



From Margins to Mainstream: Rethinking Coastal Poverty in the Age of the Blue Economy

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2023 PHILIPPINE OCEAN ECONOMY SATELLITE ACCOUNT

AT CURRENT PRICES

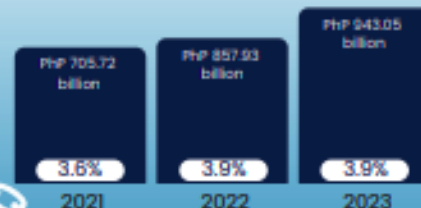


as of October 2023
National Statistics Authority

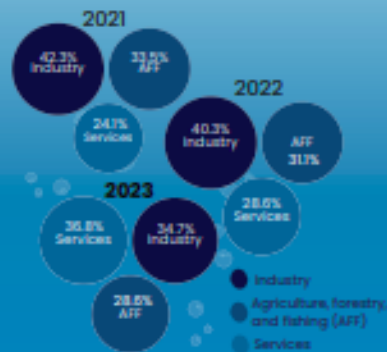
OCEAN ECONOMY refers to the economic activities such as the production, distribution, and consumption of goods and services, related to or conducted in, near, or found in the seas.

Ocean Economy grew by
9.9 percent
in 2023 compared to
21.6 percent growth in 2022.

LEVELS AND SHARE OF OCEAN ECONOMY TO GROSS DOMESTIC PRODUCT (GDP), 2021-2023

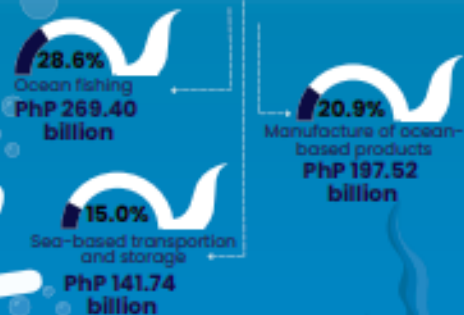


SHARE OF MAJOR INDUSTRIES TO TOTAL OCEAN ECONOMY, 2021-2023

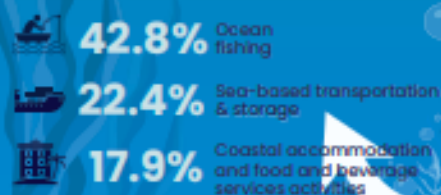


Shares may not add up to 100% due to rounding.

LEVELS AND SHARE OF TOP INDUSTRIES TO OCEAN ECONOMY, 2023



SHARE OF TOP INDUSTRIES WITH OCEAN-BASED EMPLOYMENT, 2023



2.42 million persons

were employed in Ocean-based industries with a share of 5.0 percent to the total employment in 2023, higher than the 4.3 percent share recorded in 2022.



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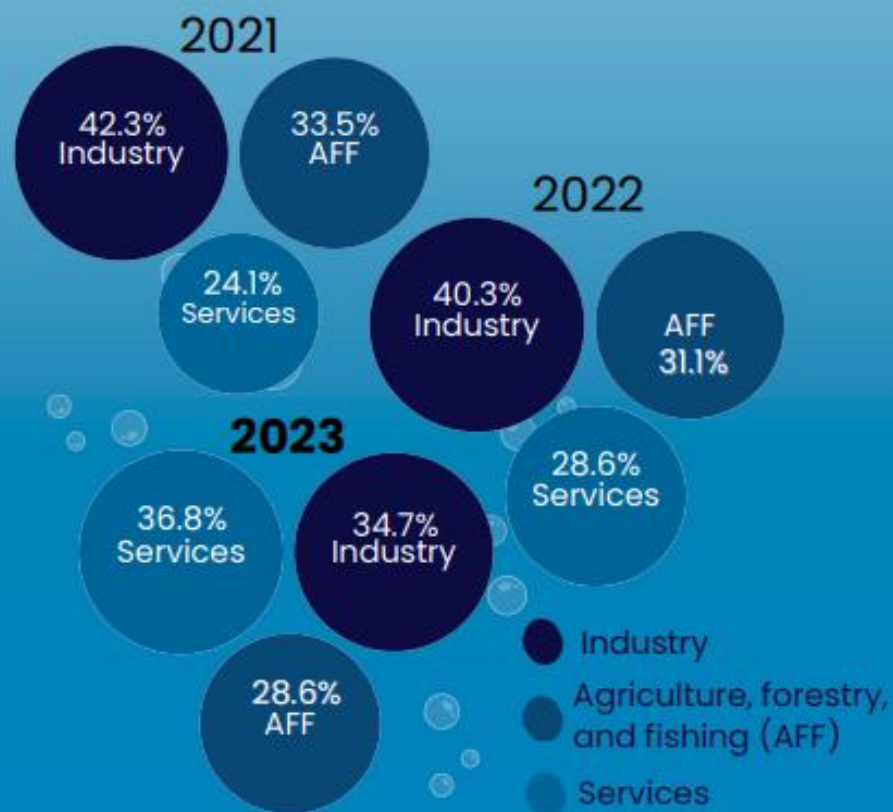
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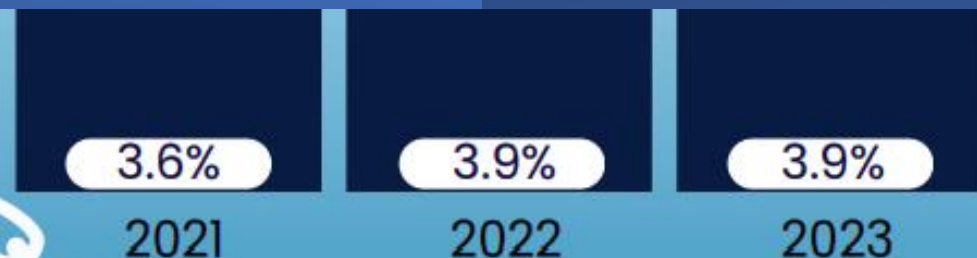


