



# BLUE ECONOMY

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# AGENDA

Introduction

Concept and Key Components of  
Blue Economy

Indonesia's Blue Economy Concept

Challenges in Implementing Blue  
Economy

Blue Economy and Marine Tourism





# INTRODUCTION

The concept of the blue economy, introduced by Gunter Pauli in 2010, aims to promote sustainable use of ocean resources for economic growth, jobs, and environmental health. It emphasizes the integration of conservation and sustainable use of marine resources, including fisheries, aquaculture, marine-based manufacturing, and tourism, while addressing ecological degradation and social injustices (*Narwal, Kaur, Yadav, Bast Yadav, Bast:2023 – Santosa, Binowo, Makarim:2023*)





## KEY MILESTONES IN THE HISTORY OF THE BLUE ECONOMY





# MILESTONE OF BLUE ECONOMY



Source: Lesperance (2016), UN (2017), Bappenas (2021)



# DEFINITION OF BLUE ECONOMY

## WORLD BANK

Sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem

## EUROPEAN COMMISSION

All economic activities related to oceans, seas and coasts. It covers a wide range of interlinked established and emerging sectors

## COMMONWEALTH OF NATIONS

An emerging concept which encourages better stewardship of our ocean or 'blue' resources

## CONSERVATION INTERNATIONAL

Blue economy also includes economic benefits that may not be marketed, such as carbon storage, coastal protection, cultural values and biodiversity.

## THE CENTER FOR BLUE ECONOMY

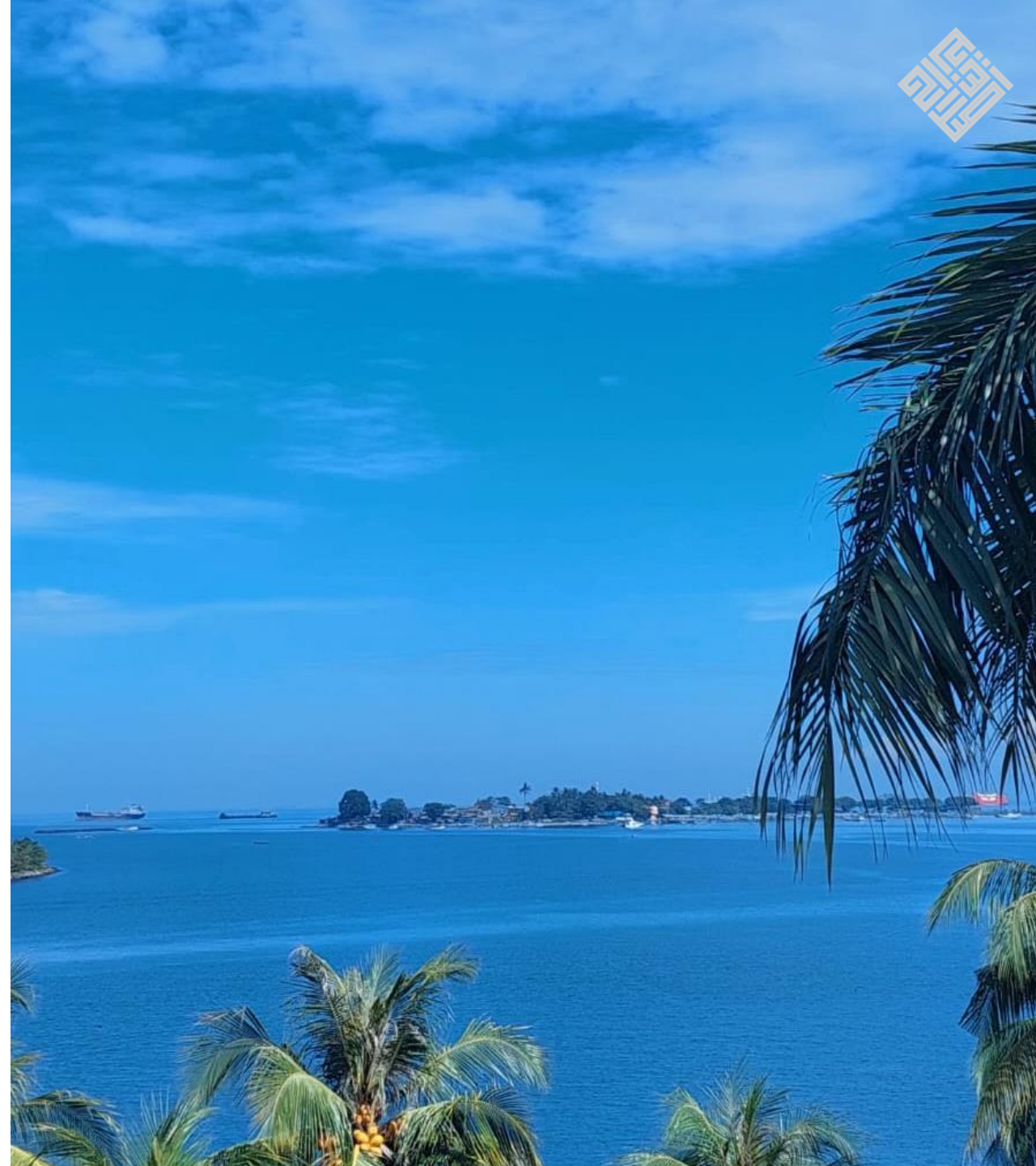
it is now a widely used term around the world with three related but distinct meanings- the overall contribution of the oceans to economies, the need to address the environmental and ecological sustainability of the oceans, and the ocean economy as a growth opportunity for both developed and developing countries

***The blue economy refers to the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs, encompassing all economic activities related to oceans while preserving ecosystem health and promoting better stewardship***



