

Joint 30x30 Funding Initiative



Bloomberg
Philanthropies



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OCEANS⁵

Arcadia and Bloomberg Philanthropies launched the Joint 30x30 Funding Initiative (the Fund) to help secure protection for 30 percent of the world's ocean by 2030, as outlined in Target 3 of the landmark Kunming-Montreal Global Biodiversity Framework (GBF).

The Fund is uniquely designed to make progress toward this target for the benefit of people, nature, and the global climate.

Launched at the 2023 Our Ocean Conference, the Fund focuses on supporting the ambition of Indigenous Peoples, coastal communities, non-government organizations (NGOs), and governments to strengthen the health and resilience of the ocean through achieving this target.



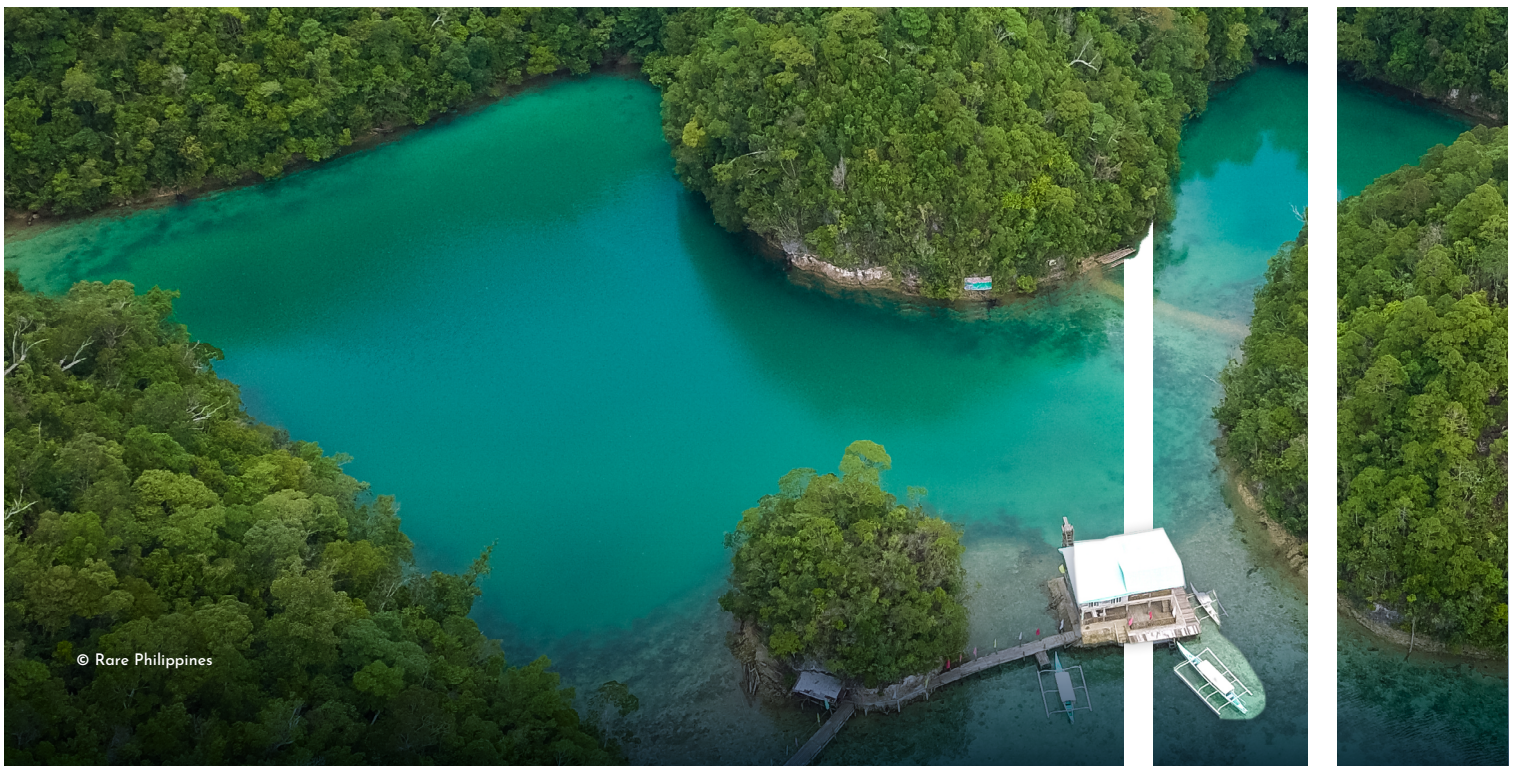
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Target 3: 30x30

Target 3 aims to bring 30 percent of ocean areas under protection by 2030. Conservation measures must recognize and respect the rights of Indigenous Peoples, as well as local communities, while also ensuring that any sustainable use is consistent with conservation outcomes.

