



**FOR IMMEDIATE RELEASE**

**Youth-led movement curates ocean solutions  
to inspire government and the private sector to take action**

**Bali, Indonesia - Wednesday 31st October 2018** . [Our Ocean Youth Leadership Summit](#) co-hosted by Sustainable Ocean Alliance (SOA) and the government of Indonesia concluded yesterday after bringing together 200 ocean youth leaders from 50 nations with one mission: finding solutions to protect our ocean.

“Indonesian President Jokowi set his vision that the future of the Indonesian nation, of us, is in the ocean! So (youth) has to turn it around!. (...) And there is not much time”, said Susi Pudjiastuti, Minister of Marine Affairs and Fisheries (MMAF).

Participants described the summit as a wake-up call, a rising up of new powers and new voices in the quest to save the largest ecosystem in the world. Fifty-eight percent of the audience was interested in solving marine pollution challenges. Coca-Cola, Unilever and Nestlé shared their corporate innovation challenges during strategic breakout sessions to discuss innovative solutions to tackle them.

Youth participants were also able to learn from and network with high dignitaries present at the event. Speakers in attendance included Peter Thomson, UN Special Envoy for the Ocean, Judy Garber (Environment and Science (OES), U.S State Department), Rob Kaplan (Circulate Capital), Christian Leffler (European Union), U.S. Ambassador to Indonesia, Joseph R. Donovan Jr., Svenja Schulze (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety in Germany), Vidar Helgesen (Norway’s Special Envoy to the Ocean). As noted by several of these speakers, the learning was bidirectional as they were able to learn from and be inspired through their interaction with youth participants at the summit.

Daniela Fernandez, CEO of Sustainable Ocean Alliance (SOA) closed the summit with four takeaways. We need to:

1. **Grow and develop the ocean innovation ecosystem** to train young people to approach these ocean challenges through an entrepreneurial lens.

2. **Match our youth leaders to existing ocean campaigns** so they can collaborate with NGOs and deploy a vast array of ocean advocacy projects in their respective countries.
3. **Build a pipeline of funding vehicles to help their ideas scale** and provide seed funding to propel novel, early-stage ocean technology solutions.

As a response to these takeaways Sustainable Ocean Alliance (SOA) announced **the launch of the Ocean Innovation Catalyst**, an initiative to bring together ocean accelerators, corporate and NGO partners to share best practices, resources and develop a network that can support the innovation of the next generation of ocean leaders.

[View highlights video](#)

[Review Our Ocean Youth Leadership Summit agenda](#)

After attending the youth summit, Susi Pudjiastuti, Minister of Marine Affairs and Fisheries (MMAF) in Indonesia, expressed a message of hope. “I saw youth leaders, with big spirits, able to guard and care for the ocean. I requested to Daniela Fernandez, CEO of SOA, that they bring 100 Indonesian youth leaders to the next Our Ocean conference in Norway. That way, even if I’m not there, the voice of my country and the voice of the ocean will be heard.”

The next Our Ocean Conference will be held in Oslo, Norway in October 24th-25th 2019.

Check Sustainable Ocean Alliance twitter feed and event updates using event hashtags #SOAYout and #OurOcean2018.

The summit was supported by the Marine Affairs and Fisheries (MMAF), the Lucile and Packard Foundation, OceanX, Monterey Bay Aquarium, Unilever, Ocean Conservancy, Rare, Waitt Foundation, Bank BI, WCS, Nestlé, Panasonic, Lonely Whale Foundation, and Danone.

Community supporters include Divers Clean Action, Ashoka, ImpactHub and the Indonesia Business Council for Sustainable Development

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## **About Sustainable Ocean Alliance**

Sustainable Ocean Alliance (SOA) is a global organization that advances the impact of start-ups,

social enterprises and youth-centered initiatives that are developing solutions to protect and sustain our ocean. SOA's pipeline of ocean leaders is cultivated through a chapter-based model, led by students at the high school and college levels, as well as by young professionals.

Sustainable Ocean Alliance (SOA) was founded in 2014 as a college-room idea. With phenomenal speed, SOA has created the world's largest network of young ocean leaders - through establishing a presence in over 50 countries, launching the first-ever Ocean Solutions Accelerator to support ocean start-ups, and partnering with corporations such as *The Economist* and Lindblad Expeditions, NGOs, and governments, including Indonesia and the European Union, to develop technological solutions that can address the greatest threats facing our planet.

Website: [soalliance.org](http://soalliance.org)

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## **Media contacts**

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