## CONCEPT OF BLUE ECONOMY

The concept of the blue economy refers to the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of marine ecosystems. This approach aims to balance economic development with environmental sustainability and social equity





# KEY COMPONENTS OF BLUE ECONOMY

## 1. ***Sustainable Economic Growth:***

The blue economy aims to promote economic development while ensuring the long-term sustainability of ocean resources and marine ecosystems

## 2. ***Environmental Sustainability:***

It emphasizes the need to preserve the health of marine ecosystems and address environmental risks such as pollution and overexploitation of resources

## 3. ***Social Equity:***

The blue economy aims to promote social equity by ensuring that the benefits of marine resource development are shared fairly and that all stakeholders have a say in decision-making processes

Source: United Nation, Lesperance, Sinai





# BLUE ECONOMY IN INDONESIA

The development of blue economy in Indonesia is guided with a **vision** of “Our diverse coastal and marine resources are sustainably managed through a knowledge-led blue economy to create socio economic prosperity, ensure a healthy marine environment and strengthen resilience for the benefit of current and future generations”

## Missions;

- (1) promoting environmentally sustainable economic growth;
- (2) securing healthy, resilient, and productive oceans;
- (3) improving human health, well-being, and shared prosperity; and
- (4) creating an enabling environment.





## THE MAIN CHALLENGES IN IMPLEMENTING THE BLUE ECONOMY



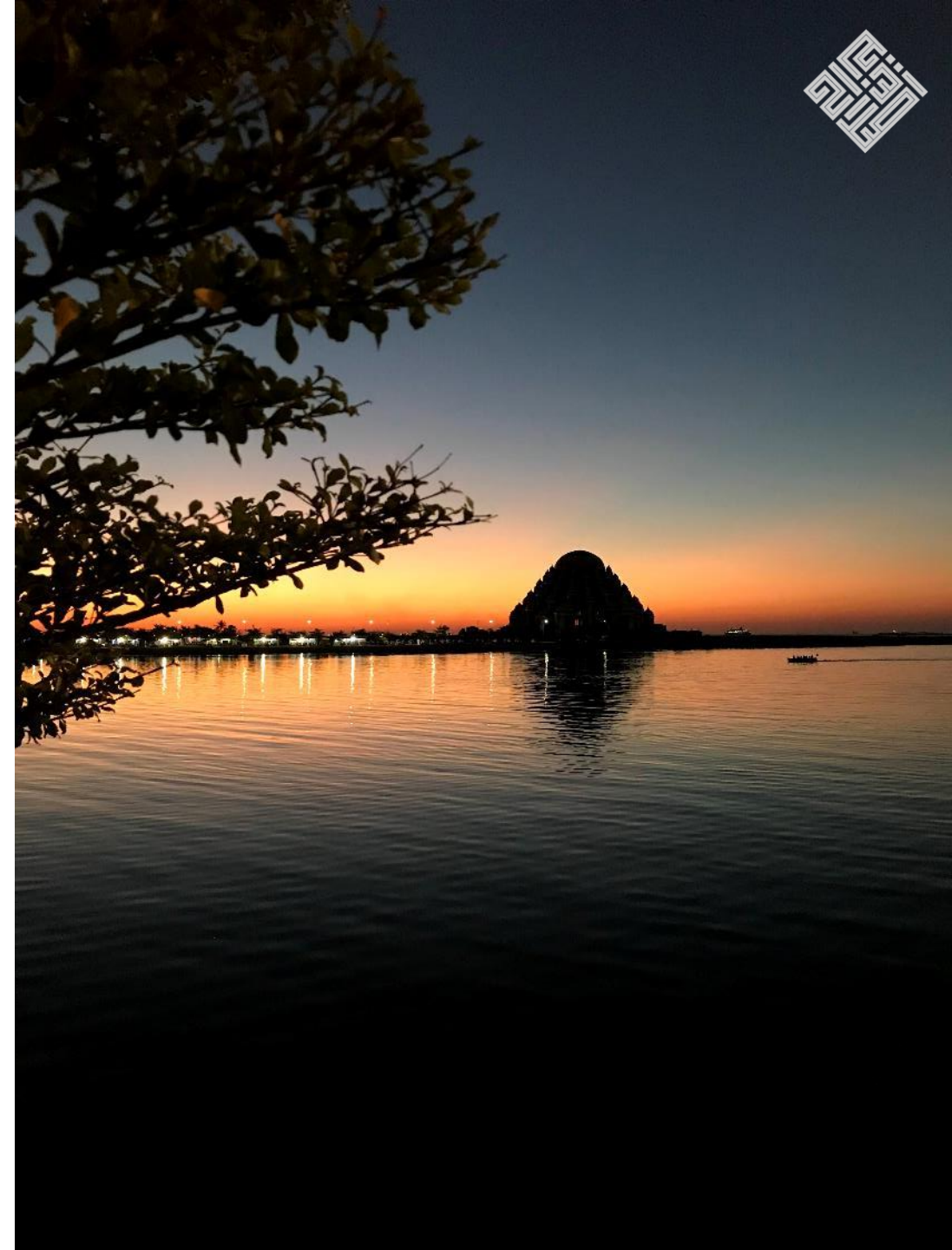
Source: Putri et.al., Vazquez et.al., UNDP., Narwal et.al., Bappenas-RI





## IMPLEMENTING BLUE ECONOMY IN MARINE TOURISM DEVELOPMENT

The development of marine tourism in South Sulawesi shows great potential but has not run synergistically due to operational and authority constraints. Policy synergy and collaboration of all stakeholders are needed to achieve quality tourism based on the blue economy, supporting economic welfare and environmental sustainability (Rijal et.al, 2022)





THANK YOU

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