



Blue New Deal

Good jobs for coastal communities
through healthier seas

Fernanda Balata, Project Lead
New Economics Foundation (NEF)

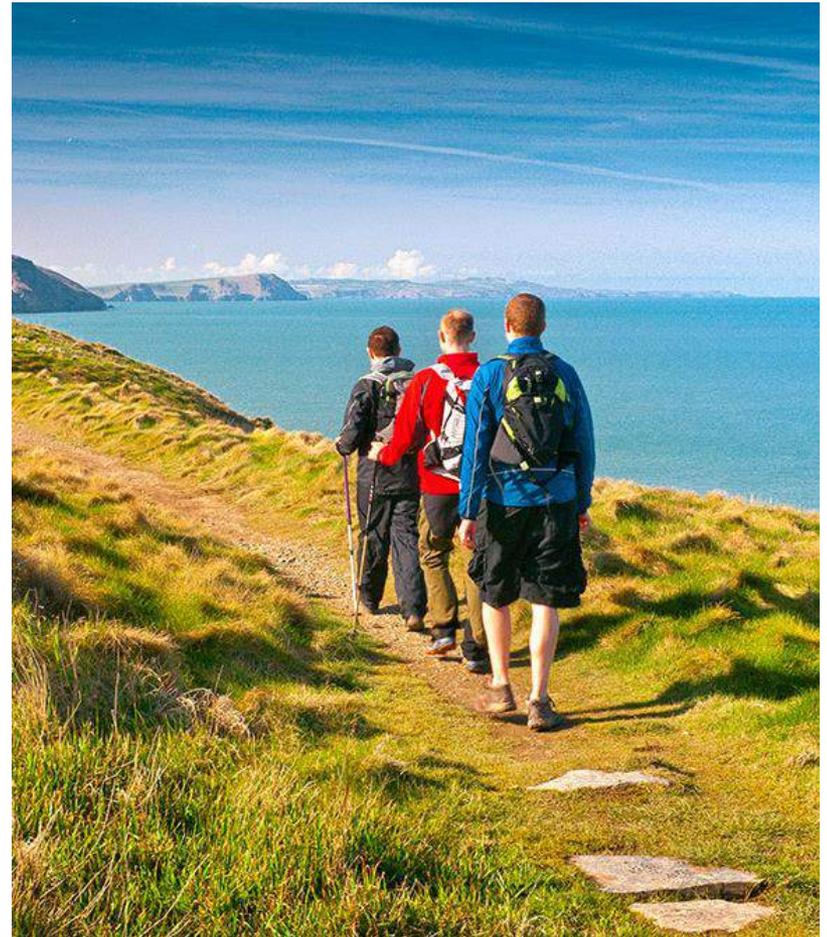
Supporting coastal efforts

Working in collaboration and supporting cross-sector efforts

Bringing together social, economic and environmental goals in the UK coast

Providing a fresh perspective to help engage the wider public

Reconciling economic prosperity with marine conservation



What will I be covering?

1. About NEF and the economy
2. Why does NEF's work matter to coastal communities?
3. The Blue New Deal so far
4. Next steps



About NEF



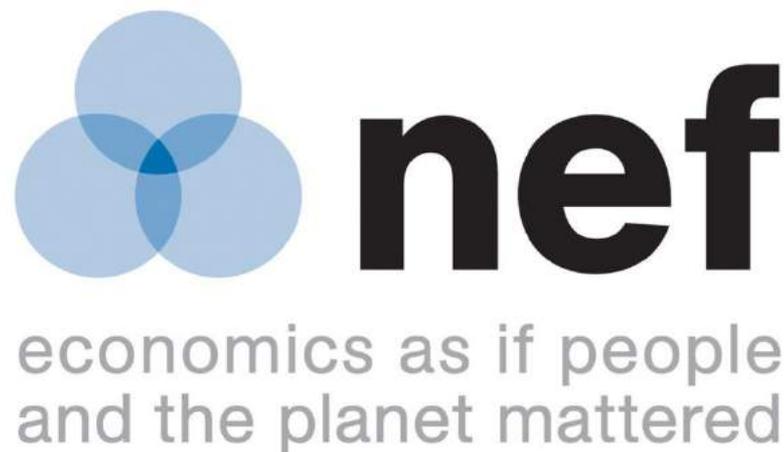
New Economics Foundation

Founded in 1986

“Think-and-do-tank”

Working towards an economy which delivers:

- Wellbeing
- Social justice
- Within ecological limits



What does NEF do?