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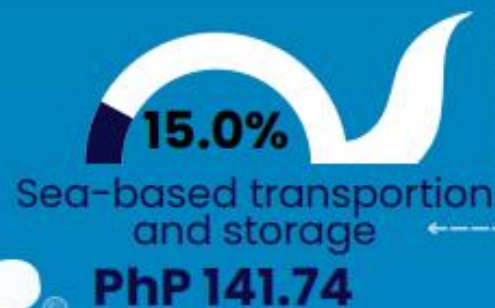
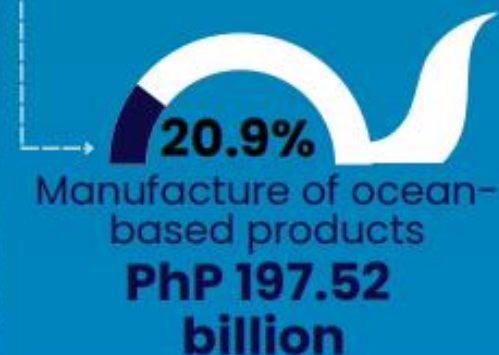


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SHARE OF TOP INDUSTRIES WITH OCEAN-BASED



LEVELS AND SHARE OF TOP INDUSTRIES TO OCEAN ECONOMY, 2023



SHARE OF TOP INDUSTRIES WITH OCEAN-BASED EMPLOYMENT, 2023



42.8% Ocean
fishing



22.4% Sea-based transportation
& storage



17.9% Coastal accommodation
and food and beverage
services activities

Sea-based transportation
and storage

**PhP 141.74
billion**

**2.42 million
persons**

were employed in Ocean-based
industries with a share of 5.0 percent
to the total employment in 2023,
higher than the 4.3 percent share
recorded in 2022.

CO5

Source: Philippine Statistics Authority
2023 Philippine Ocean Economy
Satellite Account



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Beyond fish and ships, our ocean provides...

#sustainable
OCEANS
for all

CLIMATE REGULATION



Covering 70% of the earth's surface, the ocean transports heat from the equator to the poles, regulating our climate and weather.

THE AIR WE BREATHE

>50%

The ocean produces over half of the world's oxygen and store 50 times more carbon dioxide than our atmosphere.

BLUE CARBON



Mangroves, seagrass and salt marshes **remove CO₂** from the atmosphere **10 times** more than a tropical rainforest – and **store 3 to 5 times more** carbon, thus decreasing the impacts of climate change.

Estimated blue carbon value in the EAS Region:

~ **\$68 B** for mangroves

~ **\$20-40 B** for seagrass

SHORELINE PROTECTION



Mangroves, seagrass and coral reefs are natural barriers... saving money and reducing impacts of storm surge, erosion and flooding.

- Coral reefs reduce **97%** of wave energy.
- Mangroves reduce **66%** of wave height.

