

# SEAWEED SOLUTIONS IN A WHOLESCAPE CONTEXT



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# OUR STRATEGY



## VERIFYING CLAIMS

*Verifying the environmental, social, economic benefits of regenerative seaweed farming as a production system. Identifying risks and mitigation measures.*



### SOCIAL LICENSE TO OPERATE

*Generating SLO within communities and industry*



### POLITICAL LICENSE TO OPERATE

*Advocacy with government stakeholders to improve regulatory environment*



### GROWING SUPPLY

*Establishing and supporting reliable hubs of production, promoting best practise and standards*



### GROWING DEMAND

*Driving demand for seaweed-derived products with potential to reduce environmental impact across land and rivers*



## CONVEINING VOICES

*Convene stakeholders to build a coherent voice for regenerative ocean farming through political license, social license, building new market opportunities*

## Initiative aims to take UK seaweed sector to the next level

A new project aims to comprehensively map the current state of the seaweed farming industry in the United Kingdom and set out a path to help maximise its future potential.

### Baselining and understanding



### Biodiversity monitoring



## What seaweed farmers can do to foster social acceptability

### BUILD

a context-specific approach to site-selection and farm development. Take into consideration how a new farm might fit within the local community, how it might impact current users of the area, and whether it will change the livelihoods and culture of people living in the area. What might be acceptable in one location, will not necessarily be acceptable in another.

### ENGAGE

with local communities and other relevant stakeholders (e.g., fisheries, conservation groups, recreation organisations) about the environmental sustainability of the farm and farming practices. This may include answering questions about day-to-day operations, end-uses for the seaweed, the economic viability of the farm, and how the

### ADAPT

farming practices to improve environmental sustainability as more science becomes available and talk about these improvements with local communities and relevant stakeholders.

## Social License to Operate

### DEVELOP

and/or contribute to activities that will improve the general public's knowledge of what seaweed farming involves, from hatchery through to product. This should include the positive and negative aspects of the industry, to help manage expectations around what seaweed farming can achieve. This will prepare the general public for seaweed farming expansion and may reduce the spread of misinformation and comparisons to controversial activities (e.g. mechanical harvesting of wild seaweed).

### COMMUNICATE

with seaweed cultivation industry bodies and/ or regulatory agencies about seaweed farming experiences, and where regulations and planning processes could be improved.

# SEAWEED SOLUTIONS PROGRAMME & PARTNERSHIPS

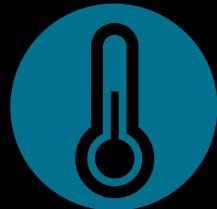
### Nutrients and biostimulant research



# WHOLESCAPE APPROACH



Nature



Climate



People



Image Credit: XXX / WWF-UK



# IN PRACTICE: UK WHOLESCAPE WORK

## connecting ocean to land in a circular system

### NORFOLK WHOLESCAPE



### PEMBROKESHIRE WHOLESCAPE



Exploring seaweed as lever to reduce nutrient pollution and nitrogen inputs on land

Introducing seaweed as part of local agricultural economies to improve both land and sea