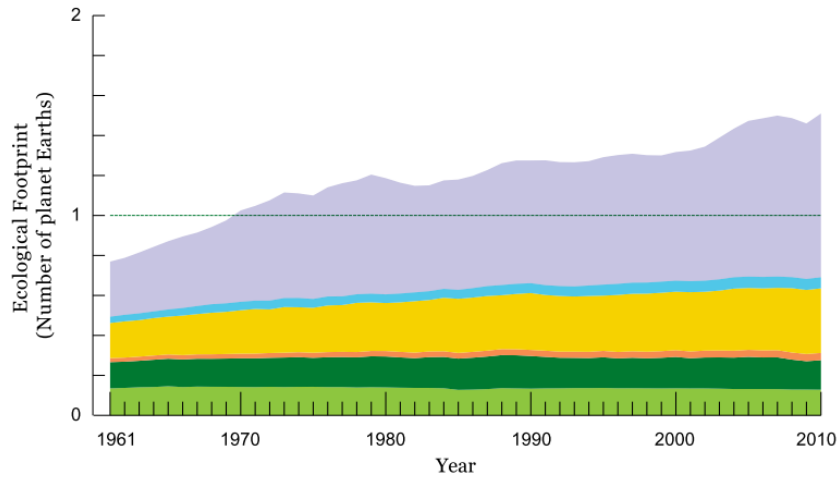


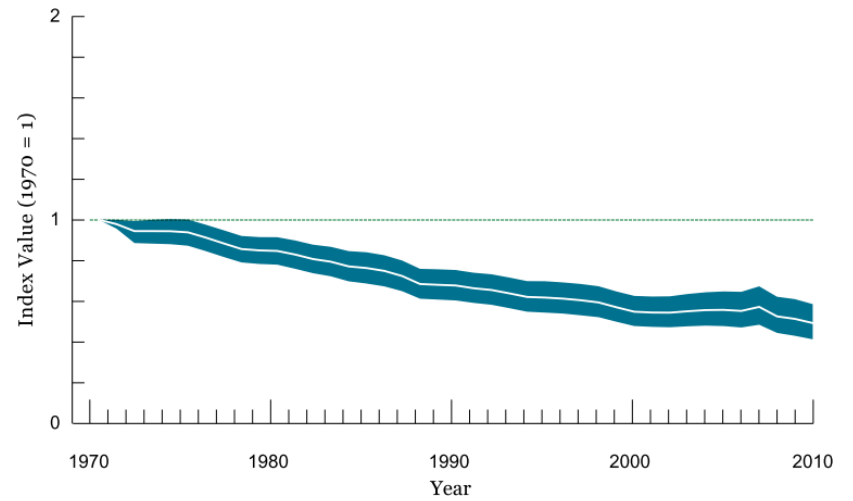
Principles for a Sustainable
BLUE ECONOMY



Global Ecological Footprint = 1.5



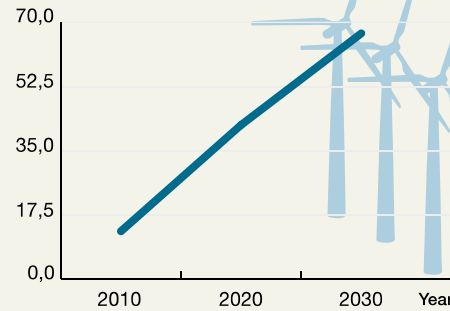
Living Planet Index = 57%



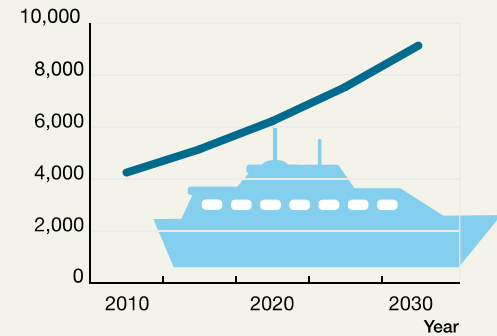
Future growth of the BSR Blue Economy

Estimated growth up to 2030

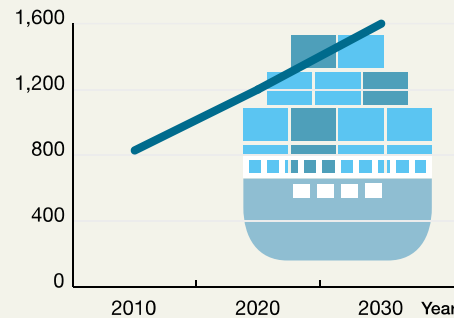
Number of Offshore Wind Farms



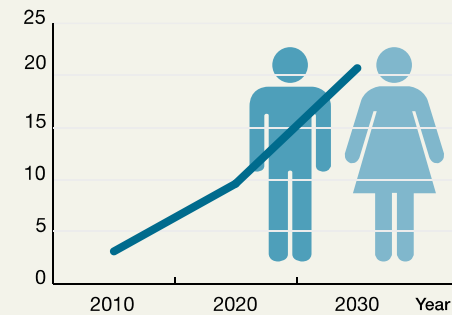
Number of Ships per Month



Cargo (million tonnes)



Passengers (million)





