

# PROPOSAL BLUE ECONOMY INDEX (BECdex)



Certification Body :



In Collaboration With :



Developed By :



KEMENTERIAN KOORDINATOR  
BIDANG KEMARITIMAN  
DAN INVESTASI



# Ekonomi Biru

"Amanat Presiden Joko Widodo"

Musrembangnas  
04 Mei 2021

"... Sustainable Blue Economy menjadi agenda yang harus diprioritaskan di semua wilayah pantai yang kita miliki..."

Sidang Tahunan MPR  
RI 16 Agustus 2021

"... Ekosistem investasi dan kolaborasi di dunia usaha ini juga dimaksudkan untuk memperkuat perkembangan ekonomi berbasis inovasi dan teknologi, khususnya ke arah Ekonomi Hijau (Green Economy) dan Ekonomi Biru (Blue Economy) yang berkelanjutan..."

Acara Puncak Hari Maritim Nasional

"... Sudah seharusnya kita memperkokoh Ekonomi Biru kita, Blue Economy kita. Identitas Indonesia sebagai bangsa maritim harus terus menerus kita pulihkan dan kokohnkan..."



## WHAT IS BLUE ECONOMY?

Blue Economy is the sustainable use of marine resources to reduce ecological scarcities and environmental risk, to improve food security, human wellbeing, quality jobs, poverty eradication, economic growth, also to ensure sustainable production and consumption that encompasses all related stakeholders.

(Akhir et al., 2021)

## The Legal Basis and International Commitment of Blue Economy Development in Indonesia

- The Law of the Republic of Indonesia No. 32 of 2014 on Marine Affairs
- Presidential Regulation No. 16 of 2017 on Indonesian Ocean Policy
- Vision of National Maritime Development 2045
- Blue Economy Development Framework for Indonesia's Economic Transformation (2021)
- G20 Bali Leaders' Declaration (2022)
- ASEAN Leaders' Declaration on Blue Economy (2021)
- ASEAN Outlook on the Indo-Pacific (2019)
- Declaration of the Indian Ocean Rim Association on the Blue Economy in the Indian Ocean Region (2017)
- Manado Joint Declaration on the Establishment of the Archipelagic and Island States Forum (2018)
- Joint Statement on Cooperation in the Field of Blue Economy Between Sweden and Indonesia (2021)
- Australia-Indonesia Joint Statement on Cooperation on the Green Economy and Energy Transition (2021)





Certification by



PT Mahakarya Maritim Indonesia

Developed by



STIE INDONESIA  
Jakarta



KEMENTERIAN KOORDINATOR  
BIDANG KEMARITIMAN  
DAN INVESTASI





is an **international standard and toolkit** to identify and certify companies categorized as **maritime companies** running their business meeting the principles of blue economy to support the achievement of sustainable development goals in the coastal states



PT Mahakarya Maritim Indonesia

Accreditation: on progress  
by Komite Akreditasi Nasional  
(KAN)

An Institute of Product,  
Process and Services Certification



***“Coastal State is a state with a sea-coastline”***



**153** OF 193  
UN Member States  
are coastal states

#### References

- Molenaar (2015)
- United Nations Convention on the Law of the Sea, 1982
- Convention on the Legal Status of the Caspian Sea, 2018



# Maritime Companies

“Profit organizations that operating their business in blue economy sectors and/or taking places in the ocean and coastal areas”



Marine Fisheries  
and Aquaculture



Maritime Transport,  
Shipping, and Ports



Marine Tourism  
and Cruise Ships



Marine Biotechnology and  
Bioproducts Processing



Seawater  
Desalination



Deep Sea Mining,  
Oil, and Gas



Marine Renewable Energy



Ship and Boat  
Building



Ocean Building



Marine Defense and Security



Maritime Research and  
Education



# International Publication

**The 9th International Conference on Business, Management and Governance (ICBMG 2021)**

**Virtual Conference**  
University of Western Australia (UWA)  
Perth, 12-14 July 2021  
via zoom

**ICBMG 2021 Co-Sponsored by:**

**Paper Title:**  
**Designing and mapping the Blue Economy Company Index (BECONNEX) to the Sustainable Development Goals (SDGs) for Maritime Companies in Coastal States**

