

SOCIAL OUTCOMES

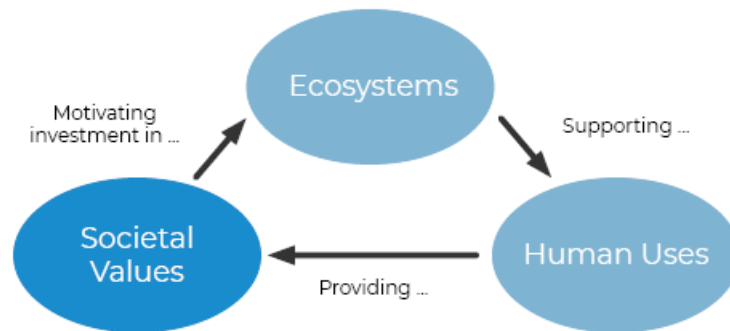
Blue Accounting is focused on effectively leveraging and sustaining our primary asset – the world's largest freshwater system.

This requires an adaptive, issue-based process that links water-related management decisions and investments, in both public and private sectors, to desired social, environmental and economic outcomes. A holistic and connected process will help us improve economic efficiency, realize competitive advantage, assure water security and enhance quality of life.

The **social value and quality of life** outcomes that Blue Accounting aims to achieve are:

1. Awareness of water value
2. Stewardship of, and investment in, water resources

Our pilot issues are exploring ways to measure progress towards these social outcomes as well as [environmental](#) and [economic](#) outcomes. By taking this approach, we hope to develop a system where Great Lakes ecosystems, economies, and societies support one another.



Read [our story](#) to learn about the Blue Accounting initiative.