



Promoting BlueTech
and Blue Jobs®

The Blue Economy, BlueTech and International Collaboration

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Rome, Las Palmas, Lisbon
April 2018



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Definitions

Maritime technology – all high-tech maritime products and services

Blue Economy – the sum of economic activity having to do with coastal and intra-coastal waters, harbors, oceans, rivers, seas and fresh water resources

Blue Jobs – all employment created by the **Blue Economy**

BlueTech – innovation of technology in the ocean domain and related to fresh water/wastewater

NOTES:

- 1) Hard to draw the line between **Blue Jobs** and **BlueTech** Jobs...“I’ll know it when I see it”
- 2) We include desalination & clean water related technologies in **BlueTech**



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What is a cluster & what do they do?

- A “Business Cluster” is a regional concentration of related industries that helps increase its competitiveness globally.
- “Organized Clusters” occur when regional recognition, funding, & leadership intersect. Effective leadership is critical.
- We believe **BlueTech** clusters are critical to protect the ocean by focusing on the Triple Bottom Line ("People, planet & profit") by balancing economic, environmental & social equity factors.
- **BlueTech** cluster tech & service companies help us understand problems and are critical to develop & deploy solutions



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Global Blue Economy: Enormous and growing

OECD* 2016 study:

The Ocean Economy in 2030

2010 – US \$1.5 trillion (conservatively)

2030 – US \$3.0 trillion (conservatively)

“The ocean economy is essential to the future welfare and prosperity of humankind...only recently begun to garner attention and move up the international policy agenda.”

Comparison:

2010 global water industry = \$500 B

2015 space industry = \$355 B

OCEANOLOGY INTERNATIONAL CONNECTS THE ENTIRE SUPPLY CHAIN:



UNDERWATER
COMMUNICATIONS



UNMANNED
UNDERWATER
VEHICLES



MARINE
AND SURVEY
VESSELS



HYDROGRAPHY



METROLOGY



MARINE
RENEWABLES



OCEAN
RESEARCH



OIL & GAS



MARINE
SECURITY



AQUACULTURE

*NOTE: The OECD is a Paris-based organization with 35 democratic country members founded in 1960 to stimulate economic progress and world trade.



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Increasing U.S. Govt focus on the **Blue Economy**

- Congress Both have an “Ocean Caucus”. Growing interest Representatives & Senators.
- Department of Commerce
 - NOAA (*big change from 2010!*) (*1st ever BlueTech satellite account being prepared*)
 - U.S. Commercial Service / International Trade Administration (*intl. support*)
- Department of Defense
 - Naval Postgraduate School / Naval War College / SPAWAR Systems Center / others
- Department of Labor Some educational grants awarded.
- Department of State
 - Office of Ocean and Polar Affairs (OPA)
 - European Desk & Transatlantic Economic Council
- Small Business Administration Regional Innovation Cluster award to Mississippi



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Momentum! 3 state case studies

California:

- CA State Land's Commission responsible for land & water
- Discussion about a **Blue Economy** strategy for the State
- Elements could include support for clusters and educational & funding support

Hawaii

- Blue Economy strategy and a possible state cluster forming
- State funding for a major aquaculture effort

