

# Blue economy principles



## Accountable

Adopting decision making and reporting frameworks that consider natural, social, and cultural effects of all proposed and actual uses of ocean resources.



## Te Mana o te Moana

Prioritising the health and wellbeing of the moana informed by a Tiriti o Waitangi-led approach where the rights and responsibilities of tangata whenua are provided for.



## Regenerative

Adopting practices that actively support and restore marine ecosystem health.

## A blue economy for Aotearoa

Marine activities that generate economic value and contribute positively to ecological, cultural, and social well-being.



## Inclusive

Engaging with communities to achieve multiple benefits for people and the environment.



## Intergenerational

Empowering holistic governance and management that support the moana to provide for long term social, cultural, environmental, and economic well-being.



## Prosperous

Actively transitioning towards resource use that is productive, sustainable, resilient and enhances the ocean and ocean-dependent livelihoods.

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