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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