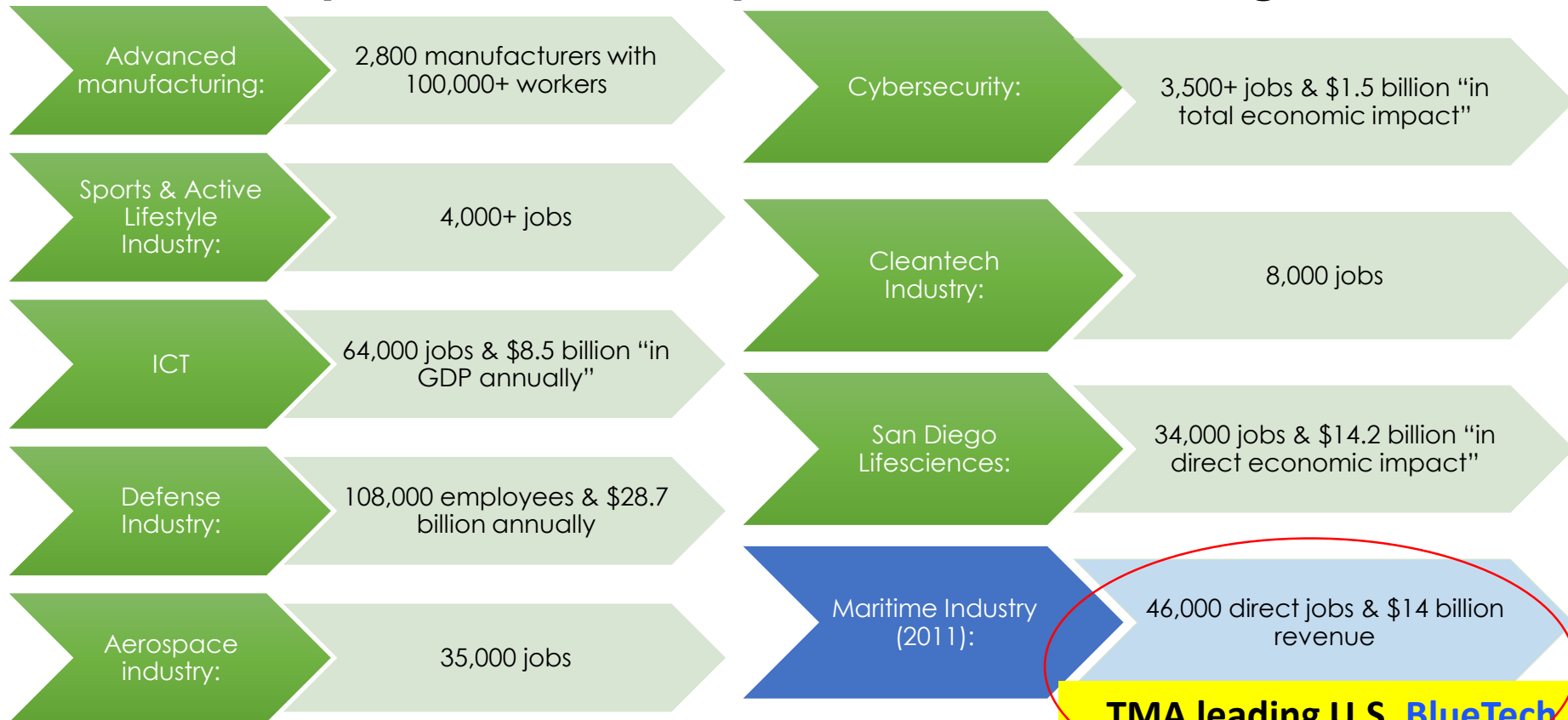
Washington State:

- Launch of **Washington Maritime BLUE** strategy...likely leading to a formalized **BlueTech** cluster
- New incubator/accelerator at Port of Seattle



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Comparative industry clusters in San Diego



