To be successful, management measures or responses to changes resulting from human activities should be:

- Ecologically sustainable
- Technologically feasible
- Economically viable
- Socially desirable/tolerable
- Legally permissible
- Administratively achievable
- Politically expedient
- Ethically defensible (morally correct)
- Culturally inclusive
- Effectively communicable

Solutions - The 10-tenets:

**Changing Landscapes, Changing Sub-seascapes**

The UK and Marine Scotland vision: “clean, healthy, safe, productive, biologically diverse marine and coastal environments, managed to meet the long-term needs of people and nature”.

Professor Mike Elliott, IECS, University of Hull

(NB spellcheck - not “a good night in Scotland”!)