OCEAN ENERGY



The ocean can produce **thermal energy** from the sun's heat, and **mechanical energy** from the tides and waves. It is estimated that 0.1% of the energy in ocean waves could be capable of supplying the entire world's energy requirements five times over.

OFFSHORE WIND POWER



Higher wind speeds are available offshore compared to on land.

HOME



The East Asian Seas (EAS) region is home to **31%** of the world's mangroves, **33%** of seagrass beds, and **31%** of the world's coral reefs, supporting diverse species of flora and fauna, and an array of ecosystem services.

FOOD



15% of animal protein comes from fish.

Countries of the EAS region account for:

63% of total global fisheries

40% of world's capture fisheries = **\$35 B**

80% of world's aquaculture = **\$197 B**

TRADE AND TRANSPORTATION



The East Asian Seas serve as conduit of **90%** of world trade through shipping.

TOURISM AND RECREATION

>**\$258B**

in tourism revenues. The EAS region account for 26% of worldwide tourist arrivals.

Swimming, boating, snorkelling, diving, dolphin and whale watching... the ocean provides us with so many unique amenities and activities.

OIL AND GAS

\$34 B

There are around 1400 offshore oil and gas platforms in the EAS region... with production of 2 million barrels of oil per day.

INCOME AND JOBS

\$1.5 T

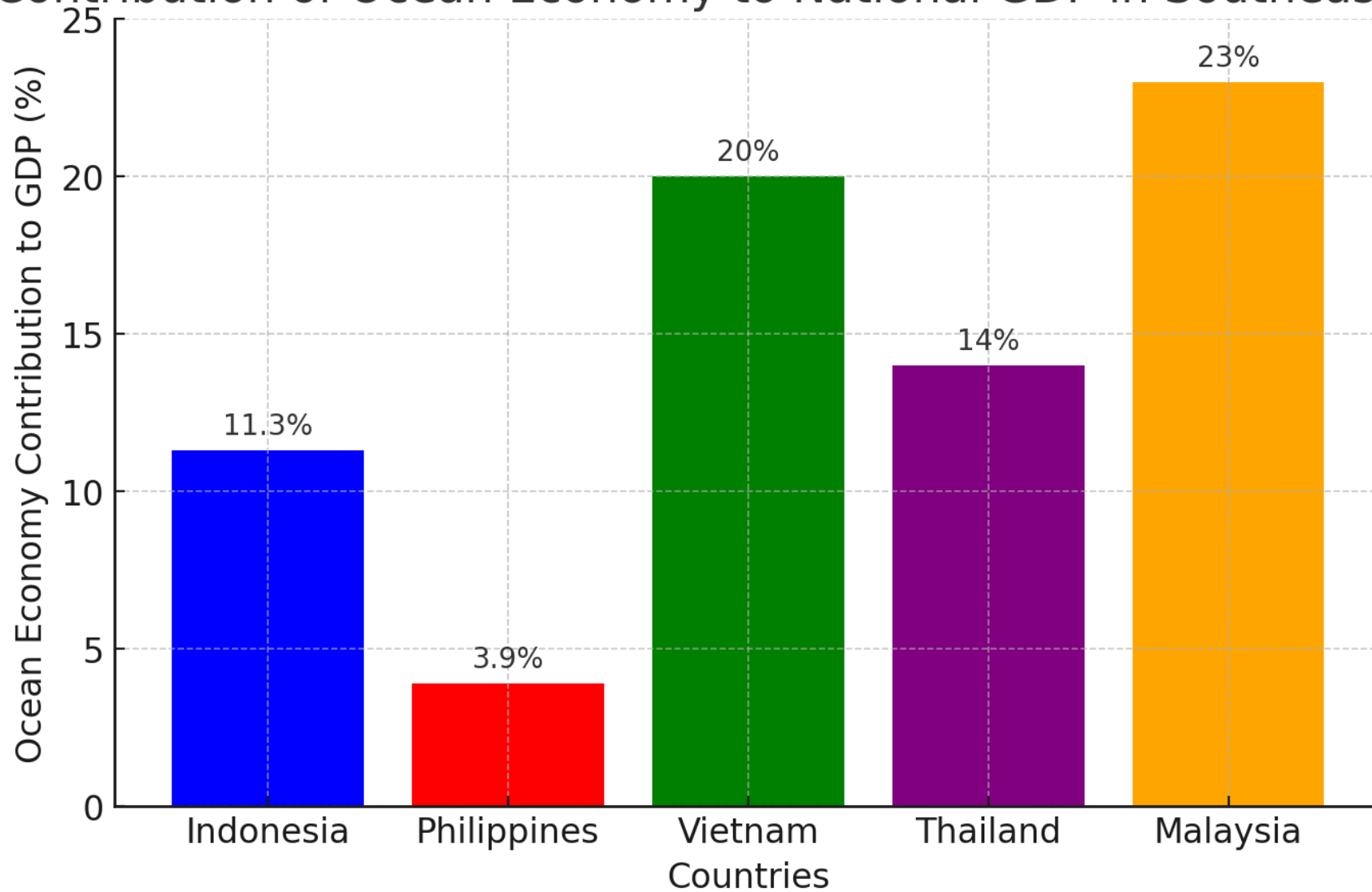
The ocean economy contributes **3% - 87% of the GDP** of the countries in the EAS region.