The Fund is a targeted mechanism to help deliver the promise of Target 3. Through equitable and inclusive protection, the Fund helps bridge resource gaps, empower local stakeholders, and ultimately deliver lasting impacts at scale. The Fund remains open to expressions of interest from prospective private donors.

A fund to support efforts to protect the health and resilience of the ocean, climate, and communities.



Target 3: 30 percent of areas are effectively conserved

Ensure and enable that by 2030 at least 30 percent of terrestrial and inland water areas, and of marine and coastal areas, especially areas of particular importance for biodiversity and ecosystem functions and services, are effectively conserved and managed through ecologically representative, well-connected and equitably governed systems of protected areas and other effective area-based conservation measures, recognizing indigenous and traditional territories, where applicable, and integrated into wider landscapes, seascapes and the ocean, while ensuring that any sustainable use, where appropriate in such areas, is fully consistent with conservation outcomes, recognizing and respecting the rights, including over their traditional tenure, of indigenous peoples as well as local communities.

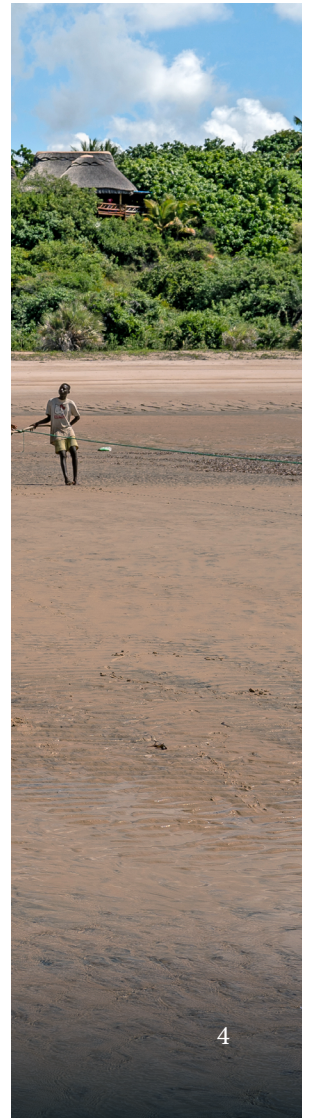
Indigenous and Local Communities for Lasting Conservation

In addition to working with international bodies and national governments, conservation and management efforts must recognize and respect the rights of Indigenous Peoples as well as local communities, if they are to have a lasting impact. This approach is enshrined in the GBF and specifically aligned with Target 3.

The Fund empowers Indigenous Peoples as well as local communities to be the architects and leaders of meaningful, self-determined stewardship.

By initiating protection at the local level and expanding these efforts through strategic grant making, the Fund provides a catalyst for lasting, community-led conservation impacts.

The Fund works to unlock sustainable financing that can empower local people and community-led projects with the longevity, flexibility, and resilience needed to mitigate reliance on shorter-term philanthropic funding for ocean conservation.



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JOINT 30x30 FUNDING INITIATIVE

Strategies Designed to Deliver Progress

Housed under Oceans 5, a funder collaborative of roughly two dozen philanthropic organizations focused on ocean conservation, the Fund supports the establishment of Marine Protected Areas (MPAs) and Other Effective area-based Conservation Measures (OECMs), both nationally and internationally, while also directing much-needed resources into capacity building for grassroots initiatives.

Working on a global scale, the Fund covers a broad range of ocean ecosystems, countries, governments, and communities with equally ambitious strategies. From national and coastal waters to the high seas, the Fund is building coalitions, tracking progress, and measuring impact on the path towards Target 3.