Rethink economics

Challenge current thinking and assumptions

Demonstrate that change is possible, desirable and necessary



What's wrong with the economy?

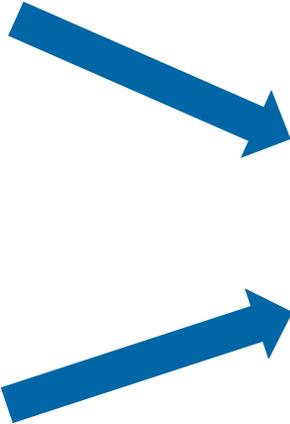
Current economic system



Resources



Labour



Growth

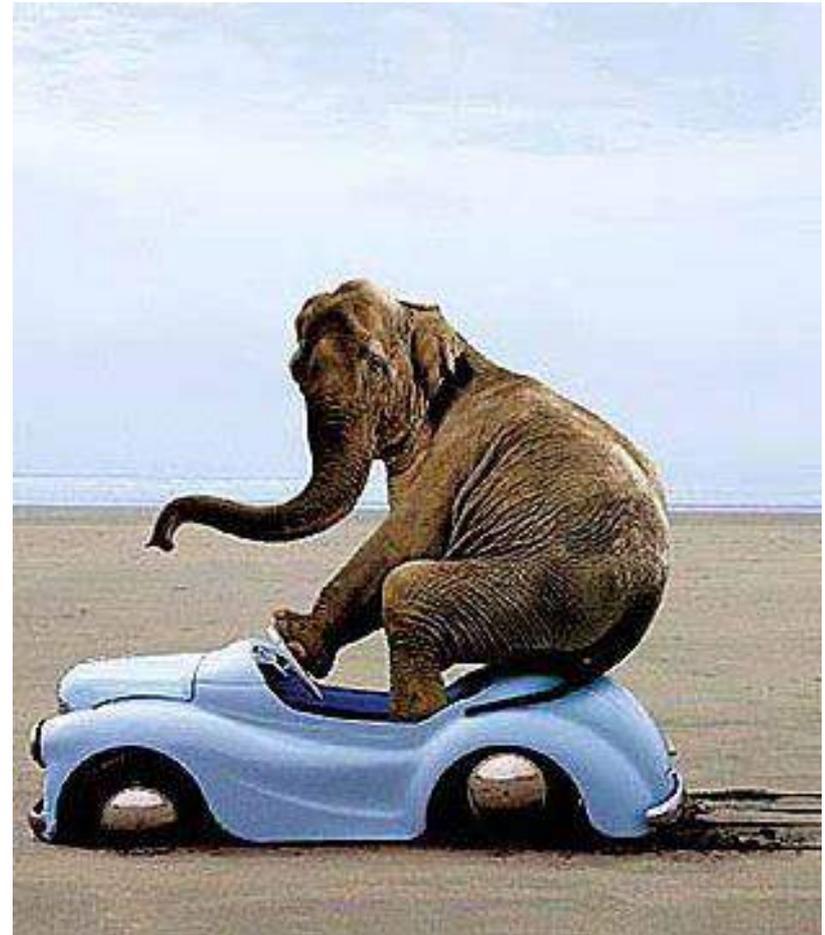
A sign of a good economy?



