

# **BOI: Background to Establishment**







海洋プラ・違法漁業問題など 海の課題は引き返せない危機に直面

Faced with crises concerning ocean issues for which there is no turning back, such as the problems of ocean plastic and illegal fishing

G20での 「大阪ブルーオーシャンビジョン」 など、海の課題への国際社会の注目

Attention of the international community given to ocean issues, including the "Osaka Blue Ocean Vision" at the G20

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2025年大阪関西万博に NPO法人ゼリ・ジャパンが海洋課題を テーマとしたパビリオン出展を決定

ZERI JAPAN, an NPO, will have a pavilion exhibit themed on ocean issues at Expo 2025 Osaka, Kansai, Japan



同団体理事長: 更家氏を中心に 共創プラットフォームの構想発案

The conceptualization of a co-creation platform was spearheaded by Mr. Saraya, the organization's president

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国連海洋会議でも 「ビジネスでの海洋課題解決」がテーマに。 連動する形で、BOI設立趣旨を発表。

"Business-based solutions to ocean issues" was the theme of a UN Ocean Conference. In conjunction with this theme, the purpose of the BOI was announced.



日本経済新聞社も、本構想に賛同。 新たなフォーラム立上げ、 活動を連携。

Nikkei Inc. also endorsed this concept. New forums were launched, and the activities were coordinated.

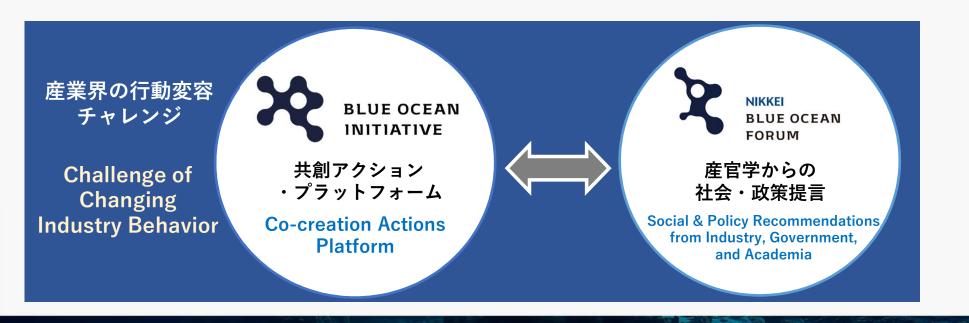
# BLUE OCEAN PROJECTS and "NIKKEI Blue Ocean Forum"





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# **BLUE OCEAN PROJECTS and "NIKKEI Blue Ocean Forum"**



市民・社会の行動変容チャレンジ

Challenge of Changing the Behavior of Citizens & Society



ゼリ・ジャパン 企業パビリオン " BLUE OCEAN DOME "

ZERI JAPAN Corporate Pavilion "BLUE OCEAN DOME"









