



Department
for Environment
Food & Rural Affairs

An Introduction to the Government's 25 Year Plan for the Environment



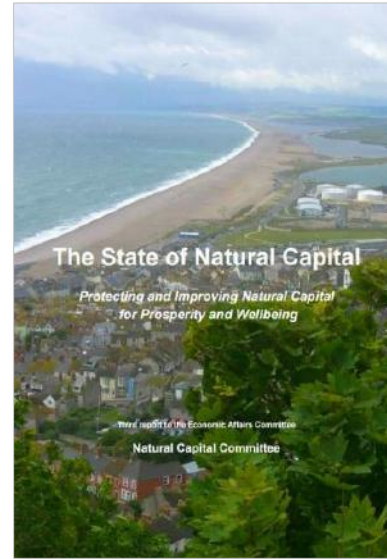
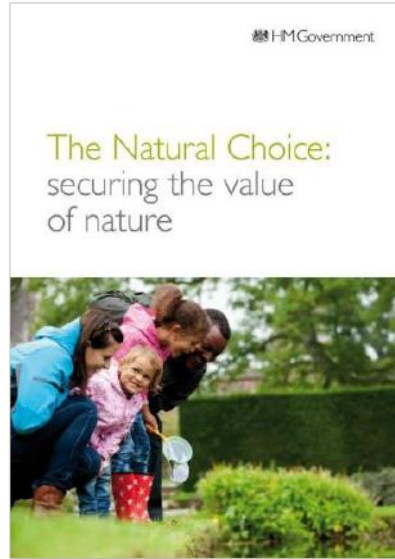
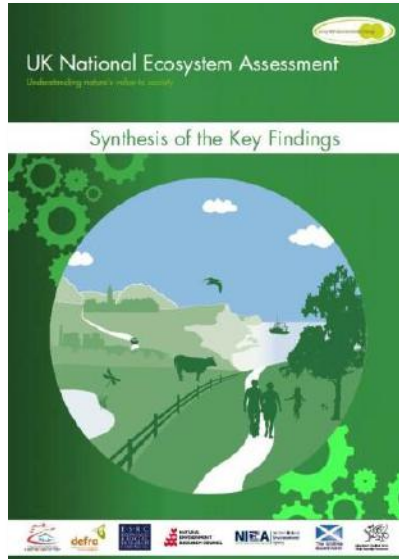
Coastal Futures Conference, 18 January 2017
Dr Gemma Harper, Defra



Our environment

- Our environment is a precious natural asset that provides us with numerous benefits such as clean water, clean air, food, timber, flood protection
 - We have improved our environment – our air, rivers and beaches are cleaner – but we need to go further
 - We want to design an effective approach to driving environmental improvement, tailored to the needs of our country that has a powerful and permanent impact – making Britain a cleaner, greener and healthier place to live and work; not just today, but for the generations to come
 - An approach that works alongside business, increasing productivity and performance, driving our economy whilst protecting the environment
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Foundations of the Plan

