

Turning our economy blue

Did you know that if we had to pay for all ocean services, we'd have to spend over 20 trillion US dollars?

We probably cannot afford what the ocean gives us right now for free. For example, the ocean takes up carbon dioxide for us, and the value of this hidden 'blue carbon' service is estimated at USD 60 to 400 billion per year.

Now, not all of ocean ecosystem services can be turned into money. Or, if some were turned into money, the value would decrease because they are not truly renewable resources. But if we lost those services, we would suffer a big cost.

At the same time, we earn a lot every year from using ocean resources, about USD 3 to 6 trillion. The smart choice is to make sure we can keep earning that money, for a long time.

That means we need sustainability: the chance to continue into the future.

A "Blue Economy" is not just about using ocean resources, but about protecting and sustaining the ocean that provides the resources as well as the people who depend on them.

It's not a trade-off between making money and conserving environments, either. Conservation can actually increase the value we could earn from using ocean resources – by billions of dollars.

Thinking long-term means leaving enough fish to reproduce. It means leaving wetlands intact to protect and support the people in the houses and hotels near shore. It means taking the time to respond to environmental impact assessments and develop the best way.

It means planning not just for next year but also for the next decade and next generation.

When you toss the big female fish back, or tell policymakers that biodiversity matters, you are saving the ocean – and saving us too.

Help give voice to this Pacific Conversation – learn more about marine and coastal biodiversity in the Pacific islands.

**Join in the Pacific Conversation: #SaveOurOcean
#ResilientPacific**



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