



Recommendations (Draft)

Great Lakes Blue Accounting

Dr. Paul Seelbach, Senior Science Advisor, Great Lakes Commission

Kathryn Buckner, President, Council of Great Lakes Industries

Dr. Jennifer Read, Deputy Director, U.Michigan—Water Center / GLOS

Tim Eder, Executive Director, Great Lakes Commission

Jon Allan, Director, Michigan Office of the Great Lakes

Christine Manninen, Communications Lead, Great Lakes Commission

*Should Michigan turn its water into money?
Some believe state should benefit more from
world's largest fresh-water supply*

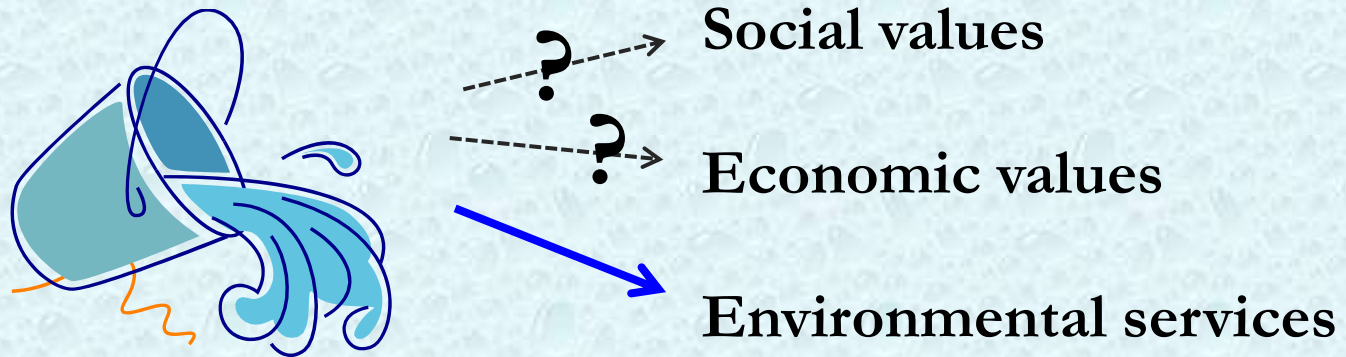
Detroit News Op-Ed 2-17-2014

Our view:

Future prosperity of the Great Lakes region hinges on creating strategic value and regional competitive advantage, through effective leveraging of its primary asset -the world's largest freshwater storage system.

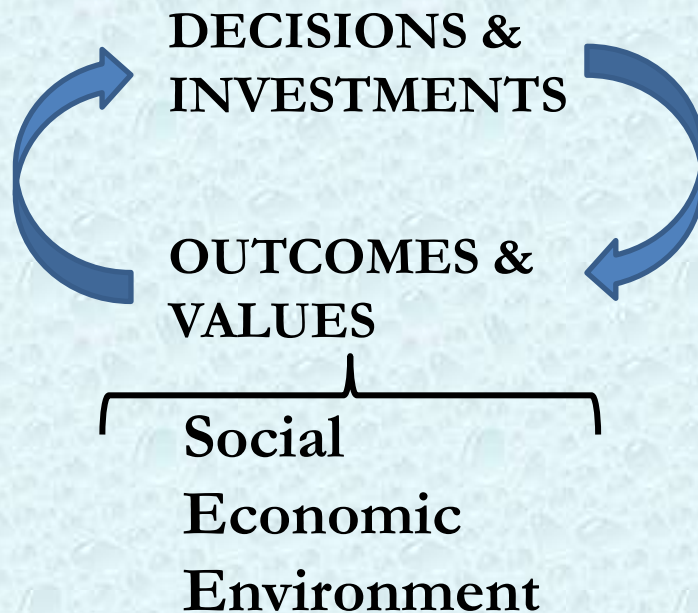
The Problem:

We mostly know how water resources drive environmental services, but we have no clue how water supports and translates into economic and social values.



Therefore !!

We must invest in development and operation of Great Lakes knowledge systems that connect water-related management decisions and investments to core desired outcomes: environmental, economic, and social.