Economy is not fit for purpose

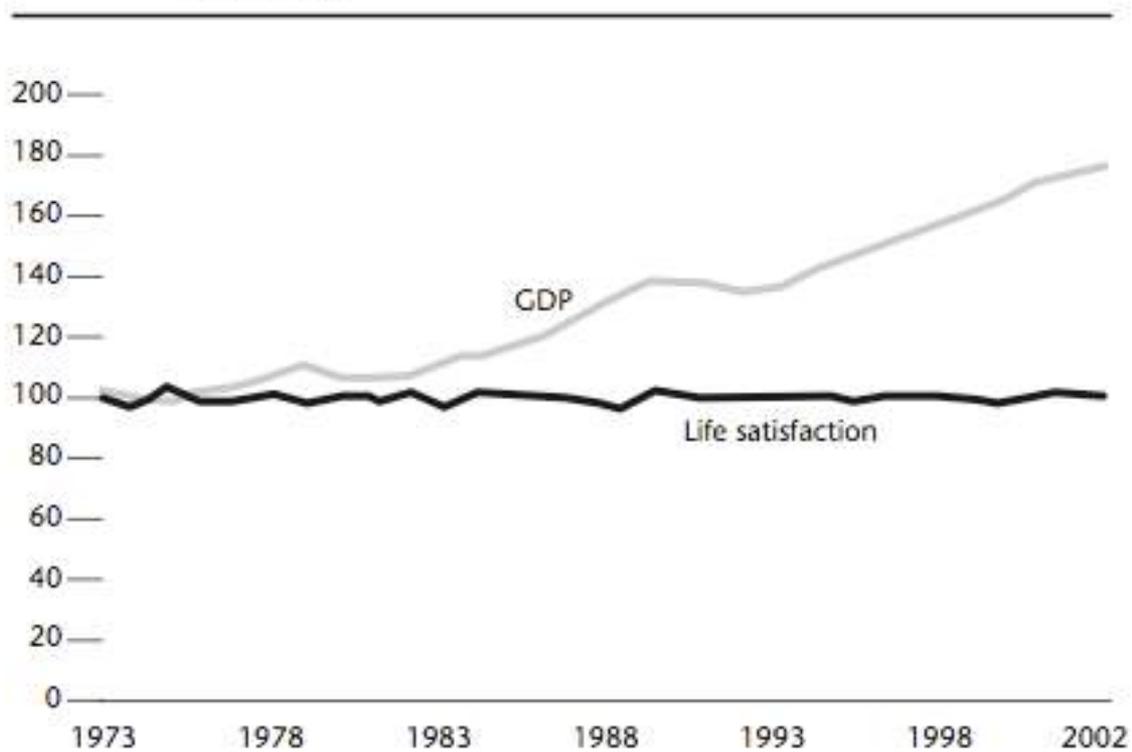
Our economy today is failing on delivering:

- Increased wellbeing
- More equal society
- Stability
- Sustainability



Not making us happier

Figure 1 UK life satisfaction and GDP, 1973–2002
1973 = 100



Source: NEF (2004)

Rising inequality

There is a vast difference between the average income of the richest, and the rest of the UK¹