産業界の行動変容 チャレンジ

Challenge of Changing Industry Behavior



BLUE OCEAN INITIATIVE

共創アクション ・プラットフォーム

Co-creation Actions
Platform



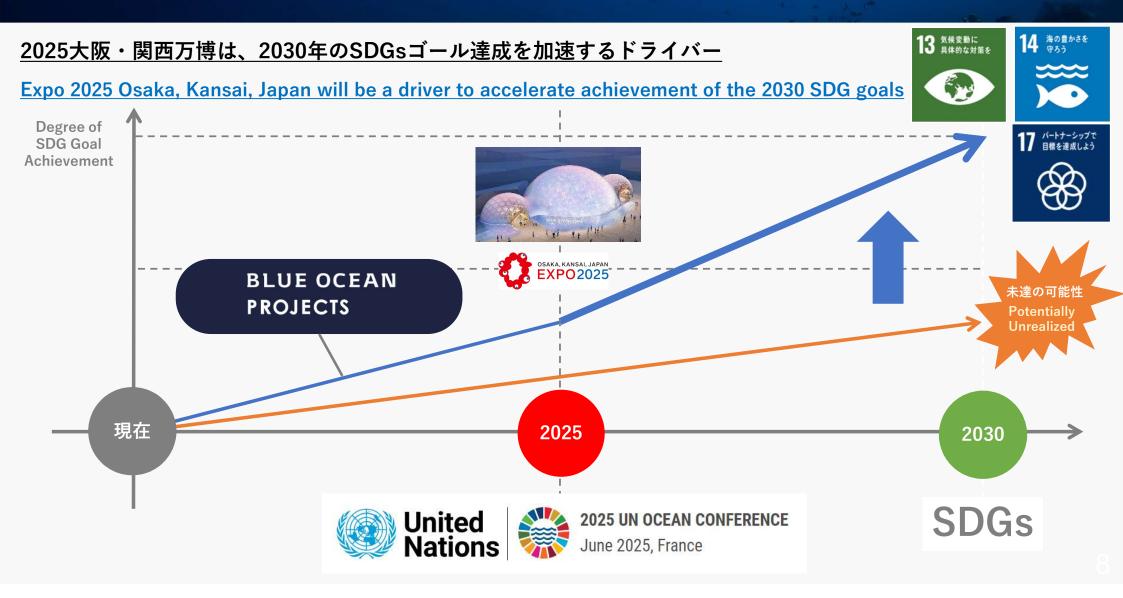


NIKKEI BLUE OCEAN FORUM

産官学からの 社会・政策提言

Social & Policy Recommendations from Industry, Government, and Academia

# Milestone of BLUE OCEAN PROJECTS



# **BOI**: Purpose



#### 先行きが不透明で将来の予測が困難な状態なVUCAの時代

VUCA era in which the outlook is uncertain and the future is difficult to predict

世界的な社会課題の解決にあたって必要なのは、 What is needed to solve global social issues:

- 企業のノウハウやリソース活用 Utilization of corporate know-how and resources
- 意思を持ったリーダーシップ Willing leadership
- 多様なパートナーシップ連携 Diverse partnership collaboration



# BLUE OCEAN INITIATIVE

ブルー・イノベーションの共創と、ブルー・アクションの実践を通じ、 海洋の保全と資源開発が両立した、持続可能な未来社会を実現する。

Through the co-creation of "Blue Innovation" and the implementation of "Blue Action", we will realize a sustainable future society that balances marine conservation and resource development.

# BOI: "Ocean" Co-creation Community of Industry, Government, Academia, and the Private Sector Originating from Japan



海のサスティナビリティ実現に向けた、産官学民の多様なアクションリーダーの集結を目指す

Aiming to bring together diverse action leaders from industry, government, academia, and the private sector to realize ocean sustainability



#### **BOI: Participating Companies & Organizations** (94 Companies & Organizations as of March 1, 2025)











賛助会員B(14社)

(49社)





























住友大阪セメント **YANMAR** ( 常石グループ き 五洋建設株式会社 ABeam Consulting ASKUL YAMAHA

















































































































# **BOI Activity Cycle**





日本発の「BLUE INNOVATION」で、世界の海を持続的な海へ。

Making the world's oceans more sustainable with "BLUE INNOVATION" from Japan.

# **Co-creation Communities: Subcommittee Themes**



1

海洋プラスティック回収手段の確立と再資源化の加速 Establishing means to collect ocean plastics and

accelerate recycling

3

ブルーカーボンの普及促進と 関連商品・産業の創出

Promoting the spread of blue carbon and creating related products & industries

持続可能な水産資源管理とサプライチェーンの進化

Sustainable fishery resource management and supply chain advancements

4

脱炭素時代における 海洋都市・海運・エネルギーの開発

Developing maritime cities, shipping, and energy in the age of decarbonization

5

「海からの観光」の 新事業創造と地域創生

New business creation and regional revitalization of "ocean-based tourism"

6

海洋データの共有と利活用の推進

Promoting the sharing and utilization of marine data

7

海洋保全を加速させるソーシャル・コミュニケーション

Social communication to accelerate marine conservation