MEDICINE



Many medicinal products come from the ocean, including ingredients that help fight infection, cancer, arthritis, HIV, heart disease, and Alzheimer's disease.

Contribution of Ocean Economy to National GDP in Southeast Asia



Southeast Asia's Poverty Rate, 2022-23

Percentage of Population Living Below the National Poverty Line, 2022-2023

		Poverty Rate	Latest Update
1	 Myanmar	49.7%	2023
2	 Timor-Leste	48.3%	2022
3	 Cambodia	16.6%	2022
4	 Philippines	15.5%	2023
5	 Indonesia	9.03%	2023
6	 Malaysia	8.4%	2022
7	 Thailand	5.4%	2022
8	 Vietnam	3.4%	2023
9	 Singapore	0%	2023

*No recent data for Laos (latest: 2018, 18.3%)
and no poverty data found for Brunei.

Source: Seasia Stats

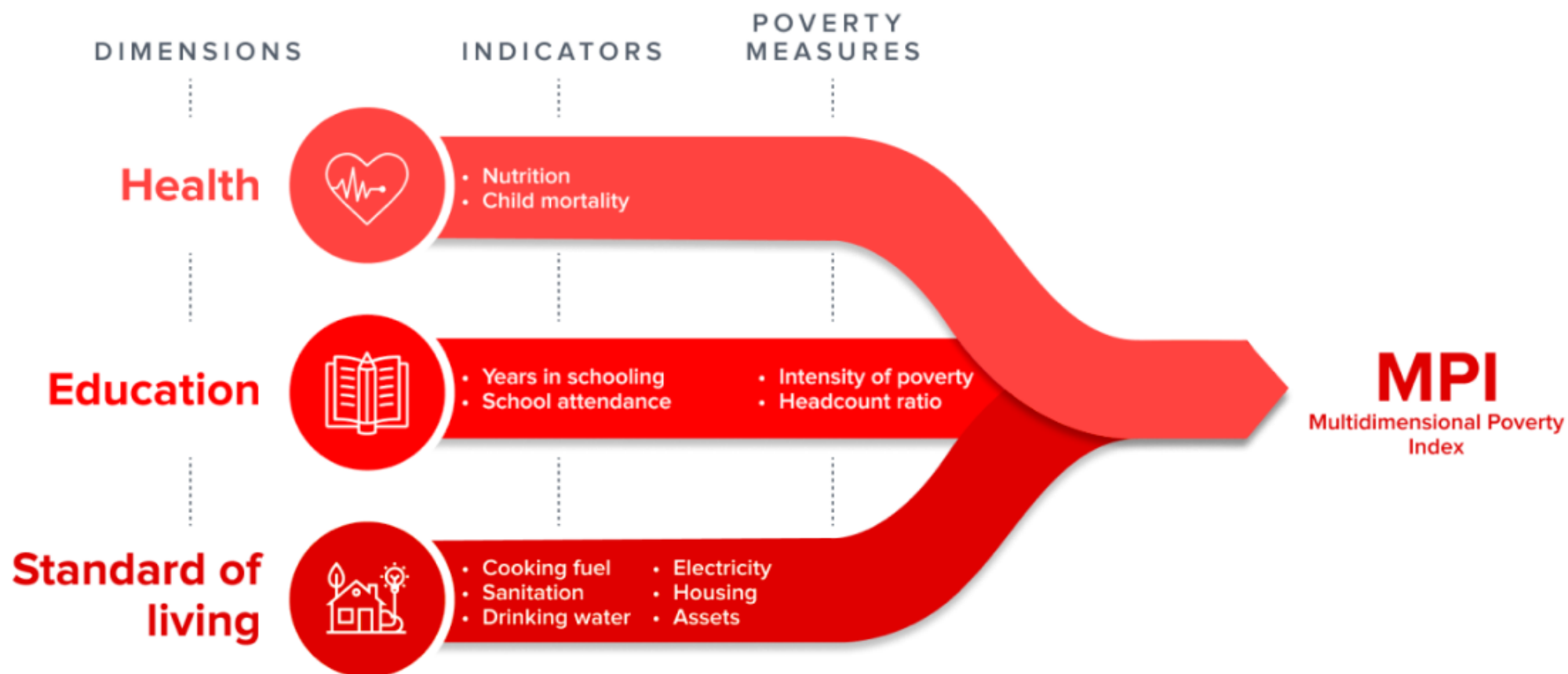
Data Collected From: United Nations Development Program (UNDP), Ministry of Finance of the Republic of Indonesia, Philippine Statistics Authority, Singapore Department of Statistics, Asian Development Bank, Statista 2024