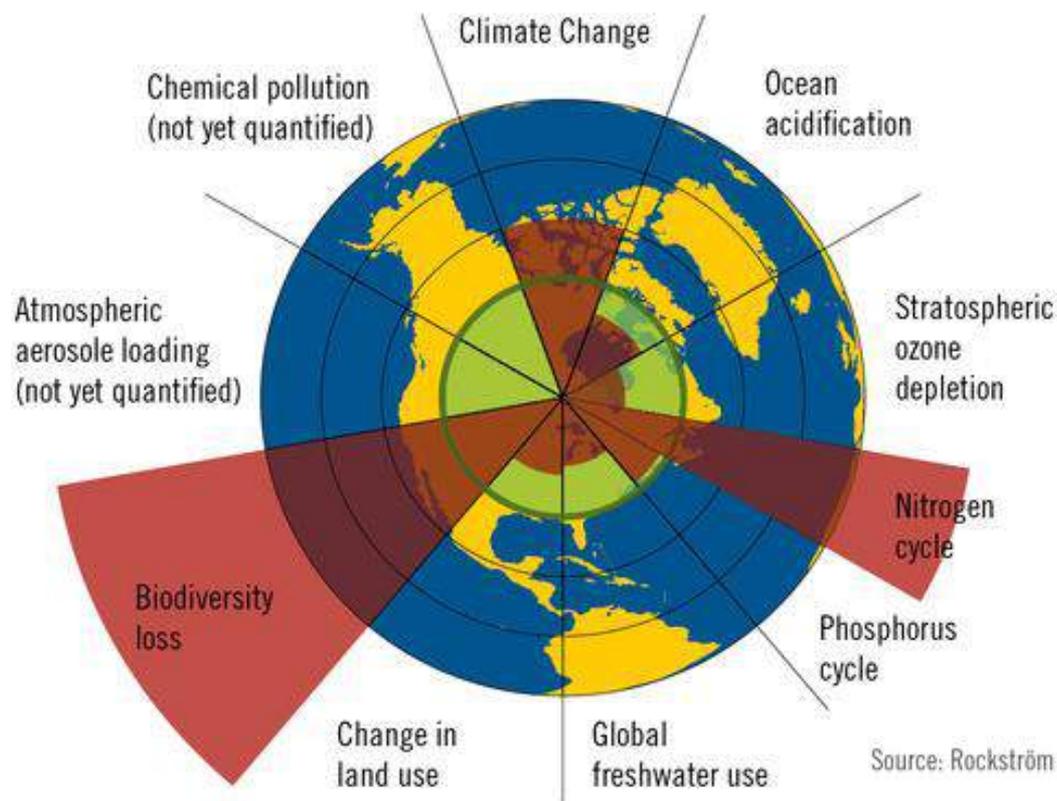


Unstable



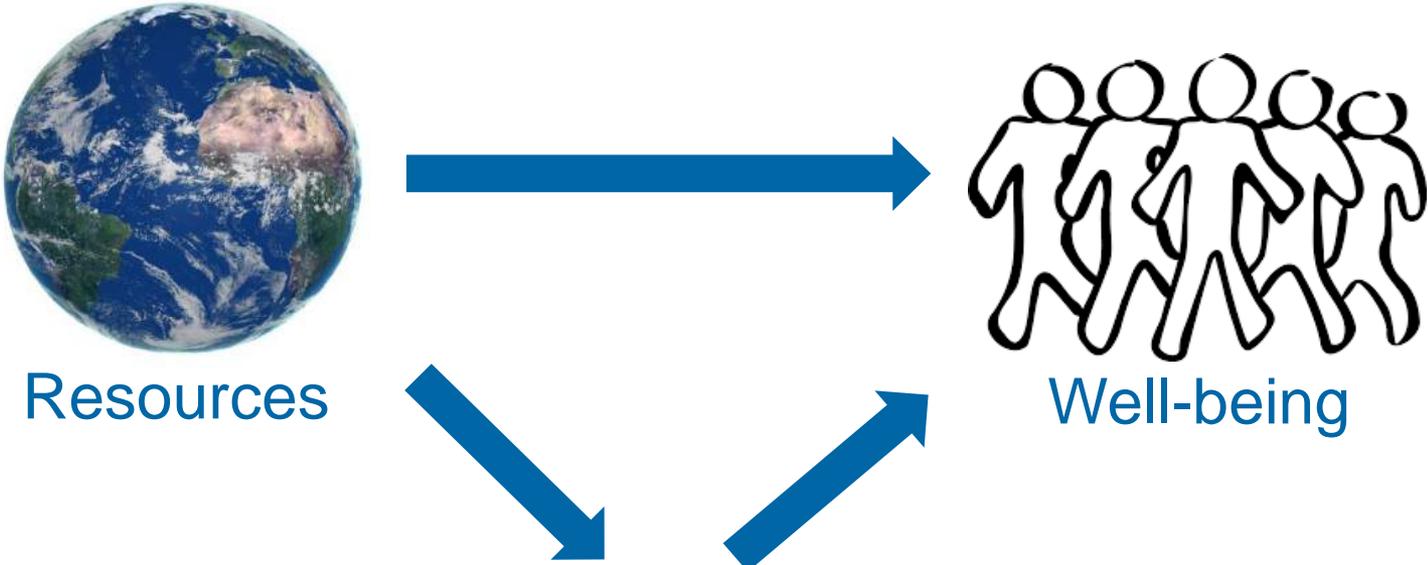
Unsustainable

A safe operating space for humanity



Source: Rockström et al., Stockholm Resilience Centre

Better economic system



Socio-economic system



Transforming the economy

Economy created and managed by us

It can be re-built, re-designed and transformed

An entire restructuring of the economic system will not happen overnight

Look for opportunities to influence it and help change it



Why does this matter to coastal communities?

Why does this matter to coastal communities?

Coastal communities are not all the same



