Protecting people from the environment

Protecting the environment from people

Promoting positive environmental outcomes for future generations

direct control

direct influence

indirect influence
The EU policy context: Europe 2020

Europe 2020 Strategy

Smart Growth
Developing an economy based on knowledge and innovation

Sustainable Growth
Promoting a more efficient, greener and more competitive economy

Inclusive Growth
Fostering a high-employment economy delivering social and territorial cohesion

Flagship initiatives
- Innovation Union
- Digital Agenda
- Youth on the move
- Resource efficiency
- New industrial policy
- New skills and new jobs
- Platform against poverty
Includes long-term vision: where we want to be by 2050:

"In 2050, we live well, within the planet’s ecological limits. Our prosperity and a healthy environment stem from an innovative, circular economy where nothing is wasted and where natural resources are managed sustainably, and biodiversity is protected, valued and restored in ways that enhance our society’s resilience. Our low-carbon growth has long been decoupled from resource use, setting the pace for a safe and sustainable global society."
SEPA is to carry out the functions conferred on it by or under this Act or any other enactment for the purpose of protecting and improving the environment (including managing natural resources in a sustainable way).
Regulating for Behaviour Change

- Criminal
- Chancer
- Careless
- Confused
- Compliant
- Champion

Hit them hard

Encourage improvement
- Enforce
- Educate
- Enable
- Engage

Recognise and reward

Promote best practice
So by 2025

- an informed and empowered public
- influenced and helped citizens to engage
- participatory decision making
- ecosystem services widely understood and used in decision making
- a shared vision for environment, society and economy with common outcomes
- achievement of multiple benefits
- a circular economy, beyond compliance