A SWOT analysis of the Baltic Sea Blue Economy

STRENGTHS

- Considerable knowledge about the Baltic Sea and about what is needed to restore it to health
- Many of the necessary policies are already in place
- Long track-record of regional cooperation involving public, private and civil society actors
- Financially strong economies with capacity to invest and innovate

WEAKNESSES

- Lack of a scientifically-based definition of a Sustainable Blue Economy, that is translated into goals, targets and indicators, which can in turn guide marine and maritime sector policies and decision-making
- Lack of a holistic and cross-sectorial management of the Baltic Sea
- Lack of a level economic and legislative playing field that provides adequate incentives and rules
- Lack of accountability on policy implementation
- Lack of private sector leadership

OPPORTUNITIES

- Implementing existing policies will help achieve a healthy sea that will generate more income and new jobs
- There are business and investment opportunities for companies that lead the sustainability transformation
- The Baltic Sea can become a model region for a truly sustainable Blue Economy that is based on clean technologies, renewable energy and circular material flows

THREATS

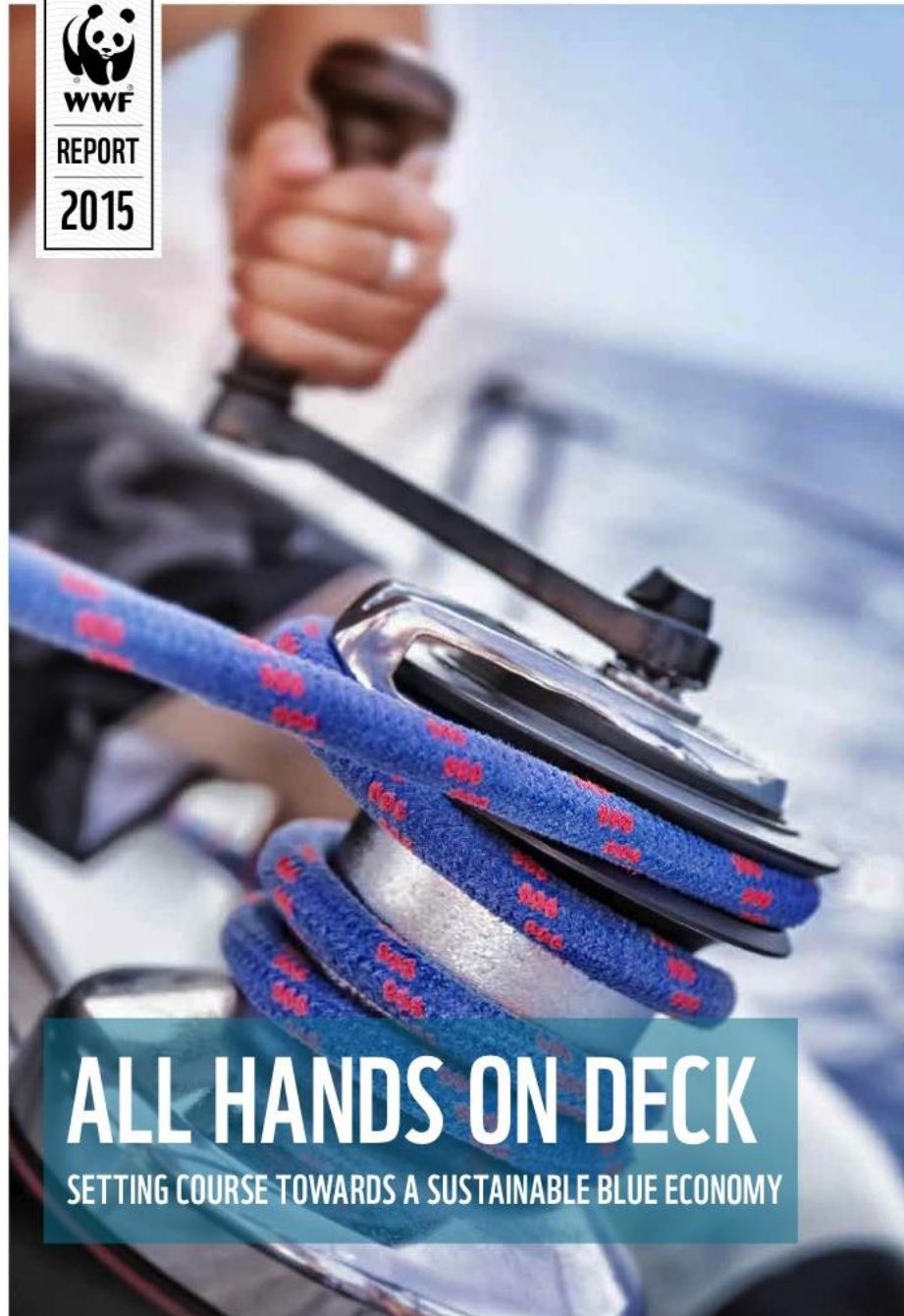
- The Baltic Sea Blue Economy is underperforming due to severe environmental stress from both land-based and sea-based human activities
- The Baltic Sea Blue Economy, as well as the land-based economies that surround it, are based on linear material flows and non-renewable energy
- Growth of the Blue Economy risks further stressing the Baltic Sea environment, as well as increasing the competition for marine space



WWF

REPORT

2015



ALL HANDS ON DECK

SETTING COURSE TOWARDS A SUSTAINABLE BLUE ECONOMY