

## The Blue New Deal

This initiative has recently been launched by the New Economics Foundation. The Blue New Deal will bring coastal partners together, from local councils and national government departments, to entrepreneurs and industry representatives.

The Blue New Deal will work to deliver good jobs and economic sustainability for coastal communities through a healthier marine environment.

Finding solutions to the various challenges faced by coastal communities across the country will require participation and cooperation from a range of different voices and interests. A nationwide action plan will be developed - to be launched in 2016.

Follow this link to the [Blue New Deal vision report](#) which sets the context for this initiative. The report outlines how the absence of social and environmental goals in key coastal and marine industries over the years has placed undue pressure on coastal economies, communities and the environment.

It also begins to explore the many opportunities to deliver more and better jobs and economic prosperity to coastal communities through transforming our approach to managing the UK's wealth of coastal and marine assets.

The [Blue New Deal website](#) will showcase some of the existing examples of innovative and sustainable approaches happening around the UK coast. We encourage everyone to share their story with us.

*If you require further details please contact - **Fernanda Balata***  
[fernanda.balata@neweconomics.org](mailto:fernanda.balata@neweconomics.org)