9 Desired Outcomes from Water System

Healthy Waters and Wildlife

1. Functional Nearshore/Riparian Processes
2. Functional Habitats
3. Productive, Diverse Populations

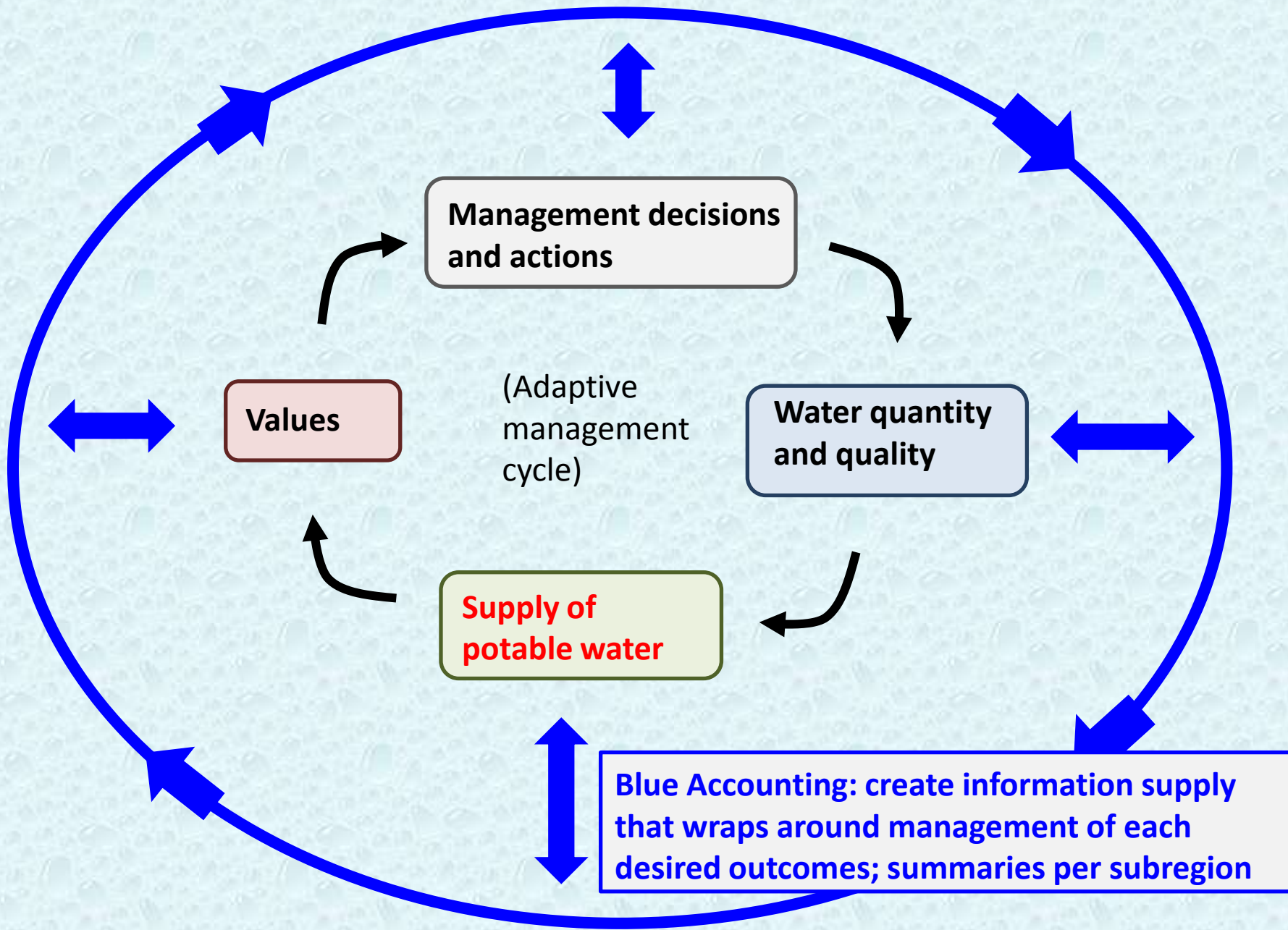
Appreciated individual quality of life

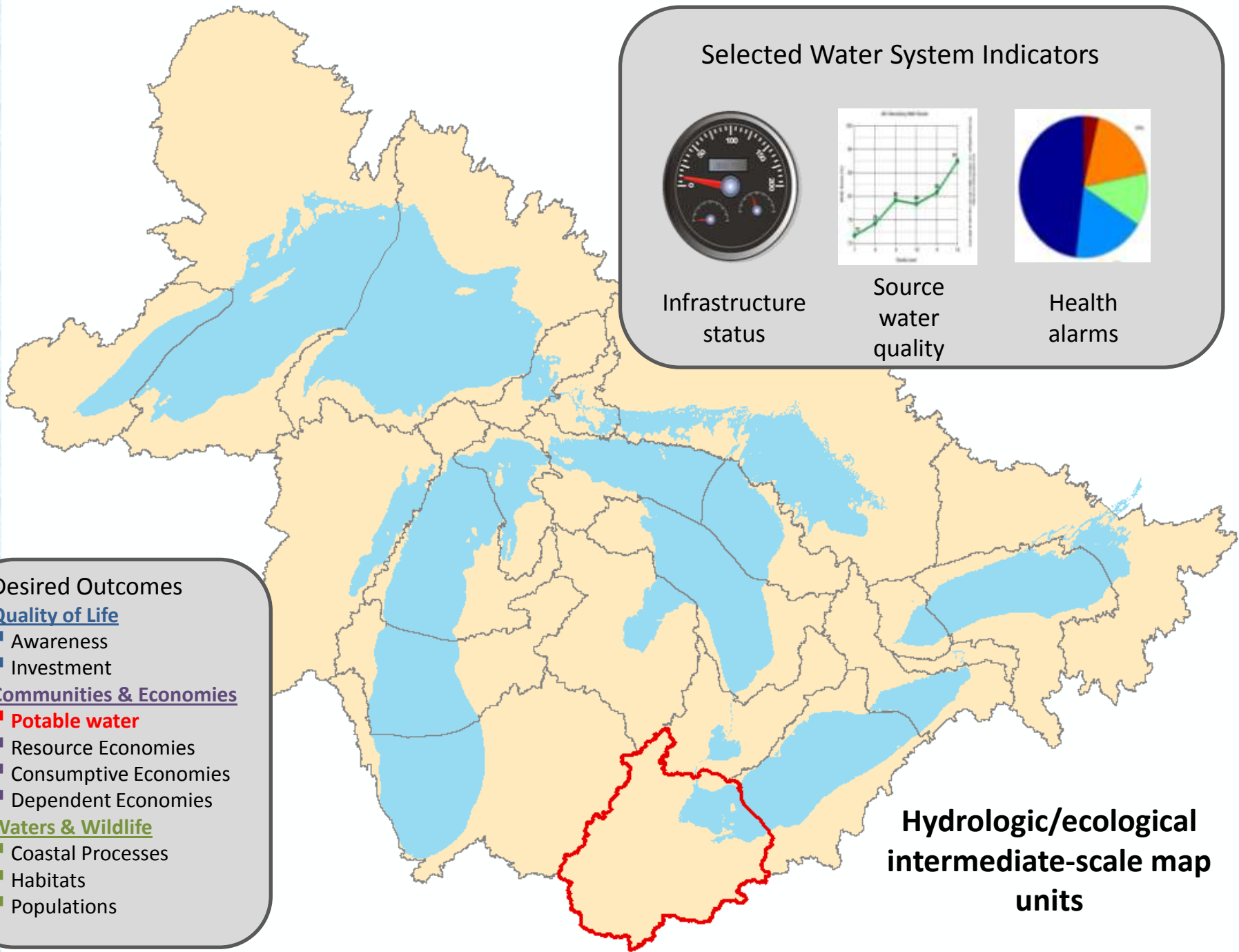
8. Awareness of water ~ quality of life
9. Investment in water resources

Flourishing communities and economies

4. Natural resource economies
5. Water-consuming economies
6. Water-dependent economies
7. Supply of potable water







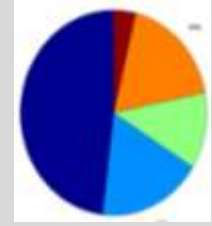
Selected Water System Indicators



Infrastructure status



Source water quality



Health alarms

Desired Outcomes

Quality of Life

- Awareness
- Investment

Communities & Economies

- **Potable water**
- Resource Economies
- Consumptive Economies
- Dependent Economies

Waters & Wildlife

- Coastal Processes
- Habitats
- Populations

**Hydrologic/ecological
intermediate-scale map
units**

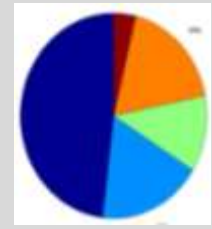
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Waters & Wildlife

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**Societal
