OUR BLUE ECONOMY
3 STEP PROCESS

**Step 1**
Scope: The What

- PRELIMINARIES
- Blue Assets Scoping
- Government Review
- Scenarios & SWOT
- 3 - 4 Options
  - The “ONE THING” Narrative.

**Step 2**
Shape: The How

- NORTH STAR
  - #1 “ONE THING” + HEADLINES
- Blue Print 1
  - Strategy
- Blue Print 2
  - Business Plan
- First Domino
  - PARTNERSHIP FORUM
    - Prospectus & Finance Syndication

**Step 3**
Accelerate: The Who & When

- BLUE HUB IGNITION
- PR
- HAND OVER
- M&E
  - Social Media Campaign