Strategy Overview

Support ambitious new efforts that demonstrate effective and equitable paths towards the global target to protect 30% of ocean by 2030 (30x30) set out in Target 3 of the Kunming-Montreal Global Biodiversity Framework.



Coastal

Create new MPAs and OECMs in coastal waters, including via partnerships with Indigenous and community-led organizations



National Waters

Launch campaigns to create high-quality MPAs and OECMs in countries' EEZs



High Seas

Launch campaigns to create high-quality MPAs in high seas areas of significant biodiversity



Coalitions and Funding Mechanisms

Build coalitions to drive political ambition and galvanize new funding mechanisms



Tracking and Measuring Impact

Support mechanisms to track progress and measure impact toward meeting 30x30

The roadmap for this journey is crystalized in five core strategies:



Protect Coastal Areas in Partnership with Local Communities

Although they comprise less than 10 percent of the world’s ocean, coastal areas are uniquely biodiverse, store enormous amounts of carbon, and provide food and livelihoods for half a billion people worldwide. Protection and sustainable management must therefore go hand in hand, striking a balance that benefits both people and nature. To that end, the Fund supports the creation of new MPAs and OECMs in coastal waters, implemented through partnerships that respect, strengthen, and restore the tenure rights of Indigenous Peoples, coastal communities, and Indigenous-led as well as community-led organizations.

CASE STUDY	PROJECT	GRANTEE
Coastal Areas	Building Effective Coastal Protection in Côte d'Ivoire for Biodiversity and Livelihoods	Conservation des Espèces Marines (CEM)

Côte d'Ivoire is located along one of the world’s five most productive marine areas, rich in fisheries and biodiversity. CEM is working with local fishing communities and the government to develop and implement five new MPAs. The project aims to strengthen the capacity of communities, NGOs, and the government to protect 10% of the country’s waters and lay the foundation for the government’s eventual 30x30 goal. The first new MPA, Grand-Béréby, was created in 2022 to protect seabed habitats and reef ecosystems, and includes no-take zones, community managed fishing zones, and an eco-development zone.



CASE STUDY	PROJECT	GRANTEE
Coastal and National	Uniting a Coalition to Implement Philippines’ 30x30 Target	MPA Support Network (MSN)

The Philippines is home to some of the world’s most diverse marine ecosystems including expansive coral reefs, mangrove forests, and seagrass beds. The government’s plan to strengthen marine conservation will increase the amount of national waters protected in nationally recognized MPAs from 1.42% to 15.9% by 2030. To help reach this goal, MSN is leading a coalition of its NGO members in a project that integrates planning and development of locally managed protected areas, OECMs, and national MPAs across the entire country. The project supports regional and local institutions to implement new and existing MPAs through science-based and community-led management. It also builds capacity for local governments and stakeholders to strengthen MPA planning, enforcement, and monitoring.





Protect Habitats and Biodiversity in Exclusive Economic Zones

Countries’ vast offshore waters, or exclusive economic zones (EEZs), make up around 30 percent of the world’s oceans. These critical ocean habitats harbor enormous biodiversity. And yet, only about 6.2 percent of the global ocean within EEZs is fully protected. Creating MPAs will safeguard and restore a range of ecologically significant habitats, support sustainable ocean economies, and accelerate progress toward Target 3. The Fund supports efforts to create and implement national Target 3 strategies, focusing – though not exclusively – on countries with the largest EEZs.

CASE STUDY	PROJECT	GRANTEE
National Waters	Expanding and Strengthening Australia’s Marine Park System	Australian Marine Conservation Society (AMCS) and Pew Charitable Trusts (Pew)
Australia’s marine waters span three oceans rich in biodiversity, including coral reefs and fisheries, and have strong ties to the Aboriginal and Torres Strait Islander peoples. Pew and AMCS are supporting efforts to increase marine protection around Australia and its sub-Antarctic territories. Their efforts include the creation of new and expansion of existing MPAs in federal waters, with an emphasis on increasing the area covered by highly and fully protected zones.		



Create New Protected Areas in the High Seas

International waters – also known as the high seas – encompass around two-thirds of the world’s ocean. To achieve 30x30, an extensive network of new protected areas, covering one-third of the high seas, must be established. In 2023, after nearly two decades of deliberation, United Nations Member States agreed on a treaty providing the legal framework for biodiversity protection in these waters. The Fund provides a mechanism through which this global political will becomes tangible progress, by supporting the ratification of the High Seas Treaty, and launching campaigns to create new high seas protected areas.

