

North Shore Blue Economy

VISION FORWARD

Blue Economy: the sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.

—The World Bank

Why the Blue Economy is important

The North Shore's history, economic base and culture owe a lot to the ocean and the quality of life it provides. Fishing, tourism, seafood processing, boatbuilding and other traditional maritime industries have shaped the regional identity. Today, new and emerging industries like marine robotics, ocean sensing, marine biotechnology, offshore wind, and coastal resilience design are expanding how we think about the maritime environment.

Fast Forward: The Blue Economy

As the North Shore "Maritime Economy" evolved, it needed a new moniker. The "Blue Economy" reflects a new era and a pioneering approach that views our ocean not just as a resource to generate economic growth but as a powerful way to improve ecosystem health and long-term regional prospects. The 10-year goal of the North Shore Blue Economy initiative is to build and implement a resilient, sustainable, equitable and integrated network that leverages our strengths and positions the region to capitalize on emerging opportunities.

It's a blue horizon for the North Shore's Blue Economy.

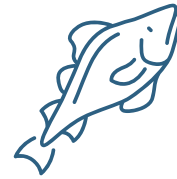
And for coastal Massachusetts communities from Nahant to the New Hampshire border, it's a game-changer. The time to mobilize and build our regional Blue Economy is now.

GLOBAL AND REGIONAL

Today, the Blue Economy is globally and nationally recognized as an important industry focus by the United Nations, the Organization for Economic Cooperation & Development (OECD), the National Oceanic and Atmospheric Administration (NOAA), the U.S. Economic Development Administration, and the U.S. Congressional Ocean Caucus. The Commonwealth of Massachusetts is investing in Blue Economy initiatives through the Seaport Economic Council, the Mass Tech Collaborative and other state programs.

DISTINCT STRENGTHS AND COMPETITIVE ADVANTAGES

The strength of our North Shore Blue Economy is a combination of mature and emerging specialized industry clusters and opportunities in both traditional maritime and technology-based industries. A number of these industries are rarely seen as connected to the ocean.



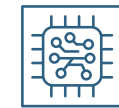
Strong history, culture, and existing Blue Economy strengths around fisheries, boatbuilding, coastal tourism, and recreation



Dozens of supporting NGO and public institutions producing research, managing marine and coastal resources, educating our children and public, and convening dialogues



Easy access to local and international transportation (highway, rail, air, ferry)



Ongoing state investment in developing marine science and technology R&D, and applications



Access to premier education and research institutions and talent



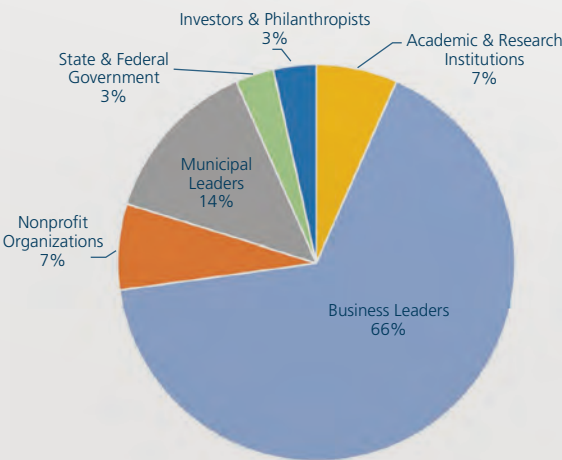
Opportunity to seize state and federal investments in climate resilience to safeguard our coastal ports, properties, and people



Front door to Boston's finance, life sciences, and tech innovation economy

DATA- AND COMMUNITY-DRIVEN

In October 2019, 78 regional thought leaders across municipalities, industry, state and federal government, philanthropy, nonprofits, and research institutions were assembled by the UMass Amherst Gloucester Marine Station and Essex County Community Foundation to envision a thriving North Shore Blue Economy. This was repeated with eight smaller groups totaling engagement with nearly 300 people. Concurrently, partners at University of Massachusetts Dartmouth and Springline Research Group completed a baseline assessment of socioeconomic data describing the North Shore Blue Economy strengths and opportunities. After two years of intensive research and collaboration, the university released the North Shore Blue Economy Phase I Report.



Engaging Diverse Stakeholder Groups



Comprehensive Economic Assessment and Baseline Report

Focus Groups & Meetings

- | | |
|------------------------------|--|
| Life Sciences | North Shore Coalition of Mayors, MAPC forum |
| Marine Science & Technology | North Shore Chamber of Commerce forum |
| Living Resources | North Shore Alliance for Economic Development, Annual Planners Meeting |
| Coastal Tourism & Recreation | |
| Coastal Resilience | |
| Think Lab | |

A WAVE OF GROWTH

Imagine a North Shore region 10 years from now, where a...

Revolutionized sustainable seafood supply chain, with diverse and stable business strategies, reinvigorates our ports, processing capacity, and prosperity.

Northeast Center for Coastal Resilience provides leadership in climate resilience and serves as a hub for ideation, research, and application to our businesses and communities.

Series of workforce training and education programs retains the talent we grow in our colleges and universities and attracts new Blue Economy businesses.

Coordinated North Shore Blue Economy Network brings together hundreds of diverse business, government, nonprofit, investor, education, and research partners.

Steady flow of public and private investment and access to capital sparks new Blue Economy enterprises and initiatives for entrepreneurs and accelerators.

Regional branding and marketing campaign spreads our vision of a resilient, sustainable, and equitable Blue Economy, enabling anyone to see themselves as a part of this amazing region to live, work, and play.

Sustainable tourism and recreation strategy solidifies our unique regional and community identities, markets our successes, and attracts targeted Blue Economy investment.

CONNECT. LEARN. DONATE.

Learn more about the North Shore Blue Economy Phase I Findings & Vision Forward report.

Sign up to stay connected or download
the full report at

umass.edu/nsblueeconomy



BECOME A DONOR. Help us achieve our vision by contributing to the North Shore Blue Economy initiative.

QUESTIONS? IDEAS? Contact:

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Thank you to our research partners in this work.



And thank you to the North Shore Blue Economy Phase I Advisory Committee and funders.

We look forward to expanding this network of partners in Phase II of our work.