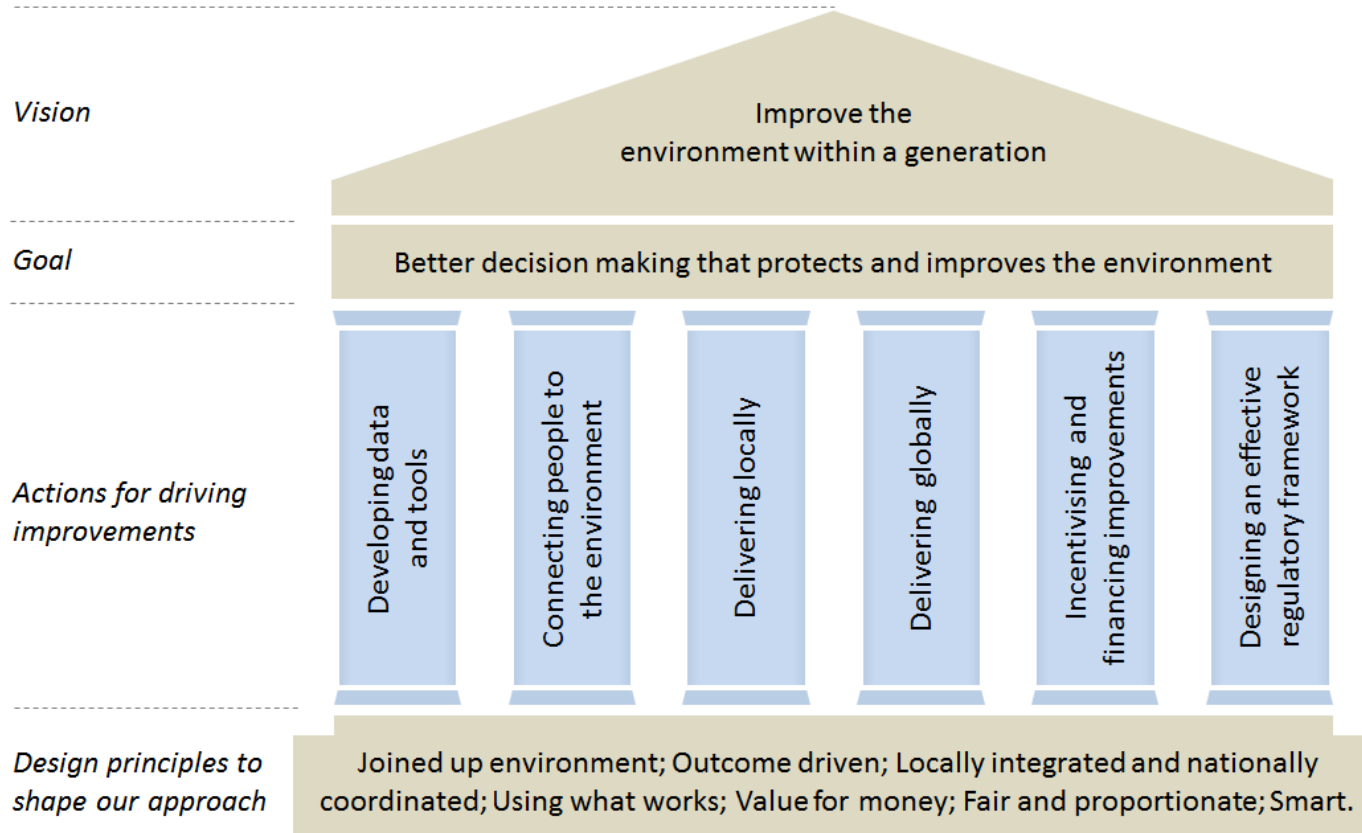


Our ambition: *A cleaner, greener and healthier environment to support a prosperous nation*

Our vision is that in 25 years' time, our country will have the healthiest environment and be the most beautiful place to live, work and bring up a family; driving wellbeing and prosperity. We want ours to be the first generation to leave the natural environment in a better state than we found it.



Proposed approach



Improving environmental decision-making

- While the environment underpins everything we do, it is often taken for granted and its value is not fully appreciated.
 - If we are ignorant of its true value, we all too easily place a value of zero on it.
 - This leads to bad decision-making with opportunities to enhance growth and wellbeing being needlessly squandered.
 - At its heart is the desire to ensure we properly understand the full value of the environment and factor it into all the decisions we take – by Government, businesses or families.
 - Over the 25 year period we will generate a cultural shift so that everyone appreciates the environment and takes steps to improve it.
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Actions

- Developing data and tools
- Connecting people with the environment
- Delivering locally
- Delivering globally
- Incentivising and financing improvements
- Designing an effective regulatory approach



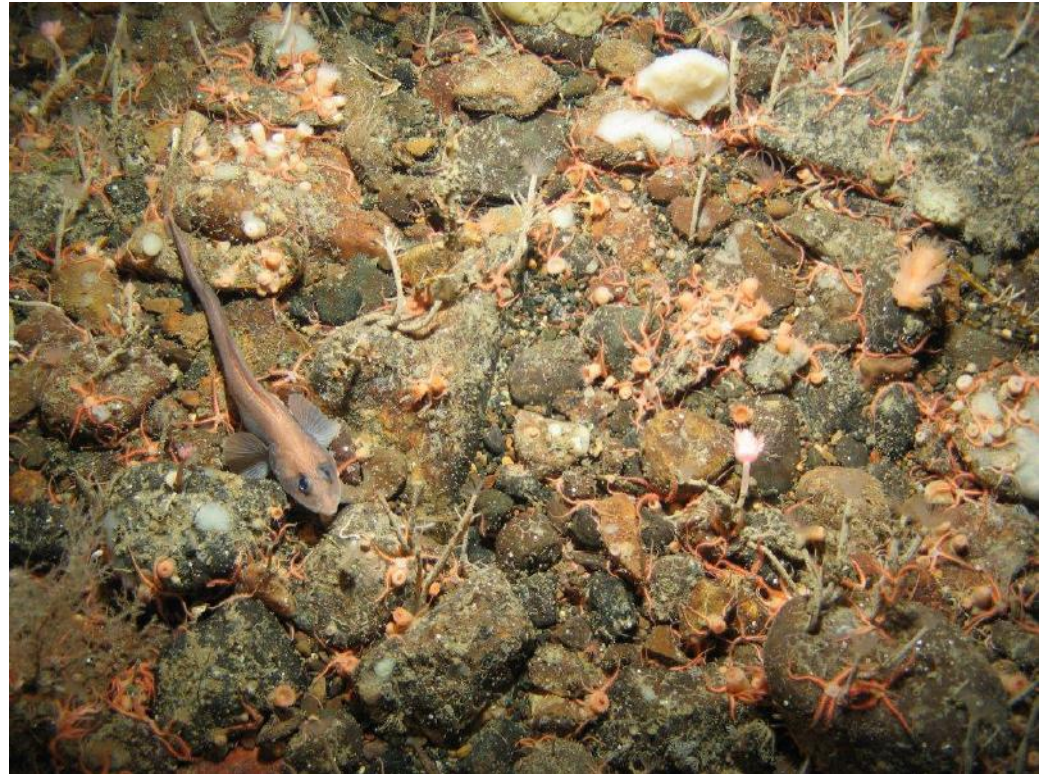
Design principles

- Joined-up environment
- Outcome driven
- Locally integrated
- Using what works
- Value for money
- Fair and proportionate
- Smart



Pioneer projects

- Four Pioneer projects
- Testing success of joined-up, integrated approach to planning and delivery for the environment
- Test new tools, methods and funding opportunities



Think big... Start small... Act now

Please respond to the
25 Year
Environment Plan
green paper
consultation

