

UNDP Sustainable Oceans Strategy (2025) - Updating the UNDP Ocean Promise

Name of legal entity	Country	Overall project value (US\$)	Proportion carried out by candidate (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of partners if any
Sustainable Seas Ltd	All Small island de-veloping states	US\$50,000	100%	1	UNDP	UNDP	26th Oct 2024-28 June 2025	N/A

Detailed description of project	Type of services provided
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UNDP has mobilized , since the 1990s, upwards of \$1 billion for ocean protection and restoration actions in over 100 countries. In many cases, these investments have translated into transformational impacts on ocean ecosystems and sectors, including moving the world’s largest tuna fishery (W&C Pacific) to 100% sustainability, reversing one of the world’s largest hypoxic dead zones in the Black Sea, scaling up Integrated Coastal Management to now cover over 40 percent of East Asian coastline, and significantly reducing the environmental footprint of the international shipping sector. UNDP brings its broad expertise and experience in transforming ocean management and governance at local to global scales, numerous partnerships with UN sister organizations, IGOs, NGOs, the private sector and national governments, and its strong country presence and dialogue with governments.

Work was initiated by Jonathan McCue to support UNDP to evaluate performance against its Ocean Promise Vision statement that *“By 2030, 100 coastal countries (including all SIDS) realize the maximum potential of their blue economies through sustainable, low emission and climate resilient ocean use that grows economies, creates jobs and livelihoods, improves food security and reduces poverty, inequity and gender inequality”*.

Jonathan McCue (Sustainable Seas Ltd) was engaged as the expert on to help support UNDP to assess performance against the Ocean Promise 10 Targets that were set. The work focused upon the following tasks:

- Preparation of a draft Sustainable Oceans Strategy for initial consultation.
- Detailed stakeholder engagement with all UNDP partners, Regional Technical Advisors and operational staff involved with implementing UNDP focused projects (GEF and non GEF) including Ocean Innovation Challenge teams.
- A review of evidence in order to advise the UNDP on where specific Ocean Promise Targets require additional attention and where analysis from other non UNDP ocean related projects may help support on commitments made by other countries on SDG14.
- Analysis of stakeholders attending the UN Oceans Conference (June 2025) to support “Blue Room” presentations .
- Identification of current gaps in donor programmes related to the restoration of critical marine habitats that could potentially support UNDP Ocean Promise targets and objectives.