

SERVICES

Hundreds of different groups – across eight states and two provinces – invest billions of dollars in protecting and restoring the Great Lakes, but there hasn't been a way to collectively measure how effective these efforts are at achieving shared goals.

Blue Accounting fills this void by providing services that enhance communication and collaboration between leaders, resource managers and the public.

FACILITATION AND ADVISORY SERVICES TO:

- Institute, enhance and accelerate collaboration
- Support development of shared goals and metrics
- Support development of shared management strategies
- Advise on best practices for establishing and maintaining a collaborative group
- Advise on best practices for implementing adaptive management

INFORMATION MANAGEMENT AND DELIVERY SERVICES TO:

- Curate and integrate data sources to track progress toward shared goals and metrics
- Curate and publish supporting contextual data and information to understand progress
- Curate and publish “best of” tools and case studies for implementing management decisions
- Develop data visualization tools to communicate key information

SITUATIONAL ANALYSIS SERVICES TO:

- Assess gaps and opportunities for how data and information are used to support decisions (e.g., information flow audits)
- Perform comparative analyses of cross-jurisdictional policies, investments and strategies service for an issue
- Support collaboration and evidence-based decision-making

STRATEGIC ENGAGEMENT AND COMMUNICATION SERVICES TO:

- Promote the value and use of Blue Accounting through partnership-building with key leaders and decision-makers
- Build capacity in agencies, organizations, and other institutions to use Blue Accounting to track and report on progress, and to make adaptive decisions regarding future investments in policies and programs that restore, protect and enhance the Great Lakes