

## ACTION ITEMS FOR THE NEXT 12 MONTHS

1. Pin down the intrinsic value(s) of our ocean resource. Identify the touchstone ocean-related issue for each country, and then build a campaign or narrative around it.
2. Mandate that the CDB include the analysis and valuation of nature and ecosystem services as an indicator in its annual report.
3. Effectively communicate the meaning of the Blue Economy, the value of ecosystem services, and their relationship to development at the local level. This requires dialogue between all sectors of society and leadership from the public sector.