



De-Risking Ocean Investment through Strategic Communication and Outreach



Linking Namibia's Waves of Change and Kenya's Blue Economy

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Participatory communication and public engagement can help reduce uncertainty and de-risk ocean investment across governance, social, financial, and environmental dimensions.



Why participatory murals as a de-risking tool?



Case Study

NAMIBIA

Building societal trust

Public legitimacy
Social buy-in
Community stewardship
Shared ownership

"When communities grasp their role in preserving marine resources, they become active stewards of the environment."

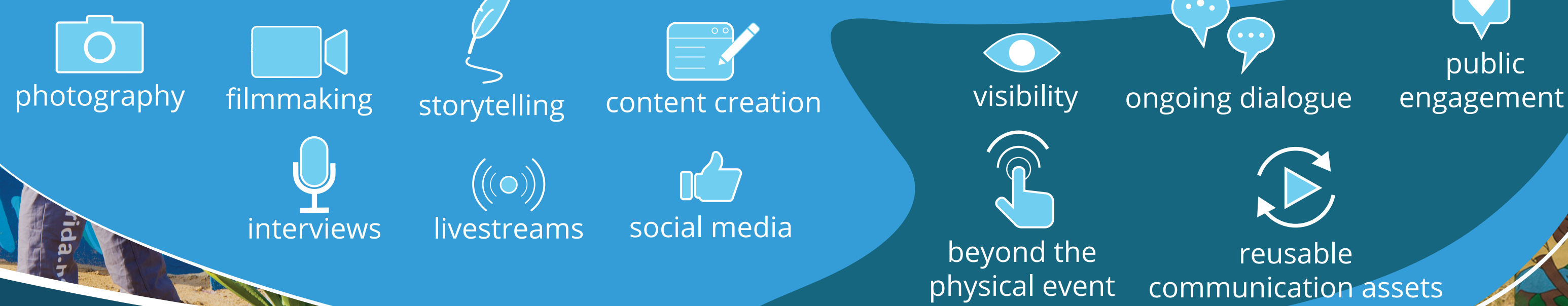
KENYA

Building transparency through participation

Financial transparency
Governance trust
Accountability
Participation

The mural becomes a public accountability tool, transforming communication into governance infrastructure.

Beyond the murals: building communication ecosystems



Key Takeaways

Both approaches help reduce barriers to sustainable ocean investment and implementation.

- 1 Participatory communication is part of ocean investment infrastructure
- 2 Public visibility can strengthen legitimacy and accountability
- 3 Ocean investment is more resilient when communities participate in and shape the process.



concept sketch

KENYA

engagement

mural in progress

planning

NAMIBIA

painting

finished murals