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**Presenter: Kaisar Akhir**

**July 13, 2021**  
**14:15-14:30 WITA (UTC +8)**  
Zoom Meeting

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**Designing and Mapping the Blue Economy Company Index (BECdex) to the Sustainable Development Goals (SDGs) for Maritime Companies in the Coastal States**

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**Abstract:** This research aims to design a toolkit that helps governments in guiding and assessing maritime companies to implement blue economy principles for supporting the achievement of sustainable development goals in coastal states. Currently, there are 193 of 195 United Nations member states which are coastal. Coastal states are playing an important role in ocean economy development in the world while have been impacted by many environmental problems. The environmental, social, and economic factors can be considered in blue economy business to reduce ecological scarcities and environmental risk, to improve food security, human well-being, quality jobs, poverty eradication, economic growth, also to ensure sustainable production and consumption. Therefore, this research includes designing a structure of the index, through selection, classification, and modification from the existing blue economy concepts to set the aspects, dimensions, and indicators for the index. The BECDEX and mapping the index to SDGs besides the classification formula had been created. BECDEX can classify maritime companies into three categories of labeling, namely Excellent Blue Economic Company, Good Blue Economic Company, and Average Blue Economic Company based on their implementation of BECDEX indicators. The indexing will be conducted on a website. Finally, this toolkit is expected to be an innovative solution to encourage companies in blue economy sectors to voluntarily implementing the blue economy in supporting the achievement of SDGs in coastal states.

**Keywords:** Blue Economy Company Index; Coastal States; Maritime Company; Sustainable Business; Sustainable Development Goals

**INTRODUCTION**

The contribution of the world's coast-based economic activities is approximately between US\$ 3.6 trillion annually with more than three billion people depend on coastal resources for their livelihood [2]. Despite their important role and support for the global economy, current practices of marine and coastal development tend to be unsustainable for long-term growth [2].

A Coastal State is generally a state with a sea coastline [3]. Currently, there are 193 of 195 United Nations member states which are coastal. About 40 percent of the global population lives within 100 kilometers of the coast, while more than 60 million people live in coastal areas that are less than 10 meters above sea level [4]. It is estimated that 20 percent of the world's population would reside within 200 kilometers of shoreline by 2025 [5].

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www.ijsrt.com

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# BECdex



What are the benefits for the company?

## Blue Economy Label



## List of Blue Economy Company at website [becdex.com](http://becdex.com)

**BECdex**

**Filter**

- Coastal States
  - All States
- BECdex Categories
  - All Categories
- Sectors
  - Marine Fisheries and Aquaculture
  - Maritime Transport, Shipping, and Ports

## Training for Trainers



# Benefits

## Companies

- Get an appreciation and recognition of their efforts to implement blue economy principles in order to support sustainable development
- Can brand themselves as the ocean-friendly companies with the label of Blue Economy Company

## Governments

- Assisted to guide and assess blue economy implementation by maritime companies
- Assisted to accelerate the achievement of SDG targets in their respective coastal states

## Societies

- Increased decent work
- Improved prosperity
- Social equity and social inclusion

**"Oceans, seas and coasts be healthier"**



There are 17 goals and 49 targets of SDGs  
would be supported by the BECdex indicators



## Structure of BECdex

The structure of BECdex consists of **3 aspects, 8 outcomes, 10 principles and 50 indicators** which are mapped to SDG targets

### Environmental Aspect

Principles : marine biodiversity conservation, marine pollution control, energy and water management

### Social Aspect

Principles : safe and healthy working environment, social inclusion, social equity, and labor rights protection

### Economy Aspect

Principles : wage standards fulfillment, tax and insurance compliance, competitive and circular economy

### Eight outcomes

- 1. Food security
- 2. Reduced ecological scarcities
- 3. Reduced environmental risk
- 4. Improved human well-being
- 5. Quality jobs
- 6. Poverty eradication
- 7. Economic growth
- 8. Sustainable production and consumption



# Principles of Environmental Aspect

## Marine Biodiversity Conservation

1. Conformity to Marine Spatial Plans
2. Marine Ecosystem Restoration/Protection
3. Prohibition of Destructive Practices

## Marine Pollution Control

1. Water-related Ecosystem Restoration/Protection
2. Clean Water System
3. Waste water Management
4. Waste Disposal
5. Waste Management Plan
6. Greenhouse Gas Accounting
7. Greenhouse Gas Reduction
8. Single-Use Plastic Reduction