(Photo: Canva)

Poverty rates in coastal areas
are above national averages:



MPI Dimensions and Indicators





- Livelihoods provide low unstable incomes
- Communities are vulnerable to environmental threats
- Resources to adapt, relocate or rebuild are very limited

1. Value chain upgrading

- Certifications can improve market access
- Upgrading can elevate product quality
- A focus on quality can increase local processing capacity
- Increased local capacity attracts investments and market access

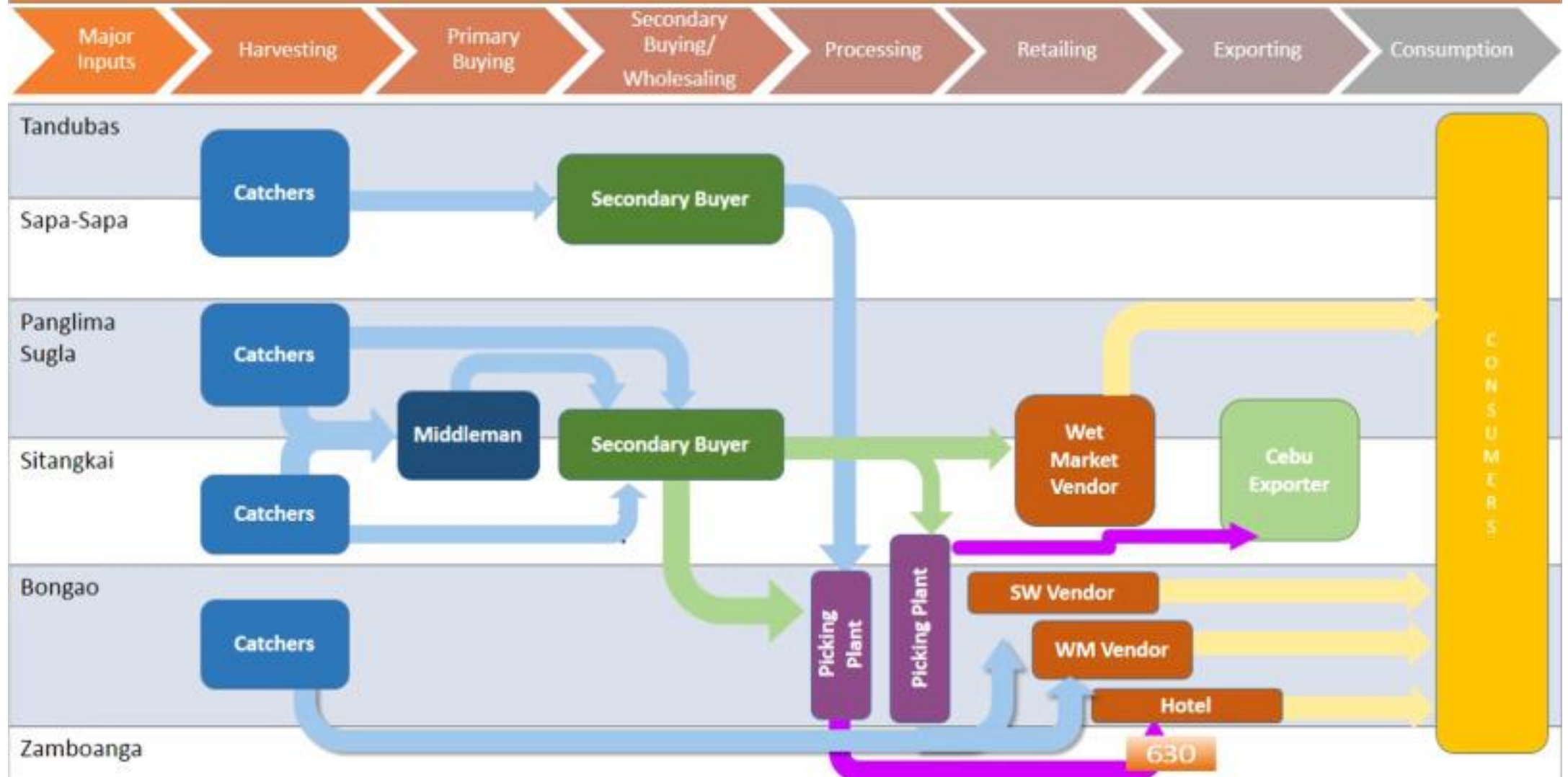
Challenge: Start and Sustain!







