

ECONOMIC AND SUSTAINABLE HUMAN USE OUTCOMES

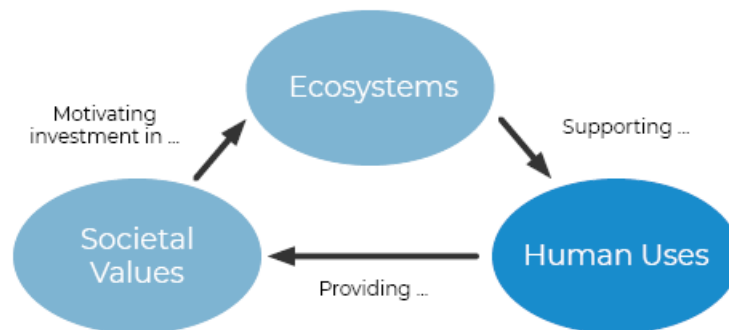
Blue Accounting is focused on effectively leveraging and sustaining our primary asset – the world’s largest freshwater system.

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

The **economic and sustainable human use** outcomes that Blue Accounting aims to achieve are:

1. Safe and sustainable domestic water supply
2. Flourishing and sustainable natural resource-based economies, such as agriculture, aquaculture, nurseries, forestry and commercial fishing
3. Flourishing and sustainable water-withdrawing economies, such as manufacturing and energy production
4. Flourishing and sustainable non-consuming water-based economies, such as recreation, tourism and shipping

Our pilot issues are exploring ways to measure progress towards these economic outcomes as well as [environmental](#) and [social](#) 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.