## Energy and Water Management

1. Water-use Management Plan
2. Energy-use Management
3. Energy-use Reduction
4. Renewable and Clean Energy Utilization



# Principles of Social Aspect

## Safe and Healthy Working Environment

1. Access to Education
2. Access to Residence and Sanitary Amenities at Work
3. Access to Safe Food and Drinking Water at Work
4. Access to Medical Care and Insurance at Work
5. Safety Working Conditions

## Social Inclusion

1. Healthy Working Conditions
2. Community Consultation
3. Local Hiring
4. Local Culture and Product Promotion

## Social Equity

1. Access to Natural Resources
2. Freedom of Association
3. Non-Discrimination
4. Collective Bargaining
5. Women's Labor Rights
6. Youth Employment

## Labor Rights Protection

1. Employment of Persons with Disabilities
2. No Forced Labor
3. Minimum Age and No Child Labor
4. Equal Remuneration
5. Seasonal and Part-time Workers Employment
6. Fair Contract for Employees
7. On Time Payment of Wages
8. Legal Working Hours
9. Paid Pregnancy, Parental, and Sick Leave
10. Retirement Benefits



# Principles of Economic Aspect

## Wage Standards Fulfillment

1. Minimum Wage
2. Living Wage

## Tax and Insurance Compliances

1. Premiums
2. Tax Compliance
3. Retribution Payment

## Competitive and Circular Economy

1. Agreement with Traders/Costumers
2. Product Recycling and Reuse
3. Innovation and Technological Intervention
4. Local Micro-, Small-and Medium-Sized Enterprises Development
5. Digital Transformation

## Scoring Formula of the Index

$$\text{Score} = \frac{n}{N} \times 100$$

n = Number of achieved indicators of company

N = The sum of indicators on the index (50 indicators)

Based on the index score, a company can be classified into **3 categories**

Category	Score
Excellent Blue Economy Company	90 – 100
Good Blue Economy Company	80 – 88
Standard Blue Economy Company	70 – 78
Not a Blue Economy Company	0 – 68

A company should meet 70 percent of BECdex indicators in each aspect to be classified as a **Blue Economy Company**.

11 of 15 indicators of environmental aspect

18 of 25 indicators of social aspect

7 of 10 indicators of economic aspect





## HOW TO BE CERTIFIED AS BLUE ECONOMY COMPANY ?

### STEP 1

Go to [becdex.com](http://becdex.com)