intermediate-scale map
units**

Recommendations (Draft)

Great Lakes Blue Accounting Program

1. Common spatial information platform

✓ Shared
measurement systems



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Great Lakes Blue Accounting Program

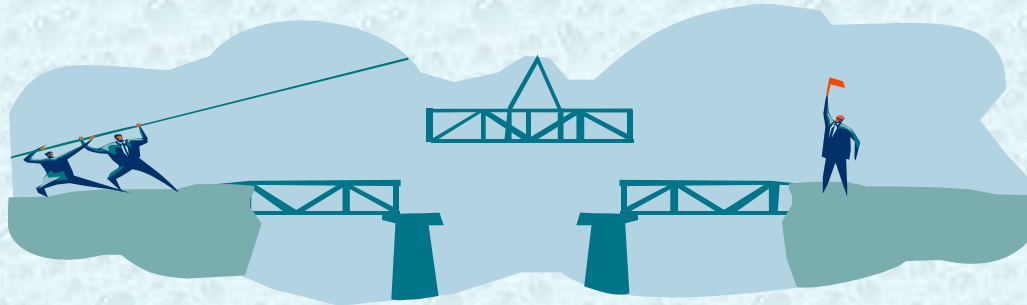
2. Pilot modules for 2 outcomes
 - Operationalize the Blue Accounting concept of the inner management cycle and the outer ring of information supply



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3. New information development for select info gaps



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4. Establish collaborative, multi-sector, basin governance of water system information
 - **Governors and Premiers charge existing organizations with: oversight, implementation, and secretariat support**

- ✓ **Common Agenda**
- ✓ **Complimentary Roles**
- ✓ **Backbone Organization**



Must begin water accounting

- Create strategic values
- Create competitive advantage
- Assure water security

Report to Governors/Premiers in late April

Ask your help

- Bringing home agencies up to speed
- Identify a champion in each

