



Unlocking the Potential of Seaweed to Bolster Local Economies

October 10 - 30, 2024

Virtual Knowledge Exchange
Available in English/Korean/French/Spanish



Event Schedule

1. Seaweed Sector Overview & New and Emerging Markets

Live Webinar
October 10, 2024 7-8:30pm KST | 6-7:30am ET

Self-Paced Week 1

2. Innovations from Republic of Korea in Seaweed Value Chain: Production, Processing, and Marketing

Live Webinar
October 16, 2024 7-8:30pm KST | 6-7:30am ET

Self-Paced Week 2

3. Role of Public, Private Sectors, and Academia in Seaweed Sector

Live Webinar
October 23, 2024 7-8:30pm KST | 6-7:30am ET

Self-Paced Week 3

4. Operational Strategies for Resilient and Inclusive Seaweed Investment Projects

Live Webinar
October 30, 2024 7-8:30pm KST | 6-7:30am ET

Self-Paced Week 4

About the Event

Seaweed production is projected to grow exponentially over the long term as its diverse potential uses are increasingly applied. The global seaweed market, now mainly concentrated in a few countries, has the potential to expand by \$11.8 billion by 2030, across 10 key sectors, according to the World Bank Global Seaweed New and Emerging Markets Report 2023.

Farmed seaweed is now mainly used for direct human consumption, aquaculture feed, or as hydrocolloid food thickeners. However, seaweed-farmed products are becoming increasingly valuable across broader applications, replacing fossil fuels in some sectors, and providing ecosystem services to help mitigate climate change, generating socioeconomic benefits in many fragile coastal communities.

To help realize its market potential, the World Bank Group Open Learning Campus (OLC) is launching an online series in collaboration with AqualInvest Platform and the Republic of Korea, which currently accounts for 70.6% of global seaweed exports, valued at \$918 million.

The knowledge exchange will explore innovative business models within the sector. Experts will learn how strategic public-private investments can accelerate growth. Key seaweed-producing countries, including Indonesia, the Philippines, and Tanzania, will also participate, fostering synergies designed to advance the blue economy.

This course is supported by the Government of Korea through the Korea-World Bank Partnership Facility (KWPF) and the Korea Program for Operational Knowledge (KPOK).

A certificate will be issued upon successful completion of the course.

For new users to Open Learning Campus, please sign up and create an account to register for the course.

Objectives

- Understand the role of producers (farmers), entrepreneurs, investors, government, and policy makers in catalyzing seaweed sector development in new and emerging markets.
- Develop up-to-date knowledge on sustainable and inclusive seaweed value chains.
- Acquire skills to design and implement projects with seaweed components.
- Assess policy and investment options available for building sustainable and inclusive seaweed value chains.

Audience

- Government leaders and special officers like principal secretaries and their staff working in blue economy and aquaculture sectors.
- Staff and consultants who are part of Project Management Units (PMUs) assisting the implementation of projects.
- Project partners, private sector, start-ups, research institutions, universities innovating in the seaweed sector, and students interested in seaweed sector.
- Multilateral agencies, financial institutions and technical service providers supporting the seaweed sector.

Partners