

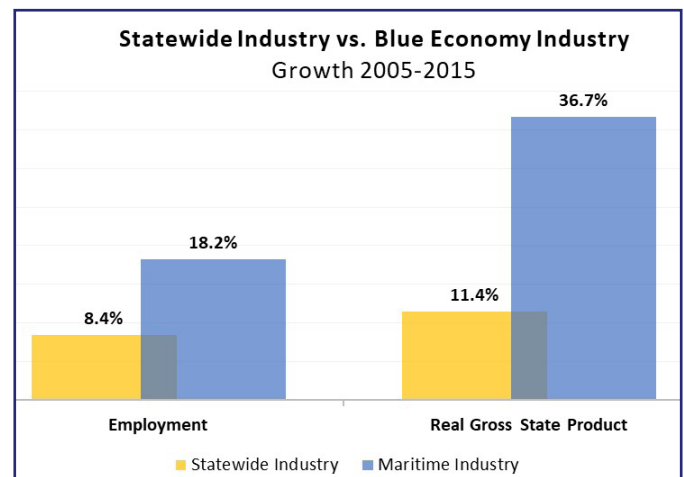
NORTH SHORE BLUE ECONOMY INITIATIVE (PHASE 1)

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The World Bank defines Blue Economy as “the sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.”
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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.

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



*D.R. Borges et al., 2017. *Navigating the Global Economy: A Comprehensive Analysis of the Massachusetts Maritime Economy.*

BLUE ECONOMY SECTORS:

Phase I North Shore Blue Economy Assessment

1. Living Resources
2. Marine Construction
3. Offshore Minerals
4. Ship & Boat Building & Repair
5. Tourism & Recreation
6. Marine Transportation

Exploring connections to:

- Coastal Resilience
- Alternative Energy
- Blue Technology

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.

The North Shore Blue Economy initiative is led by the UMass Amherst Gloucester Marine Station in research partnership with the Public Policy Center at UMass Dartmouth, and with the collaboration and funding support of the Cape Ann Chamber of Commerce, City of Gloucester, Gloucester Economic Development and Industrial Corporation, and the Essex County Community Foundation. Other supporters include the North Shore Technology Council and North Shore InnoVentures. We look forward to broadening this partnership throughout the North Shore as the initiative advances.