

Investing in kelp forests



a global opportunity hiding in plain sight

Kelp forests sustain ocean life and coastal communities. Smart investment can scale their protection and recovery.

More than one-third

of the world's coastlines

~1 billion

people live within 50 km of kelp forests

~US\$27.6 trillion

in GDP within 50 km of kelp coastlines



40%

of kelp forests have declined in the past 50 years.



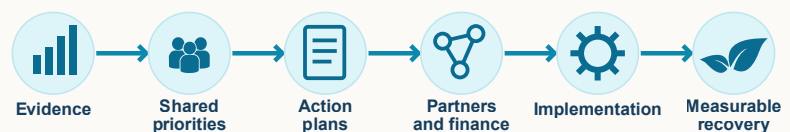
Why kelp needs investment

Kelp faces growing pressures that require investment.

- Warming oceans
- Overgrazing and imbalance
- Threads of our cold water seas
- Policy blind spot
- Underfunded by 10-100x compared to coral

Why KFA

KFA connects governments, Indigenous and local stewards, researchers, practitioners, NGOs, businesses, and funders across 35 kelp regions to turn fragmented efforts into coordinated, scalable action.



The Kelp Forest Challenge

3 million

hectares protected by 2040

1 million

hectares restored by 2040

A shared global ambition, delivered through local action.

Where funding can unlock action

- 1 Regional coordination
- 2 Mapping and monitoring
- 3 Protection and restoration
- 4 Policy and governance
- 5 Indigenous and community stewardship

Partner to scale kelp forest recovery.

Support solutions that protect, restore, and sustain kelp forests and coastal communities.

Fund a region. Back a solution. Help build the systems needed for recovery.

