

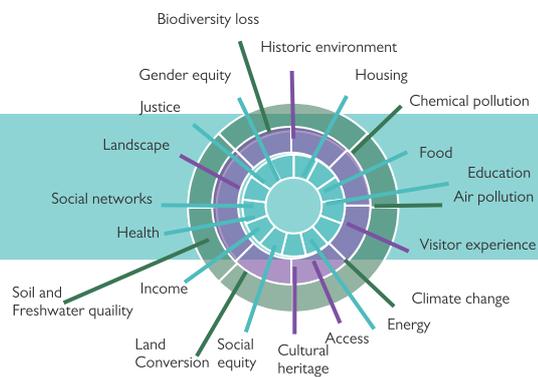


**To address the climate and nature emergencies, a new approach is needed to the rural economy. In order to ensure the future resilience and prosperity of local communities, we will collaborate with partners to support transition to a new and more sustainable economy.**

The current growth paradigm within traditional economic thought is ecologically and socially problematic. Dependent on increased consumption of finite resources (land, water and energy) current economic models are unsustainable and incompatible with the objectives of WBFGA and SMNR.

Here we focus on the development of a 'steady state' economy that permits some degree of responsible, ecologically accountable limited growth with social justice at its heart.

# GREEN NEW DEAL



## Why this is important

The instability of global economic systems is now widely recognised. Our economies, livelihoods and well-being all depend on our most precious asset: nature. However, as the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) conclude in their [2019 Global Assessment Report on Biodiversity and Ecosystem Services](#) 'We are eroding the very foundations of our economies, livelihoods, food security, health and quality of life worldwide'. An economy that fails to take into consideration its dependency on nature is one that will ultimately take us past global tipping points of resource exploitation.

It doesn't have to be this way, we can rethink our economies so that they sustainably manage natural resources. If we choose to invest in rather than exploit nature we can tackle climate change, heal ecosystems, secure jobs, and build a sustainable regenerative economy.

## What success looks like

The National Park is widely recognised as a hub for sustainable green economies, where innovation flourishes, and support is available for those concerned with building stronger, greener businesses which seek to operate within the just and safe space.

Many of the companies that operate within the National Park are B Corp certified and are exemplars of operating within the circular economy.

Our agricultural sector has easily transitioned to the new Sustainable Farming Scheme and farmers are receiving benefits for the public goods they supply.

The Park will be host to high added value entrepreneurship based on the digital economy and processing sustainable natural products, especially wood and timber.

The service economy based on sustainable tourism will thrive.

## How the policy will be implemented

Economic development per se is out with the purposes and duty of the NPA, but the social and environmental impacts of economic actions have direct bearing on how our purposes and duty are implemented. Therefore, it is imperative we work in partnership with all stakeholders to generate shared aims and develop a regenerative economy for the National Park.

We will work in partnership to define a rural 'green new deal' for the Park.

This will focus on:

- Supporting development of environmentally responsible and innovative entrepreneurship
- High connectivity based on digital communications and sustainable transport
- Supporting transition to new models for agriculture, woodland and food production based on carbon sequestration, ecosystem resilience, nature recovery, innovation, high added value production and a focus on realising the value of the landscape
- Supporting production of goods and services that do not impose high external environmental or societal costs. In particular, the focus should be on businesses based on low carbon footprints and especially within the following areas:

- Green Research and Development
- Clean physical infrastructure
- Building efficiency retrofits
- Education and training towards a green economy
- Natural capital investment for ecosystem resilience and regeneration
- Public financial support via short term investment not long-term subsidies
- Supporting development of town centres of the future comprising innovation, co-working and entrepreneurship hubs based on high quality digital networks, enabling working 'near home' rather than 'from home'

We will utilise the emerging Local Development Plan to develop policy to support this ambition.

## **How we will measure progress**

We will measure progress utilising National statistics for economic performance of the region, whilst seeking to find alternative mechanisms for measuring the health of the economy other than GVA growth.

The level of employment and median incomes will be monitored with the aim of seeing no loss of employment and a raise in median incomes.

We will also monitor employment by industry and seek to determine how our economic base is shifting as a result of implementation of this employment strategy.