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

WHO
- UMass Amherst Gloucester Marine Station
- Gloucester EDIC
- Cape Ann Chamber of Commerce
- City of Gloucester
- North Shore Technology Council
- North Shore InnoVentures
- Essex County Community Foundation
- Commonwealth of Massachusetts
- Economic analysis: UMass Dartmouth Public Policy Center & Springline Research Group

WHAT
- Assessed regional economic base.
- Engaged nearly 300 North Shore business, municipal, NGO, research, philanthropy & government stakeholders.

WHY
While the North Shore has a longstanding connection to the maritime economy (i.e., fisheries, tourism, boat building), it lacks a comprehensive regional economic development strategy that builds on these strengths and positions the region to capitalize on new and emerging opportunities in the Blue Economy.

Phase II Vision Forward
- Grow the North Shore Blue Economy Network
- Develop Workforce Training and Education
- Brand & Market the North Shore’s Vision of a Resilient, Sustainable and Equitable Blue Economy
- Fundraise and Increase Access to Capital that will Foster Entrepreneurship and Incubate Blue Economy Enterprises and Initiatives

NOCTH SHORE
The North Shore has both a strong coastal “self-sufficient” economy, as well as communities with a “front door” to Greater Boston’s finance, life science and technology innovation economy.

For more information, contact:
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932 Washington Street, Gloucester, MA 01930
(978) 865-3472, kkahl@umass.edu
https://www.umass.edu/nsblueeconomy
The strength of our North Shore Blue Economy is a combination of mature and emerging specialized industry clusters and opportunities in both traditional maritime industries and technology-based industries not always perceived as being connected to the ocean.

### JOBS, WORKFORCE AND EARNINGS

- An average of **209,711** jobs were located within the North Shore in 2020, with the number of jobs increasing by 10% since 2001
- **16,485** Blue Economy jobs on the North Shore represent 8% of the regional employment (2020)
- Blue Economy jobs grew faster than the regional economy as a whole; from 2004 to 2020, the number of people working in the Blue Economy grew by **19.5%** on the North Shore (+2,644 jobs)

### BUILDING ON REGIONAL STRENGTHS & EMERGING OPPORTUNITIES TO GROW OUR BLUE ECONOMY

<table>
<thead>
<tr>
<th>Industry Cluster</th>
<th>LQ</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishing/Fishing Products</td>
<td>11.2</td>
<td>900</td>
</tr>
<tr>
<td>Aerospace Vehicles &amp; Defense</td>
<td>8.4</td>
<td>6,921</td>
</tr>
<tr>
<td>Biopharmaceuticals</td>
<td>4.7</td>
<td>1,782</td>
</tr>
<tr>
<td>Medical Devices</td>
<td>4.7</td>
<td>1,762</td>
</tr>
<tr>
<td>IT &amp; Analytics</td>
<td>2.9</td>
<td>4,861</td>
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<tr>
<td>Education/Knowledge Creation</td>
<td>1.9</td>
<td>8,181</td>
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<tr>
<td>Marketing, Design, Publishing</td>
<td>1.6</td>
<td>3,631</td>
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<tr>
<td>Food Processing and Mfg.</td>
<td>1.5</td>
<td>2,281</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1.2</td>
<td>980</td>
</tr>
<tr>
<td>Lighting &amp; Elec. Equipment</td>
<td>1.2</td>
<td>483</td>
</tr>
<tr>
<td>Downstream Chemical Products</td>
<td>1.1</td>
<td>400</td>
</tr>
<tr>
<td>Financial Services</td>
<td>1.1</td>
<td>2,851</td>
</tr>
</tbody>
</table>

**Source:** EMSI, 2020

LQ > 1 means the region is more specialized in the industry than the nation as a whole

**Living Resources** is a regional strength sector in terms of its size, history and specialization. However, employment in the sector declined 27% between 2004 and 2020.

**Coastal Tourism & Recreation** represents 87% of Blue Economy employment, but the lowest average annual wage ($24,979), with most employment based in service jobs with no direct connection to the sustainable use of ocean resources.

**New Marine Science & Technology** areas, such as offshore wind or marine genomics, are only now being captured in employment and wage data, but are anticipated to be evolving opportunities moving forward.

**Climate Change** is a threat, but we have an opportunity to seize increased investments being made by state and federal government and to demonstrate leadership and innovation by incorporating climate resilient approaches into our Blue Economy strategies to safeguard people, properties and ports.

**Nonprofit and Public Institutions** play a crucial role for work ahead in our regional Blue Economy. They produce research that drives innovation, implements and manages marine and coastal regulation, educates our children and the public, convenes dialogues and supports action.