

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.