\$2m to develop the Octopus Desk (tech platform & physical desk) + launch
 - i. USD\$2m/annum (from 2025)
 - ii. (USD\$10m TA facility)

2. Pipeline Building

- a. Direct outreach: ORRAA projects (ORIC, Product Pipeline), and ORRAA members.
- b. Pipeline candidates should be close to market-ready with respect to documentation, regulatory and operational aspects.

The [Ocean Risk and Resilience Action Alliance](https://oceanriskalliance.org) (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 goal, by 2030 is to activate at least USD\$500 million of investment into this space, and in so doing, help build the resilience of at least 250 million climate vulnerable coastal people.

ORRAA is spearheading the development of the Sea Change Impact Financing Facility (SCIFF), an open ocean financing architecture designed to drive at least US\$1 billion of private investment into coastal and ocean ecosystems by 2030, with a focus on the Global South. The SCIFF is building an ocean financing ecosystem to complement ORRAA's development of an investible project and product pipeline and will integrate sustainable blue finance into broader climate and biodiversity finance ecosystems.

ORRAA is working together with its members on a blue finance delivery roadmap between now and 2025, developing financing instruments, bridging policy frameworks, building financial literacy, and developing pathways and scalable tools to unlock financing for coastal and ocean resilience and regeneration.

Investing in coastal communities and the Ocean