Why does this matter to coastal communities?

Unstable coastal economies

Decline of traditional industries and struggle to replace them

Deprivation, inequality and underemployment

Seasonality and an ageing population

Fragile communities less able to cope with environmental and economic shocks



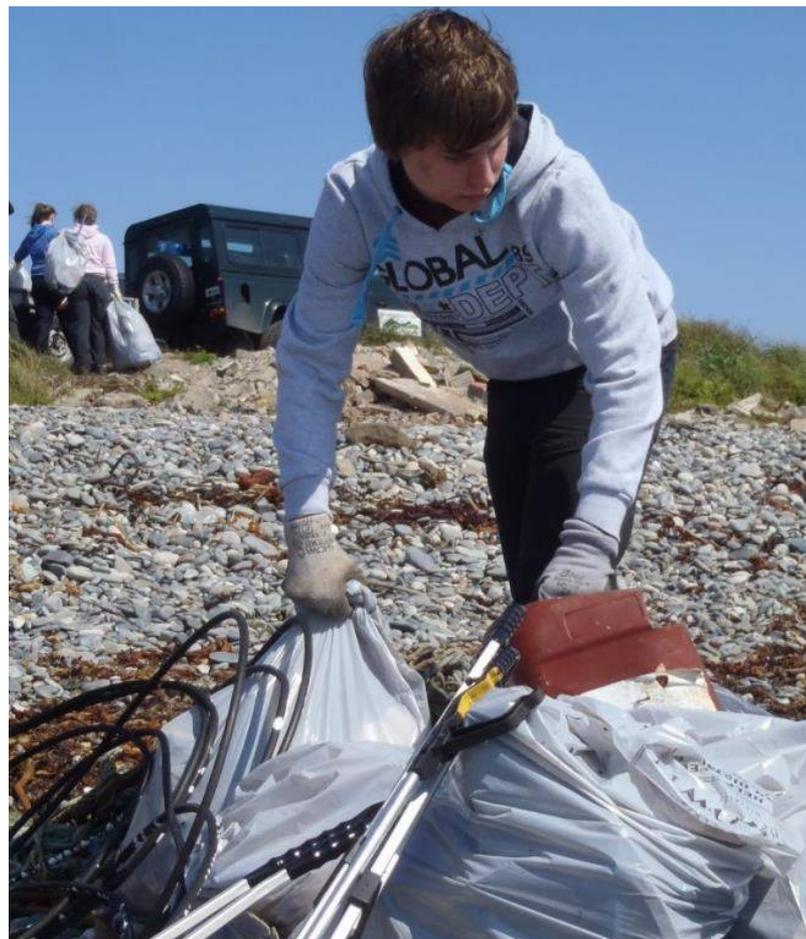
Why does this matter to coastal communities?

Unhealthy coast and seas

Environmental and economic pressures
on natural ecosystems

Overfishing, pollution, marine litter,
habitat degradation, climate change

Our mismanagement of coastal and
marine resources



Why does this matter to coastal communities?