VALUE CHAIN STUDY ON BLUE SWIMMING CRABS IN TAWI-TAWI



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19 October 2021

First fishery in the Philippines certified to the MSC's international standard for sustainability

The Philippine Tuna Handline Partnership has become the first fishers' organization in the Philippines to achieve certification to the Marine Stewardship Council's (MSC) globally recognised standard for sustainable fishing.

The [Philippines Small Scale Yellowfin Tuna Handline Fishery](#) joins a leading group of sustainable fisheries able to verify their sustainability to the global, science-based standard set by the MSC [1].

This is a significant milestone for the Philippines, a major fishing nation where small-scale fishing makes a significant contribution to the national economy in terms of both income and employment. As well as helping to safeguard fish stocks and the marine environment, MSC certification means that tuna from the fishery can now be sold with the blue MSC label, creating new market opportunities for artisanal fishers.



Famed clam fishery first to receive MSC certification in Southeast Asia

Posted on novembre, 10 2009

The Ben Tre clam fishery in Vietnam has received Marine Stewardship Council (MSC) certification, becoming the first fishery in Southeast Asia to meet the organization's sustainability and management standards.

Hanoi, Vietnam – The Ben Tre clam fishery in Vietnam has received Marine Stewardship Council (MSC) certification, becoming the first fishery in Southeast Asia to meet the organization's sustainability and management standards.

The nationally renowned Ben Tre hard clams (*Meretrix lyrata*) are hand picked using metal rakes and collected into mesh sacks. Once collected, the clams are sold to domestic markets and exported to Europe, the US, Japan, China and Taiwan.



The Ben Tre clam fishery in Vietnam has received Marine Stewardship Council (MSC) certification.

© Nguyen Thi Dieu Thuy/WWF-Vietnam



2) Introduction to Digital Platforms

- Digital market places provide markets
- Tracability systems and online recommendations
- Direct connection to buyers cutting middle men
- Fairer prices for fishers

Challenge: Engage, Train and Supply

Building a New, Online Marketplace for Sustainable Seafood in the Philippines

May 18, 2021  3 minute read



By Emma Bauer



Connecting seafood suppliers to direct buyers and promoting responsible seafood sourcing advocacy in the Philippines



Introducing the Latest Online Seafood Marketplace



**Join us in the
Juan Catch Caravan!**



January 19, 2023
January 20, 2023
January 21, 2023
January 23, 2023
January 24, 2023



Boracay Island
Roxas City, Capiz
Concepcion, Iloilo
San Jose, Antique
Iloilo City

EMPOWERING BAWEAN ISLAND COASTAL COMMUNITIES THROUGH FISH CRACKERS PRODUCT BRANDING AND MARKETING

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Indonesia

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ABSTRACT

Bawean Island is included in the extraterritorial area of Gresik Regency, which has large natural resources in both the fisheries and agricultural sectors. If properly managed, this circumstance has the potential to lead to regional economic development. Accelerating economic activity, particularly in Bawean Island's coastal regions, can be done by developing downstream products and creating an integrated marketing model. The objective of this community service project is to support the growth and marketing of SMEs processed fish products in Dayasungai Hamlet, Sungairujing Village, Sangkapura District, and Bawean Regency as a strategic step in boosting the regional economy of coastal communities. Dayasungai Hamlet is home to 45 families, 90% of which make fish crackers. The potential of fish cracker products to penetrate wider marketing areas has been hampered by their simple packaging and scant information. Training in GMP, business and financial management, product development and packaging, and digital marketing can enhance community knowledge and boost the desire to implement business management practices, achieving an average score of 90%. Product rebranding results in comprehensive information and a better product identity, which makes it more likely to be positively received by consumers showed by product sales increase average of 154.7% per month.