### STEP 2

Create an Account



### STEP 3

Upload Documents



### FINALLY

BECdex  
Certificate



### STEP 5

Document  
Verification and  
Location Survey



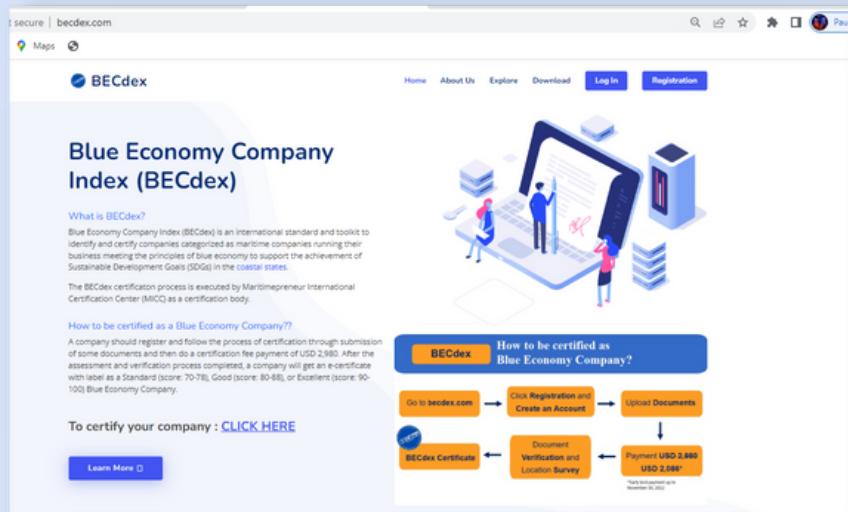
### STEP 4

DISC30%

Early bid payment  
USD 2,980  
USD 2,086



# Display from Becdex.com



## Registration Company

The form is titled 'Create an Account!'. It includes fields for 'Company Name' (with a placeholder 'Company Name'), 'Email Address' (with a placeholder 'Email Address'), 'Password' (with a placeholder 'Password'), 'Repeat Password' (with a placeholder 'Repeat Password'), 'Country' (with a dropdown menu 'Choose'), 'Blue Economic Sectors' (with a dropdown menu 'Choose'), 'Pic Name' (with a placeholder 'Pic Name'), 'Pic Position' (with a placeholder 'Pic Position'), 'Pic Email' (with a placeholder 'Pic Email'), and 'Pic Phone' (with a placeholder 'Pic Phone'). At the bottom, there is a note: '\* Company is responsible for fulfilling Blue Economy Company Index (BECdex) certification requirements and willing to provide access to locations or information needed by Maritimpreneur International Certification Center (MICC) in carrying out certification activities.' A checkbox labeled 'Accept' is followed by a 'Register Account' button. Below the button are links for 'Forgot Password?' and 'Already have an account? Login!'



# BECdex



## How to Contact Us?

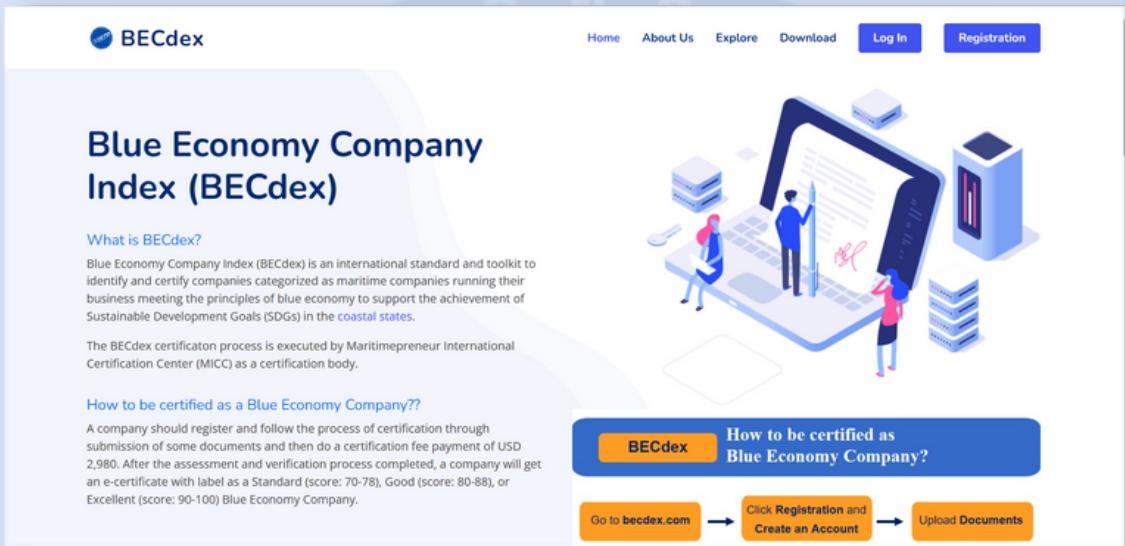
**Office :**  
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Email : info@becdex.com  
Web : www.becdex.com  
Video : <https://www.youtube.com/watch?v=aJP8HUVvGAI>



# BE A BLUE ECONOMY COMPANY TO SUSTAIN OUR OCEAN, BUILD OUR NATION



The screenshot shows the BECdex website homepage. At the top, there is a navigation bar with links for Home, About Us, Explore, Download, Log In, and Registration. Below the navigation bar, there is a large graphic of three people interacting with a large tablet or screen displaying a document, surrounded by server racks and databases. To the left, there is a section titled "Blue Economy Company Index (BECdex)" with a sub-section titled "What is BECdex?". It explains that BECdex is an international standard and toolkit to identify and certify companies categorized as maritime companies running their business meeting the principles of blue economy to support the achievement of Sustainable Development Goals (SDGs) in the coastal states. Below this, there is a section titled "How to be certified as a Blue Economy Company?" with a flowchart: "Go to [becdex.com](#) → Click Registration and Create an Account → Upload Documents".



[www.becdex.com](http://www.becdex.com)

