

ENVIRONMENTAL OUTCOMES

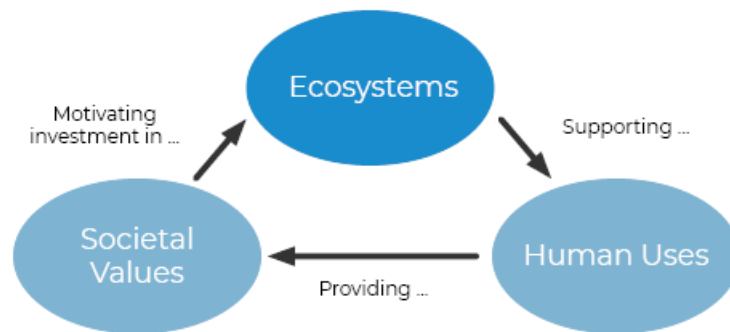
Blue Accounting is focused on effectively leveraging and sustaining our primary asset – the world’s largest freshwater system.

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

The **environmental and healthy aquatic ecosystem** outcomes that Blue Accounting aims to achieve are:

1. Functional nearshore and coastal processes
2. Healthy, diverse and connected habitats
3. Healthy and abundant wildlife

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