Keywords: Fish Crackers, Marketing, Product downstreaming, Regional Development



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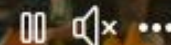
REPEAT CUSTOMER
5% OFF
PROMO COUPON

MIN. SPEND P500
5% OFF
PROMO VOUCHER

BUY 5 AND GET
5% OFF
BUNDLE DEAL DISCOUNT

BUY 10 GET
10% OFF
BUNDLE DEAL DISCOUNT

BUY THROUGH OUR TIKTOK STORE AND AVAIL DISCOUNTS AND VOUCHERS



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RXS Seafood Hub



Following

Banica Seafood offers high quality dried fish wholesale for wet/dry markets and general re-sellers!

3) Innovations in Aquaculture Technologies

- Diversify species
- Diversify products
- Diversity markets – mass, mid-range and high end
- Biotechnology-based – fermentation products
- Land-based aquaculture

Challenge: Inertia, Policy environment Investment

Ocean aquaculture

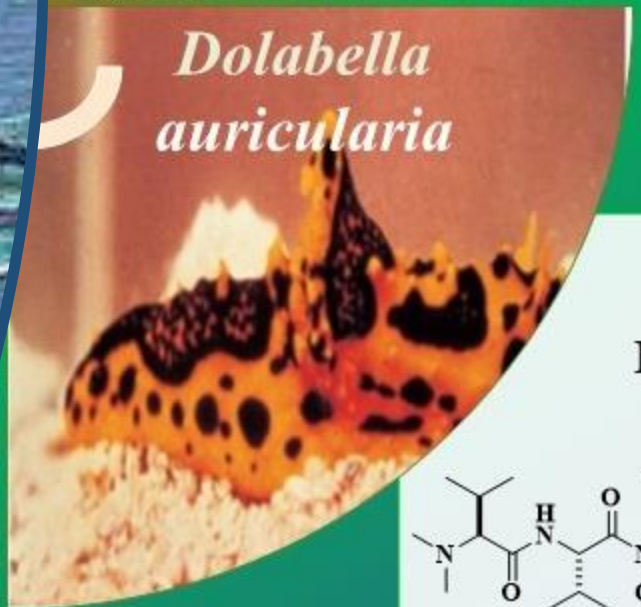
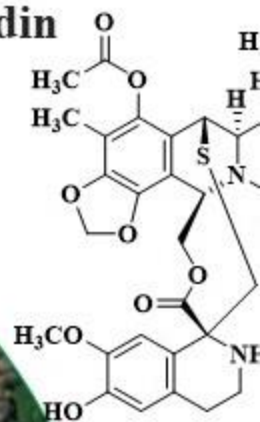
Novel varieties

