

East Asian Seas Sustainable Business Network

With coasts and oceans increasingly under pressure, sustainable development issues have moved from being "nice to have" or CSR-focused concerns to core, strategic considerations for business. Companies face issues impacting their operations including overfishing, loss of natural coastlines, pollution from land- and ocean-based sources, sea-level rise and shifting weather patterns. These complex issues cut across industries and geographies, and companies face increasing levels of public scrutiny and accountability for how they manage them.


Activities in East Asia are felt around the world. The Seas of East Asia support 30% of the world's coral reefs, produce almost 80% of the world's aquaculture and supply 40 million tons of annual fish catch. The region is home to 9 of the 10 busiest container-shipping seaports and some of the fastest growing economies in the world.

Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) is uniquely positioned to help companies navigate the risks and opportunities in an ocean-based blue economy as:

- The pioneer of integrated coastal management (ICM) in East Asia
- The regional coordinating institution for the Sustainable Development Strategy for the Seas of East Asia, a marine strategy adopted by 14 countries in the region
- 20-years of on-the-ground experience as a trusted partner with companies, governments and international organizations on coastal management projects in the region



Partnerships in
Environmental Management
for the Seas of East Asia



PEMSEA has applied integrated coastal management in dozens of sites across the region, impacting more than 31,000 km of coastline and over 146 million people living in coastal and watershed areas.

The East Asian Seas Sustainable Business Network (EAS-SBN)

is an active, influential community of forward-thinking companies focused on building a blue economy through the protection, conservation and sustainable use of oceans and coasts. The EAS-SBN provides a practical, action-oriented forum for business leaders to engage in dialogue with peers and link to science and innovative technology and management best practice for moving their sustainability and shared value growth strategies forward in alignment with ocean policy development in the region.

Through the EAS-SBN, business leaders gain access to:

- The latest information on regional coastal and ocean policy and trends
- A powerful dialogue with government officials, thought leaders and other companies
- Expertise, best practices and innovative tools on issues such as climate change, sustainable fisheries, public-private partnership and pollution management
- Insight into investment opportunities through a network of local governments and development projects
- Programs for improving livelihoods in coastal communities
- Opportunities for recognition as a leader on sustainable development of coasts and oceans

Members of the EAS-SBN enjoy a number of benefits:

- Annual forum and admission to an exclusive roundtable at the East Asian Seas Congress
- Updates on important coastal management issues relevant to business in the region
- Special topic webinars with ICM and other experts
- Access to an online member center for networking, knowledge sharing and identifying coastal- and ocean-based investment opportunities
- Participation in issues-focused working groups & initiatives
- A stronger sustainability strategy through customized and discounted PEMSEA Services
- Enhanced reputation as a responsible business from opportunities to be highlighted in PEMSEA communications

Annual membership is open by invitation to companies and investors with a commitment to improving the environmental, social and economic performance of their coastal- and ocean-based ventures in East Asia.

For more information about joining the East Asian Seas Sustainable Business Network, please contact Ryan Whisnant at rwhisnant@pemsea.org.



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