Changing climate

Rising sea levels, increased risk of flooding and coastal erosion

Ocean acidification and other challenges

Storms more severe and more frequent

Social and economic impact

Energy production and consumption patterns

De-carbonization of our economy



Why does this matter to coastal communities?

Coastal economies not fit for purpose

Absence of social and environmental goals over the years

Negative impact on the marine environment

Fewer jobs

Lower revenues

Unnecessary costs to the public

Need for increased resilience against economic and environmental shocks



Why does this matter to coastal communities?

What do coastal communities care about?

“**priority of improving the quality of life** and the standard of living for coastal communities” (Coastal Communities Alliance, England)

“a broad and long-sighted vision to promote and deliver integrated coastal zone management for the **long term sustainability** of the North West’s coast.” (North West Coastal Forum)

“partnership of local authorities, organisations, businesses and communities committed to working towards integrated, sustainable management of the Clyde's **environmental, economic and community resources.**” (Firth of Clyde Forum, Scotland)

“securing **an integrated approach to the management and sustainable development of our coastal and marine environment** through effective stakeholder engagement.” (Pembrokeshire Coastal Forum, Wales)

A new deal for coastal communities

Context of increasing environmental
and economic pressures

Fresh and hopeful perspective
to coastal communities

Demonstrating that it is possible to
deliver economic prosperity and a
healthier marine environment



A vision and an action plan

Blue New Deal vision report (Jun 2015)

Action plan to help transform coastal economies

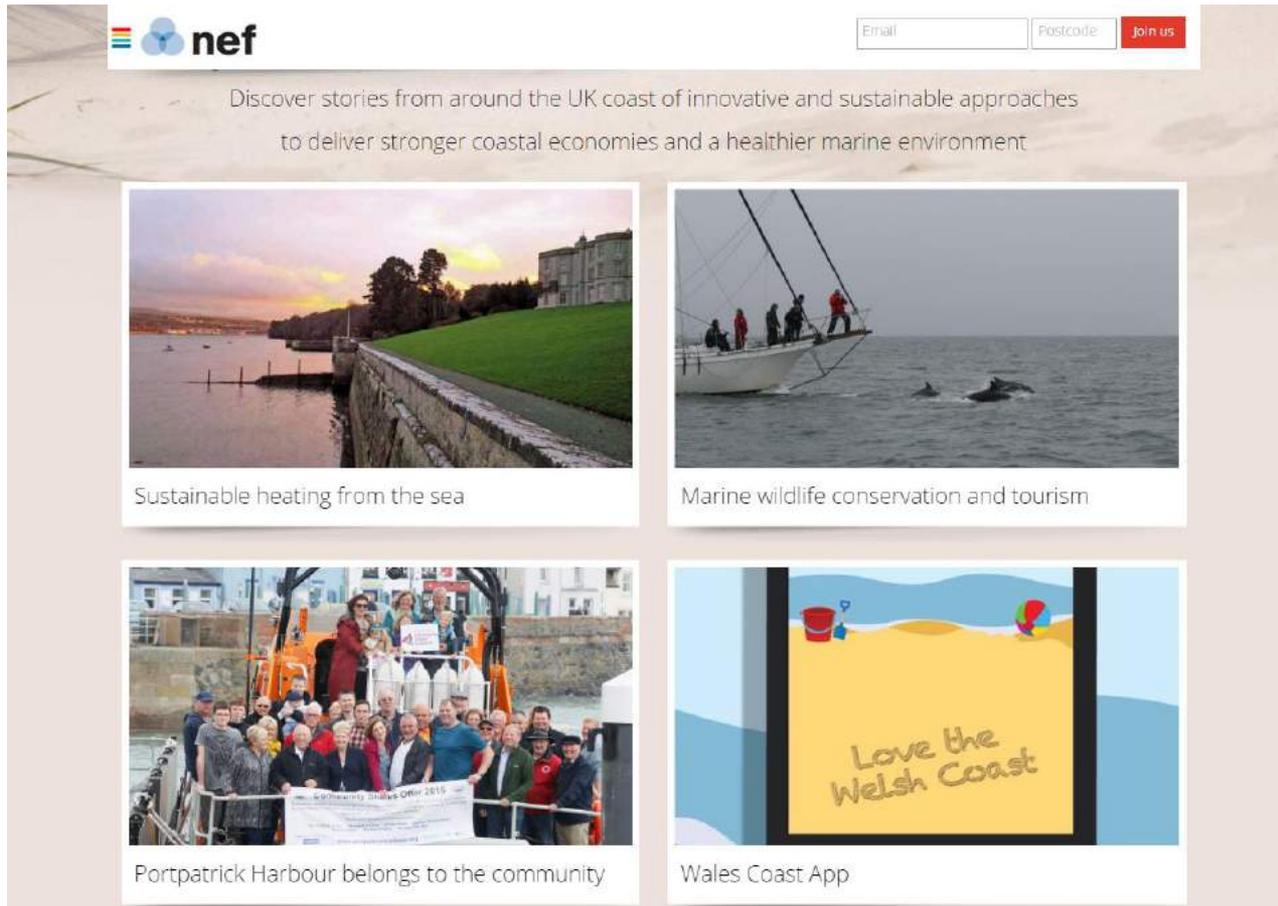
Island nation with a wealth of natural resources