CASE STUDY	PROJECT	GRANTEE
National Waters	Establishing a High Seas MPA in the Salas y Gómez and Nazca Ridges	Coral Reefs of the High Seas Coalition
The Salas y Gómez and Nazca Ridges in the southeastern Pacific Ocean are home to the deepest light-dependent coral reefs on earth, numerous endemic species, and an important migration corridor for whales, sharks, sea turtles, and other ecologically-important marine animals. Coral Reefs of the High Seas Coalition is leading an inclusive and collaborative campaign for the creation of one of the first large-scale high seas MPAs in this area. It is not only ecologically important, but also culturally significant to Indigenous Pacific Islanders and others who have used the ridges as a voyaging highway for centuries.		





Build Strong Coalitions in Support of Achieving Target 3

Sustaining momentum and ambition on the journey to 2030 requires a foundation of support from campaigns, communications, and coalitions. This must include national and international governing bodies, as well as civil society organizations, Indigenous Peoples, coastal communities, and private donors. To build these enabling efforts, the Fund invests in building inclusive coalitions of influential world leaders, governments, Indigenous Peoples, coastal communities, and NGOs to drive political ambition to implement Target 3 and galvanize new funding mechanisms to finance marine protection.

CASE STUDY

Build Coalitions

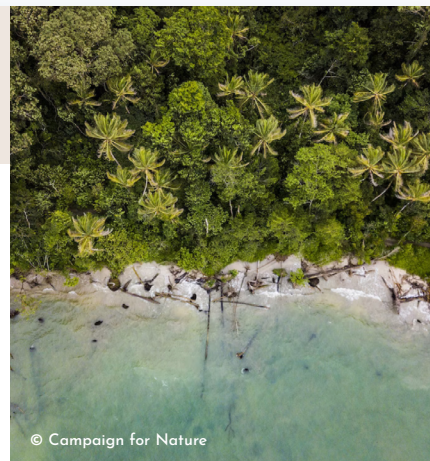
PROJECT

A Global Network of Conservation Influencers

GRANTEE

Campaign for Nature

Through this project, Campaign for Nature is deploying its network of political influencers and leveraging the 115-country-strong High Ambition Coalition for Nature and People to push for action on biodiversity protection. Campaign for Nature works with these and other groups to elevate awareness and ambition in the global political agenda and press, hold public donors accountable to their commitment to increase conservation finance to US\$20 billion per year by 2025, and advance country-specific ocean protection efforts.



© Campaign for Nature



Track Progress and Measure Impact

Transparent and accessible data and information are key to empowering civil society and the public to advocate for inclusive ocean conservation commitments and hold governments accountable. To ensure promises lead to progress, the Fund invests in the tools and technology needed to build the capacity of civil society, Indigenous Peoples, coastal communities, and the public to track Target 3 advancements and develop and participate in ocean protection proposals that reflect their interests.

CASE STUDY

Track Progress

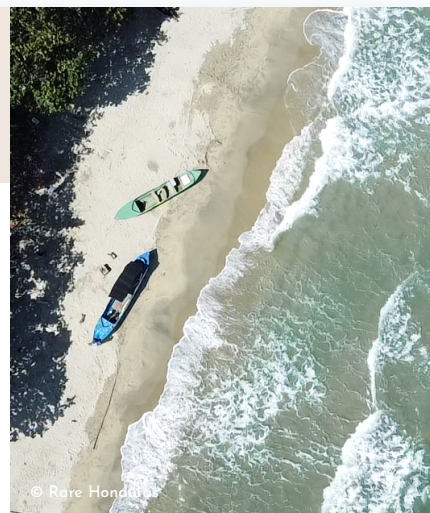
PROJECT

A Guide for Evaluating Alternative Protected Area Contributions to 30x30

GRANTEE

Oregon State University (OSU)

Progress toward GBF's 30x30 target will be made through creation of new MPAs, which have well-defined international standards, and OECMs, which lack such guidelines. This project addresses this gap by developing a science-based, inclusive, and equitable framework – an OECM Guide – for evaluating how sites are contributing to effective biodiversity conservation. Following their successful development of The MPA Guide, OSU is building consensus among diverse groups to develop the new OECM Guide in a way that accounts for the unique challenges, benefits, and opportunities provided by these sites.



