

SDG 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Targets

14.1 By 2025, prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution.

14.2 By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration, to achieve healthy and productive oceans.

14.3 Minimise and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels.

14.4 By 2020, effectively regulate harvesting and end overfishing, illegal, unreported, and unregulated fishing, and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics.

14.5 By 2020, conserve at least 10 percent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.

14.6 By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, and eliminate subsidies that contribute to illegal, unreported and unregulated fishing, and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation.

14.7 By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

14.a Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of developing countries, in particular, Small Island Developing States and least developed countries.

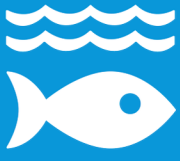
14.b Provide access for small-scale artisanal fishers to marine resources and markets.

14.c Enhance the conservation and sustainable use of oceans and their resources by implementing international law as reflected in the United Nations Convention on the Law of the Sea, which provides the legal framework for the conservation and sustainable use of oceans and their resources, as recalled in paragraph 158 of "The future we want".

Opportunities for business transformation with SDG 14

Each and every SDG provides business opportunities. Businesses have a chance to contribute to society and their own bottom line by pursuing the SDGs. The following are the strategies businesses can use to play their role for SDG 14:

- **Implement sustainable fisheries and aquaculture** by shifting gears towards sustainable practices prioritising both ocean health and long-term fish populations.
- **Reduce ocean plastic pollution** by using reusable packaging and implementing strong waste reduction and recycling programs.
- **Support marine habitat conservation and restoration** efforts by donating to organisations protecting marine ecosystems and biodiversity.
- **Reducing emissions** throughout the business supply chain and investing in climate-resilient infrastructure to protect valuable marine ecosystems.
- **Source sustainable seafood** by collaborating with partners to improve supply chain transparency and prioritise fisheries and farms with minimal environmental impact.



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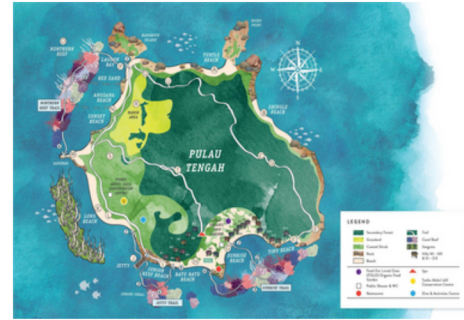
Case Study Malaysia

Background



In Malaysia's Tengah Island, Batu Batu Resort prioritises eco-tourism. The resort seamlessly integrates sustainable practices and local materials. Guests experience nature's splendor while contributing to its preservation through the resort's dedicated non-profit organisation, Tengah Island Conservation (TIC).

Challenges



Batu Batu Resort and TIC faced challenges in achieving SDG 14 due to their remote location and the need for economic viability alongside sustainability. Logistical issues arose in waste management. Lack of local expertise necessitated staff and community capacity building. Balancing economic viability with sustainability requires careful management despite upfront investments.

Solutions



Batu Batu champions marine conservation through initiatives like the Turtle Watch Camp (later turned into TIC) and educates guests and staff via nature tours and talks. Committed to a circular economy, they minimise waste through composting partnerships and responsible recycling, generating income to support staff well-being. This approach fosters environmental responsibility and sustainable tourism.

Impact



Batu Batu Resort exemplifies sustainable tourism through marine conservation initiatives (endangered turtle releases, reef monitoring) and community engagement in waste management. Their Global Sustainable Tourism Council (GSTC) membership and eco-tourism focus attract like-minded visitors, boosting local businesses and job creation.