

# BLUE CARBON PLUS

## WHAT WE DO

### Beyond carbon credits.

The "plus" stands for market-based solutions that go beyond just carbon credits to support both coastal ecosystems as well as the communities that depend on them. BC+ takes an entrepreneurial approach toward blue carbon conservation, helping launch scalable business models that integrally link the production of goods and services with the preservation of healthy coastal systems. Collaborating with governments, financial institutions, emerging entrepreneurs, the private sector and others around the world, BC+ is building market demand for these models to generate the long-term finance needed to bring tangible benefits to coastal ecosystems, communities and the climate.

## WHY IT MATTERS

Mangroves, seagrasses, tidal marshes and other coastal habitats cover just 0.2 percent of the world's surface, but they are among our most powerful tools in the fight against climate change. Dubbed "blue carbon" ecosystems, coastal habitats can sequester up to 10 times more climate-changing carbon per acre than terrestrial forests. Keeping these systems strong and healthy is not only essential for a stable climate, but also for communities around the world that rely on them for food, shelter and income. Coastal areas are home to more than three-quarters of the global population and they provide food security to more than 3 billion people.

But overfishing, development and other threats have put these systems in peril. Half the world's salt marshes and nearly one-third of all seagrasses have disappeared over the last century. As these coastal ecosystems degrade and disappear, they not only lose their ability to absorb carbon, but the carbon they have stored for centuries is released back into the atmosphere. Nearly 2 billion metric tons of carbon is released each year – more than all the planes, trains, and automobiles in the United States. As these systems disappear, coastal communities are left struggling for survival. We need solutions at scale. Blue carbon markets and the credits they sell to large investors have emerged as the primary funding tool for conserving these vital coastal ecosystems. But complex regulations and high upfront costs often discourage or prevent coastal communities – including those living in some of the most carbon-rich areas on earth – from accessing these global markets and the climate finance they generate.

## OUR IMPACT

### By 2050, BC+ will:



**16.9 MILLION**

Conserve and restore up to 16.9 million hectares of mangrove, tidal marsh and seagrass habitat.



**2.2 BILLION**

Remove and store up to 2.2 billion tons CO2e from the atmosphere.



**100 MILLION**

Support increased incomes for more than 100 million people.



**USD 50M**

Disburse USD 50M or more to the blue economy.



**USD 50M**

Help 20 or more businesses receive at least USD 50M in early-stage venture capital.



**[www.bcplus.org](http://www.bcplus.org)**

## Global reach. Local knowledge.

Launched by Conservation International (CI) and The Nature Conservancy (TNC) in 2024, BC+ combines high-level market analysis with on-the-ground environmental knowledge to identify blue carbon positive businesses around the world with the greatest potential for economic and conservation success. Through BC+, CI and TNC are leveraging their global reach, scientific expertise, financial acumen and more than a century of combined experience to help these emerging businesses grow their operations and positive environmental impact. Businesses selected by BC+ learn how to access new markets and navigate regulatory obstacles. They receive the scientific insights needed to capitalize on blue carbon opportunities while ensuring local communities and natural systems continue to benefit as their market reach expands. BC+ also connects emerging businesses to potential investors, customers and partners. In 2025, BC+ organized a global competition to help uncover locally-led businesses that can be scaled for greater success, with three winners receiving USD 50,000 each.

Over the next 25 years, BC+ plans to award at least USD 100M in grants to help blue carbon-positive businesses scale for real-world impact. With the backing of BC+, businesses will pioneer and grow global demand for products and services that contribute to global climate action through blue carbon solutions.

**In just its first year, BC+ has raised \$30 million to identify and scale high-potential blue carbon-positive businesses around the world. BC+ is now working to raise the next \$20 million toward its 2050 goals.**

## Stories of success.



### TIDAL MOON: AUSTRALIA

Aboriginal people launched Australia's first export industry centuries ago, trading sea cucumbers with Asian markets. Today, Tidal Moon – an Aboriginal-owned sea cucumber business in Australia's Shark Bay – wants to resurrect that ancient trade route. Combining traditional knowledge with modern technology, Tidal Moon sustainably harvests and processes sea cucumbers which can be used for medicinal, nutritional and cultural purposes. Along with conserving coastal systems that provide habitat to sea cucumbers, Tidal Moon also is creating jobs and preserving traditional knowledge for the well-being of Aboriginal culture and communities. BC+ is helping Tidal Moon build staff capacity, launch its export operations and develop new products for the cosmetics market. BC+ is also providing support for Tidal Moon's marketing strategy to attract new investors.



### SEAWATER SOLUTIONS: SCOTLAND

Rising sea levels are destroying coastal farmlands around the world as saltwater intrusion makes it impossible to grow traditional crops. Seawater Solutions is helping coastal communities grow salt-tolerant crops that can supply both local and export markets. After launching the UK's first saltwater farm in Scotland, Seawater Solutions began working with coastal communities across Africa and Asia to help them turn degraded farms into productive wetlands. As salt-tolerant plants such as salicornia and samphire grow in the restored wetlands, they also sequester carbon and hold soils in place to prevent erosion. Working with communities in Malawi, Ghana, Vietnam and elsewhere, Seawater Solutions is advancing sustainable food production and protecting coastal habitat in the face of growing climate threats. BC+ is helping Seawater Solutions work with local communities to restore salt marshes, measure their climate and biodiversity impacts, attract greater private finance and establish a business model that can be adopted by others.



### QUEEN CONCH LAB: CARIBBEAN

The queen conch, with its pink and orange spiraled shell, is a symbol of Caribbean culture cooked in recipes, carved for jewelry and fished for income. The species also contributes to healthy coastal systems, improving water quality and helping maintain seagrass meadows as they consume algae from the ocean floor. But the queen conch faces numerous threats from habitat loss, overfishing and climate change. With technical assistance and hatcheries supported by the Queen Conch Lab, communities are growing millions of juvenile conch which are then released into ocean waters where they mature, improve coastal health and support local fishing businesses. The Queen Conch Lab has helped launch community-led conch farms in a dozen Caribbean nations and is working toward the vision of a conch farm in every Caribbean country. BC+ is helping the Queen Conch Lab grow its capacity, visibility and finances needed to achieve this vision.