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Roadmap for 30x30 Impact

To achieve impact, the Fund will...	⇒ Interim Targets	⇒ By 2030
Create new, high-quality MPAs and OECMs in countries' coastal and EEZ waters	Launch projects to reach >100 protected coastal areas , and launch 20 campaigns to achieve nationally determined targets in EEZs	At least 30 countries attain 30% ocean protection in their national waters
Launch campaigns to create MPAs in the high seas	Launch 10 high seas protected area campaigns	Hundreds of new and effectively-managed protected areas in coastal waters
Support existing and new international mechanisms to track progress, guide, and measure the impact of high-quality MPAs and OECMs	Create an internationally accepted OECM framework	20 million km² of new protected areas in Antarctic, Mediterranean, and other high seas areas
Build powerful coalitions of world leaders, countries, and organizations through political diplomacy	Establish a robust communications network with global to national campaigns Convene high level events for major announcements and new funding	New financial mechanisms for protected area development Internationally driven accountability mechanisms to track, measure progress



Progress as of August 2025



26 Countries with 30x30 Campaigns



16 Countries with EEZ Campaigns



22 Countries with Coastal Campaigns
(70+ new coastal sites targeted)



8 High Seas MPA Campaigns

Fund Top Line Progress

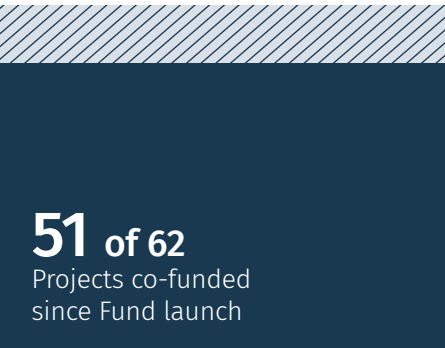
Since its 2023 launch, the Fund has achieved the following as of August, 2025:



*Collaborative effort to make progress on globally recognized marine conservation target (ex: 30x30, High Seas Treaty ratification).
**Unique count of areas with grantee projects.