New industries
including
biotechnology



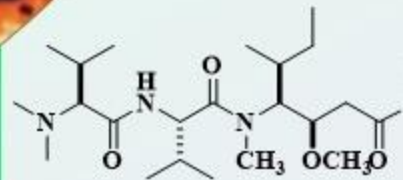
*Ecteinascidia
turbinata*

Ecteinascidin



*Dolabella
auricularia*

Dolastat

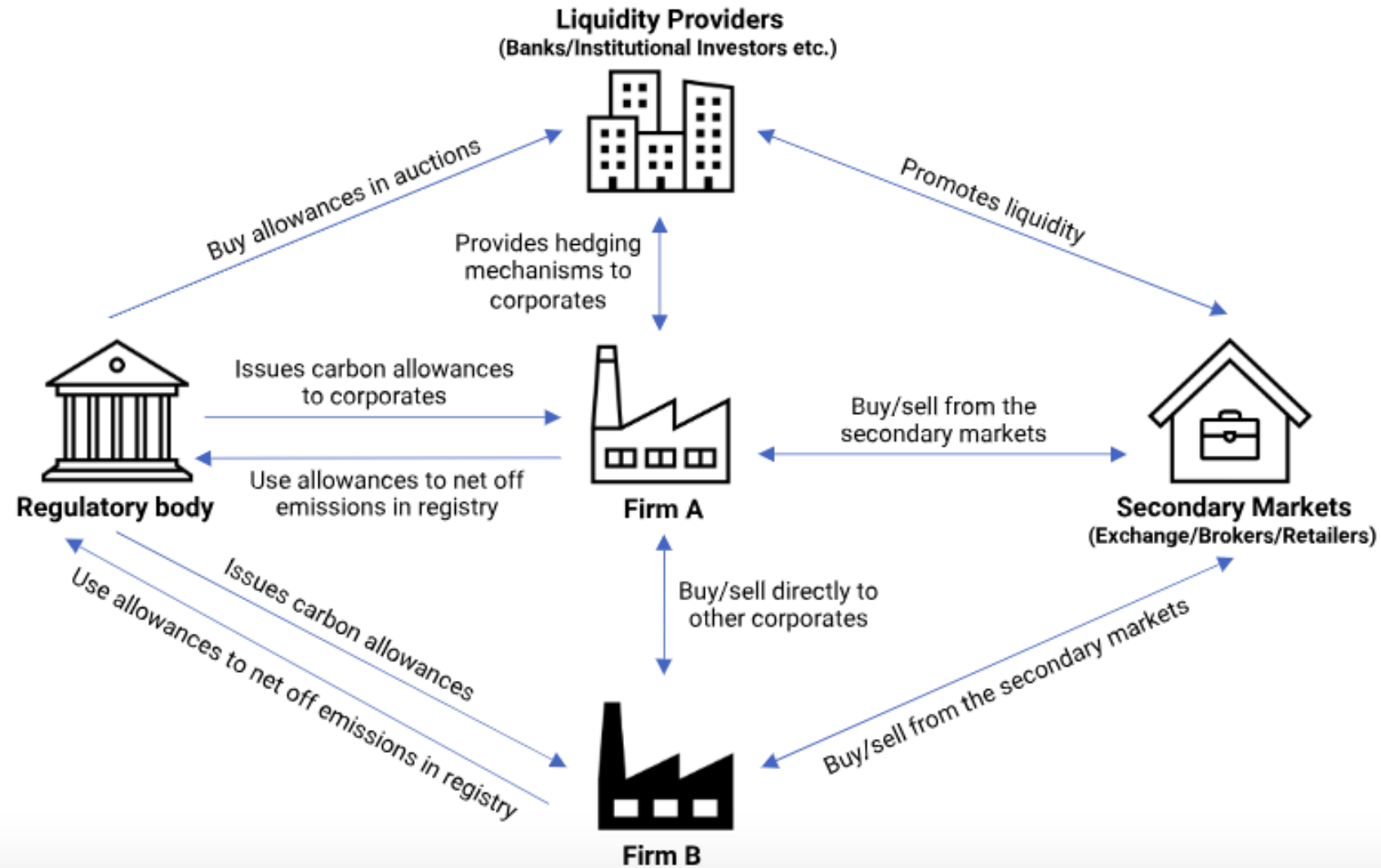


4) Community Income for Environment Services

- Ecosystem restoration creates protection against storms and erosion.
- Insurance products and carbon markets create new funding models
- Communities retain control, projects reflect local needs and rights
- Replicating these models for mutual climate and social impact.

Challenge: Engage, Train and Sustainable Supply

Compliance carbon markets' trading flow



Examples of initiatives in the marine environment

Project / Initiative	Mechanism	Who Sells (Supply)	Status
Ca Mau 'Mangroves & Markets' (SNV/IUCN)	Sustainable shrimp–mangrove farming + PES + potential carbon credits	Smallholder shrimp farmers maintaining/restoring mangroves	Piloted since 2012; feasibility for carbon finance assessed
National mangrove policy + corporate blue carbon projects	Land tax exemption for mangroves; reforestation aimed at carbon credits	Local communities + firms doing restoration	Law effective 2025; projects announced but benefit-sharing still developing
Rajang–Belawai blue carbon initiative	Mangrove restoration + future carbon licensing	State-linked and community partners	Early stage; carbon licence pending; planting preparations ongoing
Village-led mangrove restoration + national carbon exchange (IDXCarbon)	Presidential Reg. 98/2021; carbon exchange; village projects tested	Village communities with mangrove lands; state programs	Exchange launched 2023; pilots ongoing
National Blue Carbon Action Plan / PEMSEA roadmap	Roadmap for mangrove & seagrass carbon projects; pilots developing	Local governments, people's orgs, NGOs with mangrove/seagrass projects	Planning & policy stage; verified credits not yet issued

Manpower Development



Conclusion:

