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Relevance of Blue Economy in Today’s Context
Current Narrative

- Economic contributions (2010) 105 trillion USD
- 31 million jobs
- Prospects for doubling the numbers by 2030

- Increasing population
- Raising incomes
- Reduced natural resources
- Climate change impacts
Lesson 1

• The Blue Economy is rapidly innovating and diversifying

• Blue Economy developments are often both highly opportunistic and highly strategic
Lesson 2

• Coordination and collaboration of Blue Economy projects and initiatives requires broad and resilient partnerships.
Lesson 3

• The success of these cases over time underscores the importance of a strong knowledge base, as well as regulation and policy that supports the transition to a Blue Economy.
Changing the narrative!

- Being Strategic
- Being Innovative
- Ensuring Science-Policy Link
- Sustaining the business interest with resource management
- Enhancing regional cooperation