The North Shore has a longstanding connection to the maritime economy, including fishing, marine and life sciences, tourism and technology. However, it lacks a comprehensive, regional and resilient economic development strategy that builds on these strengths and positions the region to capitalize on new and emerging opportunities in the Blue Economy.

In order to develop a regional blue economic development strategy, local leaders need to better understand their competitive position in the sectors that make up the regional Blue Economy. The experiences of other regions across the state and nation make it clear that evidence-based, regional economic development efforts that build upon existing strengths and assets are in the best position to organize themselves for success and prosperity.

The ultimate goal of the North Shore Blue Economy Initiative is to develop a regional, sustainable economic development strategy through the creation of a North Shore Blue Economy Collaborative.

The initial Phase I assessment is establishing a foundation of understanding by:

- Conducting an economic assessment of the North Shore region to identify top strength sectors to build upon.
- Engaging stakeholders to inform meaningful analysis.
- Developing one-page profiles summarizing key data points for North Shore communities.
- Producing a report summarizing findings to guide regional strategy development in Phase II.

Although much smaller, growth in the Massachusetts Blue Economy is more robust than statewide industry total*.