Partnerships

Co-funding total: **US\$24.9 million**

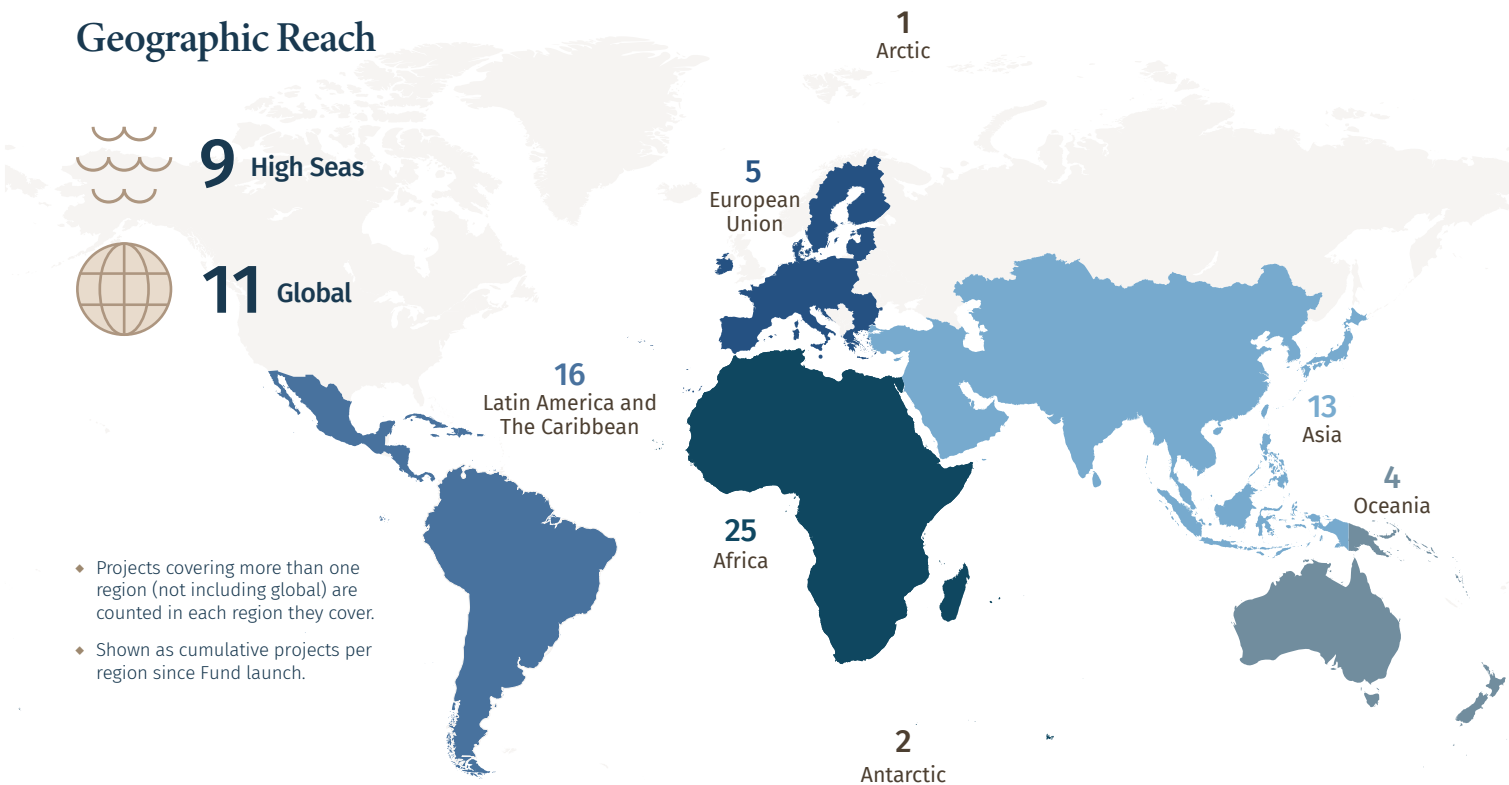


Grants

Total Fund use: **US\$23.6 million**

Coastal Waters (26 Projects)	High Seas (22 Projects)	National Waters/EEZ (21 Projects)
		US\$4.9 million
		Enabling Conditions (18 Projects)
US\$7.5 million	US\$7.2 million	US\$4.1 million

Geographic Reach



Structure and Approach

The Fund benefits from Oceans 5's programmatic and regional capacity and expertise and collaborates across the organization's family of funds. As a separate directed fund within Oceans 5, the Fund's overall management and decision-making responsibilities are distinct from other funds. This combination of JTTFI agility and Oceans 5 experience enables the Fund to make strategic funding decisions and respond quickly to opportunities. Investments and interventions include direct grants, matching grants, and the provision of in-kind and contractual services, strategic guidance, and communications.

Developed by staff and approved by its donor Advisory Committee, the Fund's grantmaking strategy is built around campaigns and capacity building and outlines global, regional, and local priorities. Following this strategy, prospective projects and grantees at international, national, and local levels are identified according to specified criteria, including biodiversity value, political opportunities, the community impact they can offer, and their record of successful collaboration with stakeholders. Grants are approved by staff.

The Fund offers the following:



A flexible and responsive regranting system, allowing the Fund to catalyze quick wins, whenever and wherever opportunities may arise.



