

stronger stewardship over time. The proposed MPA will cover seventy per cent of the Antarctic Peninsula and will be established alongside a modern science-based krill fishery management.

John Kerry, Ocean Stewardship Initiative Champion states:

“I’m proud to use my experience to help governments, NGOs and the private sector pull together for our ocean. Collaboration brings results. Conflict brings the opposite. If we want progress that lasts, we have to work together and show proof.”

Jennifer Jordan-Saifi, CEO, Sustainable Markets Initiative adds:

“The ocean needs more than ambition. It needs cooperation that leads to real progress. Through OSI, we bring together responsible business, governments, science and civil society to support delivery. We are delighted to welcome John Kerry as an OSI Champion, and we value our collaboration with MSC, Aker BioMarine and Aker QRILL Company as we work to help move ocean protection forward.”



The Ocean Stewardship Initiative was officially launched during the SMI Roundtables & Exhibition at Hampton Court Palace, 11. -12. March.

Read more: <https://www.sustainable-markets.org/news/ocean-action-initiative>

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The Sustainable Markets Initiative (SMI) is the world's go-to private sector organization for sustainable transition; characterized by our unique brand of 'private sector diplomacy'. With the vision of our founder, His Majesty King Charles III, and our unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

Together, we seek to mobilize the trillions of dollars required to achieve a sustainable future. Investment at this scale requires global systems-level change with a default sustainable orientation across markets, industries and supply chains. Here, our mandates, the Terra Carta and Astra Carta, provide practical private sector trajectories.

The SMI believes that with bold ambition and courageous leadership, we can seize a new era of global prosperity that will last for generations to come. We call this 'The Growth Story of Our Time'. Read more: www.sustainable-markets.org

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The Ocean Stewardship Initiative seeks to mobilise private sector engagement in support of effective Ocean governance, encompassing marine protection and science-based fisheries management. The initiative, led by the Sustainable Markets Initiative, has been developed in partnership with Aker BioMarine and Aker QRILL Company, with advice from the Marine Stewardship Council. Through private-sector leadership, the Initiative's first goal is to support the establishment of one of the world's largest Marine Protected Areas in Antarctica.

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