Proud coastal identity

Reversing the story of unfulfilled potential



Inspired by positive stories



The screenshot shows the nef website interface. At the top left is the nef logo. To the right are input fields for 'Email' and 'Postcode', and a red 'Join us' button. Below the navigation is a main heading: 'Discover stories from around the UK coast of innovative and sustainable approaches to deliver stronger coastal economies and a healthier marine environment'. The main content area features four story cards:

- Sustainable heating from the sea:** A photograph of a coastal town at sunset with a stone wall in the foreground.
- Marine wildlife conservation and tourism:** A photograph of a white boat on the water with people on board and dolphins swimming nearby.
- Portpatrick Harbour belongs to the community:** A group photograph of a diverse community of people standing together, holding a banner.
- Wales Coast App:** A graphic illustration of a beach scene with a bucket, shovel, and beach ball, with the text 'Love the Welsh Coast' written on a yellow background.

Co-developing the action plan

Working groups and wider discussions

What needs to happen in the UK coast to deliver the vision?

- Understand the barriers
- Identify solutions and practical measures
- Assess the potential benefits
- Cost the level of investment needed

Launch the action plan (autumn 2016)



Good jobs and healthier seas

UK seas already support more than 750,000 direct jobs* in coastal areas

Could healthier and more productive seas help provide for more and better jobs in the future?

**jobs within sectors which rely on a healthy marine environment to generate economic benefits, 2013 data*



Building stronger coastal economies

Social, environmental and economic outcomes simultaneously

Including three types of economic outcomes:

- People are doing well
- Local economies are resilient, diverse and well-connected
- The economy works efficiently at generating wealth and benefits



From vision to reality

Put in place the incentives and policies needed to deliver change

Working with coastal actors, industry, relevant institutions and policy makers



Engaging policy makers

Cross-party parliamentary briefing in Westminster (Nov 2015)

Coastal MPs of all parties share similar challenges and opportunities

An opportunity to strengthen cross-party efforts that can support coastal communities and the marine environment

Continued engagement as we develop the initiative



Next Steps

Follow up meetings for the working groups

Engaging the wider public and a range of different voices

Supporting local events, amplifying the coastal message nationally

Putting together the action plan to be launched later this year



THANK YOU!

Submit stories and find out more
www.blunewdeal.org

Get in touch:
fernanda.balata@neweconomics.org

*Thank you to the John Ellerman Foundation and
the Calouste Gulbenkian Foundation for their
support to this initiative.*

www.neweconomics.org
[@NEF](#)