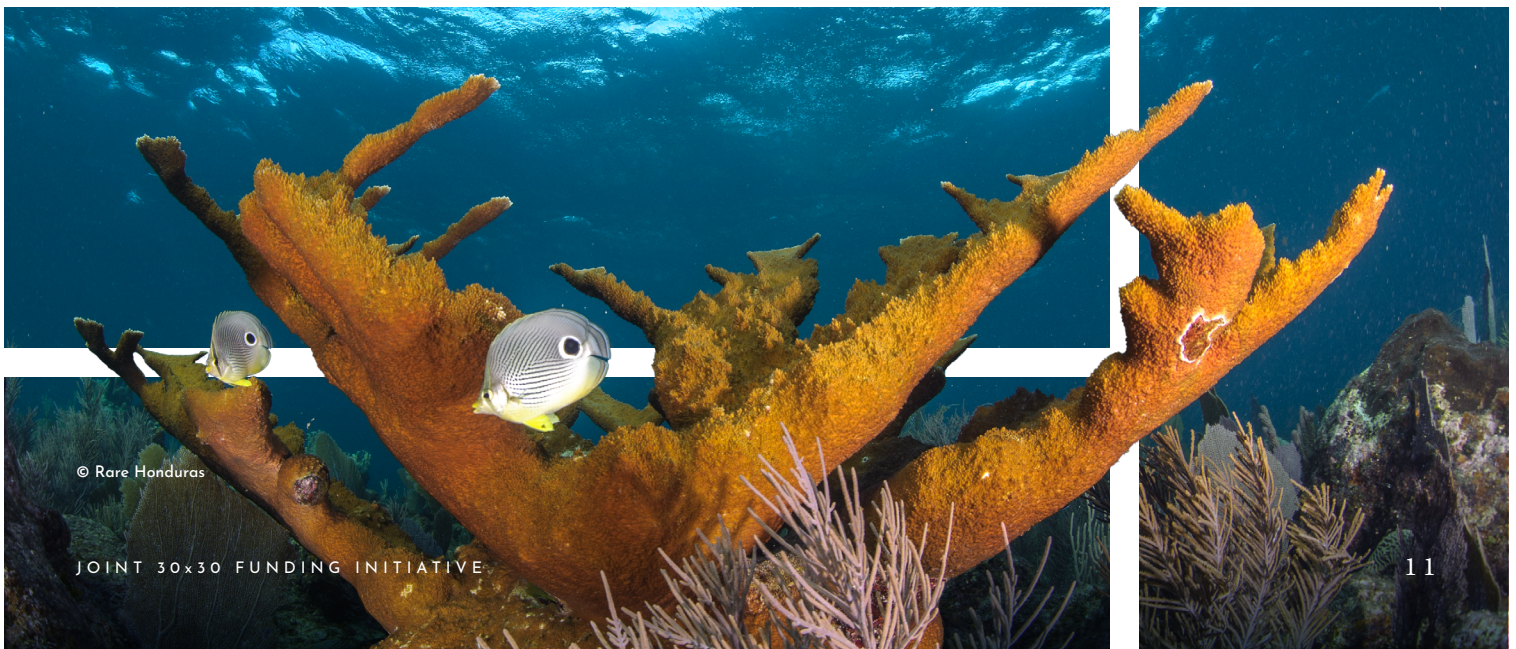
Low overheads and expenses, with the bulk of funding directed to grantee organizations and their work on the ground.



Collaborative networks of philanthropic organizations, united by a common goal and a shared sense of urgency to accelerate funding for MPAs and OECMs.



A Fund Advisory Committee, which enables the organizations that capitalize the Fund to advise and approve its strategies and maintain oversight.



Building on a Legacy of Positive Impacts

The Fund is built on the collective record of Arcadia, Bloomberg Philanthropies, and Oceans 5. Their work to date has resulted in millions of square kilometers of protected ocean globally, benefitting the natural world and the communities that depend on the ocean for survival.

Working alongside these founding partners, and with other donors that wish to join, the Fund will continue to generate support for ocean protection at scale, channeling resources into organizations and activities that meaningfully contribute to Target 3. The Fund is on track to meet its midpoint milestones, but more can be done to build on the Fund's early success. To expand our impact, additional investment is needed now and in the years ahead.

OCEANS5

A Platform for Effective Investments into Ocean Conservation



World's leading marine funders' collaborative fiscally, sponsored by Rockefeller Philanthropy Advisors.



Provided more than US\$225 million in grants and supported over 375 projects in more than 125 countries and regions since inception in 2011.



Staffed by experienced professionals across Africa, East Asia, Europe, Latin America, North America, and Pacific Islands.



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JOINT 30x30 FUNDING INITIATIVE



Help Us Deliver Lasting Solutions

To explore how your organization can join the Fund and support inclusive, equitable progress towards protecting 30 percent of the world's ocean, please contact the Fund's management team.

A regularly updated list of approved projects can be found on [Oceans 5's website here](#).



Arcadia helps people to record cultural heritage, to conserve and restore nature, and to promote open access to knowledge. Since 2002 Arcadia has awarded US\$1.3 billion to organizations around the world.

 arcadiahfund.org.uk

Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. In 2024, Bloomberg Philanthropies distributed US\$3.7 billion around the world.

 bloomberg.org