TMA leading U.S. BlueTech cluster & leading intl. cluster

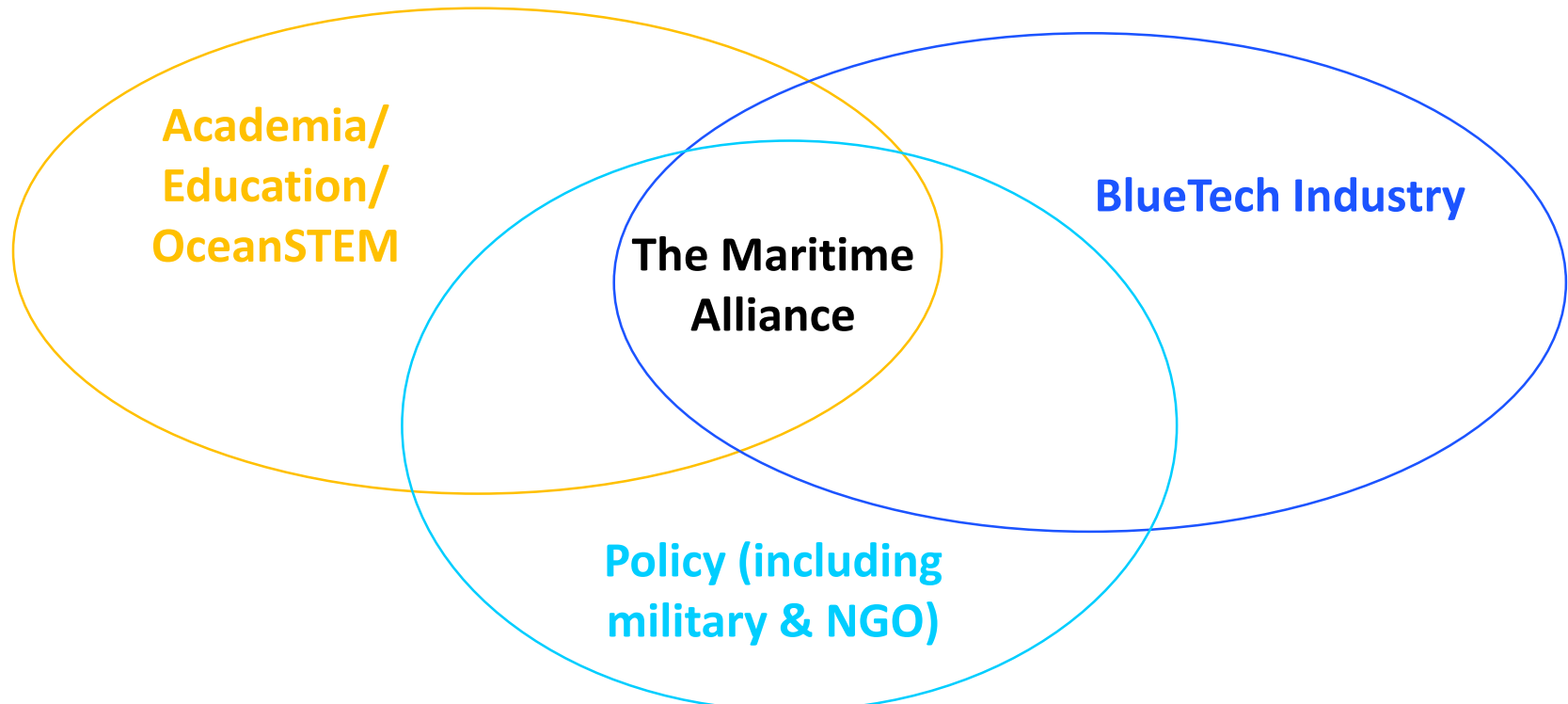
Source: San Diego Regional Economic Development Corporation 2016



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TMA is all about collaboration across Academia, Industry and Policy to create a regional **Blue Voice** & promote **Blue** opportunity.





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BlueTech Cluster Alliance

- **Mission** of BTCA: promote sustainable investment & growth of the knowledge-based ocean and water industries, to the mutual benefit of all Parties, through active regional, national and international collaboration.
- **Goal**: Work together in areas where members of participating clusters can share information, collaborate on research and development initiatives, and jointly pursue business development opportunities.

Charter Members of BTCA:

- Forum Oceano (Portugal)
 - Marine Institute (Ireland)
 - Oceans Advance (Canada)
 - PLOCAN (Spain)
 - Pôle Mer Mediterranee (France)
 - **The Maritime Alliance** (U.S.)
 - UK Blue Growth Network (UK)
- Regular Members of BTCA:
- Pôle Mer Bretagne Atlantique (France)
 - To be determined



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