



Sustainable Finance Coordination and Capacity for TFCAs

Event: Sustainable Finance in Practice Webinar Series Session: Blue Finance in Practice in Africa

BRIEF AND OUTLINE

TITLE: BLUE FINANCE IN PRACTICE IN AFRICA

Time: 14:30 PM – 16:00 PM (90 minutes) Date: Thursday 9th April 2026

FRAMING

- Brief framing of the Sustainable Finance in Practice webinar series and the role of the TFCA Community of Practice on Sustainable Finance.

Context to Blue Finance Work

- Practical overview of blue finance, recent developments, and why it is relevant to connected landscapes and seascapes.
- Explore the building blocks that shape blue finance solutions, including institutions, partnerships, delivery mechanisms, and enabling conditions.
- Surface practical lessons from real examples and implementation experience.

Interaction with audience:

- Use discussion prompts and Q&A to connect blue finance examples to TFCA realities.
- Invite reflection on where blue finance may be relevant in TFCA landscapes linked to rivers, wetlands, catchments, fisheries, and coastal or marine systems.
- Make the Blue Finance Solution Sheet/s available using a QR code that the audience can scan and download.

	<ul style="list-style-type: none"> ☐ Equip participants with practical/take home resources on how to implement a specific solution (Solution Sheet). ☐ Detailed Q&A - allow for understanding, replication of solutions.
SPEAKER PRINCIPLES	<ul style="list-style-type: none"> ☐ Please stick to your time allocation in respect for the audience and fellow experts. ☐ Please engage the audience and fellow experts with mutual respect and understanding. ☐ Please make your points succinctly, avoiding jargon and acronyms. ☐ Please keep examples practical and relevant to TFCA stakeholders. ☐ Please defer to the facilitator during Q&A.
FACILITATOR	Tshepiso Masilonyane – Sustainable Finance Coalition
SPEAKERS	<ul style="list-style-type: none"> ☐ Technical Framing and Case Deep Dive: Justin Smith – Chief Strategy Officer, Sustainable Finance Coalition ☐ In-Practice Reflection: Blue Outcomes Fund Lisa Freercks – Head Innovative Finance, Sustainable Finance Coalition
KEY MESSAGES	<ul style="list-style-type: none"> ☐ Blue finance as a practical sustainable finance pathway for seascapes. ☐ The Finance Model and applying an approach and process to FIND, DESIGN and MOBILISE sustainable finance ☐ The building blocks required to move blue finance from concept to implementation. ☐ Practical lessons, enabling conditions, and relevance for TFCA stakeholders.

SESSION: OUTLINE

Time	Content	Speaker
10mins	<p>Welcome & setting the scene</p> <p>Introduction to the webinar series and session objectives</p> <ul style="list-style-type: none"> > Why blue finance matters for connected landscapes and TFCA's 	<p>Facilitator</p> <p>Sustainable Finance Coalition</p>
45mins	<p>Blue Finance in Practice</p> <ul style="list-style-type: none"> > Understanding blue finance as a sustainable finance approach > The Finance Model and blue finance solution design > Core building blocks and enabling conditions > Case example and practitioner reflections > Discussion: relevance for TFCA landscapes 	<p>Justin Smith, CSO, Sustainable Finance Coalition</p> <p>Lisa Freercks – Head Innovative Finance - Blue Outcomes Fund, Sustainable Finance Coalition</p>
15mins	<p>Participant discussion, reflections, and closing takeaways</p>	All

TAKE NOTE: KEY INFORMATION

AUDIENCE	Community of Practice members and invited TFCA stakeholders across government, protected area authorities, civil society, technical partners, and landscape practitioners.
SUPPORT TOOLS	Webinar link to be coordinated by GiZ/SADC. To be coordinated by the Coalition; Slide deck, speaker briefing, registration link, and post-session resource pack to be shared in advance or immediately after the session.
SPEAKER REQUIREMENTS	<ul style="list-style-type: none"> ✓ RSVP Confirm participation and speaking role ✓ PRESENTATION If a presentation will be used, 5 slides are the maximum to be used. ✓ BRIEFING SESSION Attend a short pre-session briefing coordinated by ✓ VERIFICATION BY SPEAKERS Review session title, organisation, and speaker details before circulation. ✓ POST-SESSION MATERIALS Share any resources that may be circulated with participants after the webinar.

TALKING ABOUT FINANCE SOLUTIONS

What is it? Give a brief description of the finance solution in words that anyone can understand.

Where is it being applied? Talk about the location of the finance solution implementation and how it fits into its landscape or seascape. Top tip: set the scene in one sentence.

How does it work? Break down the solution into its Building Blocks to showcase the critical success factors. Unpack each one to explain what makes the solution doable.

What is it achieving? Time to showcase the solution's impact or potential impact. Aim to focus on the top three: the finance it's creating, who is benefiting, and how does the finance improve nature outcomes.

Simple Enough. Good Enough. Robust Enough.

WHO WE ARE

The Sustainable Finance Coalition finds, designs and mobilises tailor-made finance solutions for nature. We are a driving force for the incubation and implementation of finance solutions at their point of impact ensuring effective and enduring naturescapes and seascapes across Africa.

Supporting nature's champions with sustainable finance requires deep collaboration across sectors and stakeholders. Thank you for being part of our Finance for Nature Ecosystem.

Get in touch:

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inventory.sfcoalition.org.za

The Sustainable Finance Coalition is a registered NPC, NPO and PBO. The Coalition is led by Founder and CEO, Candice Stevens, and supported by a Coalition Core Team. Our diverse and innovative Team hails from across Africa offering multi-disciplinary expertise and experience. The delivery of our Finance Model is enhanced through collaboration with our Finance Doers at Scale, Core Partners, Collaborators and Contributors. We are supported in our efforts by our Board and a voluntary advisory Council comprised of thought leaders from 18 sectors. The Coalition thanks and acknowledges the collective action required to design finance solutions for nature at scale from across the many parts of our Finance for Nature Ecosystem, noting our donors and funders and co-founding organisations, Wilderness Foundation Africa and WWF-SA.

NPC: 2023/202978/08 | NPO: 314-003 | PBO: 930083078

Disclaimer:

In the interests of advancing the development of tailor-made finance solutions for nature and people, we encourage you to talk about our work. We ask that you appropriately reference the Coalition in all communications, by providing our logo and website: www.sustainablefinancecoalition.org and take a moment to reflect on our Values and Commitments, including our Acknowledgement Commitment Statement. Please note that the Coalition's co-founding organisations, WWF-SA and Wilderness Foundation Africa, are independent entities, subject to their own immaterial property and sharing protocols.

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